



Madera Rotary Club



Madera Municipal Golf Course—Tuesday Noon

Sheriff John Anderson “Operation Summer Harvest”

Now serving his third term in Office, **Sheriff John Anderson** is the 14th Sheriff to serve Madera County. Sheriff Anderson is the Chief Law Enforcement officer and Chief Coroner of Madera County. He is responsible for providing public protection and investigating crimes that occur within the unincorporated areas of Madera County.

Among their many law enforcement duties, organized marijuana raids have been very successful.

JANE WIEBE PREPARES FOR 14TH MISSION TO BOSNIA

Jane Wiebe will be leaving on her 14th “Mission of Mercy to Bosnia on August 17th. Madera Rotary supports this humanitarian project as part of our international service.

This Saturday, Jane will be addressing the community with her heartfelt message on her plans and dreams for the upcoming trip. You

In June, “Operation Summer Harvest” yielded 4,100 plants and toxins in the Bass Lake Area. This month a two day drug eradication mission near North Fork eradicated more than 9,000 marijuana plants.

Sheriff Anderson says, “These missions are vital in the state’s effort to curb the insurgence of Mexican drug cartels invading California’s wilderness.”

In addition, agents also have to contend with

can attend and support Jane at a “donation only” concert, featuring two bands, July 25th at 7:00 p.m. at the Grace Community Church. All proceeds go to this project.

Did you see Jane’s name among the list of Service Above Self Awardees in the July issue of the Rotarian magazine?



mounds of deadly chemicals found strewn about that threaten the eco-system.

CALENDAR

Aug 1—District Cabinet Meeting ,Modesto

Aug 4—District Governor’s Official visit—Area Dinner (no noon meeting)

Aug 15—District Foundation/Membership Seminar in Escalon

Aug 17-Sept 5—Jane Wiebe’s Bosnia Mission

Sept 10-13—Madera Fair Booth Fundraiser

Sept 26—Old Timer’s Parade

Oct 17—Halloween Ball

Oct 24—Foundation Dinner in Tracy

Nov 3—Vocational Tour to Quady Winery

August is Membership Month

BRING A GUEST!

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



Caption describing picture or graphic.

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.



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Mike's

Primary Business Address
Your Address Line 2
Your Address Line 3
Your Address Line 4

Phone: 555-555-5555
Fax: 555-555-5555
Email: xyz@microsoft.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 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



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good place to insert a clip art image or some other graphic.