

Vertical response Feb 24 2020

This is just a follow up to the last mass email of "ABA News" on Feb 17th. A reminder on a couple of things and something new for you to ponder/let us know your thoughts. These items are found in the latest ABA Newsletter that has (or should be soon) arrived in your mailbox these last few days. (This newsletter is the last one you will receive if your membership is set to expire at the end of 2019 – your expiry date is on the back page of the newsletter – so please take a few minutes and renew).

The **Game Awards Program deadline** of March 1st is fast approaching – some great animals entered by some very lucky hunters. Ryk is compiling the entries now and has quite a few put into the database. We have only a couple of entries thus far for the Ladies of the ABA, the Traditional Award and we have ZERO for the Youth Award. Hopefully we get more in the next week – if you have anything to enter get it sent in to Ryk asap (ryk@ryk.ca).

The **43rd Annual ABA Banquet** is less than a month away. Things coming together. We have sold a pile of tickets thus far which is great to see. Make sure you get yours – either on our online store (albertabowhunters.ca) or directly from me (Brent@albertabowhunters.com)(780-978-1195). We have had a great response in the call for volunteers – many, many thanks for that! Long time members Joey and Dee Busetto will be doing a "Game Head Caping Seminar" in the afternoon – great chance for everyone to learn a few things (or a lot) about how to take the first steps in preserving that trophy of a lifetime. After the awards, we have the "Social" that has been a hit since we initiated it several years ago. Fun Times!!
See you in Calgary!!

We are **seeking feedback (through an online survey)** from the membership regarding the newsletter. An idea is to publish a single 80 page issue once per year instead of the four 24 page quarterly issues. Below is an outline of what would change and what would remain the same throughout the year in terms of content and delivery.

Same:

- 36 pages of bowhunting adventure stories.
- 8 pages of bowhunting how to articles
- 32 pages of hunt success photos.
- Annual Gold game award winners.
- Life members list.
- ABA purpose and historical accomplishments.

Different:

- 1 issue instead of 4 a year.
- Annual game award entries and historical winners per category.
- ABA annual recap report.
- ABA News delivered only via email.

Below are the pros and cons of having a single Yearbook instead of four newsletters per annum:

Pros:

- \$6500-\$9000 savings per year, from reduced printing and mailing costs.

- avoid duplicating printing of the list of ABA Executive, ABA Game Awards application/synopsis and the membership application.

- ABA News delivered by email is of a timely manner, avoiding the six week delay due to printing and mailing (current email database has over 95% of the current membership).

Cons:

- one printed publication per year reaching members, reducing the ABA's current, primary communication method's frequency.

- ABA Bylaw changes would require a dedicated mailout prior to AGM to notify members.

- Communication lost to those members who do not have a valid email address.

- Cost increase risk if needing to revert back to the idea of a quarterly newsletter format in the future.

Visit the ABA website albertabowhunters.ca (on a computer, tablet or smartphone) to fill out our survey and contribute your feedback. For those members without valid emails or internet access, there will be an opportunity at the AGM and banquet to submit your survey responses.

Please take the time to send in your feedback!

As always, if you have thoughts or comments about the "ABA" don't hesitate to contact me at any time.

Brent

2020 ABA President

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