

From: "Alan Upshall" <aupshal@upshall.net>
To: "Ellis Jones" <ellis@ellisjones.com>
Cc: "Lynn Owens-Whalen" <lowens-whalen@ellisjones.com>
Subject: FW: North American Festival of Wales
Date: Tue, 20 May 2003 13:12:50 -0700
X-MSMail-Priority: Normal
X-Mailer: Microsoft Outlook IMO, Build 9.0.2416 (9.0.2910.0)
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Welcome back Ellis

Here is the latest in the series of emails to the Welsh Books Council (I copied you on the others). They want to give us some money, which is very good, and as we discussed before you suggested that any insert should go in the August Hwyl. They want to do this and would like to know numbers etc. I am responding to them with regards the program ad and newspaper article. I would be grateful if you could answer Bridget's questions and give her the clear deadline. \$1000 US is a goodly some of money and every amount helps..

Keep me in your loop and let me know if there are any issues.

Regards
alan

-----Original Message-----

From: Bridget Shine [mailto:bridget@ellisjones.com]
Sent: Tuesday, May 20, 2003 4:48 AM
To: Alan Upshall
Subject: Re: North American Festival of Wales

Dear Alan

I've now had a meeting with my head of department. Our priority is that books from Wales are on sale at the festival. We are also keen to profile WBC and to build up relevant contacts.

We are happy to sponsor the festival, and we understand that this sponsorship would cover:

- A display allowance/contribution to the booth price of the bookstand.
- Inserting a WBC flyer in your August mailing. What is the size of your mailing list? (I need to know this for the print run).
- Our logo/web addresses etc on the <http://www.nafow.org> website.*
- Adverts in any forthcoming publicity for the festival. Could you tell me what this involves?

In terms of sponsoring Terry: if we officially fund an author, it apparently presents us with a number of potential problems. However, if we sponsor the Festival and the festival organisers use some of that money to pay the author, then that's nothing to do with us, if you see what I mean...

In terms of the actual amount: you say that the usual sponsorship is US\$1,000, but that anything over £600 would be okay given the late date. US\$1,000 works out at £617. Have I misunderstood something?

I look forward to firming things up!

Best wishes

Bridget

*By the way, when I click on all the current sponsors' web addresses on the page, I get a message telling me that 'this page cannot be found'.

**

Bridget Shine
Swyddog Marchnata (Dramor)/Marketing Officer (Overseas)
Cyngor Llyfrau Cymru/Welsh Books Council,
[REDACTED] /Chair, Aberystwyth, Ceredigion, SY23 2JB
[REDACTED] Ffacs/[REDACTED] 5
E-mail/E-bost: bridget.shine@cllc.org.uk
[http://www.\[REDACTED\].http://\[REDACTED\]](http://www.[REDACTED].http://[REDACTED])

----- Original Message -----

From: "Alan Upshall" <aups@[REDACTED]>
To: "Bridget Shine" <bridget.shine@cllc.org.uk>
Cc: "Lynn Owens-Whalen" <lowens-whal@[REDACTED]>; "Ellis Jones"
<ellis@[REDACTED]>
Sent: Tuesday, May 13, 2003 9:00 PM
Subject: RE: North American Festival of Wales

> HI Bridget
>
> You are right, sizes differ. In standard mailings, the newsletter is
> printed on 8.5 x 11 page size (4 pages) and folded as a tri-fold from
> that.
> It is enclosed into a number 10 envelope. Great if you can work with
> that.
> I am copying this correspondence to Ellis Jones out International
> director;
> Our HQ office sends the mailing out. Meeting the publication deadline is
> important. he is in the loop already from previous emails.
>
> I shall be writing the article within the n3xt week so I shall wait for
> your
> info, but also have a look at the web site in the meantime.
>
> Let me know what you and your manager have in mind for sponsorship. We
> surely can work something out.
>
> Best regards
> Alan
> -----Original Message-----
> From: Bridget Shine [mailto:bridget.[REDACTED]]
> Sent: Tuesday, May 13, 2003 9:15 AM
> To: Alan Upshall
> Subject: Re: North American Festival of Wales
>
> Thanks Alan.
>
> 1. Understood about our size having to fit your newsletter. Would you/your
> exec director be able to tell me (next week, no immediate rush) what you
> consider a 'regular page size'. Sorry if I sound dim, but our standard
> sizes
> differ to North American ones, I believe.
>
> 2. Great, I look forward to hearing from Gerri Baker Parry.
>
> 3. Will send you more info tomorrow, (it is on the web, but I think that's
> easiest)
>
> 4.Okay.
>
> 5. Sponsorship: I'll speak to my boss and get back to you asap.
>
> I don't think we could afford, this year, to both the sponsorship package
> and to send a WBC person over to the festival. It would seem that if we
> can
> achieve most objectives within the sponsorship package, that we would opt
> for this then reveiw things for next year.

