

Naturally Healthy™

Shonda Parker, CCE, Professional Herbalist

Author of *Naturally Healthy Pregnancy*, *Naturally Healthy Woman*, *Mommy Diagnostics™*, *Naturally Healthy Family Herbal Health Course*, and co-author with Vickilynn Haycraft of *Naturally Healthy Cuisine: Real Food for Real Families*

Workshop Fees and Sponsor Responsibilities

The primary responsibility of a sponsor is stimulating interest in the workshop then organizing that interest into a planned workshop. Participants can be mothers, grandmothers, younger and older aspiring herbalists, midwives, doulas, midwifery students, childbirth educators, LLL leaders, apprentices, CNMs, nurses, MDs, or anyone interested in understanding how herbs work medicinally.

FEES

Getting people interested in having a workshop is usually the easier part of the planning. Having done this for a number of years, we've discovered pre-payment when registering to be the greater challenge. To ensure Shonda's travel and time costs are covered, we have instituted a three (3) week registration deadline prior to the scheduled date of the workshop if Shonda is flying. This is when Shonda's plane ticket is purchased. If Shonda is driving to your area, a two (2) week deadline is sufficient. If you do not have 25 attendees prepaid by that deadline, we may have to look into rescheduling the workshop. You and your group always have the option to go forward with the workshop without the minimum attendee requirement met, guaranteeing Shonda will receive workshop fees of at least 25. Please know we understand how hard it is to commit to a date when schedules are busy. We have found, however, that once someone pays for something in advance, a greater effort will be made to attend.

Don't let the 25 minimum scare you. We are willing to accommodate and work through individual situations. Just call us, and we'll work through the details with you of how to make your workshop happen.

Special Workshop Pricing for 2009 – Shonda's 20th Anniversary Year of Teaching:

Shonda must receive the following for each person for a:

One-day workshop (Shonda will teach 9-12 noon and 1-3pm or 10-noon & 1-4pm)

Paid in full by 1 week prior to scheduled workshop: \$25.00

Within 3 weeks or at the door: \$35.00

NHF Course Student (course students receive a discount due to their on-going learning)

Paid in full by 1 week prior to scheduled workshop: \$20.00

Within 1 week or at the door: \$30.00

One and one-half day workshop (Shonda will teach a one evening (2 hrs) and one-day schedule)

Paid in full by 1 week prior to scheduled workshop: \$35.00

Within 1 week or at the door: \$45.00

NHF Course Student

Paid in full by 1 week prior to scheduled workshop: \$30.00

Within 1 week or at the door: \$40.00

Two-day workshop (Shonda will teach both days, same times as one-day)

Paid in full by 1 week prior to scheduled workshop: \$50.00

Within 1 week or at the door: \$60.00

NHF Course Student

Paid in full by 1 week prior to scheduled workshop: \$40.00

Within 1 week or at the door: \$50.00

Depending upon the city and state, it is sometimes more advantageous to plan workshops in several different locations around the state. Thus, if you see on Shonda's schedule she will be in your state and you'd like to have her speak at your location as well, e-mail us to see if her travel schedule will allow her to come to both places.

New Policy: Total numbers of pre-registrants can be smaller when several classes are planned in an area.

CEUs – All of Shonda's past workshops have been accepted for CEUs for MEAC, ACNM, DONA, ALACE, CAPP. If you have other professional entities from which you believe participants will need CEUs, our office will happily complete those forms for you. For those workshop participants who will need CEUs, an additional fee will be necessary from those participants for our office to process all the paperwork to be able to award the CEUs (fees generally around \$20-25 total).

SECURE A FACILITY

Good choices for places at little to no cost: churches, birth centers, homes with a good-size living room, office. When you need a large, convenient space close to lodging, churches, schools, and hotel meeting rooms are the best choices. **Shonda has a standard of giving 10% of workshop fees to churches offering their facilities at no cost.**

We've found the best meeting room set-up is one in which participants have a writing surface and Shonda has a white, dry-erase board upon which to write. With a smaller sized group, forming tables into a U-shaped formation or having round tables encourages more of a familial, sharing atmosphere we have found to encourage interaction and a more lively learning experience, though Shonda is not picky about this. These suggestions are not hard and fast rules for Shonda coming to speak in your location; these are merely observations of how the most successful (judged by attendee evaluations) workshops are set-up. If your location does not have a dry-erase board, Shonda is able to provide her own.

