



2013 Shanley Dinner Auction

Sponsored by and Supporting the Blessed John Paul II Catholic Schools
5600 25th Street South
Fargo, ND 58104

2013 CATALOG DESIGN AND TIMELINE

TENTATIVE GENERAL CATALOG TIMELINE

Tuesday, March 12	Catalog Layout and Proofing
Tuesday, March 26	Catalog Sent to Printer
Saturday, April 27	Shanley Dinner Auction

LEGEND

- Divider Sheet Designation
- Advertisement Section Designation
- New Additions to 2013 Auction Catalog

PAGE/SECTION

ACTION

TIMELINE

Cover and Vellum Overlay	Design to be completed by Maria Dahlin	Completed by Friday, March 15
Inside Cover (1)	Forum Communications advertisement (Maria Dahlin to coordinate these advertisements with their sponsors)	To be completed by 03.22.13
Title Page (2)	Information to be provided by Lee Hoedl	To be completed by 03.15.13
Sponsorship Recognition (3)	Recognizing Premier and all Grand Sponsors – Information to be provided by Lee Hoedl	To be completed by 03.22.13
Sponsorship Opportunity (4)	Detailed information on how to participate as a 2013 Premier or Grand Sponsor – Information to be provided by Lee Hoedl	To be completed by 03.22.13
<i>Celebrating 28 Years...</i> Auction Chairs Recognition (3)	To be updated by Maria Dahlin Change title to two lines: <i>Celebrating 29 Years of Dedicated Vision Shanley Dinner Auction Chairs</i>	To be completed by 03.15.13
Table of Contents (4)	To be updated by Maria Dahlin toward the end of catalog production; additional information provided by Lee Hoedl	
<i>Special Thanks</i> Page (5)	Information to be provided by Lee Hoedl	To be completed by 03.22.13
Schedule of Events (6)	Information to be provided by Lee Hoedl	To be completed by 03.15.13
Welcome Letter (7)	Letter to be provided by Michael Smith	To be completed by 03.22.13
Auction Committee (8-9)	Information to be provided by Lee Hoedl	To be completed by 03.22.13
Pre-Party Hosts and Student Ambassadors (10)	Information to be provided by Lee Hoedl	To be completed by 03.22.13
JP II Catholic Schools Board of Directors (11-12)	Information to be provided by Michael Smith	To be completed by 03.22.13

Full/Half-Page Advertisements	4 Potential Pages (Maria Dahlin to coordinate these advertisements with their sponsors)	To be completed by 03.22.13
Donors (13-19)	Information to be extracted from MaestroPro database	To be completed by 03.22.13
Rules and Procedures (20-22)	Information to be updated from last year's catalog; Addition of <i>Paddle Game</i> instructions/rules (provided by Lee Hoedl)	To be completed by 03.22.13
<i>Save The Date</i> Page	Information to be updated by Maria Dahlin	To be completed by 03.15.13
<i>Silent Auction</i> Section Divider	Design of divider page to correspond to front cover design (created by Maria Dahlin)	Completed by Friday, 03.15.13
Backside of Divider – Advertisement	2 Additional Advertisement Pages (Maria Dahlin to coordinate these advertisements with their sponsors)	To be completed by 03.22.13
Silent Auction Pages (26-67)	Information to be extracted from MaestroPro database	To be completed by 03.22.13
<i>Deacon Select</i> Section Divider	Design of divider page to correspond to front cover design (created by Maria Dahlin)	Completed by Friday, 03.15.13
Backside of Divider – Advertisement	2 Additional Advertisement Pages (Maria Dahlin to coordinate these advertisements with their sponsors)	To be completed by 03.22.13
Deacon Select Pages (60-81)	Information to be extracted from MaestroPro database	To be completed by 03.22.13
<i>Live Auction</i> Section Divider	Design of divider page to correspond to front cover design (created by Maria Dahlin)	Completed by Friday, 03.15.13
Backside of Divider – Advertisement	2 Additional Advertisement Pages (Maria Dahlin to coordinate these advertisements with their sponsors)	To be completed by 03.22.13
Live Auction Pages (84-95)	Information to be extracted from MaestroPro database	To be completed by 03.22.13
Inside Back Cover	Advertisement (Maria Dahlin to coordinate these advertisements with their sponsors)	To be completed by 03.22.13
Outer Back Cover	Advertisement (Maria Dahlin to coordinate these advertisements with their sponsors)	To be completed by 03.22.13