

## **Editor's\_Report\_Fall\_2006**

### **Bruce Filardi**

For a variety of reasons, I am unable to attend the Fall Board Meeting in Kansas City this year. I had been looking forward to my visit there, but things have not worked out accordingly.

There are a few topics I would like to address:

First of all, the Bulletin performed well, in terms of budget, for the issues since we discussed costs at last fall's Board Meeting. It is also important to remember that the Bulletin brings in additional income via advertising, so the real cost of the Bulletin must factor in its advertising income. There is more advertising revenue out there if we would pursue it. Prior to the April '06 issue, I contacted five people who had not run ads in the Bulletin in 2005, and three of them ran color ads in 2006. So there is income to be had if we make the effort.

A few people have inquired why certain individuals or gardens were pictured in the July Bulletin, even though said individuals or gardens had not participated in the National Convention. [One example of this would be Keith Keppel's garden, which was not on tour.] The pictures in question were published in association with the article by Pat Otterness, which was not a Convention writeup; it was the story of her first trip to Oregon. In addition, since some of the individuals or gardens were aware that pictures had been taken specifically to accompany Pat's Bulletin article, I felt that it would seem like an intentional slight if I were to remove pictures that were expected.

On the topic of moving to a different printer: I have expressed my opinion that our "best bet" is our present printer, Bridgetown, for several reasons that I think I have presented clearly. I also realize that moving to a less expensive printer may be a financial necessity. I am willing to go along with whatever the Board decides, in terms of the printer we use in 2007. Since I have already made my preferences and recommendations clear, I do not feel that it is appropriate for me to continue in the decision-making process at this year's Board Meeting, as I would simply be recycling the same arguments.