

Beyond the Newsletter!

**Promoting Branch Events
To Members And The Public**



October
12,
2021

Welcome

Presentation materials:

- Download the presentation from the AAUW California website home page.
- The meeting recording, a summary Q&A document and example documents will be posted following the meeting.

Questions:

- Use the Q&A function to pose a question. We'll stop periodically to answer general questions.
- Chat has been disabled.

Check here for answers to all questions.

Question and Answer

All questions (1) My questions (1)

You 09:45 AM

Where can I download the presentation?

Collapse all (1) ^

AAUW AAUW California 09:46 AM

Chat has been disabled. Use the Q&A function

Type your question here...

Type your question here.

Chat Q&A Leave

Beyond The Newsletter!

Presenting Branch Events To Members And The Public



Dawn Johnson
Governance Chair
Communications Committee

Presented by:



Sandi Gabe
Webmaster and President-Elect
Communications Committee



First, a disclaimer...

“

*What?
Our branch had a
program/speaker/meeting/event/party
last week?*

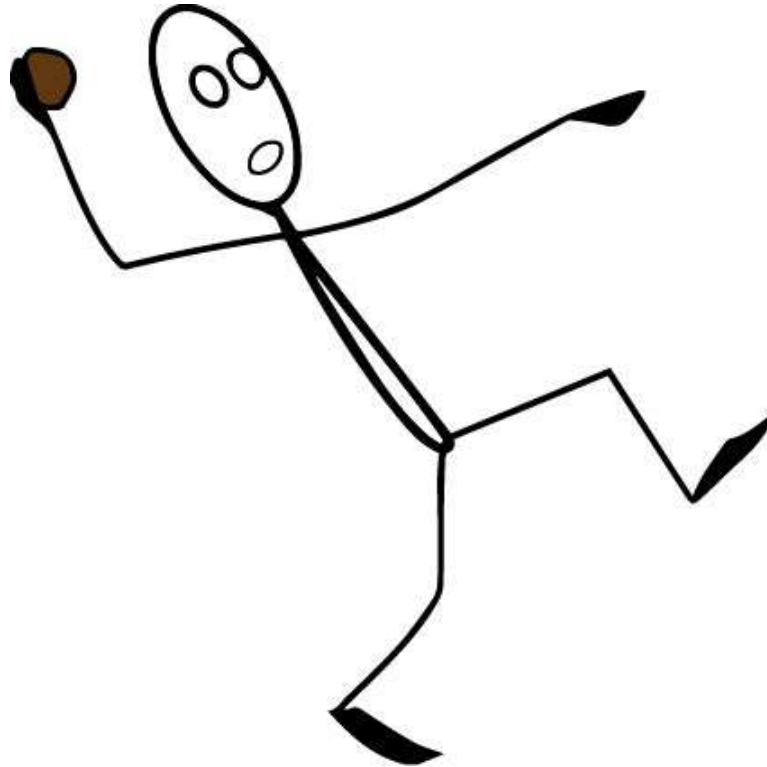
I didn't know about it!



The Rule of Seven



The “Mud on the Wall” Theory



What Mud Can You Throw?

The Tried and True

- Newsletters
- Emails
- Press releases
- New ways to use old media

The World of Social Media

- Facebook
- Instagram
- Twitter
- Branch website
- AAUW California website

The Brave New World

- Robocalls
- Print mailings
- Other organizations
- Special Interest Groups
- MeetUp
- NextDoor
- Evite

Let's Play "Mud on the Wall."



Beyond the Newsletter Part I

The Tried and True



The Tried and True: Newsletters

You have one! Does everyone read it?

Have good content

- Review other branch newsletters for ideas (send a request to webteam@aauw-ca.org).
- Think “above the fold.” Prioritize content with “need to know” articles and calendar on first page.
- Use bold colors and fonts.
- Use pictures, designs and artwork to tell a story.

Expand your reach

- Send newsletters to sister branches, AAUW California and local organizations for even more visibility (branchnewsletters@aauw-ca.org).
- Get on the state website! Submit worthy articles with broad appeal to webteam@aauw-org for consideration.

