

The Gesneriad Society

2021 Annual Report to the Board

Date: 1 February 2023
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Committee Members/Advisors: Staff positions have general knowledge of other staff responsibilities.

We published four issues of our journal, *Gesneriads* during 2022. Our printer is still Allen Press in Lawrence KS and 2021 was the last year of our three-year contract. A new three-year contract was negotiated in September 2021 and signed by President Mel Grice. The cost was generally the same as the past year with a 3% increase built into each of the next two years. Allen Press provides us with print/bind/mail services and the quotation is based on an average Print Order of 1330 copies and excludes postage and other distribution costs which are billed as actual charges at the time of publication. Our Client Manager, is Kelly Calohan. Allen Press was recently bought by Sheridan of the CJK Group. The CJK Group owns nine other print locations across the country providing all aspects of the publishing industry. Our Client Manager has assured us that we can expect the same reliable service as in the past. Compositing for the journal is done by Damien Adshead, at Adshead Graphics and his cost for those services is projected to remain the same through 2023.

Printing and distribution is on a schedule agreed to by all parties involved. Minor distribution problems have been taken care of by myself and our Membership Secretary. One distribution appears to have been in the locale of Switzerland and France where 3-4 members missed copies irregularly over the past year. These addresses were verified to be correct and the inquiry resides with the third-party distribution mechanism in Europe as supervised by our Client Manager at Allen Press/Sheridan.

Mail dates for 2023 are: January 20 April 21 July 21 October 20

Distribution of *Gesneriads* has been as follows over the past year, 2022:

- 4980 copies of *Gesneriads* were printed.
- 4392 copies mailed to individual and complimentary memberships.
- 258 copies distributed to the Editor for author copies, new member kits and publications inventory.
- 20 copies distributed to Dale Martens for membership promotion.
- 145 special order copies printed at reduced cost for promotional purposes (not budgeted nor recurring)

(each print run is rounded up minimally and extras are conserved for replacement/sale by the publication inventory)

We are now printing and distributing 5 copies of each issue for promotional purposes, mailed directly to Dale Martens. The purpose of these promotional copies is to acquire new members and what better “public face” for TGS than our journal. Dale distributes these at her discretion. The cost to the Membership Promotion Committee was \$90 in 2022. We also print extra copies by special order; such requests were made by academicians for issues that promote their work. These are supplied at a reduced cost and paid by external sources at \$3 per copy. That revenue of \$435 should be reflected as income to the Publications Committee. Whereas a cost/per copy of the journal averages \$5.72 (incl distribution), based on the concept that “we are producing it anyway (including pre-press costs)” so “extra copies” might include only printing and mailing costs – we came up with the figure of \$3/copy.

A difference in cost of publishing in print and electronically is not differentiated. The cost of print/mail/bind/distribution as a service to Regular Members is considered roughly equivocal to the shared cost of editorial and compositing costs for Green Members. Electronic copies require additional enhanced editing to activate email addresses and Internet links and distribution by TGS staff.

We have not had a report from the Advertising Manager for the journal in a number of years and no communication so it is hoped that he is reporting collected revenue to the Treasurer.

Future plans/goals: The Business Manager hereby provides a projection to the Finance Chairman and Treasurer ... the price per copy for producing *Gesneriads* in 2022 was \$5.72 or \$22.88 per year/per member. This cost does not include any cost for membership processing or other services. With 200 current Life Members, the annual cost of specific journal expenses would be \$4,576 for budgeting purposes to serve Life Members.

Thanks always, to Editor Peter Shalit and the cooperation of Bob Clark for their excellent work.

BUDGET (annual publication of journal)	2018	2019	2020	2021	2022	2023
Allen Press (print/bind/mail)	\$12,000	\$12,000	\$12,000	\$12,500	11,150	11,565
Adshead Graphics (compositing)	10,100	10,100	10,100	10,100	10,100	10,100
Postage (all distribution methods)	2,800	2,900	3,000	3,100	4,750	5,147
Editor (Stipend \$1600 and expenses \$500)	2,100	2,100	2,100	2,100	2,100	2,100

