

Jan. 21 Irish Ceili There will be an Irish ceili (kay-lee) dance in the Haehn Alum Hall TODAY. Lessons begin at 7:00 and the dance will follow at 7:30. No experience necessary! A ceili dance is like an American square dance. Come celebrate the end of the first week of classes by moving your body and having some fun. Music will be provided by the HiBs with Daithi Sproule. Sheila Jordan will call the dances. The event is free and open to all those who feel like a good time. Wahoo!



Jan. 31 McCarthy Center Event: Indiana State Supreme Court Justice Frank Sullivan
Justice Frank Sullivan will address the legal and political issues connected with judicial "campaign promises".



Feb 1. Philips Scholarship Application Due
Do you have a strong interest in community service? Would you like to design and implement your own MN-based community service project? If you are a sophomore with a 2.75 or higher GPA, you might want to check out the Phillips Scholars Competition. A total of **\$16,400 in scholarship funds and project support** is awarded to finalists. Contact Stuart Perry or Louise Geyer in the CSB/SJU financial aid office for more information.

Center for Entrepreneurship
Information session Monday, Jan. 24, 5-6pm, HAB115.

Find out about the Center for Entrepreneurship, E-Scholars, leadership tools & resources.

E-Scholars Application
Due Feb. 4

Diversity Job & Internship Fair
Feb. 4, 1:00—4:00 p.m.

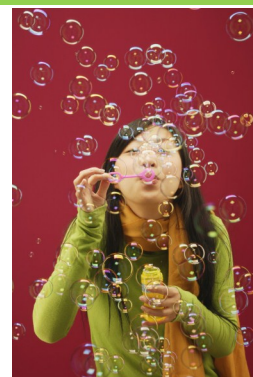
Atwood Voyageurs Room, SCSU

Limited transportation available through the Intercultural Center & International Student Programs. Sign up at <https://apps.csbsju.edu/ispo/students/signup.aspx>.

Visit <http://stcloudstate.edu/careerservices/studentsalum/Sp.2011DiversityJobFair.asp>

It's cold...but have fun anyway. Get yourself some bubbles, bundle up and spend some quality time outside blowing bubbles.

At -15 degrees, they'll freeze mid-air and shatter before drifting to the ground.





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.

"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 cli-

ents.

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 re-

view, a letter from the president, or an editorial. You can also profile new employees or top customers or vendors.



Caption describing picture or graphic.

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.

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Caption describing picture or graphic.

Your business tag line here.

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



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.

WE'RE ON THE WEB!

EXAMPLE.COM

Back Page Story Headline



Caption describing picture or graphic.

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 ques-

tions 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.