

# UNI-COM NEWS

**UNI-COM  
Senior Resource Centre**

*University of Windsor*

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**Contacts:**

**George Plantus  
President**

**Al Beitler  
Vice-President**

**Jeff Wyatt  
Program Chairperson**

**Charles Thurgood  
Treasurer**

**Bill McRae  
Coordinator**

## MULTI-CULTURALISM STUDY GROUP: FROM A CANADIAN POLICY TO A WORLD PHILOSOPHY

One of the study groups featured in our Fall Program at the Centre for Learning in Retirement will focus upon multi-culturalism in Canada. Dr. Walter Temelini will guide his group through an examination and discussion of the development of the Canadian Policy and related philosophy and practice.

Other study groups include:

Taking a Proactive Approach to Your Financial Planning,

The Discovery of Self,

Common Folk Tales,

Fitness and Self-Defense

English From an Etymological Perspective—Part 2

For more information call 519-2533000 x3430 or check our web-site [uwindsor.ca/unicom](http://uwindsor.ca/unicom)



Dr. Temelini and his previous study group

### Speaker Series

You're invited to join us for our Oct. 20th Luncheon and featured speakers Pauline Boyle and Jack Vanderpark who have spent a considerable amount of time in China. Their presentation will be "China Today".

### Board Appointments

At the UNI-COM Board meeting on June 18th, Bill McRae agreed to continue as coordinator. George Plantus was elected as chairperson and president. Al Beitler was elected vice-chair and vice-president.

## PROGRAMS FOR THE UPCOMING YEAR

At the June 4th meeting of the Program Committee, Jeff Wyatt was elected chairperson for 2010-2011. Jeff and his committee would like to inform us that the dates for the Speaker Series this fall will be Oct. 20th and Nov. 17th

The Study Groups listed in our introduction article will commence on Sept. 27th and run once a week until Nov. 26th.

Most of the courses will be held at IONA College.

### UNI-COM Membership Dues

We've learned from our treasurer Charles Thurgood that over 60 members have already paid their 2010-2011 membership dues. Your continued support and involvement are appreciated.

## 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 re-

leases, market studies, and reports.

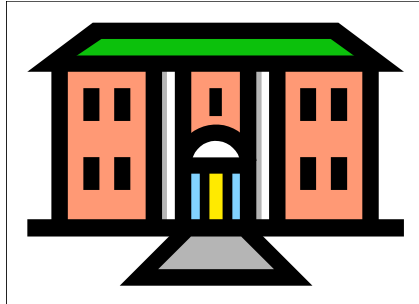
While your main goal of distributing a newsletter might be to sell your product or service, the key to a successful newsletter is making it useful to your readers.

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.



Caption describing picture or graphic.

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## 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."*

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## INSIDE STORY HEADLINE

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

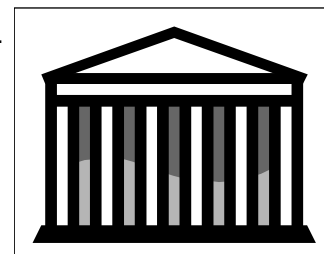
Think about your article and ask yourself if the picture supports or enhances the message you're trying to convey. Avoid selecting images that appear to be out of context.

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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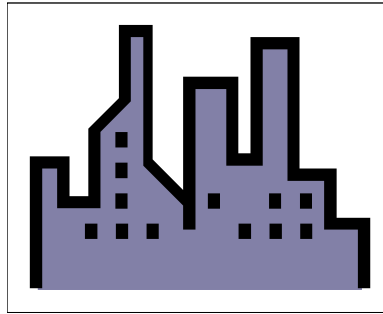
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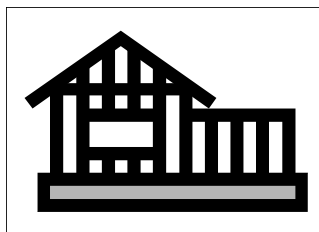
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**UNI-COM Senior Resource Centre**

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.*

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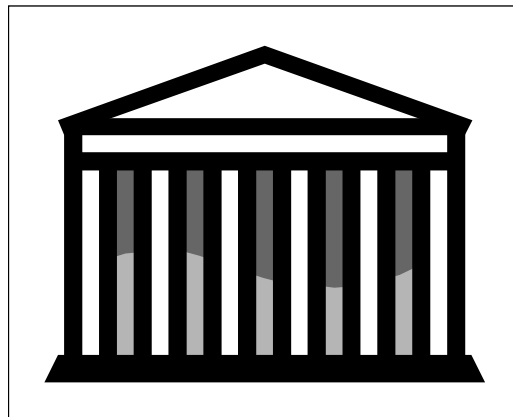
## BACK PAGE STORY HEADLINE

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 stan-



Caption describing picture or graphic.

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.

dard 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,