

Bill: I did this page some weeks ago.  
Eileen

## **FINAL EBM FOHP NEWSLETTER, FEBRUARY 2013**

**Tentative Format: "2010 HIGHLIGHTS"**

- \*\*Lead: something on new construction/fences  
incorporate (2) \$\$ grants from county**
- \*\*#2: Ayesha to MNH, Margie new administrator**

- Regional Park Walk Club, weekly**
- Black History Month Celebration, February 4-5**
- Costume Society of America Regional Symposium, March 16**
- Home & Craft Show, March 31-April 1**
- \*\*Santa Clarita Cowboy Festival, April 19-22**
- \*\*Silent Films Artifacts Exhibition, Hart Museum, spring**
- High Desert Modular Railroad Club display, June 23-24**
- \*\*Community Independence Day Parade, July 4**
- Silent Filmmaking Workshop, July-August**
- \*\*Silents Under the Stars, August 11**
- \*\*FOHP Annual meeting and Volunteer Recognition, September 25**
- \*\*Women Aerial Pioneers Exhibit, Hart Museum, September**
- Music in the Park, Bluegrass & Country, September 15**
- \*\*19th Hart of the West Powwow, September 22-23**
- Pumpkin Festival, SCVHS, October 13**
- \*\*Bow-Wows & Meows, October 14**
- Santa Clarita Artists Exhibition, October 21**
- \*\*19th Annual Rose Show, November 1**
- \*\*Mansion Holiday Decoration, December 4**
- Craft Fair, December 8-9**
- \*\*Cowboys and Carols, December 8**
- \*\* (last item: Huell Hauser +))**
- \*\* (last photo, pg. 9: "I Want You . . .")**
- \*\* hopefully, photo of WSH.**

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February 21, 12013

Dear Bill:

The above list of 2013 dates and events is something that I worked on and had in mind for the winter Newsletter, incorporating as many photos as we had and could include. That issue is now a non-factor, but the listing for 2013 might be of some assistance as you look into the current year now well under way. (The last three items on my list still merit thought, I think: (1) the one 8x10 head shot of WSH--which we looked at--is really good, and you could use almost any caption as an excuse for printing it in large format, in any issue of the NL; (2) even though time is passing, I think a short appreciation of Huel Hauser, plus one or two photos of his Hart Park visit, would be appropriate and appreciated; and (3) I strongly recommend using the Flag "I Want You" WWI poster toward the end of the issue, perhaps page 9, full page, with a FOHP membership caption. It would be great if we could do that one page in the original poster color, but I don't know what that would involve technically/financially.

Re our discussion that other day: I think quarterly publication is best. I worked on a loose "backwards" schedule: **decide** what major days/events are most important for all concerned (community **and** FOHP). Fix the **date(s)** of the event. Determine the **minimum** amount of time you want the full membership to have between receiving their mailed issues of the NL and the event itself. Determine **how many** days are needed to physically address and **mail** all the completed NILs in time to arrive when you want them to (two, max three at most).

Using the above info, establish **deadline date** to deliver completed copy to the compositor for setting: negotiate to give him enough time (usually one to two weeks). While he is processing, you can pick any **photos** you



are using, and get them to the compositor. When all is approved (after your proofing of the dummy) the compositor puts it all together. Factor in enough time--perhaps two days max--for you to proof the **final** copy and return to the compositor).

The compositor puts the NL together, and gives it to the printer, who prints, calls you, and delivers.

**\*\*Compositor:** Mike Evans, All Graphic, 28355 Industry Drive,  
#421, Valencia CA, 91355. 661-755, 2674  
Fax 661-775-2674 allgraphic@sbcglobal.net

**\*Printer:** George Lester Litho  
29726 Driver Avenue, Castaic, CA 91384  
KLesterLitho@aol.com [[unsure re caps, EBM]]

**\*\* Mike is excellent** to work with, and gives us a discount.

I have maintained a good relationship with him.

**\* George** is a bit insecure, values our relationship, works fast, and is **very** reliable.

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#### SOME PATTERNS, CONTINUING OR RECENT:

**GERRY HOGAN** (1) prepares and writes an updated **MEMBERSHIP** report for Pg.10 (back cover) of each NL issue, and (2) prints a full set of computer address labels for each quarterly mailing. Remind her.

**BECKI BASHAM** does a short article, in each NL, on the Gift Shop.

**LAURENE WESTE** has done a Pg.1 lead story (developments, announcements) each spring issue and possibly winter/XMAS.

**NORM PHILLIPS:** quarterly update on Park Work.

**MARGIE BERTRAM:** at least one Pg.1 lead article on Museum exhibitions and activities.

Occasional report on Volunteers, including new officers and field trips.

NOTE: new Hart Park staffer Feb. 2013.

**\*\*NOTE: WHAT'S INSIDE and IMPORTANT DATES Pg.1 (front cover) each issue.**

FOHP will reimburse you for personal expenses such as stamps, mailing seals, photo costs such as (in my case) single-use cameras and photo processing (probably less frequent with you who are more technology-friendly than am I). Computer-generated photos can be transmitted directly to Mike Evans if necessary, as can Email copy.

**\*\*GERRY HOGAN: UPDATED MEMBERSHIP REPORT p. 10  
EVERY ISSUE--\*\*ALSO GERRY PREPARES FULL ROSTER OF  
COMPUTER MAILING LABELS FOR EACH ISSUE;  
\*\*NOTE WHAT'S INSIDE AND IMPORTANT DATES P.1 EACH  
ISSUE.**

*Bill - This is a start-  
needs more, but I wanted to  
get something off to you this week.*

*All this is in the nature of loose guidelines -  
you are editing now, and follow your own  
direction/ideas.*

*(And - Many Thanks To you and Lillian for your  
kind words)*

*Elliott*