



The Santa Fe Opera
Preview Dinners
2016
Handbook for
Captains

Welcome and Introduction: Thank you for volunteering to be a representative for the Guilds of The Santa Fe Opera and an Ambassador of the Opera. Without you, the Guilds would not be able to host their largest fundraiser - The Preview Dinners. By giving so generously of your time, skills and effort, you contribute to our on-going mission of supporting the activities of The Santa Fe Opera.

The purpose of this Handbook is to develop consistent practices by which all involved in The Santa Fe Opera's Preview Dinners understand the expectations, roles and responsibilities of each volunteer involved. Please be part of our success by adhering to standards presented in this handbook when welcoming visitors into the Dapples Pavilion at The Santa Fe Opera.

What are Preview Dinners? Preview Dinners are a special offering of The Santa Fe Opera. They are often the beginning of a unique experience for our opera-going public - they set the tone for the entire evening. The Preview Dinner provides excellent food and drink served in a covered, comfortable outdoor space with beautiful views of the Opera grounds and of the Sangre de Cristo Mountains. All combine to heighten an appreciation of the anticipated performance by shaping expectations and providing informative insights into the opera itself. Do you know that there are five different menus, one to complement each of the five different productions? You can feel the excitement in the air as our diners head toward the Crosby Theatre after the Preview Dinner event. This year, there are 36 Preview Dinners. How fortunate we are to be able to contribute to this delightful opera evening!

Thank You for Your Participation: As a way of showing our appreciation for your involvement in the success of the Dinners, the Guilds and the Opera would like to thank you by inviting you to enjoy:

- the buffet dinner, including wine and dessert¹
- the lecture, that offers insights into the opera performance
- Unless there is a sold-out performance, the Opera may be able to provide you a seat or wall standing room opera tickets

(If you wish to be assured of a seat at the performance, you will need to buy a ticket in advance.)



¹ If you would like to bring a guest to dinner, you must inquire Alvaro Quintanar (aquintanar@santafeopera.org) at least one week in advance. Alvaro will confirm if there is availability, and then you may purchase a dinner ticket at the discounted price of \$40.00.

No complimentary ticket to the opera will be provided for your guest.

The Preview Dinner Roles: The entire Preview Dinner team consists of volunteers, Guilds, Inc. members and an SFO Staff Representative.

- Guilds Inc. Preview Dinner Chair
- Guilds Inc. President or President-elect
- Member Guild Preview Dinner Coordinators
- Member Guild Captains - to lead the volunteer host team and to make all announcements
- Member Guild Volunteers - to host the Dinner and to be the ambassadors of the Guilds and the Opera
- SFO Staff Representative(s) - to check in guests, assist with escalated events and check availability of performance tickets, when asked
- SFO Staff Liaison - to facilitate and to insure the overall quality of the Preview Dinner Experience including the restaurant and the bar



The Hosting Team: Each Preview Dinner is hosted by one of the six member guilds. The hosting teams are arranged by that guild's Preview Dinner Coordinator. Each hosting team consists of a trained Captain, six qualified volunteers and two alternates. Volunteers to the team may be drawn from the member guild or from the Inter-Guild Pool.

Required Qualifications of Preview Dinner Volunteers: Every volunteer must be able to meet **all** criteria on the checklist below in order to be an ambassador of the guilds and of the Opera:

- Must be Guild members or designated youth (who are at least 16 years old and involved in a formal opera or music program).
- Must be available for training (required training and pre-event briefing).
- Must comprehend and support **everything** in the Handbook.
- Must be able to comfortably stand and walk for two and a half hours.
- Must dress appropriately – it's a professional party! (Business casual or cocktail attire expected).
- Must be positive and knowledgeable about The Santa Fe Opera and be aware of this year's program offerings.
- Must be at ease interacting with people in a "meet and greet" environment.
- Must be hospitable, welcoming, friendly and attentive to guests and to other team members.
- Must be able to adapt to weather changes.
- **Must be on time** and readily reachable by phone on the night of the assigned Dinner.
- Must be able to function well in a collaborative team, taking direction from the Captain.
- Must be willing to develop a working knowledge of the facility and the Table Chart.
- Must follow the guidelines in dealing with emergencies.
- Must use best judgment, diplomacy and courtesy in handling challenging interpersonal situations and when in doubt, consult with the Captain or SFO Staff Representative.

