

## Publications

October 10,2011

To: President DeFlorio

From: Dave Smart, Publications Chair

President DeFlorio and Board

Money seems to be high on the list of priorities lately. That being the case, I will give you a brief overview on how we are doing and how we might be at this years end. As all of you know the economy has taken it's toll on everything. One of our main sources of income was the big ads in Fusion. In 2003 we had 35 big ads. This upcoming issue of Fusion,(Nov.2011) will only have about 23 big ads. That is several thousand dollars we will never receive and there is not a lot we can do about it. It puts us in the same situation as many companies across the USA. I believe the economy will improve but not as quickly as we would like. One hopeful sign is that we have 5 ads for scientific glassblowers in the November issue of Fusion.

The end of this years financial statement could be very close. From the information I have received from Bob Ponton (National Office Mgr.) we will be very close to breaking even and maybe a little ahead. We need ads. That is where our profit comes from. Past history has been that Fusion is a member benefit and not for generating a large amount of profit. We try to make enough to pay expenses with a reasonable amount left over to help us when things go wrong.

The Publication Committee is still working well and I see no reason to change anything at this time.

Respectfully,

David Smart, Publications Chair