

### General Officer Duties

1. Attend monthly officers meeting (usually every 4<sup>th</sup> Thursday).
2. Bring speaker ideas for Branch meetings.
3. Bring ideas for other Branch events/trips.
4. Help as needed to conduct Branch meetings/events.

### Newsletter Editor Duties

There are two main tasks – producing the monthly newsletter and managing the business card ads. Both are covered below.

#### Producing the Monthly Newsletter

1. The newsletter deadline is usually the first Friday of each month, unless that's the first day of the month, in which case the deadline is a week later (to remain in synch with the meeting which is always on the 3<sup>rd</sup> Thursday).
2. It's useful to send an email reminder to all officers 2 or 3 days in advance of deadline to avoid late articles.
3. Usually, there's enough stuff, sometimes too much. Occasionally articles must be substantially cut or even postponed to make everything fit (a little padding is also used on occasion). Some months there isn't enough local material, which is when one fills in with articles from national, ads from short course providers (like UCLA), and engineer or lawyer jokes. Some correction of grammar and word choice is usually needed.
4. It's easiest to edit the previous month's saved newsletter file to create the new newsletter. Note that some fonts may need to be installed on your computer to make things look right. On the other hand, Publisher might complain about needing the Zapfcalligr (truetype) and Albertus W1 fonts, which are not needed and don't need to be installed. The newsletter has used the Zapfcalligr BT for headlines (16 point for original headlines, 14 point for continuations) and the Galliard BT, 10 point, for text.
5. Once the newsletter is fully composed, **save the file**. Then print the Acrobat PDFwriter device (which should be a printer option if Acrobat is installed). Before printing, use View to turn off the two-page spread, and use File/Page\_setup/Print\_setup to choose letter-size paper, non-book fold, portrait style. (You can also make such changes under printer properties.)  
**NOTE: NEVER SAVE THE FILE AFTER CHANGING PRINTER SETTINGS. INSTEAD EXIT PUBLISHER AND OPEN THE PREVIOUSLY SAVED FILE TO RETURN TO ORIGINAL SETTINGS.**

*[Note: If there are problems printing directly to an Acrobat PDF file, try saving the Publisher file as a Postscript file (.ps extension) and double-clicking the Postscript file (or dragging the file into the Adobe Acrobat Distiller program) to run the Adobe Acrobat Distiller program, which should have been installed when Adobe Acrobat was initially installed. The Distiller program will automatically convert and save the Postscript file as an Acrobat PDF file.*

*When saving the Publisher file as a Postscript file, make sure that the “Do not send fonts to Distiller” toggle is unchecked under the “Adobe PDF Settings” tab of the “Adobe Acrobat Distiller Properties” dialog box.]*

6. Use Acrobat to open and print the PDF file. Read for errors and, when found, open and edit the Publisher file – there are usually things to fix. Once the Publisher file is finalized, save it. At this point, **save a copy** of it in a new folder as the starting point for the following month’s newsletter. (Otherwise, there won’t be a complete file available for next month after you carry out the further steps below.)
7. Change the printer settings (as above) and print the final document to the Acrobat PDFwriter. As before, exit Publisher **without saving** the file.
8. Open Acrobat and, if necessary, adjust settings so that the newsletter opens to the first page at an appropriate size (this is usually automatic). Use Tools/Weblinks/Create to imbed hyperlinks to web addresses in the document. To make such links visible, you’ll probably need to click the “Link tool” icon and then right-click each link and adjust properties (in the past, the link property was changed to a visible blue box). You can also introduce <mailto:xxxx> hyperlinks for key email addresses (which aren’t automatically created in Acrobat 4; maybe future versions?) Save the modified final PDF file to be mailed to the web site.
9. Open the Publisher file. Click on each main article and pick Edit/Edit\_story\_in\_Word. Insert the headline at the top and save a copy of the article for the web site. (It’s easiest to copy/paste the headline from the headline box.) The reason for saving the articles this way is to ensure you actually transmit the final fully edited versions.
10. Email the PDF file and the .DOC files containing the main articles to the web master. The main articles usually include the meeting announcement, the president’s perspective, and meet-the-member. Sometimes there are others. Filler articles of minor interest are generally not sent.
11. The last step is to print the newsletter on preprinted stationery for U.S. mail recipients. Open the Publisher file and delete the colored banners, which are preprinted on the 11x17 stationery. These include the top front page banner, the little ASCE logos at the top of pages 2 & 3, the orange stripes at the bottom of pages 1, 2, and 3, and the Professional Directory banner on page 4. The printing method depends on your printer situation. If you have access to a printer that does 11x17 paper, just print to the ASCE paper (two-sided), after making margin adjustments to give the best centering and fit. Otherwise, you can print on letter-size paper, tape together the 11x17 front and back pages, and bring everything to a photocopy machine. To print on letter-size paper, you must make the same Print\_setup, etc. adjustments used in outputting the PDF version.
12. The file *labels.doc* on the CD can be printed directly onto labels for mailing. If the mailing list changes, modify the data in *maillist.xls* and do a mail merge in *Label Master.doc* to update *labels.doc*. Fold the 11x17 newsletters twice for mailing (see old newsletter examples). Stick on mailing labels and stamps.

Folded newsletters need not be sealed. It's good to get them into the mail early in the week, Wednesday at the latest.

13. For the record, each final Publisher file has been stored in zipped form (see the archive area on the CD). Keep the .DOC and .PDF files until it's sure they have been successfully posted on the web site, then everything is deleted except the zipped final Publisher file.

#### Managing Business-Card Ads and Advertisers

1. Business card ads now cost \$100 for 12 issues, and run on a calendar year basis. If someone starts a new ad during the year, we charge in proportion to the number of issues they get, so that all accounts come due Dec. 31. People placing ads need to provide a check (payable to ASCE) and an image file of their business card.
2. JPG seems like the most efficient format to avoid large files. I've use the shareware program Compupic (by Photodex) to manipulate and convert images and resize large image files to reasonable size (see the Current\_images folder on the CD).
3. Annual invoices are generally sent to current advertisers in early to mid-December. Data for advertiser accounts (including payment history) are in the file *advertisers.xls*. That file is used in mail merge to generate invoice letters based on the mail merge template file *ad\_payment\_master.doc*. Once generated, the new invoice file can also be used to print envelopes (an appropriate return address must be provided for envelope printing).
4. In the past, a paper copy of the newsletter was enclosed with each invoice so the advertiser can review the ad and make a change if desired. Alternatively, they can be provided an address for the on-line PDF copy.
5. Although formal ASCE stationery is available for invoices and other communications, it is not necessary. The mail merge master automatically generates a stationery header on each invoice. That must be changed to reflect the correct return address.
6. About a third of the advertisers typically ignore the first invoice, requiring a second somewhat sterner notice, generally sent in mid-January (mail merged in the file *paym\_reminder\_master.doc*). That gets most people's attention. Historically, as evident in the account data, one or two advertisers usually fall by the wayside at each renewal cycle. If invoices are done on time, folks who do not renew are normally dropped after the February issue.
7. It's recommended to insert new columns into the *advertisers.xls* file to keep the account histories for each year separate. Contact information (for mail merge) should be changed directly as appropriate.