The Rake \& Hoe Garden Club of Westfield

## Presents



3 HOMES DECORATED FOR THE HOLIDAYS AND 'MISTLETOE MARKET' BOUTIQUE

TICKETS: \$40
BARON'S DRUG STORE 243 E. Broad Street

Westrield
AND
RAKEANDHOEGC.ORG

## The Rake \& Hoe Garden Cfub of Westfield, $\mathcal{N J}$

INVITES YOU TO HELP US CELEBRATE OUR 70TH ANNIVERSARY

JOIN US AT OUR SPECIAL EVENT


- Tour 3 Westfield homes decorated for the holidays.
- Shop for seasonal decor and hostess gifts at our popular boutique of handcrafted items.
- Deck the Halls is Rake \& Hoe's gift to the community every four years, creating a sensory experience of the holidays.
- Proceeds from this event support the club and its numerous community service projects.

> SEE
wWw.rakeandhoegc.org FOR TICKET INFORMATION


Kұ!unumuos snoıəumnu sł! pue qn[p Proceeds from this event support the holidays.
 handcrafted items. Shop for seasonal decor and hostess
gifts at our popular boutique of the holidays.



The Rake \& Hoe Garden Club of Westfield


SATURDAY,<br>DECEMBER 3RD<br>1 OAM $^{-4 \text { PM }}$

3 HOMES DECORATED
FOR THE HOLIDAYS AND
FEATURING OUR
HOLIDAY BOUTIQUE

## 



## - 1719 SHADOWLAWN DRIVE WESTFIELD

$\square 2240$ EASt DUDLEY AVE. Westfield

- 3141 GREENWOOD ROAD MOUNTAINSIDE
$\square 4$ BOUTIQUE
Scotch Hills Country Club 820 JERUSALEM RD.
SCOTCH PLAINS

The Boutique and Houses May
Be Visited in Any Order

FOR ADDITIONAL INFORMATION, VISIT rakeandhoegc.org

## HOLIDAY HOUSE TOUR

 Deck the Halls Saturday DECEMBER $3^{\text {RD }}$ 10ам - 4Рм
rakeandhoegc.org

Holiday House Tour \& Boutique
Deck the Halls Saturday December 3 10AM - 4PM
RAKEANDHOEGC.ORG


# PRESIDENT'S REPORT ON DTH2O22 

by Beth Siano, R\&H President 2021-2023
Date: December 3, 2022, 10:00 am-4:00 pm. Public event December 2, 2002, 7:00 pm. Members candlelight tour.

Description: Three decorated houses and boutique with handmade items
Chair Beth Siano
Treasurer: Betsy Chance, Margot Partridge
Budget: \$20,500 net
Actual: \$26,224 net
Other: Income was from ticket, boutique, and house decoration sales, plus program sponsorships.

Tickets $\$ 40$. Sales were down again (approximately 650 in 2014, 500 in 2018, 450 in 2022), but ticket revenue flat compared 2018 due to increased price from $\$ 35$ to $\$ 40$.

Tickets sold online \& Barons; all members including Associates were responsible for 4 tickets.
Boutique and sponsorships remained good income producers. House sales covered $75 \%$ of house expenses.

## Homes \& Chairs

Habgood-Zanfagna 240 E Dudley Westfield: Lee Perry, Kris Luka, Alice Cowell, Joan Barna
Mroz 719 Shadowlawn Westfield: Barbara Spellmeyer, Cathy Becker
Smith 141 Greenwood Road Mountainside: Nancy. Smith, Tracy Crisicitiello
Boutique: Shady Rest, Scotch Plains. Chairs: Sharon Shiraga, Betsy Chance, Nina Sylvester
Publicity: Betty Round, Joe Da Rold
Program: Beth Siano, Irene Greenstein, Barbara Murphy
Website: Diana Kazazis
Facebook \& Instagram: Diane Genco, Sue Feldman
Tickets: Betsy Chance, Margot Partridge
Design Graphics: Sharon Shiraga
Physical properties for re-use are being stored by Beth Siano
DTH files, financial report and operating notebook held by Beth Siano

Virtually all members participated in this aesthetically and financially successful, but labor intensive project, which took a full year to complete. Members were very stretched in the final weeks.

