



FINAL Master Programming Script 2015
February 21, 2015 - Cloister Ballroom, Sea Island
Revised 2/17/2015 1:37 PM

Schedule of Events

- Lunch
- Opening Remarks and Welcome - Keenan Carter, Master of Ceremonies
- Blessing - Keenan Carter
- Sponsor and Vendor Acknowledgement - Keenan Carter
- Introduction of Shoe Guys/King of Sole - Keenan Carter & Zaida Clay Harris
- Introduction of Co-Chairs - Keenan Carter
- Introduction of Hospice CEO/Chief Executive Officer - Keenan Carter & Karen Brubaker
- Program for Hospice - Karen Brubaker
- Live Auction - Keenan Carter & 7 Spotters (Susan Alexander, Brooks Bagby, Amy Broderick, Betsy Knight, Shauntia Lewis, Olivia Pitts, Ciera Womack)
Refer to program.
- Fund the Cause – Keenan Carter, Heather Frank & Heather Penella & Spotters (Susan Alexander, Brooks Bagby, Amy Broderick, Betsy Knight, Shauntia Lewis, Olivia Pitts, Ciera Womack)
- Best in Shoe Contest Winners – Keenan Carter, Butin Rep & King of Sole
Sexy Stiletto - Fabulous Flat - Bodacious Boot
- Fashion Show – Please refer to the program
- Golden Ticket Raffle Winner - Keenan Carter & King of Sole
- Key-to-the-Cellar Raffle Winners - Keenan Carter & King of Sole
- Key-to- the-Closet Raffle Winner - Keenan Carter & Zaida Clay Harris
- Swag Bag Give-a-ways – Keenan Carter & Shoe Guys
- Closing - Keenan Carter

Set up

Models Arrive

Shoe Guys arrive

Keenan Carter (Emcee) arrives at 12 noon

Ballroom Doors are closed

Podium on stage w/ script - In podium:

- King of Sole - crown & cape
- Key to the Closet - key with hot pink ribbon
- Bowl for Key to the Cellar (2 winners) & 2 keys w/ pink ribbon
- Best in Shoe Sashes/prizes
- Golden Ticket Bowl & prize

No Music: Only live piano. Musician is playing in the vendor spaces and hallways during Market Place. *Cameron Cody starts playing piano in Colonial Lounge while guest arrive & Rhonda Hambright to play in the ballroom foyer.

- 10:30 AM VIP Doors Open - Background Music plays
(2.5 hours) 10:30am-1pm
- 10:30 AM Elle Smith starts taking candid shots.
- 11:00 AM General Admission Doors Open
- 12:00 PM Elle Smith takes USB thumb drive PSAV. **AV: Check to make sure all is running well.**
- 12:00 PM **Emcee - Keenan Carter arrives**
- 12:30 PM **AV: Run photos from photographer Elle Smith's thumb drive.**
Music: DJ plays background music
- 12:30 PM All 6 Ballroom Doors Open/Lunch Begins (Preset: Salad, Lazy Susan of Sandwiches & Dessert)
- 12:30 PM (No earlier - announce only at this time) Keenan & Shoe Guys announce in marketplace **Ladies only a few more minutes to buy your "Key to the Closet & Wall of Wine" tix "Silent Auction closes & Marketplace closes in 30 min.**
- 12:30-12:45 PM Ladies take their seats and start their lunch

(PROGRAM BEGINS ON STAGE AT 1:00 pm)

-
- 12:55 PM **AV: House Light down. Screen black. Moving lights & music starts.**
Music: "Uptown Funk" by Mark Ronson/Bruno Mars
AV: WW&S logo on screens
Lighting: PINK uplighting throughout program except for fashion show
- Keenan: Announcement to guests to please take a seat in the ballroom**

1:00 PM
(5 min)

Music: "Ain't Too Proud to Beg" by The Temptations
Music fades once Keenan comes out on stage and begins speaking

Emcee and Introductions: Keenan Carter

Keenan: Welcome to the second Annual Wine Women & Shoes benefiting Hospice of the Golden Isles. Thank you for joining us for this Sip-sational extravaganza! My name is Keenan Carter and I'm proud to be your master of ceremonies today.

