



INTERNATIONAL  
CAKE  
EXPLORATION  
SOCIÉTÉ



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# REPRESENTATIVES HANDBOOK

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## SECTION B



JULY 11, 2018

International Cake Exploration Societé

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# ICES Days of Sharing/Meetings Ideas, Hints, & Suggestions

## How to Start

- Pick a day and date – Sunday is usually a good day. Try to choose a day and month that will stay the same so that members can mark their calendars in advance. Example: third Sunday in January, April, July and October.
- Choose a location – Church, community center, school, cake shop/bakery, library, member's home, restaurant, hotel, or any other place that will suit your needs. Be sure to check on size, cost and if there are any restrictions.
- When planning a S/A/P/C/C meeting or Day of Sharing a representative should whenever possible, look for locations which are compliant with the American Disabilities Act (ADA). Motion # 70:(2-2014)
- Publicity – Inform your members at least 20-60 days prior to your event through your newsletter, e-mail, phone calls, etc. Send your newsletter and e-mail notices at least three weeks in advance, including registration form for Day of Sharing/Meeting. Inform the public through the S/A/P/C/C or ICES website, community calendars, newspapers, cable TV, radio, flyers in shops, post on your chapter's and ICES' social media sites, etc.
- Accept pre-registrations if required.

## Set-up

- Registration table with sign-in sheet, agenda, name badges, ICES Convention and Membership brochures, money for change, if needed.
- Sharing table for members displays, product samples, or handouts.
- Food/refreshment table with necessary supplies (cutlery, plates, cups, coffeepot, etc.)
- Tables and chairs.
- Demonstration table, chair, any necessary supplies or equipment for demonstrator(s).
- Raffle/door prize and/or auction table.

## Demonstrators

- Who: Anyone involved in sugar art – cake decorators of any skill level (include youth), bakers, chefs, caterers, garnishers, dietitians.
- Related interests: home extension agents, home economists, florists, photographers, small and home business specialists, crafters (napkin folding, ribbons and bows, candles).
- E-mail, call, and/or write the individuals and ask them to demonstrate.
- Be sure to thank your demonstrators: thank you card/note, small gift, money (if feasible), provide accommodations if possible for out of town demonstrators.

## Food

- Potluck – ask members to bring the recipe
- Catered – be sure registration fee will cover price
- Brown bag – everyone brings their own
- Local restaurant – individuals order off the menu

## Fund Raisers

- Pass the hat
- White elephant sale
- Surprise raffle
- Silent auction
- Raffle what demonstrators produce
- Brown bag raffle
- 50/50 drawing
- Decorating equipment auction
- Recipe and pattern booklet
- Craft sales
- Brown bag auction

## Door Prizes (optional)

- Can be donated items or anything you can find that is appropriate

## Registration Fees

- Registration fees to be determined by costs incurred (plus a little for the membership/Chapter account)

- All ICES members in good standing shall pay the designated ICES price for any Day of Sharing/Meeting/Event for S/A/P/C/C Members of ICES.

## Business Meeting

- Keep it short, sweet and to the point!!! Using Roberts Rules of Order will help to make your meetings run smoothly.
- Have a script ready with a list of items you want to cover and the proper wording of how a meeting should be held.
- Remember to introduce your new members and any guests attending the meeting.
- Make sure your Secretary or an appointed member is ready to take notes on the business of the meeting.

## Things to Bring to a Day of Sharing

- A copy of your latest newsletter to your members
- Copies of forms for Convention/Annual Representatives Meeting for members without internet access. (Include registration and hotel. reservation forms; list of demonstrators for convention).
- A copy of the latest ICES newsletter.
- Schedule of important dates.
- Membership and Convention Brochures.

### Sample Script for a S/A/P/C/C Meeting

**Meeting called to order:** "I call to order this meeting of the S/A/P/C/C members of ICES on this (day) of (month), (year) at (time)."

**Welcome:** "I would like to welcome all of our members and guests to the meeting. We currently have (number of members) members in our S/A/P/C/C and have (number) people in attendance at this meeting today. At this time I would like to welcome any new members and guests. Please stand and introduce yourselves and tell us where you live."

**Acceptance of Treasurer's Report and prior meeting minutes:** "The Treasurer's Report was published in the (date of) newsletter". or "The Treasurer's Report has been distributed to you." "Are there any questions on the Treasurer's Report as presented?" "Hearing none, the Treasurer's report will be filed as presented/printed"

"The Meeting Minutes for the (date of previous meeting) were published in the (date of) newsletter." or "The Meeting Minutes for our previous meeting have been distributed to you." "Are there any questions on the Meeting Minutes as presented?" "May I have a motion to accept the Meeting Minutes as presented?"

