



IN YOUR BEST INTERESTSM

Building an e-Newsletter

Benefits of an E-Newsletter

- Enhances company image
- Strengthens your brand identity
- Increases traffic to your Web site
- Your company stays top of mind
- Expands your reach
- Increases sales/awareness through repeat customers
- The two most important things you should learn about HTML e-newsletters:
 - **Have one.** If your competitor has one and you don't, guess who's going to have the competitive edge.
 - **Make sure it's professionally designed.** Sending an e-newsletter that is poorly designed, programmed and not efficiently formatted to effectively communicate your business message is almost as bad as not having one in the first place. Actually, it's worse because you run the chance of devaluing your brand and leaving your customer with a bad impression of your agency.

Source: <http://www.kristofcreative.com/services/internet/html-email-newsletter.shtml>

E-marketing Companies

- Constant Contact
 - <http://www.constantcontact.com/index.jsp>
 - Offers e-mail newsletter templates; you fill in logos, images, content, etc.
 - As low as \$15 per month for lists under 500
 - 60-day free trial
- Brightwave Marketing
 - <http://www.brightwavemarketing.com/>
 - Full service e-marketing company
 - Can provide "as much or as little support, expertise and management of email campaigns as needed"
- Creative Concepts
 - <http://www.creativeconcepts.com>
 - Full-service e-mail newsletter company
 - Creates content, manage design and lists
- Exact Target
 - <http://email.exacttarget.com/ETWeb/default.aspx>
 - Full-service e-newsletter company
 - Offers creative development, distribution, targeting, measurement and more
- Gold Lasso
 - <http://www.goldlasso.com/>
 - Full-service e-marketing company
 - Can help create templates, manage content and distribution

Examples of E-Newsletters

Attorneys' Real Estate Council e-letter

May 2007

Dear Rosie,

Welcome to our monthly e- letter!

AREC hopes to keep you up-dated with information about our monthly dinners and speakers. Save the dates of our future meetings!!!


in this issue

- May 2007 - no monthly meeting
- Welcome to the Real Estate Council Exchange!
- Calendar of Monthly Meetings/Dinners
- Location of monthly meetings

Welcome to the Real Estate Council Exchange!

The **REC Exchange** is a Fund-

May 2007 - no monthly meeting



There is no meeting in May due to the Fund's Assembly.

Quick Links...

- [Miami-Dade Real Estate Council](#)
- [AREC Membership Application](#)
- [Welcome to the Fund](#)



Central Florida Real Estate Council

April 2008 e-Newsletter

In This Issue

- [Upcoming Events](#)
- [Seminar: Interstate Land Sales Act](#)
- [Letter from CFREC President](#)
- [Get Involved!](#)

Upcoming Events

April 29, 2008 - CFREC presents a breakfast seminar

CFREC Breakfast and Seminar
Seats limited - reserve now!

Interstate Land Sales Full Disclosure Act
Speaker: James J. Kearns, Esq.
Legal Education Representative, Attorneys' Title Insurance Fund, Inc.

This one hour seminar will cover the Interstate Land Sales Full Disclosure Act, as amended (15 U.S.C. §1701, et. seq.), ("ILSA"); the history and purpose of ILSA; ILSA coverage and filing requirements; and the fines, penalties, and potential civil liability for failure to comply; select portions of the Federal Regulations implementing ILSA; HUD's pronouncements regarding administration



ATLANTA AD CLUB

1054 Redwood Dr. Norcross, GA 30093

IN THIS ISSUE

- » [What'd I Miss?](#)
- » [Upcoming Events](#)
- » [Member News](#)
- » [Ad Rant: A Lie About Advertising](#)



[Send to a Friend](#) | [Renew Your Membership](#) | [Website](#)



WHAT'D I MISS?

