

IFWA MEETING
Thursday, October 5, 2017, 7:00 PM
Sentry Box
MINUTES

Information Items:

New Members: Allison (writes dystopian sci-fi – a beginner) & Dale (written many novels),

Time	Topic	Person
7:00 PM	<p><u>Crits for December</u></p> <ul style="list-style-type: none"> • Crit: Chris Carolan (Steampunk with Dinosaurs) Crit by Dave & Cameron 	Shannon Dave / Cameron
	<p><u>Crits for November, 2017</u></p> <ul style="list-style-type: none"> • Crit 1: Susan Lawson – first chapters of novel Crit by Michael Gillett and Chris Carolan • Crit 2: Chris Jessop – 1st chapter of a Baroque novel Crit by Daniel Wright and Sandy Fitzpatrick 	Shannon
7:30 PM	<p><u>Skills Session</u> Marketing Yourself <i>This topic was recorded. If you want a copy of the recording e-mail Josh and he will send it to you.</i></p> <ul style="list-style-type: none"> • When we talk about marketing, we're talking about sales • When we talk about sales we are concerned with three questions: • Who are you? What do you offer? Why should I care? • For purposes of marketing – Who and What are the most important questions. • Have to learn how to talk and engage people • First thing – communicate with your audience – be confident in yourself • <u>Be charitable</u> – people like getting free stuff. Don't have to give away your work for free – but can sell for cheap – people don't have all the money they used to have – especially for e-books • <u>Be authentic</u> – don't be something you're not. If you're fake, you're done. No one will pay attention to you. But be engaging in some way • What makes you different? Everyone is trying to stand out. Pay attention to what is around you. Be different than what others are doing. • Learn who you are – learn that what you are selling, is a piece of YOU. You are offering yourself • End Goal – not just a sale – our goal is to create a following – a fan base. YOU are what brings them to the table. If you can get them interested in YOU, then you will make sales 	Joshua Pantalleresco

Time	Topic	Person
	<ul style="list-style-type: none"> • Find out what that niche is, and sell to them. It takes time. • Know what you are not – weaknesses and what you don't do well. Get better at what you are weak at. • Make people care • These questions have helped Josh with editors, pitches etc. • “Be the person who happens to sell, not a salesman who happens to be you.” • Make your marketing fun – not a person around that doesn't want to play. 	
8:00 PM	<p><u>AGM</u></p> <ul style="list-style-type: none"> • 2016 Minutes Acceptance – Shannon Allan moves to accept the 2016 Minutes. Renee Bennett seconds. Vote: unanimous • President's Report by Michael Gillette • 2016 Financial Report by Sandy Fitzpatrick. Susan Forest moves to accept the Financial Report – Ed Wilson seconds. Vote: unanimous • Election of New Board – Slate from 2016 as follows: <u>President:</u> Michael Gillett <u>VP:</u> Renee Bennett <u>Treasurer:</u> Sandy Fitzpatrick <u>Secretary:</u> Calvin Jim <u>Members-at-Large:</u> Crits - Shannon Skills – Leslie Winfield Memberships – Sandy Fitzpatrick Other: Chris Jessop, Dave Worsick, Val King • Leslie Winfield resigns as Member-at-Large (Skills) • No one comes forward to join the Board. • Remaining Board stands for 2017 Slate • Ed Wilson moves to accept Slate – seconded by Gary Renshaw. Vote: unanimous 	Michael
8:15 PM	<p><u>Call for Agenda Items</u></p> <ul style="list-style-type: none"> • Randy • Brent – IFWA Library 	Michael
8:20 PM	<p><u>Brag</u></p> <ul style="list-style-type: none"> • Susan Forest had lots of brags: <u>Strangers Among Us:</u> (1) Won Aurora for Best Related Work, Artist (Samantha Beiko) and Short Fiction (Hayden Trenholm) (2) Won the Alberta Book Publishing Award (Best Speculative Fiction Book of the Year) (3) James Alan Gardner's story was shortlisted for the Sunburst Award (4) Rich Larson's story is in a Best Of year's anthology (Gay Speculative Fiction) <u>Sum of Us:</u> (1) Was mentioned in Blogs by John Scalzi and Mary Robinette Kowal 	Michael

