

MEMO Editor Report January 2018

The last 2 MEMOS were 80 and 72 pages each, with approximately 12 pages of standing content. The Fall Convention issue was 80 pages contained 14 articles, including the June 2017 board meeting minutes, and 10 show results, including the Convention shows. The Winter issue was 72 pages, contained 11 articles, and 15 show results.

Additionally the Convention issue had the cover in color as well as the convention show results, the Master Champions in that issue and 9 pages in special color ads. This was financed with \$651.00 in color ads sold. Along with this many advertisers renewed their business card ads or bought new ads for the coming issues totaling \$770.00.

Show results are being submitted reasonably well and reasonably on time. I want to remind show chairs that I will prepare show results for a fee. I will include a short article in the next MEMO with instructions.

I would still like to get the back cover advertising space sold. It is \$125.00 per issue or \$450.00 for a year. I currently run an NPGA Merchandise ad in the space.

Dr. Jay and the HER committee have approved a number of articles and always respond quickly.

I would like to encourage the Youth and PR committees to submit an article for every issue. I have gotten more youth articles submitted through the Youth committee and Chair Michele Neckermann. I would really like to have access to the scholarship essays and bios that are submitted by all of the youth for possible inclusion in MEMO. I would like to see the Youth Scholarship applications being submitted in digital form to make it easier for the NPGA to use the materials submitted. At this time the scholarship application is only accepted as a hard copy. I can help the Youth committee create a template in Word that can be downloaded.

Inventory: I have the past Pygmy Goat World magazines. These are all hard copies, nothing is digital.

Budget: none requested beyond my contract. I am not requesting any changes to my contract at this time.

Respectfully submitted,

Maggie Leman