

Editor's Report, November 2010 AIS Board Meeting

Kelly D. Norris

Thanks again as always for the opportunity to serve an organization as replete with vibrant characters as The American Iris Society. I look forward to continuing my work, reminding you that I've served one year of five I've promised to the Society as editor of our flagship publication. I'll appreciate your vote of reaffirmation.

In this era of fiscal awareness, it may come as a surprise that the issue I present to you this evening not only cuts the budget and offers tremendous savings to our publishing business, but dramatically increases the quality of *Irises: The Bulletin of The American Iris Society*. Over the summer I have solicited bids from four vendors, including our current vendor. Please see the attached handout for a cost-analysis break down. My summary and recommendation is as follows:

- The net savings for 2011 by switching to Sundance Press (lowest bidder) will be **\$31,908.40**, effectively a 50% reduction of 2011 publication costs. I request the board authorize a new contract with Sundance Press for printing services in 2011.

Pending the approval of full color, the *Bulletin* staff is prepared to ratchet up the design of the magazine another notch to look its full best. Erica Bjerning, our art director, and I met today over lunch to discuss our vision for the magazine and ways we can continue to improve the quality of the design for our readers. The visual redevelopment of our brand continues in 2011.

At the request of President Keisling, I have provided the following list of *Bulletin* content that **could** be moved online in order to more effectively manage space within our publication:

- Advertising Information (replaced by a permanent ad in the Bulletin Board section directing interested advertisers to the website for more information)
- AIS Insurance Notice
- AIS Show Reports
- AIS List of Approved Judges
- AIS Tall Bearded Symposium Report
- AIS Treasurer's Report
- Board of Directors Meeting Minutes Digest
- Donations to AIS
- Donations to the AIS Foundation

The objective here is to remove content from the *Bulletin* that has low impact or consumption by the majority of members in an effort to a) **reduce printing investment** and b) **offer information in a more timely and immediate fashion online.**

Budget requests for 2011 (as submitted to the AIS Treasurer):

- Increase of \$300/issue for Erica Bjerning design services.....**\$1,800/issue (\$7,200/year)**
- Increase editor's compensation to equal that of previous line items for Managing Editor and Editor (the rationale being that with both jobs combined, the compensation should be commensurate with additional duties assigned).....**\$1,500/issue (\$6,000/year)**

Other items which I'll continue to work on as we move into 2011:

- Updating the job descriptions of all personnel involved with *Irides* to accurately reflect present responsibilities and expectations.
- Author, implement, and conduct a readership survey of our membership in concert with the AIS Membership Secretary and the RVP Counselor to get as much feedback from members about what they want from their magazine.
- Work with the AIS Legal Counsel to update contracts for the Editor and Art Director.
- Work with AIS Electronic Services to develop a process where *Irides* can be viewed online or downloaded for electronic members.

Summary of requested action items:

- Approve new vendor for the *Bulletin*.