Time	Topic	Person
	<p>(2) Was recommended by Publishers Weekly, Lightspeed Magazine and Tangent Celeste Peters received her Aurora Pin</p> <ul style="list-style-type: none"> • Randy – WWC won Aurora Award for best fan organizational • Josh – Wandering God comes out October 17 • Steve Swanson – Dragon Assassins by Stephen Swan – has proof copy – did cover art - Also doing Foothills Comic Con – Foothills Comic Con just outside Okatoks – near Black Diamond – Crescent Point Community Centre • Robert Bose – Fishing with the Devil – official launch at Owl's Nest last week • Ron Friedman – half a million views – Quora commenter • Many people submitted stories to publishers • Randy revised an entire novel during write off • Chris Carolan – will be reading at Rothney observatory on the October 21st 	
8:25 PM	<p>Discuss / Decide</p> <ul style="list-style-type: none"> • Audit of 2016 Financial Report – Shannon and Susan – Propose date – when get together – Susan's home – deadline – suggest Tuesday October 24, 2017 at Susan • Brent – IFWA Library • Randy – Next week is WWC Board Meeting – looking for new people to spread the workload more evenly • Send Book Launch announcements to Michael and he will distribute the announcement • Short Story Contest – reconsider how we are going to pay for them – look into Create Space and also look into printing turnaround time. Also look into Patreon accounts – look into how to do it – Renee Bennett and Calvin Jim – who wants to do it – Patreon – Susan will do contract – Calvin will look into Patreon. 	Michael
8:55 PM	<p>Announcements</p> <ul style="list-style-type: none"> • New After-Meeting Pub: Since Mugs Pub now has a Bingo session Thursday nights that is not likely to end in the near future, we have decided to move to a different pub. <p>We will try the Pig and Duke Pub to see how it goes. The address is 1312 12th Avenue SW. Parking is beside the pub and on the road. Let Michael know if there are any issues.</p>	Michael

Imaginative Fiction Writer's Association
Balance Sheet
As of August 31 2017

	2017	2016
Assets		
Petty Cash	291.60	301.60
RBC 1018217	5836.87	6901.28
RBC 1237932	731.20	517.45
Receivables (WWC Vouchers)		
Inventory Contest books	950	920
Store credit Fair's Fair	57.25	57.25
Total Assets	7866.92	8697.58
Liabilities		
Short story prizes	225	125
Accounts payable	16.20	96.90 Renee
		414.21 Susan
Total Liabilities	241.20	636.11
Retained Earnings	8062.76	7803.82
Net income	(444.50)	258.94
Total Equity	7618.26	8062.76
Total Liabilities and Equity	7625.72	8061.47
	7.99	1.29

Treasurer: Sandra Fitzpatrick
Audit committee:
Date:

Imaginative Fiction Writer's Association

Profit/Loss

September 2016 through August 2017

	2016-2017	2015-2016
Income		
Donations IPB Contest	450	125
Memberships (65)	1300	1520 (76 members)
IPB sales	390	524.75
Workshops/Fundraiser	225	
Total Income	2365	2169.75
Expenses		
Bank charges	121.00	117.00
Convention (Fri Nite Readings)	401.81	414.21
IPB Contest Prizes	475	475
IPB Books	635.45	644.23
IPB Judges and pre-reader costs	167.84+ 63.00	129.87
IPB Art	300	
Stationary and office (cheques)	83.83	11.50
Writers in the House	59.47	119.00
Website	16.20	
Workshop/fundraiser	195 +90.90	
Xmas Market	200	
Total Expenses	2809.50	1910.81
Net income	(444.50)	258.94
Total costs IPB	1641.21	1249.10

Treasurer: Sandra Fitzpatrick

Audit committee:

Date: