

UNI-COM NEWS

**UNI-COM
Senior Resource Centre**

University of Windsor

401 Sunset Ave

Windsor, ON

N9B 3P4

519 253 3000 x3430

unicom@uwindsor.ca

uwindsor.ca/unicom

Contacts:

**George Plantus
President**

**Al Beitler
Vice-President**

**Jeff Wyatt
Program Chairperson**

**Charles Thurgood
Treasurer**

**Bill McRae
Coordinator**

UPCOMING PROGRAM OFFERS WIDE VARIETY OF STUDIES: REGISTER NOW

A new line-up for next semester's study groups has just been finalized and descriptions are being mailed to our members and participants. It looks like another very interesting and enlightening series. Starting the week of Jan. 31, 2011 we have:

- *Fitness and Self-Defense for Retirees
- *Examination of Selected Plays of Jean Paul Sartre
- *Doodle Diary "Discovery" Workshops
- *How to Listen and Understand Music
- *Hinduism, Buddhism and Meditation
- *Good Health and Wealth for Seniors in Essex County

Our appreciation is extended to all the group leaders who will be sharing their talents and expertise with us. For more information call 519-253-3000 x3430 or check our web-site



Staff Sergeant Gerry Corriveau speaks about "Scams" at Luncheon

Speaker Series

You're invited to join us for our Feb.16, 2011 luncheon featuring speaker Robert Crowley. It promises to be an interesting experience with our focus on the Detroit-Windsor Border. Thanks are extended to Staff Sergeant Gerry Corriveau who did his presentation on "Scams".

Upcoming Meetings

The Program Committee chaired by Jeff Wyatt will be holding its next meeting on Jan. 7, 2011 at the Odette School of Business. The Board chaired by George Plantus will meet on Jan. 21, 2011. Please call if you have any questions /agenda items.

LAST MINUTE ADDITION TO STUDY PROGRAM

UNI-Com has responded to an invitation to offer an additional Winter Study Group at the WFCU Centres for Seniors. This "outreach" effort from our University of Windsor based group is a pilot project which will help us promote our current programs to a larger audience.

Our appreciation is extended to Al Beitler who has volunteered to lead the study group in "Great Cities of the World". Sessions will be on Tuesday afternoons at 1:00 beginning on Feb.1, 2011. Registration fees will be forwarded to UNI-COM.

UNI-COM Scholarship Contribution

We've happy to inform our members and supporters that once again UNI-COM has made a contribution to the Scholarship Trust Fund at the University of Windsor. This year the amount was \$5,000.00. Many thanks to all who contributed.

INSIDE STORY HEADLINE

This story can fit 150-200 words.

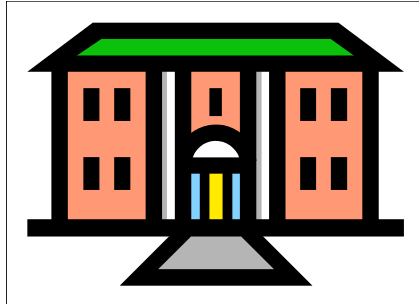
One benefit of using your newsletter as a promotional tool is that you can reuse content from other marketing materials, such as press re-

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.

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.

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

"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.

INSIDE STORY HEADLINE

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

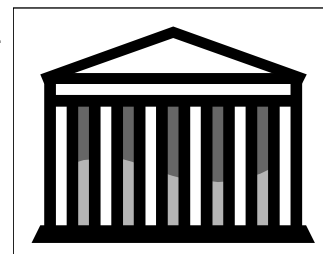
Think about your article and ask yourself if the picture supports or enhances the message you're trying to convey. Avoid selecting images that appear to be out of context.

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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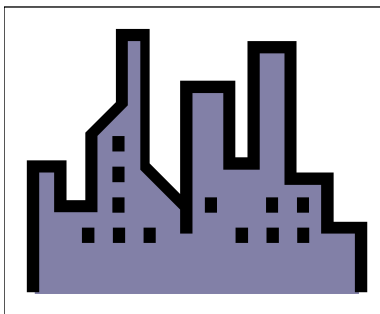
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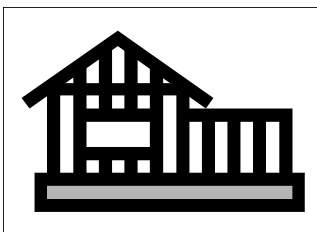
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UNI-COM Senior Resource
Centre

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

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.

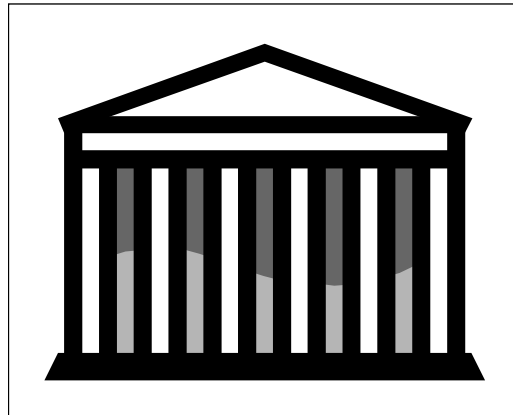
BACK PAGE STORY HEADLINE

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,