

ASSOCIATE MANAGER'S

REPORT

August 25, 2010

ANOTHER GREAT SEASON ENDS

Despite two rain delays and one tornado warning, Mother Nature has blessed us with another great season of Rally in the Square.

The City has pushed back the streetscape renovations in our quadrant until this week thanks to Mr. Elstro and Mr. Neimeyer.

Rally attendance has averaged between 400-600 per week. They were a generally well behaved lot. The biggest crowd was July 30th for The Naked Karate Girls who were neither naked nor girls!

Many thanks to Mike Baker for finding such unusual bands as Spungewurthy, N.K.G., Larry Lee & Back in the Day, and 56 Daze. It

takes a small army to pull this event together and Mike sets the bar high where talent is concerned.

Beverly and Mark are here every Friday night to sell those all important drink tokens. I would not know what to do without such dedicated volunteers.

Our newest neighbor Sal at Vivace Café provided the food this year and it was wonderful! We look forward to having him continue grilling out next season.

Also new this year were the official Rally in the Square T-shirts. Designed by Mike Huffman and produced by Cappie's Sportswear, they



seem to be well received by the rally crowd. Jen Marsee was our T-shirt sales goddess, unloading (I mean selling) up to twenty a night!

Way to go Jen! With help like this how can we not hope for another great year.

many young artists to drawing, ceramics, and painting. They enjoy taking these classes and learning from our talented instructors.

This is just one more way ASL helps to promote the arts in Northwest Ohio.

Upcoming events

Wine tasting	9/25
Fall Classes	10/2
Rocky Horror	10/30
Jazz @ the Greenhouse	12/3
Winter Classes	1/4
Buffet on the Beach	1/29
Kay's Mental Break Down	TBA

Special points of interest:

- Melissa Eddings book making workshop
- One day kids Mother's day workshop
- ONU Ladies 'Day of the Arts'
- Trinity student have Gallery Talk by Melissa Eddings on her exhibit in Ellen Nelson Gallery

ARTSPACE CLASSES ON SCHEDULE

Interest in the arts for many people include taking classes. Ceramics, watercolor, jewelry making or stained glass are just some of things we have offered this past year. With talented and award winning instructors like Phil Hugo who

teaches photography there may even be a waiting list for enrollment. Liz Leis taught a knitting class last winter that filled very quickly to the surprise of everyone.

Kids classes on Saturday mornings have also exposed

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.

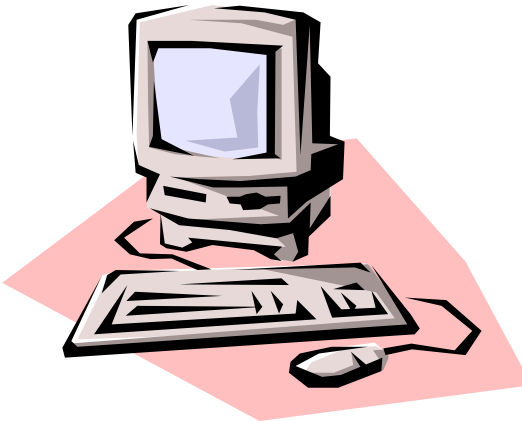
While your main goal of distributing a newsletter might be to sell your product or service, the key to a successful newsletter is making it useful to your readers.

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



Caption describing picture or graphic.

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.

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

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.

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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



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the article. Be sure to place the caption of the image near the image.

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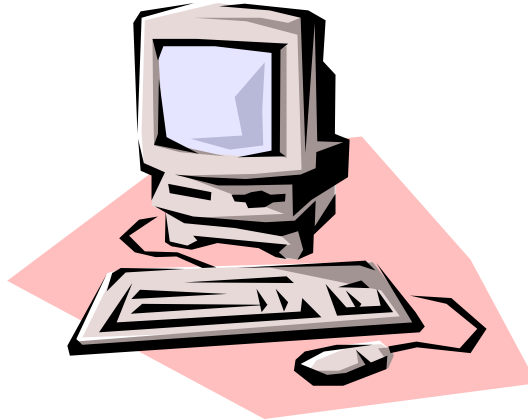
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Primary Business Address
Your Address Line 2
Your Address Line 3
Your Address Line 4

Phone: 555-555-5555
Fax: 555-555-5555
Email: xyz@microsoft.com

Your business tag line here.

We're on the Web!
example.microsoft.co
m



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.

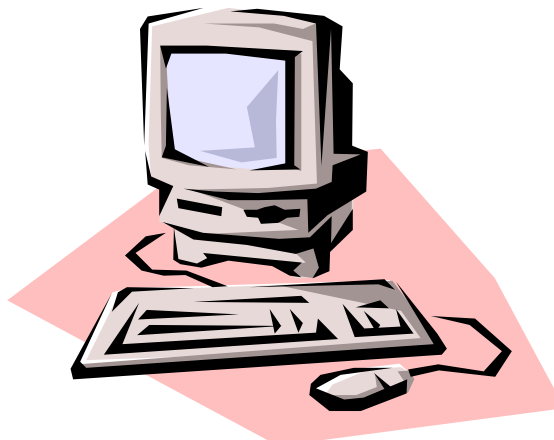
A listing of names and titles of managers in your organization is a good way to give your newsletter a personal touch. If your organization is small, you may want to list the names of all employees.

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.

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.