>
> I'll get back to you very shortly.
>
> All best wishes
>
> Bridget
>
> **
> Bridget Shine
> Swyddog Marchnata (Dramor)/Marketing Officer (Overseas)
> Cyngor Llyfrau Cymru/Welsh Books Council,
> Castell Brychan, Aberystwyth, Ceredigion, SY23 2JB
> Tel: [REDACTED] Ffacs/[REDACTED]
> E-mail/E-bost: bridget.s[REDACTED]
> [http://www.c\[REDACTED\].http://w\[REDACTED\].n](http://www.c[REDACTED].http://w[REDACTED].n)
>
>
> ----- Original Message -----
> From: "Alan Upshall" <aupshall@upshall.net>
> To: "Bridget Shine" <bridget.[REDACTED]>
> Cc: "Neville Thomas" <nthomas@[REDACTED]>; "Gerri Baker Parry"
> <gerri.[REDACTED]>
> Sent: Monday, May 12, 2003 6:11 PM
> Subject: RE: North American Festival of Wales
>
>
> > HI Bridget
> >
> > Answers
> >
> > #1, our exec director is out for the week. He will be back next Monday.
> > I
> > know though that he will ask about size. Our newsletter is a regular
> page
> > size (usually 4 pages) and yours would have to fit with it.
> > #2 Gerri Baker Parry is working on it and will contact you directly
> > #3 OK, send me some information, or is it all on the web?
> > #4 when we have an agreement this will be easy, but our web man is also
> out
> > for the week
> > #5. Currently Terry's expenses are covered by his department.
> > Other expenses:
> >
> > honorarium (400Can)
> > and maybe his rooms (600Can) (could be covered by his department)
> > Our half page ads are 210Can, full page 425Can.
> > Gerri has the booth prices. (I believe \$100 for the weekend)
> > We generally negotiate web slot as an extra in the package
> >
> > Anything above 600 pounds would be workable for us. (our sponsorships
> are
> > normally >\$1000 but since it is now late in the day we can come down).
> > Still, the Welsh Newspapers article next month will be good for you.
> >
> > Terry apparently knows about the possible Welsh Books Council support,
> he
> > has talked with our seminar organizer. I would much prefer however that
> the
> > book council support come through us rather than to Terry directly.
> Will
> > a
> > representative for the WBC be coming over? , because we can announce it
> as
> > a joint sponsorship, UWIC and WBC and also the rep. could have the
> > opportunity to introduce Terry at the seminars.
> >
> > Gerri I know has some other ideas too.

