



NEWSLETTER

Lake Meredith Aquatic & Wildlife Museum
PO Box 758, Fritch, TX 79036
806.857.2458



Volume 7, Issue 4
April 2011

Spring has sprung!

During the month of March 2011 the museum hosted 92 visitors. Visitors came from a variety of states including Alabama, Oklahoma, Kansas, Arizona, New Mexico, Minnesota and Texas. Regional guests came from Amarillo, Stinnett, Spearman, Fritch, Borger, Sunray and Panhandle.

The museum
is open
Tuesday
through
Saturday
from
10 a.m. to
5 p.m.

Museum Kicks-off Membership Drive



The Museum kicks-off its 2011 Membership Drive with a special offer: For every \$25 you donate for your membership, you get one ticket into a drawing to win two elegantly framed LaNelle Poling prints on canvas. The original oils of *Late January* (at left) and *Lacinta Creek* (bottom) were part of a collection owned by Walt Poling that unfortunately were destroyed when Poling Ranch headquarters burned in 2008. Among others, Mr. Poling had prints of the originals put on 11x15 canvas and framed.

He donated these two prints to the museum to help raise funds for the LaNelle Poling Memorial Fund which the Fritch City Council has set aside for improvements to the museum or educational programs. The two works together are valued at over \$500 and look like originals. Such is the phenomenon of the technology that allows prints to transfer to canvas. Along with the membership and chance to win, you will receive the museum's monthly newsletter. LaNelle Poling originals are rare with few owned by museums for public viewing and most in private collections. We wish you luck in winning these precious gifts. Offer ends April 1, 2012.



LMAWM—Membership Drive 2011

___ Yes! Accept my membership donation and send me one ticket for every \$25 donation for a chance to win two LaNelle Poling prints on canvas to be announced April 1, 2012.

- ___ \$ 25-\$49 Friend of the Museum
- ___ \$ 50-\$99 Bronze Member
- ___ \$ 100-\$199 Silver Member
- ___ \$ 200-\$299 Gold Member
- ___ \$ 300-\$399 Platinum Member
- ___ \$ 400-or more Diamond Member

Make Checks Payable to : LMAWM, PO Box 758,
Fritch, Texas 79036

Name: _____

Address: _____

Phone: _____



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.

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

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.



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.



Caption describing picture or graphic.

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.



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

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.



Caption describing picture or graphic.



LAKE MEREDITH AQUATIC
& WILDLIFE MUSEUM

*Under the water tower in Fritch,
Texas*



Organization

101 N. Robey
PO Box 758
Fritch, TX 79036

Phone: 806-857-2458
Fax: 806-857-3229

E-mail: lmawm@hotmail.com

WE'RE ON THE WEB!

EXAMPLE.MICROSOFT.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.

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.



**Caption describing picture
or graphic.**