



## Locations to purchase licenses and permits:

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### *Hunting/Fishing Licenses, ORV and Snowmobile Permits*

Dunham's Sporting Goods  
 1413W. Main Street  
 Fremont MI 49412  
 231-924-2912

Hesperia Sport Shop  
 65 Alpha Drive  
 Hesperia MI 49421  
 231-854-3965

Mark's Sport Shop  
 11539 Mason Drive  
 Grant MI 49327  
 231-834-9495

Parsley's Sport Shop  
 70 State Road  
 Newaygo MI 49337  
 231-652-6986

Wal-Mart  
 7083 W. 48th Street  
 Fremont MI 49412  
 231-924-5000

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### *County Park Stickers*

Diamond Lake\*  
 3351 Mundy Road  
 White Cloud MI 49349  
 231-689-1190

Sandy Beach\*  
 6926 30th Street  
 White Cloud MI 49349  
 231-689-1229

Ed H. Henning\*  
 500 Croton Road  
 Newaygo MI 49337  
 231-652-1202

Pettibone Lake\*  
 490 Pettibone Drive  
 Bitely MI 49309  
 231-689-1190

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### *State Park Sticker*

Newaygo State Park  
 2793 Beech Avenue  
 Newaygo MI 49337  
 231-856-4452

### *National Park Windshield Permits*

Manistee National Forest Baldwin Ranger Station  
 650 N. Michigan Avenue  
 Baldwin MI 49304  
 231-745-7701

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\*All county park stickers can also be purchased and the county parks office:  
 4684 Evergreen Drive, Newaygo MI 49337 231-652-9298

## Inside Story Headline



Caption describing picture or graphic.

This story can fit 150-200 words.

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.

## Inside Story Headline

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.

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.

"To catch the reader's attention, place an interesting sentence or quote from the story here."

## Inside Story Headline



Caption describing picture or graphic.

This story can fit 75-125 words.

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.

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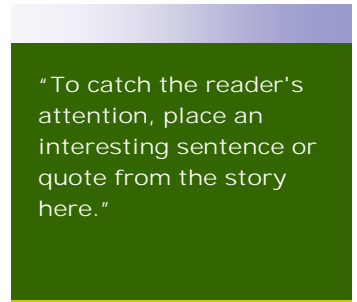
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Caption describing picture or graphic.

## Newaygo County Convention and Visitors Bureau

4684 S. Evergreen  
Newaygo, MI 49337  
Phone: 231-652-9298  
Fax: 231-652-9750  
Email: [info@newaygocountytourism.com](mailto:info@newaygocountytourism.com)

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**We're on the Web!**

[example.microsoft.com](http://example.microsoft.com)

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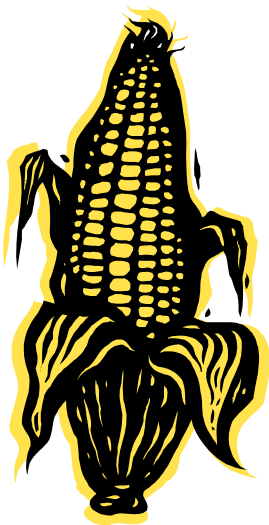
This would be a good place to insert a short paragraph about your organization. It might include the purpose of the organization, its mission, founding date, and a brief history. You could also include a brief list of the types of products, services, or programs your organization offers, the geographic area covered (for example, western U.S. or European markets), and a profile of the types of customers or members served.

It would also be useful to include a contact name for readers who want more information about the organization.



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## Back Page Story Headline



Caption describing picture or graphic.

This story can fit 175-225 words.

If your newsletter is folded and mailed, this story will appear on the back. So, it's a good idea to make it easy to read at a glance.

A question and answer session is a good way to quickly capture the attention of readers. You can either compile questions that you've received since the last edition or you can summarize some generic questions that are frequently asked about your organization.

A listing of names and titles of managers in your organization

is a good way to give your newsletter a personal touch. If your organization is small, you may want to list the names of all employees.

If you have any prices of standard products or services, you can include a listing of those here. You may want to refer your readers to any other forms of communication that you've created for your organization.

You can also use this space to remind readers to mark their calendars for a regular event, such as a breakfast meeting for vendors every third Tuesday of the month, or a biannual char-

ity auction.

If space is available, this is a good place to insert a clip art image or some other graphic.