



# *The* **North Star**

Volume 43, Issue 2

May, 2006

## *President's Report*

Greetings, Jaycees! I just want to take a moment to update a couple of projects and to thank some of our very dedicated members for their hard work! The Retreat went great! We enjoyed the result of Sharon Arnold's culinary expertise all week end. We also took part in several activities, and participated in an excellent training session on telephone etiquette presented by Kym Shaw. Our week end was wrapped up with a training session on communication presented by Tracy Brooke and a visit by our State President, Marie Thomas!

The Easter Egg hunt went well at Pontiac Park - Brent and Tyler Shaw did a fine job of putting it all together, and Chuck Humphrey stopped in to help out. It was great to see Chuck, and after all these years of doing this project, it is still amazing how little time it takes the children to find every single egg!

We just completed our annual Spring Fling for the residents at Jaycee Arms and Jaycee Village. Connie did a great job organizing and putting the event together. Thanks are also due to the Jaycees who showed up to help make sure this was a memorable event for our residents and their families - Sharon Arnold, Kelly and Zack Kassor, Jack Goldstein and his friend Kathy, Sherry Goldstein and Eddie and Matthew Hard, Karen Huffman, Jim and Amy Brown, Brent Shaw and Clara Hernandez all came out to help support the event. Thank you for supporting your chapter and our community!

From a membership stand point, we are hovering right at nineteen members, so we need at least one new member for the month of May. Please bring a friend to our next meeting! Anyone who brings a prospective member to our next meeting will win an instant lottery ticket. If your prospect joins, you win a \$10 gas card!

If there are projects or activities that you would like to see our chapter run, please let me or another member of our board know – we want to provide activities that you, dear member, are interested in participating in.

Till next month!

Yours in Jaycees,  
John Skaggs  
President  
(614) 846-7330

### *Internal VP News*

#### **Swearing in of Officers**

At the March 14th meeting Kelly Kassor was sworn in as the internal Vice President. Kelly graciously thanked the nominating committee who filled the position in her absence.

#### **Clipper Tickets**

It's not too early to be thinking about the "Dime a Dog" night at the Columbus Clippers games. Members have the opportunity to purchase tickets for \$3 from the resident in apartment 310. The tickets would be good for any game and can be upgraded at the gate.

#### **Ohio Jaycee Luncheon**

Sunday March 19th the chapter hosted a luncheon for the Ohio Jaycee's. Thanks to the efforts of our president John Skaggs, hot dogs and hamburgers were served hot off the grill! Proceeds went to the general fund.

#### **Pancake Breakfast**

The next pancake breakfast will be held June 3rd, 2006 from 9-12. Sharon Arnold is chairing the project and is asking that help show up at the Village at 8:30AM. Funds raised will be used to pay for chapter membership sponsorship.

## **There has been a MURDER at the NCJC's**

Zack Kassor will be hosting a Murder Mystery Dinner to profit the Hurricane Katrina recovery fund. Cost will be \$5 for adults and \$3 for kids.

Kelly Kassor  
Internal Vice President

### **State Director's Report**

The chapter will be making a visitation to the Newark Jaycees on Monday, May 15<sup>th</sup>. They meet at the Elks Lodge in downtown Newark at 7:00 PM. This will be our first visitation in a very long time and I would like to see as many members as possible go.

The May All-State is coming up and will be held the 19<sup>th</sup> – 21<sup>st</sup>, at the Holiday Inn in Fairlawn. Please see the attached flyer for more details.

Kevin Kowalsky  
(614) 794-0675  
[statedirector@northcolumbusjaycees.org](mailto:statedirector@northcolumbusjaycees.org)

### **Webmaster**

The website is still being updated, with the new site under construction. Things have been going slow with the new site due to time constraints. One thing holding us up is setting up the "Member Only Area". Stop by and check the site out. Make any suggestions or corrections you feel are needed.

Steve Kowalsky  
(614) 794-0675  
[webmaster@northcolumbusjaycees.org](mailto:webmaster@northcolumbusjaycees.org)

## *Newsletter Editor*

Articles have once again been slow coming in. We want to make this an effective communication tool for the chapter. I have put an article in on newsletters and hope that we can build on our success and make this a better communication tool.

### **Next Newsletter Articles Due – May 25**

Jeffrey K. Taniguchi  
[newsletter@northcolumbusjaycees.org](mailto:newsletter@northcolumbusjaycees.org)

## *Spring Fling*

The Spring Fling was a great success! THANK YOU to all who helped make it that. I am happy to report the Spring Fling picnic was under budget. We had at little over 100 residents and 30 family members attend. Door prizes were given to the resident's and their guests. Ice cream sandwiches seem to add a nice touch besides the tasty brats and burgers. The resident's really appreciate the time and effort that goes into all the projects that we do for them. It was nice to see all those who showed up to help. Those who helped were Kelly, Zach and Alberta Kassor, Eddie and Matthew Hard, Jim and Amy Brown, Karen Huffman, Brent Shaw , Cathy, Sherry and Jack Goldstein, and a special thank you to Sharon Arnold. Last but not least, a very special thank you to my family, John, Elisa, Brandy and Clara!