Duties and Responsibilities of the Team Members:

- Business casual or cocktail attire is expected. Please dress appropriately!
- It is critical for you to arrive on time and to be prepared to work. Please take into account possible last-minute emergencies or traffic conditions when you plan your departure time.
- Volunteers need to make arrangements for their own transportation to and from the Opera.
- Wear your badge or pre-printed name tag so guests can see your name and your guild.
- Place printed Guild Brochures, calendars and other materials on each table.
- Seat individual parties quickly and graciously (begin from the back area close to bar).
- Use the evening table chart to seat assigned guests and groups.
- Patrons with disabilities may need to be seated close to the doors to the buffet line. You may want to discreetly ask patrons, who are using a cane, walker, crutches, or a wheelchair, if they would like someone to get a plate of food for them. Just let a Bon Appétit Staff member know and they will deliver the dinner. A person with disabilities, once seated, should not be relocated unless s/he asks to be moved.
- If you receive a specific assignment from the Captain, please accept it and carry it out joyfully. You are working in a team where not everyone does the same job.
- Embody the ambassadorial role. This is an opportunity to introduce yourself and your Guild. Familiarize guests with the Pavilion (restrooms, buffet, bar, rehearsal halls, etc.).
- Remember that questions about food, drink or assigned table arrangement requests are to be handled by the SFO Staff Representative.
- If someone requests an extra bottle of wine, direct that request to the bartender. Volunteers are not licensed to serve alcohol. Bartender will determine if that person can be served.
- If someone complains about another patron, ask the Opera Staff Representative to address this.
- At the conclusion of the Dinner, pick up all unmussed literature and table signs and store all in their designated place in the back closet.
- Please check with the Captain an Opera Staff Representative before leaving.

Required Qualifications of Preview Dinner Captains:

- Must have previously hosted at least two Preview Dinners (as a volunteer).
- Willing to assume all responsibilities for an efficient and smooth-running Preview Dinner.
- Has or will have completed the Captain Training by the date of assignment.
- Treats everyone with respect, patience, and dignity. Must be able to multi-task.
- Can effectively lead a team of people and elicit their cooperation.
- Will present the event to the volunteers as an important Guild responsibility and as an opportunity to be an ambassador of both the Guilds and The Santa Fe Opera.
- Should be knowledgeable about The Santa Fe Opera and about the working of the Guilds.
- Is willing to make announcements (**as written**), or to designate an appropriate volunteer to assume this important task.
- Must be able to create name badges for all volunteers who don't have official name tags.
- Must be able to fill in patron names for assigned tables on table chart..
- Must be able to complete and return an emailed short post-event evaluation.

Duties and Responsibilities of Captains:

Before the Dinner:

- Ensure the accuracy of the phone contact list given to you by your Guild's Preview Dinner Coordinator.
- Confirm volunteers, by contacting all team members of seven people! (Captain and six volunteers). Check alternates to be sure they continue to be available.
- Consult Peggy Love Day if you don't have the full complement (seven) volunteers for the next night's Dinner and you are not able to get replacements - (505) 231-2627.
- Create and distribute a phone contact list for all six members of your volunteer team and the two alternates. Include your number and the emergency number at the opera, which is **(505-986-5961)**. You will reach the Box Office, ask to have message delivered to the Preview Dinner Captain or The Santa Fe Opera Staff Representative at Dapples Pavilion.
- Distribute, electronically, to all volunteers, at least a week ahead of time, the Mini-Volunteer Handbook and request they read the Handbook and bring it to the Dinner.
- Prepare and bring with you, printed nametags that include each volunteer's name, guild affiliation and logo, unless official badges are available.
- Carry the On-Deck List, in case you need an emergency replacement the night of the Dinner.
- Enroute to the Opera, turn on your cell phone so it is available to volunteers in an emergency.

