

CONTEMPORARY CERAMIC
STUDIO ASSOCIATION

20
23

ANNUAL
REPORT

Contemporary Ceramic Studios Association (CCSA)

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www.ccsaonline.com

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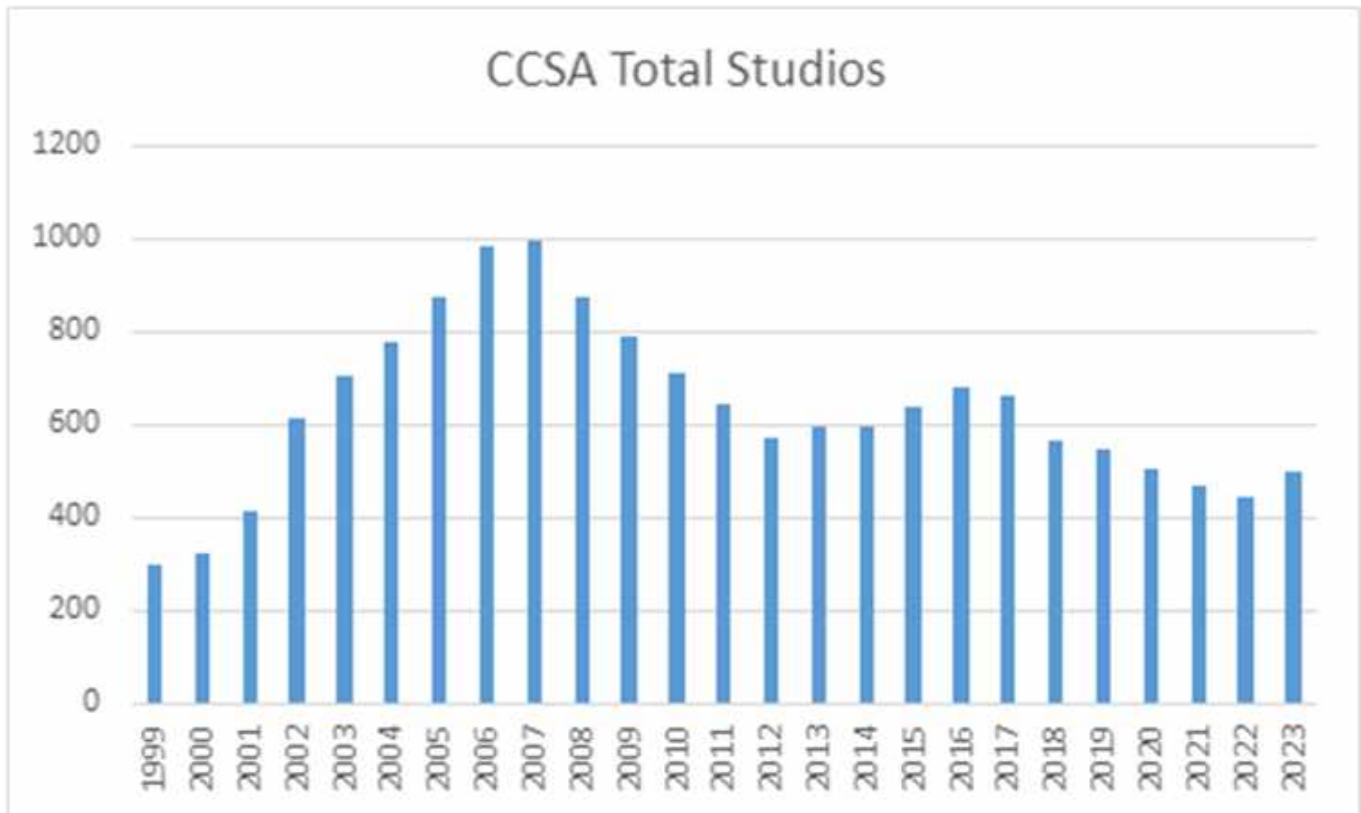
CCSA MISSION STATEMENT

To promote our industry
and be a resource for our members.

