



su institute for
supply management

Affiliate Newsletters

Presented by
Mike Taylor, C.P.M.
NAPM-Columbia Basin, Inc.

Affiliate Newsletters

**What would you like to get
out of this session?**

**My
Action
Item List**





Workshop Agenda

- **Planning for newsletters**
- **Production options**
- **Delivery options**
- **Design and content tips**
- **Sharing ideas**



Cohesive Communications

A newsletter does not stand alone
Like all communication tools; affiliate newsletters, web sites, emails, notices, handouts at meetings, flyers, etc. should be part of an integrated communication strategy, which consistently publicizes & cross references affiliate information and leverages ISM resources. - *mlt*



Newsletter Strategic Plan

- Why do you want to publish a newsletter?
- What are the alternatives?
- How will you make it happen?
- What is your budget?
 - For designing
 - For producing
 - For delivering
 - For managing





Budget Example

➤ For designing

- Free if done by a volunteer to \$400+ per newsletter
- Software - free to \$300+

➤ For publishing / printing

- Free if done at a volunteer's company
- \$3+ for color copies

➤ For delivery

- Free if emailed
- \$0.41 / newsletter if mailed
 - (Less if non-profit status set-up with the post office)

➤ For advertising

- Are you charging for ads in your newsletter?





Newsletter Objectives

What do you want to accomplish?

- Communicate with?
- Advertise affiliate and it's events?
- Leverage ISM and it's events?
- Share success stories
- Recognize volunteers?
- Gain members?
- Other ideas....?



How will these goals be measured?

How do you know if you are getting value?





The Do and Don'ts

➤ Don't

- Forget the newsletter objectives
- Make it a one person show
- Make it too wordy
 - You only have 15 sec., on average, for a member to decide if they are going to read it

➤ Do

- Be consistent with the format and information
- Be consistent with the delivery timing to members
- Find someone who enjoys doing this task and is creative



Managing your Newsletter

➤ Manage by Committee

- Each person assigned to specific sections
- Limit dependency on BOD members
 - *They are already overworked and under paid!*

➤ Internal Communication Team

- www.mltweb.com/prof/communication.htm

➤ Establish deadlines to support member information needs

- Date to have articles
- Date to send to the printer / post
- Date to be delivered



Design Mantra

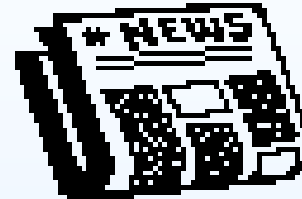
- **Make it volunteer-simple**
 - Templates, cut & paste, simple software
- **News, not essays**
 - Inform, report, highlight, notify, refer
- **Dated material drives publication date**
- **Make it reader friendly**
 - Cut the fluff & make your point
- **Integrate it with other activities**
 - Cross reference web site & programs



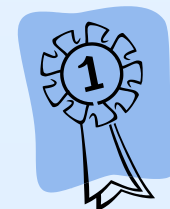
Content

What Are You Going To Put In It?

- Program announcements
- Event calendar
- Congratulations
- A special thank you
- **Short** letter from the president or BOD
- Membership information
 - Membership demographics
 - Company profiles
 - Company job openings



Member Logo	Member Name
	Hock Fasteners
	BAYLOR
	Dana
	K





More Content Ideas

ISM resources

- NewsLine, Just in ETime, Certification Update
- Seminar announcements
- Conference proceedings
- Groups and Forums news
- Other affiliate events & programs
- Other Professional associations
- Professional training articles
e.g. mltweb.com, bendorf.com



Even More Sources

- Committee reports & meetings
- Online tools & web resources
- Chambers of Commerce
- Service groups
- Students & B-school papers
- Business development forums



Copyright Laws

- Applies to all pictures / graphics or articles
 - This includes cartoons such as Dilbert!
- Copyright is automatically assumed
- Recognized by ©, Copr., or Copyright next to:
 - First year of publication
 - Owner of publication
- Keep reprint permission records
- For more information visit

www.loc.gov/copyright





What Your Mother Never Told You About Newsletters.....