At the Dinner:

- Introduce yourself and the volunteers to the SFO Staff Representative.
- Coordinate with SFO Staff Representative to establish if there are other dinners on campus.
- Determine if the Staff Representative is going to check-in the guests; if not, you need to do it.
- Locate nametag plastic holders in back closet. Place the nametags into the plastic holders and distribute prepared name tags to volunteers who are without Guild name tags.
- Oversee placement of brochures/calendar and other material on the tables.
- Assign volunteers specific duties, as needed (greeters, empty seat spotters, two volunteers to seat the assigned groups of guests and two volunteers to manage the buffet line).
- Advise volunteers if other dinners are taking place on the campus.
- Fill in table diagram showing assigned tables (with name) and give completed diagram to the volunteers.
- Advise volunteers that the buffet identifies ingredients, so guests can select their own dinner.
- Ask Team if anyone needs complimentary opera tickets, if available, and then request that number from the Opera Staff Representative.
- Ensure microphone is on and volume is adequate. Make announcements, or designate volunteer to read announcements **AS WRITTEN. No Improv! No additions - please, just read the introduction as it is written. Please!!!**

.After the Dinner: Check to be sure the following are completed and do not leave until they are:

- Graciously thank guests for coming.
- All unmussed material and table numbers are removed and placed into the back closet.
- Collect the plastic nametag holders and return to closet, ready for the next evening.
- Before leaving, report any patron incidents to the Opera Staff Representative for documenting.
- After the Dinner, complete and return the e-mailed short evaluation you will receive.

Required Qualifications for Member Guild Preview Dinner Coordinators:

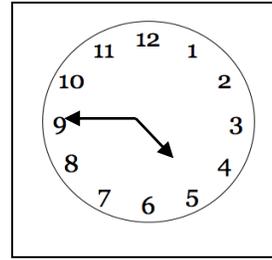
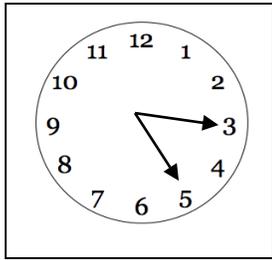
- Demonstrates eagerness for the Preview Dinner process.
- Is able to attract, assign and coordinate one trained Captain and six qualified volunteers to fill the seven vacancies and two alternates for each of the Dinners scheduled for his or her guild.
- Can engender enthusiasm in the volunteers and the Captains for performing all the duties and responsibilities described in this Handbook.
- Can communicate the volunteer qualifications and responsibilities and is willing to accept only volunteers who meet the criteria.
- Can monitor the Captain and each of the volunteers to be sure each team is functioning.
- Can coordinate the entire Preview Dinner project and send the final volunteer lists by a given deadline the Guilds, Inc. Preview Dinner Chairperson.



Duties and Responsibilities of Member Guild Preview Dinner Coordinators:

- Oversees the entire Preview Dinner Evening Project for the guild s/he coordinates.
- Creates the required number of volunteer teams by selecting one trained captain, six qualified volunteers and two alternates for each Preview Dinner assigned.
- As necessary, recruits substitute volunteers from the member guild or from the All-Guilds Pool.
- Checks that all Captains are trained or replaced, if they have not completed the training.
- For each Dinner assigned, creates and distributes to the Captain the list of names, emails and telephone numbers of the six host volunteers and two substitutes.
- Sends the completed lists to the Preview Dinner Coordinator by the published required date, at the latest. This communication is essential!!!
- Notifies all volunteers of their assignments, emphasizing the starting time of each Dinner and the name, phone number and email of that evening's team Captain.
- Coordinates clearly with each Captain.
- Ensures that the Captains have electronically sent the Mini-Volunteer Handbooks and carries a few printed ones with him or her for volunteer reference.
- Sends electronic evaluation to each Captain, to arrive no later than the day after the dinner.

