MISSION STATEMENT
To publish a nonprofit community newspaper which serves the Mountain Empire communities of Santa Cruz County, including Canelo, Elgin, Patagonia, and Sonoita, and which is open to all views, highlighting local issues and emphasizing the contributions of local talent.

WHO WE ARE
We are a nonprofit organization, funded by paid advertising, donations and grants. PRT is a free monthly publication distributed to news stands and local merchants in The Mountain Empire.

Managing Editor: Marion Vendituoli
Assistant Editor: Aisha Sander
Bookkeeper: Cynie Murray
Contributing Writers: Bob Brandt, Alison Bunting, Alyssa Cazares, Francesca Claverie, Lynn Davison, Cassina Farley, Robert Gay, Patra Kelly, Martin Levowitz, Pat McNamara, Howard Meckler, Vince Pinto, Laura Wenzel
Board of Directors: Bob Brandt - President, Lynn Davison - Treasurer, Kathryn Schrag - Secretary, Tom Beal, Francesca Claverie, Cassina Farley, Jac Heiss, Donna Lee

2018 was a year of professional and organizational growth for the PRT. Some of the highlights of the year include the following:

- The editorial team, which includes the editor, assistant editor and dedicated and talented volunteer writers from the community has grown to thirteen regular contributors and many guest writers.
- The PRT has established policies for everything from political ads to letters to the editor.
- Readership has grown to an estimated total of 4000 print readers for each issue.
- The PRT launched a new website, patagoniaregionaltimes.org, in October. Assistant Editor Aisha Sander is responsible for the development of the new site, which enables readers to access the paper, view weekly blogs and breaking news, send news tips, and submit donations. Each month, the website is getting 3500 – 4000 hits.
- An email is sent out monthly to a growing list of followers alerting them to view the paper online and to notify them of important stories that the PRT is following.
- The website hosts an online community calendar and is linked with Facebook. The PRT Facebook community has grown by 200 people in the last six months, and the PRT is playing an increasingly important role in social media for our audience.
- The PRT has invested in new software and web programs to produce a more professional print product, to increase our internet presence and to manage donations. In 2019 the PRT is planning to work with software that will organize donors, volunteers, advertisers, email subscriptions, etc., utilizing a grant the PRT received from the Patagonia Regional Community Fund.
- The PRT offers mail subscriptions to the paper, which have grown from 12 in 2017 to 39 in 2018.
- The PRT Press Core, a program that rewards members with coupons to local businesses and events in exchange for a monthly donation, is getting strong support.
- Individual contributions have grown from $15,639 in 2017 to $20,581 in 2018. The number of individual contributors has grown from 123 to 165 donors.
- The PRT has embarked on a new campaign to attract more advertisers, reaching out to Sierra Vista and Nogales for new customers. Janie Trafton has retired after several years of hard work helping to keep the PRT solvent. We miss her energy and enthusiasm. Our new ad manager, Alison Martin will come on board in May. We have set a goal to double our advertising in 2019.

The staff meets each month to review the latest issue of the PRT. (From left) Marion Vendituoli, editor, Cynie Murray, bookkeeper, Aisha Sander, assistant editor.

Photo by Pat McNamara
Dear PRT Reader,

Thanks to the generosity of generous donors and our dedicated staff, board members and other volunteers, 2018 was another year of growth for the PRT.

Informed by the results of our 2017 community survey, we began the year with a board retreat at which we charted our future. The retreat, made possible through a grant from the Patagonia Regional Community Fund, was facilitated by Judy Clegg, who did a great job stepping in at the last moment when the contracted facilitator fell ill.

We lost a couple of key board members in 2018 as Dave Ellis bowed out to devote more time to studying the region’s water resources and Philip Sullivan’s job promotion required him to work out of our area. Fortunately, we gained two new very able recruits in Francesca Claverie and Tom Beal. All of our board members coordinate at least one major component of our operations and as president, I acknowledge their hard work and selfless devotion to this enterprise.

We launched our new Press Core designation for donors who commit to a regular monthly contribution and stepped up our efforts to encourage readers to purchase subscriptions so they can enjoy the convenience of having the paper delivered to their homes while providing much-needed financial support to the PRT. The two initiatives have been well received and we encourage you to consider enrolling in either program if you haven’t done so yet. They give us a steady, dependable income stream, freeing up board members and staff to spend more time producing the high quality newspaper our readers deserve.

