

Opening Remarks

Victor R. Volkman, President

UPPAA

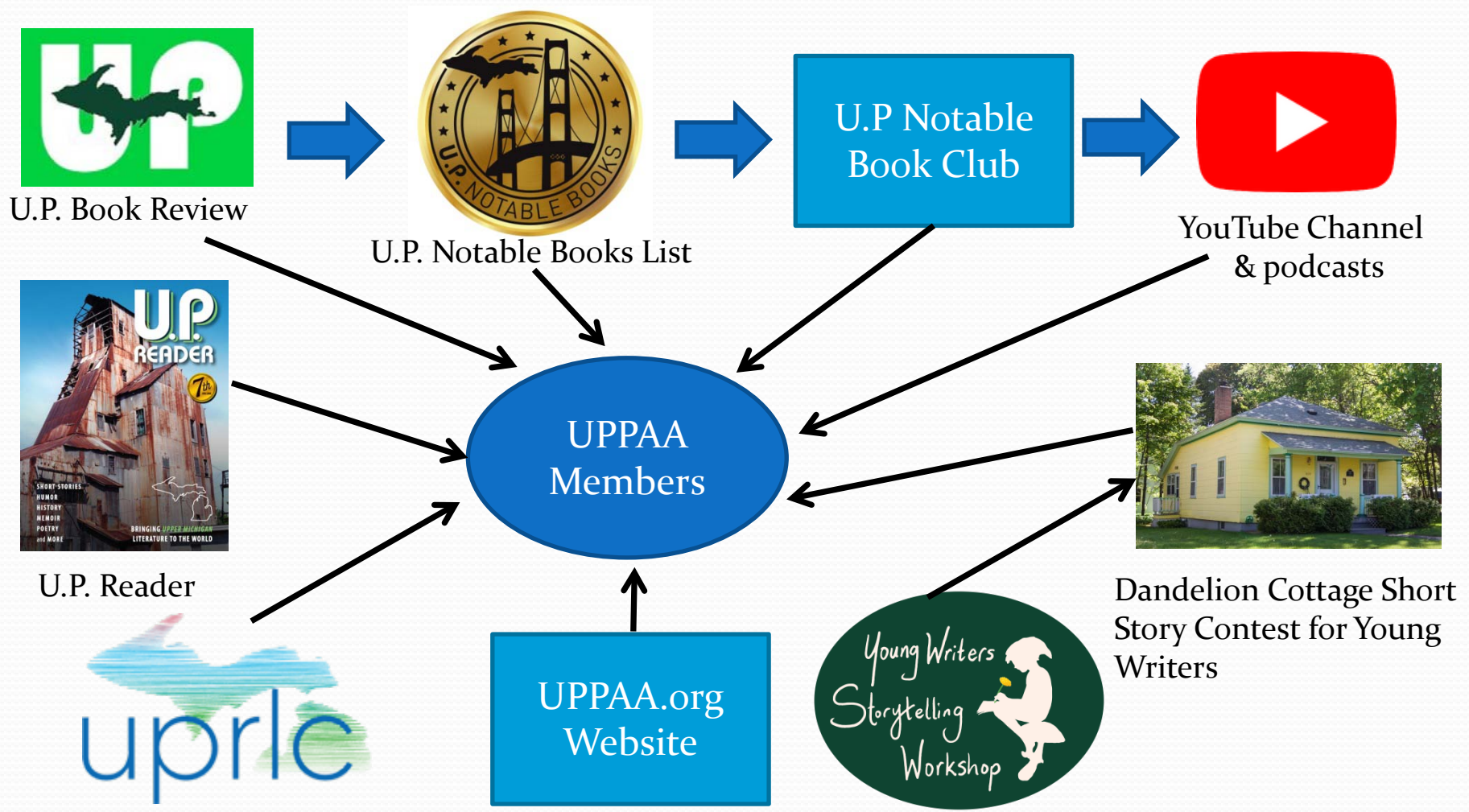
Mission Objectives for each project (from most to least important)

- Positive impact on the visibility and brand of "yooper lit" / "yooper writers" in general
- Positive impact on the general UPPAA members
- Positive impact on the population of the U.P. (including non-writers)
- Promotion of UPPAA as a significant brand in the context of Michigan humanities groups
- Ability to have a tangible lasting legacy (as opposed to a time-limited scope)
- Expenses required by the project
- Revenue expected to be generated by the project

Raise your hand at any time for questions or concerns

- I will lead the discussion
- Questions about specific programs will be deferred to leaders of those programs

UPPAA ecosystem constellation drives membership!



