

SUN CITY WEST "SILVER CELEBRATION – The First 25 Years"

Sales/Expense Forecast

Jan. 10, 2003

Potential Total Sales: 7,500 books at \$12 ea. = \$90,000

Expenses:	<u>Original Est.</u>	<u>Final Cost</u>	
Scanning, layout, preparation of index	\$ 2,000	\$ 3,200	
Allen "out-of-pocket"		400	
Fifty complimentary copies at cost (\$3)	160	150	
T-shirts, visors, recognition dinner	1,350	150	
Printing 7,500 copies	23,700	22,500	
Sales/warehousing/distribution fees (\$3/book)	22,500*	22,500*	
Donation to SCW Library (\$1/book)	<u>7,500</u>	<u>7,500</u>	HOLD
TOTAL EXPENSE	\$ 57,210	\$ 56,400	
Cost per book:	7.65	7.50	
 Net Income to SCAHS	 \$ 39,700**	 \$ 33,600	

- Less \$3/copy for books stored and sold by SCAHS)

** Estimate from original Marketing Plan

Sun City West Silver Celebration

MARKETING PLAN

November 2002

- Objectives:
- 1) Make it easy and attractive for Sun City West residents to obtain a copy of the Sun City West Silver Celebration book
 - 2) Gain visibility and funding for the Sun Cities Area Historical Society (SCAHS) through successful sale of this book.

- Overall Plan:
- I) Distribution and sales outlets that "make it easy" to obtain the book.
 - II) A selling price that "makes it attractive" to purchase the book
 - III) Gain visibility for the Sun Cities Area Historical Society

I) Distribution

- A) Use the Sun City West Visitors Center to provide convenient warehousing and monthly inventory reporting for Year 2003.
- B) Form a committee of Visitors Center volunteers to:
 - 1) Distribute books in bulk to authorized sales outlets
 - 2) Sell books at events planned by the 25th Anniversary Celebration Committee
- C) Obtain other outlets for year-long book sales; for example, the ~~Village Store~~, Hospital Gift Shop, SCAHS headquarters, as well as the SCW Visitors Center.
- D) Contact Grandview Terrace, Heritage Traditions and The Madison about selling the book to their residents.
- E) Contact Assisted Living facilities in Sun City West regarding their selling to interested patients.

II) Establishing the Selling Price

A) Estimated sales volume

- 1) Sun City experience: Sold 10,000 copies @ \$5.00 each in 1985 in a community of 38,000 with 23,000 households (Based on 1990 Census figures). Additional copies could have been sold, but the committee decided not to reprint it.
- 2) With 15,000 households in Sun City West, a proportionate number would be 6,500 copies, assuming an equally attractive price. Based on the fact that more copies of "Jubilee" could have been sold had it been reprinted, the History Committee believes that at least 7,500 copies will be purchased.

B) Cost Elements

- | | | | | |
|--------------|----------------|-----------|-------------|--|
| 1) Printing: | 5,000 copies: | 18,480.00 | \$3.70 each | |
| | 7,500 copies: | 23,690.00 | \$3.15 each | |
| | 10,000 copies: | 27,906.00 | \$2.80 each | |
| Reprinting: | 1,000 copies: | 6,057.00 | \$6.05 each | |
| | 2,500 copies: | 9,835.00 | \$3.95 each | |
- 2) Scanning of illustrations, artwork, book layout, preparation of index: \$2,000
- 2) Warehousing, distribution, inventory control and monthly reporting: \$1/copy
- 3) Sales fee of \$2/copy to authorized outlets.
- 4) Miscellaneous costs:
- a) 50 T-shirts, visors for volunteers selling at 25th Anniversary events: \$400
 - b) Recognition dinner for History Committee
 - 28 committee members and spouses @ \$25 ea. \$700
 - 10 SCAHS Board officers @\$25 ea. \$250
 - c) Complimentary copies for SCAHS Board members, History Committee members, Sun City West and Sun City libraries, key contributors and local media: 50 copies @ cost = \$160

22,988
- 519

22,469

5) Total Cost:	5,000 Copies	7,500 Copies	10,000 Copies
Printing & Prep	\$ 20,480	\$ 25,690	\$ 29,906
Warehousing	5,000	7,500	10,000
Sales Fees	10,000	15,000	20,000
Miscellaneous	1,510	1,510	1,510
TOTAL	\$ 36,990	\$ 49,700	\$ 61,416
Cost per copy	\$ 7.40	\$ 6.63	\$ 6.14

C) Potential Selling Prices

- 1) \$5.00 cost of 1985 "Jubilee" adjusted for inflation would be \$8.18 in 2003
- 2) History Committee recommendation: \$8.50 to \$15 per copy
- 3) Perceived absolute top price for book: \$15 per copy
- 4) Based on above selling prices and 7,450 copies (7,500 less 50 complimentary copies):

	\$8/copy	\$10/copy	\$12/copy	\$15/copy
Revenues	\$ 59,600	\$74,500	\$89,400	\$111,750
Less Cost	<u>49,700</u>	<u>49,700</u>	<u>49,700</u>	<u>49,700</u>
SCAHS Income	\$9,900	\$24,800	\$39,700	\$62,050

- 5) Estimating the effect price may have on volume...one scenario:

Suppose the \$8 price led to selling 9,000 copies (a 20% increase in volume),
7,500 were sold at \$10 or \$12 (price didn't affect volume), and
6,000 were sold at \$15 (a 20% decrease in volume)...

	\$8/copy (8,950 copies)	\$10/copy (7,450 copies)	\$12/copy (7,450 copies)	\$15/copy (5,950 copies)
Revenues	\$71,600	\$74,500	\$89,400	\$89,250
Less Cost	<u>61,700*</u>	<u>49,700</u>	<u>49,700</u>	<u>46,700</u>
SCAHS Income	\$9,900	\$24,800	\$39,700	\$42,550**

*Assumes 7,500 copies were printed, and another 1,500 had to be ordered:
Printing & Prep of 7,500 (\$25,690) + reprinting 1,500 (Est. \$7,500) + ware-
housing (\$9,000) + sales fees (\$18,000) + miscellaneous (\$1,510) = \$61,500

**Another 1,500 copies would still be available for sale, bringing in an
additional \$22,500 less \$3,000 selling cost when they finally are sold.

