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# Heartland Pioneers Journal

New Outlook Chapter 137



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\*The Treasurer is a non-elected non-voting officer.

## Meeting places for missed friends and co-workers from WE-AT&T-Lucent-Avaya-CSMI

Over the years of retirement, some of us enjoyed working at the facilities, and some not... For those who close friends and co-workers have left or retired, we miss their friendship and quick breaks at the cafeteria or break areas. Most of us have lost track or just curious where all the people went?

Here is one event happen in the Omaha area:

Lakeview golf course clubhouse

4<sup>th</sup> Tuesday of the Month:

7400 Q St. Ralston, NE 339-2522

7:30 A.M. \$5.00 breakfast.

This Tuesday, February 27<sup>th</sup> is the fourth Tuesday of February, the day some 40 to 45 of us who are willing to get out of the rack early will gather for camaraderie and a good \$5.00 breakfast at the Lakeview Golf Course club house @ 7:30 A.M. Believe me, it's worth the effort! Lakeview Golf Course is located just west of the intersection of 72nd & Q Streets. Come and join us for some fun at an EARLY time.

If you know of any other places that groups get together in a large number, or wish to share and invite others to join us, please contact Steve Miller, for he wishes to keep all of us around for a long time!

### Omaha's Henry Doorly Zoo Memberships

Benefits of a 2007 Household Membership include unlimited admission for two adults and dependent children or grandchildren less than 20 years of age from one household, discounts at the Wildlife Safari located at I-80's Exit 426, the Lozier IMAX® Theater and to over 150 zoos across North America. And many more benefits. Check their website for more information [www.omahazoo.com](http://www.omahazoo.com)

Zoo passes for 2007 maybe be purchased this year from Jim Woods.

Jim Woods has volunteered to help with the Pioneer retirees, and ask the following:

Jim is over one of 900 volunteers are helping with the annual membership drive, which hopes to exceed the goal of 62,000 memberships.

Household memberships are available at a discounted price of \$68 during the drive, which runs through April 1, 2007. On April 2 and after, household memberships will be \$75.

If you are giving this as a gift, he needs to know who the gift is for (adult, so they may show identification)

If you choose to purchase a Zoo pass, please mail a check payable to the Henry Doorly Zoo.

c/o Jim Woods  
P.O. Box 77  
Boys Town, NE 68010

Any concerns, please contact him at 333-9382

Please help support Omaha's World Class Zoo.

Their website:  
[www.omahazoo.com](http://www.omahazoo.com)

### *Hooks and Needles*

*50,450 hours of  
donated community  
service for 2006!*

### Hooks and Needles – Marcy and Steve Dawkins 445-0715

Marcy and Steve Dawkins have a way with the Hug A Bears. Did you know last year the committee deliveries over 1600 bears to the Police, Fire, Sheriff's Office, Methodist Hospital and many more worthy places.

Currently they meet at the Douglas County Extension building on Tuesday from 8 AM – 12PM. Located at 80<sup>th</sup> &

Center Street. They have had a challenging month with the snow and other events that Douglas County Extension has going on, AND really need a place of their own. So if you need to exercise your fingers, and THEY NEED "SEWERS", please call Marcy at the Extension office on 444-5187 on Tuesday mornings. Also a fascinating fact from last years Hug A Bear is that over 50,450 hours were donated to community time.

**Blood Drive** 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.

newsletter can also be used for your Web site. Microsoft Word 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

## **National Conference by Joe**

The purpose of a newsletter is to provide specialized information to a targeted audience. Newsletters can be a great way to market your product or service, and also create credibility and build your organization's identity among peers, members, employees, or vendors.

First, determine the audience of the newsletter. This could be anyone who might benefit from the information it contains, for example, employees or people interested in purchasing a product or requesting your service.

You can compile a mailing list from business reply cards, customer information sheets, Business cards collected at trade shows, or membership lists. You might consider purchasing a mailing list from a company.

If you explore the Project Gallery, you will find many publications that match the style

of your newsletter.

Next, establish how much time and money you can spend on your newsletter. These factors will help determine how frequently you publish your newsletter at least quarterly so that it's considered a consistent source of information. Your customers or employees will look forward to its arrival.

Your headline is an important part of the newsletter and should be considered carefully.

In a few words, it should accurately represent the contents of the story and draw readers into the story.

## **OctoPuff and Hearing**

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 Word 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.

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.

Selecting pictures or graphics is an important part of adding content.

## *Heartland Pioneers*

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## Driving for the blind

In a few words, it should accurately represent the contents of the story and draw readers into the story. Develop the headline before you write the story. This way, the headline will help you keep the story focused.

Examples of possible headlines include Product Wins Industry Award, New Product Can Save You Time, Membership Drive Exceeds Goals, and New Office Opens Near You.

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.

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.

## Next luncheon –April 3<sup>rd</sup> at Westside Community Center

Judy Coffee has planned our next lunch for April 3<sup>rd</sup>, 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.

### *Hours of record for Volunteering*

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 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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