The Tried and True: Newsletters Examples

AAUW Mariposa Branch November, 2019



Sierra Outpost

New program series begins:
Rural Access to Healthcare
 Thursday, November 14
 5:30pm —Joly Sergerenko

Mariposa AAUW will be presenting a series of programs on the issue of Rural Access to Healthcare. The first of these programs will be **November 14th at 5:30 pm** in the Mariposa County Board of Supervisors' chambers.

This program will focus on our healthcare here in the Sierra Foothills. While we each harbor our own ideas about our access to healthcare locally, the speakers will provide a broader perspective. They will address areas such as:

- how our hospital, being a provider in a rural area, impacts the region
- how access is impacted in the foothills beyond our county.

The programs are free to the public and light refreshments will be served.

Event calendar

Nov 4	Leadership Team Meeting: 4:00pm, Mariposa Library
Nov 5	SIG—Reading: 4:30pm, home of Helene Fiske
Nov 9	SIG—Hiking: Rebecca Swisher to lead
Nov 12	SIG—International Study: 5:00pm, home of Sue Overstreet
Nov 13	SIG—Great Decisions: 5:00pm, home of Marilyn Saunders
Nov 14	Program—Rural Healthcare: 5:30pm, Board of Supervisors' meeting chambers
Nov 16	Member Meetup: 9:00am, Pony Express
Dec 8	Holiday Party: Details forthcoming

AAUW: We Open Eyes

Temecula Valley Branch of AAUW October 2021



the GRAPEVINE

www.aauw.org/temecula

AAUW Inspiring women since 1841

AAUW MISSION
 To advance gender equity for women and girls through research, education, and advocacy.

PRESIDENT
 Bobbie Jessup 951-301-8293

PROGRAM VP
 Betty Mathis 951-301-8119

AAUW FUNDS VP
 Cheryl Avella 626-675-4450

TREASURER
 Susan Ayres 951-249-9939

SECRETARY
 Jan Clark-Groop 951-676-1271

TECH TALK
SCHOOL REPORTS
 Bobbie Wyckoff 310-413-2486

SUBMIT ARTICLES TO:
 Deb Severns 768-425-8322
 ddbarticles@gmail.com

AAUW DIVERSITY STATEMENT

In principle and in practice, AAUW values and seeks a diverse membership. There shall be no barriers to full participation in this organization on the basis of gender, race, creed, age, sexual orientation, national origin, disability or class.

Culinary Creations
 41923 2nd Street, #104
 Temecula, CA

Oak Grove Center
 Culinary Creations
Changing Lives One Dessert At A Time

Presentation by Robin McCoy
 Culinary Creations is a Vocational Training Program for at-risk and special needs youth.

The program teaches culinary skills, customer service and hospitality training, and the value of hard work and strong character. Young people completing this program are ready and able to enter the workforce.

LEARN MORE ABOUT ROBIN AND CULINARY CREATIONS ON PAGE 2.

Saturday, October 9, 2021
9:30 AM – 11:00 AM

Please join us to eat, drink, and be inspired

IMPORTANT INFORMATION: Please note the time change for the meeting to begin at 9:30 AM. We will be able to enter the lobby beginning at 9:00 AM. To show our support, you are urged to take 16.161 hour to place an order for a pizza and a coffee to enjoy during the presentation on the coffee and pizza area to take home to enjoy later.

Culinary Creations is in Old Town Temecula near the corner of Mercedes Street and 2nd Street. The street front faces Mercedes. There is a free parking garage on Mercedes with entrances at 2nd Street and 3rd Street. Culinary Creations is across the street from the south end of the garage.



Santa Maria
Clipper AAUW
 Santa Maria (CA) Branch

Volume 74, Issue 1 September 2021

Welcome Back!

EXPANDING OUR REACH ...

At the time of this publication, we are having an in-person meeting open to all members and potential members! Bring a friend – invite them to join! We will be meeting our Allan Hancock College Scholarship recipients, learning about various interest groups, new and old, approving the 2021-2022 budget (see page 5), distributing directories, and having a brief program featuring the Foodbank of Santa Barbara County.

- **DATE & TIME:** Saturday, September 18, at 2 p.m.
- **PLACE:** Luis OASIS Senior Center, 420 Soares Ave., Orcutt
- **COST:** \$\$\$ Donation for the Foodbank (paid at the door)
- **RSVP:** Laura Selken (805-408-9899 - text is fine), or email laura.selken@gmail.com

Although you are welcome and encouraged to bring non-perishable food items for the Foodbank to our program meeting, please keep in mind they can turn a \$1 donation into **EIGHT meals!**

This will be an indoor event, so we are asking everyone to wear a mask whether or not you are vaccinated. If you have any concerns or questions, please reach out to Co-President Lata Murri or myself.

