

LATNEBEARER

Anno Societatis LI Being August 2016

*The Barony of
Wiesenfeuer*

A Statement from the Members of Wiesenfeuer

You may have heard about us from a friend, found us on a web search, saw our displays and demos at the Norman Medieval Fair or any number of local events or schools. Regardless of how you've found us, we're glad you did. The Barony of Wiesenfeuer is part of an organization called the Society for Creative Anachronism (SCA). It's an international organization dedicated to the researching and recreating the arts and skills of pre-17th century Europe. The "arts and skills" of Europe, and any people that Europeans had contact with, are far reaching in scope and depth. Arts include everything from making soap or butter, to making of instruments, woodworking, ... the list goes on. Anything that was made or done in the Middle Ages or Renaissance is fair game. Skills would include fighting, fencing, archery, thrown weapons, and all manner of games and talents played and practiced in six hundred years of history.

The SCA is a hands-on participation based way to learn about history. Hit your (armored) friends with rattan sticks, fence like a musketeer or pirate, or learn to shoot a bow like Robin Hood. Learn any number of arts and crafts from people that have developed skills and techniques for making and doing things the way they were centuries ago.

Beyond the competitions and projects, the royalty and ceremonies, the SCA is all about having fun. The Society is a great place to meet people with similar interests, make new friends, and be involved. So come out to an event, go to a meeting, or contact our hospitler at <http://wiesenfeuer.ansteorra.org>.

Welcome to Wiesenfeuer!!

Personal Testimony from the Chronicler

You may pick up a newsletter printed in the past and see the words written above and wonder how true they are. You may wonder if these people are just a bunch of weird people running around playing at swords. I've been a member of this organization for 6 months now. These people are some of the best people you will ever meet. The people in it learn, share, and teach everything you can think of. They practice those skills that they learn. They invest time and energy into making those relationships that better everyone from the old to the new. You cannot really appreciate it until you see and then do. You can spend as much or as little time as you like participating, this will be the most exhausting and exciting hobby you will ever have. Welcome to our ever expanding world of friends.

Donnán Ó Néill
October 2015

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Missive from the Baronesses



Greetings to the Most Wonderful Populace of Wiesenfeuer!

Congratulations to Their Royal Highnesses Jason and Margherita, Prince and Princess of Ansteorra!

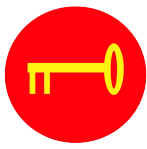
Summer is here in full force! Be mindful and stay hydrated when out at the various practices/work days scattered throughout the region. Go have fun!

We hope to see you all at A Summer's Dance this month. On August 13th at St Augustine of Canterbury in OKC, our very own Cantons, Haldtre and Myrgenfeld are hosting an afternoon and evening full of court dancing! Not sure about those dance moves? No worries, there will be various dance classes throughout the afternoon so you can show off your new skills later that evening after a magnificent feast. Come out and support the Cantons and get your courtly groove on!

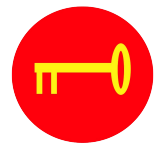
Also this month: Pennsic! Have fun to those who are going! The Canton of Chemin Noir has 'A Big Giant Problem' on August 6th. Steppes Artisan Aug 19-21 for more information on what's going on check out the calendar for an event near you!

What the heck is a Populace Tree? It is a way to show who is camping with the group by displaying your device at the front of our Baronial camp. The plan is for the populace tree to be set up at this coming Diamond Wars, War of Rams (BAM) and next years' Gulfwar. Those members of the Barony, her Cantons and others who camp with the barony are welcome to add their own person 8x10 devices to the tree and let the knowne world know you are with Wiesenfeuer. The plans for a simple populace tree are in this issue of the Flamebearer so check it out! For our fighters we are going to use 8x10 honor shields as more groups in the Kingdom create Tourney Trees of their own. Stay tuned for an Art & Sciences/work weekend to get the tree started and your device drawn up and painted on your very own honor shield. If you don't have a device registered now is the time to contact our Baronial Herald or his Deputy Baronial Herald. (contact info on page 8) If you have any questions come and ask! I will be more than happy to talk you about this project or any of the other projects on 'The List'.

Yours in Service
Dee & Valia
Baronesses of Wiesenfeuer
Ladies of Haldtre and Myrgenfeld



Message from the Seneschal



Cyfarchion,

What an awesome month July was, nothing but excitement! We have a new Prince and he is from the North. Roundtable was held and our Kingdom lives on. Laruel's retreated "insert your own witty comment here". Finally the month ended with the beginning of the mighty Pennsic War.

Our Cantons are doing great we have a new Seneschal in Haldtre, our eternal thanks to Caelainn inghean ui Dhorchadie and we welcome with open arms Julian. Several officers from Myrgenfeld, announced that they are stepping down and we have already started receiving applications for those as well. Yule Revel has an autocrat which is awesome! The Regional practice was excellent thank you to the province of Mooneschadowe for hosting it.

The month of August will be wonderfully full Chemin Noir will be hosting an event, and our own Cantons will be hosting, A Summer's Dance. As well as August 20th, Steppes Artisan and August 27th, Glaslyn Artisan.

I am so looking forward to a most excellent August!