> >
> > It's a busy morning
> > Regards
> > alan
> >
> >
> >
> >
> >
> >
> > -----Original Message-----
> > From: Bridget Shine [mailto:bridget.shine@wales.gov.uk]
> > Sent: Monday, May 12, 2003 8:20 AM
> > To: Alan Upshall
> > Subject: Re: North American Festival of Wales
> >
> > Dear Alan
> >
> > Thanks for your note.
> >
> > We'd welcome being able to insert a flyer in your August mailing. What's
> > the
> > quantity and what would be the cost?
> >
> > Do you think you will have a problem finding a suitable bookseller? Good
> > luck!
> >
> > Oh yes, please, we would welcome being mentioned in the article.
> >
> > Great re the website mention.
> >
> > What would the cost of the package be?
> >
> > Best wishes
> >
> > Bridget
> > **
> > Bridget Shine
> > Swyddog Marchnata (Dramor)/Marketing Officer (Overseas)
> > Cyngor Llyfrau Cymru/Welsh Books Council,
> > Castell Brychan, Aberystwyth, Ceredigion, SY23 2JB
> > Tel: 01432 601151 Ffacs/Fax: [REDACTED]
> > E-mail/E-bost: bridget.shine@wales.gov.uk
> > <http://www.ceredigion.gov.uk> <http://www.wales.gov.uk>
> >
> > ----- Original Message -----
> > From: "Alan Upshall" <aupsha@wales.gov.uk>
> > To: "Bridget Shine" <bridget.shine@wales.gov.uk>
> > Sent: Friday, May 09, 2003 4:20 AM
> > Subject: RE: North American Festival of Wales
> >
> >
> > > HI Bridget.
> > > Regards the mailing, the Welsh National Gymanfa Ganu Association has a
> > > policy of not releasing our mailing list. We could insert a flyer in
> > > with
> > > our August mailing. You just missed our May mailing, and with our HQ
> > > processing all of the registrations they are really to busy to put a
> > > special
> > > mailing in.
> > >
> > > I am still waiting for the response to the market place question, we
> > > are
> > > looking for a Celtic bookseller in Vancouver who might be prepared to
> > > come.
> > > There always is a problem with US companies crossing the border into
> > > Canada,

> > > the tax requirements are hideous.
> > >
> > > We shall be writing a short article about Terry receiving the Book of
> the
> > > month award for publication in the two North American Welsh
newspapers
> in
> > > July and could include some information of the Welsh Books council if
> you
> > > would like.
> > >
> > > I forgot to mention in my previous note that part of our package would
> be
> > > web site listing for the Welsh books council.
> > >
> > > Regards
> > > alan

> > > -----Original Message-----
> > > From: Bridget Shine [mailto:bridget. [REDACTED]]
> > > Sent: Thursday, May 08, 2003 1:20 AM
> > > To: Alan Upshall
> > > Subject: Re: North American Festival of Wales
> > >
> > > Annwyl Alan
> > >
> > > Many thanks for your prompt response! I am enormously relieved to know
> > that
> > > my timing has been perfect!
> > >
> > > I'll wait to hear from you/your market place coordinator. What we
would
> be
> > > very keen to do would be to supply a Canadian bookseller with books to
> sell
> > > and to support them promotionally etc. I've found in the past that
> people
> > > are disappointed if they see a book displayed but they cannot buy it
> there
> > > and then.
> > >
> > > I will certainly push for approval to get Terry support.
> > >
> > > I look forward to working with you.
> > >
> > > Best wishes and thanks
> > >
> > > Bridget

> > > **
> > > Bridget Shine
> > > Swyddog Marchnata (Dramor)/Marketing Officer (Overseas)
> > > Cyngor Llyfrau Cymru/Welsh Books Council,
> > > Castell Brychan, Aberystwyth, Ceredigion, SY23 2JB
> > > Tel: [REDACTED] Ffacs/Fax: [REDACTED]
> > > E-mail/E-bost: bridget. [REDACTED]
> > > [http://www.\[REDACTED\].uk](http://www.[REDACTED].uk) [http://www.\[REDACTED\].uk](http://www.[REDACTED].uk)

> > > ----- Original Message -----
> > > From: "Alan Upshall" <aupshal [REDACTED]>
> > > To: "Bridget Shine" <bridget.shine [REDACTED]>
> > > Sent: Thursday, May 08, 2003 12:24 AM
> > > Subject: RE: North American Festival of Wales
> > >
> > >

