

ATOS MID-YEAR ACTIVITY REPORT FORM (2011)

Name of Activity: Seattle Convention CD

Committee Chair/Officer Name: Ken Double

Date of Report: 1/3/11

1. Actions completed since the 2009 Annual Meeting:

- Convention concerts recorded
- CD's edited and produced (kudos to Dennis Hedberg/Jelani Eddington for their work)
- Marketing and promotions began in Sept-Oct journal

2. Actions begun but incomplete since the 2009 Annual Meeting:

- sales ongoing
- continue working with D Unks/marketplace on best sales opportunities

3. Goals to be reached by the 2010 Annual Meeting:

- sales to the point of covering expense

4. Amount budgeted for your committee: \$ 6,500

Amount expended by your committee: approx. \$ 7530 (note licensing exp was \$2800)

5. Comments:

- need to re-think pricing overall
- must better market to convention attendees
- find methods to speed up production, if possible
- find volunteer to lead this overall effort