Iarll Owen ap Aeddan
Marchog of Ansteorra



Message From the Chronicler



Greetings to all my friends,

It has been another wonderful month here in our barony and in my house. Soon we are all going to be very busy as fall event season kicks off. I know I have a bunch of projects I need to start working on. A few changes were made last month and implemented for this newsletter. The most important being that I implemented my schedule and tried to follow it. As it isn't 2 am and I'm finishing this up I'm calling it a big success. I'm hoping to stick to it even closer than I did last month.

The other big change this month has been that my deputy AJ has been feeling a bit better and has had a little more time to work on this. Most of the layout this month was her doing. She got all the officer reports in while I sat at the next computer and rechecked all the officer info for a second time. Most importantly calling Haldtre and finding out about the changes in their list as well as implementing corrections emailed to me in the last week.

Future plans include cleaning up the badges with some higher resolution versions, more ideas for the crosswords, adding back in more of the art, and anything else that pops into my mind. Hopefully everyone likes the changes. Again if you have ideas or want to contribute anything feel free. I really want this newsletter to be something that all the members of the barony feel as theirs.

Unfortunately we don't have another of the champion interviews this month. We are still waiting to hear back from 3 of them. When we do expect to read more.

Yours in service,
Donnán Ó Néill



Hospitaler



Oktoberfest time is here again. It is just 1 month away. That is Saturday September 3rd. Setup time is still being decided but we are currently planning on 2 to 4 pm.

The demo itself is from 6 to 10 pm. This will be the start of an incredible time recruiting and growing our wonderful barony.

I look forward seeing everyone there!



Minister of Children



Greetings!

All my lovelies, we have many wonderful events coming up and some awesome new opportunities for our teens! We hope to see everyone there.

Ly. Liadan



Minister of A&S



August Wiesenfeuer Arts & Sciences:
Anglo-Saxon Forestry and Beekeeping
Thursday, August 11th, 7PM
Camp Dakani Nature Center
3309 E Hefner Rd, Oklahoma City, Oklahoma 73131

The Barony of Wiesenfeuer presents: Professor Kevin Caliendo of Rose State College. Prof. Caliendo will present his research on Anglo-Saxon forestry and beekeeping at the Camp Dakani Nature Center at 7pm on Thursday, August 11, 2016. This one-time event is open to guests and friends of the SCA as well, free of charge.

Directions: Take your best route to the Hefner Rd exit on I-35 and turn west. Camp Dakani is just past Frontier City on the right (north) side of Hefner Rd. You will see Gate 3 first, but continue past it and enter Gate 1. The building straight ahead is NOT the Nature Center. Turn right and follow the dirt road to the other large building. That is the Nature Center. There is limited parking at the Nature Center and overflow parking at the permanent pavilion just down the hill from the Nature Center. There are some ruts, so please be careful when turning or backing.

In Service to the Dream,
HL Wilhelm Meis
Minister of Arts & Sciences,
Barony of Wiesenfeuer



Treasurer's Report



Greetings. As of the July Populace meeting, I have officially transitioned into the office of Treasurer.

Many thanks to Aileann ni' Raghailigh for her time in the office and for working with me to learn the steps of the job.

Over the next few weeks I will be working with the Regional Treasurer and the Financial Committee to complete the transition of the office and to complete the 2016 Financial Policy and Inventory for the Barony. If you are an officer or have in your position any items that belong to the Barony, please give me a line item list of these items for the complete inventory. I need this list no later than the August Officers Meeting. Sooner would be better.

The Barony currently has \$5483.54 in the bank account. We have several projects coming up and Yule in just a few months.

If you have any questions, please feel free to ask. The financial office should have complete transparency, so don't hesitate to ask questions.

YIS,
Aubrey Ericsdatter



Webminister



Greetings,

We are now starting to get photos of people doing stuff in our Barony! If you would like to show your work or have taken pictures of people doing their thing, please email me and we can get them on the website!