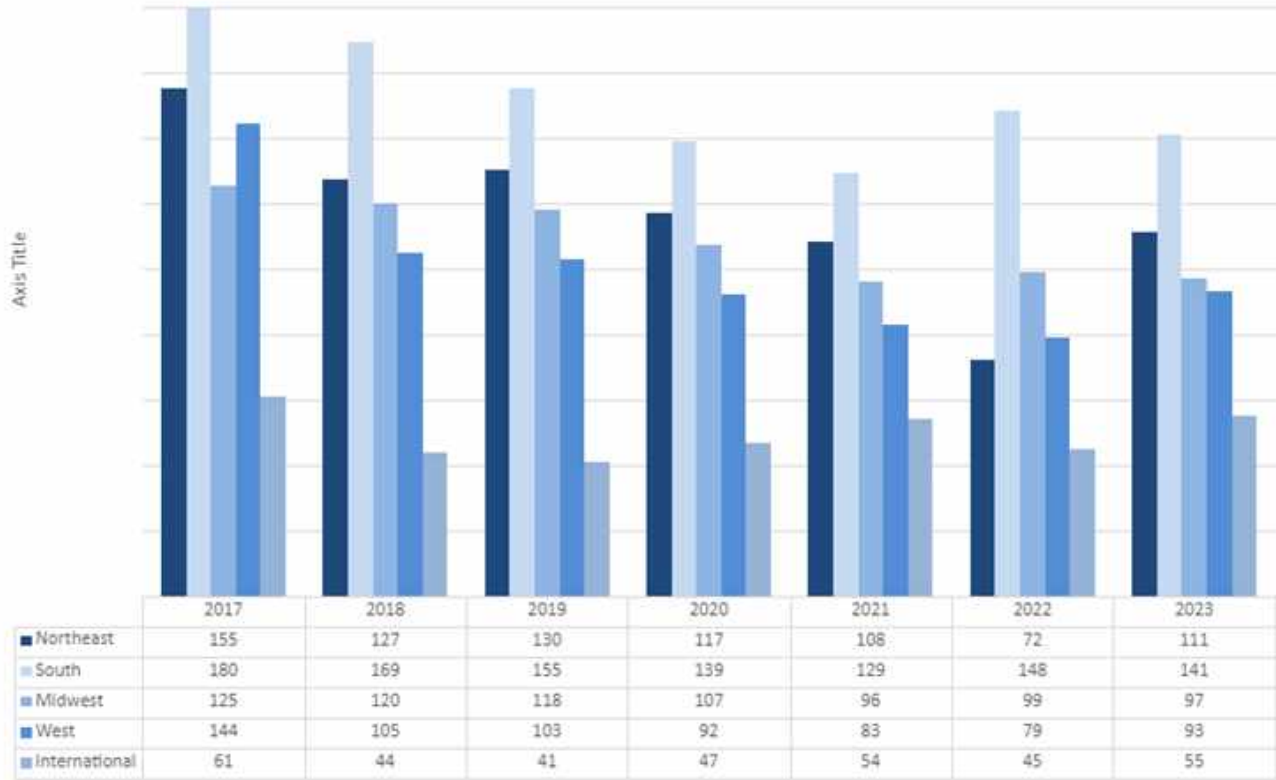
OUR GUIDING PRINCIPLES

- We care about our members.
- We are dedicated to being a partner in the success of our members.
- We guarantee a prompt and courteous response to all member communications.
- We offer professional expertise and resources stemming from a strong supplier and studio partnership at the Board level.
- As your Board of Directors, we commit to act with honesty, integrity, and transparency.

