

Region 17

2014 Region 17 Spring Meeting Directory Report

For 2014, there will be 1200 Directories printed. There will also be 300 copies of the marketing supplement printed. These have the club pages and ads, but no membership pages. I would like to thank all of the clubs for their efforts in obtaining ads. This year there are 35 ads. In 2013 we had 51, so this is down 16 ads.

The total advertising income for the 2014 Directory is \$11,200.00. The cost of printing and producing the Directory and Supplement is \$10,173.45. The Visa and M/C fees are \$22.69 and the mailing cost is \$59.11. There is no cost for shipping this year. (Thank you to Millarcom for the shipping) This leaves a profit of \$1429.20.

We will distribute the Supplement to as many events that we can. All the clubs in Region 17 are welcome to help distribute these in their areas. In 2013, the Directory was distributed to Region 17, Canadian Nationals, US Nationals, Scottsdale, Vancouver Island, Western Canadian Breeders Championships, Rae Dawn Arabians Arabian Nights, and the AHA Convention. They were also at some Class A shows and the Canadian Arabian Horse Registry also had some.

If you have any questions or suggestions about the Directory, please let me know. This is YOUR Directory and we want it to be the best!

Club	# of ads	Ad Cost	GST	Total
Aurora	21	\$6450	\$322.50	\$6772.50
Calgary	1	\$350	\$ 17.50	\$367.50
Parkland	4	\$1250	\$ 62.50	\$1312.50
AHABC	1	\$ 350	\$17.50	\$367.50
BC Interior	0	\$ 50	\$ 2.50	\$ 52.50
Vancouver Island	1	\$ 350	\$17.50	\$367.50
BC Half	0	\$ 50	\$2.50	\$52.50
Manitoba	0	\$ 50	\$ 2.50	\$ 52.50
Carrot River	3	\$950	\$47.50	\$997.50
SAHA	4	\$1350	\$67.50	\$1417.50
Total	35	\$11,200.00	\$560.00	\$11,760.00
Cost of printing Directory		\$9689.00	\$484.45	\$10,173.45
Cost of shipping		\$59.11	(mailing Directories)	
Visa/MC fees		\$22.69		
Profit		\$1429.20		

Region 17

Region 17 Directory Cover Waiting List

Name	Request Date	
Todd Ehret	Sept 14/2000	Pass, no longer wants a cover
Rick Maitland	Oct 9/2000	IBC for 2006, OBC for 2007
Wanda Leubner	Nov 20/2000	OBC for 2006
Brenda Driediger	Sept 21/2002	IFC for 2006, IBC for 2007, OBC for 2008
Debbie Storey	July 22/2004	IFC for 2007, IBC for 2008, OBC for 2009
Gail Tory	July 28/2004	IFC for 2008, IBC for 2009, OBC for 2010
Bryan Grossman	Sept 8/2004	No ads for 3 years, no longer eligible
Gary Millar	Sept 27/2004	Pass, no longer wants a cover
Carla Jackson	Oct 18/2004	IFC for 2009, IBC for 2010, OBC for 2011
Terry Johnson	Oct 25/2004	Pass, no longer wants a cover
Jacqui Girard	Feb 1/2005	IFC for 2010, IBC for 2011/12, OBC 2013
Nikki Muller	Mar 19/2005	IFC for 2011, Pass for 2012
Wanda Leubner	Sept 1/2006	IFC for 2012, IBC for 2013, OBC for 2014
Kristine Rennich	Sept 11/2006	IFC for 2013, IBC for 2014
Leslie Harpur	Mar 17/2007	No ad in 2011, 2012, 2013
Pomeroy Arabians	Nov 21/2007	No ad in 2010, 2011, 2012, 2013
Kim Tucker	Mar 29/2008	IFC for 2014
Brenda Driediger	Aug 17/2008	No ad in 2010, 2011, 2013
Amanda Ubell	Aug 28/2009	No ad in 2013
Michelle Hansen	Sept 1/2009	
Debbie Storey	Sept 3/2009	
Ed & Laura Friesen	Sept 6/2009	
Gary Millar	Jan 8/2010	
Gail Tory	Aug 30/2010	
Brianne Focht	Dec 8/2011	No ad in 2013
Murray Popplewell	Aug 27/2012	
Carla Jackson	Sep 10/12	
Buffy McLeod	Mar 6/13	
Karen Caughell	Mar 6/13	

****NOTE****

A motion was made at the 2007 Region 17 Spring meeting making it mandatory that if you are on the cover waiting list, you must support the directory by putting an ad in the years that you are waiting for your turn on the cover. If you do not place an ad in the directory, your name will be removed from the list.

Discount - Group ads of 4 pages or more to be run together, must arrive together to receive 10% off the cost. Only one check will be accepted for the group ads, or payment can be made by Visa or MasterCard.

Karen Caughell
Region 17 Directory Chair.