## FINANCIAL STATEMENT

| Deck the Halls 2022 | BUDGET | ACTUAL |
| :---: | :---: | :---: |
| Income |  |  |
| Ticket Sales | \$19,000.00 | \$17,595.50 |
| Boutique | \$9,500.00 | \$10,836.98 |
| Afterglow Sales |  | \$905.00 |
| House Sales | \$4,000.00 | \$4,498.50 |
| Program Revenue | \$2.500.00 | \$4.600.00 |
| Total | \$35,000.00 | \$38,435.98 |

## Expense

| House Supplies | $\$ 4,500.00$ | $\$ 6,611.18$ |
| :--- | ---: | ---: |
| Boutique Supplies | $\$ 4,000.00$ | $\$ 1,142.42$ |
| Boutique Location | $\$ 850.00$ | $\$ 670.00$ |
| Local Print Advertising | $\$ 350.00$ | $\$ 250.00$ |
| Yard signs, banner, tickets | $\$ 1,050.00$ | $\$ 1,018.50$ |
| Program | $\$ 1,300.00$ | $\$ 1,669.72$ |
| Co-chairs --flowers | $\$ 2.250 .00$ | $\$ 849.63$ |
| Total |  |  |


| Greenwood - Sales | $\$ 1,117.00$ |
| :---: | ---: |
| - Expenses | $-\$ 1,460.64$ |
|  | $-\$ 343.64$ |
|  |  |
| Shadowlawn - Sales | $\$ 772.00$ |
| - Expenses | $-\$ 1,310.96$ |
|  | $-\$ 538.96$ |
|  | $\$ 2,609.50$ |
| E. Dudley - Sales | $-\$ 3,839.58$ |
| - Expenses | $-\$ 1,230.08$ |


| Budget Projected Net | $\$$ | $20,500.00$ |
| :--- | :--- | :--- |
|  |  |  |
| ACTUAL NET | $\$$ | $26,224.53$ |

## DTH 2022 Boutique Report

The boutique met in June 2021 to start planning items to make. There were workshops during the summer of 2021 and all the following year until December 2022. Almost all craft items were finished by November, so that November was reserved for pricing everything and making the fresh evergreen trees, wreaths and arrangements which were made the week after Thanksgiving. The list of items shows what sold well. Most items over $\$ 40-\$ 50$ were a hard sell.

All members of the boutique committee were asked to be available to work all day Friday and Saturday. We were able to set-up Friday at Scotch Hills with no rental charge. Set-up was from 10am to 4 pm . We used white tablecloths that Hospitality had and that Beth Siano had stored. Metal stands to display the wreaths and swags were lent by Kris Luka.

Scotch Hills was rented Saturday from 9am to 5 pm . We had three people with square readers at check-out for credit card charges. One person was at the front door to check off tickets and to sell tickets. There was a holding table for people to leave things as they kept looking and one table with someone wrapping items in tissue paper. Everyone else was inside the main room to answer any questions and try to sell items. After 2 pm everything was made half price to try and sell it all, but we still had things left-over that were available at our Afterglow party.

## Boutique List

Trees

| *Wine cork | $7 \text { Large } \quad \text { S35 }$ |  |  |
| :---: | :---: | :---: | :---: |
| ${ }^{4}$ Pine cone |  |  |  |
| Yarn | 3 | Medium | \$30 |
| ${ }^{5}$ Hemlock | 3 | Small- | 325 |
| ${ }^{7}$ Gumball | 1. | 830 |  |
| *Lambs ear |  | ixtra Large | S45, |
| ${ }^{\text {* Pine cone on pedestal }}$ |  | 560 |  |
| * Extra Large Pinecone- |  | S60 |  |

## Wreatles

| * Pinecone | 8- Large- \$40, 1-Medium- \$35 |
| :---: | :---: |
| ${ }^{*}$ Gumball | 1- Large- 550.1 - Medium- $\mathbf{3} 35$ |
| Graperime | 4 Large 550,5 Medium 540 |
| Buctang | 2.525 |
| Cork | 2- Large-\$50, I Medrun-835 |
| Cork Geoterpiece- | 1-560 |
| finecone Cenlerpiece | 1- $\$ 10$ |

