

SHELDON FAMILY ASSOCIATION QUARTERLY EDITOR REPORT

CURRENT SITUATION

This year has been a challenge for SFAQ.

In October 2013, because we dropped mailing of printed copies unless requested and replaced with copies through “Electronic SFAQ”, mailing of SFAQ dropped below the bulk mail rate of 200 copies. We had 179 mailings with April SFAQ.

This change could have meant that with our publisher, AMBI, mailings could wait for a couple of weeks before our mailings could be combined with other mailings.

In October, we incurred regular postage rate of \$.66 per copy and a couple weeks delay on printed publication. January and April 2014 printed SFAQ were apparently mailed within the usual week after our publisher AMBI received them, and also mailed at a bulk rate substantially below what our own bulk mail rate was. Our publisher, AMBI, is apparently working to combine our mailings with other bulk mail. Until this situation settles, I am not addressing our publisher with further cost reductions.

SFAQ is still looking for ways to promote “Electronic SFAQ”. October was just below the minimum of 200. During the next six months, paper copies dropped less than 20, probably most due to deaths. Each copy received electronically rather than paper saves about \$10 per year. **Right now, paper copies are still nearly 50% of our membership.** We are not getting complaints over mailing delays, which suggests that our “Paper Copy” members don’t pay attention to due dates.

The concern on due dates is our “Electronic SFAQ” recipients. We have told them that SFAQ will be published on January 15, April 15, July 15, and October 15. We have missed that due date in each quarter, primarily because of Reunion approval delays. July 15 will probably be late if any articles are submitted after June 30. We will be traveling July 4-15, and may not be able to receive or send email. **We are not meeting our commitment to “Electronic SFAQ” recipients because I am not receiving SFAQ submittals by the due date.**

SFAQ remains our primary media to meet SFA legal requirements. Per our bylaws, notification of Annual Meeting and results of Nomination Committee Meeting need to be published 30 days prior to the Annual Meeting. I follow the following schedule:

- (1) January SFAQ announces the Reunion, but does not provide the date and time of the Annual Meeting. This deadline is based on member expectation, rather than any legal requirement.
- (2) April SFAQ currently meets our bylaw legal requirements, because July SFAQ is published less than 30 days before the Annual Meeting. April SFAQ therefore doesn’t go out without a Reunion Schedule that at least mentions the date and time of the Annual Meeting. The Annual Meeting is addressed in the Preliminary

Reunion Schedule, which was not received from the hosts until April 20 pending their approval.

- (3) July SFAQ simply continues with Reunion announcements, Reunion registration form, and Reunion Schedule updates. It doesn't meet any legal requirements because it is within 30 days of Annual Meeting.
- (4) October SFAQ announces results of Annual Meeting and Reunion in general. In the past, there has been a big push to include this in October SFAQ because of limited space in January SFAQ due to Index.

Due dates for articles for SFAQ are December 31, March 31, June 30, and September 30. SFAQ due dates to be published are on the 15th of the following month. I have been meeting my publication dates by moving other volunteer requirements to later in the month. During this year, deadlines have been consistently delayed pending necessary Reunion articles .

ISSUE OF SFAQ INDEX (NEEDS SFA FEEDBACK)

An additional issue in January is the SFAQ Index for the prior year. Sheldon articles have started listing progenitors in mid 2013, resulting in a huge increase in the January 2014 Index. Actually, listing progenitors is really good information. However, it is taking space SFAQ doesn't have. **In January 2014, the SFAQ Index will probably exceed the entire available space of SFAQ**

The choices are either:

- (1) **Enlarging the size of SFAQ.** The size of SFAQ is based on bulk mail limitations, which AMBI is still accommodating, A size increase of SFAQ will eliminate bulk mail, and will cost SFAQ additional mailing cost.
- (2) **Moving the SFAQ Index to the SFA Website.** Personally, I find this most appealing. Not only does it provide necessary space in SFAQ, but also provides names without providing article information on the SFA Website. This promotes interest without releasing the Data Base.

Unless there are Board objections, I will start posting the index on the SFA Website. If Board objections, we will need to decide as a Board on how we want to deal with this.

ISSUE OF RELEASING ALL SFAQ ARTICLES (I THINK WE NEED DISCUSSION AND A VOTE ON THIS)

At the last Annual Meeting, it was voted to publish all SFAQ publications on the SFA Website. In October, because of antagonism by members of the Board, the Board voted (7) yes and (3) no to change this to the last year publications.

This issue was reopened by Jeanne Jeffries. In February, 2014, we were asked to vote yes or no on "Sheldon Family Association Quarterlies will be available on the Web site without password protection." This was voted yes by a minority of the Board.

The big issue was that the way the resolution was written, all Quarterlies or no Quarterlies of SFAQ would be available on the SFA Website. A no vote meant that we were dropping posting the current copy of SFAQ on the SFA Website, effectively eliminating “Electronic SFAQ” and reverting 100% to paper copies, doubling SFAQ printing and postage cost. **I asked that the wording of the submittal be changed because a no vote eliminated “Electronic SFAQ”. The wording was not changed, and my emails to the Board on repercussions of a no vote may have influenced the Board to vote yes on this issue.**

I think this issue still needs to be addressed and I am sending a Board Resolution to deal with the issue.

Jim Russell
Editor, SFAQ