

Christian Science in Metro Chicago
Body Mind Spirit Expo in Skokie, IL
Wrap Up Report 8/20/2019



Summary

Christian Science in Chicago Committee coordinated participation on behalf of the local Christian Science community at the recent Body Mind Spirit Expo. The Expo was a two-day conference held at the North Shore Center for the Performing Arts in Skokie, IL over the weekend of August 17 & 18, 2019.

Organized by Body Mind Spirit Expo (BMSE), the Ashland Oregon based company sponsors 19 expos each year across the United states that cater to the metaphysical and alternative health communities. Two of the 19 events are held in the Chicago area.

Representing the Christian Science Reading Room, 10 volunteers served in 3-hour and 4-hour shifts during the 17 exhibit hours on Saturday and Sunday. In addition to the exhibit booth, one Christian Science lecture was given as part of the Expo's presentations.

ACTIVITY LEADING UP TO BMS EXPO

Website csmetrochicago.org updated in the weeks leading up to the event

- Online sign up form to help at the expo (booth staff and lecture sponsorship)
- CS presence at Expo explained
- CS resources in Chicago showcased

Facebook pages for CSMC updated in the weeks leading up to the event

- Periodic posts between June and August promoting opportunities to help at the Expo as well as invitations to attend the Expo were posted on the CSMC Committee Facebook pages and then shared by other Facebook users



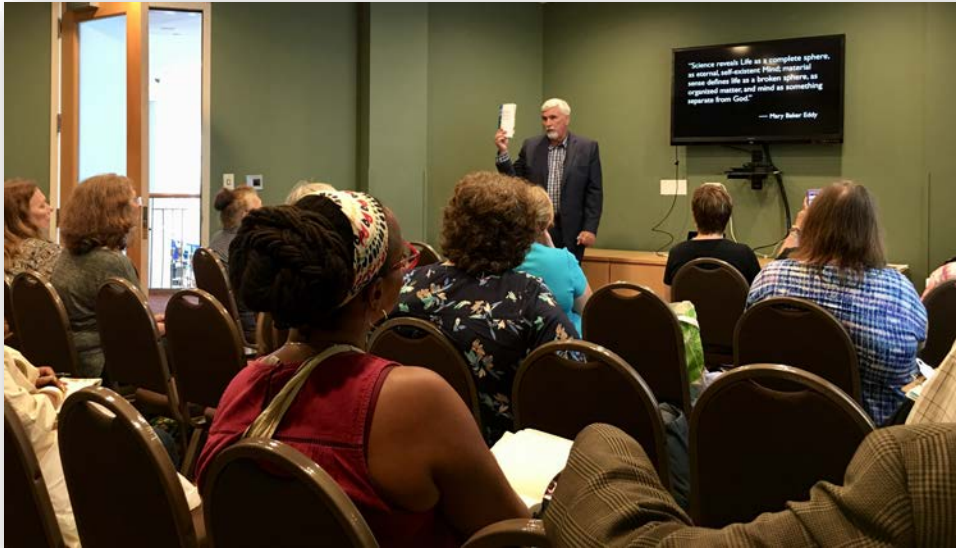
Advertising in *Natural Awakenings* magazine

- Calendar listings in both July and August issues to alert readers to the Reading Room booth and lecture
- Display ad in August's issue



Lecture Sponsorship

- 17th Church Chicago and lecture chair, Carol Hohle, organized the lecture activity & its finances, contacting The Mother Church to "call for the lectures" and coordinating communication between the sponsoring branches, lecturer and Event Coordinator. Seven churches co-sponsored the one lecture – Rockford, Glenview, Park Ridge, Hinsdale, Sandwich, 2nd Chicago, and 17th Chicago.