- Newsletter deadlines are important
 - Most members depend on the newsletter
- Everyone has an opinion about the newsletter
 - (because they really do read it!)
- Proofread – Proofread – Proofread
- A professional sense of humor is O.K.
- Newsletters are an advertising and recruitment tool
 - Don't publish anything you don't want the CEO to see



Advertising

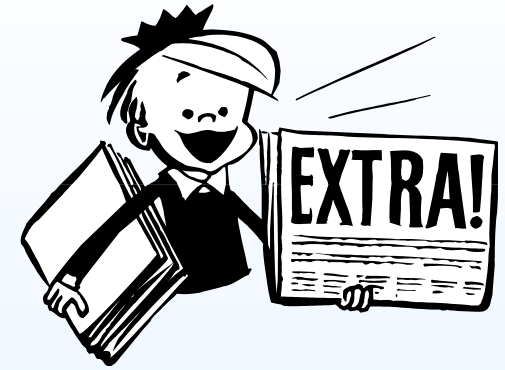
- Develop a Policy and “Rate Card”
 - Advertising rates & Available sizes
 - Submittal requirements & “appropriate” content
 - Publication dates/deadlines
- ISM Advertising Information
 - www.ism.ws/pubs/content.cfm?ItemNumber=9711
- Caution: Unrelated Business Income Tax (UBIT)



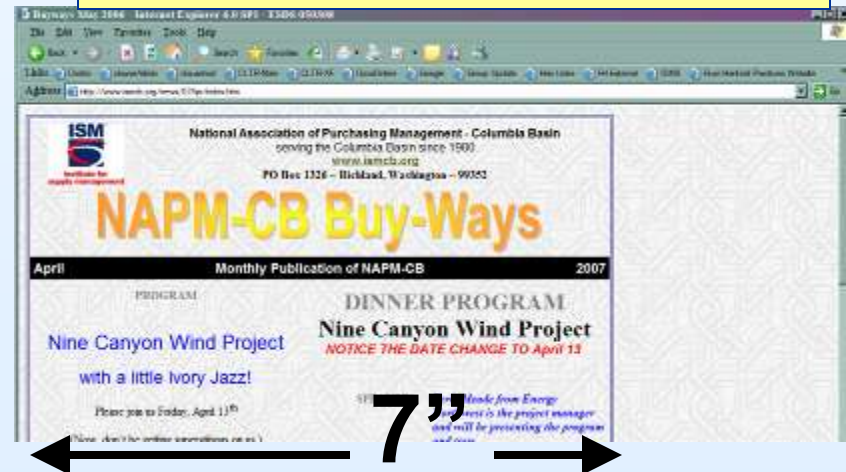


Design Tricks

- Most important information “Above the Fold”
- Key points “At a Glance”
- Use white space
- Drop caps