Blessing - Keenan Carter

Keenan: Dear Lord, thank you for Hospice of the Golden Isles and all the families that are being served today by this ministry. Thank you for all the people that have made this event possible to help support the mission of this organization. Please grant strength and blessings to all. Amen.

If you prefer something else to drink other than wine, please ask your Shoe Guy for coffee, tea or water. ---- Now please enjoy your lunch and we'll be back in a few minutes to start our main program.

Sponsor & Vendor Acknowledgment - Keenan Carter

Keenan: I'd like to take the opportunity now to provide a huge thank-you to our sponsors whose generous support allowed us to put together today's event.

An event of this scale is only possible because of generous support from many people including:

AV: Sponsors on screen all on one slide (PowerPoint from TJ)

Sea Island	(logo appears when announced)
Southeast Georgia Health System	(logo appears when announced)
Rich Product Corporation	(logo appears when announced)
McGinty Gordon & Associates	(logo appears when announced)
Brown, Rose Wealth Management	(logo appears when announced)
Hodnett Cooper Real Estate	(logo appears when announced)
St. Simons Drug Company	(logo appears when announced)
Kent Plumbing	(logo appears when announced)
Butin Integrated Communications	(logo appears when announced)
Jacobs, Coolidge & Company	(logo appears when announced)
Mr. & Mrs. Davis Love	(logo appears when announced)
Parkwood Podiatry	(logo appears when announced)
TA 4 Life	(logo appears when announced)
Seaside Veterinary Hospital	(logo appears when announced)

Nalley GMC Buick	(logo appears when announced)
Gypsy Fox Travel	(logo appears when announced)
Spa at Redfern	(logo appears when announced)
Homes & Land	(logo appears when announced)
Palmetto Building Group	(logo appears when announced)
Peter Millar	(logo appears when announced)

AV: WWS logo on screens.

Keenan: Please check your program for all the other companies and individuals who have given in-kind to make this event such a hit. We also have many wonderful partners today including our Marketplace Vendors who brought in fabulous merchandise. Please refer to your program for these vendors.

AV: Wine Partners Logos on screen. TJ will have in PowerPoint –all on page.

Keenan: And many thanks to Craig & Leslie Entwistle, Davis & Robin Love and our Winery Partners who have definitely helped make this morning that much more interesting! Let's give these partners a round of applause.

Lastly, but hardly least - the moment we know you all have been waiting for "Hold on to your seat ladies" we would like to thank our "FABULOUS and SEXY shoes guys!"

1:05 pm
(4 min.)

Introduction of Shoe Guys - Keenan Carter & Zaida Clay Harris

AV: Live Feed Keenan and as Shoe Guys enter runway & then King of Sole Winner

Music: "Men in Black" by Will Smith

Keenan: make this part fun!

Keenan: **Welcome this year's Wine Women & Shoes Shoe Guys!!**

Cue: Shoe Guys take the Cat Walk when music starts - *Guys lined up backstage.

King of Soul at end of line - last.

Music: "Hot Stuff" by Donna Summer

These are the guys that will be serving the VIP tables today so please welcome them to your tables with a round of applause!

Our shoe guys raised money online to vie for The King of Sole!

This year's King of Sole is _____! (get name from Becky Derrick)

Christy: Cue winner backstage for entrance.

Music: "Bust a Move" by Young MC

Zaida to assist with crowning & cape - enters SR at podium.

Shoe Guys: start serving the Patron and VIP tables – keep on throughout the event.

