

CanPara Report for AGM: 2017/18, by Ned Ambrus

CanPara ran with 5 issues; 1 at 44 pages due to lower content and 4 at 48 pages. Vic LeFrancois and I continue to work extremely well together, and he has been a truly fantastic addition to the magazine. To the benefit of CSPA Vic has signed on for another year however I will be stepping down as Managing Editor after the Jan-March issue but will remain on as Advertising Manager.

Michelle and I did interviews with 4 solid bi-lingual candidates for the Managing Editor position; in the end Annaleah McAvoy was offered and accepted the job. She is shadowing Ned for the Jan-March issue and then will take over for April-May with me in the background helping her out as needed. I am more than confident Anna will be an excellent member of the team, and her and Vic will continue to produce a stellar National Magazine.

Advertising continues to be a challenge; until CSPA finds a way to do electronic versions of the magazines, advertisers will continue to leave. CanPara lost Aerodyne, and (again) not one DZ took advantage of the discounted ad space, which is disappointing not only in lost revenue, but in lack of support of our National magazine. When advertising on social media continues to be free, it's hard not to blame the DZ's to want to save money.

While I recognize that FileMaker has limitations, as Editor (even stepping down) I firmly believe that it is not a valid reason to not offer electronic AND paper. Multiple software is available to allow CSPA to have an electronic version, make both available until the time that a new database is installed, and then the membership can give feedback on which version it prefers.

Submissions continue to come in waves, feast or famine, which is standard. The quality of photos continues to decline along with the submissions. Again, electronic versions would help, allowing us to use lower quality submissions.

Regardless we are anticipating 5 issues in 2018/19 season with again 48 pages per.