

Uversa Press 2011 Annual Report

2011 was a busy year for Uversa Press, as we tackled several exciting projects, including:

1. New Cover Design for our Urantia Book. As many of you know we designed and implemented a new cover contest. The process we used was similar to the one that was used to choose our new logo several years ago. First we solicited design entries from throughout our entire movement, and ended up with 28 original design entries. Then we asked the General Council to cull these down to their top 7 and then after that to cull them down to their top 3. Then we sent these finalists out to our entire membership of over 1000 readers and asked them to vote. The eventual winner received an overwhelming majority of the vote and the comments that accompanied the votes show how positive this new design was. This whole process took a good deal of planning, time and support from the whole committee and from David Kantor and our staff. I want to personally thank them all for their hard work and patience in getting this job done.
2. The next major project was to ready our new printing to go to press. In order to do this, we had to bring it in line with the recent Standard Reference Text (“SRT”) that the Fellowship had been working on with Urantia Foundation over the past 5 years, so that both our versions would be identical from a referencing and wording viewpoint. Ours is still two column, theirs one column. This gigantic task was taken on by our own Merritt Horn, who has spent all this past year updating the references not only for the text in the UB itself but also to our index, which of course would change and cause ripple effect changes to the whole index. In fact he has made over 2000 reference changes to the index alone. Once complete, both the Fellowship and Urantia Foundation will have exactly identical texts and future printings should be a lot easier. We all need to thank Merritt for his tireless efforts in seeing this through from beginning to end. I don’t know what we would have done without him. Thank You – Merritt!!!
3. Uversa Press also took on the secondary works that Mark Kulieke had been distributing through Morning Star over the past decade or more, ever since he took on this work of love from Jesusonian in the 1990s. This was a massive project and if it weren’t for the hard work of Paula and Joann it would have never been completed so timely and professionally. As many of you know, Mark’s health has been failing and he just couldn’t keep up with the work involved in warehousing and distributing all the SKUs of secondary works he had in inventory. Many thanks to Steve Larson, who packed up Mark’s entire inventory in a large U-Haul and drove it down here from Wisconsin last spring. Then he and Joann unloaded the truck set everything up at WAT, who is our handicapped run fulfillment house. We now have over 50 SKUs for sale on our web site, mostly secondary works plus the various UBs and Jesus CDs.
4. As many of you know, Borders, the second largest book store chain, behind Barnes & Noble, went out of business this past year closing over 500 stores nationwide. Their

demise sent a shock wave throughout the entire book store industry. Along with their closure, over 40% of the independent bookstores have closed their doors since the depression hit in 2008. It is definitely getting harder to sell books in this declining market environment. As the market moves more toward E-Readers such as Kindle, Nook and iPad, etc. Uversa Press has had to keep up with making the UB available in those downloadable formats. Here again, we want to thank, Emilio Capolla and David Kantor for keeping us on track with this project. Despite these setbacks, last year, Uversa Press distributed 3245 Urantia Books through book stores, libraries and on line direct sales, two thirds of those were soft cover and the rest were mostly hard back.

5. On line downloading of the UB has become more and more popular, and Uversa Press offers the UB as a free download from the Fellowship's web site. If you go to the Community Tab and scroll down to the Free Download section, you can download the entire UB and several other items as well on to your computer or e-reader. In 2011, 13,922 UBs were downloaded either in html or pdf format from our site. In addition, 6,569 audio papers were downloaded during 2011. Audio papers take a lot longer to download than the written text, which may account for the lower number of downloads. At the same time, folks can listen on line by streaming without having to download.
6. Finally, in my opinion, our most exciting accomplishment this year was the agreement that Uversa Press and The Fellowship executed with Urantia Foundation surrounding audio recordings of Urantia Foundation's translations of the UB. After over a year of dialogue and negotiations, we have a signed agreement that allows us to record UF's Spanish and Russian translations. This agreement also gives ownership of these recordings to Uversa Press/UBF. Once these are completed, which will probably take a few years to complete, UF has expressed a willingness to continue this recording process to encompass other translation recordings. Uversa Press' goal is to have most all translations recorded and put on line for free dissemination within the next 10 years or so. With the completion of Spanish in the next year or two, added to the English and Quebecian French already completed, and the addition of the Portuguese which is in progress in Brazil, we would have the entire western hemisphere covered within the next few years.

In service to disseminating and making available the Urantia Book.

Uversa Press Committee

Don Green, Paula Thompson, John Hay (chair)