**RECOMMENDATION: PRICE THE BOOK AT \$12
to make it a good value and affordable, to simplify
making change and bookkeeping, and to provide
significant income to the Historical Society.**

III Gaining Visibility for the Sun Cities Area Historical Society

- A. Publicity as book's sponsor
 - 1) Interest-building weekly quizzes on historical facts in local newspaper
 - 2) Articles about upcoming book to local newspapers
 - 3) Provide advance copy of book to local newspapers from Historical Society
 - 4) Poster on the sales table featuring Historical Society's sponsorship
- B) "Book-mark" given with each book featuring the Historical Society and including a coupon for "2 for 1 Membership Special," or a special reduced fee for Sun City West members who purchase the book.
- C) Historical Society mentioned on book's rear cover, title flyleaf and acknowledgements page.
- D) Historical Society to contact Rec Centers about having a table at the Newcomers orientation and to have copies of the book on sale there.

Good Morning, Connie! (7/22/02)

I've got a couple of questions that I hope you can help me with -- or direct me to someone who might have the answers.

8/4/02

① Does the Historical Society have a sales tax exemption number? If so, we won't have to pay sales tax to the printer. ^{- Yes}
501 (c) (3)

2) Does the Historical Society pay sales tax on items it sells at its location on Oakmont? *NO - Doesn't matter where we sell them*

3) If the Historical Society uses another organization to sell books, will we need to pay a sales tax on those copies? Does the answer depend on whether or not the selling organization is tax-exempt? *Yes - Probably tax-paying outlet would collect sales tax
consignment item which may be 60/40 or 70/30*

4) What exactly is the tax-exempt status of the Historical Society? What classification does it fall under? *501 (c) (3)*

I thought perhaps the Art Museum might have legal counsel that could help us with this. If you would prefer that I conact them, just let me know who to call.

Thanks for your help! I hope you are staying cool through what appears to be a hot, dry summer.

Best Regards,

Ed Allen

Rise - Half-day book selling featuring SCAHS History Committee



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To: edsonallen@yahoo.com

CC: judenshaves@msn.com, wbsilvis@aol.com, streetpl@aol.com, marleevog@aol.com, edsonallen@yahoo.com, deebal1@juno.com, tobycarlin@aol.com, loucoor@aol.com, griggsraybarb@aol.com, jlarsonfl@cs.com, emccraith@juno.com, bnelson698@aol.com, joruck@juno.com, usn52@aol.com

Date: Sat, 21 Dec 2002 15:51:48 -0700

Subject: Re: SCW History Book On Its Way to Printer!

From: "Elaine McCraith" <emccraith@juno.com> | [This is Spam](#) | [Add to Address Book](#)

Ed, You are making progress. You can take the holiday for a rest. It sounds like you will have your books ready for the opening parties at Palm Ridge and the Johnson social halls. Have your volunteers ready and you table and change. Get in touch when you are ready. Elaine

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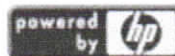
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To: edsonallen@yahoo.com

CC: jdavisn@aol.com, deetennis@aol.com, MARGELOEFFLER@MSN.COM, marleevog@aol.com

Date: Wed, 6 Nov 2002 18:57:54 -0700

From: "Elaine McCraith" <emccraith@juno.com> | [This is Spam](#) | [Add to Address Book](#)

Ed, Our calendar of events is not final yet; it still fluxuates as dates have been changed to meet space accomadations and other big events which have been set previously. About the end of Dec. we hope to have things in permanent (if possible) time slots. When you have your book ready to go, get in touch and we can match your selling with large events that are permanently set. This should not need Rec Ctr or Bd. approval as the time schedule has been decided and approved for most of them and you can work your book sales along with these events.

As I have suggested before to get a good traffic flow you might want to be getting things in position to sell at some of the stores after the first of the year. This takes some advance timing and would give you a good traffic volumn. Hear from you when you are ready to go. Elaine

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Thanks for the advice, Elaine. I'll be back to you with more specific details on the book's availability.

Lee was gone most of the summer -- out east in New Jersey, I think, and didn't respond to the emails regarding the marketing plan. I know my emails must have been getting through as he did respond to the one asking if committee members wanted to review any specific chapters. Probably what he meant is that he hasn't seen the final plan, and therefore doesn't know where things stand. He and the other History Committee members will be brought up to speed at our Nov. 5 meeting.

Let's stay in touch.

ED

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To: edsonallen@yahoo.com

CC: deetennis@aol.com

Date: Fri, 11 Oct 2002 10:56:30 -0700

Subject: Re: Governing Board Approval

From: "Elaine McCraith" <emccraith@juno.com> | [This is Spam](#) | [Add to Address Book](#)

Ed, At our anniversary meeting yesterday noone spoke up about speaking to you and working on sales for the book. Do you remember who it was that spoke to you about selling the books? Lee was at yesterday's meeting and seemed not to be aware of the selling plans. What we will still do is wait for your book to be ready and I have one and then we will know when you are ready to sell them. Dee and Marge have a schedule of events where there will be large attendances and arrangements will be made to have the bells and cookbooks etc. available and the books can be there too. Final arrangements have not been made for all of these events ahead since the bells are ready to go now and we are working on them at the moment. Keep me informed of your progress for printing and when you will be ready to sell. I did not approach the Board until the bells had arrived and we knew that we had a sales chairman and volunteers. You will need volunteers to man your table and keep track of your funds etc. since ours are going through the Rec. Ctr. with our treasurer. In view of the current atmosphere we are keeping very close track of all expenditures and income.