— Laura Selken, Vice President Programs

THE OCTOBER ISSUE OF THE CLIPPER WILL BE DISTRIBUTED IN LATE SEPTEMBER. PLEASE SUBMIT ALL CONTENT FOR THE NEWSLETTER BY SEPTEMBER 20 TO LAURA SELKEN AT LAURA.SELKEN@SANTA.MA.CA

CALENDAR OF EVENTS:

- DAY BOOK GROUP: SEPT. 9, 10 A.M. @ SONOMA SMITH'S
- BOARD MEETING: SEPT. 13 (via Zoom)
- WELCOME BACK MEETING: SEPT. 18, 2 P.M. @ OASIS SENIOR CENTER
- EVE. BOOK GROUP: SEPT. 22, 7 P.M. (via Zoom)
- DINE OUT GROUP: SEPT. 26, 5 P.M. @ HITCHING POST
- WANDERERS: OCT. 3
- OCTOBER PROGRAM MEETING: OCT. 9, 10 A.M. @ SANTA MARIA LIBRARY
- FLAG-SIGNING EVENT: OCT. 9, 11 A.M. - 2 P.M. @ CHRYSLER UNITED METHODIST

Page 1

The Tried and True: Emails

This is a well-known and well-loved way to reach all members.

- Easy to do
- Several ways to send emails:
 - Personal email account
 - Branch email account
 - Email marketing tools



The Tried and True: Emails

Email Irritants

- 25% open rate is typical.
- Common reasons they are not opened
 - The sender's address may not be recognizable.
 - The subject line does not include AAUW.
 - The subject line is not compelling.
- Personal or branch emails go into a black hole.
 - Did they get it?
 - Did they read it?
 - Did they act?
- Can't target the audience (members vs. supporters/public)
- People use *Reply All*. Grrrr.
- Must keep mailing lists up to date!



There are tools that can help!

The Tried and True: A Better Way for Emails

Use an email marketing tool to send newsletters and blast emails. MailChimp, Mailerlite & Constant Contact are commonly used.

Cost: minimal or free

- Use the tool to create the newsletter and send it or attach an externally created newsletter.



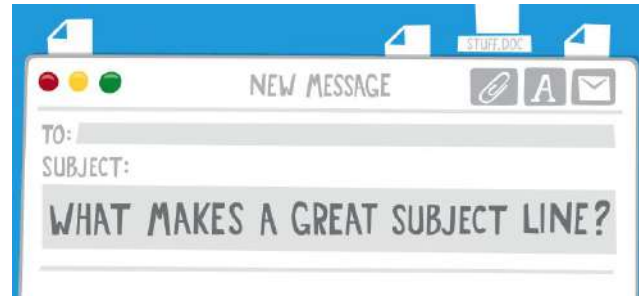
Advantages:

- Engaging designs
- Track who opened it, who clicked through, who unsubscribed, whose email bounced back.
- Send reminders to those who did not open the email.
- Automates member opt-outs.
- Segments your list into smaller groups for targeted messages.



The Tried and True: Emails

Which Email Would You Open?



AAUW April Program
Announcement

*“Do you have your Home Tour
Tickets?”*

The Tried and True: Emails

Which Would You Read?

Transitions

They happen. Sometimes we like them. Sometimes we don't. Sometimes we have mixed feelings. Dawn and I are in the latter category as we begin planning for the 2016-2017 year when both of us will be stepping down from our Co-President roles. Yes, it's true. We are opening up the opportunity for someone to take the reins. Both Dawn and I will also have an opening for Program VP and Membership VP.

What does that mean for our branch? Opportunities!

It's time for a new generation of leaders to step up and continue to be involved in several areas because we retain our enthusiasm for the work we do. Join us to take this next step.

We've known that this day would come, so we've been working for the past year to smooth the transition. Here are some ways we've made it easier for you to consider volunteering:

Worked with project chairs to make the projects more doable.

Created project plans for each project and template for branch goals.