Lecture Promotion

- A lecture flyer was designed and made available to download via csmetrochicago.org and CSMC Facebook pages
- Calendar listing and display ad in *Natural Awakenings* magazine
- On Body Mind Spirit Expo and CSMetroChicago websites
- On CSMetroChicago's facebook page and in a advertisement on Facebook



BOOTH DISPLAY STRATEGY

1. To display and sell products of interest to an audience of metaphysical seekers, New Thought followers, and alternative healing users products that
 - a. Support their spiritual practices
 - b. Introduce them to the ideas of Christian Science and the life of Mary Baker Eddy

2. To offer free take-aways that
 - a. Provide inspiration (goverse cards)
 - b. Connect them post-expo to an online resource filled with local, online, and global resources (csmetrochicago.org)
 - c. Introduce them to the 23 local RR retail resource (coupon)
3. To appear professional, uncluttered, modern
 - a. Simple, clear displays
 - b. Focused product selection from the RR
 - c. Demo GoVerse app from iPad in booth

6 BOOTH DISPLAY AREAS

1. "Inspiration on the go" banner
Product featured - free GoVerse Inspiration Cards
2. "Clarity from timeless classics" banner
Products featured - Bible and Science & Health
3. "Empowerment from a woman ahead of her time" banner
Products featured - MBE biographies
4. "Community wherever you are" banner
Products featured - CS Journal, RR Coupon, CSMC Bookmark
5. "Reinforcement in your back pocket" banner
Products featured - Pamphlets
6. "Confidence for children as they grow" banner
Products featured - Hardcover books for children

SALES

Science and Health (\$10 each) 7 copies

\$70.00 Total Income - Sales were handled in cash





CONVERSATIONS

Over 250 (approximately)

17 Exhibit Hours - 14 conversations per expo hour

10 Staff Workers (from 6 branch churches)

Conversations/Sales Experiences

1. A woman struggling with financial and employment problems picked up all the free items on our table but said to the Staff that she couldn't afford to buy anything even paying a reduced price. They continued talking about the value of Science and Health and she did say she does have a Bible and should read more often. She did buy SH and the staff suggested she start with a few pages from Fruitage and then the first page of the Preface followed by the chapter on Prayer. They may continue their conversation through the Staff's Reading Room.
2. A staff worker was holding SH and asked a passerby if they had heard of this book or the author. The woman had not but seemed to want to hear more. A conversation started with the staff sharing the value of this book in her own life. It has helped her with relationships and raising a family. She shared that the last chapter, Fruitage, is 100 pages of letters written to Mary Baker Eddy to share their own healings they had just from reading SH and letters are written today and are in the CS Sentinel and Journal. The woman bought the book and said she will start reading the book right away.
3. A gentleman came to the booth saying he had been to the lecture and wanted the book the speaker kept referring to. He bought SH.
4. A woman was perusing the booth and looking at the biography, Christian Healer. The staff then asked if she knew anything about Mary Baker Eddy. The woman did not. The Staff shared a bit about Mrs. Eddy's journey from childhood to her healing that started the writing of SH. The woman felt she could relate to some of Mrs. Eddy's journey. She looked through the SH and decided to buy it. The staff shared that she could start anywhere in the book. She then gave her a RR coupon card with her RR number in case she had any questions. The woman was happy to take the coupon and also many of the GoVerse cards as well as the CSMC bookmark.

Free Distribution

GoVerse Inspiration Cards	300
20% Off next RR Purchase Coupon	20
Fall Events Flier	25
CSMC Bookmarks	70



Resources for your spirituality journey

20% OFF Your Next Purchase
at these participating Christian Science Reading Rooms

Aurora	34 S Stolp Ave	Evanston	1936 Central St
Barrington	125 E Main St	Geneva	127 South First St
Burbank	5620 S 80th Ave	Glen Ellyn	600 N Main St
Chicago	5940 N Lincoln Ave	Glenview	1333 Glenview Rd
	2628 N Clark St	Highland Park	1774 2nd St
	2852 W Fullerton	Hinsdale	14 E 1st St
	5308 N Kenmore Ave	Libertyville	120 E Cook Ave
	55 E Wacker Dr	Naperville	16 E Jefferson Ave
	935 E 50th St	Palatine	1 S Rohlwing
Crystal Lake	431 Woodstock St	Park Ridge	13 N Prospect Ave
Downers Grove	1101 Curtiss St	Winnetka	804 Elm St
Elmhurst	109 N Addison St		

www.csmetrochicago.org



Experiencing a life free from the limitations of time, cultivating a new view of the divine, navigating change, exploring the wonder of spiritual healing ... these are a few of the themes in a series of talks happening around the Chicago area this autumn.