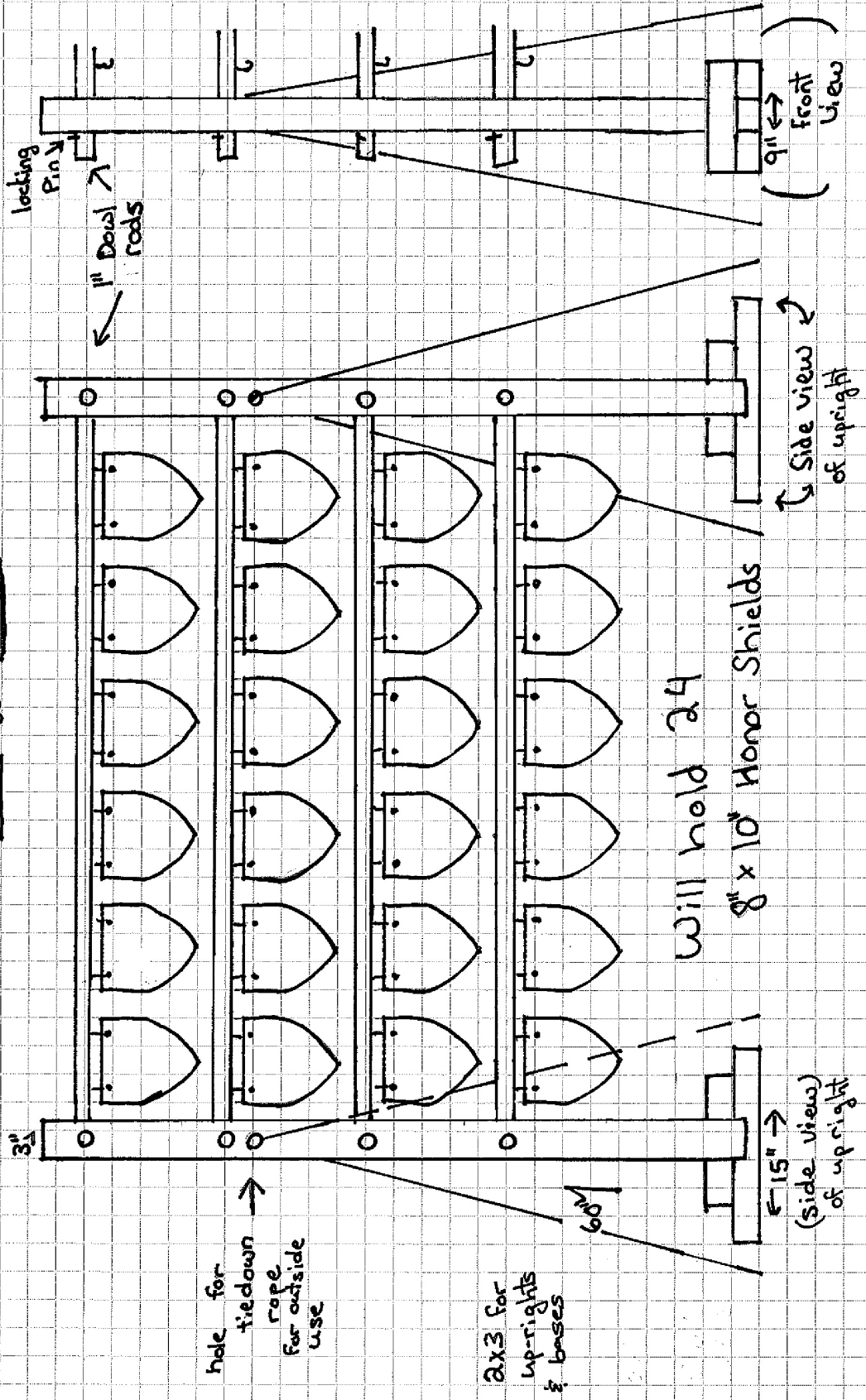
Photographers and model release(as well as creative works release) are easy to find as the links are on our Flamebearer page!

Please sign up with the Wiesenfeuer mailing list! It would be lovely to see more official traffic on there! To sign up, there is a link on the homepage of !

YiS,
Sainte du Bois, Webminister

Populace Tree Plan

60"



hole for
tiedown
rope
for outside
use

2x3 for
uprights
& bases

Will hold 24
8" x 10" Honor Shields

9" ←
front
view

Side view
of upright

15" →
(side view)
of upright

✱

NE Deirdre ni Raghallaigh, DL 7/16

Design by

Officers Positions Open

Besides the Knife, Axe, and Spear Marshal which is currently open, there are several positions that are going to be open in the next year and many open deputy spots. One way you learn is by doing. We respectfully ask if there is a position you can help with to please ask to be a deputy to someone. Especially if you are thinking about becoming an officer in the future. Being a deputy is the best way to learn how. With that said below is the list of available spots. Please contact the appropriate officer, Seneschal, Baroness, or Baron if you are interested.

Please help out your Barony by turning in applications today!

Baroness

Mistress Deirdre ni'Raighailligh
Kim Friend
405-397-7649
(texts ok, calls between 6p – 10pm, please)
baroness@Wiesenfeuer.ansteorra.org



Baroness

Mistress Valia of the Mists
Lesia King
405-875-1945
texts ok, calls between 6p - 10 pm, please
baroness@wiesenfeuer.ansteorra.org

Seneschal

Owen ap Aeddán
Eric Jackson
414 R Grant Ave
Guthrie, OK 73044
405-606-9559
seneschal@wiesenfeuer.ansteorra.org



Deputy Seneschal

Burke Kyriell MacDonald
SirBurke@cox.net

Treasurer

Lady Aubrey Ericsdatter
Aubrey Cole
405-361-6095
Please text or leave a message
Treasurer@Wiesenfeuer.Ansteorra.org



Herald

HL Grimolfr Einarsson
Kevin Valliquette
16013 Big Cypress Dr
Edmond, OK 73013
Herald@Wiesenfeuer.Ansteorra.org



Deputy Herald

Centurion Alexander Marcellus

Chronicler

Lord Donnán Ó Néill
Robert Schaefer,
405-396-6592
Chronicler@Wiesenfeuer.ansteorra.org



Deputy Chronicler

AJ Robinson
ajrobinson0824@gmail.com
405-659-9943

Webminister

Lady Sainte du Bois
Catherine (Cathy) Evans
508-331-6727 (texts ok)
Webminister@Wiesenfeuer.Ansteorra.org



Knight Marshal

Lord Godfrey of Del
Jeffery Brown
4816 Trina Dr
Del City, OK
405-474-0501 (no texts)



