



Editorial Committee Minutes: 19 August 2021

Attendance: John Dumford (Chair), Charlotte Dumford (Board Liaison), Laurie Williams (Editor), Jason Tice, Angie DePuydt, Heather Bonser-Blaylock, Lori-Ann Thwing.

Absent: Annette Carpenter, Danielle Barrasso, Dr. Kirk Steehler

FHANA Resource Book Planning Meeting.

Printing Costs

The committee discussed the options for number of copies and potential cost for printing. Mr. Tice has secured a printer in Lexington, KY to produce the FHANA Resource Book. The current costs per 100 pages printed are as follows:

7,500 copies: \$13,000
10,000 copies: \$15,700
13,000 copies: \$19,000

Advertising

Mr. Tice has broken down the options and applied the required amount of advertising to cover the printing cost for each printing option. The current number of advertisers committed is 7 out of the 20 that are needed to cover printing costs. Full page ads are being sold for \$700 and half page ads are \$400. Mr. Tice has sent an email out to all the business members. This netted three additional advertisers. He still has additional phone calls to make. Mr. Tice feels very confident that all advertising pages will be sold. Mr. Dumford suggested we reach out to the FHANA chapters and ensure they are well informed about the Resource Book and see if they have interested members or leads for advertising. Mr. Tice commented he would be glad to do that. He is managing the timing of contacting potential advertisers to ensure we achieve good results.

Advertisement to Promote the Resource Book (Comic Ad)

Mr. Dumford revealed the concept for the comic ad he has created in collaboration with Ms. Thwing and received positive feedback from the committee. The committee discussed how best to use the comic ad and hopefully entice additional advertisers to participate.

Advertising Template

Mr. Dumford introduced the advertising template. The concept is an advertiser pays \$60 for a one time set up fee and provides the graphic designer some basic ad elements (logo, one photo, contact info and a few



sentences) and the ad will be quickly set up using a simple layout. A custom color based on the colors in the photo will be used but using the ad template will result in generally simple and similar ads. Advertisers that don't have access to a graphic designer or who wish to participate in the Resource Book in an easy way can now use the advertising template at a low cost. The designer may introduce more upscale/detailed templates for an additional cost at a later date. Mr. Dumford suggested we might need to consider reaching out to potential advertisers in the Netherlands. Mr. Tice commented the board has challenged each committee to produce at least five solid advertising leads. He will continue to reach out to all available leads submitted to him.

Articles for the Resource Book

The committee discussed the planned content and articles for the resource book. The committee has created a list of planned articles for the book, some based on existing content and some based on new material. Ms. Bonser-Blaylock confirmed she is planning to write a piece about Friesians in the entertainment industry. The committee discussed potential content and photography that would be pertinent to this article. Mr. Tice and Mr. Dumford have discussed content to cover the structure and information about the KFPS and FHANA. Ms. Williams is updating her article on the history of FHANA. Ms. DePuydt is working on the Judging 101 content.

Submission Deadlines

The deadline is for all the articles and content to be submitted to Ms. Williams by October 15th. The drop-dead print date for all material, including advertising is January 1st 2022.

The goal is for the resource book to be available for all new members in 2022 and for the AGM.

Next Meeting. Thursday, September 16th at 7pm EST.

