**2020 Region 17 Spring Meeting Directory Report**

For 2020, there will be 600 Directories printed. There will also be 800 copies of the Newcomers Guide printed. These have the club pages and ads, but no membership pages. I would like to thank all of the clubs for their efforts in obtaining ads. This year there are 22 ads. In 2019 we had 34, so this is down by 12 ads.

The total advertising income (& GST) for the 2020 Directory is $8692.50. The cost of printing and producing the Directory and Newcomers Guide is $8076.60.00. The mailing cost is $TBD. This leaves a profit of $615.90.

We will distribute the Newcomers Guide to as many events that we can. All the clubs in Region 17 are welcome to help distribute these in their areas. In 2019, the Directory was distributed to Region 4, 17, Canadian Nationals, US Nationals, Scottsdale, Western Canadian Breeders Championships, and the AHA Convention. They were also at some Class A shows..

If you have any questions or suggestions about the Directory, please let me know. This is YOUR Directory and we want it to be the best!

Club # of ads Ad Cost Club Page GST Total

Aurora 17 $5700 $50.00 $287.50 $6037.50

Calgary 1 $300 $50.00 $17.50 $367.50

Parkland 2 $500 $50.00 $27.50 $577.50

AHABC 0 $0 $50.00 $2.50 $52.50

BC Interior 0 $0 $50.00 $2.50 $52.50

Vancouver Island 0 $0 $50.00 $2.50 $52.50

BC Half 0 $0 $50.00 $2.50 $52.50

Carrot River 2 $600 $50.00 $32.50 $682.50

SAHA 1 $300 $50.00 $17.50 $367.50

Total 22 $7850 $450.00 $392.50 $8692.50

Cost of printing $7692.00 $384.60. $8076.60

Cost of shipping $TBD

Visa/MC fees $0

Profit $615.90