Deputy Knight Marshal

Skjöldúlfr Hildibjarnarson

Rapier Marshal

HE Don Elric Dracwin
rapier@Wiesenfeuer.Ansteorra.org

Archery Marshal

Phaedra Valeriana Pavo
Archery@Wiesenfeuer.Ansteorra.org

Deputy Archery Marshal

Simon Gof

Knife, Ax, & Spear Marshal open

Youth Combat

Mauireen Cheithernag
Youth-Combat@Wiesenfeuer.Ansteorra.org

Hospitaler

Ahlana a'Becket
Heidemarie Brandes
12104 Victoria Pl
Oklahoma City, OK 73120



Deputy Hospitaler

HL Rainah Du Bois
Dawn Marsee
4200 Franklin Rd
Norman, OK
918-918-0372
No calls after 10pm
Rainahdubois@hotmail.com

Minister of A & S

HL Wilhelm Meis
Darren W. Mize
405-655-0676
MoAS@Wiesenfeuer.Ansteorra.org



Deputy Minister of A&S

Alicia Blackdragon
Stacy Cullum
405-623-7790
hotlady@gmail.com

Minister of Children

Lady Liadan of Patrin-Or
moc@wiesenfeuer.ansteorra.org



Deputy Minister of Children

Lady Abigail Lylle

Equestrian Contact

Lucais du Belier

Baronial Champions

Chivalric – Sir Vladislav Strelec
 Rapier – Don Trevor MacRae
 Archery – Mistress Adena Terricsdottir
 Knife, Ax, and Spear – Fegrog
 Middle Eastern Dance – HE Alannah A'Becket
 Middle Eastern Drum – HE Donnchadh Beag Mac Griogair
 Arts and Sciences – HE Mistress Adalaide de Burbon
 Bardic – Arnulf Iron Skull

The Firewatch

Ahlanna A'Becket
 Aldric de Kerr
 Godfrey of Del
 Rainah du Bois
 Skjoldulfr Hildabjarnarson
 HL Wilhelm Meis

Ladies-in-waiting

Caterina Giovanni de Gilead
 Ermagerd de Tours
 Meabdh inghean Rois
 Lady Ainier of Patrin-Or
 Sainte du Bois
 Shanna Camber

Youth Champions

Youth Archery – Adair ap Owen
 Youth Chivalric – Sheamus
 Adair ap Owen
 Youth Middle Eastern Drum – Lillian of Wiesenfeuer
 Youth Middle Eastern Dance – Cainnear Lylle
 Youth Bardic - Evangeline Blanchfleur
 Youth Arts and Sciences - Natalie Garrett & Cainnear Lylle
 Youth Subtilties – Madeline Starling & Sarah

Weasels (Baronial version of pages)

Cainnear Lylle
 Steven

Royal Liaison
 Cadhla Ua Cellachain

Wiesenfeuer Meetings and Events

There are many activities within the Barony. Whether you are interested in Fighting, Arts and Sciences, or Just learning about the times and people we are striving to recreate, there is always something to do. Many Friendly members in our populace are willing to show their craft or help out with whatever you may have interest in.

See the calendar page and the meeting schedule list for the scheduling of practices, scribal nights, arts and science meetings, and other activities. Come out and join in the fun!

Populace Meeting

August 1st

Date: First non-holiday Monday of each month Place: Ingrid's Kitchen¹

Time: 7pm

Populace Meeting is the business meeting for all members of the barony and other interested persons. Meeting include officer reports, policy statements, announcements, general pomp, circumstance, and fun.

Officers Meeting

August 15th

Date: Third Monday of each month Place: TBD

Time: 7pm

The officers meetings are held at 7pm on the third Monday of each month. Non officers may attend. There will be an open floor at the end of the meeting.

Archery Practice

TBA

Time: 2 - 4 PM

Place: Practice Field⁴

Target archery practice for the barony to practice. This is held as resources are available. Check facebook, mailing lists, and website for updates on times and dates.

Arts and Sciences Meeting August 11th

Date: Second Thursday
Time: 7pm

Place: Dakani Nature Center²

This month we have a special guest speaker coming to talk about medieval forestry and bee keeping. Come learn about life in the middle ages.

Chivalric Practice

August 3rd, 10th, 17th, 24th, & 31st

Date: Wednesdays Time: 7pm Place: Taylor Recreation Center³

SCA heavy weapons fighting is based on the medieval ideal of the knight. All SCA combat is real and unchoreographed. The weapons are made of rattan. Loaner gear is available. a donation of \$2 per person per session is required.

Scribal Meeting

August 2nd, 9th, 16th, 23rd, & 30th

Date: Tuesdays Time: 7pm Place: Check Facebook for locations

Calligraphy and Illumination painting. A donation of \$2 per person per session is required. Loaner paints and brushes available.

Rapier Practice

August 2nd, 9th, 16th, 23rd, & 30th

Date: Tuesdays Time: 7pm Place: Taylor Recreation Center³

Practices are sometimes cancelled due to weather or overlapping activities. Light weapons combat is an SCA form of combat used toward the end of the Middle Ages. Loaner gear is available. A donation of \$2 per person per session is encouraged.

Youth Combat

August 3rd, 10th, 17th, 24th, & 31st

Date: Wednesdays Time: 7pm - 8pm Place: Taylor Recreation Center³

Youth combat is for boys and girls are 6 to 15 years. They fight with foam-padded weapons. There are 3 age divisions within the program; 6-9 years, 10-12 years, and 13-15 years. The armor requirements and the strength of blows allowed increase as a child progresses through the levels.

