

## Dates to Remember

July 26<sup>th</sup> ~ New membership application forms due to Wilma Jean

July 30<sup>th</sup> – Submit Helping Paws and Healing Hearts option to Kim

Sept. 2<sup>nd</sup> ~ Meeting at Wesley Memorial United Church @ 5:00

Oct. 1-2 Creative Arts Retreat

Oct. 7<sup>th</sup> ~ Deadline to submit chapter dues to Sherry Ledford

Oct. 29<sup>th</sup> ~ Helping Paws & Healing Hearts Fundraiser



## July

Dr. Delisa Dismukes (7-03)  
Barbara Ector (7-11)  
Linda Whitmire (7-13)  
Pam Browning (7-14)  
Betty Loudermilk (7-18)  
Linda Kidwell (7-19)

## August

Brenda Green (8-7)  
Shelia Presswood (8-10)  
Dr. Kathy Shankle-Rowan (8-13)  
Sarai Burgos (8-15)  
Ann German (8-22)  
Katie Torrence (8-28)



Please let Vicki Cline know by July 16<sup>th</sup> if you want the Delta Kappa Gamma yearbook in CD instead of a booklet  
vcline@clevelandschools.org

## President's Corner

Dear Lambda Sisters,  
Hopefully everyone is enjoying their summer and looking forward to the dog days of summer! Although one would hope that it couldn't get any hotter than it has been. I am looking forward to my first year as your chapter president. I am very grateful for the help and support I have received from each of you. Wanda Ackerman, Carolyn Earnest, Amy Hicks, Sondra Park, and I recently attended the Xi State Convention in Sewanee. It was a wonderful event with some great presentations

and educational sessions.

We will soon have a Lambda web site thanks to Vicki Cline who has volunteered to be our webmaster. Sondra Park has been busy planning our programs. Our chapter will continue collecting needed items for The Ronald McDonald House, and we are going to help provide for Amy Hicks' program Helping Paws and Healing Hearts. I hope everyone enjoys the rest of the summer, and I will see each of you at our September meeting.  
Kim



If you would like to nominate an eligible prospective member contact Wilma Jean (338-2349). Wilma Jean will fax or mail you a recommendation for invitation to membership form. She must have all forms by July 26<sup>th</sup>.

Congratulations to Amy Hicks for receiving a grant from Xi State Vision Foundation Grants!

Many thanks to Connie Bancroft who did our Lambda poster for Xi State and Frances Bramblett for putting together our basket for the silent auction at Xi State.

## Helping Paws and Healing Hearts

This year one of our yearlong projects is Amy Hicks' Helping Paws and Healing Hearts program. There are several options that DKG can choose to help Amy's program. DKG can help provide dinner/lunch for a Grief Camp that she will be having in September. She will be feeding approximately 25 children/25 adults. Another option is to help provide funds for t-shirts for the Grief Camp. The third option will be to provide a basket(s) of items to be auctioned off at the Helping Paws and Healing Hearts fundraiser on October 29<sup>th</sup>. Please respond by email to let Kim know if you would like our chapter to support Helping Paws and Healing Hearts and your preference of how you would like to support Amy's program this year by July 30<sup>th</sup> at kfoxworth@clevelandschools.org.





# Up Coming Xi State Events

Xi State 2<sup>nd</sup> Annual Creative Arts Retreat  
October 1-2, 2010 in Columbia, Tennessee  
August 31, 2010 registration fee deadline  
Entire retreat \$35, Saturday only \$25  
Email Kim for additional information and  
registration form at  
kfoxworth@clevelandschools.org

Management Seminar  
November 12-14, 2010 in Gatlinburg, TN  
Please visit <http://xistate.org/form/form.html>  
for information on applying for Leadership  
Development Training  
site.

## Fundraiser

Friday, October 29<sup>th</sup>, 2010  
Black Fox Farms

A Night of Live Jazz Music,  
Black Fox Farms  
A Night of Live Jazz Music,  
Dancing, Food and Lots of  
Fun!

All proceeds will support  
Helping Paws  
and Healing Hearts

Educational Programs in  
the Bradley County Area

Tickets Available for  
Purchase Soon!  
Tables or Individual Tickets  
Available!

Save the Date

Helping Paws and Healing  
Hearts web site:  
[www.helpingpawshealinghearts.com](http://www.helpingpawshealinghearts.com)

## Chapter Concerns

Vicki Cline will be having  
Vertical Sleeve  
Gastrectomy surgery on  
July 29<sup>th</sup>.

If you have any  
concerns or know of  
any, please contact  
Cindy Summers: 478-  
2772, Kim Foxworth:  
479-8398, or Nancy  
Smith: 472-7652.



