

MEMO + + + MEMO + + + MEMO

TO: William John Lewis [REDACTED], Kettering, OH 45429  
Nelson Llewellyn, WNGGA Executive Director, [REDACTED] Melwood Drive N.E.  
Warren, OH 44483

FROM: Ellis Jones

DATE: April 8, 1995

SUBJECT: Report to Board of Trustees

Because last September I accepted an invitation to be the "Visiting Typist" at the April 22 College Orchestra's Pops Concert (having turned down the invitation the two previous years), I very much regret that I will not be able to attend the Ontario Gymanfa Ganu and the mid-year meeting of the WNGGA Board of Trustees. However, listed below and the following pages, is information relating to four specific responsibilities in which I am involved for the WNGGA.

*Item 1. WNGGA DIRECTORY.* Data has been received from all but three persons and I will be sending them another request shortly. As soon as all the data is in, I'll be able to complete this project.

*Item 2. LONG RANGE PLANNING COMMITTEE.* Last October, while on a trip to Bellevue for a Church Secretaries Seminar, I took the occasion to go to Vancouver to meet with Lynn Owens Whalen regarding the Committee's charge. We had an excellent meeting. However, a sudden increase in my administrative responsibilities at the College required that I put most other things on hold. Hence, there has been no further activity up to this point.

The charge to the committee is excellent. For the benefit of the other members of the Board, my brief summary of what you sent to us is as follows:

1. What is the WNGGA's relationship with other Welsh-American organizations such as NWF, Women's Welsh Clubs of America, WAY, Welsh Language Studies groups, etc. What are the overlapping activities what might be strengthened if we were to work more closely together? Are there as yet unidentified areas where we might increase the cooperation between groups?
2. What about WAY?
3. What is to be our relationship with local Welsh organizations? How can we eliminate some of the distance which currently exists between "us and them"? What can we do to help them? What might we recommend that they do to help us? How can we work together to strengthen our common goals?
4. What about the dates of the National Gymanfa Ganu? Is there an alternate time of the year when the National would be even more appealing?
5. Should members be surveyed again such as was done in 1998-99? If so, what information should be sought? How should it be done? What will be done with it after we have it?

As you indicated, the Long Range Planning Committee needs to take a forward look to beyond the next National Gymanfa to perhaps 2004 when we celebrate the 75th anniversary of the founding. As my tasks at my college lessen, I'll be moving this activity as high as I can on my priority list.

*Item 3. REFORMATTED HYMNAL.* This project has had top priority for the WNGGA on my list. Work has progressed slowly but steadily. As a team, we are in the "fine tuning" (no pun intended) stage of many hymns with just a couple more corrections to be made in many of them. It is anticipated that within the next six weeks, substantial portions of the hymnal will be completed. Here is a list of what has been done to date:

1. The Task. The current hymnal has the following materials which have had to be reviewed: front cover, Judge Jenkins statement, Table of Contents, Preface and Acknowledgments page, Scripture Readings, six songs including all three national anthems, 118 hymns, alphabetical list of hymns, pronunciation guide.
2. The Committee: EJJ is serving as coordinator of the project. Michael Dripps, Minneapolis, is the Computer Consultant and has major responsibility for putting all of the above contents (except the front cover) into his computer and to prepare it for the printer; proofreaders: Martha and Phillips Davies (Ames, Iowa) and Hefina Phillips (Atlanta, Georgia) have agreed to review primarily the Welsh words and particularly the syllabication required when verses are moved from the bottom of the page into the music; Karen Jones Wojahn (Windom, Minnesota), is reviewing primarily the correctness of the music--notes, chords, slurs, etc., etc. etc. Only Mr. Dripps is receiving any compensation for the time which he is putting into the project. The procedures have been working very smoothly.
3. Progress To Date. All parts of the hymnal except the front cover have been put into the computer and printed as draft copies. As the computer consultant completes batches of the pages, they are sent to EJJ who makes copies and distributes them to the proofreaders. They do their proofreading, return them to EJJ who then meets personally with Mr. Dripps to go over the indicated changes that are needed. Since the start of the project, EJJ has driven to Minneapolis to meet with Mr. Dripps nine times.
4. Cover Design. Because of slight changes, when the newly reformatted hymnal has been published, it will be important that when it is used, that the conductors, singers, and accompanists know which hymnal is being referred to; so, here is a summary of suggested changes for the cover with basically the same layout as at present:
  - a. Reverse the colors of the top and bottom so that the new hymnal will have bright green on top and red on the bottom. This will make it easy to refer to the "red hymnal" (the old one) or the "green hymnal" (the new one).
  - b. Keep the "dragon strip" through the middle exactly as it is including colors.
  - c. Change background color of shield from green to red to contrast with the green background.

