



BREAKING NEWS FROM THE SERC GALAXY OF STARS

The first week of June, the 2019 SERC convention committee, my PA. Chair, Christine Bishop and I met at the venue for our 2019 SERC Conference, DoubleTree by Hilton in Historic Raleigh, NC.

As many of you know, my Marketing/Sales Job requires quite a bit of travel, in addition to my 19 years of ESA travels to the various conventions....which equates to many hotel stays...and the hotel staff at the Raleigh DoubleTree is one of the finest, most cooperative and professional staff that I have ever met! They are absolutely TOP SHELF!

Their hospitality allowed us to accomplish much more than expected during our planning meeting. The tour of the hotel was very exciting...the guest rooms, dining areas, Ballroom, conference facilities, and all amenities were impeccable. Every time we asked a question about an amenity, they would say "we can provide that". We were even treated to their delicious warm cookies during the tour! They provided us with the use of the conference room as long as we needed. We were served a scrumptious lunch...we each ordered a different menu item and all were outstanding. We were all so full...BUT, when they brought out the Divine Chocolate Molten dessert, we magically made room, but we did share it...Did I say Divine????? They apparently had heard that we ESAers, love CHOCOLATE!

After our meeting and hotel tour, we scouted the local area for shopping and dining...I have never seen so many different varieties of cuisine in one area! There is something nearby to appeal to everybody's appetite. We ESA Sisters and Brothers definitely like good food...and we had dinner at a place that impressed us so much we have planned an outing there on Thursday night...It is called "Tupelo Honey", (one of the restaurants the hotel staff recommended) and it is fabulous!!! Southern Cooking at its best...Especially the Shrimp and Grits, Fried Green Tomatoes, and Brown Butter Pecan Pie.

Our North Carolina Sisters have truly found a REAL "ESA Treasure" to host our 2019 SERC Conference at the DoubleTree Hilton in Raleigh.

We have been promising the changes you have asked for, in our conference...The New and Exciting Back to Basics SERC! Please give us the opportunity to renew your great memories from the past, and make many, fun new memories! Make your reservations now and send in your registration form. Save the date!!! October 25-27 (won't interfere with Halloween!) Registration form and Info attached. There might even be an appearance by a famous zoo animal!

Hoping to see you all in a few weeks in Memphis...join us for our SERC Gathering.

Reporting from The Star Galaxy,

Your SERC President, Pinky



SERC CONFERENCE 2019
“ESA TREASURES”
Double Tree by Hilton
 1707 Hillsborough St.
 Raleigh, NC 27605
OCTOBER 25, 26, 2019

ESA MEMBER REGISTRATION:

Last Name _____ First Name _____

Address _____ City _____ State _____

E-mail _____ Phone _____

State Council _____

Mark all that apply:

_____ Full Member Registration (thru 10/03/19)	\$125.00	_____
_____ Full Member Registration (after 10/03/19)	\$140.00	_____
_____ Full Guest Registration (thru 10/03/19)	\$ 95.00	_____
_____ Full Guest Registration (after 10/03/19)	\$110.00	_____
	TOTAL ENCLOSED	_____

Payment Information:

- A \$25 fee will be assessed for any returned checks.
- Registration after 10/10/2019 must be cash or cashier’s check.
- Registration cancellation must be in writing & received by 10/10/2019
- A \$5 processing fee will be retained on all cancellations.

Special dietary needs: _____

Check all that apply:

- SERC Elected Board
 SERC Appointed Board
 SERCHETTE
 State President
 IC Elected Board
 IC Appointed Board
 PICPA
 ESA Foundation Board
 New Member (pledge)
 1st Time Attendee
 _____ Other (please specify)

Make checks payable to: SERC Conference 2019

Mail to: Sharon Frost
 5512 Tangelo Dr
 Wilmington, NC 28412

e-mail: sharonc.frost@gmail.com



*****See Hotel Information on Second page**

**DOUBLETREE
BY HILTON
Brownstone – University
1707 Hillsborough St. Raleigh, NC 27605**

**ROOM RATES: \$119.00 PER ROOM (Plus Tax)
(Rate includes Breakfast (2) per room per day)**

Junior Suites available for an additional Charge

RESERVATION METHOD:

Local: (919) 828-0811

Toll Free: 800-331-7919

(We do not have an online group page)

**Please indicate when calling you are with:
Epsilon Sigma Alpha – SERC**

**North Carolina is excited to host SERC – 2019 in Raleigh our State Capital
and home of:**

NC State University

NC Museum of Art

NC Museum of Natural Sciences

NC State Capital Building, built in 1840

**NC State Fair will be going on...claiming Peachy's Baking Company Large
homemade doughnuts and Flamin' Hot Cheetos Roasted Corn a unique NC
State Fair food!**

**So come to Raleigh see the Arts, Shopping nearby, State Fair and all that the
Triangle Area has to offer.**

***More information coming on tours etc.**

**JOIN YOUR NC SISTERS AS WE FIND
"ESA TREASURES"
FOR SERC -2019**