



NEWSLETTER

**DECEMBER
2003**

HAPPY NEW YEAR TO ONE AND ALL

A.G.M. HIGHLIGHTS

Annual subs
unchanged

Admission charge at
monthly meetings
increased to £1.
(Still a bargain to hear
a speaker, enjoy a
drink and home made
cake.)

John Jackson retires as
Treasurer.
Phil Broughton takes
over.

Annette Cutts retires as
Secretary.
Irene Spencer takes
over.

Chairman and other
committee members
unchanged. Still one
vacancy - **are you
interested?**

Welcome to another year's activities of your own local Horticultural Society. We hope you enjoy the programme of events we have put together for you based on members' suggestions.

Last year we enjoyed a visit to Mill Barn garden at Salnesbury Bottoms which was a garden with a difference. This was instead of the planned garden safari mentioned in the programme, which was to be a tour of members' gardens. If you think your garden would interest others then please get in touch and we could consider trying to arrange this in a later programme. We also had an enjoyable trip to the Flower Show at Tatton in July, as well as many interesting evening meetings.

The Annual Show in August was one of the best in recent years so thanks to all exhibitors and visitors who responded to our pleas for support.

Thanks also to John Jackson and Annette Cutts for the work they have done.

Annette has set up her own business. Try her web site www.cottage-garden-seeds.co.uk



The Wily Weeds: *by Mary McClune*

I have a lovely garden and I dig it every day,
I water all my flowers and throw the weeds away,
and yet, though the flowers are very scarce, of weeds there is no lack,
For when I'm fast asleep in bed they all come creeping back.
And this is most annoying for, as anyone can tell,
They never come back by themselves - they bring their friends as well!



Happy Gardening





In My Garden



Your Headline Here

The second

The second story is usually less important and shorter than the lead story. By linking text boxes, you can continue any story on another page in order to balance the page visually. When you're working on stories in a newsletter, you have control over all the graphic elements of the page. Though you have the choice of dozens of fonts, try to keep to three or four maximum. If the tone you want to set calls for a font that's fun, be sure it's also easy to read at the size you're using. If you use color on a page, it's usually best to keep your text black. If you want to use white or light-colored text on a colored background, do it sparingly and increase the font size a little to make it more readable.



Your Headline Here

Inside stories

Inside stories are often used for longer articles. An inside page doesn't use space for the masthead and other elements, such as a table of contents or a list of upcoming events, so it has plenty of space for articles of some length. If the text of an inside story isn't very long, consider using the extra space for lots of pictures.

Page Design

Use the newsletter designs in Home Publishing to help you produce pages that are well-designed and visually pleasing. Whether you work on your own or modify the designs already available, follow the



same design principles. Keep your page from looking too heavy. A quick way to check the balance on a page is to squint at it so you can't really read the text or tell what's in the picture. Then ask yourself: Does the page look like just one big blob? If it does, you need to add white spaces to open up the page design.



Headline

of contents. It will help readers see at a glance what's inside. You might want to call it: Inside This Issue. You could also add a calendar of events for a very active organization. The calendar could show the whole month with events in the squares for each date. If you only have one or two events a month, use a list format and show three months at a time. For a family newsletter, you might want to list birthdays, anniversaries, and other important family events.

Visuals

Visuals add zest and life to your newsletter page by using images and artwork. You can use pictures from the Clip Gallery in Home Publishing or scan in your own photos or artwork.

Headlines

Headlines are one of the most important elements of a newsletter and are worth a little extra thought. In just a few words, you need to convey an entire idea while enticing the reader to read the story. The headline should tell the reader what the article's about.

