

Editor's Report, November 2014 Board Meeting

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As you read this I will have prepared four issues, one year, of *IRISES*. The dating change to seasons (Winter, Spring Summer and Fall) began with the spring issue. After two attempts, the issue series number should be correct.

Spring convention advertising has been focused on highlights and “go to the website.” The winter issue will have a registration form and schedule, back to back, either in the center for easy removal or as a loose page if John Ludi decides they are needed.

Changes made:

- Issues are mailed by the middle of the first month of the quarter
- Fall issue: page order changes
 - Directory moved to the back for easy access
 - Publication information on inside cover (will move to page 3 as before when ad is purchased)
 - Donations and Deceased Members reports co-located
 - Calendar placed on the back inside cover
- New sections or section names
 - *In Memorium* (Jim Morris' obits) changed to *Remembering Friends*
 - New *Spotlight* section to celebrate milestones and member achievements (other than AIS awards)
- *Youth News* has been enhanced to highlight the work being done and inspire increased attention to working with youth
- Hybridizers past and present are a regular feature
- Brief article appears on the last page facing back inside cover

It is my intention to continue delivering a quarterly bulletin that draws the reader in with beautiful images and provides interesting and useful information about the genus *Iris*. This will be made possible by my research and the continued contributions by AIS members who enthusiastically submit their articles. I cannot thank my small and very knowledgeable team of proofreaders who make time when I send the draft for their review.

The financial report for the last four issues follows.

	<u>Jan-14</u>	<u>Apr-14</u>	<u>Jul-14</u>	<u>Oct-14</u>
Issue cost (manufacturing + paper)*	8228.76	7436.59	7138.49	7070.87
Page count	72	60	64	64
Print run	3300	3302	3278	3244
Cost/issue	2.49	2.25	2.18	2.18
Cost/page	114.29	123.94	111.54	110.48
Cost/page/issue	0.03	0.04	0.03	0.03

*Note: 2% discount not included

mailing cost approx \$1,500/issue