Beginning Equipment for Youth Combat:

Each new youth fighter should wear long pants, a long-sleeve shirt, closed-toe shoes, lightweight gloves, and groin protection. A parent or an adult designated by the parent needs to be present throughout the practice.

There is some loaner armor but anything you can provide yourself is helpful. Armor requirements vary by age but all ages will need a helmet with face guard (such as a hockey or lacrosse helmet) and a gorget (medium-weight leather with ½ inch closed-cell padding). Knee and elbow pads are required for the older kids and helpful for the younger. The full armor and weapon requirements and rules for combat may be found in the Complete Participants Handbook. This is available on the Kingdom Earl Marshal's website at <http://marshal.ansteorra.org/armored>. Of course feel free to contact your friendly local marshal with any questions!

¹ Ingrid's Kitchen, 3701 N Youngs Blvd., Oklahoma City, OK

² Dakani Nature Center, 3309 E. Hefner Rd., Oklahoma City, OK 73131

³ Taylor Recreation Center, 1115 SW 70th St., Oklahoma City, OK 73139

⁴ 5102 Woodhollow Rd, Oklahoma City, OK 73121

Myrgenfeld

Populace - 1st Thursday at 6:30 PM at the Guthrie public Library
Arts & Sciences - 3rd Thursday at 6:30 PM at Finn's house in Edmond
Bardic Guild - 4th Thursday at 6:30 PM at Finn's house in Edmond

Sunday Celebration - The 1st and 3rd Sunday at 2 PM at Highland Park. This includes chivalric, rapier, and youth practice as well as other populace activities.

Haldtre

Officers

Seneschal – Julian de Clare (Rhonda Schmidt), seneschal@haldtre.ansteorra.org, 580-660-1822

Deputy Senescal - Kizzy, chronicler@haldtre.ansteorra.org, 870-397-3647, 580-339-6281

Treasurer - Linda Pruitt, treasurer@haldtre.ansteorra.org, 580-303-0186, 119 Ramsey Dr. Elk City, OK 73644

Deputy MoAS - Gwenllian verch Madyn

Chronicler – Kizzy, chronicler@haldtre.ansteorra.org, 870-397-3647, 580-339-6281

Activities

Haldtre Folkmoot occurs on the 1st Tuesday of every month at 7:00 PM.

Meet at Town Hall, 200 Hwy. 44, Foss, OK 73647.

Wearing period garb is encouraged.

Chivalric Practice: Every Sunday at 4:30 PM at Ackley Park in Elk City, 580-303-1905

Arts & Sciences Night held the 3rd Tuesday at 7:00 PM at the Cordell Library, 580-832-3530

Ansteorra Kingdom Calendar

August 2016 (A.S. LI)

- 14 Pennsic XLV
- 5-7 A Big Problem - Chemin Noir (Bartlesville, OK)
- 13 A Summer's Dance - Haldtree & Myrgenfeld
- 19-21 Steppes Artisan - (Dallas, TX)
- 26-28 Glaslyn Artisan - (Denton, TX)
- 31 [Laurel's Prize Tourney/Fall Arts Bids Due](#)
[Fall Royal Lancer Bids Due](#)
[Fall Royal Huntsman Bids Due](#)
[Kingdom Middle Eastern Dance Bids Due](#)
[Eisteddfod Bids Due](#)

September 2016 (A.S. LI)

- 2-4 Champions of Bonwicke and Academy of the Rapier - Bonwicke (Lubbock, TX)
- 9-11 Laurel's Prize Tourney - Kynges Creke (Terrell, TX)
- 16-18 Defender of the Fort - Raven's Fort (Huntsville, TX)
Triumphe of the Eclipse - Mooneschadowe (Stillwater, OK)
- 23-25 Loch Fall Event - Loch Soilleir (Clear Lake, TX)
- 30-2 Bryn Gwlad Fall Baronial - Austin, TX

October 2016 (A.S. LI)

