

MEMO Editor Report 1/15

With the voluminous files provided by the former editor, Carol King, it was a fairly easy task for me to step into the position. Most of the files are Adobe Photoshop files (PSD, PDF, or JPG), MSWord documents (DOC or DOCX), or Adobe InDesign files (INDD). A few are MSeXcel files (XLS). I am still organizing them to my satisfaction, keeping in mind that I may have to turn them over to someone else in the future.

To date I have produced 2 MEMOs, 88 pages in each. There are approximately 12 pages of standing content per issue. The Fall 2014 issue contained 13 articles, the June minutes and yearly financial statement, and 23 show results. The Winter issue contained 10 articles, and 27 show results. I am well into producing the Spring issue to come out in March. I have already passed many articles for future issues through the appropriate committees. I feel that 88 pages is an adequate maximum size at this time.

I caught up on all of the pending show results with the Fall issue. I have 5 show results for the Spring 2015 issue, so far. I have not heard any negative comments on the show pictures format, for instance, not repeating the pictures for goats that win more than 1 time during an event, and not including a placeholder picture for those goats for which pictures are not submitted. I believe this saves a good bit of room and allows me to put in many more results and other content.

I would like to suggest that all show results be submitted within 60 days of the show. I wouldn't mind seeing this become a rule or policy. Some people are saving up for the entire year and then submitting. This makes for a bottle-neck. I still have some issues with results not be submitted correctly, but I am dealing with that on a case-by-case basis.

On the MEMO advertising rate page on the website, as webmaster, I have changed all of the ads to being in black and white. Previously it stated that the inside front cover, inside back cover, and back cover were in full color. That is not an option at this time. Perhaps the rates should be revised, too. I would suggest that these ads be the same rate as for the first and last printed page (\$325.00). I also suggest that the "color when available" be removed from the ad rates printed in the MEMO. I understand that when we had the money donated to have color in the MEMO that the NPGA benefitted some. But adding color to the MEMO makes it cost a good deal more to print. I would suggest to anyone wanting to make such a donation that the NPGA would be better served if the donation went directly to the general fund.

I am good with the stated deadlines. However I can often fit items in up to the first week of the month prior to delivery.

I have submitted the show results PDF files for the website for Fall and Winter 2014.

My job description states that I am supposed to receive the payment for ads. I find it better to have the advertiser remit directly to the NPGA office. The board might want to address this in the appropriate job descriptions. I give Dori a heads up to expect payment and she lets me know when payment has been received.

I would like to encourage the board to appoint Jean Sisco as the Publications committee chair. She is very easy to work with, very prompt, and has the language skills and knowledge needed for the position.

Goals:

To obtain more advertisers and to encourage those who have advertised in the past to do so again.

I'd like to start a "Brag Ad" the size of a business card for those who want to share a PGCH or MCH doe or buck, or a Bronze, Gold or Platinum wether. I would suggest a fee of \$10.00. This ad will have a picture of the goat with the title earned, and the breeder/owner information only.

I will keep the new column, "In the Spotlight" going with short articles about individual members, judges, volunteers, and clubs.

I am working on a Policies and Procedures manual for the editor.

Inventory:

I do not have in my possession anything that is NPGA property. I believe I should have the Pygmy Goat World magazine files. I don't know if Carol ever had them returned to her.

Respectfully submitted,

Maggie Leman

See attached:

Advertising Summary

Printing invoices

Advertising Summary

Ads from Fall and Winter 2014 issues:

I feel nearly all of these advertisers will renew their ads.

Breeder's Listing:

I renewed or obtained 6 of these so far (Bold).

Farm Name	Owner	Exp.
Ahsum Pygmies	April and Susan Seiler	SU 15
Amber Waves Pygmy Goats	Jim & Debbie Hosley	W 15
Bowler Farms	N. or R. Bowler	SU 15
Critter Craze Ranch	Barbara Crane	SU 15
Daworth Pygmy Goats	David Wortham	W 14
Whirlwind Farms Pygmy Goats	Bob & Linda Henwood	SU 15
Griffiths	Katherine, Dr. Jay and J.J. Griffiths	W 15
C 4 Rascals	Lane and Sandy Caldwell	F 16
Aribba Acres	John & Kellie Kirkdoffer	SU 15
Hidden Valley Pygmies	Jeane Plastino-Wood	SP 16
Silex Farms West	Ray and Larna Hoyt	SU 15
Corrales Kid's Ranch	Renee Furst	SU 15
Pine View Farm	Melody Pierce/Bill Sweeney & Family	W 15
Maggidan's Minis	Dan Dawson and Maggie Leman	SU 15
Dry Run Acres	Nancy Powell	F 15
No Creek Farm	Cliff & Karen Butler	SU 15
Saltbox Farm	Wayne and Penny Clark	SU 15
Fir Meadow	Kay Orlando	SU 15
Scenic Farms	Linda Shipley	SU 15
Lynbil Pygmy's	Bill & Lynda Gredin	SU 16
Tastily Bred Farm	Michele Neckermann/Jordan Habecker	SU 15
Dean's Funny Farm	Virginia Anschutz	SU 15
Lone Star South Little Kids	Annie and Stetts Stettler	F 15

Business card ads:

I renewed or obtained 2 of these (Bold). I am planning to attend the 2015 Convention and will do the business card ad drawing while I am there.

Farm name	Owner	Duration	Exp.
Little Roulettes	David and Bow Lynne	1 year	SU15
Phils-4-Winds Art and Farm	Linda Craun	1 issue	W14
Aribba Acres	John and Kellie Kirkdoffer	1 year	SU15
Amber Waves	Debbie Hosley	1 year	SP15
Scenic Farm Pygmy Goats	Linda Shipley	1 year	SP15
No Creek Farm	Cliff and Karen Butler	1 year	SU15
Crosswynd Farms	Becky Adams	1 year	SU15
Ahsum Pygmies	April and Susan Seiler	1 year	SP15
Silex Farms West	Ray and Larna Hoyt	1 year	SU15
Whirlwind Farms	Linda Henwood	1 year	SU15
Thunder Valley Pygmies	Karen Lynch	1 year	SU15
Platinum Acres	The Lutz Family	1 year	W15
Maggidans	Dan Dawson and Maggie Leman	1 year	SU15
RSA	Fran Bishop	1 year	F15
Critter Craze Ranch	Barbara Crane	1 year	SU15

Other ads:

Debbie Hosley will not be renewing the inside front cover. If no one else steps forward, I will take it. I obtained or renewed 3 of these ads (Bold).

Advertiser	Ad	Duration	Exp.
Amber Waves Pygmies	Inside front cover	1 year	W14
EZid	Half page	1 year	SU15
Griffiths Pygmies/Kathy Griffiths	Half page	2 year	W15
Falling Star Pygmies	1/4 page	1 issue	W14
Cascade Pygmy Goat Association	Half page	1 year	SP15
Crosswynd Designs	Half page	1 issue	W14
Proverbial Pygmies	Back cover	1 year	SP15