



July 2013

Welcome to the 2013/2014 season from the new Committee

## Our new President



We are delighted that John Pilkington has agreed to serve as the Club's President for the next three years. John made his name in the 1980s as a travel writer and photographer, and more recently has become known for his adventure travel documentaries on BBC Radio 4. He has given talks to over 1,000 audiences in five countries, and holds the Royal Geographical Society's Ness Award for popularising geography and the wider understanding of the world.

... and thanks to **Gerry Holman** who has been President from 2010-2013 and is now Vice-President. Together with Audrey Olley Gerry is one of the Club's longest serving members.

### Please note

We will start at 7.50pm - 10 minutes earlier on the first evening of the new season, Tuesday 1st October ONLY.

I'd like to introduce myself as your new Chairman as we look forward to the Club's 48th season and to welcome new members to the Committee.

The full list is:

<b>Chairman</b>	Janet Parsons
<b>Vice Chair &amp; Membership Secretary</b>	Jenny Allan
<b>Treasurer</b>	Roland Masset
<b>Programme Secretary</b>	Chris Beynon
<b>Hall Manager</b>	Chris Brier
<b>Assistant Hall Manager</b>	Andrew Luyten
<b>Minutes Secretary</b>	Celia Rust
<b>Volunteer Co-ordinator</b>	Gillian Cameron
<b>Publicity Secretary</b>	Jenny Powell
<b>Assistant Treasurer</b>	Colin Rumary

We are grateful that Harry Wickens is continuing to oversee the Club's website and design of posters.

## Membership renewals

Chris Beynon has put together an exciting and diverse programme for the new season and we hope that you will renew your membership and encourage friends to come along.

- Please also indicate on the Renewal/ Application form whether or not you could help with a variety of jobs on club evenings, e.g. helping at the Welcome Desk, putting out chairs, assisting with refreshments.
- Thanks to those who helped last year and we hope for a good response of helpers this coming season.

## MEMBERS EVENINGS

Please consider whether you might be able to host a Members Evening—either in your own home or the Small Hall at Onslow Village. Many TVs now have the facility for you to show your slides direct from a memory stick, therefore no projector is needed for digital images.

The season starts on Tuesday 1st October with Sam Manicom on **Tortillas to Totems**, travelling across Mexico the USA and Canada.

Our social on **19th November** invites you to **A Moorish & Berber Evening** including Chris Beynon's Journey to Morocco. Put the date in your diary now.

## Do you have an unwanted laptop?



The Club is looking for a laptop. If you have one that you're no longer using and which you would be willing to donate to the Club we should be very grateful.

Normally speakers bring their own but we need a backup in the event of a breakdown or unforeseen circumstances.

If you can help please speak to Chris Brier or Andrew Luyten.



Caption describing picture or graphic.

“To catch the reader’s attention, place an interesting sentence or quote from the story here.”



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.

### 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.

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Caption describing picture or graphic.

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## Business Name

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.

We're on the Web!  
example.com

## 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

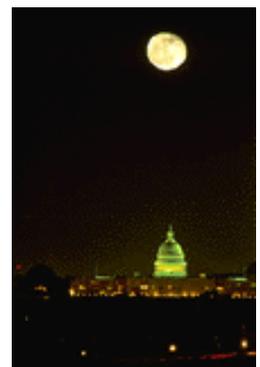
small, you may want to list the names of all employees.

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.