

## Merchandising

September 9, 2021

Hello fellow cousins!

Because there was no Reunion Meeting last year, this has been a very quiet year for merchandising. We have been focusing on reorganizing and reducing existing inventory. We have learned that it doesn't benefit us to resell items that are easily available elsewhere, as the storage, handling and shipping costs outweigh any profit the Kindred might make from the sale.

With the exception of some small items such as stickers and postcards, we have listed all of our inventory (remaining T-shirts, coins, pens, notebooks, and any books we still have in stock) on the website under the "Shop" tab. These can be ordered there and paid for via PayPal. Our prices have included shipping costs for the lower 48 States.

When we sell out of books we have in stock, buyers are redirected to the publisher's (or other vendor's) website to make their purchase.

As of August 18, 2021, year-to-date sales amounted to \$158.50; shipping expenses totaled \$27.50.

We will have new T-Shirts featuring Dr. Jeremy Bangs' drawing of the ship *Fortune* ready to debut at the Annual Reunion; they will be listed on the website "Shop" tab after the Reunion. We are always looking for new Delano Kindred merchandise to inspire our members, so, if you have suggestions or ideas, please let me know.

Sincerely,  
Michael Delano  
Merchandising Chair