1:09 PM **Introduction of Co-Chairs** - Keenan Carter
(1 min.) **AV: WW&S logo on screens**

Keenan: **We would like to thank all of our volunteers, committee members, Shoe Guys and Liz Sproule who have all worked to bring this wonderful event to the Golden Isles. (Start applause).**

Let's extend a huge thank you to our co-chairs, Cissy Thompson and Loralee Frazier, who showed outstanding leadership in bringing this event to fruition. Ladies, please stand. Without these women, this event would not nearly be as fantastic. Let's give these wonderful ladies a round of applause! This event would not have been possible without the dedication and countless hours spent by our committee and volunteers. We ask that all of our committee members please stand so we can recognize you and your hard work. We are extremely grateful for all that you have done. Thank you.

Let's give a special thank you to our Wine, Women & Shoes Representatives who have assisted our co-chairs and committee: please stand...Heather Frank, Heather Pennella and Jessica Thornton. (start applause).

1:10 PM **Introduction of Hospice CEO/Chief Executive Officer** - Keenan Carter
(1 min.) **AV: Hospice logo on screens**

On cue: Karen walks out on stage as Keenan starts the below introduction.

Keenan: **It is my distinct pleasure to introduce Karen Brubaker, CEO or Chief Executive Officer of the Hospice of the Golden Isles.**

1:11 PM **Program for Hospice** - Karen Brubaker at podium at mic.
(2 min.)

Karen: Hello, everyone and thank you so much for joining us on this special occasion! Karen's bullet points:

- Thank you to the Auxiliary and all who participated in this year's WW&S
- Thank you to Cissy Thompson and Lora Lee Frazier for all their hard work
- Invitation to visit our campus and see all the new construction taking place
- Finally thank you to all who give so generously to support our mission.

(Speech allotment - 2 minutes). **Karen exits stage.**

Keenan: **Thank you Karen. We have just a few remaining tickets (give # _____) available for the fabulous Key to the Closet. Cost is \$100 per ticket. If you would like to purchase one, just raise your hand or look for one of the handsome "Shoe Guys" and they can take care of that for you. We will be drawing the winner immediately after the Fashion Show.**

1:15 PM **Live Auction** - Keenan Carter
(40 min.) AV: WW&S logo on screens.

Music: DJ Play "Girls Just Want Fun" by Cyndi Lauper & a few others.

7 Spotters: Susan Alexander, Brooks Bagby, Amy Broderick, Betsy Knight, Shauntia Lewis, Olivia Pitts, Ciera Womack (They take names for live auction & Fund a Cause - they write down winners name & take results to Lora Lee Frazier for check out table. Winners pay at check out by silent auction room when leaving.

Keenan: Next up we have our live auction. REMEMBER: Every dollar you contribute helps to continue the wonderful care offered by Hospice of the Golden Isles to the most fragile members of our community:

**Our auction items are described in your program and we have some great stuff!!
 Now here are the RULES:**

Each item has a minimum bid which I will call out before bidding begins

If you are interested in an item: Please stay in your seats-- Just raise your program which has your bidder number on the back and one of our spotters will help confirm your bid.

At the end of the bidding, I will acknowledge the WINNER and WINNING BID NUMBER, and all you have to do is stop by the check-out table located where you checked in on your way home this afternoon.

LET'S GET TO IT!

AV: TJ has PowerPoint of each Live Auction package being announced.

Keenan: Allow 5 min. per item

LIVE AUCTION ITEM #1: Alan Jackson Concert Tickets

2 Tickets to Alan Jackson Concert at St. Augustine Amphitheatre on April 24th.

Value \$172.00 Starting Bid \$100.00

LIVE AUCTION ITEM #2: Delectable Dinner for Two

Dinner for two at Chef's Table in the Georgian Room. Enjoy this exceptional dining experience at one of a select few Forbes Five-Star awarded restaurants. They are the only one honored in the state of GA. The Georgian Room offers "Refined Southern" cuisine amidst grand décor. Excludes alcohol. Donated by: Georgian Room – Sea Island

Value \$420.00 Starting Bid \$ 250.00

LIVE AUCTION ITEM #3: TPC Sawgrass Golf for Four
Lagardere Unlimited. Round of golf for Four at TPC Sawgrass
Value over \$900.00 Starting Bid \$400.00