Young Writers Storytelling Workshop



- 25 students from all around the U.P.
- Grades 5 to 12 admitted (grade 7-8 most common)
- Very enthusiastic reponse—sold out in about 30 days
- Thematically designed to cover various aspects of story with the goal (ideally) of producing a complete story
- Dovetails well with Dandelion Cottage Short Story Contest
- Priced very cheaply for our “trial run” (\$15/each)
- Will rise to \$25/each in 2025

U.P. Regional Library Consortium

- Annual library conference sponsored by SuperiorLand Library Co-op (Marquette)
- 80 member public libraries, 25 school libraries
- About 85 delegates to annual conference which moves around each year
- All libraries from Petoseky on up.
- UPPAA authors can donate book “goody bags”
 - 20 books recommended
 - Participation fee \$20
 - Books are distributed in colorful totes

U.P. RLC 2024 - LSSC



Rich Hill and Sharon Kennedy assembling goody bags!



U.P. Book Review

- Six volunteer reviewers write 800 word reviews for www.UPBookReview.com
- Benchmark is a 3 reviews a month (~every 10 days)
- More than 150 reviews online so far!
- All UPPAA members are encouraged to send books published in 2022, 2023, 2024.
- Organizer: Victor Volkman



U.P. Notable Books



- Organized by Mikel B. Classen
- 5th Annual list published January 2024
- Winners invited to give an hour-long presentation to the U.P. Notable Books Club
 - Co-sponsored by Crystal Falls District Comm. Library
- Winners can buy digital or gold foil labels
 - Proceeds from logo sales used to support this program
- Winners invited to contribute a digital copy to Great Lakes Digital Library (accessible to any MI patron)

U.P. Notable Books 2024



- *The Great Seney Fire: A History of the Walsh Ditch Fire of 1976* by Gregory M. Lusk
- *Grim Paradise: The Cold Case Search for the Mackinac Island Killer* by Rod Sadler
- *Odin's Eye: A Marquette Time Travel Novel* by Tyler R. Tichelaar
- *The Midwife's Touch* by Sue Harrison
- *Yooper Ale Trails: Craft Breweries and Brewpubs of Michigan's Upper Peninsula* by Jon C. Stott
- *Unsolved Mysteries of Father Marquette's Many Graves* by Jennifer McGraw
- *Prehistoric Copper Mining in Michigan: "Ancient Diggings" in the Keweenaw Peninsula and Isle Royale* by John R. Halsey
- *Brockway Mountain Stories* by Paul LaVanway
- *Who Am I?* by Julie Buchholtz
- *A Nostalgic Lens: Photographs and Essays from Michigan's Upper Peninsula* by Peter Wurdock

U.P. Notable Books Club

- ~150 “members” who subscribe to Evelyn Gathu’s email blasts
- 10 events per year on 2nd Thursday of the month
- One hour events with the authors / illustrators
- Press releases to U.P. media and Michigan Librarians
- Coverage in Marquette and Houghton newspapers
- Cost splitting with Crystal Falls District Comm. Library



Dandelion Cottage Contest

- Organized by Larry Buege
- Senior Division – grades 9 to 12
- Junior Division – grades 5 to 8
- Cash prizes + medallion +traveling trophy
- No entry fees
- DandelionCottage.org website transferred to UPPAA in 2024
- Website makeover and redesign for WordPress



U.P. Reader Overview

- Organized by Deborah Frontiera
Founded by Mikel B. Classen
- UPPAA pays nothing for U.P. Reader production
 - Cover design – paperback/hardcover
 - Typesetting
 - eBook and audiobook production
 - Distribution
 - Editorial work
- UPPAA earns about \$2 royalty per copy sold
 - All proceeds used to support programming (e.g. this conference)

