

January 29, 2010

2009 WAA Editorial Committee Report

The following report summarizes Editorial Committee issues and responsibilities which took place throughout the year. Primary duties of this committee include WAA Membership Directory, WAA Newsletters, and the WAA Web Site.

On Friday, September 25, 2009, the WAA Editorial Committee held their annual meeting. The committee spent much of the year identifying, collecting data, presenting options, and deliberating over our area of responsibilities. Additionally, position descriptions have been formalized and collected.

Several action items were taken or authorized by the Board of Directors up to and on Thursday, December 10, 2009. WAA will utilize Sengraph Communications, Inc. to provide further assistance with developing, formatting, printing, and distribution of 4 newsletters in 2010, as well as the Membership Directory expected to be delivered in Spring of 2010. In doing so, the workload for our WAA volunteers can be better utilized/managed.

Estimates were provided throughout the year, addressing cost savings initiatives which were hoped to be realized in 2009. While initial cost saving estimates may not be achieved with the publications currently under development, they are planned for the upcoming years.

Activities as indicated above, as well as participation in WAA's Strategic Planning, and anticipated review of Membership Survey results will determine the direction the committee will take in 2010, and beyond.

The committee acknowledges the necessity to attract and involve additional members to deliver the quality publications/resources our members and advertisers should expect from WAA. Active recruitment will begin at the annual meeting.

A designated committee member will be present at each board meeting. Reports will be prepared on an as needed basis.

The position of Advertising Editor (Newsletter/Membership Directory) was filled by Ron Gumz in December of 2009. Ron is replacing Bob Gansemer.

WAA Newsletter

Four newsletters were published-instead of the six originally planned for. Refunds/adjustments to our Advertisers were made to reflect the appropriate number of newsletters.

Logan Nelson will serve as Newsletter Editor for the year 2010 only.

Four Newsletters are planned for 2010. Advertising costs will remain as previously set (no increase).

Livia (Levi) Eszes, Sengraph Communications will play a more active role in preparing newsletters.

Deadlines to submit items for the 2010 Newsletters are; Feb 1st, May 1st, August 1st, and November 1st.

Membership Directory

The directory was not published in 2009 for a number of reasons, including vacant positions, and exploring options to produce and deliver the product.

The directory reflects a significant expense for the membership, and several options were researched and deliberated over, and recommendations made.

The position of Membership Directory Editor was filled in December of 2009. Linda Barcz will serve in that capacity for the upcoming directory.

The Membership Directory is expected to be published and shipped in the first half of 2010.

Portions of the directory's contents will be provided by Livia Eszes, Sengraph Communications, Inc. This allows better use of our volunteer time, and is expected to streamline the process necessary to produce the product.

WAA Web Site

Site enhancements were made in our Photo Gallery with a slide show format highlighting specific events. A NEW page featuring WAA's Day of Service was launched. The Day of Service page includes a project application, which is intended to allow any municipality or non-profit group an opportunity to seek assistance from WAA members.

Updates in Web Site administration were made to better serve conference registrations and Certified Arborist for Hire.

As our effort to improve the value of WAA's web site, a review is done annually to measure how we stack up in comparison to other ISA Chapters. In addition, our web site activity is reviewed quarterly to help us identify areas of high interest, and identify areas for improvement. One area likely targeted for attention in 2010, is our Links and Resources section. We further have the need for an official Photographer at WAA events. Photographs are needed for both the Newsletter and the Web Site.

A report including statistics of web site activity has been prepared as a separate document.

Respectfully Submitted: Editorial Committee Members

Laura Wyatt, Logan Nelson, Theresa Williams, Linda Barcz, Livia Eszes, Cathy Brodbeck, Bob Gansemer, Ron Gumz, and Cindy Casey.