Directory – Chapter #34

At the April 2000 meeting the board members discussed that they would like to distribute flares, membership materials, etc., earlier since most Lakers arrive Memorial Day weekend. Lorraine would ask J.N. White Designs if directories, date stickers, and window signs could be available earlier. Because the SLA newsletter wasn't written yet it would not be ready for a May delivery date. The membership materials and flares would be given out at the June meeting.

Regarding the people listed in the 2000 edition of the vacation guide, Bill Harrington who had 70 residents on his Walker Tract list said he had 36 who were not a part of it but were listed. He asked for some to be removed but they were not. It was said that you do not have to pay dues to be listed if you had property on or around the lake and its watershed. A Prentice landowner said he paid dues but was not listed. Because the book was a resource, people should be listed. The ever-changing lake population made it improbable to have the directory address listing exact each year.

Bill Soules shared ideas for the directory at the November 2000 meeting and suggested to bring back the story of the sea serpent and add a page listing of handy phone numbers (restaurants, garages, vets). This would best be done through the newsletter since Lorraine felt the printer would not bother. Rich Eliasz would like to see a calendar style page listing the SLA meetings and other noted dates in the directory.

The membership packages were lacking the directories which were not ready from the printer. They would be distributed at 9 am Saturday June 15, 2002 in the Inn's parking lot if the printer finishes them. If not Lorraine would contact directors to get them from her house.

It was said at the May 2003 meeting that the SLA needed a committee to look into updating the directory's appearance, especially the maps. Ideas included; the state DEC fishing map and a state of the lake letter; better delineation of tract maps and boat launch sites. At the June meeting it was asked to have all updates on tracts and maps be made in writing on full-size paper. Each tract director was asked to check the map for accuracy. Bill Soules would look into computer software for mapping. No one volunteered for the update committee.

At a 2005 meeting Ruth Lavin and Robin Manning reported that they had met with Sue White at J.N. White Designs, and she did not break even with the printing of the vacation guide and was not allowed to solicit ads because of a per "no-compete" clause. Doug Klein provided a contact and book sample from another lake, a company that could generate revenues to SLA based on advertising. The SLA decided to pursue that and other printers.

It was mentioned at the June 2006 meeting that the SLA was short on directories. It was agreed to give to dues-paying members first.

The SLA board reviewed quotes from Mark Maussner of LOML Publishing of Springville for a 3 year contract printing the SLA Vacation Guide. SLA would receive $7.50 per ad sold and he also had a photo contest. He said that there would be a Memorial Day weekend delivery for the guides. Steve Tarbell asked for the ad prices. Ruth had to look for a volunteer to take over the editorial stuff. The other option to consider was to have J.N. White publish the guide for $2 per book. SLA Board motioned and approved signing the contract with LOML publishing to print the SLA Vacation Guide.

Ruth Lavin reported to the board about working with Mark Maussner and the Vacation Guide. She said that there were very positive responses overall. At the July 2007 meeting it was noted that some details in the directory needed to be corrected. Ruth said that the North & South Country Club tracts were combined and the SLA accomplishments and the tract lists should be at the beginning of the guide. Mick Griffin noted that there were errors in the navigation and lake rules sections. Mick would send the corrections to Ruth. Ruth continued that new maps would go in next year for Old Orchard Beach (current one was wrong) and Silver Lake. Rich Eliasz requested that the railroad track be removed from the map as the railroad no longer existed.

It was noted that directories were to go to SLA members only in the year of 2008. Bill Harrington then asked why non-members were listed in vacation guide. Bill Soules explained that the SLA did not own the guide 3 years ago. Rich Eliasz added that the listings are a service to everyone; Members were listed in **bold type.** Linda Holz stated that there are 180 residents on Old Orchard Beach Tract. Only 128 were paid members. Dick Swanson said that the directory had been a tool for identification of residents on the lake. Ron Straitiff asked if the advertisers received copies of the directory at their businesses that anyone could pick up. Ruth answered yes, but it was to benefit the advertisers.

Dick Swanson said that Mark Maussner (directory) had notified him that there would be some errors in this year's directory. The SLA had not come up with any alternative for printing and still had an issue of payment for ads. Another issue was the short time frame available for proofing. Ruth noted that she was pleased with this year's directory and added it was much better than last year. Dick then stated that he wanted everyone to carefully make any corrections to the member information.

Ruth said that Peter had completed the addresses and changes for the 2009 guide. Ruth and Peter told Mark that they wanted the directory before it was published so that the board members had time to proofread the contents. Mark had not yet replied or agreed. Mary Kay Barton thought that the proofreading was necessary.

Ruth Lavin read the letter she wrote (included in packets) to Mark Maussner about his company's inability to provide the SLA with the Annual Directories by the deadline. Ruth apologized and suggested that the new SLA President find a new publisher. Tom Kaufman stated that the directories would not be available until next month. It was then suggested to tell people to go to the Directors home to pick up directories. Mark Maussner would deliver the directories by end of June. The discussion continued about the delivery of directories. It was asked where they were going to be delivered and where would the directors pick them up. A concern about who was going to be responsible for this issue was expressed. Bob moved to have Mark Maussner deliver the directories to Ann's Heizmann home for the Directors to pick up. Larry Bauer requested Mark Maussner's phone number be made available to contact him if necessary.

Again, it was discussed that the agreement with Charm Graphics would include a request that Charm Graphics submitted a copy of the directory earlier than in previous years for proofreading, and that the finished copies be delivered before Memorial Day.

Dick Swanson stated that the Annual Directory deadline was Monday, April 12th for editorials and advertising and the final deadline April 19th. The draft copy was due back by May 14th. The SLA only had two days to approve the draft. The directory was scheduled to be delivered by May 31st. Dick Swanson received a breakout of advertisers from the last two years from Mark Maussner. It was noted that Mark offered discounts to the businesses on advertising. When the ads were discounted, the SLA did not receive any revenue from the ads. Bill Soules said even if he discounted the ads, we should still get a percentage. The directory advertisings covered Lime, Rushford and Silver Lakes. The discount was for advertising in all three Lake Directories. Bill suggested putting this information in the SLA Newsletter & Directory.

Jim Coles noted that the directory proof would be available May 14th. Sally Genco wondered who would proofread the draft. Ruth explained that she and Peter had done it in the past and Michelle Hess did it the previous year. Linda Holz noted that the resident list was given at the March meeting to proofread. A few Tract Directors who did not receive the list requested one so they too, could proofread the list.

Ann Heizmann noted that she was approached with feedback that the directory was not up to par. Ann contacted Century Print and Graphics and would like to invite them to bid on publishing the directory. It was explained that 2 years ago corrections were submitted that weren't updated and there were delivery problems. The SLA didn't pay for the directory. The percentage of the money that the SLA received from the advertisers cost offset the cost of one of the newsletters. The SLA needed to have a contract with our present source – or any source. It was approved for Ann to invite Century Print and Graphics to bid on next year's directory as stipulated. Jim Coles garage was available and the directories could be delivered to him next year. Dick Swanson said that the directories would be delivered on Memorial Day.