



Old Saw *Articles*

The Newsletter of the Guild of New Hampshire Woodworkers

by Jim Seroskie

Evolution of The Journal

It may seem odd to begin an article about The Journal by writing about The Old Saw. But there is a deep connection and history.

The Old Saw goes back to 1991 with Jon Siegel as its first editor. The content grew over the years to include feature woodworking articles. That first issue even had a piece titled “A Plate Full of Biscuits—Commentary by Woody Gluejoint.” A bit of humor I suppose.

By 2008, these woodworking articles consumed a full two-thirds of our 180 page content each year. We were printing on a color laser printer at MinuteMan Press in Nashua, NH. But production issues were rampant and the cost was about to escalate dramatically. Our solution was to split our single publication in two—The Journal (magazine) and The Old Saw (newsletter). The newsletter was to go online-only to save cost. The Journal became the print publication you see today. And so our magazine was borne.

Publication Costs—The Journal was made financially possible through two events—a dues increase and a print/mail deal with PuritanCapital in Hollis, NH. With a budget of \$15,000 each year, The Journal has been our biggest single

cost. To support this, the membership voted to increase dues to \$40 per year beginning in the fall of 2009. As such, The Journal has consumed about two-thirds of our membership dues from that time forward. We print 120 pages each year.



PuritanCapital is our printer and bulk mail service provider. Co-owner Michael Ames gave us a non-profit discount and our cost has held steady since the beginning—six years. Print quality and service have been consistently outstanding throughout that time.

They also hooked us up with a bulk mail service (MajorMail) which PuritanCapital eventually purchased bringing that service in-house. We needed a mail permit since the old one from the early 2000s had expired. As a result, our postage and service costs dropped to just 11% of total expenditures. Service includes an envelope stuffing and preparation service which eliminated a big thankless task formerly performed by a number of members over the

Journal + Old Saw

| 2015—Projected |
|----------------|
| \$14,990 |

Journal Only—Total Costs

| 2015 New Pricing | 2014 | 2013 | 2012 | 2011 | 2010 | 2009 |
|------------------|----------|----------|----------|----------|----------|----------|
| \$14,029 | \$14,767 | \$14,847 | \$14,732 | \$14,765 | \$14,471 | \$17,530 |



years. Syd Lorandean was the last to do this—thanks Syd.

During the recent discussions on the proposed Journal/Old Saw publication plan, Puritan offered to lower our Journal print cost by 6.5%. As Michael explained, “You are a good customer of ours and our rates have gone down over the years as we have more volume so I want to make sure you are able to take advantage of that. (Besides, I wanted to be a boat builder when I was young so I have to support the industry somehow! :)”

This helps a lot. If this new pricing had been in effect in 2014, our savings on The Journal would have been nearly \$750.

Authors—Our authors are what make The Journal possible. By my count, there have been roughly 85 contributors over the years. Most are members but we have reached out to others, some as far away as Pennsylvania and Oregon. *There is always a need for authors. Currently,*

we could use five additional contributors. If you have an interest, please contact me.

Between The Old Saw and The Journal, around 15 authors have been discovered or re-discovered by Fine Woodworking Magazine—I wish I had kept a list. The first was Marty Milkovits. You can see here The Old Saw cover which caught their attention. Marty went on to write three or four articles for them with his first making their cover. Matt Wajda and Peter Breu are the most recent. Matt was unique in that he has not actually written for us, but has instead been written *about* in his role as BIG leader. And Peter was asked to do tool reviews which he has been doing for both of our publications for many years.

We currently send four complimentary copies of The Journal to Fine Woodworking editors at their request. Asa Christiana (special projects editor) has sited The Journal as one of the two best amateur woodworking publications in the country. The other was the American Period Furniture magazine which is the journal of the Society of American Period Furniture Makers. Good company. ●

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