Tom Powers, *Michigan in Books*

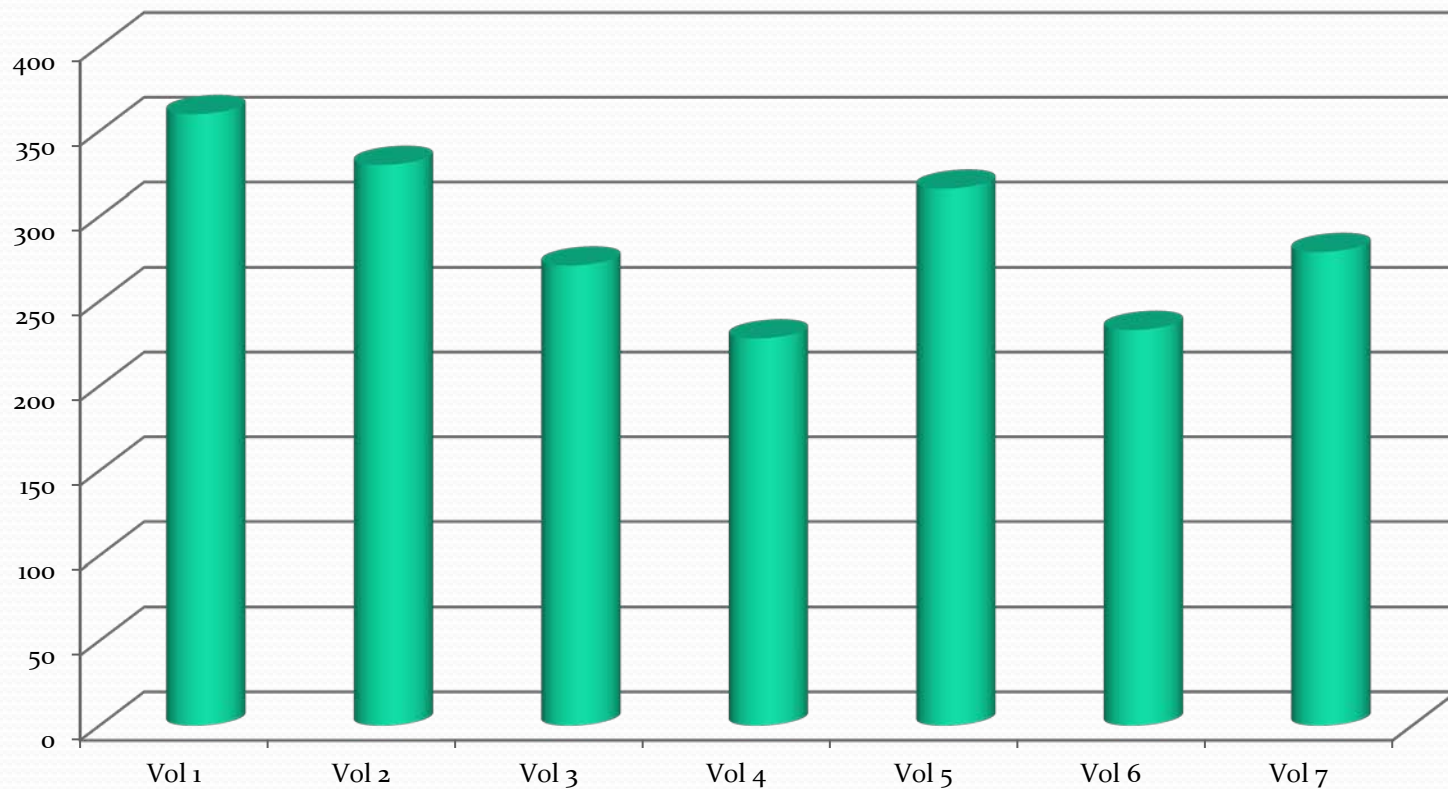
- “...And over the last six editions it has **earned a reputation as an anthology with high literary standards** that offers readers a unique step inside the customs and character of the Upper Peninsula.”

U.P. Reader cumulative stats

- **358 different poems**
- **129 different authors** (including our Dandelion Cottage winners that are printed)
- If you were to combine all 8 issues, it would be a book **1,116 pages long!!**
- Most Prolific Poet goes to **t. kilgore splake** with 16 poems
- Most Prolific Writer goes to **Sharon Kennedy** with 14 short stories