2008 ADDYS

The Giants may have won the big game on Sunday, but those who attended the ADDY® awards Saturday night know who the true winners are. The Atlanta Ad Club (AAC) announced the recipients of the 2008 Atlanta ADDY Awards Saturday, Feb. 2, 2008. Nearly 850 entries were received this year, and 202 ADDY Awards were presented to advertising professionals and students across the southeast.



The coveted **"Best in Show Award"** was awarded to [22squared](#), and the **"Student Best in Show Award"** was presented to [The Creative Circus](#). Atlanta-based 22squared received the "Best in Show Award" for its regional/national television spot entitled **"Prius Future TV"** for the Southeast Toyota Distributors. The Prius campaign was developed by **Scott Sheinberg**, Chief Creative Officer, [Sheinberg Advertising](#).

city ... technology ... collaboration

GeoTrust

An Offer Worth Its Weight In Gold. Enterprise SSL™ with Free Gold Support.

[Name]

Purchase a GeoTrust Enterprise SSL 10-pack by December 31, 2005 and we'll give you a full year of Gold Support for free.

With powerful, high-assurance SSL certificates, a simple to use administrative portal, and the added confidence of knowing that you're covered by a premium support plan at no extra charge, Enterprise SSL is an unbeatable value actually worth more than its weight.

Plus, by opening an Enterprise SSL account now – you'll have the confidence of knowing you'll always be prepared to issue certs instantly. Enterprise SSL gives you the flexibility to issue certificates up to a full-year after purchase without losing any of the certificates' validity period. (For example: If you open an ESSL account on December 15th you'll have up to December 15, 2006 to issue the certificates, which then won't expire until December 15, 2007!)

This HTML Email Newsletter was used as an example in the press to register for the conference.
View HTML Email Newsletter Design

ARTHRITIS FOUNDATION
Take Control. We Can Help.

June 06, 2002 Sign Me Up. I Want To Go To Hawaii.

Visit Hawaii. On us!

Get fit, visit Hawaii and help people with arthritis.

Joints in Motion®, Athletic Training Program

We train people just like you to run or walk a marathon, or complete a challenging hike. You raise funds to improve the lives of people with arthritis, the nation's #1 cause of disability. Then we send you, all expenses paid, to a great destination. Currently, we are forming teams for a trip to Hawaii in December where you can either complete the Honolulu Marathon on December 8, 2002 or participate in an exciting hike through the Hawaiian rain forests.

How does it work?

The first step you need to take is to sign up for the program. We will then provide you with all of the training you need to get in shape and raise funds for arthritis. You will receive a personalized training program, the opportunity to attend specialized clinics on topics such as nutrition, fund-raising, stretching, and proper footwear. You will also be a part of a team that will train together in your town for 20 weeks. Our seasoned coaches will help you every step of the way, and you will receive tips and support from the Arthritis Foundation staff to make fund-raising not only easy, but fun.

I can get in shape AND go to Hawaii for free?

Yes. Once you have met your fund-raising commitment, we will coordinate your air fare, hotel accommodations and ground transportation in Hawaii. You will also receive free entry into the marathon, trail support for hikers, and invitations to attend a variety of social events. You'll also get free Joints in Motion training gear.

Why should I raise money for arthritis?

Because when you team up with the Arthritis Foundation, you will help raise funds to fight arthritis, the nation's number one cause of disability. The mission of the Arthritis Foundation is to improve lives through leadership in the prevention, control and cure of arthritis and related diseases. The perceptions about this disease vary, but the numbers don't lie:

- There are more than 100 forms of arthritis
- Nearly 43 million Americans (or one in six people) have arthritis
- 300,000 people with arthritis are children

Content Links

- [Do Something](#)
- [Go Somewhere](#)
- [Help Someone](#)
- [Meet Our Team](#)
- [FAQ](#)
- [Request Information](#)
- [Contact Us](#)

Find a Joints in Motion Team near you.

