

Beatrix Farrand Society Publications & Publicity Committee Report
May 26, 2012

Committee

Judith Tankard, Chair & Exec Rep
Shirley Beccue, Webmaster
Patrick Chassé, Scott Koniecko, Lois Berg Stack

BFSN

The Spring 2012 issue was mailed to over 500 people (current members, plus local historical societies, garden clubs, libraries, and other similar organizations)

Deadline for the Fall 2012 BFSN by August 15, 2012. Please send any story ideas, photos, and news by then.

BFS Programs & Events 2012 Brochure

This was sent to all current members in the Spring.

Press Releases

Lois Stack continues to prepare Press Releases for all BFS programs and events. They are posted on the website and also sent to local news media.

Facebook

The Beatrix Farrand Society FB Group is updated regularly with news of upcoming events, membership renewals, open days information, photos, and similar. Contact me if you'd like to join the group.

BFS Stationery

We are in the process of converting all printed materials (including letterheads, envelopes, cards, brochures) to white paper stock to match the newsletter. As soon as the BFS Welcomes You brochure runs out, we will update and print on white paper as well. If you need any stationery, please use the old ivory stock until it runs out. Thanks.

Public Relations & Permissions Requests

We have received many requests for information on Beatrix Farrand and the BFS through the Contact Us link on the website. Recent requests include furnishing photos from our archives of Beatrix Farrand or Garland Farm for *Horticulture Magazine* and *Elle Décor* as well as for scholarly publications such as the new edition of Ann Roberts' book, *Mr. Rockefeller's Roads*. We have supplied photos for exhibitions at The Mount and the New York Society Library. We also field queries about visiting, hours, and directions.

Website

Shirley continues to update the website with news of upcoming events and other items of interest. Be sure to check the right column of the Home page for information.

The Board Member Access feature (password: bfsboard#2012) has been well received for posting Minutes, Agendas, Reports, and other non-sensitive material.