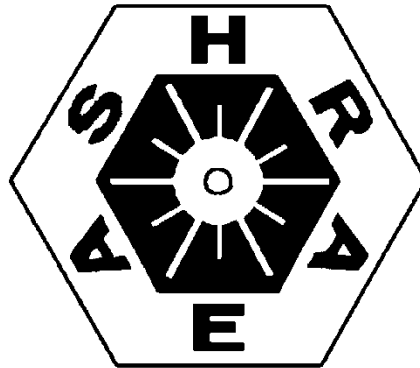


**ASHRAE REGION I
2009 CHAPTERS REGIONAL CONFERENCE**



COMMUNICATIONS WORKSHOP

CHAPTER NEWSLETTERS

**AUGUST 27-29, 2009
ALBANY, NEW YORK**

CHAPTER NEWSLETTER – A LIFELINE FOR CHAPTER MEMBERS

Chapter newsletters are an important element of a successful chapter. Chapter members need to know who's who and what's happening to retain their interest in their chapter. If they are kept current on chapter events, they are much more likely to attend regular chapter meetings, participate in chapter committee activities, as well as consider serving in an elected member position. Chapters need active members, and a good chapter newsletter will help promote member participation.

What constitutes a good chapter newsletter? The 18 items in the "Black Ink Award Criteria" for ASHRAE Region I newsletters define a good chapter newsletter. A one-page criteria score-sheet is attached. The Black Ink Award was initiated to promote better newsletters in Region I. There are undoubtedly more than the 18 criteria items to include in a newsletter, but these are the basic essentials we in Region I would like to see in chapter newsletters.

The Region I Judge will review newsletters from September 2009 to June 2010, from each Region I chapter, to determine points for the Black Ink Award. Please send hard copies of your chapter newsletters for the Black Ink Award points to:

Heather Nowakowski
7001 Mourning Dove Lane
Wheatfield , NY 14304

Remember that only hard copies will be considered for points toward the Black Ink award, even if the rest of your chapter receives it electronically. This is to provide the Newsletter Judge with a physical record of your work. This also saves downloading and printing roughly 1500 pages of newsletters. The newsletter sent for judging does not need to be high quality or in color, a draft copy will do.

There are other things to consider in putting out newsletters besides the content defined by the 18 Black Ink Award criteria items. Appendix CC of the latest Manual for Chapter Operations has a copy of the ASHRAE document *How to Write Effective Newsletters* that contains helpful information on these other considerations. A copy of this two-page document is attached for your convenience.

There is one other important item that should be included in chapter newsletters, and that is the disclaimer statement. This statement is found in section 6, *Chapter Publications*, of the Manual for Chapter Operations, which is also attached, and reads as follows:

"Statements made in this publication are not expressions of the Society or of the chapter and may not be reproduced without special permission of the chapter."

And, finally, there is Appendix FF of the Manual for Chapter Operations, *ASHRAE Commercialism Policy and Guidelines*, which covers advertising in Chapter Newsletters. The MCO is available for download from the Region I or Society website.

