



Security is Sexy

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Owner

Hustle and Gather

www.HustleandGather.com



Learning Objectives

During this session, attendees will learn to:

Collect Data and Actually use it...

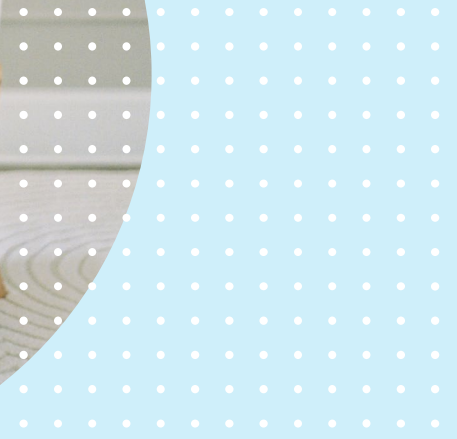
Analyze Data to make decisions

Capitalize on existing opportunities





I am ruled by anxiety...





I Get It!

So Sexy....But really it is

Data is the new oil ~ **Clive Humby**

- Improves and streamlines operations
- Increases positive customer experiences
- Increases Sales
- Improves ROI on marketing, branding, and promotion



Collect

Let's get real practical!

Here's the thing:

“You can have data without information but you can't have information without data.”

~Daniel Keys Moran



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Sales Goals

Quarter	2019	2020	2020 Goals	2019 vs. 2020	Goal Difference				
1. Jan-March	36,825	43,358	40,852	6,533	2,506				
2. April-June	52,222	62,360	68,088	10,138	-5,728				
3. July-Septemer	59018	128,300	81,705	69,282	46,595				
4. October-December	54895	41,481	81,705	-13,415	40,225				
Total Sales	202,960	275,499	272,350						
Q1 Sales			Q2 Sales			Q3 Sales		Q4 Sales	
Jemma Philip Deposit	4,250		Sherra Taylor	2661		Tarshree Sawyer 25% Deposit	2,000	Rocky Top Catering Fee	462
Rebekah Stargel Deposit	4,500		Danielle Caffaso 25% Deposit	2,000		Madison Blakely	4,000	Zana Deposit	1,500
Laura Wells Deposit	2,000		Danielle Caffaso 25% Deposit	2,000		Anna Leone	6097	Priscilla Deposit	1,500
Emily Mize Deposit	2,125		Shelby Caulk 25% Deposit	2,000		Paige Bonds	6048	Catering Fee	143.5
Amber Deposit	2,274.40		Shelby Caulk 25% Deposit	2,000		Rebecca Destafano	4,161	Lauren Armpreister	1750
Sarah Cox Depsoit	6,000.00		Allison Bowman 25% Depsot	2,000		Justine Rescheudle	750	Kristen Murphy Deposit	2,250
Leah Chapman Additional Hours	200		Allison Bowman 25% Depsot	2,000		Jency Deposit	4,000	Kelsy Halm Styled Shoot	\$250
Madeline Bennett Deposit	2,000		Taylor Derrenbacher 25% Deposit	3,000		Diana Joseph Catering Fee	\$162	Kiarra Balom Deposit	\$1,500
Courtney Henken Deposit	4,000		Taylor Derrenbacher 25% Deposit	3,000		Emily Rustin Shoot	\$150	Sarah Roemer Deposit	\$2,875
Samantha Harber Deposit	4,000		Kim Urban	1,125		Sara Fontes	\$3,900	Gabrielle McQueen Deposit	\$4,500
Galentines Day	385		Kim Urban	1,125		Tricia Young	4,000	Hannah Holub Deposit	\$4,000
Roya's Additional Hours	400		A'sha Brown Reschedule	1,000		Hannah Fox Rocky Top	159	Allison Marx Deposit	\$5,200
Lindsay Tumbelson Overnight	548.75		Mikaela Cook Upgrade	750		Jamie Dooley	\$4,000	Jessica Bains Deposit	\$2,250
Rachel Cooley Additional Hours	200		Christina Strickland Upgrade	1,500		Jaimi Bailey Shoot	250	Ainsley Pozsik Shoot	\$300
Megan Brimmer Deposit	1,500		Makenna Deposit	4,000		Candance Glosson Bridals	150	Natalie Zacek Deposit	\$2,625
Dare Hincks Deposit	3,250		Lindsey Bullard Deposit	6,049		Caty Driver Bridals	150		
Poppy & Co.	\$100		Christy Milestone Deposit	2,000		Jennifer Bethea	\$2,250	Emily Lassiter Shoot	\$150
Hannah Robinson Deposit	\$1,875		Kaillee Smethers Deposit	6,000		Linda Foppiano Deposit	\$4,150	Bethany Bradley Deposit	\$3,150
Allegra Flamm Deposit	3,750		Sahanna Depsoit	3,100		Hayley Rose Rocky Top Fee	202.5	Kelsey Clayton	\$7,075
			Amber Kai Reschedule	\$500		Emily Mize Rocky Top Fee	180.99		
			Hannah Bush Deposit	2,800		Lauren Cole Reschedule	4,000		
			Nicole T Depost	3,000		Connor Bullard	4,000		
			Tarshree Sawyer 25% deposit	2,000		zulyha deposit	\$2,250		
			Alison Holis	2,250		Melissa Deposit	4,000		
			Shannon Pauly	3,000		Rocky Top Stargel r.d.	108		
			Katie Smith Bridesmaid Thursday	1,500		Rocky Top Stargel reception	215.82		
						Megan Koufas Deposit	\$2,250		

