

BIRDBOOK CHECKLIST

A. Artistic Production

1. Finish paintings
2. Text - John Graves
 - a. Author-Publisher Contract signed
 - b. Due June 1, 1984
 - c. Register for Copyright before Publication
3. Introduction - Gentlings
4. Comments on each painting - Gentlings

B. Production/Manufacture of Book

1. Text Printing - David Holman
 - a. Contract
 - b. Printing Press
 - c. Copyright directions regarding text
 - d. Paper
2. Box Making - Craig Jenson
 - a. Contract
 - b. Box design
3. Printing of Paintings
 - a. Contract - need to chose printer
 - b. Copyright directions
 - c. Subcontract for color work
 - d. Paper
4. Purchase of packaging materials
5. Storage/Shipping of Components
 - a. Rental of Ft. Worth warehouse
 - b. Storage for individual components prior to shipping to Ft. Worth
 - c. Shipping to Ft. Worth warehouse
6. Final Assembly
 - a. Signing prints
 - b. Prints and Text in boxes
 - c. Packaging
7. Shipping to Buyers
 - a. Send notice for payment to people who made deposits
 - b. Receipt of payment
 - c. Insured shipping (C.O.D. if shipping costs not paid)

C. Financing

1. Bank Loans
 - a. Interim \$50,000 loan - Ft. Worth Bank
 - b. Long-term line of credit - Ft. Worth Bank
 - c. Loan application contents - separate list
2. Down payments and advance payments
 - a. Into escrow account?
 - b. Amount of down payment

D. Sales/Advertising

1. Bennett Spelce - Advertising
 - a. Will be requiring payment in February 1984
 - b. Contract or oral agreement
2. Purchase Contract
 - a. Terms
 - b. Payment of balance
 - c. Disclosure requirement for sales in California, Illinois, New York, and possibly other states
3. Sesquicentennial Seal
4. Manager - Ralph Carr
 - a. Contract - his attorney (Albon Head, Ft. Worth) preparing
 - b. Spell out his duties
 - c. Limits on handling money
 - d. Coordinate his percentage payments with John Graves' percentage
5. U.T. Institute of Texas Culture
 - a. Send letter to Jack Maguire
6. Other Promotions: Museums, galleries, etc.

E. Professional Services

1. Legal Expenses
 - a. Contract or letter agreement with MLK
 - b. Contract with Marilyn Maxwell
2. Accounting/Bookkeeping
 - a. Ft. Worth accountant that will do bookkeeping
 - b. Mason Backus' advice
 - c. John Graves and Ralph Carr receive payments based on profits calculated by accountant

F. Business Relationship Between Gentlings

1. Joint Venture Agreement signed
2. Powers of Attorney signed
3. Ownership of Paintings signed
4. Wills
5. Should business be incorporated?
 - a. Subchapter S
 - b. Limited liability
 - c. Costs
 - (1) To incorporate
 - (2) Corporate formalities
 - (3) Texas franchise tax
 - (4) Additional accounting and legal fees
6. Insurance
 - a. Two-year, \$250,000, term life policy purchased--make payable to Gentlings' estates
 - b. Disability insurance ordered
 - c. Casualty, vault substitute, or combination to insure the paintings
 - d. Liability insurance for gallery, joint venture, autos, house