LIVE AUCTION ITEM #4: 2 Florida Country Superfest Tickets
June 13-14, 2015 at Everbank Field in Jacksonville. The 2 day package
in the Golden Horseshoe Section (standing directly in front of the
stage-no seats) Saturday headliners: Zac Brown Band & Keith Urban w/
Cole Swindell, David Nail, Danielle Bradbery. Sunday headliners: Kenny
Chesney & Brantley Gilbert w/ Tyler Farr, Colt Ford, The Swon Brothers
Value \$1075.00 Starting Bid \$500.00

LIVE AUCTION ITEM #5: Sensational Selection your Cellar needs!
For wine enthusiasts looking to please their palate, look no further than
this outstanding collection of wines for your cellar! You'll have every
reason to celebrate with this mouth-watering selection provided by the
WW&S participating vendors. White lovers enjoy the Chateau St. Jean Bijou
Chardonnay, a crisp and fruit forward production, or the Original California
White Wine Blend from Conundrum. This lot also features two different
Rose selections, Nellcote's 2013 Inaugural Release dry Rose, or Lucy's Rose
of Pinot Noir. Kick off your next celebration with a bottle of Ferrari Brut NV
TrentoDOC Metodo Classico or Ferrari Brut Rose NV TrentoDOC Metodo
Classico. For you red lovers, there's plenty here to enjoy! Justin Wines
Cabernet Sauvignon, aged 16 months in American oak, and the full bodied
L'Armangia Barbera d'Asti. Also included is a unique selection of wines
from New Age wines Napa Valley winery Jamieson Ranch as well as a 3L of
2011 Sonoma County Merlot and 3L of Conundrum white wine. Bid today
to take home this boundless bundle of blends and blancs!
Value \$1500.00 Starting Bid \$500.00

LIVE AUCTION ITEM #6: Kiawah Island Golf Get-a-Way for Two
2 Nights stay in a Garden View Room at The Sanctuary at Kiawah Island
Golf Resort. Includes 1 Round of Golf for Two at Osprey Point, Turtle Point,
Cougar Point, or Oak Point. (After 11:00 a.m.)
Value \$1600.00 Starting Bid \$ 800.00

LIVE AUCTION ITEM #7: 2 VIP Tickets for the McGladrey
Badges good for all four days of competition (Thurs.-Sun.) & access to
tournament grounds w/ on-course hospitality venue (includes
food/beverages). Seaside Course at Sea Island Golf Club – Nov. 19 – 22,
2015. Donated by: Davis Love Foundation
Value \$3000 Starting Bid \$1500.00

LIVE AUCTION ITEM #8: The Chef in You!

Cooking Class w/ Master Chef of France & Sea Island Exec. Chef Jonathan Jerusalem at Sea Island. Includes lunch for you and five of your friends, paired with a magnum of JCB 121 Champagne. Afterwards take a 2 hr. excursion around the beautiful Golden Isles in a Black Tie Limousine ride. Chef Jerusalem, is one of only 350 Master French Chefs in the world. He's rising star who's worked and traveled around the globe. With 19 years in the kitchen, Chef has climbed the epicurean ladder, including a Bachelor of Arts in food service, wine technology and hospitality management in 1997 from the Institute Technique des Métiers de L'Alimentation in Tournai, Belgium.

Value \$5400.00 Starting Bid \$ 2500.00

AV: WWS logo on screens

Keenan: Thank you, everyone, for participating in the live auction! We raised a lot of money for the Hospice!

1:55 PM **Fund the Cause** – Keenan Carter, Heather Frank & Heather Penella
(5 min.) (Keenan - This part of the program is to tug at everyone's heartstring!)

Keenan: I'd like to remind you of the reason we are all here other than sipping wine, shopping and just having a great time. We're here today to raise money for one of the most important charitable organizations in our community, Hospice of the Golden Isles. Share your Hospice story (Bill Owens). Now to tell you a little more about Hospice let's watch this video:

AV: Lights down

AV: Start Hospice Video (1.56 minutes)

AV: Hospice logo on screens

Heather & Heather: Introduce yourselves. Ok, we've had a great day and you just heard how important Hospice of the Golden Isles is to many families.

