

Newsletter Report for the OK-AR 2009 Meeting

The itemized income and expenses are given below.

University of Oklahoma Ad	\$100.00
Content on Demand Ad	\$100.00
235 postage stamps	-\$63.45
227 postcards	-\$18.55
30 booklets	-\$39.06
Balance:	\$78.94

We have two advertisers this year, but only Prentice Hall advertised last year. Hence we are in the black this year. Does anyone have any ideas for increasing the number of advertisers?

Unit costs increased for postage (1 cent) and copying, but the number of known members decreased from approximately 380 to 228. I am close the theoretical minimum cost because I used print merge instead of mailing labels and white post cards. There are more stamps than postcards because I did not notice duplications in the database in time. I reduced the number of booklets because there were some unclaimed booklets from last year, and Weatherford is farther from the centroid of participating schools than Fort Smith.

Eight department representatives submitted campus news reports, down from nine last year. Please encourage your chair to submit the news next year.

I am receptive to advice as what is appropriate to put in the newsletter because of the material on the Section's website, and I question whether we should even print a paper newsletter.

I appreciate the help that Linda Braddy, John Diamantopoulos, Lee Turner, and others have provided.

Respectfully submitted,

Michael Lloyd, Newsletter Editor