

Looking Toward the Future

With the Summer Youth Employment Program in full swing, sights are starting to change. The hard work that the youth is putting in is evident throughout the communities in Montcalm County. Parks becoming safer and more beautiful, cemeteries are being attended to with paint and hedge clippers, and non-profit organizations are getting some much needed help and maintenance.

This week the media crew visited EightCAP Inc. in Greenville and Greenville Public Schools, where we found crews hard at work.

At EightCAP we met Vicky Humbert, who was overseeing a group of SYEP participants doing some landscaping work. Vicky said best part about this program for her is being able to work with the youth, and getting the youth good references for their futures. "It's a great program and I'm happy to see it," said Vicky. "It's good training for them."

Frank Ballard, 16, was one of the youth planting flowers and pulling weeds in front of the EightCAP Inc. building. It was his third week on the job, and had done a variety of tasks such as maintenance, cleaning, and landscaping. "I've learned how to clean, and about teamwork," said Frank.



Frank Ballard weeds a flower bed in front of EightCAP, Inc. in Greenville.



Richard Nostrant, Greenville Public Schools



Vicky Humbert, worksite supervisor for EightCAP, Inc..

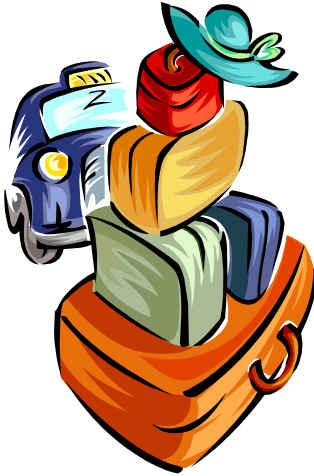
Greenville Public Schools was our next stop along the road. We found a crew there doing some heavy cleaning that involved scraping and cleaning out the school's many lockers. We talked to Richard Nostrant, the crew's supervisor. He was glad to see the participants out working because it will be a great reference for their future. "They are doing the same thing a regular worker we hire here would be doing," said Richard. "I just like working with them."

Richard, who is a job coach during the academic year, talked about how a reference from Greenville Public Schools would carry much farther than a reference from a fast food restaurant or grocery store. He thinks these youth will be much farther ahead in the long run.

This week, the media crew definitely noticed improvements at many of the job sites. We can hardly wait to see what next week has in store.



The sign outside of EightCAP, Inc. in Greenville where Summer Youth Employment Program participants are stationed.



Caption describing picture or graphic.

“To catch the reader's attention, place an interesting sentence or quote from the story here.”



Caption describing picture or graphic.

Inside Story Headline

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.

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

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.

Inside Story Headline

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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Caption describing picture or graphic.



Your business tag line here.

Gratiot-Isabella RESD

Primary Business Address
Your Address Line 2
Your Address Line 3
Your Address Line 4

Phone: 555-555-5555
Fax: 555-555-5555
E-mail: someone@example.com

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.

WE'RE ON THE WEB!

EXAMPLE.COM



Caption describing picture or graphic.

Back Page Story Headline

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.