

# PORTAGE LAKES KIWANIS

## THE COMMUNICATOR BI-WEEKLY

JANUARY 30, 2013

### BIRTHDAY'S

Gene Cole - Jan 26th  
Charlie Kepnes - Jan 29th  
Tom Varley - Feb 4th

### WEDDING ANNIVERSARIES

Jay & Connie Feldman - Feb 4th

### CLUB ANNIVERSARIES

Drew Alexander - 11 yrs  
Juanita Gehm - 11 yrs  
Bob Goff - 11 yrs

### DATES TO REMEMBER

February 5th- Coventry Special Election Day  
February 6th Regular Meeting Guest Speaker  
February 9th Deadline to early Register ODK Conf  
February 13th Regular Meeting/ Committee Meeting  
February 16th Polar Bear Jump Portage Lakes St Park / Swim Beach  
February 20th Presidents of Portage Lakes Organizations Dinner  
February 27th Regular Meeting/ **Board Meeting**  
February 28th Pirates on the Lake Meeting  
March 6th Membership Drive Dinner  
March 9th Mid Year Education Day @ Columbus

### CLUB OUTINGS

April 17th- Members will meet @ MAPS Museum TIME: 6 PM. We will tour the facility and have dinner. Cost of dinner will be \$ 10.00. Please mark your Calendars this promises to be an interesting event.

At last night's meeting is was discussed that we would move forward with a Bi Weekly newsletter.

As most of you are aware we are a very active organization but like many different organizations we do have our down time. Time when we try to re organize committee's, plan for future projects

and work on current projects.

We have decided that while things are a little slow we will not be producing a weekly newsletter for mailing.

Though we will continue to list all Birthday, Wedding and Club Anniversaries on the website. As well as listing any up coming Guest Speakers,

In house and off sight meetings.

And some local events that are happening in the Portage Lakes Area.

Please view the " Dates to Remember " to the left for all that is going on at PLK

## NEWSLETTER

### ACME RECEIPTS

Please keep turning your Acme Receipts into **Vicki Kepnes**.

Every receipt turned in earns money for our club. Thank you

### PLK ELECTIONS

Yes members it is that time of year when we need to find someone to fill the " President Elect " position. If you or anyone you know is interested in this position please contact : **Frank Smith or Al Grzeschik** for more details.

### UPCOMING PLK EVENTS

Just a few reminders of upcoming events:

- 1) See Larry Hunter to reserve your ticket for February 20th, 2013 " Presidents of Portage Lakes Organizations Dinner "
- 2) Invite your friends and family members to the " Membership Drive Dinner " on March 6th, 2013.
- 3) Easter Egg Hunt preparations to begin soon. Watch website or Newsletter for updates.

### PORTAGE LAKES EVENTS

The 10th annual " Polar Bear Jump " will be taking place on February 16th, 2013 @ 2:00pm . Location: Portage Lakes State Park Swim Beach. All proceeds / donations will go to the Akron Food Bank this

### PURSES ARE LIKE FRIENDS

This event is being held April 16th at Fairlawn Country Club. They are asking for donations of " New or Gently used purses, wallets , totes or beach bags to be auctioned off. All proceeds will go to " Children's Hospital." **See the attached flyer for details**

## Inside Story Headline



Caption describing picture or graphic.

This story can fit 150-200 words.

One benefit of using your newsletter as a promotional tool is that you can reuse content from other marketing materials, such as press releases, market studies, and reports.

While your main goal of distributing a newsletter might be to sell your product or service, the key to a successful newsletter is making it useful to your readers.

A great way to add useful content to your newsletter is to develop and write your own articles, or include a calendar of upcoming events or a special offer that promotes a new product.

You can also research articles or find “filler” articles by accessing the World Wide Web. You can write about a variety of topics but try to keep your articles short.

Much of the content you put in

your newsletter can also be used for your Web site. Microsoft Publisher offers a simple way to convert your newsletter to a Web publication. So, when you’re finished writing your newsletter, convert it to a Web site and post it.

*“To catch the reader’s attention, place an interesting sentence or quote from the story here.”*

## Inside Story Headline

This story can fit 100-150 words.

The subject matter that appears in newsletters is virtually endless. You can include stories that focus on current technologies or innovations in your field.

You may also want to note business or economic trends, or

make predictions for your customers or clients.

If the newsletter is distributed internally, you might comment upon new procedures or improvements to the business. Sales figures or earnings will show how your business is growing.

Some newsletters include a col-

umn that is updated every issue, for instance, an advice column, a book review, a letter from the president, or an editorial. You can also profile new employees or top customers or vendors.

## Inside Story Headline



Caption describing picture or graphic.

This story can fit 75-125 words.

Selecting pictures or graphics is an important part of adding content to your newsletter.

Think about your article and ask yourself if the picture supports or enhances the message you’re trying to convey. Avoid

selecting images that appear to be out of context.

Microsoft Publisher includes thousands of clip art images from which you can choose and import into your newsletter. There are also several tools you can use to draw shapes and symbols.

Once you have chosen an image, place it close to the article. Be sure to place the caption of the image near the image.

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## Business Name

### Primary Business Address

Your Address Line 2  
Your Address Line 3  
Your Address Line 4

Phone: 555-555-5555

Fax: 555-555-5555

E-mail: someone@example.com

We're on the Web!  
example.com

*Your business tag line here.*



*This would be a good place to insert a short paragraph about your organization. It might include the purpose of the organization, its mission, founding date, and a brief history. You could also include a brief list of the types of products, services, or programs your organization offers, the geographic area covered (for example, western U.S. or European markets), and a profile of the types of customers or members served.*

*It would also be useful to include a contact name for readers who want more information about the organization.*

## Inside Story Headline



Caption describing picture or graphic.

This story can fit 175-225 words.

If your newsletter is folded and mailed, this story will appear on the back. So, it's a good idea to make it easy to read at a glance.

A question and answer session is a good way to quickly capture the attention of readers. You can either compile questions that you've received since the last edition or you can summarize some generic questions that are frequently asked about your organization.

A listing of names and titles of managers in your organization

is a good way to give your newsletter a personal touch. If your organization is small, you may want to list the names of all employees.

If you have any prices of standard products or services, you can include a listing of those here. You may want to refer your readers to any other forms of communication that you've created for your organization.

You can also use this space to remind readers to mark their calendars for a regular event, such as a breakfast meeting for vendors every third Tuesday of the month, or a biannual charity

auction.

If space is available, this is a good place to insert a clip art image or some other graphic.