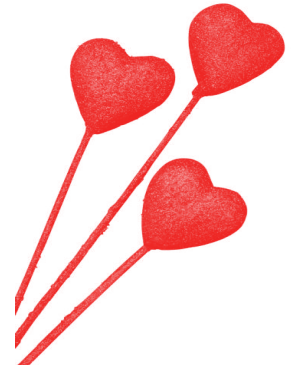




Long Lakers Activity Newsletter
 Shelley Evans, Sr. Director, 922-2308



May this Valentine's Day
be filled with love, understanding, and contentment
as you journey through life with those you hold dear

January, 2012

Sun	Mon	Tue	Wed	Thu	Fri	Sat
			1	2	3	4
5	6	7	8	9 <i>Lunch</i>	10	11
12	13		15	16	17	18
19	20	21	22	23	24	25
26	27		29			

Monthly Luncheon

The monthly luncheon is the 2nd Thursday of the month @ Friends Church. The cost is \$3.50 and meal is provided by Meals on Wheels. Please join us! Call Arlene Stowe to reserve your meal by Feb. 3rd at 947-4628.

Guest speaker will be the local representative from the American Cancer Society discussing the "Ready For Life Relay 2012"

Announcements

FREE Blood Pressure Screening at the Long Lake Fire Station on Wednesday, Feb. 1st.
 10:00 am—noon.

Happy Birthday and Anniversary to our Long Lakers Valentines.

A special **"Thank You"** to the GT Commission on Aging for help in funding the Long Lakers activities

Sunday—March 4th TC West Musical

Elton John & Tim Rice's **"AIDA"**, an exceptional love story. Cost is \$15.00

Please call Shelley ASAP if you want to go. Tickets are going fast for Sunday's matinee,

Friday—March 23rd Let's Swim & Enjoy the Hot Tub @ the America Inn. Cost is \$5.00 per person @ 10:00 am, lunch to follow.

Monthly Activities

Zumba—Monday and Tuesday evenings @ 7 pm. \$3.00 donation. Call Shelley for details.

Line Dancing—Thursday evening @ 7 pm in Interlochen.

Dates to Remember

Feb. 5th—Anniversary of Constitution

Feb. 14th—Valentines Day

Feb. 20th—Presidents Day

Feb. 22nd—Ash Wednesday

Feb. 24th—Flag Day

Feb. 28th—Michigan Primary Election.

Scheduled Outings for February

Feb 10-Tea Dance, Traverse City Elks Club—Ladies get out your best frock and Gentlemen get those suits and ties ready. Contact Shelley for reservation.

Feb. 12-Movie Matinee—Join us for one of the many wonderful movies currently playing. "War Horse, Iron Lady, Extremely Loud & Incredibly Close" to name a few. Head count and times to be discussed at our luncheon.

Income Tax Assistance is available! Contact Shelley

Inside Story Headline

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 pro-

motes 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.



Caption describing picture or graphic.

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.

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

Inside Story Headline

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 mes-



Caption describing picture or graphic.

sage 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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Organization

Microsoft

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

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.

Your business tag line here.

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.