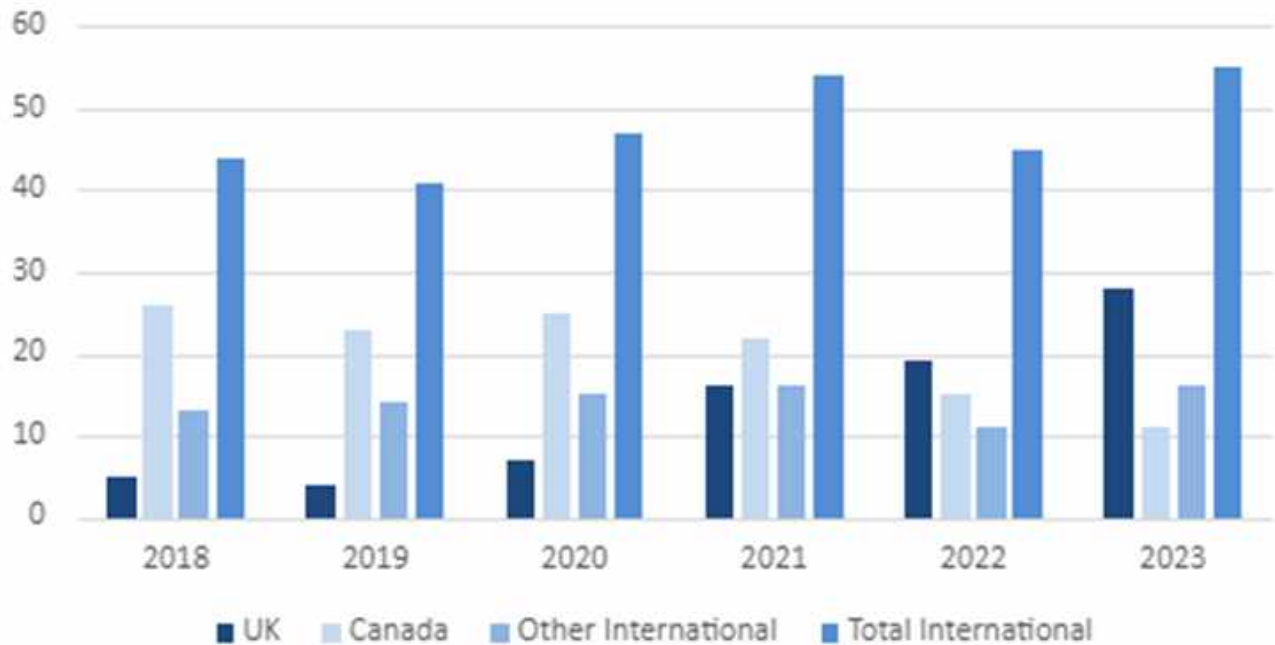
MEMBERSHIP OVERVIEW



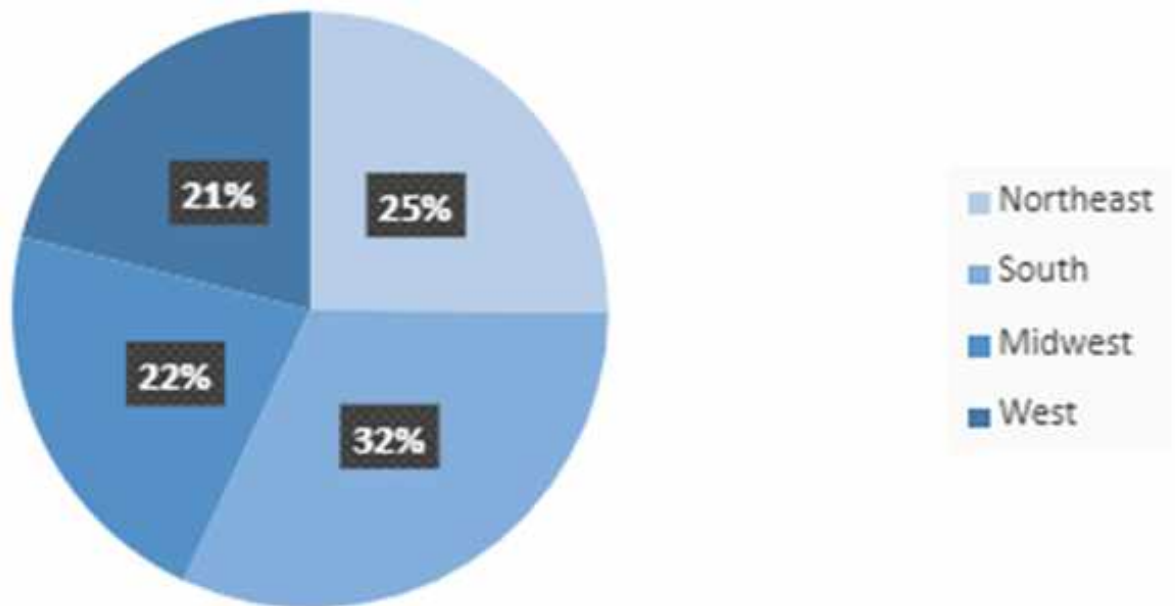
Studio Members By Region 2017 to 2023



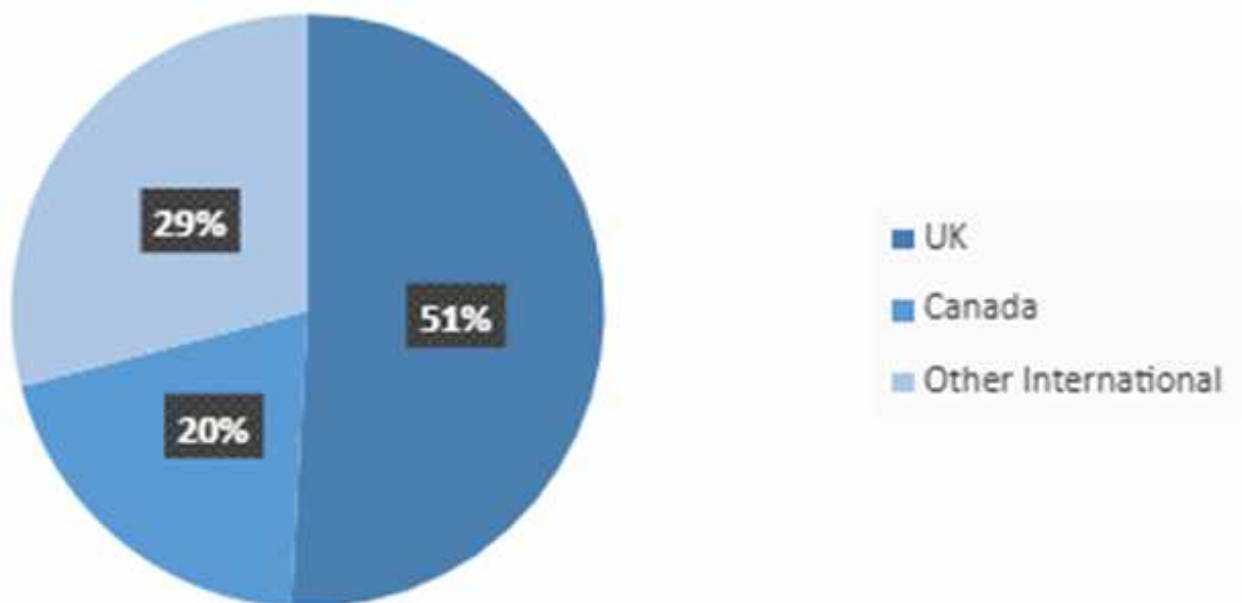
International Studios By Region 2018 to 2023



