

BOARD MEETING - 4/15/93

ITEMS FYSI - Newsletter format change
UYSA State Office Phone System
UYSA Mailing List

FYSI - Format Change

Currently, the FYSI goes out to All competition coaches and those recreation coaches which have had their names submitted recently. Listed below are the related costs for the Newsletter:

Current Newsletter - 6 times per year.

Postage	6 * .15	.90
Printing	6 * .70	4.20
Handling	6 * .05	.30

TOTAL		5.40/year/coach

New format - 12 times per year

Postage		incl.
Printing		incl.
Handling		incl.

TOTAL		4.00/year/coach

(regular newsletter subscription rate is \$8.00/year)

*1 Year
Budget
Quarterly PD
QIC.*

PASSED

Points to consider:

- 1) A savings of \$1.40/coach/year would be realized.
- 2) The coaches would receive the newsletter each month which provides a better vehicle for UYSA to distribute information.
- 3) Additional National and Regional Information is available.
- 4) Format is much more professional.
- 5) UYSA and newsletter reporters who are covering all forms of soccer in Utah will be contributing.
- 6) No Beer/Tobacco ads are allowed.
- 7) Mailing list will be "guaranteed safe" with written agreement.
- 8) All articles contained in "Utah Section" will be reviewed and approved by UYSA.

Phone System

Due to the number of incoming and outgoing phone calls, it has become apparent that it may be cost effective for the UYSA to purchase a new phone system.

After some initial research, the most efficient way to provide a third line to the office would be to use the two current lines and purchase a phone system that allows the FAX line to be used for calls while it is not in use. Our current two line phones will not allow this.

Advantages to doing this are as follows:

- 1) More efficient handling of incoming and outgoing calls.
- 2) New phone system will be expandable.
- 3) FAX line will be used cost effectively.
- 4) Additional line charges will be avoided.
- 5) New system will be movable, if necessary.
- 6) New system has an intercom system as well as many other features.
- 7) Phone mail is available for as low as \$1550 as an add on.

Rick Wood, 3D Phone Systems, has committed to provide us all equipment at cost and install the system at no charge.

The system he recommends is the Norstar Key Service Unit.

Cost is as follows:

\$730 ¹³⁵⁰
\$155-175 ¹⁵⁵ for phone system
²⁹⁰⁰ for each phone (4 to 5 are necessary)

Other systems were within \$30-\$40, but were not as flexible and the add-ons were more expensive.

WITH VOICE MAIL
got \$2900⁰⁰
approved

Mailing List

Currently, the UYSA State Office is for the first time compiling names and addresses for all registered UYSA players. We wish to create a mailing list that should total over 20,000 names and is an available \$\$\$ resource.

There have also been several requests for our mailing list from both local and national companies wishing to mail literature to our members (FUJI Film, Soccer Promotions group, etc.).

With the potential of .10-.15 per name revenue, each sale of the list could net UYSA \$2,000+.

The issue of allowing the list out to "strangers" can be handled by using a bonded mailing house. This allows us to control the usage and items that are sent out. There are several in Utah and the system works as follows:

- 1) Mailing house works with us (at no cost) to assemble the names into a usable list.
- 2) UYSA has full control of material sent out, who buys the list, the cost of renting the list, etc.
- 3) Mailing house adds .01 per name for their profit and charges the "renter" for the services they may need to make their mailing work.

CONTACT
Next Board Meeting

NEWSLETTER

RALPH WILHELMS
7838 WILKESON CT.
SAN DIEGO, CA 92111

(800) 487-5777

- 1) .DBF File
- 2) Mailing List TO RALPH
- 3) COST \$ PER PERSON. # 4.00

FYSI		Soccer WTAH	
.80	.15 * 6	POSTAGE.	—
4.20	.70 * 6	PRINT	—
.30	.05 * 6	HANDLE	—
<u>5.30</u>	per year (every 2 month)	<u>\$4.00</u>	per year (every month)
+ set-up time			

- we review all articles - WTAH SECTION
- NO BEER / TOBACCO ads at all !!
- ? - mail list - banded
- OUTSIDE persons looking for articles as well.