UNI-COM Senior Resource Centre

Volume 1, Issue 3

May 6, 2011

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 Chairper -son

Charles Thurgood
Treasurer

Bill McRae
Coordinator

SIX NEW FALL STUDY GROUPS OFFERED BY UNI~COM

One of the study groups featured in our Fall Program organized by the UNI~COM Centre for Learning in Retirement will focus upon Ancient Myth and Legend. Participants will explore how Greek mythology contributed to the writing of Homeric epics and even later to English poetry. Tony Johnson will lead this group.

Other study groups include:

The Search for Personal Meaning (Tony Fellbaum)
The Doodle Diary: Creating Your Own Art (AL Linnell)

Works of Giovanni Boccaccio (Walter Temilini)
Fitness and Self-Defense (Gary Pryor)

Great Cities of the World (Al Beitler)
Computer Skills (Mical Palumbo)

For more information call 519-2533000 x3430 or go to uwindsor.ca/unicom

One of the many outstanding paintings on display at the Toledo Museum of Art.

Above: Members of Al Beitlers Study Group on "Great Cities of the World". Al will be offering this session again in the fall featuring new destinations.

Group Excursion: In May, a very enjoyable trip to the Toledo Museum of Art was organized by UNI~COM. Special thanks to Sharon Casey, Sandra Manzig and Bill McRae for all their assistance with this event.

PROGRAMS FOR THE UPCOMING YEAR AT WFCU AND IONA COLLEGE

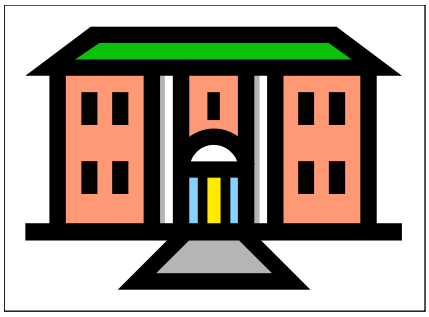
We're very pleased to be offering 2 of our courses (Great Cities, Doodle Diary) off campus this fall in an attempt give some participants easier access to a location. Most of our sessions will continue at the University of Windsor's Iona College on Sunset Ave.

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.



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 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.

Inside Story Headline

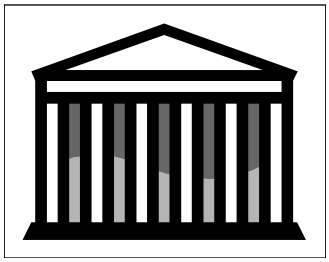
This story can fit 75-125 words.

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 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.



Caption describing picture or graphic.

Inside Story Headline

This story can fit 150-200 words.

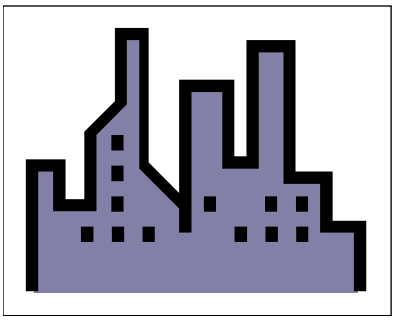
One benefit of using your newsletter as a promotional tool is that you can reuse content from other marketing materials, such as press releases, market studies, and reports.

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 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.

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."

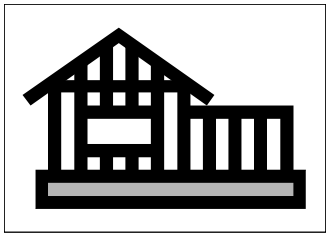
Inside Story Headline

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 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.



Caption describing picture or graphic.

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

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.

Organization

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.

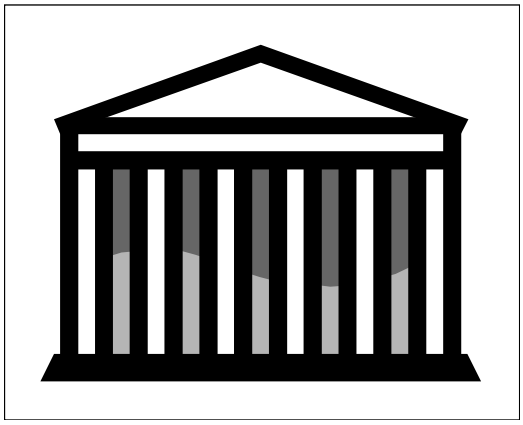
A question and answer session is a good way to quickly capture the attention of readers. You can either compile questions that you've received since the last edition or you can summarize some generic questions that are frequently asked about your organization.

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.