I had not come to your meetings or been active, as you know, since the time that Eleanor wrote her pieces from her viewpoint and did not seem interested in any other input. Elaine

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Email to Elaine McCraith-Anderson 10/10/02

Regarding selling plans, Elaine. You're right that you never heard about them at any of our History Committee meetings as they were developed this summer. I checked my email list for the History Committee, and you are on it -- in fact, that's where I turned to get your address to send you my request regarding the Governing Board. So I know I've been sending emails to the proper address.

On July 7, I sent each History Committee member an email with the proposed objectives for the sale of the book, along with some facts I'd turned up on possible sales volume and price. I asked for comments and a number -- not all -- committee members responded.

Based on this input, I developed a full-fledged marketing plan which I emailed to all committee members on July 29. I've incorporated the comments I received into a final plan for presentation to the Historical Society Board on Nov. 8. At that time, they will approve or modify our recommended plan, including first print quantity and selling price.

I sent out a third email to each committee member when the drafts had been completed for all chapters. To cut down on the amount of paper being sent, I proposed sending complete manuscripts to the four History Committee members who also are on the Historical Society Board. I included a Table of Contents, offering to send specific chapters to any who were interested. Some responded, but again, not all.

I have tried to keep you abreast of all our activities and proposals, but have had no feedback. Since the email regarding the Governing Board got through to you OK, I know my email address book is correct. So I'm at a loss to understand how you could not be familiar with our selling plan.



If you like, I'd be happy to meet with you when we return to SCW, and go over these items with you. I've felt it important to continue to send you information about our committee's progress as you have made significant contributions. I suspected that the Anniversary Committee planning was taking much of your time (along with all the turmoil over the GMs, etc), and that was the reason I wasn't hearing from you.

I think we both share a common goal of making SCW's 25th year a celebration to remember. Our two committees have worked independently of one another for good reasons but we have tried to stay in touch through Lee Vogel. Our two-year effort to compile the community's history is almost over, and I feel confident that the history book will complement the activities the Anniversary Committee is planning. It seems a natural tie-in to the anniversary celebration, and I'd appreciate your continued support in helping us make this book readily available to as many residents as possible.



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To: edsonallen@yahoo.com
Date: Thu, 10 Oct 2002 16:37:12 -0700
Subject: Re: Governing Board Approval
From: "Elaine McCraith" <emccraith@juno.com> | [This is Spam](#) | [Add to Address Book](#)

Ed, When you have a book and are ready to sell them let me know. I never heard at any of your meetings what your selling plans were. We had a committee meeting today of the activities which are planned and I was asked to present your request of selling. The committee was agreeable to what I had told you. It has been time consuming to coordinate our selling schedule with all the powers that be. When you are ready to sell check with me and we can then see where we are time wise and what can be coordinated. Elaine

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Allen Youngs - 623-975-9624
akyjayscw@aol.com

Elaine MacCraith - Anderson 584-3471
emccraith@juno.com
Sent email 10/8/02

Next Bd mtg Oct. 24 - 4th Thursday of each month

Email to Elaine McCraith-Anderson 10-10-02

Thanks for the info, Elaine. Here's where we stand on the book.

The 24 chapters have all been written and edited by Bruce. As you will recall, I offered committee members the opportunity to read sections of interest to them, and I expect the last comments to be returned to me by the end of October. A graphic designer is at work, scanning photos and laying out one chapter. We have a History Committee meeting on Nov. 5 and a Sun Cities Area Historical Society board meeting on Nov. 8. At that time, I will request approval to proceed with printing. I'll have printing quotes by that time also. All that will remain will be to contact the three local papers to see if we can find originals of photos that appeared in their papers that we wish to use in the book, and to complete the book layout.

All materials should be ready to go to the printer by Dec. 1. They each have assured me that they would then be able to promise completed copies by Jan. 31, in time for the first anniversary events.

I expect we should get Governing Board approval before the books are actually available at the end of January -- especially if we hope to sell them at anniversary activities the following month. Perhaps the best thing is to prepare a short presentation on the book, its contents and appearance, and request to personally present them to the Governing Board at the Nov. meeting.

We want to make it as easy as possible for residents to acquire this book. I'm, sure you will agree that coordinating with anniversary events will be the best way to accomplish this. We don't need a lot of space -- a card table probably will be sufficient.

Hope to see you at the History Committee meeting on Nov. 5.



Best regards,

Ed Allen



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To: edsonallen@yahoo.com

CC: akyjayscw@aol.com

Date: Wed, 9 Oct 2002 18:30:19 -0700

Subject: Re: Governing Board Approval

From: "Elaine McCraith" <emccraith@juno.com> | [This is Spam](#) | [Add to Address Book](#)

Ed, Quite frankly I was interested in getting the sale of the bells started. I do not know when your books will be ready to sell. To sell them on the Rec. property we were told that our committee needed permission by each staff person in the area to be sold. Some of these locations do not have room for two and three tables at the same time due to space and the active traffic that takes place. To sell outside of the local stores you need permission from the manager ahead of time which you could arrange. Permission is needed due to insurance etc.

Why don't you let me know when the books will be ready for sale and see that I have one. I can show it to Allen and the Board and then see what arrangements can be made to set you up as a vender. As it stands by mutual agreement the two committees are separate entities - one of us is under the Gov. Bd. as an appointed committee and one is not.

Keep in touch and we will see what activities are planned to take place following the publishing of your book and which 2 or 3 will be able to accomodate your committee salespersons. Have you inquired of the Visitors Center for space and time?

I am anxious to see the completed edition and the cover etc. Elaine

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Email to Elaine McCraith-Anerson 10/09/02

Greetings, Elaine. I read with interest your dialogue with Mr. Finn in last week's WESTER. I think you made an excellent suggestion but doubt that he will move. Too bad.

I have a question for you. Earlier this year, I asked the Anniversary Committee if they had any objection to our selling the SCW History Book at their various activities throughout the anniversary year. The answer came back that they had no objection.