Music: "Heroes" by Alesso

Heather & Heather: START OUT WITH A HIGH NUMBER \$2500 AND WORK DOWNWARD UNTIL PEOPLE START DONATING...URGE DONATIONS AND RECOGNIZE BIDDERS

AV: Live feed during auction OR keep picture of Hospice logo on screen

[RECOGNIZE ALL DONORS SLOWLY SO SPOTTERS CAN CATCH THEM]

Keenan: **THANK YOU FOR YOUR GENEROSITY!**

2:00 PM
(2 min.)

Best in Shoe Contest Awards - Keenan Carter, Butin Rep & King of Sole

AV: Live feed of winners

Music: "Bang Bang" by Jessie J

Christy: Cue King of Sole & Butin Rep _____ to assist with awards. Send him/her on stage - Butin rep gives Keenan winners' names – King of Sole winner assists with sashes.

Keenan: **Let's spread the fun of winning to the next group on our program...the best in shoe contest winners. Our shoe judge sponsor, Butin Integrated Communications, represents a host of national and regional clients in the food, travel and lifestyle industries. The agency has been named to the Georgia Bulldog 100 list of fastest growing companies for three consecutive years, and was founded by Golden Isles native Mary McGeachy Butin. Thank you to our shoe judges: Zaida Clay Harris, Sheila Moody and _____.**

These ladies have been roaming the party all morning looking for the guests with the Sexiest Stilettos ----- the best Bodacious Boots ----- and the most Fabulous Flats. _____ will announce the winners of each category. If you hear your name called please come up on stage!

Good Afternoon Ladies, our Sexiest Stiletto winner is _____! (Winner will come on stage and get a sash and crown.)

Our next category is Ms. Bodacious Boots! _____ has the best Bodacious Boots of the day! (Winner will come up on stage and receive sash and crown.)

And our last category is Ms. Fabulous Flats! _____ is the owner of the most Fabulous Flats that we could find today! (Winner comes up on stage and gets sash and crown.)

Thank you ladies and congratulations on your Fabulous taste in footwear!
(Winners are escorted off stage and return to their seats)

(Models lined up and ready no later than 1:45 pm)

2:02 PM
(18 min.)

Fashion Show - Keenan Carter

AV: Live feed

2:00 pm

Keenan: Now for our highlight of the day...the Fashion show all made possible by our local merchants and personalities. Please turn to this portion of your program to follow along. (Keenan exits stage)

INTRODUCTION DANCE ENSEMBLE – (1:20 min.)

Lights - BLACKOUT ENTIRE ROOM

Music: "You're the one that I want" by Lo-Fang (1:20 min.)

(Dancers leave room through audience; Runway Show Begins)

1. CLOISTER COLLECTION MINISHOW (7 MODELS)

Music: "Calabria" by Enur (INTRO SONG - BIG PUNCH)

Lights - Room Uplighting to PINK

AV – Logo for CLOISTER COLLECTION

AV: Live feed for fashion show

2. MariMax MiniShow (7 models)

Music: "Fireflies" by Owl City

Lights – Room Uplighting to GREEN

AV – Logo for MariMax

AV: Live feed for fashion show

3. EVELYN TALMAN MiniShow (7 models)

Music: "New Dorp, New York" by SBTRKT

Lights – Room Uplighting to BLUE

AV – Logo for Evelyn Talman

AV: Live feed for fashion show

4. TWO FRIENDS Mini Show (6 models)

Music: "Where does this disco" by Yacht

Lights – Room Uplighting to YELLOW

AV – Logo for Two Friends

AV: Live feed for fashion show

5. SEA ISLAND Mini Show (6 models)

Music: "Lights" by Eli Goulding

Lights – Room Uplighting to ORANGE

AV – Logo for Sea Island

AV: Live feed for fashion show

6. MEO'S SUITE Mini Show (6 models)

Music: "Feel your love" by Le Youth

Lights – Room Uplighting to PURPLE

AV – Logo for Meo's Suite

AV: Live feed for fashion show

7. TIBI Mini Show (6 models)

Music: "Disclosure" by Latch

LIGHTS – Room Uplighting to PINK

AV – Logo for Tibi

AV: Live feed for fashion show

FINALE RUNWAY WALK – MODELS & DANCERS w/ Orbs (2:17 pm)

Music: "Disclosure" by Latch/"Calabria" by Enur

Keenan's Cue: After Finale Runway Walk - Keenan enters stage.

