

USS Yorktown CG-48 Reunion July 5-8, 2018 Knoxville, TN

YKTN Bulletin: October, 2017



Reunion Polo Shirt Overview

Reunion organizers collaborated to develop and sell merchandise to help make the reunion fun and affordable. All profits are used to fund reunion expenses and activities. Our goal is to provide great products to display Yorktown pride at work, while golfing, or when you want to wear something other than a T-shirt. Careful thought and planning was used to create and sell high-quality embroidered polo shirts to shipmates, spouses, and other friends of Yorktown.



Fabric Quality and Durability

We selected a 100% combed cotton jersey with a fabric weight of 6 oz. per square yard. This fabric weight is suitable for summer clothing and it supports the thread intensity of the ship's coat of arms, which is measured as 26,000 stitches. Embroidery applied to higher fabric weight will withstand repeated washings whereas a lighter fabric weight, e.g., a lightweight "wicking" shirt would tear away from the embroidery over time. The shirt's weave structure and fabric density also provides an added bonus- ultraviolet protection! For proper shirt care we recommend low heat drying or line dry for a more pliable embroidered image.

Yorktown Gives Back

We know there are helpful shipmates with connections to produce shirts; however, we were provided an opportunity to support a high school vocational program in Lansing, MI. The program provides instruction and training to aspiring students interested in the garment and fabric industry. The small profit we pay to the school's shop supports their computer hardware and software upgrades, software licensing, and other educational

related costs supporting student training and education. This opportunity also provides beneficial cost saving opportunity, which affects reunion funds and the shirt's retail cost:

- No commercial business costs, e.g., wages, rent, utilities, etc. Our cost is simply materials, image formatting and a very small profit to support the program.
- The “industry average” embroidery cost is \$1.00 per 1000 stitches. The Yorktown Coat of Arms has 26,000 stitches - *our cost is less than 3¢ per stitch.*
- No minimum purchase required; we can submit orders as we receive your orders!
- Our orders are combined with the school's other orders, which significantly reduces shipping costs passed to us from the shirt manufacturer.

Cost Breakdown

- The school charges us \$25.00 to \$30.00 per unit (finished product).
- Your cost is \$37.00 to \$42.00 per unit.
- We add \$12.00 per unit for shipping, credit card processing fees, and a small profit.
- Shipping and credit card fees consume 72% of the \$12.00 markup.
- Reunion profit is \$3.43 per unit.
- Our personal time on weekends and late weeknight evenings is free, and we've used the time to do research, develop ideas, coordinate ordering and production, manually pack and ship merchandise, and maintain accurate accounting records.

To Conclude

We hope this information provides transparency and communicates the reasoning used to promote the reunion, raise a little money, and provide reasonably priced merchandise. We greatly appreciate your engagement and purchasing to support the reunion and education.

v/r

Craig Mass, 1983-88 (GSM) | Darin Walter, 1985-80 (OS) | Brian Cosker, (IC) 1997-2001

Advisor: Captain Rick Easton, USN, Ret.