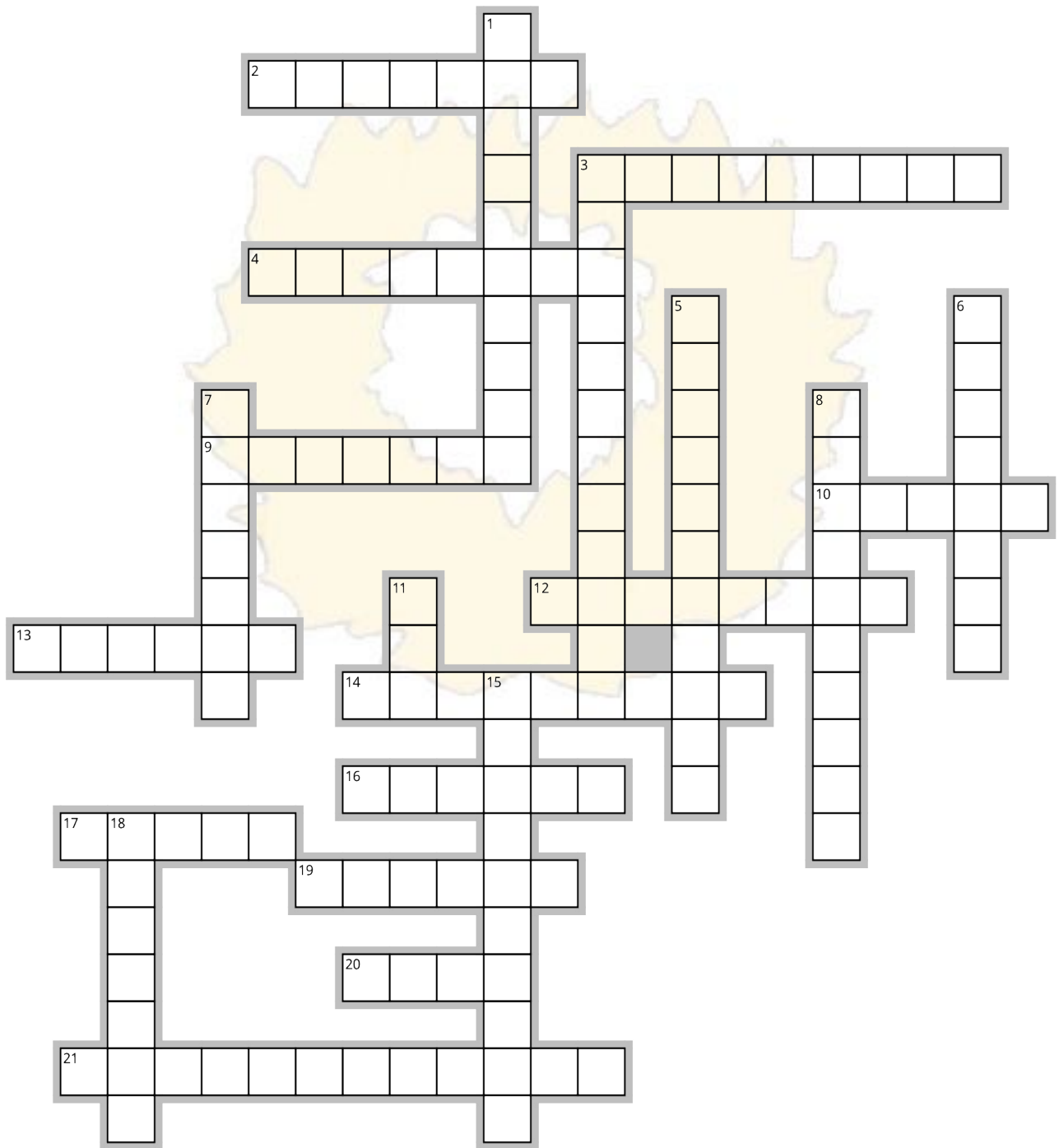
- 30 - 2 Bryn Gwlad Fall Baronial - Austin, TX
Elfsea Baronial College - Ft. Worth, TX
- 7-9 Gate's Edge Fall Event - Houston, TX
Namron Protectorate - Norman, OK
War of Ages - Fynnon Gath (San Marcos, TX)
- 14-16 Coronation
- 21-23 Fall Event - Bjornsborg (San Antonio, TX)
- 28-30 Samhain Celebration - Eldern Hills (Lawton, OK)
Seawinds Defender - Corpus Christi, TX

Waivers available upon request. All clip-art is used with permission. All the badges except seneschal and MoC were made by Emma de Fetherstan and provided by the Kingdom Chronicler for use in kingdom newsletters. Wallpapers were made by the Baronial Chronicler (me) from baronial device provided by the seneschal and used in previous newsletters as well as on the cover of this newsletter. The MoC and Seneschal badge were also made by the baronial chronicler. The Flamebearer art on the cover was provided by Issac Bane. Crossword was made by software available at EclipseCrossword.com by Green Eclipse. All articles and stories are by the person cited with the article.

August Calendar

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7 Sunday Celebration Chivalric Practice - Haldtre Pennsic	8 Pennsic	9 Scribal Meeting Rapier Practice - Adult & Youth Pennsic	10 Chivalric Practice - Adult & Youth Pennsic	11 Arts & Sciences Pennsic	12 Pennsic	13 A Summer's Dance Pennsic
14 Chivalric Practice - Haldtre Pennsic	15 Officer Meeting	16 Scribal Meeting Rapier Practice - Adult & Youth Arts & Sciences - Haldtre	17 Chivalric Practice - Adult & Youth	18 A & S - Myrgenfeld	19 Steppes Artisan	20 Steppes Artisan
21 Sunday Celebration Chivalric Practice - Haldtre Steppes Artisan	22	23 Scribal Meeting Rapier Practice - Adult & Youth	24 Chivalric Practice - Adult & Youth	25 Bardic Guild	26 Glaslyn Artisan	27 Glaslyn Artisan
28 Chivalric Practice - Haldtre Glaslyn Artisan	29	30 Scribal Meeting Rapier Practice - Adult & Youth	31 Chivalric Practice - Adult & Youth			

Heraldry - Continued



EclipseCrossword.com

Across

2. A design arrangement which gives an impression of motion or activity.
3. A decision by Laurel regarding a submission that may be applied to other similar submissions.
4. One of the seven standard hues used in Society armory, or a fur.
9. The pose in which a beast or other animate charge is placed, such as rampant, passant, etc.
10. A form of address that indicates the rank of the person using it.
12. The placement of a charge or group of charges on the field.
13. Specifying that a charge appears in its natural hues.
14. Of or related to the study of names.
16. In a design context, this means all the elements appear fixed and unmoving.
17. A piece of armory used by an individual or group to identify possessions, retainers, members, or other items.
19. A term used to refer to the culture the Society attempts to recreate, specifically "pre-Seventeenth Century Western European culture".
20. An adjective meaning that something is strewn with identical charges.
21. Acceptance by the Sovereign(s) of Arms of a piece of armory or name for future protection.

