



GATINEAU VALLEY HISTORICAL SOCIETY

SOCIÉTÉ HISTORIQUE DE LA VALLÉE DE LA GATINEAU

Publications Report 2017

I'm pleased to table this report for the year ending December 31, 2017—my sixth as director of publications for the Society.

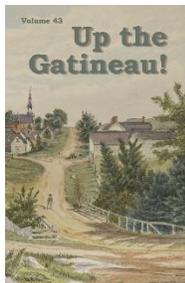
Up the Gatineau! is the Society's flagship publication; we also sell other publications of local history interest. In addition to our own publications—including an 1875 map of West Hull property owners and Gatineau Valley railway station poster—we carry publications by local authors such as Carol Martin, Norma Geggie, Katharine Fletcher, Rick Henderson, RAJ Phillips and Wallace Schaber.

The Society sells directly to the public, as well as through 15 local retailers, including one in each of Kazabazua and Poltimore, two in Cantley, five in Wakefield, and six in Chelsea (now five with the closure of Parkway General Store). In 2017, we staffed a book table at all seven of our monthly meetings and annual awards dinner, as well as at seven local venues, including a Cantley 1889 event, the Wakefield Farmers' Market, the QUAIL Christmas Fair and the Wakefield Craft Fair.

This year we sold a total of 1,106 volumes of *Up The Gatineau!* (compared to 1,168 in 2016). This included 15 complete sets (compared to 17 in 2015) and 290 copies of the newest Volume 43 (compared to the 286 copies of Volume 42 sold in its first year). All Society members received a free copy of the current *Up the Gatineau!* A further 128 other publications were sold in 2016, down from 149 in 2015.

	<u>2016</u>	<u>2017</u>	<u>Year over year change</u>
Direct sales:	\$4,915	\$5,203	\$288
Sales through our retailers	\$2,722	\$2,475	(\$247)
Total Sales:	\$7,637	\$7,678	\$ 41

We have maintained our level of sales since last year, with a modest increase. While we appreciate the visibility of our publications in local retail outlets, we make a concerted effort to maximize our direct sales, given the higher profit margin. Our complete sets of *Up the Gatineau!*, sold in gift bags designed by **Shirley Brown**, continue to sell well.



The success of *Up the Gatineau!* is due in no small part to our capable team—**Adrienne Herron** (cover design and photo editing), **Margaret Coleman** and **Paul Gessell** (editorial team), **Beth Macfie** (copy editor), **Paul Leamen** (poetry editor) and **Frances Curry** (layout and indexing). **Dave Dunphy** and **Shirley McGlashan** look after sales, distribution and inventory management of all publications. Special mention goes to **Andrew Johnston**, **Helen Parson** and **Susan Courage** for judging the 2017 Arthur Davison Prize.

Our quarterly newsletter is produced by **Shirley Brown**, who also manages our Facebook page. We also communicate with members and the public on our website at www.gvhs.ca, administered by webmaster, **Erik Rask**.

Submitted by Louise Schwartz
Director, Publications, and Editor, *Up the Gatineau!*