Developed a publicity process.

Revised our Board structure to include more directors.

What we'll do:

...



TRANSITIONS

They happen.
Sometimes we like them.
Sometimes we don't.
Sometimes we have mixed feelings.

Dawn and I are in the latter category as we begin planning for the 2016-2017 year when both of us will be stepping down from our Mariposa Branch Co-President roles. Yes, it's true. We're excited that we'll be taking on more responsibility with AAUW CA next year and I'll be putting my hat in the ring for a state position in April. It's bittersweet that it's time for us to take a different role in Mariposa.

We are opening up the opportunity for others to take the reins of our branch. We will also have openings for Program VP and Membership VP for the 2016-2017 year.

What does that mean for our branch? Opportunities!

The Tried and True: Emails

Call to Action



February Newsletter

Check out the latest edition and find out about:

- Traveling the Silk Road - February 17th 4:30 pm.
- Speech Trek - a few jobs remain. Can you help?
- Transitions - Now's your chance to get involved!
- Special Interest Group (SIG) happenings: Hiking, Reading, Crafting!

and much, much more!!!

Sandi

[Click here to read the newsletter.](#)

The Tried and True: A Better Way for Emails

Useful Resources

What email platform is best?	https://www.aauw-ca.org/wp-content/uploads/2018/03/AAUW-Technology-Peer-Group-3-29-18.pptx.pdf
How do you create a newsletter in MailChimp?	https://aauw-or.aauw.net/files/2021/08/MailChimp-document.pdf
How do you set up an account and send emails with MailChimp?	https://www.aauw-ca.org/wp-content/uploads/2018/04/AAUW-Technology-Peer-Group-Mailchimp-Demo.pdf
Mailchimp Demo	https://youtu.be/nVcqkbY9h0U?t=295

The Tried and True: Press Releases

Writing Press Releases 101

Overall

- ▷ What flies in your paper?
- ▷ Short sentences. Ditch those commas and “ands.”
- ▷ No flowery language.
- ▷ KISS
- ▷ Don't use “I, we, you, us.”
- ▷ No jargon! Explain “Tech Trek!”
- ▷ Include photos, but follow caption rules (minors)

First paragraph

- ▷ Don't waste it. No melodramatic preamble, but hook 'em.
- ▷ Nail the 5 W's - WHY is the most important.
- ▷ Get in the Call to Action!

Following paragraphs

- ▷ Blah, blah, blah secondary information. Go from most to least important.
- ▷ Warm and fuzzy quotes help.

Final paragraph

- ▷ AAUW story with contact information

The Tried and True: Press Releases

A few more tips on press releases:

- Build a list of contacts for the local papers. Know their deadlines.
- Give permission to shorten your article.
- Request at least a calendar listing.
- Build a publicity calendar for your branch.
 - What events will be publicized?
 - Who will write the article?
 - What outlets will you contact?
 - Who will submit the article?
 - What is the deadline?

Proofread! Not once. Not twice. Third time's a charm.

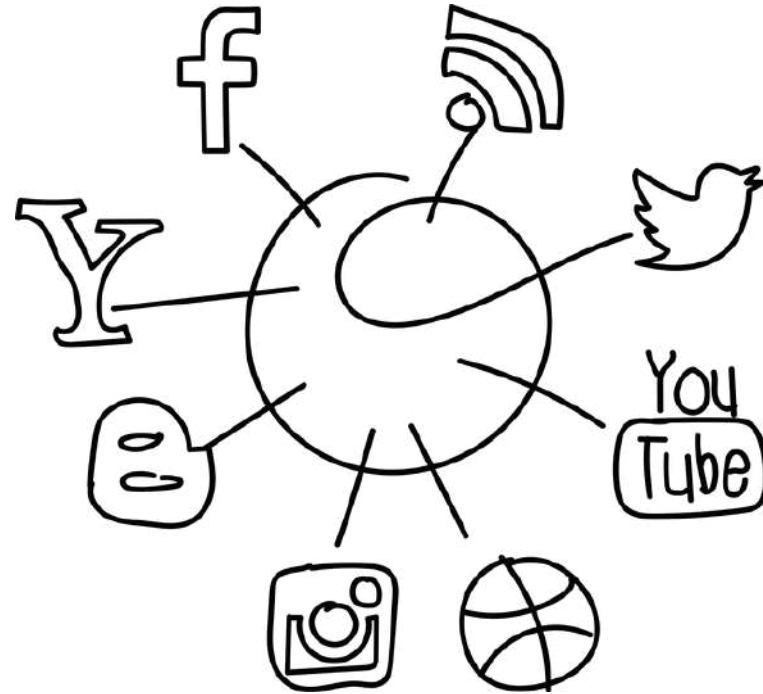
The Tried and True: New Ways to Use Old Media

Have you considered?