Birdirouses
${ }^{\text {T}}$ Maps $\quad 5-\$ 15$
Cork 1- $\$ 20$

EAdible Birdsoed $12 \quad 830$

Cards
*Pressed Elower 46-\$2
${ }^{4}$ Fern notecards $\quad$ ? Large- 3 for $\$ 10$ Mediam- 4 for $\$ 10$
Fern gift tags $\quad 20-5$ for $\$ 5$
${ }^{4}$ Queen Anne's Lace 8-3 for \$5

## Gourds

"Birdhouses $\quad 201535$
Fary House I
*Gerse white and gold 8-Large- \$35, 2-Small-285.
Painted apples and pears 15-525

Guomes
${ }^{4}$ Yarn 3- Large- S8, 1-Simall- 59
"Felied Wool 14: $\$ 10$
${ }^{4}$ Iems Hini sufat weil

Fairy Houves

| Syra [arge | $21-\$ 60$ |
| :--- | ---: |
| Medium- | $1-\$ 40$ |
| 'Small | $20-\$ 20$ |

## Tresh Evergieens

| Large Boxwood trees | 14. 840 |
| :---: | :---: |
| Small Poxwood trees | S- 525 |
| Wreathe wolights | 12. 565 |
| Swage | 15-545 |
| Large Arangements | 20 \$35. 865 |
| Candlestick urangements | 20. 825 |
| ${ }^{*}$ Evergreent Bundles | 18-\$12 |

## Ol baments

*ell birds

Nordic zuitlens
Clear dasty miller
Grapevite
Wood discs
THower girls
"Piustone angels
${ }^{*}$ White fiiiry
skibbon pinecones
${ }^{*}$ Ginome pinecones
${ }^{*}$ Glituerball
${ }^{*}$ Milkweed pods
Limbsear Balls
${ }^{3}$ Bricdseed ornament- $\quad$ 12- S 6 for pack of two
"Cupcakes 15- $\$ 10$
Map omaments $\quad 12$ S4

Magnolia pods 40- 53
Clothes pio angel 10- \$3
Fairy Houses $\quad$ 13- $\$ 20 \mathrm{n}$
Colored Glass Balls 31-\$3
Small Baseballs $\quad$ \& 54
Large Baseballs ? 植
Pinecones (Natalie) ? $\$ 3$

| Misc |  |
| :---: | :---: |
| Knill giff card holders | 15- $\$ 5$ |
| Kint eyeglass cases | II- 58 |
| Teacup pincushions | 15. $\$ 10$ |
| Cups wifelt animals | 14. $\$ 20$ |
| *Simmering potpourri | 20- $\$ 12$ |
| ${ }^{*}$ Conster sets | 3- \$20 |
| *Pictures with flowers | 12. $\$ 15$ |
| ${ }^{*}$ Metal [rame flowers | $4 . \$ 20$ |
| Curk on stick | 40- $\$ 3$ |
| lavender sachets | 3\%. 48 |
| Felted soap | 35- 58 |
| Glass snow scenes | 2-Large \$40, 8-Mediuro \$20, 4 Small \$12 |
| Map flower bouquets | 18- \$10 |
| ${ }^{5}$ Firestarlers | $10-58$ |
| Decorated woodén steds | 1s 5-3/5. |
| "Painted Candlesticks- | 25-512 |
| Ice skates w greens. | -2 pair |
| Bottle Vaises- | 6- Large S12,5-Small ${ }^{\text {S }}$ |
| Rows | 44 S5 |
| ${ }^{\text {F }}$ Alfium Boupuets- | (0) 35 |
| Cilass mushrooms- | 5- 325 |
| Advent Cialender- | 1- \$ $\$ 0$ |
| Nutcrackers. | 8- \$30 |
| (While, gold and silver) |  |
| Wood itrangle will vrnaments 14 Large $\mathbf{S 2 0 , 1 ~ S m a l l ~} \$ 10$ |  |

Programs: Printed 600 and used @450. Retained excess copies as examples for future use to sell sponsorships. Color artwork was terrific. Would be wonderful to have more color photos, but expensive.

Bookmarks: Did not print for this event but distributed Save the Date cards instead.
Save-The-Date Cards: 500 ,4-color glossy paper; artwork and text worked well; should have ticket price. Good response at GCNJ annual meeting. Also distributed to members and at other events.

