


Bread Server

Depending on your preference, you may be strolling among the guests passing out bread or staging bread at one of two wine tents. Please make sure to follow the directions of the volunteer coordinator for the event.

If you are a strolling bread volunteer: Make sure you are covering the crowd. Look for areas that are not being served and fill-in. The purpose for strolling volunteers is to keep guests from standing in line as much as possible. From approximately 6:00-7:00 PM concentrate in the area where people are entering the event

As soon as they obtain their wine glass ask if they would like some bread. Anyone who wants bread may have some, they do not need a wristband. When your basket is empty, fill up at one of the two wine staging tents. *Do not* walk with another bread server; however, you may team up and walk with a wine server.

If you are a staging volunteer: Be prepared to cut the bread into bite size portions. If the bread is already cut, you will be responsible just for filling the baskets of strolling volunteers as needed. *Do not* serve guests from the staging tent. Depending on your preference, you may be strolling among the guests passing out bread or staging bread



As volunteers you act as hosts for Bella Sera and represent Chattanooga Endeavors. Be hospitable – smile, talk with your guests, ask if they’re enjoying the evening, and have fun.

- Volunteers should complete our online registration form prior to the event.
- Volunteer Orientation will be Friday at 6:00 p.m. at Renaissance Park
- Please dress casually for the event.
- Souvenir aprons will be provided that will identify you as a Bella Sera volunteer.
- Check-in at the Volunteer Tent 30 minutes before the start of the event.
- You will receive detailed instructions about your volunteer assignment at check-in.

Thank you for your help with Bella Sera and we hope you will have a beautiful evening with us this year.

Registration

There are six full-service registration stations at the guest check-in tables at the main entrance. Each station is made up of a team of two registration volunteers. One volunteer is responsible generally for ticket sales and one for wrist-tix. Your station should have the following supplies:

- Food Tickets
- Bella Sera Tickets
- Wine Tasters' Select Tickets
- Hole punch
- Helpline phone numbers
- Cash box & change
- Credit card machine & slips
- Pens
- Will-Call list
- Group Registration Addendum

Ticket sales volunteers:

Provide event tickets and food tickets to guests in exchange for payment or name match on the will-call list. Have guests complete a Registration Addendum Card if: (1) he/she is listed generically under the name of a group, (2) he/she claims to have paid for tickets in advance but is omitted from the will-call list, (3) he/she claims to have lost tickets.

Tickets prices to the event are as follows:

Wine Tasters' Select	\$90
Regular Bella Sera admission	\$50
Non-drinking Bella Sera admission	\$25
Children 13-21 years old	\$25
Food tickets	\$3

Group discounts are available at the door for parties of 10-19 (10%) and parties of 20 or more (15%). Individuals may use a group discount from a sponsorship provided that the discount is on the Group Discount List.

Guests may purchase food tickets only if they have also purchased a ticket to the event OR if they are under 13 years old.

The Wine Tasters' Select is a premium on the Bella Sera admission that includes all the benefits of the regular event plus access to an exclusive wine tasting with seven top tier importers. If guests want to upgrade their tickets, call the registration coordinator or the event coordinator.

Wine Server

Wine servers will be strolling among the guests pouring wine or staging wine at one of two wine tents. Please follow the directions of the volunteer coordinator for the event.

If you are a strolling wine volunteer: Make sure you are covering the crowd. Look for areas that are not being served and fill-in. The purpose for strolling volunteers is to keep guests from standing in line for a glass of wine. Only guests with either red or green wristbands may be served wine.

THESE ARE WINE SAMPLES! (1/3 a full pour)

Portion control extremely important! Only pour to the bottom of the “an evening in the park” text under Bella Sera. This is about 1/3 glass. If a guest is not drinking, offer him/her a bottle of water and soda. These non-alcoholic drinks are available in coolers beside each restaurant tent.

Do not let guests pour their own wine. You must pour it for them.

From 6:00-7:00 PM concentrate in the area where people are entering the event.

If you are staging the wine:

Red wine is to be served at ambient or room (outdoor) temperature.

White wine is to be served chilled.

Do not serve guests from the staging tent.

There should be three boxes of wine iced at all times. To ice a box of wine: (1) remove the box dividers, (2) line the wine box with a trash bag, (3) return the wine and (4) fill the box with ice. It takes 20-30 minutes to ice down wine. Ice your last box of wine at 9:00 PM.

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Restaurant Server

Depending on the restaurant and the food, you may be cutting or portioning food into serving sizes and putting it in bowls or plates. Please make sure to follow the directions of the restaurant and/or restaurant coordinator for the event.

THESE ARE TAPAS SERVINGS! (1/3 the size of a full portion)

The portion size is extremely important. Restaurants have prepared 1,000 servings for the event. If the servings are larger than expected, *we will run short on food* and some guests may not get served.

Napkins & utensils are self-serve and will be in a basket at the serving table.

Portion the servings in advance and always have 6-8 ready to hand to guests.

Each guest receives a food ticket with 5 numbers for 5 servings. Use a hole-punch to punch out one number for each serving. Additional food tickets are available to purchase at the Volunteer Tent.

Each restaurant has a specific wine to complement its menu. If you are responsible for pouring wine, only pour to the bottom of the “an evening in the park” text under Bella Sera. This is about 1/3 glass.

If a guest is not drinking, offer him/her a bottle of water and soda. These non-alcoholic drinks are available in coolers beside each restaurant tent.

There should be two boxes of wine iced at all times. To ice a box of wine: (1) remove the box dividers, (2) line the wine box with a trash bag, (3) return the wine and (4) fill the box with ice. It takes 20-30 minutes to ice down wine. Ice your last box of wine at 9:00 PM. Don't let guest help themselves to either wine or food – hand them a bowl/plate or pour them a portioned glass of wine.

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Greeters

As guests begin making their way to the registration desk, your job is to welcome them – especially thanking any VIPs – and providing them with some simple instructions so the registration process will proceed as smoothly as possible.

- Welcome guests to Bells Sera 2007
- Handout event programs...pointing out that all the restaurants and wine selections are listed in the program...as well as our sponsors.
- Direct everyone to one of two lines at registration. (Make sure the line doesn't start creeping to the check in stations.)
- Tell guests to fill out the door prize section of their food tickets BEFORE they get their souvenir wine glasses.
- Let them know that there are great items in the auction...and that closing bids are at 8:30 PM Sharp.

Lines should form a couple of feet in front of the registration tables. Guests will be called – one party at a time – as stations open up. Note: These are full service stations so there is no need to look for special lines.

If someone is interested in upgrading their tickets from Bella Sera to Wine Tasters' Select, alert the registration coordinator.



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Auction Tent

As an auction tent volunteer you will be responsible for the staging, monitoring and closing down the event. Please follow the directions of the silent auction coordinator for the event.

- All items must have a separate bid sheet.
- All items must list a retail value and short description.
- The silent auction will end at 8:45 p.m. Broadcast this 15 minutes prior to the closing.
- Help with the packing and carrying of items to the winners car.



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