

## Canoe Outfitters

9504 Truscon Dr., Houston, Texas 77080

July 31, 1985

Mr. Jerry Pinckard  
6424 Central Cities Blvd. #735  
Galveston, Texas 77551

Dear Jerry:

Inclosed please find P - A - R ads Sue returned to us which represent \$50.00 worth of business turned away!

I don't know under what authority Sue has to make these procedure changes, unless she discussed the matter with you well in advance of the publishing of the July newsletter and you gave her permission to publish this notice.

We realize the newsletter editor is appointed by you, but we also realize that matters as far reaching as our paid ads should have been discussed at a previous Board of Directors meeting.

If the newsletter editor doesn't realize how much income is generated from the larger full page ads, then I suggest you inform her.

Also, I take exception to Sue's statement that "few people read the newsletter". The newsletter is our only tie with the membership, and if they are like me, they look forward to the monthly newsletter.

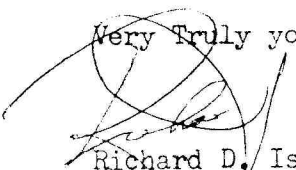
You or Sue (not the Fleet Captain) should be prepared at the next Board of Directors meeting to explain her (or your) actions regarding ads and also be prepared to furnish concrete evidence that few people read the newsletter and not just hearsay.

I consider you a friend. I think Pat is probably a closer one. Based on this statement, Pat (yes Pat) suggested we discontinue all P - A - R advertising from future Houston Canoe Club newsletters.

The Lone Star Chapter of the Sierra Club has been after us for sometime now for our advertising. They want our business.

Will our monies go into the coffers of the Houston Canoe Club or the Sierra Club! It's your decision Jerry.

Very Truly yours,

  
Richard D. Isley

CC- Mr. Roy Edwards, Vice Commodore  
6150 W. Tidwell #503  
Houston, Texas 77092

Mr. Lewis Aulbach, Purser  
3002 Helberg Road  
Houston, Texas 77092

Artie Dennis, Recorder  
827 Rockbrook Dr.  
Houston, Texas 77015

Mr. Leonard Hulsebosch, Board of Governors  
1122 Verret  
Houston, Texas 77090