

## **Project Recap:**

### **Club Project: GCCA Swap Meet 10/25/2009**

#### **Goal/Objective**

This project was undertaken with one goal in mind, new members for the Chicago Killifish Association. To this end, making money was not a goal. However, a loss of club revenue was to be avoided if possible.

#### **Budget:**

The known expenses were to be: Table rental (\$35.00) Signage and printed materials. (\$100.00). Later in an attempt to make the project self paid for, we added fish and supplies for sale to offset costs. These were purchased or donated from existing club members, with the understanding of items not sold could be returned for credit. Therefore, no additional costs were to be incurred. The final budget became \$267.00

#### **Results:**

The swap meet yielded the club \$254.40 in revenue. Netting the project a \$12.60 loss. However, the club now has paid for signage to again display at this venue in the future, and 10 left over pairs of fish to auction off at a later time. These further revenues should indeed cover all of our expenses. We have also gathered the contact information of 21 aquarists interested in getting information on our club and attending our meetings. Should as few as 2 join the club with a paid dues of \$10.00, the project would then turn a profit. There was one mishap of a fire alarm which caused an evacuation of the hall and sent many entrances home early and may have killed many of the last minute sales. (Effectively, making this a 3 hour swap as opposed to the planned 4 hours.) As a side, we as an AKA Affiliated club are required to promote the AKA and killifish where ever and whenever possible. This project would qualify to that end.

## **Conclusion:**

This project should indeed again be undertaken. We have since learned that we have the opportunity when registering for the event to promote what we will be bringing and to take advanced sales through the GCCA website. Based on what we sold and were asked about, we now have a better understanding on what will sell and pricing to not only make this a membership drive program, but a club members opportunity to profit on their extra fish and supplies. We need better handouts. (perhaps business cards like the Minnesota Killie Keepers Association distributes) We need a cheap generic beginners guide to hand out much like that given out recently at the WAKO general show. We need to work on an equitable way to pay our members entrance fees, perhaps with a sales split on donated sellable merchandise. As with anything we do. We need members participation to spell the club representatives manning the club table. We should have some sort of identifiable shirts and name tags.

## **Future:**

The GCCA has future swap meets on December 6 2009, January 24 2010, February 28 2010, and a general auction on April 18 2010. I am not sure fishes other than Cichlids are allowed at their general auctions.(rules to follow) I would suggest we need to be at all of these. The attendance at this event was 778 paid entrances, and 83 vendors with 2 people per table. The GCCA swap meet had a record attendance this past spring of 1189 and 82 vendors with 2 people per table.

Just a quick note on this project. [Click here for the pictures that Scott took.](#) Thank you's go to Gary Greenwood and Ruth Warner for fish and cultures to sell. Donations From Gene Sladek, Scott Davis and Nick ? (sorry in all the rush I did not get Nick's last name) Time in the booth by Gene, Alexander Cervera, Scott, Ron Schoeberlein, and your truly. Believe it or not, even with sore legs from standing 4+ hours, a good time was had, and all seemed to go great. Who knew Scott could talk about Killies for 4 hours?

Submitted by

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