

## **2018 ANNUAL REPORT: PUBLICATION SALES CHAIR**

In overview, the HIPS shop had a busier year than 2017 but I would still characterize our sales as modest. We did not spend funds to purchase new items for our storefront.

In 2018, I received and shipped 28 orders for products from the HIPS storefront. This reflected an increase from the total of 18 orders that I received and processed in 2017. Highlights for this year related to our sales are listed below:

- After a review of our back copies of ROOTS and the list price for the same, the prices were revised to encourage additional sales. This price change stimulated additional purchases and has helped decrease excessive stock. (There still remains many more back issues that will probably not be sold through the storefront.) Some members are continuing to order a few back issues every couple of months. Two members ordered a complete copy of every available back issue.
- I have decreased the request for the number of copies I receive from our printer for each issue of ROOTS in order to help decrease an accumulation problem with excessive copies.
- I received one order from outside the USA this year. It was from Canada. We receive very few orders from overseas and the mailing costs are prohibitive.  
SUGGESTION/ OBSERVATION: at some point, HIPS may want to consider converting some of the historic publications as well as offer electronic copies of ROOTS for individual purchase especially for our international members seeking back copies of ROOTS.
- One customer requested two copies of "Iris Chronicles". I copied one document on my printer, but I took the other 54-page document to Office Depot. I made 2 copies of this to prepare for another request. Our HIPS collection consists of copies of very old and poorly copied mimeographs.  
SUGGESTION/OBSERVATION: HIPS may want to explore how to retype and digitalize these amazing reservoirs of information. It would be a big job, but they could become much more accessible to the membership.
- There were no requests for AIS bulletins this year
- There remain adequate numbers of all gifts and books offered through the storefront; although one of our most popular offerings - flash drive with back copies of ROOTS - is down to 8. I am willing to replenish these flash drives

and I think we should add the other back copies of ROOTS to it and the remaining 8 drives prior to Christmas this year.

In review of the 2018 expenses:

- Shipping: I have requested a total of \$200.00 from the treasurer which was received in increments of \$50.00. As today, I have a reserve of \$43.83
- Copies from Office Depot: \$29.47 (paid from the \$200.00 above)
- Mailing supplies: \$16.60 (paid from the \$200.00 above)

I continued to update the Book of Business for the Publication Sales Chair position to reflect any changes that occur.

Respectfully submitted    March 2, 2018

Susan A. Flow

Publication Sales Chair