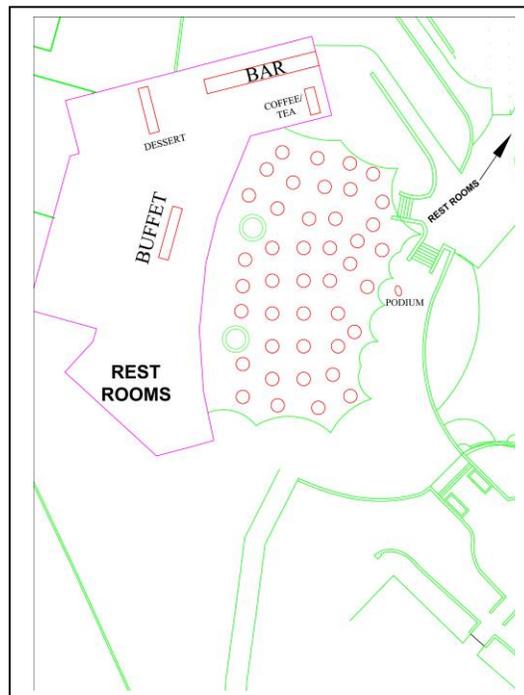
Timelines Because the opera performance begins at two different times during the season, we have listed two DIFFERENT timelines. Please take note of the date of your hosting responsibility.



2016 Schedule

From July 2th to July 31st	From August 1st to August 27th
Captains report to work at 5:15 pm	Captains report to work at 4:45 pm
Volunteers report to work at 5:30 pm	Volunteers report to work at 5:00 pm
Guests arrive at 6:00 pm	Guests arrive at 5:30 pm
Buffet line opens at 6:30 pm	Buffet line opens at 6:00 pm
Introduce speaker at 7:15 pm	Introduce speaker at 6:45 pm
Event concludes at 7:40 pm - guests depart	Event concludes at 7:10 pm - guests depart
Opera performance begins at 8:30 pm	Opera performance begins at 8:00 pm

Map of Facility (and Grounds)



Emergency Procedures:

In the event of an emergency, stay calm and follow the instructions of the Opera Staff Representative.

In case of a **medical emergency**, please do not move the person and remain with that person. Send someone to immediately notify and seek help from the Opera Staff Representative as they have been trained in emergency procedures.

If someone falls and can't get up without pain, **don't move** them, stay with them, comfort and reassure them. Have someone get the Opera Staff Representative or a Bon Appétit staff member.

If someone complains of chest pain or other emergencies, such as trouble breathing, have someone get the Opera S Representative.

Limit your conversation with the person to reassurances. Do not discuss their injury, if at all possible.

Preview Dinner volunteers should **not** call 911 and should leave this responsibility to the Opera Staff Representative.

However, emergency circumstances can contain many variables, so volunteers should use their best judgment and common sense.

Name Tags:

Each Guild may create its own name tag design. The design must include: (a) the name of the guild (per the GI bylaws) and (b) the name of the volunteer, so our guests can read both.

An easy way to create name badges is to work from an Avery Label template.

On the Sample badge, use the template for Avery #74461. (2.25"x 3.5"). There are 8 to a page. This year, we will have available for you plastic holders for the Name tags. They will be located in the back closet. ***Please be sure to collect the plastic holders after the dinner and return them to the back closet for the next group of volunteers.***



The typed names are done with Monotype Corsiva 56 for first name and 28 for last name.

The SFO Logo used is available in electronic form from Guilds, Inc.

