



Skawahlook News

MARCH 2007

SPECIAL POINTS OF INTEREST:

- Briefly highlight your point of interest here.
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Message from the Chief

This story can fit 175-225 words. The purpose of a newsletter is to provide specialized information to a targeted audience. Newsletters can be a great way to market your product or service, and also create credibility and build your organization's identity among peers, members, employees, or vendors.

First, determine the audience of the newsletter. This could be anyone who might benefit from the information it contains, for example, employees or people interested in purchasing a product or requesting your service.

You can compile a mailing list from business reply cards, customer information sheets, business cards collected at trade shows, or membership lists. You

might consider purchasing a mailing list from a company.

If you explore the Publisher catalog, you will find many publications that match the style of your newsletter.

Next, establish how much time and money you can spend on your newsletter. These factors will help determine how frequently you publish the newsletter and its length. It's recommended that you publish your newsletter at least quarterly so that it's considered a consistent source of information. Your customers or employees will look forward to its arrival.



Chief Maureen Chapman in the Meeting Room

Business Closures

This past October the Skawahlook First Nation decided to temporarily close the Big-foot Coffeeshop for the season. The Black Bear Fish and Tackle was closed last spring permanently due to lack of business. The plan is to re-open

the Coffeeshop this spring for the new tourist season. The Coffeeshop clientele is looking forward to the new season and can't wait for the homemade food it is known for.



Taking the Show on the Road



Caption describing picture or graphic.

In November 2006 the Ruby Creek Art Gallery took an exhibit of artworks on the road to attend the “World Forum 2006—future directions in child welfare” Guests from around the world were able to enjoy the showcase of our local First Nations talented artists. Carly Britton and Sharron Young had three busy days that were a huge success in spreading

the name of the gallery to the global community.



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

Art Gallery's First Annual Open House

In the spirit of the Christmas holidays the Art Gallery held an open house and art show to thank all its local supporters for a tremendous first year of business. Along with light snacks and hot beverages was the sound of live music, laughter and festivities with hourly prize draws. The

event was well attended by our Skawahlook community members as well as surrounding communities. The attendance and success was a pleasant surprise. We are looking forward to our Second Annual Open House. Hope to see you there.

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 your-

self 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.

Inside Story Headline



Caption describing picture or graphic.

ports. 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 column 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.

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Caption describing picture or graphic.



Organization

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

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.



Back Page Story Headline

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.

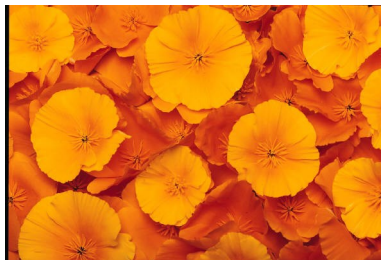
If you have any prices of standard products or services, you can include

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.



Caption describing picture or graphic.