- d. Correct the translation to read "Come, let us sing to the Lord."
- e. Add in parentheses below Hymns and Anthems the word (Reformatted)
5. Celtic Crosses. In the present hymnal where there is an extra large white space below a hymn, a Celtic cross has been printed. In the "red" hymnal, these appear following hymns 67, 104, 110, 114, and 115. In the "green" hymnal, because of the changed format, there will be Celtic crosses on hymns 3, 14, 18, 50, 68, 71, 74, 80, and 86.
  6. Gorsedd Prayer. Following hymn 61 in the red hymnal, is a Welsh and English Gorsedd Prayer. With agreement from the two bards on the proofreading team, this will not be included in the green hymnal.
  7. Two-page Hymns Dilemma for Paging. In the red hymnal there are 17 hymns which are two pages. Because moving words into the music takes more space, in the green hymnal there will be 29 hymns on two pages.

Because two-page hymns **must** be on facing (left-right) pages, a slight dilemma has arisen. There are two options as explained below:

Option 1. If the numbers of the hymns in the green hymnal are to be kept exactly the same as in the red hymnal, there will be 8 blank pages interspersed between hymns. This is caused by the situation where a one-page hymn is on the left and the next is a two-page hymn; therefore, a blank page must be left in order to start the two-page hymn on the next left page.

This will increase the size of the hymnal and printing costs but the major advantage, for example, will be that when the conductor calls out "Diadem," it will be on page 13 regardless of which hymnal the singers are using.

However, copy would be needed for each of the eight pages. If they are left blank, those who purchase the green hymnal will feel that they have an incomplete book.

Some ideas about what might be included on each of the pages would be: Information about Women's Welsh Clubs of America, the National Welsh American Foundation, the WNGGA, the WNGGA Scholarship Fund, a list of WNGGA Venues since 1929, a list of WNGGA presidents, a history of the National Gymanfa Ganu, a map of Wales, an Y Drych page, a Ninnau page, etc. Copy would have to be prepared for each of the pages and this could result in a delay in the final publication. In the preparation, it is assumed that the copy should not look like advertising in the middle of the hymnal.

Option 2. Renumber the hymns so they fit together without blank pages. A scheme has been developed on this and if this option is chosen, 32 hymns would have new numbers.

**However**, 30 of the 32 would have **the adjacent** number, one would be two numbers different, and the other hymn would be 12 numbers different. Those who are concerned that this would create confusion when hymns are identified should be

aware that this situation has occurred each time a new hymnal has been brought out. All the conductor would have to say when asking to turn to "Diadem" is to say, "Number 13 in the red, and number 12 in the green."

The bid from Dan Marmion was based upon this option. It is my feeling that choosing Option 1 would result in an increase in the printing cost than is shown on the bid.

#### WHICH OF THE TWO ABOVE OPTIONS ARE FAVORED BY THE BOARD?

##### *Item 4. PRICE FOR REFORMATTED HYMNAL.*

1. It is my recommendation that the price be set as follows:

1 to 3 copies	\$10.00	per copy
4 or more copies	8.00	per copy

2. I further recommend that we print 5,000 copies.

In drawing up these recommendations, I have looked at the available funds, at the potential market, and, particularly, at the **absolute importance** of not losing money on this venture. Contrary to what many people believe, the WNGGA does not have massive reserves on which to draw in case of any type of crises. In the next part of this section, I have included more details.

