

The Great Western News

May 2007

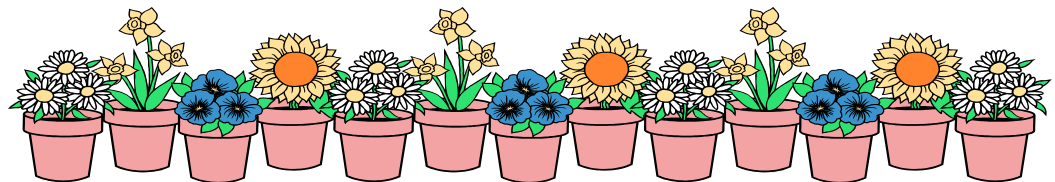
Great Western To Host *Green* Seminar

Many of our customers and friends have questions and concerns about the increasing interest in having *Green Buildings* and in *Green Cleaning*. In some of our states, legislation is pending that may mandate *Green Cleaning* in our schools as well as in state owned or managed buildings.

Here at Great Western Supply, we are aware of these questions and concerns. To help our customers and friends understand why being *Green* is important, how to *Clean Green* and how to have a *Green Building*, Great Western is hosting a seminar dealing with these *Green* issues.

Experts from several major, national companies will be at The Mark Of The Quad Cities on Wednesday, June 13 to discuss these topics and to answer your questions. This will be an outstanding opportunity to learn how to clean *Green* and why *Going Green* is important to students and teachers in our schools and to workers in our office buildings.

Contact us here at Great Western to make your reservations for this important seminar on Wednesday, June 13 at The Mark Of The Quad Cities.



To make your reservations for our *Green* seminar or for information about the many *Green Cleaning* and *Green Maintenance Products* we carry, please give us a call at our Davenport office at (563) 445-6644 or at our Cedar Rapids office at (319) 395-0445. Make your plans now to attend this important and informative event.

Mr. Janitor,
I have heard that tax supported facilities such as schools and office buildings may soon be mandated by law to clean green. I am in charge of facilities for a school district. Where can I get some help in learning what being green means as well as some help in understanding how to clean green?



Mr. Janitor answers,
Many people are unsure of what it means to be green or how to clean green. Great Western Supply is hosting a seminar on these subjects on Wednesday, June 13 at The Mark Of The Quad Cities. Experts from across the United States will be presenting the seminar and will answer your questions.

Inside Story Headline



Caption describing picture or graphic.

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 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 col-

umn 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



Caption describing picture or graphic.

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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This story can fit 150-200 words.

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Caption describing picture or graphic.

Great Western Supply Company

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

We're on the Web!
example.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.

Inside 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 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.