

Mrs. Sheila Day Pepper
[REDACTED]

10 September 2000

Stittsville, ON K2S 1W8
Canada

Dear Sheila,

Diolch yn fawr iawn for agreeing to head my committee on membership and publicity materials.

This committee as very important to the future of the WNGGA.

We have had much discussions and questions about the value of membership and have had many questions as to how we can attract new members. In my mind, all of these issues revolve around one central theme: visibility. If an organization is visible both to members and non-members, then it can be seen and then the decision for membership rests on a different question, do I agree with the actions and activities of the Association?

We cannot answer the second until we have the first in hand. And this is where your team comes in. As we discussed over coffee, I look to your committee as creating ideas and methods for attracting new members (publicity if you like) and also a package of information and "goodies" (not in the simple trivial sense of the word) for members.

For example, if a person joins the society, that person would be given a membership package that contains literature about the society and it's functions, and some sort of recognition symbol, in addition to the simple membership card that they now receive. This would serve two functions: it would overcome the psychological need to receive something for the money and it would serve as an education on the society that the individual has just joined. If this came wrapped in a crisp unique folder, nicely presented, I think it would create a good impression.

Some of that material (perhaps differently presented) would serve also to attract new members.

In essence I would like your team to think about the enhancing the visibility of the WNGGA. Ellis has written some documents describing the WNGGA and explaining what a Gymanfa is. These could be included. If you think more of this type are needed then explain what you want. Do we need to present these better?

I'm not really asking your group to write the information, but certainly to suggest what sorts of publicity we could use. If you want to write it also that's fine.

Ellis and I have had conversations about recognition pins and badges. I worked on a badge and I have a file in Photoshop. Let me know if you can use it then I can drop it to you. The recognition lapel pin is a good idea, but there comes a point in time where cost begins to play a role. Remember that the cost of annual membership is only \$10. Do we want to think about different packages for annual and life members? Ellis has some good ideas on pins. You should contact him and ask him.

Last year I asked Gerri to work on a presentation folder, and I know she has been working on it.

There are many things that you could look at and I do not want to constrain your imagination by specifying things in a letter. In other words you have a free hand to come up with a set of ideas and proposals. You have two very good people working with you in Gerri and Gloria, but if necessary you should also take opinion from outside, if you think it would help. I was in error in Ottawa and I did not ask Catherine Lloyd to accept a function. I will write to her and ask if she will join your team. She has been in the National group for a very long time and should have some historical perspective for you.

Do not hesitate to contact me if you wish to talk something over or just let me know what is going on. I'd prefer email since I am out of town a lot. My address is aupsha [REDACTED]

I would appreciate regular updates on the activities and I would like to have an outline proposal in place for discussion at the meeting in Waterloo next spring.

I still marvel at your ability to pull the TV people into the event. Excellent job.

Hwyl fawr

Alan

Mr. Danny Proud
[REDACTED] Emerson Avenue N.
Minneapolis MN 55412-2008

10 September 2000

Annwyl Danny

Diolch yn fawr iawn for agreeing to head the committee to recommend actions regarding the North American Eisteddfod.

I regard this committee as very crucial in guiding the future of the WNGGA, the activities of our annual weekend and as a cornerstone in our cultural communications to Wales. It is very important to us.

To give some more context for you and your committee to consider.

We started the Eisteddfod in Bellevue in 1994, with simple competitions in solo voice, instrumental and choral. The decision was not to embark on literary competition since Y Drych was running the Eisteddfod by Mail, and we wanted very much to complement.

Since Bellevue, every year there has been an eisteddfod but the format has been different and there have been more of a need to get people on the stage rather than worry too much about the quality of the competition. While this is good from a local perspective, it does little to attract quality musicians to the event and little to link back to Wales. What I would like from the committee is an objective proposal for the organization of the Eisteddfod to be taken over by the WNGGA, how we could do it, what competitions we could run, what prizes we can award etc, and what would be the benefit to the WNGGA if we were to do this.

I know I said at the board meeting that I have a bias towards us doing this, but that does not preclude your committee being sensible about it. My biases need to be bent into shape by reality.

I also said in the board meeting that I have had discussions with an anonymous sponsor for a significant prize and also with Cymru a'r Byd to work towards a greater presence of the North American Welsh at the Eisteddfod in Wales (perhaps even to sponsoring a "Welsh from overseas" competition). These possibilities, which please keep confidential within your committee, are not yet cast in stone and while your committee should consider them and perhaps even build on them, other options must also be raised.