2023 Percentage of US Studios By Region



2023 Percentage of International Studios By Region



PRESIDENT'S REPORT

Dear CCSA members,

As we dive into 2024, I am excited for the growth I am hearing from our studios as well as the increase in membership numbers for our association. I have to start by boasting about our first in-person convention since Covid turned our world upside down. As a board, when planning Convention 2023 in Reno, we had so many questions: Would people come? Would they want things the same or different from years past? Would the suppliers show up for us? And would everyone be as excited to "Get the band back together" as we were?



Well, you guys blew us away. The studios showed up, bringing record numbers of their staff to learn, laugh, and network. The suppliers showed up for us, as they ALWAYS do, and brought new samples, shapes, and smiles. The business classes were just what some of us needed after those tough post-Covid years. And the technique classes? Well, isn't it nice to sit around and paint all day? Our Gala rocked and rolled to raise over \$17K for the Rave Foundation. We had a blast in Reno SEEING all of you again, and I cannot wait for St. Charles this year.

The CCSA continues to be the leading resource for our members. This past year we have carried on with creating our seasonal and story time guides, producing our Designing Dishes program, offering an updated lifestyle photo shoot, generating social media graphics to help in your day-to-day marketing, and launching our brand new podcast, Glazed Over. Our pillars (Education, Membership, Promote, and Convention) are busy planning new and exciting projects for you, our members. We have three spots on the Board of Directors coming open this spring, so if you have ever thought about volunteering for the CCSA, this is the time to do it! As I always say, we are stronger together, and we could use your help to make this association all it can be. See you in St. Charles. GAME ON!

Katie Yallaly, CCSA President

TREASURER'S REPORT

Dear CCSA Members,

2023 can be marked as a recovery year for us all. The CCSA weathered the storms of the COVID-19 pandemic and made smart choices during the worst of it, landing us in a safe port for future growth. The theme for this report is “positive growth.” We saw a 14% growth overall in our investments, both from the health of the investments and the savvy decrease in expenditures exercised by Dena and the CCSA staff. The 2023 investments have rebuilt our savings and kept us in the black, with a net income of \$40,816.



As of December 31, 2023, our balance sheet showed \$414,000, versus \$368,000 for the same ending date in 2022. For 2024, the Board voted to pass a budget that continues to represent its commitment to the future of the CCSA. The Board is projecting a conservative revenue of \$402,445, with expenditures totaling \$400,701. This means our projected profit for 2023 is \$1,734. The Board and Executive Director will continue to seek growth opportunities, expand our membership, and produce products and benefits our members love.

Looking ahead, our association anticipates a path of prosperity, one where the growth of membership begets new opportunities. In 2023, we saw a growth of over 45 studio memberships to our association, up from 443 in 2022 to 491 studio members in 2023. Even as we look to the future, we prioritize our present members, providing them with a plethora of new resources, classes, and supplier connections.

All economic predictors showed a slow drag on luxury and recreation business from the COVID-19 pandemic, and ours was not spared. 2022 was a rough turn, showing loss to our investments and our membership. As dismal as that outlook might have seemed, our whole industry surprised the experts and our peers alike. 2023 was a comeback year for a lot of us, including the CCSA. Our membership has grown and risen to the challenge of inflation, staffing challenges, and more with vigor and enthusiasm. And you brought that same energy to our first in-person convention in four years when we welcomed (157) studios and (16) suppliers to the Peppermill Resort in Reno, Nevada. That was 35% of our overall membership in attendance! We cannot wait to see how many of your show up to connect for our 2024 convention in St. Charles, where we'll plan, paint, and power up our businesses.

Sincerely,

Louise Blazucki, CCSA Treasurer

INCOME STATEMENT

Contemporary Ceramic Studios Association For the year ended December 31, 2023

	ACTUAL 2023	BUDGET 2023	ACTUAL 2022
Revenue			
Affinity	4,115	7,000	6,789
Constant Contact	26,685	25,800	25,819
Convention Proceeds	167,320	156,250	4,736
Income Clearing	-	-	680
Literature and Music	6,599	7,000	18,907
Magazine advertising	16,154	23,000	23,226
Studio Membership	144,377	137,100	117,047
Supplier Membership	18,810	18,810	14,465
Total Revenue	384,061	374,960	211,668
Cost of Goods Sold			
Magazine Designer	-	-	11,000
Magazine Mailing	2,437	2,500	2,226
Magazine Printing	4,578	4,500	3,200
Total Cost of Goods Sold	7,015	7,000	16,426
Gross Profit	377,046	367,960	195,243
Operating Expenses			
Administrative Expenses	219,019	226,287	226,181
Convention	151,911	124,650	62,781
Member Benefits	12,769	14,686	15,311
Total Operating Expenses	383,699	365,623	304,274
Operating Income	(6,653)	2,337	(109,032)
Other Income / (Expense)			
Auction Income	(16,605)	-	-
Dividend Income	12,102	-	14,185
Raffle Tickets	16,150	-	-
Unrealized Gain/Loss on Investments	35,820	-	(81,972)
Total Other Income / (Expense)	47,468	-	(67,787)
Net Income	40,815	2,337	(176,818)

