In October, 1999, the state legislature created the Wisconsin Center for the Blind and Visually Impaired (WCBVI). This is an umbrella organization of which the residential school is an integral part. The intent of the WCBVI is to enhance services for visually impaired children throughout Wisconsin. In June, Mr. Mark Riccobono was appointed the director of the center.

Dear Parents:

We are off and running with the 2000-01 school year. This school year appears to be hectic and very exciting. There are many changes in our staff. We are planning many exciting activities for you and your child to participate in!

Since the end of the last school year there have been several resignations. These include:
- Dawn Anderson (orientation and mobility)
- Sheila Thurston (orientation and mobility)
- John Sonka (physical education)
- Fred Nesvold (math and science)
- Michele Lloyd (teacher assistant)
- Mary Port (custodian)
- Theresa Schricker (teacher assistant)

Joining the staff are:
- Carrie Arena (guidance counselor)
- Kathy Arndt (math and science) (also will handle health and a language arts class)
- Diana Brower (physical education)
- Karen Heesen (vision teacher in the secondary program)
- Sharon Saltz (teacher in the multi-handicapped program)
- Michelle King (orientation and mobility)
- Tony King (orientation and mobility)
- Mary (Kelly) Jensen (teacher assistant in the PEPC multi-handicapped program)
- David Chapman (dean of students)
- Chris Granger (child care counselor)
- Colleen Pizur (custodian)
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 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.

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 the article. Be sure to place the caption of the image near the image.
This story can fit 150-200 words.

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This story can fit 75-125 words.

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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.

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.

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.

Inside Story Headline

“To catch the reader’s attention, place an interesting sentence or quote from the story here.”

Inside Story Headline

Once you have chosen an image, place it close to the article. Be sure to place the caption of the image near the image.
Technology Fair

On September 29th and 30th, the center will be hosting a technology fair. Please plan to come and learn about the technology that will enhance opportunities for visually impaired people in education and employment. The fair will begin at noon on Friday the 29th and will go until 6:00 that evening. On Saturday, the 30th, the fair will run from 8:00 a.m. to noon. Besides demonstrations, we are planning to have a panel discussion of users describing what equipment they use and how it works for them.

The Newspaper by Telephone?

Enclosed you will find information regarding this newsline. We are planning on having a demonstration of this at the Technology Fair.

Athletics

Our track and field season has begun. We will be hosting two meets this year. The first is September 16th beginning at 8:00 a.m. We will be hosting teams from Illinois and Missouri. Our coaches are Pat Baker for the girls, and Kelly Bailey for the boys. Come and help us break in our newly remodeled and resurfaced track!

The second home meet is on September 30th. The team from Minnesota will be here. Also, this is our annual Wisconsin Open meet where students throughout the state join us for this competition. The meet will begin at 8:00 a.m.

Come and cheer on the Badgers!!