

TO: Ken
FROM: Darla
DATE: November 1, 2005
SUBJECT: **Office Management Report – 2nd half of September & October**

Bank Balance:

TDNA has **\$54,681.46** in checking and **\$25,290.12** in savings – a total of **\$79,971.58**.

Updates:

- **Board elections** ... Charles Moser has been elected treasurer for 2006 and the nominating committee has been named. The next step is for the committee to meet by conference call and name candidates for the two vacancies so ballots can be mailed to all member publishers. Voting must be completed by November 15 per TDNA's bylaws.
- **Website update** ... I have completed editing half of the associate members list and will give that data to Ky Hote this week while he is in town. I will also have him hook up the 2006 convention registration form and put some convention promotion on the home page.
- **Directory revision** ... TDNA will have a new directory for 2006 that is bigger and easier to use with lay-flat spiral binding. It will include e-mail address to most newspaper staffers.
 - Helen and I are doing all of the initial typesetting – inserting the e-mail addresses we have been collecting this year, and updating all of the staff names we already know about – so the new page format will already be set up and typesetting costs (for conversion to their software and for corrections and further updates) should not be more than usual. Since I am busy with budgeting right now, I'm going to hire someone to help with the data input, probably Modena.
 - The 5-1/2 x 8-1/2 page size we are converting to is a printing standard, so the paper cost will be no more. Morgan Printing has been starting with this size page anyway and trimming it to our old directory size.
 - We will stay with a two-color cover to avoid the higher costs of full color, but the cover will have artwork or photography in addition to the TDNA logo.
 - Although the production costs should be close to costs in past years, **I am increasing the sales price by \$2 (with your approval)** – to cover whatever increase in printing costs there may be, and to keep with up with inflation and any unforeseen costs. That will bring the prices for non-members from \$16 to

\$18, government and schools from \$12 to \$14, and members from \$8 to \$10. Most state newspaper directories sell for around \$30 or more. TPA's directory costs \$40 at the beginning of the year and sells for half price near the end of the year.

- Sixth Street Printing is typesetting the directory order form flyer, which will promote the bigger, better directory, have the new prices, and include a section for paying by credit card. *[COPY ATTACHED]*
- **TDNA listserver** ... Fred Anders has our list of member publishers and I'm working on setting up the necessary sub-domain name. When I have time (first of the year?) I will give you additional lists for advertising directors, editors, associate members, etc.
- **2006 intern posters** ... These are being printed. Helen will then mail them to Texas colleges and universities with journalism programs.
- **Headliners Club membership** ... Your new membership has been approved, and I cancelled Phil's membership by phone yesterday.
- **Awards** ... Guidelines posters have been revised somewhat and Helen has mailed them. The Fentress Award contest is finished and Helen will soon mail the plaques and checks to the winners.
- **TDNA chart of accounts** ... After consulting with our accountant Marcia Threadgill, I have created a new budget account for bank and credit card fees. Apparently it is standard practice to place bank fees in a separate account. In the past TDNA's bank service fees have been posted to the Miscellaneous expense account, but now that we are also paying monthly service fees in order to accept credit card payments it seems prudent to show these expenses separately. As you know, I have already begun using the Awards expense account for plaques and other awards-related costs rather than posting them to Sales & Promotion as I did in the past.

Pending:

- **Selection of new bank** ... I still haven't done this. If I don't get it done before the board meeting I'll give you comparison info by the end of the year.
- **Associate member solicitation** – I had hoped to get this done by now. I have drafted the letter, but probably won't get this underway until after the December 1 board meeting.