



SAMPLE PUBLICITY EMAIL REGARDING GENERAL MEETINGS

Subject: [SBAUG] General Meeting, Wednesday, November 18
From: Publicity Director <publicity@sbaug.org>

On Wednesday, November 18, 6:00 to 8:00 PM, the Santa Barbara Apple Users Group will meet at the Santa Barbara County Genealogical Society building at 316 Castillo Street.

Our guest-presenter this month will be Tracy Alfino, Low Vision Coordinator of the Santa Barbara Braille Institute, assisted by Greg Benavidiez, a blind Access Technology Specialist. They will address Braille's services and demonstrate the great accessibility features of the iPhone and iPad, including Apps that are user-friendly to the blind and low-vision users.

Beyond the gate there is ample, lighted parking within a short walk to the meeting room, which is wheelchair passable. Please do not park in spaces marked for tenants. (The gate problem has been solved; the gate will remain open.)

NOTE: DIRECTIONS to the SBCGS: The southbound 101/Castillo Street off-ramp is now open. If you choose this approach, however, it necessitates a left turn into the Society gate—across traffic at a busy intersection. Not a popular move! You may still want to proceed to the Garden Street exit and navigate back to Castillo.

Everyone is welcome to enjoy, free of charge, WiFi, good company, and easy parking.

Ask all your Apple questions during our Q&A session.

\$100 GIFT CARD DRAWING: The cards are redeemable at Apple's online or retail stores.

A member present receives two complimentary tickets.

Renew your membership or become a new member at a meeting or online in the days preceding a given month's meeting and receive a total of five tickets. (NEW)

Any member may purchase more tickets for \$3 each or five tickets for \$10.

A member who recruits another receives five free tickets!

Give a presentation approved by the Board and receive five free tickets!

Winners last month at our double drawing were Marjorie Wilser and new member Heather Pinnick. You could be next!

You may join the SBAUG or renew membership (\$25 annually) via our web site (<http://www.sbaug.org/membership>) at any time. You may also join at a general meeting and have a chance to win the drawing.

Questions? 967-2866 and our web site (<http://www.sbaug.org>). Also see <http://www.sbaug.org/calendar>.

Audrey von Bieberstein
Publicity Director