

## **April Newsletter to be Last Mailed Newsletter**

To publish and mail the newsletter over the last two years has cost the club about \$24,000 per year. That is approximately \$3.08 per issue per Active/Associate member. Over the last two years only about \$18,000 per year was covered by National refund and advertisers. Therefore, it costs the club treasury around \$6,000/year to supplement the printing and mailing of the newsletter to our members and advertisers. Our region cannot afford to continue this trend. We investigated increasing the advertising costs and the number of advertisers but with the increases in pages plus continued printing and mailing cost increases we do not believe this is a sustainable solution. We then contacted other regions within Zone 4 and nationally to see how they have addressed the newsletter cost issue. Almost all of them have transitioned to electronic distribution; either hybrid or totally electronic.

Based on these factors the Board has decided to transition to a hybrid approach starting with the May issue of Uber. We will continue to send the newsletter electronically to your Email address and to post it on the WMR Web site. In addition, we will print and mail newsletters only to members that specifically request one along with our advertisers and other key marketing locations. Please keep in mind that if more than 15% of our membership requests printed copies mailed, we will need to implement an annual subscription fee of \$25.

### **What You Need to Do**

- Make sure your email address and **your family or affiliate member's** with PCA National is up to date and accurate
- Notify us by April 1st if you need a printed copy mailed
  - Call or email Glenn Eisenbrandt
    - geisenbrandt@gmail.com
    - 269-312-4984
  - Provide the following information
    - Name
    - PCA number
    - Agreement to \$25 subscription fee if required