BALANCE SHEET

Contemporary Ceramic Studios Association As of December 31, 2023

DEC 31, 2023

Assets

Current Assets

Cash and Cash Equivalents

BofA Checking *5403	46,354
BofA Taylor's Debit Card *3408	354
PayPal	37
Stripe USD	1,003
TD Ameritrade Money Market	366,514
Total Cash and Cash Equivalents	414,262

Total Current Assets

414,262

Total Assets

414,262

Liabilities and Equity

Liabilities	292
Equity	413,970
Total Liabilities and Equity	414,262

BOARD OF DIRECTORS

The CCSA Officers and Directors work as a team to develop and design the CCCA benefits and to monitor the budget. They work on a volunteer basis to help your association grow and prosper!

CCSA OFFICERS



President

Katie Yallaly, Doing Dishes
904.730.3729
katieccsa@gmail.com



Vice President

Jaime McCabe, Clay Cafe Avalon
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Board Secretary

Vick De Werth, Art on Fire
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Treasurer

Louise Blazucki, Kiln Creations
317.774.8982
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CCSA DIRECTORS



Cheryl Tisland, Burst of Butterflies
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Wendy Pettys, The Pottery Patch
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Morgan Ouellette, The Artsy Place
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THE CCSA TEAM



Executive Director (ED)

Dena Pearlman

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Business Operations Specialist

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EXECUTIVE DIRECTOR'S REPORT

The CCSA, along with its membership, has made a remarkable comeback after enduring some challenging years. The impact of COVID-19 was keenly felt by CCSA during 2022 and 2023, albeit slightly delayed compared to what studios experienced. However, this was within our anticipated projections. Presently, we're witnessing a surge in membership growth and an increase in studios opening and selling, indicating a robust and strengthening industry overall.



Supply chain disruptions and shipping issues have largely subsided, and the cost of goods appears to have stabilized, at least for the time being. Nevertheless, we continue to observe rising costs in wages, rent, utilities, and overhead expenses. Feedback from members indicates a record year in sales with continuous growth.

The CCSA remains committed to investing in resources that assist studio owners in business growth and time-saving strategies. A lifestyle photoshoot yielded nearly a thousand photos, released monthly for membership use over the years. Additionally, we offer various outstanding benefits, including seasonal guides, a summer camp guide, a story time guide, webinars, monthly marketing mashups, designing dishes, and marketing graphics.

Our marketing efforts persist in promoting the PYOP industry and driving traffic to member studios. In 2023, the Board of Directors decided to allocate resources to the clay industry, culminating in our participation at the National Council on Education for the Ceramic Arts Convention (NCECA) in Richmond, Virginia, scheduled for March 2024. We will host a table in the resources area, aiming to attract potential clay and pottery studio owners and relevant suppliers, serving as a valuable resource for their endeavors.

A highlight of 2023 was the in-person CCSA Convention in Reno, Nevada, warmly hosted by the city. Strong attendance was noted, particularly from the West Coast, with more managers and staff accompanying owners than ever before—an encouraging trend we support. We recognize the importance of cultivating a strong team for business growth and are dedicated to fostering their personal development and industry knowledge.

Looking ahead, the CCSA Board of Directors is already planning the 2024 CCSA Convention in St. Charles, Missouri, scheduled for September 6-9. We hope you'll join us for this event.

Thank you for being a valued CCSA member, and I eagerly anticipate seeing you in 2024.

Dena Pearlman, CCSA Executive Director

STRATEGIC PLAN



MISSION STATEMENT

To promote our industry and be a resource for our members.

MEMBERSHIP

EDUCATION

PROMOTE

CONVENTION

MEMBERSHIP PILLAR

MISSION STATEMENT OF THE CCSA: To promote our industry and be a resource for our members.

MISSION STATEMENT OF THE MEMBERSHIP PILLAR: To retain and grow the CCSA's membership.

2024 KEYWORDS: Encourage, Retain, Communicate

2024 GOALS

1. Ensure members can easily navigate available benefits on the CCSA website.
2. Maintain retention rate of 95% with both new and existing members.
3. Increase new members by 5% by reaching out to new studios and other potential members.
4. Increase supplier membership by one member in 2024.

ACTION STEPS TO ACHIEVE GOAL 1

1. Work with staff to create a video to navigate CCSA website in Q2 of 2024 once it's completed.
2. Continue to use the new member checklist to assist members with navigating the website and the benefits available to them. Q 2023.

