

Old Patrician



www.s-i-inc.com/Patrician

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Snowbirds Are Flocking Back and Our Plans Are Taking Shape

It is now November and our Snowbirds are returning. Your Social Committee has had a meeting and the calendar is taking shape. As reported in the next article, we are holding back setting the complete schedule until our new survey has been tabulated. That should be within the next two weeks.

Certain events are indeed already on the calendar, so mark yours such that you will not be left out. The second highest attendance we had during the last season was over 70 at the Meet 'n Greet. It is on the schedule once again. Reserve Sunday, December 6th at 5:30 PM to make new friends and revive old friendships.

New Year's Eve will be an official SocComm event this year. You know the date. We will begin the evening with a barbeque and we will keep adding charcoal to the fires from 5:00 until 10:00 PM. So come early, and stay late to ring in the new year in style.

Carol Bakunus will once again be doing the annual New Year's Day brunch. At over 80 of us there on the first, this was the high water mark for attendance.

Second Survey of the Building is Underway

While you may not think about it, I view the role of the SocComm as an exercise in customer service. Now it may come as a shock, gentle reader, that you are the customers of the Social Committee, but it is a useful way of viewing our mission.

Two guiding principles are at work here. First, we do not wish to commit the "Cardinal Sin of Marketing." What, you

Don't forget. You can view all of the newsletters and the calendar on our website:

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We will be making a big product improvement for the second annual Dinner Dance. For an extra \$10.00 a head we are going to have live music this year. The date is Saturday night February 20, 2010. The place has not yet been finalized, but there is a good chance we will be going back to Benvenuto's.

The music will be provided by Martha Brown, a keyboard vocalist of high talent. She has over 1,000 songs in her "kit." Pat and I heard her perform on the steps of the Colony Hotel in Delray Beach two weeks ago and she "blew us away." The reason why we are holding this event on Sunday night rather than Saturday is because Martha was engaged the evening before.

Those of you with Internet connections can hear some of her songs at her website: www.lunartunes.net. I can tell you for sure that Martha in person is far better than anything on the site. Her rendition of *Moon River* took me back to Savannah, GA, many moons ago.

The above events are already set on this year's calendar. In addition to these, Bingo and Poker will be held as usual.

ask, could that be? Believing the world is like yourself. That is the cardinal sin of marketing.

The second principle is to "find a need and fill it." When you take these two concepts and put them together the Patrician's social calendar will not be what Robert Schuldenfrei likes, nor what the SocComm members like, nor even what people who show up at SocComm meetings like. It is what the building residents like.

This is why we circulated a questionnaire last year and why we are doing it again this year. In our first survey we just found out what you did or did not want to do. This year we are going to do what

Finally, we will have our monthly barbeques on the pool deck. Here are the dates for the upcoming ones:

Wednesday, November 18, 2009
Thursday, December 10, 2009
Thursday, December 31, 2009
Monday, January 25, 2010

At our next SocComm meeting we will set the barbeque schedule for the late winter and spring of 2010. As described below, we are holding off finalizing other activities until we have tabulated the results of our latest survey. We have every expectation of exceeding the high standards we achieved last year. Let's make this season the best season ever!



At the 2008 Meet 'n Greet

the late Walt Disney called "plussing" it. We are asking people to rate each suggestion on a five point Likert scale.

In addition, we are sending out the questionnaire by e.mail attachment such that people who are not yet down here can vote. Also, there is a new class of owners that we have identified. I call them "visitors." These are owners who neither occupy nor rent their units, but look upon their property as a vacation home. More and more young owners fall into this category.

Watch the bulletin board for the results of this survey and come to the next meeting of the SocComm to finalize our plans for this season.