Posters: 4-color non-glossy paper; artwork and text worked well; businesses were receptive to $81 / 2 \mathrm{X}$ 11 size. Could have done heavier weight paper. Bring tape and thumbtacks when distributing signs and pick up after the event. This is a relatively inexpensive way to plaster the town with the advertising

Lawn Signs: 4-color corrugated cardboard; artwork and text worked better than in the past, but still hard to read unless at slow speed. Ordered 30, but more could have been placed. Need to target the best locations.

Banner: long 4-color printed vinyl; excellent design; excellent location on the Foundation Park fence at the circle. Should be repeated.

Tickets: Tried and true design worked well. Printed 800 so many not used.

Note that Beth Siano has re-usable signage for boutique. Sharon Shiraga did the artwork and will retain it for future updates.

## HOUSE CO-CHAIRS CALENDAR

4/13 Members sign up for committees
By 5/15 1st House co-chair and team walk through
By 5/20 1st team meeting
6/15
6/30
Summer Hold workshops for Boutique items or Design elements

Decorate House. Deliver "Designs for Sale" to Cathy and Beth.
Attend Members and Families Walk Through of all Houses
Receive delivery of Cash Box, Name Tags and Booties.
PUT UP SIGN, OPEN DOOR, HAVE A FABULOUS TOUR!
Return Cash Box, "Designs for Sale", Booties, Name tags
Coordinate with homeowners removal of decorations not purchased. Remember homeowners gifts to stay. Bring Unpurchased items to After Glow Party on 12/14

Deliver "Expense Reimbursement Form" with ORIGINAL Receipts to Betsy. Email "Expense Summary" to Betsy.
Attend AFTER GLOW PARTY!

## NOTES FROM LEE PERRY, DUDLEY HOUSE CHAIR

## RANDOM THOUGHTS FOR CONSIDERATION

- Should have a more detailed packet of info the House Chairs, including approroximate deadlines for the following:
- Ordering greens and garlands
- Flowers
- Reimbursements
- House PR for news outlets
- House summary for booklet
- House name and colors
- Equal distribution of designers
- Equal division of new members
- No assignment of members who cannot participate
- Consider distribution of able-bodied members, i.e. ladder-capable
- Better dissemination of information from Tour Chairs to House Chairs, and ASAP
- Provide all houses with umbrella bags in inclement weather
- Sales stars should be given 3-4 weeks in advance; should be larger and darker
- Let all house chairs know they can cut prices the day of the tour
- A step-by-step summary of a sample house should be given to all chairs. That will help new chairs better handle tasks.
- Suggest mid-tour accounting of expenses
- Coordination among houses concerning design direction. More transparency to avoid overlap.
- More communication from Tour Chairs.
- Direction as to display of sale (on tag? Separate tag, etc.)
- Suggestion to all houses: Should have sheet of sale prices for each house / each room, etc.
- Suggestion to make sure ornaments bought and picked up later are somehow tagged individually (possibly have excess to sell day of)
- Two-year lead up of workshops/design leading up to tour from various committees (minimum of two per committee)
- Note for Dudley House: If the two husbands who were available during set-up days had not been able to climb ladders, carry arrangements and heavy items, we could not have finished our house.


## WHAT OUR EXTRAORDINARY HOMEOWNERS CAN EXPECT

## Scope and Design Team Walk-Throughs

The Rake and Hoe designers apply their unique skills to beautifully decorate your home for the holiday emphasizing fresh natural materials and handmade items. Exterior decorations include front door treatment and porch décor, and back door exit decorations if appropriate. As this is a daytime event, outdoor lighting is not included. Inside, the main living areas are decorated (usually first floor only), with emphasis on entries, living, family and dining rooms as well as kitchens.

The Design Team typically walks through your home several times before the tour, once in spring 2022, and again in September. This gives the Team members the opportunity to view the home, receive your input and develop design schemes. With your permission, they make photos and measurements of certain parts of the home for planning purposes.

## Set-Up

Outdoor set-up will be two-four days prior to the event. Indoor set-up for the tour begins on Thursday Dec. 1 and is completed by 5:00 pm. Friday Dec. 2. On that Friday evening 7:00-9:00 p.m. the homes are open for Rake \& Hoe members to tour. You and your family are also invited to tour the homes at this time if you wish.