ACTION STEPS TO ACHEVE GOAL 2

1. Upon launch of new website, Goody Bags will be sent to new members containing welcome card, hard copy of most recent magazine, CSSA stickers, 10 Reasons to Belong to CCSA, the New Member Checklist, and any other pertinent materials/swag. Q2 2024.
2. Work with staff to create a welcome card to include QR code to link to CCSA website navigation video, Q4 2024.
3. Starting Q3 2024 Pillar Membership will continue to personally reach out to new members via telephone calls and/or email. Upon completion of the new website, we will implement Vidyard as a video welcoming tool along with our New Member Checklist as a guideline beginning Q3 2024.
4. Membership Pillar will participate in bimonthly New Member calls starting Q1 2024 through Q4 2024.
5. Work with staff to create a thank you postcard that is sent out to members quarterly, starting Q4 2023.
6. Work with staff to create a digital welcome card to be sent by membership pillar. To be used until completion of website in Q3 2024.
7. To provide a financial survey to its members along with incentives to complete it. Q2 2024. Survey results will be sent or presented to its members in Q3 2024.

ACTION STEPS TO ACHIEVE GOAL 3

1. Work with staff to monitor social media and other resources to seek out new studios and other potential new members beginning Q3 2023 through Q4 2024
2. Membership Pillar will reach out to new studios and potential new members via social media, phone calls, emails, and/or VideoAsk beginning Q4 2023
3. Digital Goody Bags for nonmembers outlining the benefits of being a CCSA member.
4. Membership pillar will make first contact to potential new members via social media, phone calls, or emails to be followed up by CCSA staff, Q3 2023.
5. Monitor social media and other resources to seek out art studios memberships.
6. Attend the NCECA conference as potential membership partnership of CCSA.

ACTION STEPS TO ACHIEVE GOAL 4

1. Work with staff to monitor social media outlets to seek out potential new supplier members and provide that information to ED in 2023.

Our mission will be to continue to grow the CCSA membership and improve communication to our new and renewing members. The Membership Pillar will continue to search for new supplier members that benefit our association and increase our new member retention.

2024–2025 OUTLOOK

Membership Pillar will consider offering clay studios memberships to CCSA. Future determinations to include benefits such as member discounts, networking, access to supplier lists and contacts as well as a reduced CCSA membership rate, same as the international rates and benefits currently. Research and develop clay membership and guide for 2024–2025.

EDUCATION PILLAR

MISSION STATEMENT OF THE EDUCATION PILLAR: To be an educational resource for all members and communicate those resources to our membership.

2024 KEYWORDS: Educate, Elevate, Grow

2024 GOALS

Educate members with creative and operational support to studios by creating useful, pertinent, and timely resources for members. Specifically:

1. Educate members with creative and operational support to studios by creating useful, pertinent, and timely resources for members. Specifically:
 - a. Grow the library of studio guides by at least two in 2024.
 - i. International
 - ii. Clay
 - b. Grow the library of webinars available to members by maximum of 6 per year in 2024.
 - c. Add a minimum of two magazine articles from professionals outside of the industry.
 - i. Financial (will, trust, estate planning, tax prep)
 - ii. Self-help
 - iii. Point of Sale
 - iv. Virtual Assistants
 - d. Continue adding seasonal project guides of one per season in 2024 (total of four).
2. Maintain the focus of Chatter as an educational resource.
3. Audit content of new website to archive irrelevant and outdated information in 2024 to 2024.
 - a. Form committee
 - b. Compile monthly updates forwarded to Taylor and Brittany

Action Steps to Achieve Goal 1

1. Continue to create new studio guides. (At least two in 2024).
2. Ideas include:
 - a. Summer Camp Guide – Release November 2024
 - b. Story Time Guide – Release September 2024
 - c. Clay guide (Ruth Post)
 - d. International (Danielle Minahan, Linda – Ireland)
3. Grow the library of webinars available to members by max 6 per year in 2024.
 - a. Discuss in October to plan 2024.
 - b. Videos will be posted with trendy or timely topics as needed.
 - c. CCSA staff to reach out to instructors each quarter.
4. Add a minimum of two magazine articles from professionals outside of the industry.
 - a. Suggest four topics and/or professionals to the staff.
 - i. Financial – will, trust, estate planning, tax prep (Mark Kangas)

- ii. Self-help – business coach, mentor
 - iii. Point of Sale – consumer guide style from multiple viewpoints (Meagan?)
 - iv. Virtual assistants
 - b. CCSA staff and magazine committee to reach out to professionals outside of the industry who would be interested in contributing articles.
 - c. Work within approved budget.
- 5. Continue to create new seasonal guides that include trendy and successful projects for our members to use when creating seasonal samples and classes (min. 4 per year).
 - a. Seasonal Guides
 - i. Summer – Release March 2024
 - ii. Fall – Release June 2024
 - iii. Winter –Release August 2024
 - iv. Spring – Release January 2024

Action Steps to Achieve Goal 2

1. Continue to enforce CCSA chatter policies, following schedule as determined by board.
2. Maintain searchability, elevated level content, and discourse on CCSA Chatter.

