

## 2020 ANNUAL REPORT: PUBLICATION SALES CHAIR

Orders received through the HIPS shop for 2020 showed activity in all categories. The most orders were received for books listed on the site and by far the greatest number of book orders were for the new acquisition "Classic Irises" by Clarence Mahan. Other requests were sparser, but similar to the last several years.

### Summary of Major Shop Activity 2020:

- George H. Edmonds, author of "Dream Gardener", contacted me and sent us an additional 24 copies of his book free of cost. It is again listed on our site.
- In October we purchased 480 copies of the Mahan book for \$3.00 a copy plus shipping. I listed it for \$30.00 and we have already sold more than half of them.
- Iris Chronicles, total of 32 products, were scanned by Cathy Egerer and were converted to digital products.
- An offering for all of them via a flash drive was also added to the inventory.
- AIS bulletins previously listed were deleted for sale since these products are now freely accessible on the WiKi Iris Encyclopedia.
- Two other digital products were also added to the storefront: US Dept of Agriculture Bulletin #1406 and Louisville Hybridizers of the Past by Robert Strohman.

**A SPECIAL NOTE:** In August we received a challenging order. It was for a Bliss book, an Edmond's book as well as a copy of every single AIS Bulletin and Iris Chronicle. A payment of \$375 was sent for this purchase. I quickly realized that I could not copy the documents for this request on my own machine and that having each of these 58 publications reprinted would be monumentally expensive.

I called and spoke to the buyer and explained the situation. I told him I could immediately send him the books and a few AIS Bulletins that I already had copies of, but that the rest of the order were originals and having all of them recopied was beyond our capacity. I also told him that in the future we were hoping to have them digitalized because as they stood, their legibility was very challenging.

I explained that I would be refund most of his money, but he stopped me in mid-sentence and graciously donated the entire amount to us instead.

In the meantime Cathy Egerer was busily scanning catalogues. I contacted her about the decision I had made and that is when she offered to also scan the Iris Chronicles. After the scanning was completed this Fall, Cathy sent our donor a flash drive that included all the Iris Chronicles.

Thanks Cathy!

## Sales Detail for 2020:

1. AIS Bulletins: 3
2. Bliss book: 8
3. Cornell Bulletin: 3
4. Dream Gardener book: 4
5. Flash Drives: 2
6. Iris Chronicles: 5
7. Mahan book: 244 copies as of January 10, 2021
8. Note cards: 3
9. ROOTS back copies: 8
10. Wallace and Company Catalogue: 3

## Review of Expenses: (Excel Spreadsheet available on request)

- **Shipping:** I requested a total of \$475.00 from the Treasurer in 2020. This included purchase for shipping envelopes and a few reprinting of AIS Bulletins that I could not do on my own copier. The bulk of the expense was for shipping the Mahan book to domestic customers.
- **Purchase of Mahan Book:** \$1440 for 480 copies plus \$750 shipping via media mail. But this payment of expense was managed by the Treasurer.
- The Mahan book was shipped free to US locations and overseas buyers paid for flat rate Priority Mail to their location. We were unable to use Woo Commerce for overseas purchases and some of the Woo Commerce updates caused other ordering problems. (Some buyers were allowed to purchase the Mahan book C.O.D.)
- We used \$25.00 as a stipend for a submitted article for the Fall 2020 issue of ROOTS.
- As of today, I have a reserve of \$57.00.

**Suggestion:** Since several issues surfaced this year, our continued use of WooCommerce for our Store front should be critically reviewed.

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

Respectfully submitted Jan 10, 2021

Susan A. Flow  
Publication Sales Chair