Sincerely,  
Connie Skaggs  
Chairperson

## **Junior Jaycees**

**WHEN: 1<sup>st</sup> Tuesday of Every month @ 7:00p.m.**

**WHERE: Jaycee Village 5905 Beechcroft Rd.**

**WHY: To get Junior Jaycees to help lead our chapter and to recognize them for their accomplishments!**

## Effective Newsletters

It's obvious but true that your newsletter can only be effective if people bother to read it. Nowadays we are all drowning in an excess of information that comes at us in all directions and in all forms so this really is the biggest obstacle you have to overcome. To persuade your audience to read what you have to say, you should follow some basic rules:

### 1. Know your readership

My point here is that a newsletter for internal use will not serve for external readers. The two readerships are totally different. So if you want to target both internal readers and, say, customers and clients, you need two separate newsletters. Internal clients will want to keep up to speed with company developments, know about internal opportunities and hear about company successes and the exploits of individuals. Customers and clients will want to know how your products or services can benefit them. They will also want information that shows your track record and helps position you in the sector—in other words information that builds your trustworthiness and credibility and shows the direction you are going in.

### 2. Attract the readership

Pay attention to the appearance of the newsletter. Give it an eye-catching and memorable title. It shouldn't be too busy or too long. Keep it clean so that the eye isn't distracted. Don't make the prose too dense. Break up the text with headings and bullet points. Where it is appropriate, use charts, graphs and diagrams as these convey information more efficiently than words.

### 3. Write well

Write simply but accurately. Avoid jargon but if you need to use technical terms or acronyms, ask if your readers will be able to understand them. If they can't, then explain them. Avoid clichés because these are usually a sign that you haven't clarified what the message is. Make sure each paragraph has one sentence that summarizes the content. The example here is my first sentence: write simply but accurately.

### 4. Be direct

Many people fall into a rigid, formal style when they write. This isn't attractive. Address the readership directly and avoid the passive voice. Use contracted forms as you would in speech and liven up the style with rhetorical questions. Use good, strong and simple verbs (use instead of utilize, find out instead of ascertain). Don't be vague: instead of sales showed a substantial increase, say, sales rose by 15%. Cut adverbs: actually, in fact, on the whole—most adverbs are merely padding.

### 5. Be informative

Give your reader's concrete information that that will be useful to them. Such information could be details of forthcoming events, useful websites, how-to tips.

By following these rules, you should be able to build a faithful readership—an audience that eagerly awaits the next edition of your newsletter.

Brenda Townsend Hall is a writer and trainer in the fields of communications and cross-cultural awareness. She is an associate member of the ITAP International Alliance (<http://www.itapintl.com>).

Article Source: [http://EzineArticles.com/?expert=Brenda\\_Townsend\\_Hall](http://EzineArticles.com/?expert=Brenda_Townsend_Hall)



## MAY ALL STATE - May 19<sup>th</sup> - 21<sup>st</sup>, 2006 HOLIDAY INN - FAIRLAWN

Come Aboard the U.S.S. Jaycees as set sail for Gilligan's Island

**Registration must be postmarked by May 9, 2006**

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City and Zip: \_\_\_\_\_

Region: \_\_\_\_\_ Chapter: \_\_\_\_\_

Member of 2006 ExecCommittee? Yes or No

Title: \_\_\_\_\_

Are you a participating in First Timers? Yes or No

**Friday Only Registration:** \$15.00

**Saturday Only Registration:** \$15.00

(includes training sessions only)

**Full Registration:** \$25.00

(includes State Registration of \$10, admission to Friday and Saturday night parties, and **DINNER** on Saturday evening.)

**MUST PRE REGISTER with REGISTRATION POSTMARKED BY MAY 9<sup>th</sup>, 2006 for FULL REGISTRATION!!!**

Late Fee of \$5 will be added to any registration not postmarked by May 9<sup>th</sup>. In addition, if postmarked after May 9<sup>th</sup> or register on site, you will not be guaranteed a dinner.

Make checks payable to: OHIO JAYCEES  
Mail to: Carol Smith, 900 Tollis Parkway #406,  
Broadview Heights, OH 44147

**Exec Members, Past State Presidents and Life Members - Full registration price is \$15 (we have to partially cover your dinner cost)**

Located at the Holiday Inn - Fairlawn  
4073 Medina Rd, Akron, OH  
(intersection of I-77 and Rt. 18 East)

Room Rate: \$85/night plus tax  
Call 330-666-4131 to reserve a room  
Tell them you are with the Ohio Jaycees  
**MUST book by April 26<sup>th</sup>, 2006**

**Friday Night Party:** 9pm - 2am  
Scavenger Hunt, Music and  
JAYCEE IDOL COMPETITION  
\$2 draft beers

**FIRST TIMERS WILL BEGIN ON FRIDAY EVENING** around 9:30 or so near the Registration Tables - watch for more info.

**Saturday Night Events:**

5:30 pm - doors open for dinner  
6pm - dinner served  
7 - 10pm - Awards  
10pm - 2am - Party with Costume Contest - dress as your favorite Character from Gilligan's Island

**Dress for dinner and Awards will be business attire or semi formal**