Printer Friendly Layout

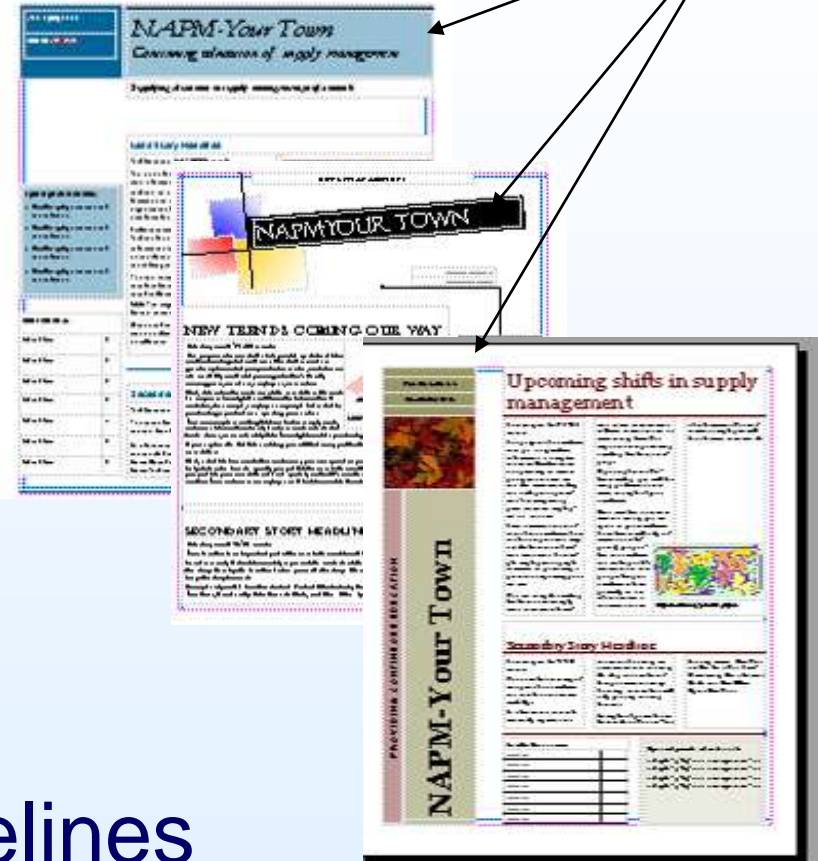


*Pull quotes
get attention...*



Newsletter Nameplate

- Grabs attention
- Identifies
- Visible location
- Tagline & date
- Issue information
- Displays Logo
- ISM logo use guidelines



www.ism.ws/MembersOnly/content.cfm?ItemNumber=8518



Mastheads

Include

- Legal Identity
- Contact information
- Contributors
- Photographers
- Editors/officers

Located

- First page
- Second page
- Last page

About our Newsletter

NAPM-Your town publishes this monthly newsletter to keep our members informed on affiliate activities, and the supply management profession. If you would like to contribute to this newsletter or if you have any questions or comments, please contact:

Affiliate Staff Member, Editor
NAPM-Your Town
(800) 888-6276
staffmember@napmyowntown.org

Founded in 1915, the Institute for Supply Management™ (ISM) is one of the most respected educational associations in the United States. ISM is a communication link with more than 48,000 purchasing and supply management professionals and 177 affiliated associations. ISM is a progressive association with a mission to provide national and international leadership in purchasing and materials management, particularly in the areas of education, research and standards of excellence.

Mission Statement: The association exists to educate, develop, and advance the purchasing and supply management profession.

To contribute to our newsletters or if you have any questions or comments, please contact ISM at 800/888-6276 or www.ism.ws



Design Considerations

- Presentation is...
Important
- Content is...
Everything!
- Consistency is...
Readable
- Clip art is...
Purposeful
...not decoration
- Columns...
Organize
- Ideas are...
Everywhere
- Text should **not** be ...
Too Crowded
- AND....**
- Sub-Headers...
Separate



Functional Graphics Add Value

- A face with a name
- Draw attention to articles
- Replace 1000 words





Publishing Your Newsletter

- **Balance cost, volunteer time, and timely delivery**
 - **Manually designed using PC software**
 - MS publisher, MS word, front page
 - **Professionally designed (organized)**
 - Ballpark about \$200-\$500 per newsletter
 - **Consider having a student chapter produce the newsletter**



*Really
Hard Copy*

Reporter, BOD, Communication Team



Desktop Publishing Software

Web Site Software

Hard Copy

Web Pages

Convert to PDF

News Archive

NAPM Columbia Basin

Newsletter Editor Wanted

Newsletter Archive

- April 2007
- March 2007
- February 2007
- December 2006
- November 2006
- September 2006
- August 2006
- May 2006
- March 2006
- February 2006
- January 2006

Because our last Newsletter Editor left town to take a job in California, NAPM-CB is searching for a new editor. We will try to keep this Website up-to-date as much as possible to keep you informed of current events.

Should you have an interest in becoming the next Newsletter Editor, training is available.

NAPM-CB Buy-Ways

Monthly Publication of NAPM-CB

March

NOTICE THE DATE CHANGE TO MARCH

"Pitfalls in the New Year" & "What is going on in Purchasing and Contracting Today?"



