

Editor's Report Spring, 2006

I would like to welcome each and every one of you to Portland, with wishes for good weather and GREAT bloom!

A great deal of attention has been paid to staying within budget, since our discussions at last fall's Board Meeting. I think we are doing well!

January '06 issue:

Costs:	
Printing:	\$12135.
Personnel:	\$ 3000.
Postage and mailing service:	\$ 4136.
Total costs:	\$19271.
Advertising income:	\$ 2236
Net cost:	\$17035.

April '06 issue:

Costs:	
Printing:	\$11444.
Personnel:	\$ 3400.
Postage and mailing service:	\$ 3844.
	Specific breakdown of postage/ mailing cost line:
	Mailing service (shrinkwrap, addressing, sorting): \$1041.
	Domestic postage: \$1799.
	International postage: \$758. (217 items)
Total costs:	\$18684
Advertising income:	\$ 7517
Net cost:	\$11167

I solicited information from readers on their opinions re continued printing of the list of judges in each January's issue. I received seven responses, all adamantly in favor of continuing to print the list.

I believe we need further – or updated – clarification of our obituary policy. It has been reported to me that any hybridizer who has bred a single winner of an AM is eligible for an obituary in the *Bulletin*. We just can't devote that quantity of pages to obituaries. I would appreciate the Board's taking a look at that policy, in concert with Jim Morris, who is *de facto* Obituary Editor.

Bruce Filardi, Editor
May 5, 2006