



**5.22.07 AI 9Cii**

To: CSWEA Executive Committee  
From: Eric R. Lecuyer, Executive Director  
RE: e-Newsletter/broadcast emails  
Date: May 12, 2007

The ongoing use of Constant Contact as a broadcast email service continues to pay dividends to the Association with timely reminders to our members to register for our events, exhibitors to reserve exhibit space and sponsors to support CSWEA. Eight separate email campaigns were sent out in advance of the Education Seminar prompting registrations and supporting the mailed registration forms. Many email campaigns have been sent out to different targeted audiences for our Annual Meeting, with several reminders sent out to potential exhibitors and sponsors as well as reminders to our members to register. Each email message is tailored and timed so, as an example, a reminder was sent out in the days leading to the close of our room block at the Concourse hotel, urging members to reserve rooms before the deadline. (The block sold out).

With the engagement of a new webmaster and the timely posting of items of potential interest to our members, I will make more use of this service to direct members to our website to get the latest information on events, job postings, CSWEA news as well as our commercial efforts. Currently broadcast emails go out to approximately 850 potential exhibitors/sponsors in the region and about 1,000 members, with no negative feedback.

Sections and Committees are encouraged to send me information that they would like distributed within their sections or to their Committee stakeholders in order to create more interest and participation in these events. The email list can be tailored to each section or constituent group and I encourage the continued use of this service.