## Day of the Tour

The tour is open to the public on Saturday, December 3, from 10 a.m. to 4 p.m. At all times your home is open to ticket holders, Rake and Hoe members will be there in each room to greet and direct visitors.

## Homeowner Gifts

All homeowners receive, as our gift, the following items:

1. One undecorated tree;
2. Decorations on one mantle;
3. The front door treatment;
4. Any roping used inside or outside the home:
5. Two tickets for December 3.

As a homeowner, you will be given the opportunity to purchase any other decorations at Rake and Hoe's cost. Many homeowners choose to have holiday parties on Saturday evening or Sunday while the decorations are still in place. Your Team Leader will arrange a convenient time to remove any decorations that may remain.

## Publicity

As part of our publicity for the tour, an article about the tour and your home will appear in local media. An exterior photo of your home may accompany the article. Photos of each home will also be found on the Rake \& Hoe website. Your home's address will only be provided to ticket holders.
Rake \& Hoe does not permit contractor lawn signs on the lawns of the houses or business cards placed inside the home during the day of the tour. We are displaying the designs of the Rake \& Hoe team members, not advertising the contractors' fine work.

Thank You for your willingness to be a part of Deck The Halls 2022! Should any questions arise, please call Beth Siano (908-410-4630) or Cathy Becker (908-377-2237).

## PUBLICITY CALENDAR

| DATE | ACTIVITY |
| :---: | :---: |
| 6/30 | Electronic House History Write-ups due to Beth who will forward to Joe. Betty \& Diana or website rep. |
| $\begin{gathered} 7 / 5 \\ 8 / 1 \end{gathered}$ | Prepare ticket, yard sign, poster designs to give to Sir Speedy by 8/1. Beth with Betsy \& Margot (ticket) \& Sharon: review yard sign with Betty and Joe. (Tickets needed for Sept. meeting, other materials for Oct. meeting. 1,000 tickets, 50 posters, 25 yard signs. Banner? <br> Website-Update Save the Date with $\$ 40$ ticket price and notification that tickets will be available October-Beth with Diana \&/or Nicole. <br> Joe/ Betty to meet with Sue Feldman, Diane Genco ( if available) to coordintate/plan Facebook and Instagram <br> Betty to contact Pelikans to see if they will coordinate lawn signs. <br> Joe to provide article to GCNJ newsletter \& Bloomin' Times updates. Betty to take responsibility for print and related (TAP, etc) outlets. |
| 9-1 | Finalize web site design-Beth, Diana $\mathrm{E}^{\text {//or Nicole }}$ |
| 9/1 | Delivery of Sir Speedy materials <br> Beth to mail Save the Date to District V presidents and email to GCNJ presidents. Include price and website ticket availability info. <br> Joe to distribute Save the Date to other local garden clubs as above. |
| 9/14 | Tickets and Save the Date postcards are distributed to members at the General Meeting. Betsy. Margot, Beth. Program sponsorship materials distributed-Irene, Beth. Pep talk--Alice |
| 9/30 | Electronic House Design and Boutique write-ups due to Beth who will fonvard to Joe, Betty , Diane Genco and Diana \&/or Nicole. |
| $\begin{array}{r} 10 / 12- \\ 11 / 5 \end{array}$ | Members Sign-up for poster distribution before/during October meeting <br> Members distribute posters to retailers, churches throughout Westfield, Scotch Plains, Fanwood, <br> Clark - <br> Lawn sign pick-up at Oct. meeting? <br> Posters to be distributed 10/12-11/4. Yard signs up by 11/4 <br> Joe to do house write-ups for Program. Beth to do welcome. Joe, Beth, Irene, Barbara Murphy to do layout. |
| 11/1 | Program finalized with Sir Speedy. 800? |
| $\begin{array}{r} 11 / 1 \\ 11 / 16 \end{array}$ | Deliver tickets and displays to Baron's . <br> 10 tickets + additional tickets upon request <br> Program to Sir Speedy for printing- <br> Pick up Program from Sir Speedy- Beth |
| 12/2\&3 | Signage for Boutique entrance |
| 12/5 | Take down signage |