*****FASHION SHOW MUST WRAP NO LATER THAN 2:20 pm******

AV: WWS logo on screens

(Keenan on stage at podium)

Keenan: Wow, what a fashion show! Let's give an applause for Fashion Vendors and sponsors: Tibi, Meo's Suite, Mari Max, Evelyn Talman, Cloister Collection, Sea Island and Two Friends AND a special thank you to all our models and dancers from Studio South.

2:20 PM **Golden Ticket** - Keenan Carter & King of Sole

(3 min.) **AV: WWS logos on screens**

Music: "Get Down On It" by Kool and the Gang"

Christy: Cue King of Sole assists w/Golden Ticket winner

Keenan: Each silent auction items has a gold line that represents 80% of the market value of the silent auction item. Each person who bid that value has been entered to win a 60 minute side by side massage at The Royal Cottage - King & Prince Beach and Golf Resort even if they did not have the winning bid on the auction item. And the winner is: _____!

2:23 PM **Key to the Cellar** - Keenan Carter & King of Sole

(2 min.) **AV: Live Feed**

Music: "Shake It Off" – Taylor Swift

Zaida ready backstage: keys w/ pink ribbon & bowl

Keenan: **We are very fortunate today to have The Key to the Cellar sponsored by Davis & Robin Love and Craig & Leslie Entwistle. Two lucky winners will be taking home 50 bottles each.**

(Zaida to assist Keenan to pull winners names)

AV: Spotlight Winner(s)

King of Sole enters stage w/ bowl of tickets - Keenan draws winning ticket

Keenan: **The Winner is**

King of Sole gives key to winner and a kiss on the cheek - also gets name and information to deliver wine after event.

*Repeat above for second winner.

Keenan draws the final winning ticket. Keenan: **The Winner is.....**

King of Sole places boa around her neck, kiss on cheek and gets name and information to deliver wine after event. Winners and King of Sole exits stage.

Zaida ready at back of house to enter stage.

2:25 PM
(1 min.)

Key to the Closet - Keenan Carter & Zaida Clay Harris

AV: WWS logo on screens

Zaida takes tickets & key with hot pink ribbon on stage and helps Keenan.

Keenan: **Next up on the agenda, we have the Key to the Closet. This is a fantastic display of marvelous items valued at over \$ 7,000 and the winner takes it all! If you didn't have a chance to notice all the merchants who contributed to this "closet" then please check them out in your program.**

Music: "Material Girl" by Madonna

AV: Live feed

Keenan: **Congratulations _____! (winner comes on stage)
We hope you enjoy them!**

Zaida hands key w/ pink ribbon to winner and gets name and information for pick up after the program.

2:26 PM
(2 min.)

Swag Bag Give-a-ways - Keenan Carter & Shoe Guys

AV: Live feed Shoe Guys coming out with Swag (gift) bags (are they entering from the stage or all over or WWS logo

Music: EDITED VERSIONS of "Raise Your Glass by Pink" followed by "Blurred Lines" by Alan Thicke

Keenan: As a special gift to you, be sure to take home your etched sponsored glasses. Now to close out our program we have a little something for everyone to remember the day. We're bringing out the Shoe Guys to give everyone a token of our appreciation.

2:28 PM
(END)

Close the Program - Keenan Carter

AV: WWS logo on screens

Keenan: Thank you so much for participating in today's event and supporting Hospice of the Golden Isles. See you next year!

Music: DJ plays background music as ladies exit ballroom

(That's a Wrap)