Email

Email News Notice



Delivery Options & Issues

➤ Hard copy

- Cost to assemble, fold and postage
- Color vs. black and white
- Each copy mailed is an incremental cost
- Some people prefer hard copies to read
- Uncertain delivery time

➤ Post on web site

- Print and mail only when requested

➤ Emailing

- Attach newsletter in .PDF format
- Link to newsletter posted on web site
- Formatted email (html)
- Extra people on distribution with no extra cost



Electronic Delivery

- Some affiliates post web-page newsletters
- Hardcopy only if requested
- Significant savings
- Email notification of newsletter posting
 - Firewalls / spam filters block attachments
 - Correcting email addresses
- Downloading of newsletter
 - Graphics can slow the download



Email Delivery

- DIY; MS Outlook, MailMerge
- Website host mail list tools
- Mailing list management service
 - ConstantContact.com
- Email marketing services
 - Connected In Media
 - www.internetviz.com/
 - Mail-bots.com
 - MyEmma.com



Optimizing Your Emails

From 15 Tips to Optimize Your E-Mail Messages,
Raj Khera, Nonprofit World, May/June 2006

- Ask members if they want to receive emails
- Remind members to submit email changes
 - Coordinate with ISM member list
- Remind members they subscribed when they joined
- Take care when creating your subject lines
 - “Free” or !!!!! will go into spam filter
- Make unsubscribing easy
- Reply promptly to inquiries or spam complaints
- 80% read the email within 2 days
 - So, send it 2 days earlier



Mailing List Software Options

- ▶ Your Internet Service Provider

- ▶ What do you use?
 - ▶
 - ▶
 - ▶
 - ▶
 - ▶



Let's Look at Some Examples

- What is your first impression?
- What attracts your attention?
- What good ideas do you see?
- What could be done to improve it?



Examples

Communique
Newsletter of NAPM Indianapolis, Inc.

Supplier Evaluation
The importance of supplier evaluation is well known. It is a critical part of the procurement process. The key to a successful evaluation is to focus on the right criteria. The key to a successful evaluation is to focus on the right criteria. The key to a successful evaluation is to focus on the right criteria.

What's your career strategy?
Make the winning move.

DOLLARS & SENSE
THE NEWSLETTER OF NAPM-AUSTIN, INC.

And, they said it couldn't be done...
The morning of this writing I had the pleasure of meeting Victor Pfeiffer, Chief Executive Officer of the Government Technology Corporation in the largest contract for the state.

Newslink
Supply Management in Dallas

Upcoming Events
May
10 - ISM 2011 Introduction
11 - Dallas Meeting
12 - CPM Meeting - Dallas
13 - Dallas Meeting
14 - Dallas Meeting
15 - Dallas Meeting

Supplier Evaluation
The importance of supplier evaluation is well known. It is a critical part of the procurement process. The key to a successful evaluation is to focus on the right criteria. The key to a successful evaluation is to focus on the right criteria.

BUYLINE
A NAPM E-Procurement Newsletter for Supply Professionals Since 1991

Reverse Auctions and Their Impact on Business Relationships
by BRUCE R. BERRY, The Berry Corporation

The use of reverse auctions to procure goods and services is on the rise. It is a competitive and efficient way to procure goods and services. It is a competitive and efficient way to procure goods and services.

NEWS AND VIEWS - MAY 2007

Supplier Meeting
May 17, 2007
Maggie's Procurement
70221 One Star Drive
Piquette, OH 45357

Speaker: Dave Zippin
Toledo Area Business Bureau

When: Thursday, May 17, 2007

Register: \$30.00
Classroom: \$20.00

NAPM - West Georgia Newsletter

Supplier Meeting
May 17, 2007
Maggie's Procurement
70221 One Star Drive
Piquette, OH 45357

Speaker: Dave Zippin
Toledo Area Business Bureau

When: Thursday, May 17, 2007

Register: \$30.00
Classroom: \$20.00

Next slide



Email Newsletter

Just in ETime
Tuesday, May 1, 2007 Supply Management News, Events and Updates

In This Issue ...

- April Manufacturing ISM Report On Business®: PMI at 54.7%. [Read more.](#)
- ISM Now Offers Its Own RSS Feed. [Read more.](#)
- Register for the Annual June Services Program. [Read more.](#)
- Survey Shows Most Firms Currently Lack Formal Strategies and Processes to Fulfill Sustainability Commitments. [Read more.](#)
- Web Site of Interest. [Read more.](#)
- Term of the Day. [Read more.](#)
- Subscribe to *Just in ETime* Newsletter. [Read more.](#)
- Contact Us. [Read more.](#)

To unsubscribe from the *Just in ETime* newsletter [click here.](#)

Having trouble viewing this newsletter? [Click here.](#)

April Manufacturing ISM Report On Business®: PMI at 54.7%

Economic activity in the **manufacturing sector** expanded in April for the third consecutive month, while the **overall economy** grew for the 66th consecutive month, say the nation's supply executives in the latest **Manufacturing ISM Report On Business®**.

