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Mill Pond Press Gallery Update

The SBA Program will see one further framed art price increase for 2009. Mill Pond Press has advised the SBA Program that they will be increasing print costs within the coming month.

Participating SBA chapters have until April 3, 2009 to sell any Mill Pond Press prints in their possession at the current cost of \$50.00/print (Noting that the SBA Program recovers merchandise costs when the chapter submits a sale to NHQ.) Starting April 6, 2009, the committee cost for a Mill Pond Press print will be \$55.00/print or \$275 for a 5-print package. A \$5.00/print increase from current costs.

Also, in an effort to supply SBA chapters with the most profitable and desirable framed artwork, the Mill Pond Press Gallery will be revised April 6th. We will look to remove prints that are not performing well in the Program and offer two new print images for chapters to utilize. Look for these changes to the Mill Pond Press order form and gallery on the SBA website at www.ducks.org/sba.



While we are experiencing small increases in costs from Mill Pond Press and Wild Wings, the print vendor, Sporting World, has notified the SBA Program that they will not be raising print costs in the near future. Sporting World prints will remain at their current cost of \$50.00/print or \$250 per 5-print package.

The American Wigeon Decoy offered by DU is averaging \$274 per winning bid thru the SBA Program. Take a look at it in the DU 3D & Framed Art gallery. Maybe this decoy will also bring in big bucks for the ducks thru your committee's SBA Program!



SBA IPR Report

The new SBA Item Performance Report (IPR) is sure to become a valuable tool for SBA volunteers in the field. This report outlines the sales performance of each print/merchandise item offered through the SBA Program...taking the guess work out of merchandise selection!

Through sales data collected from the submission of Winning Bidder Reports to NHQ, the SBA Program is able to record and report on the success and profitability of each SBA item. As a volunteer, you can review which prints are nationally the program's best sellers...or find out which decoy is currently receiving the highest bids.

While various images or themes may perform differently given your specific geographical location, this report is extremely useful when judging success on a national basis. This information is critical as we look to the future of SBA and putting the best possible program into the hands of our dedicated DU volunteers. You'll find this report attached to future monthly newsletters.



Wild Wings Reminder

As a reminder, the Wild Wings and Wild Wings GNA galleries have been combined. When ordering a 5-print package, you may now choose any combination of Wild Wings or Wild Wings GNA prints to complete your order. The updated order form and gallery are now posted on the SBA website and available for immediate use. Throughout the years, many SBA volunteers have requested this change, and the SBA Program expects great results with this added feature.



Thanks to decades of abiding by the single mission of: **Habitat Conservation**, DU is now the world's largest and most effective private waterfowl and wetlands organization. Thank you for your unwavering support and dedication!