Down

1. A name that is derived from another name as a shortened or pet form. Belet, Bibby, Ibbe, Ibbet, Libbe, and Tibota.
3. Claiming more importance for oneself than one is due.
5. Outlining a charge in a contrasting tincture.
6. A submission which is too similar to a protected item is said to be in conflict.
7. A byname that describes physical or mental characteristics, personality traits, or characteristic behavior.
8. A byname given to offspring to indicate the name of the father.
11. Japanese armorial insignia.
15. A byname given to offspring to indicate the name of the mother.
18. A person who has been awarded the right to arms.

Recruitment and Retention DEMOs

The Way of the True Warrior and Friend

Demos:

For a successful demo you need the following:

Know what the purpose of your demo is.

Autocrat for the demo

Have pre planning meetings for the demo.

Know the audience that you will be recruiting from.

Know what recruitment tools will work best with your demo.

Know the location you will be setting up in and how it will affect your layout.

Make sure everyone, understands this is our best foot forward good impression time.

Tailor your layout and people placement to best work off of the abilities those who attend.

Be flexible if you have 20 promises of attendance and only five shows up roll with it.

Demo recruiting is something the SCA has done very well for many years. You have everything from a small table with some displayed items to the magnificent here is all of the glory of the SCA med faire set up. The above items are all things that every demo needs.

Know what the purpose of your demo is:

To get Contact information from prospective members! Yes your demo should have eye candy and hooks to draw the crowd in but all of that work is only to get the contact information. Once you have it use it I cannot count the number of times an excellent recruitment opportunity was wasted because we as a group did not follow up after the demo with someone who wanted to hear from us but never did.

An Autocrat:

Every demo has an ebb and flow and it is the autocrat's job to manage that ebb and flow. If your event calls for just a table and some room for display items, the autocrat needs to make sure that plenty of people will be manning the booth that you always have at least two people there and everyone should be well versed in the local groups schedule as well as surrounding group's schedules. If your demo is an entire area where you can showcase all of the SCA make sure you

have each of the areas manned no wasted tents. As the autocrat you need to make sure you use the tools provided to you as best you can, to have a better understanding what tools you will have at your disposal.

Pre Planning meetings:

You should have at least two pre planning meetings scheduled for your demo, this will help you learn who will be there and give you an opportunity to spread some of the responsibilities around. Also everyone who is involved needs to understand the purpose of the demo and how they can help make that happen. This is where the ready to go email is finalized, the invitations to the next rsvp activity is put together. Get everyone on board with what time is setup when do we start and when do we tear down. I recommend a schedule that is very flexible as even with planning meetings you cannot control how many people actually show up and help

Know the audience that you will be recruiting from:

When you are recruiting young college age students, you need to have the primary face of your recruitment efforts be college age. If you are trying to recruit from the local honey guilds big meeting you send people who know something about honey bees. Know your audience and make sure the people who come to the work days know the audience as well. Recruit like with like.

Know what recruitment tools will work best with your demo:

Always set your area up to catch and draw in the eye, (banners, posters, weapons, armor, A&S items. Make sure the touchable stuff that it is ok for it to be touched before you put it out there. Would business cards work or are they going to have time to check out the trifold stuff, do you want bookmarks or postcards. All of these things need to be looked at and explored. I am a huge fan of scribal people writing someone's name in calligraphy with the SCA groups contact info on the back on a bookmark shaped piece of paper.

Know the location you will be setting up in and how it will affect your layout:

How are you collecting the contact info you want it to not interrupt the flow of the crowd and not block the showy bits that are trying to catch people's eye. Do you have room for fighting, a stage for singing, enough dancers for dancing, and a place for A&S activities. Knowing what you can set up before hand is extremely helpful. What tools will work best for your audience, a fighting display at a bead festival may not make sense do you want crowd participation, and as always talk with the organizers see what they expect.

Make sure everyone, understands this is our best foot forward good impression time:

Everyone has a thousand awesome stories about the SCA, yet more often than not they spend all of their SCA time talking about the five things that make them angry. Everyone needs to be onboard with the putting our best foot forward. If someone tarts talking about what pissed them off 20 years ago or 20 minutes ago take it to somewhere else. The autocrat should make sure that everyone involved knows that this is not the time or place and everyone needs to be vigilant against it.

Tailor your layout and people placement to best work off of the abilities those who attend:

So you have a catchy layout, that draws the people in, and you have the cool banners, but how do you layout your people? Anyone who is good with talking to strangers needs to be either on the crowd side of the table or at the entrance to your area or the exit to your area. It actually works best if you have one on each end so no one escapes. Those who like to make things but would rather not be the face of the SCA should have an area that they can work in; that people should be able to see what is being worked on but not interfere. It is important to have an idea of what the SCA people who are there are comfortable with and what they want to do.

Be flexible if you have 20 promises of attendance and only five shows up roll with it:

BE FLEXIBLE! Things happen; people who really want to be there cannot make it. This is our hobby it is what we do for fun do not work yourself to death over a demo the frustration you feel will be expressed and will ruin all of your previous hard work. Find the ebb and flow and ride it instead of fighting it.

