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In The Marbles...

by Rick Morris, President

We were busy during July, weren't we?

We've just ended one of the most active months our club has ever had. Starting with a parade on July 8th, continuing through the annual relationship test known as the Fussin' and Cussin' rally and ending with the enjoyable Wash and Wax mingle we had on the 26th, we've had a wide selection of events. There has been something for everybody to attend and enjoy. Attendance at all these events has been real gratifying. I'm especially glad to see new members take a turn at organizing and hosting events. Member involvement is what makes our club keep growing. We have a good calendar for the rest of the year. Jay Hofacker has agreed to set up a driving event for October and I keep hearing good ideas from other members about upcoming events. Let's keep the ball rolling. It's not too early to think about events for next, too, so if you have an idea, let's hear about it.

Is it time for a new logo?

Our intrepid membership director tells me that we are almost out of membership pins, and I noticed at the dinner for the Fussin' and Cussin' rally that our supply of T-shirts has finally dwindled down to almost nothing. There is a site on the internet called Cafe Press (<http://www.cafepress.com>) that is a great service for organizations like ours.

What Cafe Press does is allow groups to sell all kinds of logo merchandise without investing any money at all up front on the merchandise. They sell shirts, caps, mugs and all kinds of other things, but they only print them when they are actually ordered. What this means is that we could offer a much wider variety of club logo gear without having to buy anything. We also wouldn't really make any money on any of the products, but we wouldn't have to worry about having too many of any particular size shirt or cap. In addition, if we have a special event of some kind, we could have special gear just for that event without having to worry about how many of the items we would actually sell. The down side is that the club wouldn't really make any money, but items like shirts, caps and so on aren't real money-makers anyway.

If we are going to get involved with the Cafe Press situation, and I strongly believe that we should, it may be time to have a new logo. There is absolutely nothing wrong with the current logo, but maybe some of the club members that have design and artistic talent have some good ideas for a new logo. We also don't have, or at least I can't find, the original artwork for the current logo. This makes it pretty hard to get good results when transferring the artwork to any logo merchandise that we might decide to sell.

What I would like to propose is this: If you have ideas for a new club logo, prepare some art work and send it to me. I would like to have as many submissions as possible, so don't feel like you can only enter once. Your entries should be in electronic form, hopefully in either Adobe Photoshop or Adobe Illustrator format, but almost any electronic format will work. Make the file as large as you can, the higher the resolution in the original file, the better the reproductions will be. If the file gets too large to email, put it on a CD or ZIP disk and send it to me. At the holiday party, we will have samples of all the entries we get and if the membership finds a new logo that they like better than the current one, we will use it. We will also have an on-line voting page on the web site for people that aren't able to attend the holiday party.

While you are making up your entry, you need to keep in mind that whatever artwork is selected needs to have no more than three colors and should look good whether it is large enough to be on a shirt or small enough to be on a membership pin. It should also look good whether it is in full color or black and white. Letters, shapes and outlines should be crisp and well-defined.

Let's see some good ideas from those of you that have some talent!

Email event reminders.

We have started sending out electronic reminders of events, usually on the Tuesday before the actual event. If you aren't getting these reminders, there are a couple of reasons why. First, you have the "Receive

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