The report was issued today by Norbert J. Ore, C.P.M., chair of the Institute for Supply Management™.

WEBCAST:
WEDNESDAY, MAY 8
By SYNCHRONIZING
YOUR SUPPLY CHAIN AND
PRODUCT DEVELOPMENT
OPERATIONS
PRTM Management Consultants


Now sourcing and procurement solutions do too.

"In Business, You Don't Get What You Deserve, You Get What You Negotiate."
KARRASS





WebSite Newsletter



NAPM Columbia Basin

HOME

INFO

NEWS

EDUCATION

MEMBERSHIP

Newsletter Editor Wanted

Because our last Newsletter Editor left town to take a job in California, NAPM CB is searching for a new editor. We will try to keep this Website up-to-date as much as possible to keep you informed of current events.

Should you have an interest in becoming the next Newsletter Editor, training is available. Please contact Syd Swain at 375-8245 (or via svdswain@areva.com).

If you are not currently on the NAPM-Columbia Basin e-mailing list and would like to be added, Please complete the form below and submit online!

Full Name

E-mail Address

Newsletter Archive

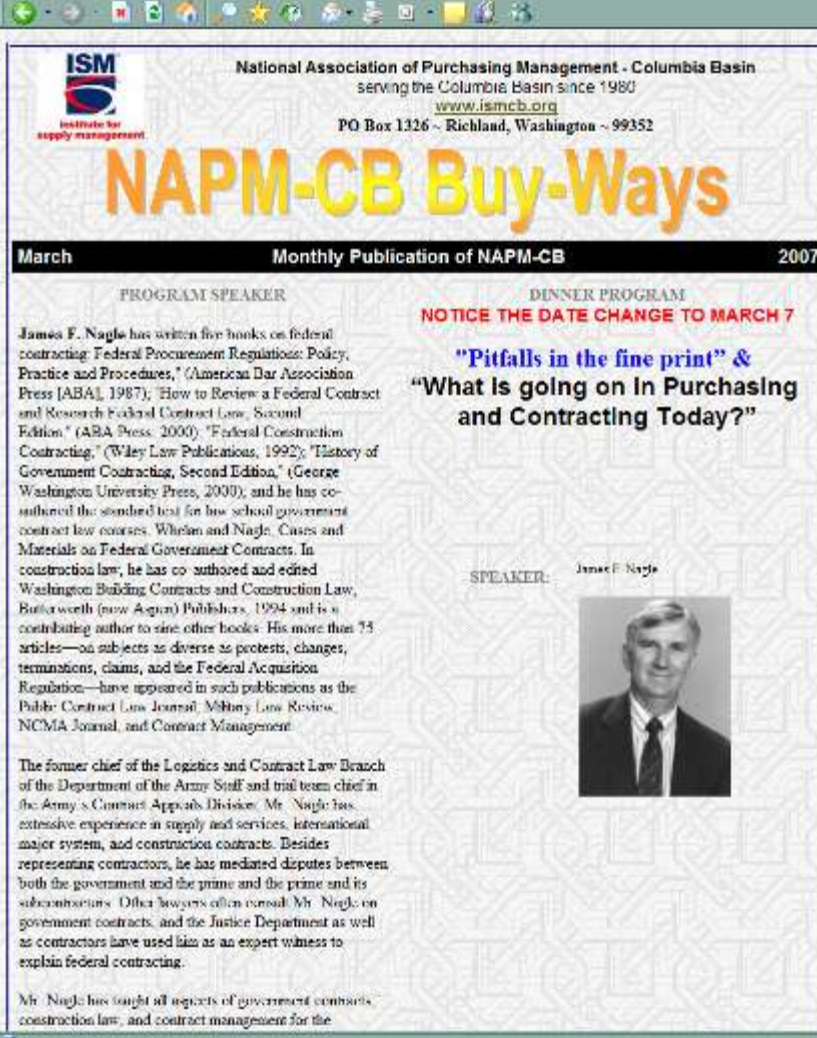
- [April 2007](#)
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- [June 2005](#)
- [May 2005](#)
- [April 2005](#)
- [March 2005](#)
- [February 2005](#)
- [January 2005](#)


NAPM-CB newsletters distribution policy

The NAPM-CB newsletter will be produced and posted on the NAPM-CB web site.