- Community radio
- Public Service Announcements
- Local TV station appearance
- Local movie theaters
- Local magazines
- Video production
- Go ahead! Buy an ad!

Beyond the Newsletter Part II

Using Social Media



Using Social Media



Instagram is dedicated mainly to pictures.

Instagram's users tend to be very young—in their teens and twenties—and very active and loyal.



Facebook is inclined towards recent updates and users to share fun elements.

Facebook has universal appeal and is the most popular social network among middle-aged (in internet terms) users.



Twitter is more about sharing serious elements such as news.

Twitter's audience skews younger than Facebook's and is primarily a source for news.

Using Social Media: Facebook Events

- Create a Facebook Event.
- Create events on your branch Facebook page and let your members do some of the work for you!
- Members share the event and spread the word by inviting and sharing with friends.
- Boost your event by purchasing ads.

Forget diamonds this Valentine's Day.
Fair pay is a girl's best friend.

#whatwomenneed

AAUW

AAUW California
Nonprofit Organization

Learn More

Promote View as Visitor

Photos See All

Liked

Videos See All

Create Post

Photo/Video Check In Feeling/Activity

Create Live **Event** Offer Job ...

About

- Nearly 10,000 members in 140 branches statewide, breaking through barriers for women and girls. To become a member, visit www.aauw-ca.org
- 2,221 people like this
- <http://www.aauw-ca.org/>
- (916) 692-5125
- Typically replies within a day
Send Message
- streadmin@aaucw-ca.org
- Nonprofit Organization

Edit Details

Using Social Media: Branch Website

Is your website current?

- Use your newsletter articles for content.
- Embed a Google calendar and your website looks fresh!
 - Members and visitors will see how active your branch is.
 - Include branch events such as board meetings, programs, projects, special interest group events.
- Include social media links.
- If you have limited website resources make your homepage evergreen. Include general information about your branch.



Using Social Media: AAUW California Website

The AAUW California website is right in your own backyard. Don't overlook it!

- Publicize your branch or IBC events on the calendar.
- [Brag](#) about your branch accomplishments.

Send content to webteam@aauw-ca.org

Using Social Media: Resources

Establishing a Facebook account

<https://www.aauw-ca.org/establishing-a-facebook-account/>

Beyond the Newsletter Part III

It's a Brave New World



It's a Brave New World: Robocalls

Robocalls

Let's call them "phonevites."

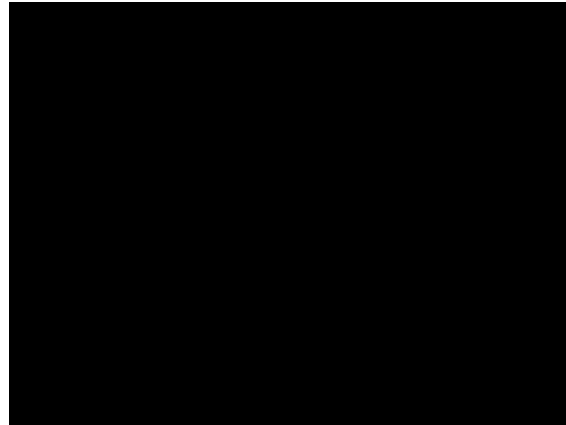


Why are they great?

- A new way to reach out!
- Inexpensive and easy
- Reach all your members with one message.
- For your "non-email-checking, non-computer-loving, non-newsletter-reading, still-love-their-landline, need-lots-of-reminders" members!

It's a Brave New World: Robocalls

How do you send them?