In other words you have a free hand to come up with a set of proposals for the future of the Eisteddfod in North America. You have two very good people working with you in Martha and Joan, but if necessary you should also take opinion from outside, if

you think it would help. I will keep you informed of any movement in my discussions with my sponsor and Welsh connections. I have been asked to write a letter on my ideas for publication in Yr Enfys. I will send you a preprint of that.

Do not hesitate to contact me if you wish to talk something over or just let me know what is going on. I'd prefer email since I am out of town a lot. My address is aupsha [REDACTED].

I would appreciate regular updates on the activities and I would like to have an outline proposal in place for discussion at the meeting in Waterloo next spring.

I am still in awe at your vocal stamina at the Gymanfa, what's the secret?

Hwyl fawr

Alan

Mr. David W. Evans Jr.

10 September 2000


Lebo KS 66856-0011

Dear David

Diolch yn fawr iawn for agreeing to head my committee on a review of the Office of Executive Director activities.

This committee as very important to the future of the WNGGA.

The WNGGA is extremely fortunate in having an excellent Executive Director in Ellis Jones. And we are also very lucky to have the auspices of Gustavus Adolphus College, which is ideal in services and remarkably cost effective for us. Many organizations would be envious of our position.

However, as we proceed down the avenue of more involvement in the annual weekend festivities, and begin to create a more vibrant society, it behooves us to ensure that we are working in the most efficient manner possible. The constitution that is currently valid spells out quite clearly the responsibilities of the executive director, but obviously also, the responsibilities of the office are more than that.

My original thoughts in looking at these issues was to focus on the functions that Ellis is performing because I was concerned that he was trying to do his job too well and was stretching himself too far. He has traveled much more than previous directors, which is not bad, but he has done it at his cost. That is unfair, and if this level of travel is needed, the costs associated must be estimated in the budget. Volunteer activities only go so far. However, the more I thought about the issues I realized that the focus has to be not on the person but on the responsibilities of the office. WNGGA has to come up with the correct level of support for this office, both internally for the administration and externally for liaison with other WNGGA groups e.g. treasurer (Ellis is already doing a good job of this), and outside bodies, such as venue committees.

So what, if any, help does the office need? How can that help be obtained? What are the financial implications? What are the total functions that the Executive Director Office has to perform. Are there other ways of proceeding. Will we have to amend the constitution?

I think that if Ellis needs support we have the obligation to provide it for him and I would love to do that.

I know that you have already had a meeting with Ellis and that it was productive. I hope my comments here help you and the work of the committee. I would be grateful if you could keep me informed of the progress of the committee and also to have a discussion document ready for the meeting in Waterloo next spring. If you want to contact me please feel free to do so at any time. Email is usually best since I travel a lot (aupsh [REDACTED]) but I would be delighted to talk to you whenever I have the opportunity. Just let me know.

Great to see you and Paula in Ottawa, I hear you bought a few things at the antique stores we missed. Ah well, next time.

Hwyl Fawr

Alan

Mrs. Catherine J. Lloyd
[REDACTED] Garden Ridge Road
Baltimore MD 21228-2214

10 September 2000

Dear Catherine

I write because of the mistake that I made in the meeting in Ottawa after I was elected President. In my allocation of duties to committees, I stated that only Phyllis Owen had been omitted and that I had some special activities for her. Ellis later informed me that I had also omitted you from the list and I sincerely apologize for that. I actually had ticked your name off on my list, but had failed to write your name into one of the committee lists.

I had intended to write your name into the team led by Sheila Pepper, the responsibility of which is to advise on publicity and registrant and member materials.

I know that you have been a member of the Association for some time and have seen many changes over the years. With the further movement towards more WNGGA control to ensure that the quality of our annual event remains high, more changes are inevitable, but we cannot, in those changes, forget what has made the Gymanfa Ganu weekend the pleasure that it is. Your understanding of the past will make sure that the essential traditions of the weekend are not forgotten in the plans.

Part of the future lies in bringing new people to the organization and ensuring that our current members are made very well aware of the exciting developments that are taking place. Communication is very important. Sheila's team has the responsibility to put us on the right track. I believe that your input into the traditions will be invaluable to the team.

I have informed Sheila that I will be writing to you and if you accept my invitation I will let her know and she will contact you.

Once again humble apologies for my error and I hope that you will help to move the WNGGA to further strength by working in the team

Very best regards

Alan Upshall
President