Since Shonda welcomes children in her workshops, provided mom or dad takes them out if the "grumpies" become a potential disturbance to other workshop participants, a facility is needed having room for families learning together and a room to which to take children needing time to re-group.

LUNCH

Organize lunch plans. Choices that work are: potluck, catered (sandwich/salad shop or something), or bring your own. If the facilities allow, potluck reduces cost for participants and encourages the sense of community Shonda advocates for healthy living; however, bring your own gives everyone the freedom of do what they please without a bigger headache for you, the planner.

SHONDA'S TRAVEL

Help Shonda make sleeping arrangements. While Shonda loves to get to stay with the sponsor to allow for some power visiting, we, her family, have discovered she arrives back home too tired to visit with us. Our solution has been to request she either stay in a hotel or in a home with a private room accommodation. This allows her to eat with the sponsor after arrival and rest the evening prior to the workshops. When rested, she's more fun as a speaker and she comes home still ready to have fun, a win-win for everyone.

REGISTRATION

You have the option to allow registrants to send checks and cash to your address, as well as to ours, from those who do not order online and call Shonda with those registrants and payment method by the deadline date. You can then hold them until the workshop day. Checks from participants should be made out to Shonda Parker or Naturally Healthy. Those wishing to pay with credit cards may do so online once our date is set and we open an ordering page at www.naturallyhealthy.org. Since we are able to accept Visa/Mastercard/Discover/American

Express, we can set up a page on our website to allow participants to register online; this option usually increases registrations

Set up a registration table and assign someone to be in charge of registration (signing people in with name, address, phone number and verifying payment or receiving at-door payment).

BOOKS

Allow Shonda to ship handouts and her books and catalogs to your home or business prior to the workshop.

Make certain a table is available for Shonda to place her books and course for sale to participants. Any type of table is do-able, as long as it can hold the weight of up to 30 books.

PROMOTING THE WORKSHOP

We are able to promote Shonda's workshops via our website and the Naturally Healthy Family student message board. We are happy to provide you with a brochure and flyer master copy with your workshop details for your copying convenience. You are welcome to make up your own if you prefer. If you prefer we provide copies for you, please let us know so we may adjust workshop fees if necessary to cover costs (sometimes we can do the copies for you at no additional cost).

The following are options you have, as planner, to get the word out about the workshop once we have settled on a date together:

Flyers in health food stores, health practitioner's offices (midwives, childbirth educators, doulas, lactation consultants, massage therapists, herbalists, chiropractors, physicians, hospitals), coffee shops, homeschool groups, churches, pregnancy resource centers, mom's groups, etc.

Announcements in homeschool group newsletters, LLL and mom's groups newsletters, newspaper (community meeting announcements are often offered free), radio stations (public service announcements are sometimes offered free).

Announce the workshop to any online message boards you participate in.

Press Release to radio stations, television stations, and newspapers. We can provide a press release for you if you like.

HOW DOES A PLANNER AVOID OUT-OF-POCKET COSTS OF PLANNING

Find a meeting place charging no fees. Use free "get the word out" methods. Choose a lunch option other than catering. It's that easy!

HOW DOES A PLANNER MAKE MONEY FOR HER PLANNING TIME INVESTED?

Offer area businesses likely to benefit from establishing relationships with workshop participants an opportunity to be vendors at the workshop. You can charge a reasonable fee based upon total number of expected participants to each vendor to allow them to set up their "wares" on a table in the facility and allow time for participants to shop the tables. If vendors will be setting up in the room where the workshop will be held, the vendor fee will need to be sufficient to provide a participant fee to Shonda for their attendance and to you to cover costs of tables and your fee.