

BULLETIN REPORT, spring '07

Terry Aitken

After the fall board meeting, I had a discussion with our publisher, Bridgetown Printing, indicating that we had 2 Portland bidders at almost identical bids and below the prevailing rate that Bridgetown was charging us. They agreed to match the bids of the other publishers.

This new rate went into affect with the January Bulletin. I anticipate that we will complete our fiscal year at a couple of thousand dollars below the annual budget of \$80,000. Since the October Bulletin was done at the old rates, I would anticipate that we could go into the next fiscal year (fall board meeting) at about 77,000.

Another major issue is editor's wages which are presently \$6000 of the \$78,000. Now that we will have a team of 5 people involved in the editing process, the board needs to decide on salaries/reimbursements to guest editors and the managing editor. One recommendation would be that the **Managing Editor expenses to the fall board meeting be reimbursed.** (Our future job description will require the attendance of the managing editor at all AIS business meetings). This represents an amount of approximately \$500 and should be factored into any salary decisions.

A major impact on the past year's Bulletin has been the significant reduction in (color) **display advertising.** I believe that color ads are a major contribution to the enjoyment of our membership and a major outlet for our supporting commercial growers. I would recommend that we **reinstate the display advertising rates that existed prior to the "insurance crisis". These would go into affect with the January '08 Bulletin.**

A preamble to the rate changes. During the insurance crisis, AIS instituted several short term solutions to the budget crisis which included raising advertising rates. The long term solution was the increase in AIS membership dues, a problem in the sense that we had many triennial members. We have now run out the 3 years of the triennial memberships and should be in a stable financial situation, barring another insurance surge which will not become a known factor until August. The above recommendation could be "subject to stable insurance rates as posted in August".

In spite of my being posted as the "managing editor", Mr. Filardi chose not to be managed. Following my return home from vacation after the fall board meeting, the January Bulletin was ready to go to press. I had no input on content, although I did participate briefly on the color correction. Since then, there has been no communication. I have gotten around this by staying in touch with all of our other contractors who have been very cooperative in keeping me advised of progress. In particular, Erica Bjerning, who sent me an advanced copy of the April bulletin via e-mail before it went to press. I had advised Bridgetown Printing not to go to press until I authorized it. No last minute crisis occurred.