

## 2017 ANNUAL REPORT: PUBLICATION SALES CHAIR

In overview, the HIPS shop had a busier year than 2016. We did not need to spend any funds to replenish any of our publications or purchase new items for our storefront. Overall, with my short tenure of experience, I would characterize our sales in 2017 as modest.

In 2017, I received and shipped 18 orders for products from the HIPS storefront. This reflected an increase from the total of 10 orders that I received and processed in 2016. Highlights for this year related to our sales are listed below:

- I received two orders from outside the USA. The order from the UK wanted a copy of the Wallace Catalogue and the order from Canada wanted a back copy of ROOTS. Both customers inquired about shipping charges which proved to be exorbitant. I ended up scanning the Wallace Catalogue and sending it as an email attachment and with help from Cathy I obtained an electronic copy of ROOTS and sent it instead of mailing a copy. SUGGESTION/ OBSERVATION: at some point in the future, HIPS may want to consider converting some of these historic publications as well as offer electronic copies of ROOTS for individual purchase especially for our international members seeking back copies of his publication.
- One customer requested a copy of one of the "Iris Chronicles". Our HIPS collection consists of copies of very old and poorly copied mimeographs. I could hardly read the publication and I had to make a copy of it. No complaint from the customer, but I felt really awful sending it out. 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.
- I received 5 requests for copies of AIS bulletins this year. In 2016 only 1 request had been received.
- The storefront now only has 9 more copies of: "Descriptions of Historic Aril and Arilbred Cultivars" written by Sharon McAllister. Although several communications were sent, we did not receive a reply and therefore have not received permission to make additional copies of this publication. As of today, our plan is to allow 8 of the copies to sell out, (they are actually listed as free) and retain the final copy for archives.
- Early last fall I was contacted by author George H Edmonds who offered to ship 24 free books to HIPS to help inform our membership about Bertrand Farr. I worked with him to write a store front synopsis and this publication was our most purchased item this year. As of today, we have 13 copies left.

- We sold 4 additional Bliss books this year, 1 Iris Note Cards and 6 ROOTS flash drives, (this was our second most popular item).

For 2017 shipping expenses I have requested a total of \$150.00 from the treasurer which was requested and received in increments of \$50.00. As today, I have a reserve of \$48.14.

I have expanded and continued to update the Book of Business for the Publication Sales Chair position.

Regarding other HIPS activities:

- In late December 2016, I became aware that Blue J Iris was going to conduct a massive iris clearance event and it was starting January 1, 2107. Many of the iris listed qualified for inclusion in our Guardian Gardens program. I notified Doug Paschall of the event and by his request I conducted the communications with Blue J Iris to obtain first consideration for purchase of these cultivars. Consequently, we were able to buy up many cultivars prior to them being offered to the general public.
- I maintained a working relationship with Wanda Rezac through the winter months of 2016 after our initial iris intervention the previous summer. She sent me one of her "little books" and from it I was able to create a map her entire iris garden. With her continued cooperation and in coordination with Doug Paschall, I organized and conducted the Part 2 Iris Dig in Sidney, Nebraska in July 2017. This proved to be a much larger event than the previous year the specifics of which are detailed in this Spring edition of ROOTS.

Respectfully submitted    March 2, 2018

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Publication Sales Chair