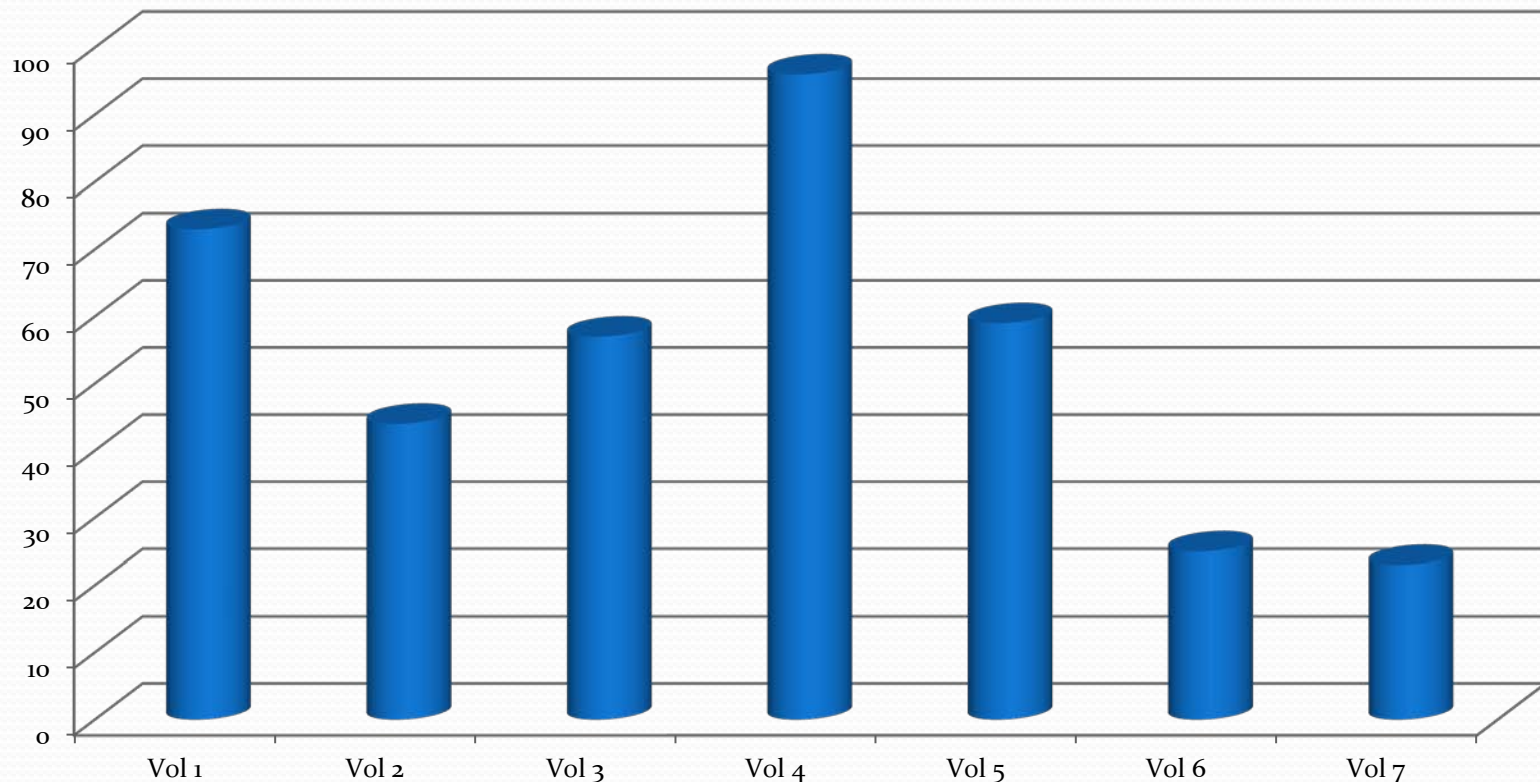
U.P. Reader Printed + eBook Sales

Lifetime sales of U.P. Reader Vol. 1 to 7



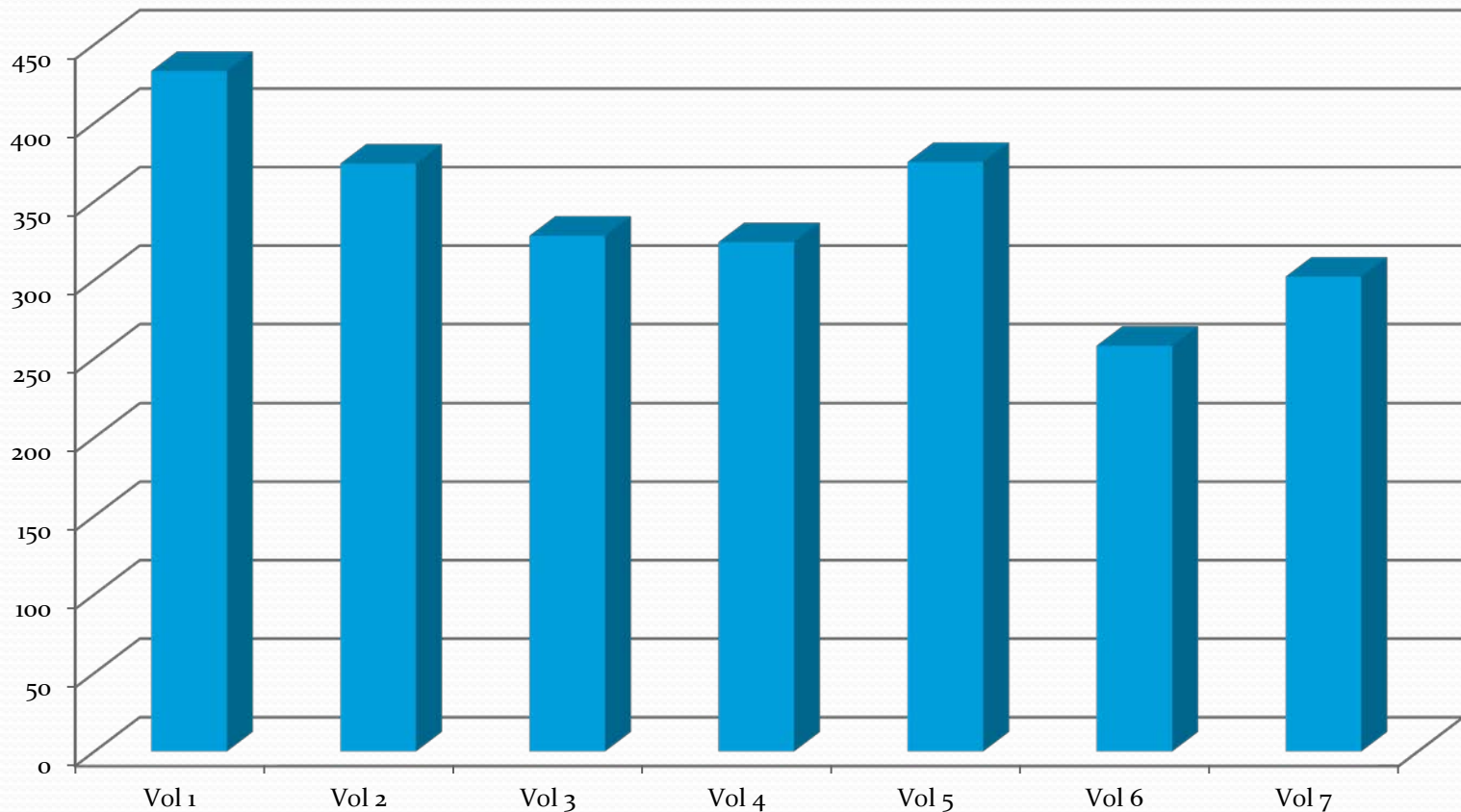
U.P. Reader Audiobook Sales

Lifetime sales of U.P. Reader Audiobooks



U.P. Reader Sales – All Media

Print + eBook + audiobook

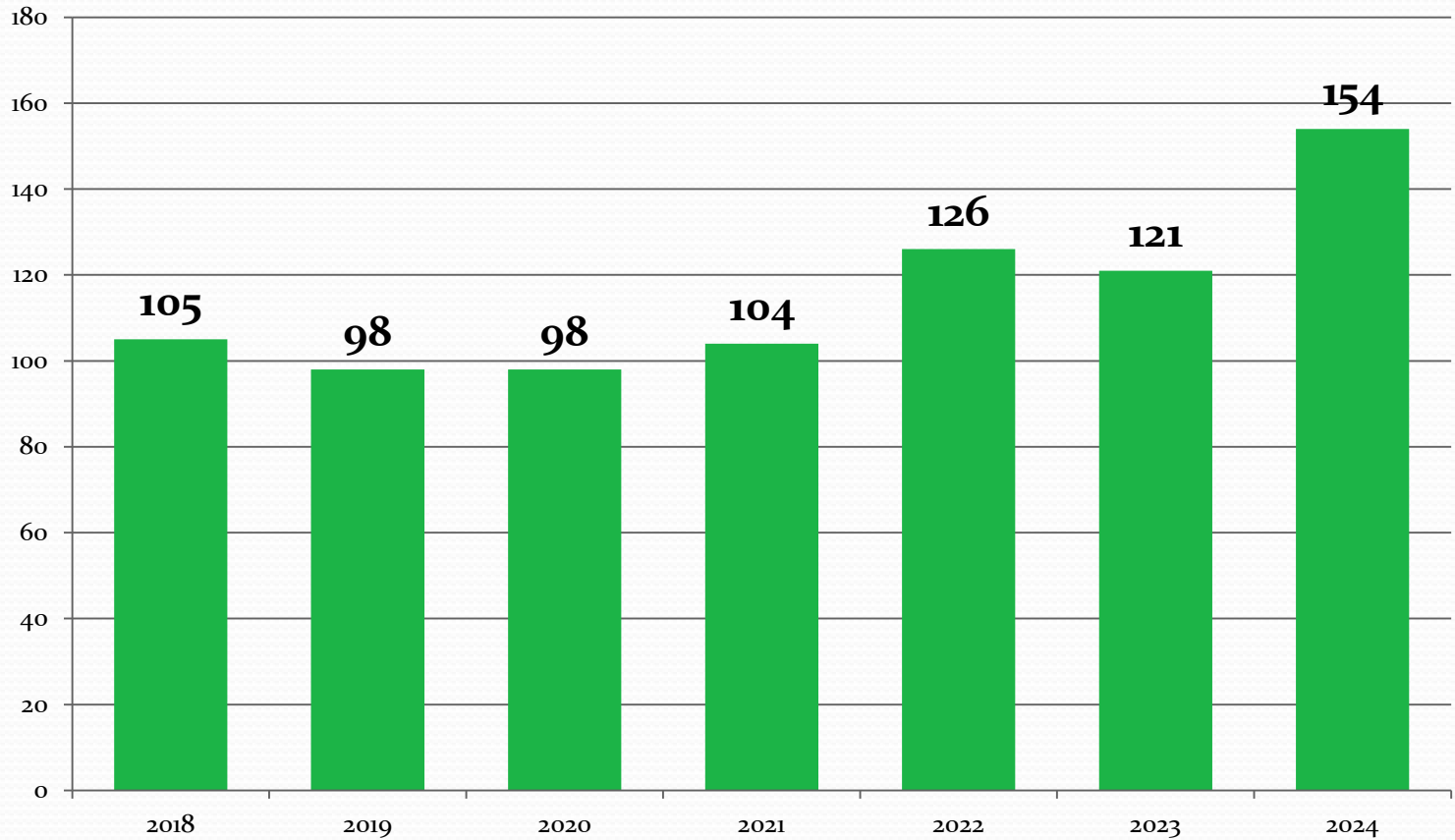


Membership update


















- Questions to **Brandy Thomas**, Membership Secretary
- Total Members: **154**
- Number dropped: 31
 - (includes both those who requested to be dropped and those who had not paid dues by March 1st)
- New or Returning Members: 45
 - (Members who had been gone for at least a year and rejoined)