Income Sheet

Client	Date Booked	Package	Venue	Event Date	Total Due	Due in 2023	Q1 1/1 - 3/31	Q2 4/1 - 6/30	Q3 7/1 - 9/30	Q4 10/1 - 12/31	Planner	Assistants Names	Assistant Pay	Partial Pay	Planner Pay
2022															
APCO Holiday Party	10/31/2022	EM	RUS	12/8/2022	1250		1250								
AACUC Holiday Party	12/6/2022	EM	RUS	12/12/2022	1250										625
AACUC Holiday Party							1250								
Brynn Walker	1/28/2022	EM	Carolina Inn	12/17/2022	925		925					Sterling	Owen		75
RUS - I Heart Media	9/23/2022	EM	RUS	12/31/2022	1250		1250					Arie			875
Cl- Tran/Riddle	9/28/2022	EM	Carolina Inn	1/3/2023	925		925					Jen	Emily Radley	110	490
Belle Allen	2022	P-D	MW	1/14/2023			3500					Amanda	Maggie Emily	260	0
RUS- Kathyreen Barynbuch	8/23/2022	EM	RUS	1/14/2023	1250		1250					Taylor	Emily Radley	130	
Jackie Diesch	7/7/2022	P-D	MW	2/11/2023	1125		1125					Sterling	Meredith	250	0
AKA Sorority	12/8/2022	EM	RUS	3/24/2023	2500		1250		1250			Arie			1000
Cl- Osmondue/Johnson	9/28/2022	EM	Carolina Inn	3/25/2023	925		925	925				Taylor	Lindsey	75	
Katie Scheffel	9/28/2022	P-D	Arboretum	4/15/2023	2250		2250					Sterling	Owen	135	
Sophie Johnson	12/3/2021	P-D	Bradford	4/27/2023	0							Taylor			0
Halley White	9/2/2022	EM	MW	4/28/2023	0							Sterling	Lindsey	142.5	0
Cl- Otham/Lago	9/15/2022	EM	Carolina Inn	5/6/2023	925		925	925							
Shelby Justice	2022	Full	Reynolds Village	5/13/2023	3000			3000				Maggie (T)			1500
Scipia Lin	1/6/2022	EM	MW	5/19/2023	1250							Alexia			625
Shelby Justice	2022	Full	Graylyn Estate	5/20/2023	2750		2750					Maggie (T)			0
Chandler McMillan	9/7/2022	D	Fearrington	5/28/2023	1000			1,000				Sterling			0
Taylor Ruff	9/7/2022	EM	Bradford	6/23/2023	1500			1500				Brooke	Ella		1500
Michelle Sina	12/20/2022	EM	Bradford	6/30/2023	1000			1000				Taylor			
Noah Green	6/7/2022	EM	Bradford	7/2/2023	1000		1000	1000				Taylor			
Charlotte Buising	6/23/2022	Full	Meadows	7/15/2023	4250		4250	4250				Kelsy			2125
RUS- Girls Institute	8/23/2022	EM	RUS	7/15/2023	1250		1250								
Catherine Diop	11/25/2022	EM	MW	7/16/23	2000		1000	1000				Taylor			
Catherine Taylor	6/15/2022	EM	MW	7/16/2023	5000		2500	2500				Kelsy		1250	4000
Rachel Crawford	9/1/2022	EM	Bradford	8/3/2023	1250		625		625			Sterling	Owen	135	
Lindsay Clark	2022	EM	MW	7/1/2023	1500		750	750				Sterling			
Kaleigh Wilson	12/6/2022	EM	MW	8/20/2023	1700			850	850			Taylor	Emily R	150	
Lauren Armand	7/1/2022	P-D	Bradford	9/1/2023	2000		875		1,125			taylor			
Jenn Jones	7/11/2022	P-D	MW	9/2/2023	2250		1,125		1,125			Sterling			
Liza Camak	7/30/2022	EM	Upchurch	9/9/2023	1500		750		750			Emily			
Alexsara Bynum	11/22/2022	EM	MW	9/15/2023	2000		1000	1000				Taylor			
hannah bryd	8/16/2022	EM	Bradford	9/17/2023	1800		900		900			Brooke			
Lauren Noriega	11/10/2022	EM	Bradford	9/21/23	1250				1250			Meredith	Elise	127.5	
Jessica Gines	11/23/2022	EM	Duke Gardens	9/23/2023	1500			750	750			Arie			
Tara Vilton	9/21/2022	P-D	Bradford	9/23/2023	5000			2500	2500			Alexia	1250 (pd 9/25/??)		
Emily Best	9/2/2022	P-D	Bradford	9/30/2023	2000		1,000		1,000			Taylor			
RUS-Kristie Koch	10/31/2022	EM	RUS	9/30/2023	2500		1250					Arie			1000
Kyle Chandler	10/11/2022	P-D	Parlour	10/7/2023	2,250.00				2,250.00			Kelsy			
RUS-Teahan & Walker	10/31/2022	EM	RUS	10/12/2023	2500		2500		1250			Arie			1000
Samantha Milner	9/20/2022	EM	MW	10/28/2023	1500				1500			Taylor			
Allison Powell	10/5/2022	P-D	MW	11/3/2023	2750					2750		Sterling		127.5	
Victoria Holm	10/2/2022	P-D	MW	4/20/2024	4500										
Molly Weyright		Full	Greensboro	11/11/2023	5500			2750		2750		Maggie			
Abby Oxaley	8/12/2022	Full	Bradford	11/18/2023	0					1125		Alexia		562.5	4500
Anna Martin	8/5/2022	EM	MW	12/29/2023	687.5			687.5				Meredith			
Alana Davis	10/11/2022	EM	MW	1/5/2024	1500					1500		Unassigned			
Tom Wehrkamp	12/28/22	EM	MW	5/10/2024	3000		1000			1000		Taylor			
Erin Harris	11/16/2022	EM	MW	5/25/2024	2000			1000		1000		Unassigned			
Emily Baldwin	7/25/2022	EM	MW	6/15/2024	1500					750		Unassigned			
Katherine Sandlin	12/13/2022	P-D	MW	9/7/2024	3000							Sterling			
Catie Laflamme	2022	EM	Bradford	2/18/2023	1425							Meredith	Owen	105	300