And speaking of quality, we are blessed with a highly competent paid staff and a great team of volunteer writers who provide objective local news coverage and accounts of little-known hidden treasures of people, places and ideas that are part of the unique character of this region. Lest we become complacent, however, we want to hear from you if you have a comment or suggestion for including something we are not already offering or something you feel we should drop or modify. Contact our staff or any member of the board with your comment or suggestion or contact us via our newly-upgraded website, patagoniaregionaltimes.org, where, in addition to reading the current or back issues of the paper, you can now find timely announcements and news about events in our service area as they happen.

As we celebrate our tenth year of publication, we hope you will enjoy each and every issue. Let us know how we are doing. We love hearing from our readers.

Bob Brandt, President
Brantownb@gmail.com

The Patagonia Regional Times Board of Directors

Bob Brandt - President    Lynn Davison - Treasurer    Kathryn Schrag - Secretary    Tom Beal

Cassina Farley    Jac Heiss    Donna Lee    Francesca Claverie
INCOME $47,839

Income | Totals
--- | ---
Advertising | $24,528
Donations | $20,581
Grant (PRCF) | $1200
Subscriptions | $1530
Total Income | $47,839

EXPENSES $42,888

Expenses | Totals
--- | ---
Staff | $26,951
Newspaper Printing | $6776
Operations | $9161
Total Expenses | $42,888

Cash on Hand a/o 12/31/18 = $26,321
THANK YOU TO OUR GENEROUS DONORS

William & Shirley Ambrose
Molly Anderson &
William Farr
Richard & Lou Apperson
Russell & Ruth Arbuckle
Thomas Arny
Avery & Dee Bates
Judith Beck
Judith & Joseph Brown
Laura & Arch Brown
Don Brush
Ann Brownback &
Charles Clough
Wade & Alison Bunting
Helen Chester
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James & Ginny Cosbey
Nancy Coyote
Kathleen Crockett &
George Whitmill
David E. Daiss
Peter & Kathy Davidoff
Lila Davison
Lynn Davison & Judy Clegg
Nan & Charles Doolittle
Melanie Dreishbach &
Richard Schain
Dong Eckman &
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Joel & Cynnie Murray
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Alxe Noden
Debra Paterson
Christin Peterson
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David & Sondra Porter
Sandra Powell
Richard Pritzlaff
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Wesley & Philomena Rhodes
Ronald & Barbara Rodgers
Doris Rusch
Johnny Schaefer &
Diana Nijland
James & Louise Schatz
Schouten & Sullivan PLLC.
Kathryn Schrag &
Martin Leovowitz
Susan Scott
Seibert Ecological Restoration,
LLC
Eileen Wheeler Sheehan
Hal Slotnick
Lawrence D. Spears
Stage Stop Inn/
Wild Horse Restaurant
Corinne L. Stange
James Standacher
Chris & Mary Strohm
Mark & Barbara Stromberg
John & Beth Sullivan
Deborah Tollefson
Virginia Treherne-Thomas
Deborah Upton
Kurt Vaughn
Linda & George Vensel
Rick & Annie Waits
Ron Walp
Leslie Ware & Philip Caputo
Patricia Watrouos
Caleb Weaver
Jude Weierman
Don & Doris Wenig
Frederick Wilhelm, Jr.
Tera & Peter Wood
Mary Woodard

Press Core Members
Susan Archibald
Robert Brandt &
Anne Townsend
Lane & Linda Coulston
Cassalyn David
Thomas Day
Chris Dollaghan
Stuart & Linda Evans
Jan Herron
Cyndi Jenkins
Chuck & Sara Klingenstein
Renate Klopping-Todd
Eva & John Kugler
Donna D. Lee
Justin McEldowney
John & Vista Michael
Murphy & Kate Musick
Valerie Neale & Rick Jones
Lynda Newman
Kate & David Peake
Sandra Porter
Lisa Remack
Joyce Sander &
Kenneth Ludwig
Kathryn Schrag
Thomas & Linda Shore
Jerri Sober & Pam Waters
Jude Weierman