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 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 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.

If you explore the Publisher catalog, you will find many publications that match the style of your newsletter.

Next, establish how much time and money you can spend on your newsletter. These factors will help determine how frequently you publish the newsletter and its length. It’s recommended that you 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.
Inside Story Headline

In a tragic logging accident on January 28, William “Stony” Troyer was trapped under a falling tree. He was extracted by emergency services, but died before reaching the hospital.

To view and sign the online guest book, go to www.legacy.com and search for “William Troyer.”

Stony Troyer and Charles Wiley logging trees on the Wiley Farm in 1986

Safety

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

New Format for Core Courses

This year core courses will be offered in a slightly different format. Three of the four modules (safety, endangered species/activism, and erosion and sediment control) will now be offered separately over the course of the year, simultaneously as core components and as continuing education (CE) courses. The forth module, forest management, will not count as a CE course, but will be offered to loggers needing to complete core requirements.

Courses will also be scheduled in the evening instead of during working hours. We hope that this will make it easier for both new and old Master Loggers to participate in our course offerings. As always, please contact Nevin with any requests or ideas.
Most log defects decrease the size of the check from the mill, but learning how to work with defects instead of against them can [value of increase]. There are four rules of thumb when bucking up logs that will help you get the most value out of every log.

1. Know your market: The only way to get a lot of money is to know what buyers are willing to pay a lot of money for.
2. Look for the pumpkin: The high-value log may not be in the butt.
3. Identify the high-value log first and then buck around it.
4. Learn more and get hands-on experience in optimizing your bucking at upcoming training sessions. Contact Nevin at ndawson@umd.edu or 410-827-8056 to receive updates when trainings are scheduled.

“The only way to get a lot of money is to know what buyers are willing to pay a lot of money for.”

We are happy to present the new and improved Master Logger logo. Thanks to Shachar “Don” Weizman at Edrich Lumber for making the long overdue change to include Delaware in the Maryland/Delaware Master Logger Program logo. Delaware joined the program in [2003], but complications with the original graphic designer prevented us from making the change to the logo.

Our bi-state partnership has been strong since it was initiated, and is now represented graphically.
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.

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.