The WESTER reported that you asked the Governing Board for permission for the Anniversary Committee to sell the special bells on Rec Centers property, and that caused me to realize that we may need approval from more than the Anniversary Committee. Since you have been involved with the SCW History project, would you be willing to ask the board for their permission for the Sun Cities Area Historical Society to sell the SCW history book on Rec Centers property in conjunction with other 25th anniversary activities?

While this history project is sponsored by the Historical Society, we are looking at partnering with the SCW Visitors Center for warehousing, distribution and sale of the book. This has not been finalized but is under discussion. As you may know, the Historical Society has a small membership and we need a broader base of SCW-based volunteers to help with the sale of this book. The Visitors Center has expressed interest in helping and it looks like it would be their volunteers (all SCW residents) who would staff a sales table at each of the anniversary events.

Please let me know if you would be willing to submit this request to the Governing Board, or if there is some process or forms we should be using, please advise the proper way to submit this request.

Many thanks! We'll be returning to SCW in two weeks, and should be there by Nov. 1. As you know, the book is written and currently in various hands for a final reading. I hope to have all the comments by Nov. 1 so we can discuss the final steps at our History Committee meeting on Nov. 5. Hope to see you there!

Best regards,

Ed Allen



RECREATION CENTERS OF SUN CITY WEST, INC.

19803 R. H. JOHNSON BOULEVARD SUN CITY WEST, ARIZONA 85375

623-544-6110 FAX 623-544-6050

June 28, 2002

Mr. Edson F. Allen
3826 Glidden Drive
Sturgeon Bay, WI 54235

Dear Ed,

Thank you for your letter regarding the sale of the Sun City West History Book. As a rule, the Village Store is solely for the use of the Association to provide Chartered Club Members with a centralized sales location to promote their arts and crafts activities. However, in light of the fact that the book you have contacted us about is a history of Sun City West's first 25 years, we would like to have it available for our members to buy. Therefore we will authorize you to sell the Sun City West History Book through the Village Store. We cannot sell books through our library, but we can advertise the book and that it will be available for sale at the Village Store.

The Recreation Centers has established a "Village Store" Operating Contingency Fund. This fund is used exclusively to offset any annual net short fall in operating income. This policy applies to all clubs offering items for sale at the Village Store. The goal of the Village store is to operate on a "break-even" basis. This contingency is funded by retaining a 16% consignment fee on the sales proceeds of all items. If this is acceptable to you we would be more than happy to sell your book out of the Village Store. Your point of contact would be our Senior Manager of Leisure Services, Sam Graziano who can be reached at the RH Johnson Rec. Center on (623) 544-6000, ext. 1050. Any questions regarding this should be directed to him. Thank you for taking the time to contact us.

Sincerely,

Jon Cannon
General Manager
Recreation Centers of Sun City West, Inc.

Cc: S. Graziano
M. Barney
M. Hall

File

SUN CITIES AREA HISTORICAL SOCIETY

10801 Oakmont Drive, Sun City, AZ 85351

June 18, 2002

To: General Manager, Recreation Centers of Sun City West, Inc.

Re: Sale of Sun City West History Book

As you may be aware, the Sun Cities Area Historical Society is sponsoring the writing of a history of Sun City West's first 25 years. It's planned to have this book published in time for the anniversary celebrations beginning in February 2003.

As the final chapters are being written, work is beginning on the marketing plan for this book. Sales outlets are a key component. The Anniversary Committee has given us approval to sell books at each of their planned events. In addition, we would like to find three or four more year-round sales outlets.

We thought immediately of the Village Store, and contacted them. They told us that they only sell items produced by chartered clubs, and referred us to you for any departure from this policy. We have also contacted the Library, but learned that the librarian was away at a conference. Since the Library also falls under your jurisdiction, we would like to know if we may have your permission to pursue this with them.

The Sun City West Visitors Center has agreed to place the book on sale and two other outlets under consideration.

We have not yet established a price for the book. We want to make the price attractive so that as many people buy it as possible. At the same time, this is a fund-raising activity for the Historical Society, and we are seeking to find the right balance between sales price and income.

We anticipate the price to be somewhere between \$8.95 and \$15.95. The book will be 6x9-inches in size, contain approximately 250 pages with 80-100 illustrations, and have an attractive 4-color, soft cover. Incidentally, the cover design favored by the History Committee features a photo of the Library tower – Sun City West's most prominent landmark. The pricing will include a fee for the selling organization. We need input from prospective sales outlet as to what would be fair and attractive to them.

Books would be provided on a consignment basis with unsold books returnable for credit. It's expected that the great majority of sales will occur during the anniversary year. At the end of 2003, interest in continuing will be discussed with each sales outlet.

May we have your permission to sell the History of Sun City West through the Village Store and the Library? If so, we will approach each of them to see if they are willing to handle this, and to work out the details. I would appreciate your contacting me at my summer address by July 15. Thank you!

Sincerely,

Edson F. Allen, Chairperson, Sun City West History Project
(920) 746-0515 edsonallen@yahoo.com
3826 Glidden Drive, Sturgeon Bay, WI 54235

MARKETING PLAN COMMENTS

J Larson - Fine - add that new residents will want to acquire copies in subsequent year

J Schoeberle - Round off cost to even \$10 to make as available as possible to as many as possible
to people on fixed income

- Liked bookmark w/ 2-for-1 membership idea

- Both she & Dennis are available to help w/ distribution

D Balaker - Looks OK

Use "old-timers" to check manuscript

J Freeman - Sell only at VC and 25th Aniv Events - simplify bookkeeping
T-shirts & visors unnecessary expense

Recognition dinner - informal beer & hot dogs - Too much \$

Round price off to \$12⁰⁰ - easier bookkeeping

"Spending \$17,000 on distribution" Ouch!

B Brogenia Add SCARHS to outlets for year-long book sales

How many complimentary copies to SCARHS

Give comp copies to SC (& SCW) libraries

Overlap on comp copies - Bd member & Hist. Comm. member?

