

The background of the slide features a stack of antique books. The top book is bound in green leather with gold-tooled patterns. Below it is a book with a dark brown leather cover, also featuring gold-tooled designs. A red cord is tied into a decorative knot and hangs from the top book. The lighting is warm, highlighting the textures of the leather and the gold leaf.

# **Becoming More Than Just the Welcome Wagon: How to be an Effective Chatelaine in the SCA**

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della Rosa called "Belle"

Kingdom Chatelaine for the Kingdom of  
Northshield

# What is a Chatelaine?

- ❖ A Chatelaine tends to be the first impression of the SCA and of the group
- ❖ A Chatelaine is the greeter for a group or function
- ❖ A Chatelaine is the “recruiter”
- ❖ A Chatelaine is the “Go-To” person with questions or requests
- ❖ A Chatelaine is the organizer for demos and public presentations
- ❖ A Chatelaine is the keeper of the loaner items
- ❖ A Chatelaine may be the Media Support Person
- ❖ A Chatelaine is the smiling and friendly face in the crowd



# Personality Traits of A Chatelaine

- ❖ Friendly
- ❖ Outgoing
- ❖ Proactive
- ❖ Comfortable Speaking in Front of Crowds
- ❖ Comfortable Speaking to the Press
- ❖ Energetic
- ❖ Creative
- ❖ Caring



# Tools of the Trade

- ❖ Up-to-date website information
- ❖ Phone number
- ❖ Email address
- ❖ Business cards
- ❖ Handouts or pamphlets
- ❖ Contact list of “helpers”
- ❖ Loaner gear
- ❖ Energy and a willingness to help



# Time Commitment and Responsibilities

- ❖ Quarterly Report
- ❖ Answering emails and phone calls
- ❖ Follow-up
- ❖ Attendance at meetings and demos
- ❖ Attendance at events
- ❖ Other commitments as outlined at the local level



# Resources

- ❖ Chatelaine's Handbook
- ❖ Kingdom Chatelaine
- ❖ Chatelaine email list
- ❖ Fellow Chatelaines
- ❖ Local/Regional Seneschal
- ❖ Kingdom Seneschal
- ❖ Media Relations Officer
- ❖ Local Webminister
- ❖ Kingdom Website





# What to Do When Faced With Challenges

There are times where you have the best intentions but you end up meeting resistance. What can you do?

- ❖ Talk to your Seneschal – Remember you are that person's deputy and they are there to assist you as much as you are there to assist him/her.
- ❖ Talk to the previous Chatelaine. Did they face the same challenges? What did they do to get over their hurdles?
- ❖ Constructively voice your concerns at the next meeting you have. Perhaps the other members of your group have no idea you are faced with these challenges.
- ❖ Communicate on the Northshield Chatelaine's email list. Perhaps the same challenges have cropped up elsewhere.
- ❖ Communicate with your Kingdom Chatelaine!! It is what that person is here for.
- ❖ **Most importantly:** Keep an open mind and see what compromises can be made out of any situation.

# Creative Ideas to Use as a Chatelaine

- ❖ Host a Series of Newcomer's Classes (What to Expect at your First Event, What to Bring to a Camping Event, What do Those Shiny Hats Mean?, Basic Etiquette and Chivalry in the SCA, How to Research and Develop a Persona, etc.)
- ❖ Find a way to host sewing sessions – make a goal of everyone having one new outfit for their first event.
- ❖ Organize newcomers into “classes” or “fellowship” groups. Encourage them to attend meetings and events together to gain a sense of camaraderie.
- ❖ Pair up new people with someone with similar interests in the group. For example, pair up the new person interested in a Norse persona with someone who has been working on one for a while.
- ❖ Encourage newcomers to volunteer at their second or third event. Nothing major, but something like setting up for court or serving feast.
- ❖ Establish periodic, casual “Meet and Greets” at someone's home or other venue. Make it non-garbed and include activities such as games or silly movies.
- ❖ Get a group together to go to museum displays or history events.





# Most Importantly.....

Remember how appreciative everyone is to have you in this office. It's not an easy one and your contributions are great!

*Thank you!!!*