Bradford Numbers

	2022	Spent/received	Forward Looking	2023	Spent/Recieved	Foward Looking
Bank Balance	60000		153,000	60000		198000
catering fee	70000	52000	5000	70000	55000	2000
Deposits	500,000	440000	15000	500000	445,000	15000
PPP						
2nd Balances	500000	350000	15000	535000	400000	15000
Alcohol	180000	140000	10000	180000	100000	20000
	1310000		198,000	1345000		250000
Expenses						
Venue Major Maintenance						
Bi monthly Painting	7000	5000	2000	10000	10000	0
Monthly road and maint	6000	5000	1000	0		0
Misc./Wall/A/C	15000	15000	0	2000		2000
Chairs/improvements				25000	25000	0
Purchase Lot	55000	55000	0			
Side Garden	70000	70000	0			
HVAC Maintenance	480	360	120	500	500	1000
Landscaping Equip				0		0
Venue needs						
Grounds Needs		\$2,055.30		2000		2000
Venue Items		2917		3000	2544	458
Cleaning Supplies/Maint		1857.16		2000	216.28	1783.72
Furniture		3465.27		2500	2500	0
Paper Consumables	3000	993.04	2006.96	2100	1747.29	352.71
Client Experience (Champ/Candle)	3000	1500	1500	5000	4000	1000
Breakfast		300.8	0	1500	330	1170
B and B Items		140.56		150	98.95	51.05
Getting Ready Alcohol				5000	3487.18	1512.82
Venue Monthly Maintenance + Bills						
Landscaping	30000	26000	2500	24900	20000	4900
Set Up Crew	25000	20000	1500	10000	8000	2000

Analyze

Data is like garbage. You'd better know what you are going to do with it before you collect it.

~Mark Twain



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Month to Month

- **Understand the seasonality of our industry**
- **Creating a baseline expectation**
- **Managing cash flow**
- **Timing your improvements/investments**
- **Creating employment contracts that make sense for your cash flow**

Quarter to Quarter

- **Understanding sales flow**
- **Ease in setting budgets**
- **Create metric for projections year over year**
- **Allows for micro price adjustments in real time**
- **Employee growth and training**

Year over Year

- **Future planning and longevity pulse check**
- **Employee growth plan and road map**
- **Company structure**
- **Growth opportunities**
- **Financial insurances**
- **Pricing re-evaluation**

Strategize

Are you leaving money on the table?



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Extra Revenue?



Extra Capacity?



Extra Time?





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