Who are "key contributors?"

Which 10 SCARHS Bd member for recog. dinner? Overlap w/ Hist. Com.

Why \$25⁰⁰

Like \$11.95 Print 10,000

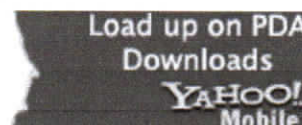
J. Ruck \$10 - will sell more books at \$10 or less. Incidentally, what is the money used for, anyway?



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- SCW History
- Sun City West

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To: edsonallen@yahoo.com

Date: Fri, 9 Aug 2002 18:03:06 -0700

Subject: No success

From: "Jo Ruck" <joruck@juno.com> | This is Spam | Add to Address Book

Hi, Ed -

Sorry to say, but I guess I've come to the end of the investigative trail. Olga (isn't that a wonderful name for mystery and intrigue) at the county was not able to help me in my search, other than to say that Sandy Goldstein was on the board during the time frame specified. As I had already spoken to him, perhaps he just doesn't remember the "Bob" incident, other than meeting him just before the store opened. So you'll have to decide whether or not to go with what you have. I just couldn't unearth any further insight -- sorry!

As to the marketing plan, it is certainly comprehensive and effective. My only question is the selling price of \$11.95 rather than \$12.00. I understand that prices ending in .95 appear to be less than a round number, but I think we are all mature enough to know the psychology of that principle, and I feel it would be much easier to collect a rounded amount. Not everyone will be paying by check, and collecting the change will be an unnecessary task. I remember this being discussed in the last meeting, and I expressed this opinion at that time -- and it is just that -- my opinion, and I will certainly go along with whatever decision is reached.

Thanks for letting me share in this entire endeavor. Hope you're still enjoying your summer.

Jo

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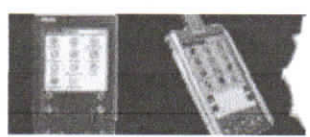
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To: edsonallen@yahoo.com
Date: Sat, 10 Aug 2002 21:12:31 -0700
Subject: Re: Book price
From: "Jo Ruck" <joruck@juno.com> | [This is Spam](#) | [Add to Address Book](#)

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- Printers
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- Registrations
- Rockwell
- SCW History
- Sun City West

Actually, Ed, \$10 would get my vote. I had favored this, or even less, at the meeting, but it seemed the majority suggested \$12--I thought I even heard \$15. I definitely think we'd sell more books at \$10 (or even less), and still make a good amount for the society. Incidentally, what is the money used for, anyway? I don't know much about the organization and its expenses.

Jo

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August 1, 2002

Dear Ed -

Regarding your Marketing Plan Draft:

- please add "SCAHS" to outlets for yearlong book sales
- how many complimentary copies to SCAHS?
- can complimentary copies be given to SC librarians - Bell End Fairway?
- is there overlap for complimentary copies - Bd. members and History Committee members?
- who are "key contributors"?
- which "10 SCAHS" Bd members "for Recognition"

dinner? Overlap, again
with History Committee?
Why \$25.00?

- I still like \$11.95 for
a price and 10,000 for the
1st printing. Second printing
(1,000 to 2,500) will
depend on how fast books
sell and how fast reprint
will take - I believe you
said it wouldn't take long.

Yours,
Barbara

Edson Allen
3826 Glidden Drive
Sturgeon Bay, WI 54235
E-mail: edsonallen@yahoo.com

August 12, 2002

Hi Barbara!

Thanks for your letter with the comments on the marketing plan. I've added your suggestion to provide comp copies for the SC and SCW libraries. Also, to add SCAHS to the outlets for yearlong book sales.

As for complimentary copies for SCAHS, all the books belong to SCAHS so they can help themselves to whatever they need. I tried to anticipate the number of copies they would want to hand out free-of-charge: to members of the History Committee, to SCAHS Board members, to media and to key contributors. Will add the libraries to this list and that should be about all that SCAHS gives out free. Of course, the Board can add to this list at any time.

You asked about an overlap in complimentary copies between the Board and the committee. I tried to count people like yourself, Phyllis, Jane, Judy and myself only once in coming up with the number shown.

"Key contributors" are individuals like Jim Boswell, Chuck Roach, Tom Ryan and John Waldron -- former and present Del Webb contributors.

You also asked "which 10 SCAHS Board members for the Recognition dinner?" My list of SCAHS "Board of Turstees" members shows 15 names. Since 5 of us were counted in to the History Committee total, I deducted them to come up with 10. Did I miss someone?

"Why \$25 for a Recognition Dinner?" Just an estimate for dinner and a cocktail. Could be more depending on where we go. Briarwood might be a nice location since we held so many meetings there -- and the food is superb. I'd like us to treat the committee in a first-class fashion as they've put in a lot of time and effort. When I look around at how other organizations treat special contributors with drinks, extensive buffets and entertainment, \$25/head is pretty cheap.

I expect that Connie will not be in favor of such treatment (she denied a \$21 expense I had for a luncheon meeting with Chuck Roach so that turned out to be my treat) but I plan to look into some of the recognition activities the Art Museum sponsors to be ready for her!

Thanks, again, for all your help, Barbara! It's been great working with you as you are very conscientious and thorough -- characteristics that will add to the accuracy of this history.

Sincerely yours,

August 02, 2002

Dear Ed,

Hope this reaches you by Aug 5th.

A few comments=

DISTRIBUTION - again I say, sell only at
Visitor's Center & 40th events

Too many outlets become an inventory
nightmare and you lose control

We should not have to pay someone to sell
the book - Visitor's Cntr ok as they are
storing and inventorying. Unnecessary
expense.

Misc-costs: T shirts & visors unnecessary
expense

Recognition dinner - keep it
informal - beer and hotdogs, etc. let your
hair down and have a "blast" Much too much
\$\$\$\$ to spend on such an event - almost a 1,000

The main object object %% as I understand it
is a money raiser for SCAHS - you can still
have a good time on a "budget" event.