Phonevite.com Internet-based voice broadcasting service

It's a Brave New World: Robocalls

Key Features of Phonevite:

- 5 cents per call. That's \$5 bucks for 100 members! Non-profit rate available.
- Pay as you go. No set-up or subscription fees.
- Easy to upload members' numbers.
- Record your message on your phone or computer.
- Schedule the call whenever you want.
- Can ask for RSVP.
- Can let people send a message back.
- Can track the call results.
- Can share the call on social media OR by email OR embed on your website!

It's a Brave New World: Robocalls

Let's [LISTEN!](#)



Don't worry. They won't hate it.
BUT
Use it judiciously.

It's a Brave New World: Print Mailings



Print Mailings & Flyers

What's old is new again!

Postcards - Best for publicizing to members

- Attention-getting and personal
- Affordable
- Creative
- Force a concise, actionable message
- Opportunities for members to help

Flyers - Best for publicizing to the public

- ▾ Expand your reach to unique locations, offline audience and the casual public
- ▾ Can share with other organizations
- ▾ Affordable
- ▾ Opportunities for members to help



It's a Brave New World: Print Mailings vistaprint®

Vistaprint online service:

- Easy-to-use templates for postcards and flyers
- Can customize - logos, colors, etc.
- Affordable
 - \$27 for 100 postcards + stamps @ \$.40 ea = \$67 to reach 100 members
 - \$43 for 50 full size 8 ½ by 11 flyers
- Mailing services available
- “Attention K-Mart Shoppers” ongoing sales

vistaprint.com - online printing and design service



It's a Brave New World: Print Mailings

Postcard Examples

Oh No!!
 You missed AAUW's new *California Connection*,
 a quick-read email about things
 YOU might want to know.
 Why?
Because we don't have your email address. 😞

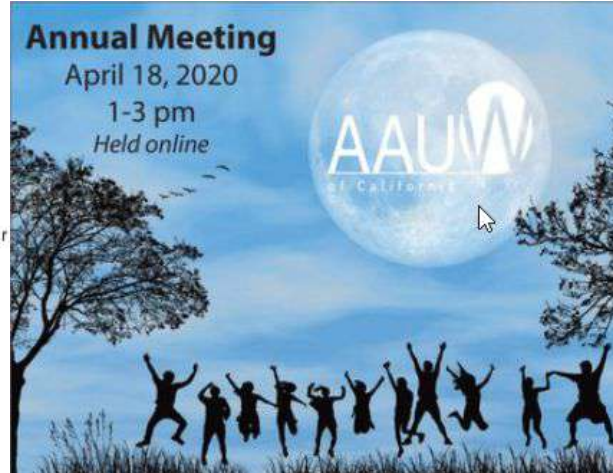


But wait, there's more! You're also missing important
 information from AAUW National.
 Why?

Because they don't have your email address. 😞

We're giving the state's magazine-type publication,
 the *California Perspective*, a rest, so the best way now to
 get news from beyond your branch is to receive it electronically.

Please connect with us by asking your branch membership VP to add your
 address to the Member Services Database. 😊



Leadership Brunch
 Friday, April 17 - 10 am to 12 pm
 AAUW California Convention
 Westin San Francisco Airport
 \$60
 Register online at: www.aauw-ca.org

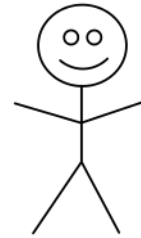
It's a Brave New World: Print Mailings



Artistically-challenged?

Vistaprint offers design services:

- Starting cost: \$10 for postcards
- Customization of colors, graphics, photos, font, borders, etc.
- Add your logo
- Help with effective messaging
- Work with designer live or by email
- Fast



It's a Brave New World: Print Mailings

Add that funny box to your printed materials!

- QR codes store digital information that someone can see when they scan it with their phone.
- Give details about your branch or a specific event.
- Perfect for that flyer hanging at Safeway!
- Easy to create:
 - Use free online software to generate a QR code.
 - Choose what people will see: your website's URL, a pdf of a flyer, a Facebook page, etc.
 - Enter the information in the form that appears.
 - Test it!
 - Place the image on your materials.



It's a Brave New World: Other Organizations

Be shameless.

Let other organizations do your work.