Action Steps to Achieve Goal 3

1. Define sections (and subsections) of the website to review and prioritize.
2. Find studio owners and create committee to review website content by section.
 - a. Christine Steele
 - b. Emily Rhodes
 - c. Charlotte Perkins
3. Meet with committee before board meetings for debrief.
4. Compile lists of items to be deleted/updated/archived and communicate to staff.
 - a. Identify outdated images and content to delete and archive.
 - b. Identify content and guides that need update and/or refresh:
 - i. Assign people to download and update guides and content.
 - ii. Send suggested updates to staff for branding, formatting, and uploading.

2025 & 2026 OUTLOOK

The mission of the Education Pillar will remain focused on creating, collecting, and communicating the best resources for our members to enhance their businesses. Programs, projects, and guides will be measured for value and relevance to our members at the Strategic Meeting in 2024.

In 2024 we will increase our focus on in-person convention. We will maintain a dedication to continued education for our members. The effort in 2024 to refresh and delete old content and website resources will be advanced.

PROMOTE PILLAR

MISSION STATEMENT OF THE CCSA: To promote our industry and be a resource for our members.

MISSION STATEMENT OF THE PROMOTE PILLAR: To support our members, create awareness of our association to non-member studios, and promote our industry to consumers.

2024 KEYWORDS: Grow, Support, Engage

2024 GOALS:

1. Create visual content for use on social media platforms to assist and educate studios in building their online presence and promote the PYOP industry.
2. Continue updating the marketing library to include new stock photos and marketing ads/ideas/materials for studio use.
3. Continue to promote the association to potential members.
4. Continue to develop a monthly/seasonal marketing campaign through the Marketing Mash-Up to explain how studios can best utilize our library of materials and benefits (staff created).

Action Steps to Achieve Goal 1:

Continue to promote the industry through new marketing materials for use with social media posts.

1. Steal My Reels: Create 4 short video clips (15–30–60 seconds) that are released quarterly to members. The promote Pillar will help promote reels using the name #StealMyReel.
2. Q4 2023: Decide on 4 video themes and corresponding hashtags for 2024.
3. Board members to send #StealMyReel post template and video clip to CCSA staff by January, April, July, and October.
 - a. CCSA staff to include analytics and insights from Facebook and Instagram in MES social media report at the monthly Board meetings.
4. Create two CCSA testimonial videos for CCSA to share on blogs and social media for CCSA and PYOP pages. One video will be a CCSA Membership testimonial video. The second video will be to promote CCSA Convention video.
 - a. Q1 2024: Review the testimonials videos collected during the 2023 Convention—potential January meeting.
 - b. Q1 2024: Schedule a date and dedicate Board members to create/edit the testimonial videos.
 - c. Q2–Q3 2024: Submit to CCSA staff to upload to the websites.

5. Research potential teachers on a Convention class to improve studio photography tools and skills. Best Photography Practices could be the title.

Action Steps to Achieve Goal 2:

1. Continue to release the 2023 Trendy Lifestyle Photos.
 - a. Q4 2023–Q1 2024: Continue releasing the 2023 Lifestyle photos as designated by CCSA staff release schedule.

Action Steps to Achieve Goal 3:

1. Work with Member Engagement Specialist (MES) to enhance CCSA Industry Awareness.
 - a. Develop a landing page on the website, upon website completion in Q1 2024, geared to increase email captures from potential new studios and/or existing non-member studios.
 - b. Continue to manage the membership campaign toward non-member studios (ongoing) and working with the Membership Pillar.
 - c. Continue using Facebook Ads Manager, continue to promote CCSA and PaintYourOwnPottery.com to potential new studios and consumers.
2. Work with supplier training consultants to offer new membership promotions.

Action Steps to Achieve Goal 4

1. Rebrand the Monthly Marketing Mash-Up to Marketing Monday.
MES and committee will identify relevant resources, including:
 - a. 2–3 marketing photos
 - b. Include project guides resources
 - c. Video (created or repurposed)
 - d. 8–10 suggested hashtags
 - e. MES will compile a list of resources to be available via link to members.
 - f. MES will incorporate all Mondays into the Marketing releases and create a logo to promote the Mash-Up and the additional marketing resources.
 - g. Committee members will facilitate one Facebook LIVE or Facebook Chat/thread per quarter to brainstorm with members.

2024 Outlook

In 2024, our focus is to educate members on utilizing CCSA marketing tools and resources to increase studio presence and industry awareness. We will continue the development of content and implement as CCSA resources allow. In 2025, we hope to increase member participation in our industry's growth.

CONVENTION PILLAR

MISSION STATEMENT OF THE CCSA: To promote our industry and be a resource for our members.

MISSION STATEMENT OF THE CONVENTION PILLAR: To plan and execute an in-person annual Convention. Ensure that our members, studios, and suppliers view this as the “must-attend” event of 2024.