Newsletter notices will be emailed to NAPM-CB members using the e-mail addresses on file with the Membership Chair. A hard copy may be requested in special or unusual instances.

Interested persons may sign up to receive newsletter notices by filling out the following:





National Association of Purchasing Management - Columbia Basin
 serving the Columbia Basin since 1980
www.ismcb.org
 PO Box 1326 ~ Richland, Washington ~ 99352

NAPM-CB Buy-Ways

March Monthly Publication of NAPM-CB **2007**

PROGRAM SPEAKER

James F. Nagle has written five books on federal contracting: *Federal Procurement Regulations: Policy, Practice and Procedures*, (American Bar Association Press [ABAL], 1987); *How to Review a Federal Contract and Research Federal Contract Law, Second Edition*, (ARA Press, 2000); *Federal Construction Contracting*, (Wiley Law Publications, 1992); *History of Government Contracting, Second Edition*, (George Washington University Press, 2000), and he has co-authored the standard text for law school government contract law courses, *Whelan and Nagle, Cases and Materials on Federal Government Contracts*. In construction law, he has co-authored and edited *Washington Building Contracts and Construction Law*, Butterworth (now Aspen) Publishers, 1994 and is a contributing author to nine other books. His more than 75 articles—on subjects as diverse as protests, changes, terminations, claims, and the Federal Acquisition Regulation—have appeared in such publications as the *Public Contract Law Journal*, *Military Law Review*, *NCMA Journal*, and *Contract Management*.

The former chief of the Logistics and Contract Law Branch of the Department of the Army Staff and trial team chief in the Army's Contract Appeals Division, Mr. Nagle has extensive experience in supply and services, international major systems, and construction contracts. Besides representing contractors, he has mediated disputes between both the government and the prime and the prime and its subcontractors. Other lawyers often consult Mr. Nagle on government contracts, and the Justice Department as well as contractors have used him as an expert witness to explain federal contracting.


Mr. Nagle has taught all aspects of government contracts, construction law, and contract management for the

DINNER PROGRAM

NOTICE THE DATE CHANGE TO MARCH 7

"Pitfalls in the fine print" & "What is going on in Purchasing and Contracting Today?"

SPEAKER: James F. Nagle





Email Notice

[ISM-Dallas, Inc.](#)

[Calendar of Events](#) ~ [NewsLink](#) ~ [Employment Opportunities](#) ~ [About ISM Dallas](#)

June 8

Tech Session - "Analytical Hierarchy Decision Making"

Dinner Meeting - "OPERA - Developing a Winning Attitude" speaker Stu Schlackman

RSVP Now!

Also: Installation of Officers

June 8

Satellite Seminar - "Buying Travel, Energy and Other Services" **RSVP Now!**

ISM-Dallas, Inc. PO Box 576, Addison, TX 75001

To be removed from this email list, reply with REMOVE ME in the subject line.



More Resources

- **Alder Consulting e-newsletter resources**
 - www.alderconsulting.com/enewsprint.html
- **Net Atlantic Email Newsletter Best Practices**
 - www.netatlantic.com/products/pdf/DesigningforResults.pdf
- **ISM Email newsletters**
 - www.ism.ws/pubs/emailnewsletters/?navItemNumber=5478
- **ISM Affiliate web sites**
 - www.ism.ws/about/AffiliateWebsitesList.cfm?navItemNumber=5454
- **ISM Advertising Information**
 - www.ism.ws/pubs/content.cfm?ItemNumber=9711
- **Microsoft Office Newsletter Templates**
<http://office.microsoft.com/en-us/templates/CT101043281033.aspx>



QUESTIONS