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2025 Tierra Bella Publicity - Captain Connie Krashoc

The responsibility of the Publicity Team is the distribution of the TB fliers and any other TB related materials in the months prior to the event.

The artwork for the TB publicity materials was created by ACTC club member Sue Bialson, who sent an electronic version of the flier to Lightning Press print shop, located at 1085 Memorex Drive, Santa Clara. Sue sent a PDF file to the print shop in late December, 2024.

Ken Emerson, owner of Lightning Press, printed the materials in a timely manner and had the order ready for pick up in January of 2025.

Cost of the printing was \$50.00 for the following items:

150 TB fliers (8.5 x 11 inches)
50 Bike Academy fliers (8.5 x 11 inches)
500 Bike Academy business cards (gratis)

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