

EXECUTIVE DIRECTOR'S ANNUAL REPORT FOR 2017

The main items to report for 2017 were as follows:

- 1) **Solar Eclipse** – The skies did not disappoint us. The heat was oppressive, and park attendance was about 50% of reservations (in addition to heat, I expect many folks made more than ONE reservation as backups). The local forecast was iffy, with several of our members abandoning ship and driving to KY and TN. ASEM got a lot of local exposure on TV, and helped a LOT of people to more fully enjoy the eclipse than would have without us.
- 2) **“New” C14** was more fully developed and has enjoyed a lot of use at FNOH’s this past year. [We want to make this C14 more useful for astrophotography in 2018 (particularly planetary).]
- 3) **Eclipse Glasses** – we had around 13,000 in inventory and nearly doubled our investment (even more awesome considering that some were promotional giveaways)
- 4) **Library Telescopes** - AfA purchased and donated the following telescopes in 2017:
 - Sunspotter solar telescope (\$369)
 - One additional Library Scope (\$285)
 - Four Galileoscopes altered for solar use, piggybacked on Library Scopes (\$40)These were all donated to the Library District. This continues to be a solid Outreach program but needs continuous “advertising” to have public awareness.
- 5) **ASEM Astro-calendar** – Just our 2nd year in this venture. We quickly met our goals for an expanded printing of 100 and cleared over \$500. Open to increasing sales next year. { If AfA board members have ideas on how/where to sell more, please advise.}
- 6) **ASEM membership** – increased from 87 in January to 97 at year end 2017.
- 7) **Donated telescope** – The 18” Obsession reflector is now our club’s largest ACTIVE telescope. It is already on its’ 3rd “rental” and seems to be popular enough to keep in our stable.
- 8) **Significant Donations** – we received for the year include the Pro-Dome, 18” Obsession, broken C8, and an SBIG camera.
- 9) **Other** - the Astronomical League had a photo contest, and ASEM had 4 winners! See 4th qtr issue of THE REFLECTOR. Our winners decided to donate their winnings to improve our A/P equipment (a laptop and software were purchased or donated).