ITINERARY

Saturday, October 15th

a. 12 Noon- Arrive at Lewis Ginter Botanical Gardens (LGBG)
b. 12:30 PM- Catered Lunch in one of the ballrooms; LGBG will welcome the group to Richmond and gives a 10 minute discussion of the garden, the shop, the history, etc. Mid-Atlantic leadership can be introduced and then any MSA attending officer (if available.) We can open up the lunch for a discussion (TBD) on success stories or challenges.
c. 1:30 PM- Guided tours of the gardens, followed by a self-tour of the gift shop.
d. 3:00 PM – Depart for Omni Hotel for check in.
e. 4:00 PM- Attendees can rest, walk, tour the area around the restaurant, tour Capital grounds, etc.
f. 5:00 PM- Meet and greet/happy hour at Tobacco Company restaurant. Chapter representative speaks/thanks sponsor/sponsor speaks
g. 7:00 PM – Depart for dinner (on their own)

Sunday, October 16th

a. 7:30 AM- Breakfast-on your own @ Omni Hotel.
b. 8:00 AM- Depart for VMFA (map can be provided), carpooling recommended
c. 8:00 AM Set up Silent Auction Scholarship Fundraiser
d. 8:15 AM First attendees arrive, auction already set up, way finding (with the help of volunteers) to the room
f. 9:30 AM- Speaker session #1 (Donna Miller)
g. 10:30 AM– break – bidding proceeds on silent auction, visit vendor tables, etc.
h. 10:45 AM- Vendor presentations (at least 3-4 presenters)
h. 12:00 PM- Lunch -catering by VMFA
i. 1:00 PM- Speaker session #2 (Donna Miller)
j. 2:30 PM – Presentation- Increasing revenue through shop events (Nan Miller-VMFA)
k. 3:15 PM- Vendor presentations (remaining)
l. 3:15 PM- Cookies brought out and drink service refreshed
m. 3:15 PM- Tour VMFA museum shop / see a trunk show in progress/ask questions of the staff
n. 4:00 PM - VMFA Gallery tour (TBD) or continue shopping
o. 4:45 PM – Silent Auction ends- Collection of proceeds
p. 5:15 PM- Depart for Omni Hotel
q. 6:00 PM- Cocktail Hour @ Omni Hotel
r. 7:30 PM- Depart for dinner (on their own)

Monday, October 17th

a. 8:30 AM- Continental Breakfast @ VMFA –Mid-Atlantic leadership leads the discussion -the importance of recruiting more MSA members led by Julie Steiner or another leader
b. 9:00 AM- Session- Richard Woodward of VMFA – discusses the importance of the relationship between curatorial and the shop
c. 10:00 AM- Attendees have the option of a guided tour of one of the VMFA galleries or a self-guided tour the VA Historical Society next door
d. 11:30 AM- VMFA Amuse restaurant (on their own) closing of conference/leadership closing statements.
Private Dining room has been reserved for 25 people. This is a pre fix lunch. Menu attached. One check, VMFA shop would need to be reimbursed with registration fees.
e. 1:30 PM –Conference ends