FINAL COST: Round off price to \$12.00.
easier bookkeeping and 5¢ won't
lose a sale.

As I see it you are spending about 17,000 on
distribution.....ouch

Jane



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To:edsonallen@Yahoo.com
Date:Tue, 30 Jul 2002 18:43:11 -0700
Subject:Re: Draft of Marketing Plan
From:deebal1@juno.com | [Block Address](#) | [Add to Address Book](#)

Hi Ed,
 Your marketing draft sounds good to me.

As far as the copies of the manuscript goes, I have a few comments. The Historical Society members is fine with me. However, except for you, they do not live in SCW, and have limited knowledge of the first 25 years here. Perhaps some of the "oldtimers" could check on some of the actual facts. Elaine McCraith-Anderson has been active in the political scene for some time and on the Rec. Ctr Board. By the way, her husband passed away recently and she was moving into Grandview Terrace the day I called her re early presidents. For instance, when typing info for some clubs for Barbara, I found two cases where her info was incorrect as I was active in the clubs mentioned - and she corrected or deleted the info. Perhaps the first General Manager, who still lives here, would have good over all knowledge. This is just a thought - don't know how much changing you would do at this point. Or a few of the Pioneers who have different interests in SCW.

I mentioned the Sunshine Serendars to Barbara, and we sort of agreed that they could be placed under the Volunteer section. By the way, they are entertaining us at our Sept. meeting of the New York State Club.

Another message follows.

Dee

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Freeman: 10,000 \$ 10-12 \$ 20-25 for 25th Anniv
Sell at VC and 25th Anniv + Del Webb book
events only, + SCAMS
Check sales tax implications
of selling elsewhere. Have 150

Street 10,000 10-12

Ruck 6,500 is certainly reasonable (low-high)
\$10-15 Prefer \$12
should exceed that w/ publicity, right sales outlets, attractive price

Nelson \$10.95 to \$12.95 A higher price will reduce sales volume

Brozeman 10,000 Sell for \$15 Don't market w/ DW book

Silvis Figure half the homes in SCW
Sell thru VC, Library, Village Store, tables at Safeway & Walgreen
\$8.50 - \$8.95 most appealing

Carlino 6,500 good target \$10 very reasonable \$15 tops

From: StreetPL@aol.com | Block Address | Add to Address Book
Date: Sat, 29 Jun 2002 17:12:13 EDT
Subject: Jane's answer, courtesy pls.
To: edsonallen@yahoo.com

Hi Ed. Good to hear from you and hope I can answer your concerns.

1. Webb's wish was to have his ashes scattered over desert but for some reason this was not permitted so ashes were scattered over mountains north of SC.
2. "Wevv's passion for honesty..." Cannot verify this so better say, "it has been said..." Webb knew FDR and it was a meeting with him that a large military contract was awarded on a handshake." # 1 & 2 were checked with Dick Kemp, then the PR man for Webb Corp.
3. From DEL WEBB THE MAN, THE COMPANY, PAGE 143.. as the first publicly held company to be licensed in Nevada, Webb paved the way for other public companies..." Nev. at that time was the only state to have gambling, if I'm not mistaken.
4. Grandview Terrace..for info from THE source, contact Gail Chase, the Director...she's quite a gal.
5. Sun Health - Linda Tyler is the best bet.

---Book review - the more people you involve the longer the delay. You and Bruce should have the final say. You might want to run it past one or two people ---especially Phyllis as she's been on top of everything. (Here I speak for myself---that probably should be interpreted, I never really have my feet on the ground. And I think Jane would be a good one to read it ! This insert is not part of Jane's message.

Distribution of book: stay way from commercial outlets. Concentrate on 25th Anniversary events and Visitors Center. We had volunteers "man" the tables at various events selling the book. You will move most of them at the anniversary events. If you go thru the Rec centers you may have to charge sales tax. (You might want to check on sales tax- we don't want SCAHS being notified down the line we owe tax money. If sales go through non-profits should be ok. Is Visitor's Center non-Profit?

If you have not already done so, you should contact the Library of Congress (or copyright office) and get all the necessary forms for getting your copyright. This is then printed on the flyleaf in your book. See JUBILEE.

Let me know if I have not answered all your concerns. Jane.

7-1-02 E-mail to Phyllis Street

Thanks, Phyllis, for relaying Jane's comments. Evidently she doesn't feel it is necessary for the 4 History committee/SCAHS Board members to read the manuscript. How do you feel about that? That would add Barbara and Judy to you and Jane.

I guess I'm a little concerned as I told our committee at our last meeting that I would be sending each of them a copy of the final manuscript. Are they going to feel I am trying to cut them out of the final stage of the book? Being too independent??

Maybe the thing to do is to send out an e-mail to everyone, saying I've been in contact with Jane Freeman to learn how they handled the final stages of Jubilee ... and her advice was to limit the last-minute reviews to a couple of people, plus the editor.

How do you think I should handle this? I guess I'm a little sensitive because of being viewed as "dictatorial" for the way I pursued the "Lizard Acres" cover design. The last thing I want is for this to be "Ed's book" ... "He took it and went off on his own." It's worrisome enough that the anniversary Committee made the comments to the Independent reporter about our wanting no part of them. We don't need this kind of publicity for the book. Fortunately, he checked with us before printing their comments.

By the way, has the article appeared in the Independent yet?

Thanks for your advice, Phyllis.

ED

Edson Allen
3826 Glidden Drive
Sturgeon Bay, WI 54235
E-mail: edsonallen@yahoo.com

June 24, 2002

Dear Jane!

We watch the weather reports for Arizona, hoping some rain will come your way. We've had more than our share up here in Wisconsin, and would be happy to send your firefighters some. It's been a cold, drizzly May and June -- just right for working on the SCW history!

