

UMBHA DIRECTORY EDITOR DUTIES

- ❖ Email last years advertisers the Directory flyer and deadline date.
- ❖ Email the membership about the Directory deadline and also post it on the UMBHA Facebook page.
- ❖ Email WBHA and IL about trading a half page ad space with each other in our respective directories. Let them know our deadline for the Directory so they submit their free ads on time.
- ❖ Email IBHA with the deadline and let them know to send you their free page ad/letter.
- ❖ The show secretary posts on the UMBHA Facebook page after each show with the Weekend High Point Winners and Show Stats (weekend entry numbers) for the weekend. Be sure to keep a copy of these emails for the “Show Stats” page so you can update it. You can also email the show secretary for it.
- ❖ Email advertisers to confirm that you have received their ad/payment. **Only if you have an email address for them.
- ❖ Keep track of premium pages that are auctioned off at the Year End Awards Banquet so you know who has these pages.
- ❖ Update all pages and forms.
- ❖ Give “Payments Received” spreadsheet list of all advertisers and payment info to Treasurer. Always include donator “free ads” on the list even if the donator does not use the ad space. This helps for our records to see who was offered free ad space.
- ❖ Get Quotes from printers at least 60 days before the book goes to print. Last year we printed 350 directories. Use the same page count as the previous year. All pages must be PDF format before submitting to the printer.
- ❖ All pages need to be put on a zip drive to give to the printer. The pages should be numbered in page number order on the zip drive. Give them the zip drive and sample book with all the pages placed in the correct spot (print color pages in color and black & white pages in black & white)
- ❖ Here are some additional free pages that you will see noted on the “Directory Payments” file:
 - Youth Team gets 2 full pages.
 - Royalty – Queen, Jr Queen, Princess
- ❖ Directories need to be mailed to all advertisers. Envelopes and postage will be paid by the club. Club should also re-imburse for the ink used in printing the directory pages out for the binder that goes to the printer.
- ❖ Take a box to convention (or give to someone going to convention). Reserve a box of Directories for the IBHA world show. A box should be reserved for the shows. The remaining directories should go to the person in charge of the UMBHA booth at the Midwest Horse Fair.
- ❖ Upload the completed forms for the following show season onto the UMBHA facebook page and send them to the Website Coordinator to put on the website.