The article above was written by a great friend of the barony Sir Owen ap Aeddán our beloved Seneschal and master recruiter. They are the words we should live by.

Recruitment & Retention

The Ultimate Guide

Recruitment and Retention is everyone's job! Every participant in this fabulous game needs to recruit and retain. Towards this end, the first thing that everyone playing SCA needs to do is stop spending so much time on the negative parts of the SCA. We need to remember why we are playing this game we need to make our own fun. Everyone has 10 positive stories about the SCA for every one negative story. Yet people tend to focus on the negative. This is poisonous for both recruitment and retention. I am looking at recruitment into the SCA as marketing the SCA, with marketing; you are more successful if you target your marketing to the audience who is already predisposed to the SCA. Everyone who plays SCA has some fundamental things that we all have in common. For example most people who play SCA have played roleplaying games and or collect comic books so putting a come check the SCA out sign at a Gaming shop is a good idea. Like a good story the marketing needs to be tailored to the audience. Here are some of the tools I use, and my thoughts on how best to use them.

Recruitment ideas:

Demos:

Need a pre planning meeting treat them like a mini event, make sure everyone who is coming understands this is our best foot forward good impression time. Tailor your layout and people placement to best work off of the abilities those who attend. You would not put the shy introvert at the front handing out business cards etc.

Recruitment posters:

They should be placed in libraries, bookstores, game shops, liquor stores and any place the group meets at. (This one should have when the group meets on it at that location). They should look really nice and be catching to the eye. They should have enough information that after looking at the poster they can make contact with someone in the group.

Business cards:

Great for SCA players who enjoy walking up and talking to anyone, small easy to carry every extrovert in the group should have some. They should look nice and have enough information on them to make contact with the group simple. They can be given out anywhere. They should have a blank space on them so the person handing it out can put their contact info on it. This small gesture helps establish the connections to keep people interested in our game.

Bookmarks:

If you buy books at a book store place a book mark in the next one on the shelf.

If you are at a Library you can leave a stack of them at the checkout desk.

When you buy your favorite beer put one in the next six pack of beer, on the shelf.

They should look nice and have a way to contact the local group easily.

These can also be used in other locations like craft stores, liquor stores, and gaming supply stores.

Give 10 to each member of the populace and tell them to give them all away before the next meeting.

You can also tailor the bookmark for where you are planning on having it placed.

Flyers:

Great for demos, needs to look good and have a ton of information with each section having links to send people to.

Raffle item:

Best used at demos and monthly activities. Have a small nice SCA thing that people have to fill out a contact information sheet to earn a raffle ticket for the nice SCA thing. (Pouch, cloth belt, feast gear etc etc etc) to get the ticket their contact info needs to be legible. At the end of the demo draw a ticket match it to the contact sheet send the winner the prizes as well as a coupon, everyone else send them a letter that says sorry you did not win the SCA thing but here is a coupon. Now the coupon is for a free something i.e. please come to this activity we will make you a tunic or a dress, come to this activity and you get a pouch but have them RSVP. The person that they need to contact should be on the coupon. This will give the people running the activity an idea of what to expect. The letter that goes out should invite them to the next thing on your group's calendar and list what else is going on that month. Every activity creates a raffle opportunity.

Contact List:

Usually gets name address phone email and interests usually used at a Demo. Before anyone puts info on a contact list an email that thanks them for the interest, and inviting them to the meeting and listing the different activities. It needs to be ready to send before the demo even happens. If you have a three day demo then when the demo shuts down on day 1 an email goes out to anyone on the contact list. Day 2 ends send out the same email to those people who filled out the contact list on day 2. Then on day 3 after the demo is done send out the email to the day 3 people. After the demo have a team split the contact list into activities and send a second email directed at the activities they have shown interest in.

Meeting places:

Public neutral locations are best for meetings and group activities. Libraries, hobby stores all have places to hold A&S classes and meetings. The benefits to this are a neutral location that will help advertise your class and give you the opportunity to also recruit new members. Also it shows you are part of the community which will help if you are trying to use a community center or a park. When the meeting is over have a restaurant that everyone goes to afterwards, this helps with group comradery and spirit de corps.

Mini Events:

We have a full Kingdom Event Calendar; however when you are brand new to the SCA the idea of driving several hours out to the middle of nowhere and spending X amount of money may be intimidating. However if you have a mini one day event with a little bit of everything (A&S, fighting rapier and chivalric, archery, knife, ax and spear) have a feast and songs and stories. You get the chance to train newer established members on how events run and how to do a feast and the newest members get a small taste of the magic that is an SCA event.

Retention:

Everyone who leaves the SCA has a reason for doing so, but the main reason people stay is because of the relationships. So one of the best ways to retain members is to nurture those relationships, keep in contact with the people you have made connections with, call email and visit, check on them, make sure they know they are missed, and invite them to activities. If you go to a

meeting and you don't see someone that you expected to see, check on them it is really easy to lose SCA participants because they feel they have lost that connection. Finally we must make our own fun this awesome hobby is time and resource expensive make sure you are having fun while you do it, because if we are all having fun then we will attract the people who are looking for the good time that is the SCA.

I cannot stress enough how excited I am to go on this great journey with all of you, it will be awesome!

Iarll Owen ap Aeddán
Marchog of Ansteorra

