



Dear ABC Members,

The ABC Board of Directors wants to share an important update regarding the future of the ABC magazine. After careful review and discussion, the Board along with the finance committee has voted to transition the magazine from print and digital distribution to a primarily digital publication.

This decision was not made lightly. Many of us on the Board are longtime members who value receiving the magazine in print, which made this a particularly difficult decision. However, the financial realities facing the club require us to take action to protect ABC's long-term health and sustainability.

For several years, the cost of printing and mailing the magazine has continued to rise while membership has declined. Today, the cost of producing and mailing the magazine far exceeds the amount collected in membership dues, creating a financial burden that is no longer sustainable.

Throughout this process, the Board worked closely with both the Magazine Committee and the Finance Committee to evaluate costs, review alternatives, and assess the long-term financial impact of available options. Before reaching this decision, numerous cost-saving measures were implemented, including reducing printing expenses and eliminating duplicate mailings. While those efforts helped, they were not enough to address the underlying challenge.

Our goal is to preserve the magazine as a valuable benefit to members while ensuring ABC remains financially strong for years to come. The digital magazine will continue to be available to all members at no additional cost through email and the ABC website.

We also recognize that many members prefer a printed magazine. The Board has directed the Magazine Committee to develop an implementation plan that will allow members to continue receiving a printed copy for an additional fee that reflects the actual costs of printing and mailing. Additional details will be shared as that plan is finalized.

We understand this change may be disappointing to some members, and we appreciate your understanding as we work to secure ABC's future. Members are encouraged to reach out to their [Board of Directors](#) representatives with any questions or feedback.

We remain committed to providing valuable programs, resources, and communications that support our membership and our shared passion for Brittanys.

Thank you for your continued support of ABC.

Sincerely,

Board of Directors
The American Brittany Club