Enter your Zip Code: [GO](#)

[Show list of offices](#)

Sarasota Film Society

Burns Court Cinemas
Lakewood Ranch Cinemas

Nonprofit Member-Supported Cinema

April 20, 2006

Show Times

Burns Court Cinemas
Lakewood Ranch Cinemas

Trailers

Friends with Money
Merry Christmas
Thank You for Smoking


Coming Soon

Tsotsi
On a Clear Day

Dear Film Lover,

This week we're opening the dynamite new feature *Friends with Money*, with an all star cast of some of our favorite women in film. It's funny, topical and creates a great opportunity for dinner conversation.

Speaking of dinner, the latest restaurant to open in the Main Street shops at Lakewood Ranch is *Astoria*, which features Fine Russian Cuisine. Try their Royal Seafood Combo appetizer, a mix of the finest black and red caviar served on puff pastry (yum), followed by their signature dish, Chicken Kiev. Great stuff, fully tested and approved by the Film Buff's chief restaurant critic. Tell 'em Sarasota Film Society sent you!



Astoria
8126 Lakewood Main Street
(941) 907-3873

The reliable name behind secure e-commerce transactions
 require to cu
 View
 Regi
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"Only by standing together will we prevail."
 — Kjell Magne Bondevik
 Norwegian Prime Minister



Fighting Terrorism for Humanity

A Heads of State Conference on the Roots of Evil
 September 22, 2003 :: The InterContinental The Barclay New York

"There can be no excuse for terrorism. No goal can justify it. But we must understand what it is in order to fight it. We need a global coalition of reason and determination backed up by our combined resources. We must continue to strengthen the dialogue between cultures, religions, nationalities and ethnic groups. While at the same time continue to condemn and fight terrorism. Only by standing together will we prevail."
 Kjell Magne Bondevik

» Registration »
 English: Click [here](#)


On 22 September, 10-20 of heads of state and government leaders will gather in New York to discuss the root causes of terrorism and how to fight terrorism.

The conference will be opened by UN Secretary-General Kofi Annan. The purpose of this unique event is to identify the real roots and origins of terrorism and to address ways of fighting it.

Focusing on the true causes of terrorism will enable the international community to fight terrorism more effectively. Policy makers need to identify the breeding grounds and the origins of hate in order to eliminate them, and they need to formulate medium and long-term policies in addition to the immediate action already adopted to protect citizens and prevent these crimes, states Prime Minister Kjell Magne Bondevik.

Together with Nobel Peace Prize Laureate Elie Wiesel, Bondevik took the initiative to create this event.

Among those who as of now have accepted the invitation to the conference, are President **Hamid Karzai** of **Afghanistan**, President **Luiz Lula da Silva** of **Brazil**, Prime Minister **Jean Chrétien** of **Canada**, President **Arnold Rüütel** of **Estonia**, President **Jacques Chirac** of **France**, President **Vaira Vīķe-Freiberga** of **Latvia**, President **Boris**




The Staffing Advisor

May 8, 2006

in this issue...

- [HR Manager - One of the Best Jobs in America?](#)
- [Virginia Leads in Tech Jobs](#)
- [Search Firm Employment Booms](#)
- [Recruitment Budgets on the Rise](#)
- [Job market's heating up ... How to get your share](#)
- [Feast and Famine in Recruiting of Professionals](#)
- [How Successful People Remain Successful](#)
- [The Succession Question at Tech Firms: When Is the Right Time to](#)

Greetings!

This month introduces a new feature - "Legally Speaking" with Rick Vernon, one of the premier employment attorneys in the region. Each month he will offer a practical suggestion to make managing your employees just a little easier.

♦ **Virginia Leads in Tech Jobs**

Virginia leads the nation in tech job creation, according to tech industry trade group AeA's newly released report. [AeA](#) said that Virginia added 9,100 net tech jobs in 2004, the most current available data, and now ranks second in the nation to Colorado in terms of the high-tech concentration of jobs. "If these trends continue, next year Virginia will become the state with the highest concentration of tech workers in the nation," said Gregory Poersch, executive director of the AeA Potomac Council.

[Read more ...](#)