## Web Site Coming Soon

We are in the process of  
setting up a web site for our  
chapter. We have applied  
for a web space rental and  
are awaiting the go-ahead  
to start. Vicki Cline will be  
the web master. We will  
have access to up to ten  
pages for our use. We  
have been searching other  
Delta Kappa Gamma web  
sites to see how they have  
set up theirs and what they  
have included. So far it  
seems that each chapter  
has individualized their  
web site, based on their  
needs. Due to this, we are  
soliciting ideas from

members as to what you  
would like to see and that  
you feel needs to be  
featured in our chapter's  
web site. This will always be  
a work in progress as  
websites change and are  
updated on a constant  
basis. If anyone wishes to  
help or be a part of the web  
site team, contact Vicki .  
Please send all ideas and  
suggestions now and  
throughout the year to Vicki  
at  
vcline@clevelandschools.org

## Interesting Facts

Next April, Lambda  
Chapter will celebrate its  
70<sup>th</sup> anniversary.

Delta Kappa Gamma  
was established on May  
11, 1929 in Austin, Texas.

There are more than  
100,000 members in Delta  
Kappa Gamma.

Delta Kappa Gamma is  
established in 17  
countries.

DKG web site:

[www.deltakappagamma.net](http://www.deltakappagamma.net)

## A Few Last Items

Dues will need to be  
submitted to Sherri Ledford  
by October 7<sup>th</sup>. Please write  
your check to Delta Kappa  
Gamma. Dues will be \$75.  
You may mail your dues to  
Sherri Ledford at 1507  
Knollwood Dr., Cleveland,  
TN 37311.

If you would like to purchase a  
copy of the *Glances into the  
Past...Glimpses Into the Future:  
Seventy-five Years of Xi-State  
Memories, 1935-2010* email Kim at  
kfoxworth@clevelandschool.org,  
and a form will be mailed to you.  
Copies are \$23 (cost includes  
shipping).



## Inside Story Headline

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 to 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 in requesting your service.

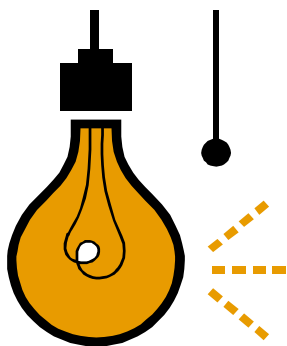
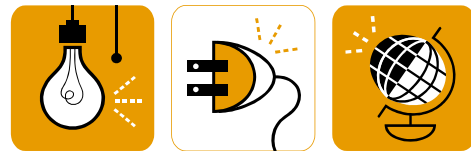
You can compile a mailing list from business reply cards, customer information sheets, business cards collected at trade shows, or membership lists. You might consider purchasing a mailing list from a company.

Next, establish how much time and money you can

spend on your newsletter. These factors will help determine how frequently you publish your newsletter and its length. You should 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 headlines are an important part of the newsletter and should be considered carefully.

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



## Inside Story Headline

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.

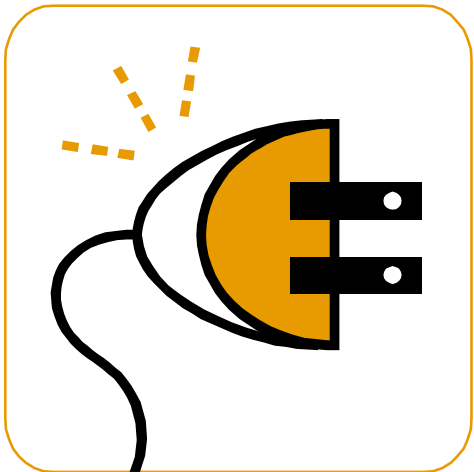
Much of the content you put in your newsletter can also be used for your Web site. Microsoft Word offers a simple way to convert your newsletter to a Web publication. So, when you're

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.



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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.



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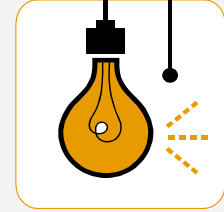
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## Inside Story Headline

In a few words, a headline 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 and market studies.

While your main goal of distributing a newsletter might be to sell your product or services, the key to a successful newsletter is making it useful to your reader.

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**Company Name**  
Street Address  
Address 2  
City, ST ZIP Code

**Phone**  
(503) 555-0125

**Fax**  
(503) 555-0127

**E-mail**  
someone@example.com

Your Tagline here.

## Back Page Story Headline

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.

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## About Our Organization

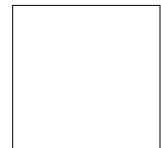
Think about your article and ask yourself if the picture supports or enhances the message you're trying to convey. Avoid selecting images that appear to be out of context.

Microsoft includes thousands of clip art images from which you can choose, and you can import them 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 for the image near the image, too.

**COMPANY NAME**  
STREET ADDRESS  
ADDRESS 2  
CITY, ST ZIP CODE

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**CUSTOMER NAME**  
STREET ADDRESS  
ADDRESS 2  
CITY, ST ZIP CODE



**We're on the Web!**  
See us at:  
[www.contoso.com](http://www.contoso.com)

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