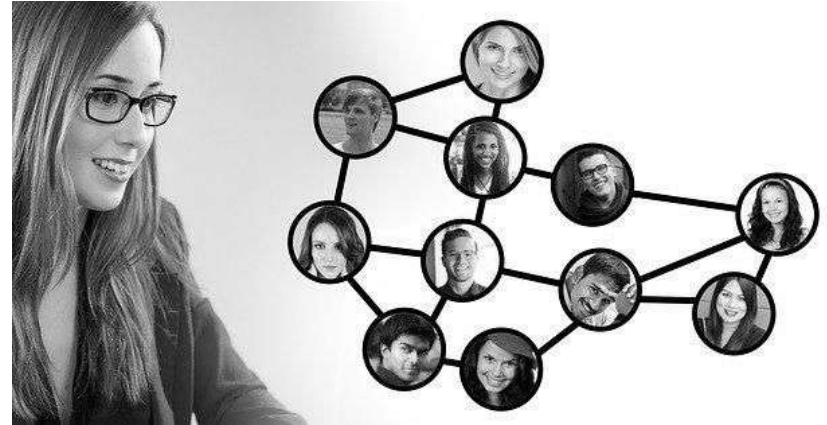
- Connect with like-minded service and professional groups.
 - Offer to be a speaker. Pitch your events.
 - Request ad space in their newsletter.
 - Request to be on their calendar.
- Join the Chamber of Commerce and Downtown Business Association.
- Attend their networking events.
 - Get on their calendars.
 - Use their mailing lists.
 - Use your member status to send emails, hang banners in town, etc.



It's a Brave New World: Other Organizations

Mine Your Members!

- What other groups do they belong to?
 - Conduct a survey.
 - Ask on your membership application.
- Make them your publicity ambassadors!
 - Your contact in another organization could pitch your event, post a flyer, share a mailing list, be a speaker, etc.



It's a Brave New World: Special Interest Groups

Leverage them for publicity!



- Find your members where they're playing.
- Interest Group chairs should be responsible for helping keep members informed of branch events.
- Hold annual meeting with chairs.
- Distribute monthly update for chairs to share at their section meetings.
 - Maximum of three bullets
 - Something to celebrate
 - Something upcoming
 - Something needed

It's a Brave New World: Special Interest Groups



Dear Interest Group Chairs,
Please share these quick news snippets from our branch with your group at the next meeting. Remind people that details are in the newsletter. If the event has already passed, sorry! Just skip it. Thanks for helping us keep everybody informed.

April 20XX

- AAUW was mentioned TWICE in last week's edition of the Gazette. With photos!
- Our "Moroccan Nights" fundraiser is Saturday May 16. Contact Sandi for tickets or to donate an auction item.
- Tech Trek needs three people to score the students' essays. They have great ideas for how STEM can improve the world. Two hours and one red pen required. Contact Trish.

It's a Brave New World: Meetup

Meetup is an online tool that allows users to organize get-togethers with others who have similar interests.

- Set up your branch as a group and “tag” it with up to 15 descriptors so like-minded can discover you.
- Events are listed in your geographic area – your peeps will find you and your events.
- Set up single or recurring events.
- Reminder notifications are available.
- \$20/month



It's a Brave New World: Nextdoor **Nextdoor**

Harness the power of your members' neighborhoods.

- [Nextdoor](#)
 - Geographically-based, hyperlocal online neighborhood hub
 - Used for interactions of all kinds - chat, notifications, community news, sales, event information, loose cows, missing iguanas, etc.
- Use Nextdoor to promote AAUW events!
 - Identify branch members who are active in Nextdoor. Ask them to list AAUW events.
 - Start your own neighborhood!



It's a Brave New World: Nextdoor **Nextdoor**

It's easy to post an event to an entire neighborhood.

The screenshot shows a web browser window with the Nextdoor website open. The address bar shows 'nextdoor.com/events/calendar/'. The page has a green header with a search bar and navigation icons. On the left, there is a sidebar menu with categories like Home, Map, Neighborhood, Businesses, For Sale & Free, Local Deals, Events, Real Estate, Crime & Safety, Lost & Found, Documents, and General. The main content area is titled 'Events' and includes an 'Add event' button. Below this, there are tabs for 'Upcoming events' and 'My events'. A summary shows '12 events' with a filter dropdown. The events are listed by month, starting with 'JANUARY'. The first event is 'FINANCIAL PEACE UNIVERSITY CLASS SCHEDULED!' on Tuesday, Jan 21, 6:30 PM at Grace OC, with a 'Going?' button and '1 Going · 2 Maybe' status. The second event is 'Estate Planning Seminar' on Thursday, Feb 27, 6:00 PM. A right-hand sidebar shows 'Anaheim - Sycamore East events'. The Windows taskbar at the bottom shows the time as 10:25 PM on 2/27/2020.