For your info, 13 chapters are done, and back from Bruce Ellison, our copy editor. The remaining 11 are nearly complete, although I haven't received anything for the chapter on "Assisted Living."

Bruce raised three questions on material in the chapters you provided. He suggested I add a line to the Del Webb chapter, stating that "His ashes were scattered over his beloved desert." Do you know whether or not this was true?

Bruce has also flagged several places where we referred to "biggest" or "first" or some other superlative, and said we should add attribution to the claim. One of these occurs in the chapter on the Del Webb Company where it is stated that "Webb's passion for honesty won him the distinction of being the only builder awarded government contracts on the basis of his work and a handshake." Who can we attribute that "only" to? Webb company officials? Or, did some congressman say that?

Similarly, we state that "Webb's was the first publicly owned company to enter the gaming field..." How do we know that it was first? If we're not sure, we can always make it "one of the first", or cite a newspaper article or book where this statement appeared. Can you help me with the source for these two claims?

On a different subject, I'd like your opinion on how I should proceed once the book has been written, checked by Bruce, and corrected. Originally, I had thought I'd send a complete manuscript to each of the History Committee members, but that's a lot of paper - and I could be swamped with comments.

I'm leaning toward just sending complete manuscripts to the committee members who are also on the Historical Society Board. That would allow the Board some input into the final product, without involving Board members who have had no involvement with the project. Connie seemed to be hinting she wanted to be involved so I asked her pointblank if she expected to see the manuscript before the book was published. She backed off,

and asked me to get her one of the first copies off the press!

How does involving the Historical Society Board members in a final review sound to you? That would mean you, Barbara Brozeman, Phyllis Street and Judy Schoeberle. I would like some other eyes to review my picture selection as I've pretty much done that for the entire book. There may be other, or better pictures that should be considered, and I'd appreciate help on that front. But that means reading the text as the two are closely related.

I imagine there may be one or two History Committee members who may want to review the entire package -- Elaine MacCraith-Anderson comes to mind, and I suppose I could supply a manuscript to any who ask. Incidentally, I have sent major sections to various organizations for their review. I'm about to send the section on the hospital and Sun Health to Linda Tyler. She's been very helpful in getting me in touch with key individuals. Do you know Linda? Is there someone else that I should send this section to? My experience with Sun Health's response is colored by the way the few paragraphs on Grandview Terrace have been passed back and forth -- and it's been over six months with nothing concrete! If I do send it to Linda, I will give her a due date and tell her that if I don't hear back by that date, I will assume everything is OK.

I've started work on a "Marketing Plan" to lay out how we will distribute the book, price it, keep track of inventory, etc. The Visitors Center (where I also volunteer) has offered to provide space for the inventory, and to keep records on sales. I've contacted the Rec Center for their OK to allow the book to be sold in the Village Store and the Library. I thought I'd also contact the hospital gift shop. A fourth outlet would be the Visitors Center. The primary sales outlet, however will be sales at the various 25th anniversary events. Volunteers from the Visitors Center will help with this.

Where did you sell copies of "Jubilee?" Did you sell them through commercial outlets -- for example, Connie's suggestion of Walgreen's? While it might be nice to have them in all the stores, the logistics of distributing them and keeping accurate records makes me want to settle for 4 or 5 sales outlets. I really think that we'll sell 80-90% of the copies at the various anniversary events. What's your opinion?

Jane, anything else you'd care to suggest would be most welcome! I greatly appreciate all the help you have given me on this project. We'd never have been this far without you!

If you'd like to talk this over, my number is 920-746-0515. Give me a call when it's convenient, and I'll call you back. It will just be one more call that I'll be charging back to the Historical Society.

Hope you are saying cool and having a great summer!

Ed Allen

Ed -

For whatever they're worth (+ I don't think a lot), here are my thoughts on the Marketing Plan:

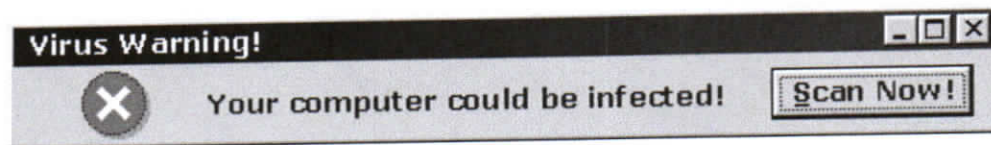
Based upon the figures you've been dealing with, I would guess 6,500 copies is a possible figure or target.

Of course, we'd like to make a big profit for the SCAHS, but keeping a reasonable price for the book in mind, I would guess that \$10 is very reasonable & \$15 would be as high as I'd go. We don't want to scare people off + yet with the cost of things today, \$15 would not be unreasonable.

These are my "best guesses"!! You are undoubtedly in the best position to make this decision.

Good Luck (+ how's the fishing?).

Jerry



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To: edsonallen@yahoo.com
Date: Mon, 8 Jul 2002 20:15:59 -0700
Subject: SCW History
From: "Jo Ruck" <joruck@juno.com> | [Block Address](#) | [Add to Address Book](#)

Hi, Ed -

I had been planning to write you, and then your message came. I'm sure you've seen, or heard about, the article in the Independent. I thought it was very good coverage.

Now, as to your question -- my first thought was trying to recall if you had ever said that each person would receive a copy of the manuscript before publication. I honestly don't remember; however, if that was specifically stated, then I would say that you should follow through and provide it to everyone, at least as a courtesy. If you decide to do this, the point should be made that it is for informational purposes only, and that publication deadlines do not provide for changes to be made. You are correct about the difficulty in assessing what would be considered "important" -- that is very subjective, so I wouldn't leave myself open to that option at all. I have been very impressed by the thoroughness that has been exhibited in research, documentation, etc. on the part of all the writers, so I doubt that anything really major will be unearthed at this time.

