

WAYS & MEANS CHAIR

The Ways & Means Chair is responsible for overseeing the ordering, selling, and distribution of all Specialty merchandise, such as tee shirts, sweatshirts, hats, etc. bearing the specialty logo for the express purpose of raising funds for the National Specialty.

Qualifications

- A highly motivated, creative, enthusiastic, and sales-oriented individual.
- Good merchandising skills helpful, but not required.
- Comfortable soliciting price quotes and effective at follow-up.
- Ability to supervise people and delegate tasks.
- Helpful if attended at least one previous BMDCA National Specialty.
- Ability to apply the following basic management skills: (e.g. making decisions, recruiting and scheduling workers, being resourceful, solving problems quickly and efficiently, and dealing effectively with people).

Time Commitment

This is at least a two-year assignment, with moderately busy periods occurring at first to identify potential products and finding supplier(s) and from two months prior to each Specialty (preceding year and actual year) to purchase items to sell at Specialty. Time commitment at Specialties dependent on number of volunteers to assist with sales. There is also a two-week period after the Specialty when letters of appreciation should be sent

Time Line

Upon Accepting the Assignment

- Familiarize self with the following chapters of the BMDCA Specialty Manual: Committee Chair, Finance, and Ways & Means, noting all details of position description, relevant deadlines and BMDCA Policies (bold and underlined text).
- Participate in theme and logo development discussions.
- Brainstorm to develop product ideas. Interview vendors and gathering price quotes/samples.
- Work with Show Chair to develop the preliminary budget.

~Two Years Prior to the Specialty

- Plan on attending current year's specialty if possible to learn from current Chair and make contacts for your event. If unable to attend, contact past Chair to gain knowledge of what worked well, what didn't, etc.

At Least One 1/2 Years Prior to the Specialty

- Finalize theme and logo.
- Confirm with Show Chair all items are in place to secure seed money (i.e. preliminary budget, tentative event schedule and specialty bank account opened). Submit request to the Board.
- Select vendor(s).

At Least Two Months Prior to Preceding Specialty (Planning Activities prior to on-site sales)

- Finalize merchandise to sell. Place orders. Determine prices.
- Submit all invoices to the Specialty Treasurer upon receipt of merchandise.
- Submit price list to Specialty Website Chair for on-line store.

37

- Contact Vendor Chair to arrange vendor space. Confirm “ship to” address and acceptable dates of arrival for merchandise.
- Recruit volunteers to assist with set-up/tear-down and work shifts selling merchandise.
- Contact BMDCA W&M to confirm use of credit cards.
- Consult Show Chair to confirm proper forms and procedures to turn in cash/checks from sales. Make arrangements for cash box.
- Devise a plan to transport merchandise, supplies, etc. to the Specialty.
- Create inventory list of all orders listing quantities, sizes ordered, etc.
- Create price lists for sales table.

At the Preceding Specialty (On-Site Sales)

- Upon arrival, confirm delivery of any shipments. Perform quality control on all orders to ensure order matches inventory list.
- Arrive early on set-up day (typically Monday) and make sure set-up is ring-side (adjacent to BMDCA Ways & Means to facilitate credit card sales).
- Merchandise products attractively.
- Meet with volunteers briefly each morning to confirm schedules and breaks.
- Oversee product sales. Submit daily cash/check deposits on the prescribed form in accordance with BMDCA policies to the Specialty Treasurer or designated representative. (See Chapter 6 Attachment A-3).
- Take digital photos of all merchandise for on-line store.

Upon Return from the Preceding Specialty

- Submit clearly labeled photos to Specialty Website Chair for on-line store.
- Develop marketing strategy. Discuss advertising in the Alpenhorn with the Publicity Chair.
- Market products on-line and at local events when possible. Replenish stock, placing orders as needed.

~Nine Months Prior to the Specialty

- Introduce new items to capitalize on Holiday sales.

Two Months before the Actual Specialty

- Solicit pre-orders for items on e-lists. Place final orders.
- Repeat planning activities prior to on-site sales (see Two Months Prior to Preceding Specialty)

Week of the Actual Specialty

- Repeat On-Site Sales activities (see At the Preceding Specialty – On-Site Sales)
- If required, offer sales/mark downs in accordance with BMDCA policies.
- Arrange to transfer unsold merchandise to BMDCA W&M committee.

Within Two Weeks of the Specialty

- Send thank you notes to volunteers.
- Submit a completed report to the Show Chair (see Committee Chair Attachment A-1 in Chapter 2).

Key Statistics for Historical Data:

1. Sales at Preceding Specialty (include items, qty sold and prices)
2. Sales throughout the year (include items, qty sold and prices)
3. Sales at Actual Specialty (include items, qty sold and prices)