

Atlantic Division Mailing Calendar - 2017

WEEK STARTING		SHOW Date	MAIL Date	NOV '16	DEC '16	JAN	FEB	MAR	APR	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC	JAN '18	
				0 1 2 2 6 3 0 7	0 1 1 2 4 1 8 5	0 0 1 2 2 1 8 5 2 9	0 1 1 2 5 2 9 6	0 0 1 2 3 2 9 6 3 0	0 1 2 2 7 4 1 8	0 1 1 2 4 1 8 5	0 0 1 2 3 2 9 6 3 0	0 1 2 2 6 3 0 7	0 1 1 2 3 0 7 4	0 0 1 2 2 1 8 5 2 9	0 1 1 2 5 2 9 6	0 1 1 2 3 3 0 7 4 1	0 1 2 2 6 3 0 7	0 1 1 2 5 2 9 6	0 1 1 2 3 3 0 7 4 1
				X		X		X			X		X		X			X	
SHOW NOTICE & PUBLIC FLYER	Polar Br.	8-Jan	22-Nov	●→★		S													
	Spring	5-Mar	18-Jan		●→★			S											
	Special	13-May	27-Mar					●→★		S									
	Summer	24-Sep	8-Aug									●→★			S				
	Fall	20-Nov	4-Oct										●→★			S			
	Polar Br. '17	8-Jan	22-Nov						●→★		M						●→★		S
Member Lunch	17-May	27-Mar						●→★											
ATLANTIC DIVISION EXPRESS	Spring	Feb			●→★														
	Summer	June							●→★										
	Fall	Aug									●→★								
	Winter	Nov										●→★				●→★			
Ballot											●→★								
Dues Notice												●→★							
BOD Meeting					B 1/11		B 3/08		B 5/?		B 7/12		B 9/13		B 11/8		B 1/10		
Annual Event												●→★							
Show Comm																			
Budget									▲	▲									
Mailing Month				Envelope Size				Contents of Mailing											
JAN				6" x 9"				1-AD Express-Spring 2-Spring Show Notice 3-Save the Date-Members Luncheon											
MAR				#10				1-May Show Notice 2-Registration Form-Members' Luncheon 3-Request for Candidates Letter											
MAY				6" x 9"				1-AD Express-Summer											
AUG				6" x 9"				1-AD Express-Fall 2-Summer Show Notice 3-Ballot Post Card 4-Candidate Resumés 5-Election Instr											
SEP				#10				1-Fall Show Notice 2-Dues Notice 3-Show Calendar Card 4-Annual Event Card 5-Pres Ltr to Mbrs											
NOV				6" x 9"				1-AD Express-Winter 2-Polar Bear Show Notice											

KEY: B BOD MEETING M MEMBER LUNCHEON S AD TRAIN SHOW ▲▲ DRAFT/FINAL BUDGET
● SEND TO PRINTER → PRINTING & STUFFING ★ INTO MAIL STREAM

REV. 09/11/2016

2017 AD Mailing Calendar.xlsx

Note: The Public Flyer is prepared at the same time as the Show Notice, but is done one (1) meet in advance.

Example: In January, the show notice is generated for March and the Public Flyer is generated for May.
 The Public Flyer, quantity 1,500, is shipped directly to AI Tuttle for advance distribution at train shows in the area.