

Dear BHCA Board and fellow BHCA Members,

This letter is in response to the letter received via email from Corey Rigoni regarding the increase of fees/dues in conjunction with the production of the Tally Ho.

As a professional graphic designer, I have been purchasing and designing print materials for well over 25 years. I was Advertising Director for a Top Ten National Builder for over 11 years and have owned a graphic design business for an additional 13 years. For the BHCA I served as Yearbook Editor for 4 years, each of which were profitable.

The printing industry has never seen such economical inflation as during the past three years. Larry Kuhlman, president of Bramkamp Printing (printer of the BHCA yearbook) reports that they have seen increases in paper and printing prices escalate over 10% per year. Supplies, labor and technology prices continue to escalate, thus the prices that publications must increase proportionally in order to supply the caliber of product the consumer expects.

There is no question that our Tally Ho is a top notch publication.

I purchase ads for similar breed/discipline oriented publications for my clients. Prices range from \$350 to well over \$1000 per page for a four color full page ad. Almost every publication I buy from has increased their placement costs hundreds of dollars in the past few years. My clients have opted to drop advertising in publications we used to place ads in regularly. I believe the decrease in ads in ALL publications, including the Tally Ho, is not from lack of caring but from the economical cut backs most of us are forced to make.

It has always been sound business practice to seek quotes from suppliers in order to make the best economical decisions. Now may be the time to solicit bids for the printing of the Tally Ho from other printers to use as comparisons as to the cost efficiency of the current printer and be sure that the BHCA is getting the best product for the best cost (notice, not the lowest cost).

The club may look into other cost saving measures such as printing the Tally Ho quarterly or to go back to a format which will only have ad sections in color. Is full color on all pages really getting the most bang for the buck? There is also the looming question about going to an electronic publication. Certainly we are not there yet but there are publications that are now offering both electronic and printed versions the consumer can opt for.

I believe that the dues increase and the ad cost increases are valid for the situation at this time but I believe it would benefit the club to pursue bidding out the job to other print sources.

Thank you. Respectfully submitted,

Terri Ralenkotter, Owner
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BHCA Member