*As of August 5th, nine events are scheduled.
Learn more about these events and others at csmetrochicago.org*

UPCOMING TALKS ON CHRISTIAN SCIENCE

<p>Sunday August 18 3 - 4 pm</p>	<p>Time is Not a Factor in Your Life with Dave Hohle, CSB Body Mind Spirit Expo @ North Shore Center for the Performing Arts 9501 Skokie Blvd, Skokie</p>
<p>Sunday September 22 3 - 4 pm</p>	<p>Divine Love: The Answer to Universal Health with Jose de Dios Mata, CSB Old Aurora Library Building, One E Benton St (at Stolp Ave), Aurora</p>
<p>Sunday September 29 2 - 3 pm</p>	<p>Making Meaningful Change: How God's Love Can Change Your Life and the World with Mark McCurties, CS The Barrington White House, 145 W Main St, Barrington</p>
<p>Sunday October 13 2-3 pm</p>	<p>How To Make Change for the Better with Janet Hegarty, CSB Winnetka Community House, 620 Lincoln Ave, Winnetka</p>
<p>Saturday October 19 1-2 pm</p>	<p>The How and Why and Wonder of Spiritual Healing with Beth Packer, CS Hilton Garden Inn, 1818 Maple Ave, Evanston</p>
<p>Sunday October 27 2-3 pm</p>	<p>The Science of Christianity with Mary Alice Rose, CSB Sixteenth Church of Christ, Scientist, 7036 N Ridge Blvd, Chicago</p>
<p>Saturday November 2 2-3 pm</p>	<p>A New View of God and Its Effect on Well-Being with Phillip Hockley, CS Palos Heights Public Library, 12501 South 71st Avenue, Palos Heights</p>
<p>Sunday November 3 2-3 pm</p>	<p>A New View of God and Its Effect on Well-Being with Phillip Hockley, CS First Church of Christ, Scientist, 240 Park Place, Libertyville</p>
<p>Sunday November 17 2-3 pm</p>	<p>Never Alone: How Spiritual Ideas Work in Us with Melanie Wahlberg, CS Palatine Public Library, 700 North Court, Palatine</p>

For more information visit csmetrochicago.org

Lecture and Results

- one lecture sponsored by seven branch churches who paid for all associated speaker expenses: 2nd C Chicago, 17th C Chicago, 1st C Glenview, 1st C Hinsdale, Park Ridge Society, 1st C Rockford, Sandwich Society
- 27 people attended Sunday's lecture (approx 24 not familiar with CS)
- 1 copy of SH sold after Sunday's lecture at the exhibit booth

Booth Expenses

- \$916.00 Total Booth Expense
 - Booth and Speaker time \$650
 - Add'l Badges \$ 20
 - Cost of Table Skirt \$ 50
 - Cost of Table \$ 20
- Printing
 - Poster and Lecture Flyers \$ 60
 - GoVerse Cards \$176
- Inventory
 - 25 Science and Health \$166



Comments from Booth Workers

"Thanks Kim, your support and expression of vitality made it fun to be a part of the event."

"It was great having someone come to the booth after Dave Hohle's talk wanting the book, Science and Health and expressing gratitude that he went to the talk."

"My fellow workers so inspired me... this is part of the fruitage too!! Bravo team!! I was surprised to discover so many expo attendees knew of Science and Health and even owned it- that says much for our collective work."

Next Event

The Christian Science community in Metro Chicago will participate at the March 7-8 Body Mind Spirit Expo in Skokie. We will start acting on the needs for this event in January. We look forward to your support.

Submitted by Kim Schmidt, Event Coordinator