

The Garden Club of Stuart, Inc. 2022-2023 Yearbook Report

LAYOUT/DESIGN

New graphics and several changes in the layout were incorporated into this year's design. Using the previous yearbook as a template, it was a smooth process to update many of the pages for this year. Karen Bonney chose to remove the Bylaws from the yearbook and make them available on the GCS website instead. Jan Stoorza was the main proofreader and Karen Bonney did a final review before going to press.

SPECIFICATIONS

200 copies
5.5" x 8.5"
60 pages including covers (26 in color, 34 in black and white)
7mm white spiral binding and 3-hole punch

COSTS

Quote: Advanced Printing, Stuart (printed yearbook last year) \$1,352.00 **Selected**
Quote: Minuteman Press, PSL \$1,555.32
Quote: Kinane Printing, Stuart \$1,920.00
Quote: Print House, PSL \$2,010.00

For yearbooks that were mailed, I used leftover 6" x 9" white self-seal Tyvek envelopes, mailing labels, and return address labels from last year, so no additional expense for these items was incurred.

Advanced Printing (\$6.76 per yearbook)	\$1,352.00
Metered postage applied to envelopes: 74 @ \$1.92 (purchased by Mary Jane DuCoin)	142.08
TOTAL	\$1,494.08

MAILING

All active and honorary members who were not personally given a yearbook were mailed their copy from the Palm City post office on August 31, 2022. I delivered all remaining extra yearbooks to Mary Jane DuCoin to hold for other GCS purposes and for new members as they join our club.

Distribution Breakdown

	Hand Delivered	Mailed	Notes
Allamanda	19		19 to Ellen Hamann
Hibiscus	24		24 to Mary Jane DuCoin (to Marty Neal)
Jacaranda		13	
Periwinkle		21	
Satin Leaf	26		26 to Susan Licari/Ali Hooker
Tabebuia	13	2	13 to Donna Berger
Members at Large		28	
Honorary Members		10	
TOTAL	82	74	
	SAVINGS	COST	
4 ounce postage @ \$1.92	\$157.44	\$142.08	

RECOMMENDATIONS

I would like to recommend changing the Bylaws to say that yearbooks would no longer be *required* to be mailed. As you can see in the grid above, four Circles are more than willing to distribute yearbooks prior to the first GCS meeting in October. This effort saves a lot of money. With the ever-increasing costs of printing, postage, Tyvek envelopes and labels, I would like to suggest that as many Circle presidents as possible consider adopting this common-sense procedure. The more yearbooks that can be delivered personally or held until vacationing members return, the more money the club can save. This year alone, we saved \$157.44 by having a member from Allamanda, Hibiscus, Satin Leaf and Tabebuia distribute yearbooks to their respective members. Without these cost-saving measures, coupled with the necessity to re-order additional supplies for next year, the yearbook budget may have to be increased again.

Another idea that's been floated is to place a pdf file of the yearbook on the GCS website that only members could access. This would allow all the information to be viewed when a physical copy of the yearbook may not be available.

Susan Licari
Yearbook Chairman
August 31, 2022