> > > Annwyl Bridget.
> > >
> > > Congratulations on meeting your targets, and thanks for contacting
me.
> > We
> > > would be delighted to work with you to display books and if possible
> > sell
> > > books (there may of course be some Canada customs issues but we have
> > > convention clearance with them). I have passed your email on to the
> > > market
> > > place coordinator and I shall let you know her response. I will not
> say
> > > anything to Terry and any support you can give me that I can direct
> > > towards
> > > him would be very useful to us. I am sure that we can come to some
> > > agreement
> > > regards booth rentals/ program adverts etc to balance any support.
> > There
> > > is
> > > still time to set something up; in fact your timing is perfect.
> > >
> > > I look forward to hearing from you
> > >
> > > Best regards
> > > Alan
> > >
> > > -----Original Message-----
> > > From: Bridget Shine [mailto:bridget. [REDACTED]@uk]
> > > Sent: Wednesday, May 07, 2003 2:03 PM
> > > To: aupsha [REDACTED]
> > > Subject: North American Festival of Wales
> > >
> > >
> > > Dear Alan
> > >
> > > Please forgive my rudeness in not dropping you a line before now. I
> have
> > > been snowed under with incredible targets to meet (which I have
> recently
> > > met!). I drafted an email to you several months ago and was
horrified
> to
> > > realise I had never sent it. So, apologies once more and I hope I
can
> > > swiftly rectify things.
> > >
> > > We are keen to support this year's festival. A few ways of doing so:
> > >
> > > 1. Do you have an official book stall at this year's festival? In
the
> > > past
> > > we have sent books via Hiraeth's book stand but I believe I'm
correct
> > > in
> > > saying they will not be attending this year's festival. I would be
> eager
> > > for
> > > us to work with a bookseller at the stand and to see how we could
> > support
> > > them. Could you let me have their contact details?
> > >
> > > 2. Once I get the above sorted, then we could see if/how we have any
> > scope
> > > to support Terry's trip in some way. (I'd appreciate you not
> mentioning
> > > it
> > > to Terry just yet, I have an enormous amount of respect for Terry

and
> > his
> > > work and I'd hate to disappoint him. Thus, I'd rather wait until I
> know
> > > what/if support would be authorised.).
> > >
> > > 3. Do you rent out your mailing list? We could consider doing a mail
> > shot
> > > about books from Wales.
> > >
> > > If you would prefer to discuss anything over the phone, please email
> me
> > a
> > > telephone number and a suitable time (your time) to call.
> > >
> > > Once again, apologies and I look forward to working with you.
> > >
> > > Best wishes
> > >
> > > Bridget
> > >
> > >
> > > Bridget Shine
> > > Swyddog Marchnata (Dramor)/Marketing Officer (Overseas)
> > > Cyngor Llyfrau Cymru/Welsh Books Council
> > > Castell Brychan, Aberystwyth, Ceredigion, SY23 2JB
> > > Tel: [REDACTED] Ffac/Fax: [REDACTED]
> > > [http://www.cll\[REDACTED\]](http://www.cll[REDACTED]) [http://ww\[REDACTED\].com](http://ww[REDACTED].com)
> > >
> > >
> >
>

X-Originating-IP: [4.46.156.102]
X-Originating-Email: [aupsh@shinestar.com] 1
From: "Alan Upshall" <aupshall@shinestar.com>
To: ellis@shinestar.com
Subject: Re: Flyer for Summer Mailing of HWYL
Date: Tue, 27 May 2003 15:55:27 +0000
X-OriginalArrivalTime: 27 May 2003 15:55:29.0164 (UTC) FILETIME=[6552F4C0:01C32468]
X-Virus-Scanned: by amavisd-new

Thanks Ellis, it looks as if the WBC are prepared to give us some Festival Sponsorship. I believe also that Bridget needed to know how many letters will be sent as she needed to know how many to print.
Cheers
alan

>From: Ellis Jones <ellis@shinestar.com>
>To: bridget.shinestar@shinestar.com
>CC: aupshall@shinestar.com, lower@shinestar.com
>Subject: Flyer for Summer Mailing of HWYL
>Date: Tue, 27 May 2003 09:59:04 -0500
>
>Ms. Shine:
>
>Alan Upshall has included me in the exchanges between him and you
>concerning your interest in distributing information to all members of
>WNGGA. Our Spring issue is in the mail and the summer issue will be sent
>early in August.
>
>If you wish to include a flyer (measuring 3 1/2 inches by 8 inches) in our
>summer mailing, we would like to have it by July 15. That size will fit
>nicely with the other items we will be sending in the "No. 10 envelope"
>which we use for our newsletter mailings. The No. 10 envelope measures 9
>1/2 inches by 4 inches.
>
>Does this answer your inquiry?
>
> Ellis Jones, WNGGA
> Executive Director
>
>P.S. Sorry, I forgot to include the number of copies we will need--3,000.
>Since the size is 1/3 the size of 8 1/2 by 11, only 1,000 need to be
>printed and then cut into thirds. Printing can be on both sides.
>

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