It's a Brave New World: Evite



There's a lot of power in a party invitation!

- [Evite](#)
 - Free online tool to create and track invitations
 - Great templates that you can easily customize
 - Messages, photos, logos, colors
 - Import email addresses
 - Separate groups for targeted mailings: branch members only, other organizations, etc.
 - Track RSVPs. Send reminders automatically.
 - Other features: polls, “What to Bring” list, charitable donation
 - *NEW* VIRTUAL PARTIES - informal with chat, emojis, fun invitations

Sign-Ups: How Will You Handle Them All?

Options

- Facebook - gauge interest only
 - No commitment
 - Link to registration system or website
- Zoom - lightweight. Simple question gathering
 - Meeting or Webinar
- Eventbrite
 - More complicated scenarios



Sign-Ups: Zoom

Meeting/Webinar features are slightly different

- Capture simple participant information using custom questions.
- Remind participants to join the session.

The screenshot displays the Zoom registration interface. At the top, there are tabs for "Registration", "Questions", and "Custom Questions". Below the tabs, a section titled "Create Your Own Question" includes a warning: "You are prohibited from soliciting confidential personal information (such as credit card information or social security numbers) in your registration questions." The question type is set to "Single answer" (selected) and "Required" is checked. Below this, there are buttons for "Start", "Edit", "Delete", and "Save as Template".

The "Registration" tab is highlighted with a red box. Below it, there are tabs for "Email Settings", "Branding", "Polls", "Survey", and "Live Streaming". The "Registration" section shows "Manage Registrants" with "Registrants: 35" and "Registration Options" including "Automatically Approved", "Send an email to host", "Close registration after meeting date", and "Allow registrants to join from multiple devices". A list of registrants is shown with columns for checkboxes, names, and dates. The "Resend Confirmation Email" button is highlighted with a red box. At the bottom, there are navigation buttons for "Cancel Registration" and "Resend Confirmation Email", and a pagination bar with numbers 1, 2, 3, 4.

Sign-Ups: Eventbrite



Use when you need more complicated events:

- Multiple types of tickets
- Paid tickets

Choose the solution that's right for you	Essentials	Professional
	Try Essentials	Try Professional
	2% + \$0.79	3.5% + \$1.59
Fee per free ticket:	Free	Free
Payment processing	2.5%	2.5%
Start Selling		
Ticket types (e.g. "Early Bird")	1	Unlimited
Public event listings	✓	✓
Private (unlisted) events	✓	✓

Sign-Ups: Resources

Event Scheduling Tools

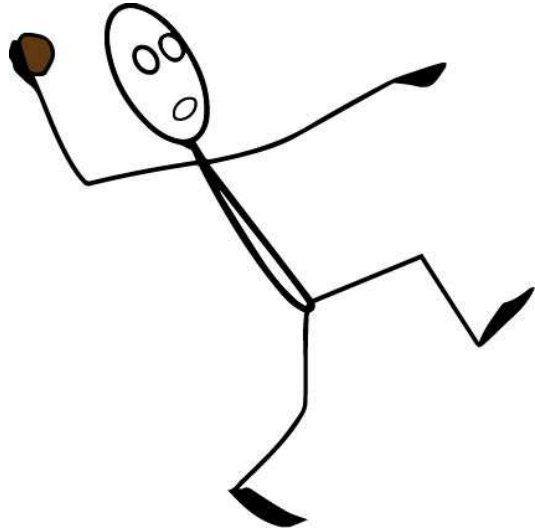
- How to create a Google calendar and embed it in your website
- How to create a Facebook event
- How to use Eventbrite ticketing

<https://www.aauw-ca.org/event-scheduling-tools/>

Advanced Zooming

<https://www.aauw-ca.org/advanced-zooming/>

Our Poll Results: How Much Mud Have You Thrown in Your Branch?



Let's *Go Beyond the Newsletter* to Get Those Virtual and Real Seats Filled!

Questions?

