

FEATHER RIVER RAIL SOCIETY

DATE: November 2017
ITEM: New Business 3 – 2018 Historic Photo Calendar
FROM: Eugene Vicknair

With everything else going on, work on the photo calendar was not completed until recently, and I am still touching up a few calendar pages.

I have found a new printer that will give us more freedom and more pages for the same price as the previous printer. The proposed calendar will be 28 pages (including front and back cover) which will mean 12 months with photo and calendar page, plus 2 additional pages. These added pages will have a history of the WP and some additional graphics, including a map.

Also, the calendar pages will include Society event dates and important dates in WP system history. Each month will also include a small second photo on the calendar page.

Included is a LOW resolution PDF showing all the main images, the covers, add on pages and 4 of the calendar pages.

Cost to print 8-1/2" X 11" page wall calendars would be as follows:

100 count - \$875, \$8.75 each
150 count - \$1,200, \$8.00 each
200 count - \$1,530, \$7.65 each

We have sold the calendars for \$16.95 before, 10% (\$15.25) or 15% (\$14.40) discount for members depending on membership level. They have been listed a \$14.95 when sold with Convention registration. Proceeds go toward the Archives Department.

Would like approval to order 150 calendars and begin advertising them for sale immediately. Cost to come from line item 55020 – Calendar Expense.