FYI

by Barbara Mikel

Aren’t Getting Your Mail?

We have received a fair number of returned mail items recently. I know filling out all those change of address cards for the post office is time consuming, but assuring you get the newsletter, meeting notices, job information, state magazine, etc. requires current addresses.

If you have moved, either your home or your job, send me a note and let me know, or call the office and leave a message on the machine. Remember to include new phone numbers, fax numbers, and zip codes. The 1994 Directory is prepared in May and it would be nice to have current information on everyone in it.

Address Correction requests are on the newsletter so that it is returned to our office instead of being forwarded to you. However, it takes a very long time for the post office to return it to me, so I will generally not remail them. Don’t count on this as your sole means of getting the address changed on the database, however. There may be important information that goes out in the interim that you will miss. In addition, this doesn’t update the phone information or club names/company names, etc.

Thanks for your help in keeping this information current.

We will be mailing election materials in March for the April Annual Meeting.

CGCSA President Pledges to Support Local Chapter Publications

CGCSA President Bob Tillema pledged to the directors at the recent Board of Directors meeting that he would not allow any pressure to bear on local chapters to eliminate their local newsletters.

Adams Publishing, like it’s predecessor RK Communications, has expressed a concern that local chapter publications are adversely affecting their ability to acquire advertising revenues for the state magazine. DJ King, editor of Thru the Green and San Diego chapter’s INFOREMER, expressed the opinion that the local chapter newsletters were necessary, not only for their timeliness of information and local content, but as an advertising vehicle for local vendors who are not budgeted for nor do they have the desire to advertise on a statewide basis. Bob Tillema agreed that most local chapter publications are supported only by “local” advertisers, and that major advertisers are steered to California Fairways as a more cost effective way to reach the superintendents of the state.

The representatives from California Fairways were informed of the failure of the past effort to comply with RK Communications wishes to eliminate local newsletters as an advertising source. All the board members present agreed that the local chapter publications serve a vital role.

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