##### Rationale:

1. Funds Available. The Memorial Hymnal Fund started with a little over \$20,000. According to the bid from Dan Marmion of MidAtlantic Graphics, the printing costs alone are going to take over \$16,000. The remaining \$4,000 plus will be used for payments to the computer consultant and other miscellaneous expenses to get the project out to the members and the general public. Printing 5,000 at this time will provide a supply for several years at current printing prices. With the escalating price of paper, it is my feeling that the cost of reprints will be considerably more and we will need a reserve to do that second printing.
2. Potential Market. The market for the hymnals is primarily among those who attend the national, regional, and local Gymanfoedd Ganu. Sales would be to individuals, to groups (for resale), to persons of whatever ethnic origin who want to use THE Welsh hymnal. The potential market will need to be alerted about the hymnal's availability through announcements from International Headquarters in the Hwyl, Y Drych, Ninnau, American Hymn Association, catalogs of Welsh shops across the continent and in Wales, and wherever else it can be done. In my opinion, an ideal situation would be to sell out the 5,000 copies within 18 months!!!! However, a more realistic goal would be to sell 2,400 copies (to recover the printing costs) within two years.

3. Encouragement of Quantity Orders. The 4 or more copies price would encourage quantity orders which decrease our shipping and administrative costs per book which is explained below. Persons or groups or stores who would purchase them at that discounted rate would be at liberty to set their own price for the copies they have received as is done now.
4. Ease of Identifying the Cost. The amount is easy to keep track of when questions are raised about how much the hymnal costs. If it is felt that \$10 "sounds like too much," I'd be willing to compromise and set the price at \$9.95 or \$9.75.
5. Calculation of costs. Enclosed with this report is a copy of the January 31, 1995, quote submitted by Dan Marmion of MidAtlantic Graphics. He prepared the quotation on the basis of 5,000 copies. The costs of publishing and distributing these copies are summarized below along with the calculations. I extend appreciation to Karen Zins, Manager of the Gustavus Adolphus College bookstore for assisting in determining current costs for handling and distributing books.

Printing costs for 5,000 hymnals (as per bid) . . . . . \$16,282.85  
 Shipping costs for 5,000 hymnals (based upon the current cost for sturdy envelopes and current postage costs. This estimate is based on an assumption that we want to know how much it would be to process orders for **single** copies. Costs for multiple copy orders would be less costly. Hence, the Rationale No. 2 above.)

Envelopes @14.4 cents x 5,000 . . . . . \$ 720.00

Postage--Fourth Class Special Book  
 Rate of \$1.24 per piece x 5,000 . . . . . 6,200.00

Total of Shipping Costs . . . . . 6,920.00

**Subtotal of Printing/Shipping Costs . . . . . \$23,202.85**

Administrative Overhead (18 to 20 percent is used by college bookstores across the country to cover lights, insurance, clerical salaries, fringe benefits)  
 20 percent of printing/shipping costs . . . . . 4,640.57

Total estimated costs for printing and distributing all 5,000 copies based upon present prices . . . . . \$27,843.42

**Costs per book for 5,000 copies . . . . . \$5.56**

6. No Financial Loss on the Project. As pointed out in the second paragraph under *Item 4* above, the WNGGA financial picture is not strong. The organization has been extremely fortunate to not have had any major financial crises brought about by unexpected circumstances. However, now is the time to build a contingency reserve. A key decision is what price to charge for the hymnal. It has the potential to not only build up a reserve for the next hymnal but also through the "Administrative Overhead" amount to provide a financial reserve to help ease the organization through any type of unexpected crisis.

Please extend to all of the Board members my greetings and best wishes. I very much regret not being able to be present and to share the above information in person. If there are any questions, please let me know. My telephone numbers are 507/933-7540 in the mornings Monday through Friday, 507/933-7420 in the afternoons Monday through Friday when I am not teaching; 507/931-9349 (home office answering machine).

Enclosure

(hc:\wp51\wngga\bot95rpt.can)