

2023 Insights into Gardening Year-End Report

Specifics about 2023 Insights into Gardening

- New this year:
 - This year's event was limited to 350 attendees, and it sold out in 16 days with 6 classes already filled to capacity.
 - We did not allow walk-in registrations on the day of the event.
 - Because the event sold out so quickly, people who mailed in registrations were mostly denied a seat. We decided to mail a postcard in 2023 notifying people about the event and eliminate the brochure and thus the opportunity for mail-in registration. This was to ease the frustration of rejecting mail-in registrations because people used the tri-fold brochure even though it specified online registration only.
 - We color-coded name badges to identify classrooms to make it easier for door monitors to ensure people entering a classroom were actually registered for the class.
 - Rich Taylor created a Facebook page for the event this year, which was very helpful in getting the word about the event.
- Insights was held on Saturday Feb 11, 2023. Although 350 persons had registered, 31 people failed to show, so attendance on the day of the event was 319 persons.
- Total revenue was \$20,378 and total profit was \$9471. Each of these was the highest total since 2011 when we began keeping records.
- The revenue and profit figures include \$1760 from the raffle, down from \$1902 in 2020, the last time we held Insights before COVID. The total raffle revenue might have been lower because we had fewer exhibitors, 16 exhibitors in 2023 compared to 25 in 2020.
- We got a good return, 71%, on our evaluation forms (227 from 319 attendees). Responses were overwhelmingly positive. We also got suggestions for future sessions.
- Some attendees expressed frustration with closed classes having limited their choices. We will consider how to address that issue in 2024. For example, we plan to repeat some of the full 2023 classes during Insights 2024.
- Rich Taylor created another fantastic webpage for Insights, complete with photos and all pertinent information available in one place.
- Information for Treasurer's report to IRS:
 - Number of active committee members: 14
 - Number of contacts: the 319 attendees on the day of Insights
 - Estimated number of volunteer hours (a likely underestimate based on about 8 meetings at 1.5 hours, each attended by 12 members; 14 members working 8 hours on the day of the event and approximately 5 hours per member outside of meetings preparing for the event): 1110 volunteer hours

2023 Insights Committee - 14 dedicated, hardworking individuals:

Susan Hoffman – volunteer coordinator

Paula Lupcho – registration, finances

Janet Magedanz – online registration

Mary Mellard, co-chair – facilities, lunch

Sandy Piper, Sally Elliott – cookies

Randy Raggon, Dan Dix – coffee and water

Cheryl Stratton – raffle

Ellen Tappon – brochure, signage, speaker gifts, raffle

Rich Taylor – online publicity, social media, volunteer coordinator

Jana Tindall – exhibitors, Outreach liaison

Sue Trautwein – printed program booklet

Lynn Trimpe, co-chair – program, speakers