



# American Peony Society Membership/Bulletin

## Proposal

Nate Bremer 10/18/2020

The way we process information has changed rapidly over the past 20 years, as has **who** is receiving the information. Electronic based information systems have become prominent worldwide and many of our members (and non-members) from around the world use our website and social media platforms for various purposes. APS has kept pace with this to a certain degree, using print, website and social media formats to relay information. However, as more international members have been on-boarded or show interest, print formats have become problematic in a number of ways.

The APS Bulletin is the number one benefit our members use to gage membership value to the Society – right or wrong. Print formats (the mailed Bulletin) is something many members enjoy and would like to continue receiving, however costs involved in design, layout, printing and mailing are major monetary outlays for the Society. These costs are particularly high for both the Society and International Members. Additionally, mailed Bulletins have the danger of long delivery periods and/or becoming lost, miss-delivered or returned to APS.

With this in mind, I propose APS moves to making The Bulletin available online through “Reader” software in addition to the printed version. Leena Liljestrand has shared how the Swedish Peony Society posts publications through their website and we believe something similar will work for the APS Bulletin. Please note this reader does not allow easy copying of the media, thus a degree of protection may be attained. Plus, any online reading of Bulletins would occur within the Member Portal, another degree of protection. All U.S. mailing addresses would continue to receive the Bulletin through the mail and have the option to view it online for the same cost. U.S. Members may also elect to view the Bulletin online only, if they so choose. International Members will have the same options, but can receive substantial savings by electing to read the Bulletin online only. Providing the option to read the Bulletin online will allow substantial savings for APS and international members in the form of less expensive mailing costs (same costs U.S. Members pay). Additionally, issues involved in mailing the Bulletin internationally will be reduced for online readers.

**The following are the Subscription schedules with changes (Previously available 10 yr. & Lifetime column would be removed for publication):**

- Membership subscription formats for U.S. Members:

Mailing Addresses	Bulletin Delivery/Reading Options	Subscription Duration/Costs: Individuals and Institutions			
		1 year	3 years	5 years	Previously Available 10 yr. & Lifetime
United States	<b>Option 1:</b> Delivered by Mail & Electronic Member Portal Availability	\$30.00	\$70.00	\$115.00	Included
	<b>Option 2:</b> Online Availability through Member Portal <b>Only (not available for Institutions)</b>	\$30.00	\$70.00	\$115.00	x

<b>Canada</b>	<b>Option 1:</b> Delivered by Mail & Online Availability through Member Portal	\$40.00	\$100.00	\$165.00	Included
	<b>Option 2:</b> Online Availability through Member Portal <b>Only (not available for Institutions)</b>	\$30.00	\$70.00	\$115.00	x
<b>All Other Countries</b>	<b>Option 1:</b> Delivered by Mail & Online Availability through Member Portal	\$60.00	\$160.00	\$260.00	Included
	<b>Option 2:</b> Online Availability through Member Portal <b>Only (not available for Institutions)</b>	\$30.00	\$70.00	\$115.00	x
Dues are paid for January 1 – December 31 of any year					

<b>Mailing Addresses</b>	<b>Bulletin Delivery/Reading Options</b>	<b>Subscription Duration/Costs:</b> <b>Commercial</b>		
		<b>1 year</b>	<b>3 years</b>	<b>5 years</b>
<b>United States</b>	<b>Option 1:</b> Delivered by Mail & Online Member Portal Availability	\$45.00	\$120.00	\$200.00
	<b>Option 2:</b> Online Availability through Member Portal <u>Only</u>	\$45.00	\$120.00	\$200.00
<b>Canada</b>	<b>Option 1:</b> Delivered by Mail & Online Availability through Member Portal	\$55.00	\$150.00	\$250.00
	<b>Option 2:</b> Online Availability through Member Portal <u>Only</u>	\$45.00	\$120.00	\$200.00
<b>All Other Countries</b>	<b>Option 1:</b> Delivered by Mail & Online Availability through Member Portal	\$70.00	\$210.00	\$350.00
	<b>Option 2:</b> Online Availability through Member Portal <u>Only</u>	\$45.00	\$120.00	\$200.00
Dues are paid for January 1 – December 31 of any year				

One question may arise: “Why not make dues less for everyone if they elect for the Online Bulletin Option”? Dues have a base cost which supports many things, some beyond the Bulletin itself:

- 1) Bulletin costs beyond printing & mailing:
  - a. Design (articles, images, advertising, tables, etc...) . Design is done by Covington Press now and this is contracted work by APS.
  - b. Layout. All material included in any Bulletin must be organized, fitted and placed into a loose format for publication. Covington Press also completes design now and APS contracts with them to perform this task.
  - c. Production of a digital copy. All Bulletins are produced now with a digital copy available to us in the form of a pdf file. Minimal cost.

- d. An Online Bulletin would require conversion of the pdf to a reader. The reader will likely be a paid for application inserted into our website. There will be costs involved in setup, maintenance and hosting. Unfortunately, Webfitters will need to get involved and there will be a payment to them for initial setup.
- e. \*Printing and Mailing. Actual printing is a minimal cost, but mailing is the largest expense for the Bulletin.

2) Other costs supported through membership dues:

- a. Conventions. Conventions have many costs, not all which are paid for by registration fees.
- b. Membership mailings, printings, etc...
- c. Accounting and treasurer needs (yearly audits, mailings, etc...)
- d. General printing for APS activities
- e. Auction software
- f. Website maintenance, hosting, updates, additions, etc...
- g. Exhibition needs
- h. Communication applications (MailChimp, BOD conferencing, etc...)
- i. Awards materials
- j. Seed program needs
- k. Publications –mailings and development
- l. Speaker stipends and travel costs (convention)
- m. Donations to scientific programs and studies
- n. AND much more