We have come back stronger than ever since the pandemic

UPPAA Members by Year



Cashflow May 2023-2024

- INCOME	9,470.44
+  Conference dues and lunch	75.00
+  Donation	45.01
-  Donation for Dandelion Cottage	400.00
11/18/2023 Business D...	400.00
+  Interest	2.05
+  Membership	7,859.51
+  Non-Paypal Dues	292.13
+  Notable Books Stickers	100.00
+  UP Reader Royalties	696.74
- EXPENSES	-7,905.18
+  Uncategorized	0.00
+  Fall Picnic	-142.49
+  General Operating Expense	-782.04
+  Library conference	-504.92
+  Notable Books Speaker Fee	-475.00
+  Notable Books Transcription Fee	-400.00
+  Short Story Contest	-256.47
+  Speaker Fee	-75.00
+  Spring Conference	-5,269.26
OVERALL...	1,565.26

Proposed: increase membership dues from \$40 to **\$45/year**

- “Free” Conference is 66% of our membership dues
- Last price increase to **\$40** was voted on in 2019

Board Elections

- Next Board Election Cycle - **Spring 2025**
 - Polling will be online with [ElectionRunner.com](https://www.electionrunner.com)
- All non-appointed positions will be available
 - President, VP, Treasurer, Recording Secretary, Membership Secretary, Newsletter Editor,
 - Excludes UP Notable books, and Publications Chair which are appointed
- Lots of opportunities to get involved in your UPPAA
- We would love to hear what you are passionate about!