



Date: August 2019

To: 2019 GSHA Board of Directors & GSHA Members

President Charlene Garcia Simms, Vice President Frank Dominguez, Secretary Jeanette Martinez, Treasurer Ron Maestas, Member at Large Representative Arturo Cuellar, FACC-Pueblo Chapter Representative Jessica Tidball, GSHA-SC Chapter Representative Patsy Vasquez, GSHA-Utah Chapter Representative John B. Martinez

cc: *Nuestras Raices* Staff: Patricia Dileski, Paula Grepo-Fuentes, Hector Islas, Deborah Jeppson, Alexander King, Tom J. Martinez, Gregory Pisaño, Catherine Romero, Abel Santistevan, Barbara Saucedo, Juanita Montoya Ulibarri, Marietta Vigil Gonzales, Sheila Villalobos-Kozak;

From: Donie Nelson, *Nuestras Raices* Managing Editor & Editor-in-Chief

Subject: **2019 Mid-Year Report on *Nuestras Raices* Journal**

We currently meet our commitment to publish the journal in the months of April, August, November and February. To do so, the journal is sent to our printer by the last day of each of those months and after printing, the journal goes to our distributor for bulk mailing. Issues usually reach our members within 2-4 weeks after printing. The *Nuestras Raices* staff and I look forward to the feedback we receive from readers of *Nuestras Raices*. Since our last report (mid-year 2018), former national board member, genealogist & author Marietta Vigil Gonzales has the journal staff as a copy editor. Also joining the staff as a staff writer is GSHA-SC member Gregory Pisaño.

Spring 2019, Summer & Fall 2019 Issues

Our spring issue arrived at the printer on 4/30 and was mailed by the distributor after 5/15/2019. Our summer issue focuses on the 2019 GSHA Genealogical Conference theme of "Celebrating 30 Years of Seeking Our Roots" and will be sent to the printer before 9/1, reaching our members by mid-September. Our fall issue will focus on the military and we still have space for more articles and photos.

Changes in the Production & Distribution of *Nuestras Raices*

It has been proposed by the GSHA Board of Directors to publish our journal in a PDF format to reduce journal expenses (total costs for production, printing, distribution: \$5620 annually). No decisions have been made, but as editor I am opposed to any plan that will diminish the quality of the finished product: *Nuestras Raices*. It has been suggested that the PDF copy be on an "opt in" basis with members deciding which version they prefer: an electronic one that they can print or read on their computer or other device, or a printed hard copy that is mailed to them. No research has yet been performed to determine whether this plan will eliminate the journal's expense, but the committee exploring this issue needs to know that the postage on less than 300 items mailed may be more than the cost of our current bulk mail and distribution fees. In addition, when we donated a set of journals to the U.S. Library of Congress (see below), they specifically requested that the journal be printed/hard copies. I am totally in favor of newsletters being distributed electronically, but *Nuestras Raices* embodies our history and should continue to be printed and available to our members and patrons of libraries in hard copy format. History has shown that as technology advances, only a paper copy has the ability to survive all the resultant changes. I urge our members and the board of directors to research other methods of increasing the Society's income. Instead of compromising the quality of our journal, why not obtain a grant to underwrite the expense of the production, printing, and distribution of *Nuestras Raices*? Why can't GSHA—like other societies—be a part of the Amazon Smile program and/or sponsor other advertising that would add income to the Society?

Back Issues

The *Nuestras Raices* staff, on behalf of GSHA, has donated a complete set of journals (1989 thru 2018) valued at \$575 to the U.S. Library of Congress for their Hispanic Reading Room collection (<http://www.loc.gov/rr/hispanic/onlinecol.html>). Hector Islas, a staff member, did the research. This donation not only reduces the amount of back issues we have in storage, but also provides us with visibility on the national level. Abel Santistevan handled this shipment as well as all distribution duties, which include the pickup of extra journals from the printer and the distribution center in Pueblo, the sale of journal back issues and the mailing of issues sold and when addresses change, etc. Please stay alert to any other venues where we can donate copies of our journal and thus promote the Society beyond our base of members in the Southwest.

Advertising

Taylor Translation Services continues in 2019 as an advertiser—their services are excellent and I endorse them. We urge our readers to support our advertisers and be sure to tell them you read about them in the pages of *Nuestras Raices*. We need you to support our advertisers! In addition, we need a volunteer to approach national advertisers like, Ancestry, Family Tree DNA, and others to buy ads in *Nuestras Raices*.

Printing & Distribution

Thanks to the cooperation of the national and chapter membership chairs: Frank Dominguez, Tom J. Martinez, and Kevin Williams, I maintain a current *Nuestras Raices* mailing database. We mail to about 350 households and order @50 extra journals to allow for "mangling" during mailing and for future sales. Our journal distributor, Premier Fulfillment is proactive in communicating and has reduced the number of journal copies that are destroyed by their machinery. Our long-term relationship with *My Friend the Printer* continues.