

Silver Lake Directory (SL Vacation Guide) Chapter #16

Moxon Printing printed "The Silver Lake Directory" 1955 to the mid-1960s. Then former Perry Herald owner Joseph Pascoe published the "Silver Lake Vacation Guide" to the year 1974. Subsequent owners of the Perry Herald, J.N. White (1975 to 1989) and Randy White (1989-2005) continued to publish the SL Vacation Guide for the lake residents at no charge. In the year 2007 the directory was renamed "Silver Lake Association Directory" when the SLA hired a different publisher to print the directory. You will read of this change in the Decade of the 2000s.

The SLCOA used the directory to communicate to the lake community. This yearly publication contained valuable information about the SLCOA's activities and lake issues. The content of directory was the responsibility and choice of the publisher. Paid advertisers of area merchants used this media as a way of advertising their businesses to the lake community. Along with the advertisements and the names and addresses of the lake residents, this keepsake book also included maps of the lake community, pictures of "life on the lake" (especially fishing), and information of the local towns, villages, and other association's events.

The SLCOA compiled and updated the names and addresses of the lake property owners for the publisher and asked if an earlier delivery date could be possible. Eventually the SLCOA was able to get an earlier delivery date and in June of 1977, assisted the publisher by delivering the directory to the lake residents for the first time in conjunction with the SLCOA membership drive and sales of flares. In the mid-1980s the SLCOA started to use computer files to update the names and addresses which made it much easier to keep the list current (although it was a task for anyone who had this assignment). The updating of the names and addresses of the membership list for the directory is a task that is still done by the SLA to this present day.

The following passages from the SLCOA (SLA) monthly meeting minutes summarizes some of the details the association had to discuss to make this directory a useful tool of communication.

The computer listings the tract directors received reflected some differences of information compared to the directory listings. It was said to note changes on the bottom or back of the computer lists using the record number. It was not necessary to rewrite the whole thing, just changes if you use the record number. The computer list was a summer and winter address listing, winter generally used for mailing. For the 911 safety system, their lake property address was used. A directory map for 911 would be drawn up with hydrant locations and the district serving area.

The master list of the directory names and addresses were already submitted to the Perry Herald for publication. However, at the March meeting changes were made by the tract directors present. Chris Myers presented Lorraine Strum with a computerized list given to her by Bob Murray. Lorraine would make as many changes as possible and ask the Perry Herald to hold on this portion of the directory. It was anticipated more changes would occur after the winter newsletter was mailed out. Lorraine asked for idea's for a coupon to be inserted in the directory so that the names and addresses can be sent back to the SLCOA with the corrections.

The Perry Herald had the directories ready by the June 16th meeting. It was asked to have at least 800 copies that year (1990). It was noticed that Broodbooks was still written as Broodbrooks. Frank Young should be listed as Broodbooks and Traber North Tract Director. Included with the membership directories were; the Economic Impact Survey results; newsletters; 1990 stickers; and Don also had the SLCOA black membership signs for tract directors.

R. Bausch reported that Wesley Stringham and Bramer of Silver Grove Extension were not in the book. Other names that were added to the directory were; Klein farmer son-in-law, the YMCA, and the Silver Lake Country Club.

Deleted from the listing was Mrs. Balhizer as deceased. Lorraine reported that a dozen coupons listing changes had been received at the SLCOA's PO Box #265.

At the SLCOA meeting March 23, 1991, it was stated that there was a 10% return on the winter newsletter due to incorrect addresses. The returned newsletters were brought to the next SLCOA meeting so that the tract directors would distribute them when the directory was distributed. A Post Office Box is required for anyone residing in the Institute area. At the June 22, 1991 Annual Meeting, directories were distributed. Tract Directors looking at the copies passed out to them at the beginning of the meeting already saw changes. Computer printouts of the address listings also were distributed to the directors present. Although the coupon system was preferred for updating the database, directors who wished may have used the computer printouts to submit changes.

Directories were presorted, bagged and tagged with a count for distribution June 20, 1992. Newsletters were inserted into the directories and the address lists were placed in each bag, all of this was done for easier handling. The addresses for the 1993 directory were all set. The data base was updated after the winter newsletters were mailed. 85 incorrect addresses were returned in the mail. Of that, 35 addresses were found through Alma Rosenthal at the Silver Lake Post Office, others via coupons, calls, etc. In our 1993 directory those 50 remaining addresses would be marked with an asterisk. This would save postage and cue directors who know these folks or visa versa, to update them.

The distribution of directories, flares, newsletters etc. was discussed to find ways to make it easier for directors. Posting signs, notes, carts, print the newsletter in the directory and reduce the size of the tracts were some of those suggestions. Idea's to help increase membership also was discussed. If the SLA would advertise and/or put cottagers phone numbers on the tract directors list, so they could be called before the director came around, were other suggestions.

Regarding tract directory packets, Lorraine was directed to bag the books, newsletters, cards, date stickers, lists of names per tract and add to Tucker Tract, the residents of Safford Avenue. It was also mentioned for the SLA Board to know that Walt's Tract was located on the outlet where there are approximately 12 cottages. It was at the north end just past the outlet bridge. It was noted that on one page of the directory, the SLA was listed as the SLCOA; J.N. White would be directed to put the new name (Silver Lake Association) in the 1996 book.

Revision of the By-laws that were listed separately in the 1992 directory would be updated and Lorraine would incorporate the new By-laws and Mission Statement for the 1994 directory.

Francis brought a 1975 directory which contained a fold out fishing map and suggested to publish one next year as well as an updated map of the tracts. He also received requests from the Sheriff Department and Perry Ambulance for copies of the directory. The SLA board okayed this request.

Dick Laley brought a Rushford Lake Directory to the 1996 October meeting after reviewing the copy he had. He mentioned some good points that could be adopted for the SLA Directory. Lorraine directed to make sure that J.N. White made the new map a two pager.

In 1998 John Pachuta took extra directories for the Health Department nurses who call on people at Silver Lake. Others who may want a copy of the directory could be: 911, County Sheriff, Perry Police, Perry, Castile, and the Silver Spring Fire Departments.

Roy requested that the Sea Serpent legend to be included in the 1999 Vacation Guide as well as the racing format of the Yacht Club with the SLA's compliments on the red buoys they used. Florence contacted Mark Grinder, her neighbor and Yacht Club member, for information.

Marge McWethy sorted old filed records of the SLCOA and found some interesting data. She suggested a chronological compilation of old directories be kept on file and that a library of old news clippings be established. \$48 in cash was found in these files and would be deposited.