

PAMV Chapter - Marketing Report
February 2, 2013 Board Meeting
Nigel Endersby

Valentines Fliers

Completed, printed, mailed and distributed at chapter meetings, two different singing Valentines fliers (one with tear off tabs with the chapter website address and one without). Also completed and distributed a press release about the singing Valentines to local newspapers. We used First Class Mailing (our usual printer) for our printed Valentines and mail sort services.

First Class mailing updated our mailing list, deleting name from our list of people that have moved with no forwarding address and providing new addresses for people that moved within a hour to 2 hour driving radius of Palo Alto.

Spring Show Program

Submitted a projected profit of several hundred dollars to Jordan Makower for the commercial ads to appear on the spring show printed program. My conservative projections for the “cost” to print the programs will be a profit of several hundred dollars with in kind donations and money received by the companies that provide support and receive ads in return. This is in line with the profit made from the Cabaret program this past year.