

ATOS ANNUAL MEETING COMMITTEE/OFFICER/ACTIVITY REPORT FORM (2014)

Name of Activity: Marketplace

Manager: Rob Vastine

Date of Report: June 18, 2014

1. Actions completed since the 2013 Annual Meeting:
 - * Mailed the 2013 Convention CD in December, 2013
 - * Mailed the 2013 Re-Mastered Convention CD in May, 2014
 - * Filled all Marketplace orders received to day.
 - * Had Shop Notes reprinted with enough savings to reduce the price.

2. Action begun but incomplete since the 2013 Annual Meeting:
 - * Rebuild of Marketplace web site
 - * Development of new products for the Marketplace
 - * Continue to eliminate aging stock

3. Goals to be reached by the 2015 Annual Meeting:
 - * Actions in Item 2
 - * Make the Treasurer responsible for the Marketplace and take it out of the hands of any particular Board member.

4. Amount budgeted for the Marketplace: See Treasurers Report

Amount expended by the Marketplace: See Treasurers Report

5. Comments:
 - * In June, 2013 the Board created a retention policy for the Theatre Organ Journals in the Marketplace. Input from the Marketplace Manager could have been useful in developing this policy, but it was not requested. The Marketplace Manager should have been informed of the policy once it was created, but was not. Bewilderment results.
 - * The Marketplace could become a major contributing profit center for ATOS when our leadership realizes its potential. My volunteer efforts are a pittance of what ATOS could realize from a robust online business.

6. Two or three sentence summary of your actions. I fill orders for the Marketplace from the mail, website and telephone. I supply stock for the Convention Record Shop. I ship orders for the Theatre Organ Journal at the request of Journal Publisher and Editors for circulation, advertising, and promotional needs. I ship products at the request of various officers, directors and chapters for promotional purposes. I reorder stock when inventory levels dictate. I warehouse the stock for these efforts, except for the Wurlitzer book.