

2010 Region 17 Spring Meeting Directory Report

For 2010, there will be 1500 Directories printed. They will all have the coil binding like the 2009 Directory. This is 200 less than we had in 2009.

I would like to thank all of the clubs for their efforts in obtaining ads. This year there are 46 ads. In 2009 we had 69, so this is down 23 ads.

The total advertising income for the 2010 Directory is \$14,789.25. The cost of printing and producing the Directory is \$10,628.10. There is no cost for shipping this year, but there are some mailing costs. This leaves a profit of \$3865.78.

We will distribute the Directory to as many other Regions and shows/events that we can. All the clubs in Region 17 are welcome to help distribute these in their areas. In 2009, the Directory was distributed to Regions 5, 17, Canadian Nationals, US Nationals, Scottsdale, Spruce Meadows, Northlands Farm Fair, and the AHA Convention. They were also at some Class A shows. The Canadian Arabian Horse Registry also had some to give to new members of the breed. Thank you to the people who helped distribute the directories at these events.

If you have any questions or suggestions about the Directory, please let me know. This is YOUR Directory and we want it to be the best!

Club	# of ads	Ad Cost	GST	Total
Aurora	26	\$8235	\$411.75	\$8646.75
Calgary	4	\$1250	\$ 62.50	\$1312.50
Parkland	4	\$1150	\$ 57.50	\$1207.50
Wildrose	0	\$ 50	\$ 2.50	\$ 52.50
AAHABC	3	\$ 950	\$ 47.50	\$ 997.50
BC Interior	0	\$ 50	\$ 2.50	\$ 52.50
Vancouver Island	1	\$ 350	\$ 17.50	\$ 367.50
BC Half	0	\$ 50	\$ 2.50	\$ 52.50
Manitoba	0	\$ 50	\$ 2.50	\$ 52.50
Carrot River	6	\$1550	\$ 77.50	\$1627.50
SAHA	1	\$ 350	\$ 17.50	\$ 367.50
West Central	0	\$ 50	\$ 2.50	\$ 52.50
Total	46	\$14,085	\$704.25	\$14,789.25
Cost of printing Directory		\$10,122.00	\$506.10	\$10,628.10
Cost of shipping		\$97.22	(mailing Directories)	
Profit		\$3865.78		

Region 17 Directory Cover Waiting List

	<u>Request Date</u>	
Todd Ehret	Sep 14/2000	Pass, no longer wants a cover
Rick Maitland	Oct 9/2000	(IBC for 2006, OBC for 2007)
Wanda Leubner	Nov 20/2000	(OBC for 2006)
Brenda Driediger	Sep 21/2002	(IFC for 2006, IBC for 2007, OBC for 2008)
Debbie Storey	Jul 22/2004	(IFC for 2007, IBC for 2008, OBC for 2009)
Gail Tory	Jul 28/2004	(IFC for 2008, IBC for 2009, OBC for 2010)
Bryan Grossman	Sep 8/2004	No longer eligible, has not advertised
Gary Millar	Sep 27/2004	Pass, no longer wants a cover
Carla Jackson	Oct 18/2004	(IFC for 2009, IBC for 2010)
Terry Johnson	Oct 25/2004	Pass, no longer wants a cover
Jacqui Girard	Feb 1/2005	(IFC for 2010)
Nikki Muller	Mar 19/2005	
Wanda Leubner	Sep 1/2006	
Kristine Rennich	Sep 11/2006	
Leslie Harpur	Mar 17/2007	
Pomeroy Arabians	Nov 21/2007	
Kim Tucker	Mar 29/2008	
Brenda Driediger	Aug 17/2008	
Amanda Ubell	Aug 28/ 2009	
Michelle Hansen	Sep 1/2009	
Debbie Storey	Sep 3/2009	
Ed & Laura Friesen	Sep 6/2009	
Gary Millar	Jan 8/2010	

****NOTE****

A motion was made at the 2007 Region 17 Spring meeting making it mandatory that if you are on the cover waiting list, you must support the directory by putting an ad in the years that you are waiting for your turn on the cover. If you do not place an ad in the directory, your name will be removed from the list.

Discount - Group ads of 4 pages or more to be run together, must arrive together to receive 10% off the cost. Only one check will be accepted for the group ads, or payment can be made by Visa or MasterCard .

Karen Caughell
Region 17 Directory Chair.