2024 GOALS

1. To achieve Convention attendance of at least 30% of studio members.
2. To receive a minimum 50% “Very Satisfied” responses on the “Overall Value” and “Overall Enjoyment” questions on the Attendee Convention Survey.
3. To have at least a 50% of class attendees complete the Class Satisfaction Surveys for each class, by improving awareness and importance of the surveys.
4. To foster an environment for suppliers to showcase their products and connect with studio owners, resulting in a minimum 50% “Very Satisfied” responses on the “Overall Value” and “Overall Satisfaction” questions on the Exhibitor Convention Survey.
5. To be fiscally responsible by keeping Convention expenses below Convention revenues while providing the maximum value for members.
6. To give back to a great cause by donating at least \$15,000 to our 2024 chosen charity.

ACTION STEPS TO ACHIEVE GOAL 1

1. Plan an in-person Convention starting at the January Board Meeting.
 - a. Ensure class offerings cover a wide-range of relevant topics and will translate well to the growing needs of our members.
 - b. Review previous year’s Convention surveys and Chatter posts for feedback from members.
 - c. Bring in outside (expert/professional) instructors and speakers.
 - i. Offer at least 5 sessions lead by outside instructors/speakers.
 - ii. Offer at least 2 pre-con sessions lead by outside instructions/speakers.
 - d. Working with the budget, plan to feed the attendees at least 3 meals.
 - e. Organize and execute a “first-time attendee” social hour to help the new participants feel more comfortable.
2. Aggressively market Convention to attendees.
 - a. Create a marketing plan to stir up “buzz” over the in-person Convention. All marketing should be in line with the “Gamer” theme.
 - b. Highlight the multiple professional speakers by making Facebook posts weekly.
 - c. CCSA staff to market Convention registration deadlines, etc., as outlined in the master marketing spreadsheet.
 - d. Board members and committee of studio members planning to attend Convention to post a Convention-related question/request on Chatter at least 3 times each month from March through Convention in order to maintain “top-of-mind” awareness.
 - e. Instructors to promote their class(es) by posting content on Chatter at least once before registration closes.

- f. The week of August 5, reach out to studios who have not registered as of August 1 either via email or phone.
- g. Make sure “first-time attendees” are recognized and invited to the planned social gathering.

ACTION STEPS TO ACHIEVE GOAL 2

1. Board members and staff to review all class descriptions for accuracy and clarity prior to publishing and to make sure classes fall in line with the new structure and what would work best for our members.
2. Create and staff a committee of volunteers to help at Convention. Make sure volunteers are trained to provide excellent customer service to our members.
3. Staff and volunteers to execute the plans laid out, making necessary changes as the need arises in order to ensure a successful Convention.
4. Board members and committee of studio members attending Convention are to check in with attendees throughout Convention, offering help, requesting feedback, etc.

ACTION STEPS TO ACHIEVE GOAL 3

1. CCSA staff to remind attendees by text and email to fill out their surveys.
2. CCSA staff to include survey information when promoting Convention so that members are properly informed ahead of time to look for surveys after classes.
3. Staff, Board members, and teachers to remind attendees to fill out surveys after their classes and when in social situations.

ACTION STEPS TO ACHIEVE GOAL 4

1. Attract as many attendees as possible. (See Action Steps for Goal 1.)
2. Discuss with suppliers how we can help them showcase their products and offerings as much as possible with our new technique structure.
3. Work with the hotel on how to give our suppliers the time and showcase they are requesting.
4. Provide networking opportunities for studio members and supplier members in the form of a game or social opportunities.
5. Recognize suppliers for sponsorships and donations.

ACTION STEPS TO ACHIEVE GOAL 5

1. When choosing outside speakers, be mindful of convention budget to keep expenses down.
2. When planning meals and events, choose menus and rentals that stay in the projected budget.
3. Use discounts/coupons when available when purchasing supplies for convention.

ACTION STEPS TO ACHIEVE GOAL 6

1. Raise money through a silent auction.
 - a. Encourage pottery donations that will bring in lots of money.
 - b. Board members and committee of studio members planning to attend Convention to highlight past years’ auction pieces on Chatter at least twice each month between March and August.

- c. Use reminders on Chatter once each month from June through August that those not attending can still send in a donation.
 - d. Utilize a combined system of silent auctions and technology to collect funds.
2. Raise money through a raffle.
 - a. Provide desirable raffle prizes.
 - b. Encourage suppliers to provide something to be included in the Golden Ticket raffle prize in order to make it irresistible.
 - c. Sell raffle tickets throughout Convention leading right up to the raffle.
3. Remind attendees to save and bring money to donate in conjunction with marketing for the raffle, silent auction, etc.

2024 & 2025 OUTLOOK

- Continue to increase the number of outside (expert/professional) instructors and speakers.
- Continue to find ways to incorporate our members' suggestions.
- Continue to increase attendance year over year.
- Explore creative ideas and try new layouts or schedules in order to maximize what attendees and exhibitors get out of Convention.