

Directory Report 2014 Region 17 Fall Meeting

We printed and distributed 1500 directories and 500 promotional booklets in 2014. They were distributed at Aurora, VIAHA, Arabian Nights (Rae-Dawn Arabians), Breeders, Regions 3, 4,17, Scottsdale, Canadian Nationals, US Nationals and the AHA Convention

In 2014, we had an income of \$11,760.00 from advertisers. The cost of printing the directory was \$10,173.45. The printer paid for the shipping to the clubs so there was no cost to the Region. There were mailing costs of \$59.11 for the Directories that had to be mailed. There were also Visa and MasterCard fees of \$22.69. That left a profit of \$1429.20. GST is charged on all ads.

The directory information was emailed out to all the Club Presidents after the Canadian Nationals. The information is also on the web site and was sent out in an eblast.

Once again, the clubs will have to pay \$50.00 plus GST (\$52.50) for their club page to help offset the costs.

It was decided at the spring meeting in 2012 to instead produce a booklet with all the ads and the club pages for promotional use. These booklets will be sent to other shows and events instead of the entire directory. The only membership information that will be included will be what is on each club page for their Executive members.

The deadline of the ads and club information to reach me is November 14, 2014. We are aiming for a late January distribution date.

If you have any questions or concerns, please contact me.

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