Personally, I wouldn't have a problem in not being provided a pre-publication copy, since I really didn't make any contribution to the actual written content. However, putting myself in the place of those who did, I think there may be a possibility of feeling "slighted," depending on the sensitivity level of each participant. I may be wrong here, because I don't know any of these people well, but I would rather err on the side of caution than risk any negative reaction, especially when people have so willingly given so much of their time to this project.

Having said all this, the other view is that if a preview copy was never expected, then there is no real problem. Not providing an early copy just becomes a part of the overall original plan, and there should be no expectation to overcome. I'm not sure how helpful any of this will be to you, but this is how I feel the issue could be resolved.

Before I had a chance to reply to your first message, I received the one on the marketing plan. Here are my thoughts:

As to how many potential sales we will generate, the estimate of 6,500 certainly seems a reasonable goal. I think we may possibly exceed that amount utilizing the areas you have identified: effective publicity, visibility and accessibility of the sales outlets, and an attractive price. As for pricing, I would suggest not less than \$10, and not more than \$15, so . . . my choice would be \$12.

I believe that we have in our favor the very attractive cover that has been selected. An eye-catching cover will make a good impact and first impression. Then, we should think of ways to communicate the interesting and valuable information contained in the book itself. One thought I have is that if we could enlist the cooperation of one of the local newspapers to publish a brief excerpt from the book -- an anecdote, or factual portion of the book that is particularly engaging, it would help to stimulate interest in the publication. Perhaps they would even consider several articles -sort of a "serial" of one of the particularly interesting chapters. A pretty ambitious goal, I admit, but the Arizona Republic has done this from time to time, (in fact, they are currently running a series from a children's book), and I would hope that one of our community papers would show a like interest. On second thought, maybe the Republic would consider the idea!

Once again, I commend you on your leadership of this committee. I have been very impressed with your professionalism, your ability to keep the focus "on track," and your organizational skill. It is a pleasure to observe, and I have commented on this experience to many of my friends. Now . . . they had better buy the book!!! Swat a mosquito for me --

Jo



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Date:Sun, 7 Jul 2002 18:28:11 -0700 (PDT)
From:"Edson Allen" <edsonallen@yahoo.com> | [Block Address](#) | [Add to Address Book](#)
Subject:SCW History -- Marketing Plan
To:"Ed Allen" <edsonallen@yahoo.com>

Greetings from Wisconsin where Summer has finally arrived! We wish we could have sent you some of the rain that's set records in May and June. Everything is green and lush as a result - and the mosquito crop promises to be an abundant one, too.

It's hard to believe that there are only six more months to the 25th anniversary of Sun City West. Thirteen chapters of the book have been finalized, and Bruce Ellison has edited them. Ten of the remaining eleven are well along, with only one chapter still to be developed.

While work is progressing on the final chapters, it's time to begin thinking about the Marketing Plan for our Sun City West history. I've been working on this but before I send you a draft, need some help with numbers.

To begin with, here are two proposed objectives for the Marketing Plan:

- 1) Make it easy and attractive for Sun City West residents to obtain a copy of the "Sun City West Silver Celebration - The First 25 Years."
- 2) Gain visibility and funding for the Sun Cities Area Historical Society (SCAHS) through successful sale of this book.

Making it "easy" has to do with sales outlets for the book. Making it "attractive" has to do with the selling price. The goal being to get the book into the hands of as many Sun City Westers as possible. At the same time, we must remember that this is a fund-raising activity for the SCAHS, so we need to price the book so they realize income from its sale.

It appears our preparation and printing costs will be about \$3 per copy. If we add another \$1 per copy for warehousing, distribution, inventory control and monthly reporting - all done for the SCAHS by SCW Visitors Center volunteers - and another \$2 per copy for the selling organization, the cost will be about \$6 per book.

With that as background, how many books are we likely to sell, and at what price?

As a starting point, we might look at US Census figures for Sun City and SCW. In 1985, Sun City had 23,000 households and purchased 10,000 books. Jane Freeman tells me they probably could have sold more, but elected not to go back on press. The 2000 Census tells us SCW has 15,000 households, so proportionately we should be able to sell 6,500 copies, assuming an equally attractive price.

The 1985 "Jubilee" sold for \$5 per copy which just covered the expense of printing. Adjusting this for inflation, the equivalent 2003 figure would be \$8.18.

Somehow, I feel we can do better than this, and sell more books at a higher price. If we sold the books for \$8 per copy, the SCAHS would realize just \$2 per copy. In looking at the various 6 X 9", 250-page books on my shelves, I find few under \$10. Many are closer to \$20 - so we may be able to command a higher price, and greater income for the Historical Society without jeprodizing volume.

I'd like your thoughts on the proper balance between volume and pricing.

More specifically:

- 1) What volume of books do you feel we can sell, and what is the "right" price to achieve this?
- 2) What is the most we should charge? If we charged that, would we sell fewer books? How many fewer? Ten per-cent fewer? Twenty per-cent fewer?


Please send me your "best guesses" by July 17. I'll then fill in the blanks for various pricing scenarios, and send you a proposed Marketing Plan for further comment. This plan also describes proposed sales outlets which I won't cover in this e-mail. We will need to have a complete plan ready for presentation to the SCAHS Board in the Fall.

Best Regards,

Ed Allen

=====
edsonallen@yahoo.com
efallen@dcwis.com

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From: DianePsych@aol.com | [Block Address](#) | [Add to Address Book](#)
Date: Mon, 17 Jun 2002 22:08:25 EDT
Subject: Re: Did you send the info about the fire district?
To: edsonallen@yahoo.com

Dear Ed,
 I have a little info about publishing but when I write books, my publishers always set the size and the price. The usual size is 6X9 and I recommend that since that is the most common. They usually price my books (paperback) close to \$20 or more these days, but it used to be by \$9.95 to \$14.95 not that long ago. I think a price of \$14.95 would be a good value. That is good for a book of 200-260 pages but over that the price should be a little higher. I'll be going to a fire district meeting for setting the new taxes (an increase) tomorrow. But still the best bargain anywhere I know of.
 Cordially,
 Diane

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