



THE LINK

National Newcomers' Council of Canada Newsletter

April 2006

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WEB SITE COORDINATOR

National Conference in Ottawa Oct13th & 14th

Interview with program convener, Paulette Bourré.

I met with Paulette over cafe au lait in the Sleepless Goat, Kingston. Paulette is one of the 'Crazy Eights' who moved from Ottawa Newcomers' to the Alumnae this year. If her enthusiasm is any indication, we are in for a great conference.

Tell us why we should not miss this conference?

Paulette: The conference is being held at the Press Club in Ottawa. I don't know if you know anything about the Press Club, but as one of Ottawa's oldest private clubs, it's quite an exclusive club. Until the 70's it was a men's only club. It is the social home of journalists, the location of many historical events and government announcements. We feel very privileged to be able to hold the conference there. The President's meeting will be held in the library.

What types of Newcomers' activities have you planned?

Paulette: We will be addressing executive and general member Newcomers' issues and concerns Saturday morning. I hope delegates will bring ideas from their clubs to share with others.

What are you planning for entertainment?

Paulette: My committee looked into many possibilities with members going to hear several prospective speakers. Three heard Mary Jane Maffini, a local mystery writer and thought she was cute, funny and entertaining. She will offer an interactive presentation on how to solve a mystery. Ottawa, with its many festivals, events and landmarks are featured in her novels. As well the minstrels who entertain on the steam train from Ottawa to Wakefield will play a variety of music from country to classical.

And what do we get to eat?

Paulette: Let's keep that a surprise but suffice it to day it will be a delight.

What have you planned for Friday night?

Paulette: There will be a 'Mix and Mingle' on Friday night. We haven't finalized plans yet. Truro had a kitchen party, Kingston a pot luck supper so we know that we have a

WAYS OF PUBLICIZING YOUR CLUB

Highlights from the National Newcomers' Council document 'Ways Of Publicizing Your Club'

One of the most important aspects that a club may have to concentrate on is that of publicizing the Club. We need to get out there to tell people who we are and what we offer!

IDEAS FOR MAKING YOUR CLUB MORE VISIBLE

1. Create a Club LOGO

Use the LOGO - Everywhere you can - anytime you can! People must get used to seeing the logo in order to recognize it.

2. Design a Club PAMPHLET/FLYER

A Club pamphlet/flyer is the most direct form of publicity for your club! Choose a design that is eye catching, easy to handle, and includes a description of the club and its activities.

3. Use the FLYER:

Post on bulletin boards in supermarkets
Distribute to libraries, doctors' offices, etc.

Ask the Chamber of Commerce to use in their information packages;

Ask Welcome Wagon to distribute with their welcome baskets;

Ask local Real Estate agents and moving companies to make them available to new people moving into the community

Distribute to local companies who are known to participate in company transfers.

(See Susan Lotherington's tidbit about how they doubled their members)

4. Reach out through the MEDIA:

Local newspapers:

"About Town" write-up of monthly meetings;

Press coverage of club activities, donations made, etc.

Notice of meeting in "What's Happening" column

Community Services:

Get your Club listed in a Community Services Directory;

Advertise in the Parks & Recreation listing that is delivered to homes in the community 2-4 times a year;

Local TV stations usually run notices of meetings/events free of charge.

(If your club has funds consider having a club telephone number or a listing in the local yellow pages)

4. Word of Mouth

Enthusiastic members are your best advertisement.

(Several clubs have a business card that members can give to prospective members.)

BE VISIBLE - GET RECOGNIZED - GENERATE SOME INTEREST

(See Susan Lotherington's tidbit about how they doubled their members)

How to Find Support For Your Club in the Business Community

Publicity by Solicitation

Many of the smaller clubs are familiar with solicitation because a lack of funds does not provide the necessary money for little "extras" for Club activities: i.e. prizes for

car rallies, items for raffle draws, etc. However, approaching businesses and organizations for support does make your Club known, and can be very helpful in establishing your Club in your community.

Timing: Most corporations make decisions (for support), only once or twice a year. September to November is probably the best time to approach them. "Downtown: businesses will be receptive to your requests throughout the year.

Tidbit:

Susan Lotherington: Eastern Liaison
A special die cut pamphlet was designed. In August members of the Oshawa Newcomers Club blitzed new homes in their area, talked to new residents and left club pamphlets. They changed their meeting place to the Upstairs Room in Loblaws who advertise their meetings. Their membership has increased from 30 to 60

WEB SITES

Clubs are exploring alternate methods and trying email or establishing websites. Here is a list of club websites. For more information about a particular website, check the National Club Register and contact the individual newsletter convenors.

- Sarnia, ON
<http://www.sarnia.com/newcomers>
- Kingston, ON
[http://groups.msn.com/KingstonNewcomers Club](http://groups.msn.com/KingstonNewcomersClub)
- Calgary, AB
<http://calgarynewcomers.com>
- Lethbridge, AB
<http://www.lethbridgenewcomers.com>

WAYS OF SUBSIDIZING CLUB NEWSLETTER

As costs of distributing newsletters are increasing so clubs look to subsidize their newsletters. Kingston reduced their costs by 60% by establishing their own website. Their members are very happy with the website and find it quite convenient. Many clubs have realized similar saving by emailing newsletter to members with emails. Regina offers advertising space to members and non-members.

Place Your Ad Here

If you are a member of Regina Newcomers and you have a business or a home-based business why not place an ad in our newsletter? The cost for a business card ad per year is as follows \$10.00 for a Newcomers' Club member / \$25.00 for a non-member.

Also, if you have anything that you are looking to buy or sell, why not advertise for free in our newsletter! Please email me your submissions.

Ways of Greeting New Members

Coline Bettson, Calgary Newcomers' wrote:
I look at the new members list, to see if they are from Toronto, around my age & then I call & say welcome ! I do not have a car & public transit is too long/complicated from home. This way, they call, we chat & if I am lucky, they will pick me up for a tour of my favourite Calgary spots !
Blessings for 2006,