REMEMBER: Name tags will be placed into a plastic sleeve (available in the closet at

the Opera), so the tags could be printed on cardboard or heavy paper stock! This avoids the need to purchase actual adhesive backed name tags!

Announcement Scripts for the Team Captain:

Welcome / Buffet Open

Ladies and Gentlemen,
Good evening, my name is _____ from the _____ Opera Guild.
We would like to welcome you to the Dapples Pavilion of The Santa Fe
Opera on this wonderful summer evening.

This evening, we ask that you form two lines against the wall - one by each
side of the entry. As you exit the buffet area, you will find desserts located
outside to the left of the door. Coffee and tea are located to the right of the
bar. We hope you will enjoy your Dinner and we thank you for coming.
The buffet is now open.

Introduction of Pre-Opera Speaker (DESIRÉE MAYS)

Once again, good evening, I'm _____ from the _____ Opera Guild. I trust
you have enjoyed your dinner here in the Dapples Pavilion.

Before I introduce tonight's speaker, I would like to draw your attention to the Guild
Brochure on each table. (*Hold up sample.*) There are six member guilds located
throughout the state of New Mexico with nearly 900 members who support the
Opera.

We invite to like to join us or find out more information about the Guilds, please
complete the form and give it to a guild host as you leave. We also offer a
national membership for those of you beyond New Mexico who would like to
support the guilds. Thank you.

And now it is my privilege to introduce tonight's speaker, Desirée Mays.

Desirée is an international speaker, radio personality, and noted writer on Opera.

Her 18th book in the Opera Unveiled Series discusses the five Operas of the 2016
Festival Season and is available at the Opera Shop.

Desirée speaks each year coast-to-coast from the MET in New York to the San
Francisco and Los Angeles Opera Companies in the West.

She will be happy to share details of her lectures, books and opera events following
her talk.

Please join me now in welcoming Desirée Mays.

Training:

Because the underlying goal of the training is to provide consistent practices in an effort to standardize our hospitality performance at Preview Dinners, all member guild Preview Dinner Coordinators and all volunteers who are qualified and desire to be Captains MUST complete the training. Interested volunteers are welcome to attend, as well. We want everyone to hear the same things, to have an opportunity to clarify concerns and/or to receive answers to questions.

The training will consist of an overview, review of the Handbook, simulations, Q&A and other relevant information. It will be interactive, based upon the principles of adult learning.

The training will be done at The Santa Fe Opera in the Cantina. There will be two dates: June 4th, 2016 at 10:30am and June 11th, 2016 at 2pm at the Cantina at The Santa Fe Opera. These dates will allow new Captains to be trained in time for the opening of the 2016 Festival Season.

The duration of the training will not exceed 90 minutes. All Preview Dinner Coordinators, all Captains and all volunteers must agree to the approved guidelines presented in the Handbook. Any volunteer who does not comply, will not be eligible to participate in future Preview Dinner events.

Please remember that the overall goal of the process we have created is to standardize procedures and to ensure professionalism in the way we all function at the Preview Dinners. We represent our Member Guilds, Guilds, Inc. and The Santa Fe Opera. Let's enjoy our role at each Preview Dinner and take pride in the support we provide to The Santa Fe Opera.

Evaluations:

Each Captain needs to complete an evaluation which can be downloaded from the Guilds, Inc. website: www.GuildsofSFO.org . The completed evaluation should be sent to three people: (1) your Guild's Preview Dinner Coordinator, (2) The Guilds, Inc. Preview Dinner Chairperson, Peggy Love Day - (peggylday@gmail.com) and (3) to the Guilds, Inc. President (president@guildsofsfo.org). Thank you.

1. Did you encounter any issues with the volunteers that we should be aware of (such as inappropriate dress, tardiness. etc.)?
2. Was everyone able to perform all volunteer duties? If not, name those who were not able.
3. What changes would you make in your process, if you were a Captain next year?