**Old Business:** "Is there any Old Business at this time?" Old business is any item that was previously discussed in a prior meeting and was unresolved or needs to be reopened for further discussion. If no Old Business is brought forth, move on to New Business.

**New Business:** "Is there any New Business at this time?" New business is any item or motion that needs to be brought to the floor for discussion.

**Reports:** "At this time I would like to ask (member's name) to stand and report on (event or subject, i.e. Convention, Annual Representatives Meeting, upcoming cake show, etc.)."

**Announcements:** Listing of events that would be of interest to your members, details of upcoming DOS/meeting, births, deaths, etc.

**Close of Meeting:** "May I have a motion to adjourn?" "Meeting is adjourned at (time)".

### Handling Motions

All motions are handled in the same way. Members should raise their hands to be recognized by the Representative. The Representative calls on the member by name (or asks for their name) and asks them to stand to be recognized. Members who do not follow this procedure should not be recognized or allowed to voice their opinions during the meeting. The member should state their motion beginning with the phrase "I move that. . .". The Representative asks if there is a "second to the motion?" The Representative picks one person to second the motion and states their name for the record. If there is no second to the motion, the motion "dies" and is not discussed or voted on by the membership.

If the motion is seconded, the Representative now asks "is there any discussion on the motion on the floor?" The Representative should call on each person who wishes to be recognized in order, asking them to stand and to address the membership. The person making the motion has first option to speak on their motion. Discussion continues until exhausted, or until another member makes a motion to "Call the Pervious Question". (A motion to "Call the Pervious Question" stops the current discussion and members are asked to vote to bring the Motion on the floor to an immediate vote. If the members are in favor, all further discussion on the motion ceases and a vote is held on the original motion on the floor.) The Representative states "Hearing no further discussion, all those in favor of the motion please raise your hands." A count is taken. "All those

opposed?" If the voting is exceptionally close, you may ask for members to vote again by standing to indicate their vote. This makes it easier to count.

Following these procedures makes for a more orderly and manageable meeting.

# Finding a Teacher or Demonstrator for your Day of Sharing/Meeting

So you are planning your next Day of Sharing/meeting. Of course, you want to make it exciting, interesting and above all you want it to be a huge draw for both your members and potential members. One of the best ways to do this is by offering a unique program with a great demonstrator or teacher. But how do you find a great teacher, let alone insure that they show up? Do you pay them? How much? What else can you offer them?

Many Representatives have faced this dilemma at one time or another. Today things are even more complicated by the new popularity of “Celebrity Cake Artists”. These high-profile demonstrators can not only can create a big draw for your event, but they can also demand a big price tag. With a well-recognized face from TV or media you can create instant interest from both your members and the general public. But there are two things you can expect: first, scheduling a high demand cake artist may require some flexibility on your part in order to book them, and second, prepare to offer them more monetary compensation than you might normally expect, but we’ll get to more on this later.

## Let’s start with the basics.

What do your members want to see? Who do they want to see? How much would they be willing to pay to see what they want? Have you ever actually asked them?

One way to assess what your membership wants is to have them fill out a brief survey at your next meeting. Think surveys don’t work? Maybe you aren’t asking the right questions. Be direct and ask specific easy to answer questions like “Who is the one person you would most like to take a class from?” or “What is the technique you would most like to see demonstrated?”. Don’t forget to ask the most important question “How much would you be willing to spend to see a demonstration on your ideal topic?”

Once you get your answers, and I suggest offering a raffle prize ticket to all who fill out your survey, compile them and make some selections based on what your members want. Next it is time to see what your options are.

## Can’t afford a big name? First, look to your own members.

You may be extremely lucky to have many talented members right in your own backyard. Have you ever asked your members about their specialties? In one state for every DOS they have at least one-member demonstration no matter who they have as a guest demonstrator.

## Looking for Something New?

There are many resources available. The first is only a click away. ICES maintain a list of Approved Teachers on its website [www.ICES.org](http://www.ICES.org). These teachers meet the qualifications set forth by ICES. This is a great starting point and an easy reference. Each teacher lists the sugar mediums they work in and how to contact them.

The ICES Annual Convention and Show is a great way to not only find new demonstrators, but to “test drive” them as well. Ask your members who attend the convention who they thought was a great demonstrator. They may be able to provide the person’s contact information and ask the demonstrator if they are willing to travel to your location.

Vendors! Yes, you may think this is an unlikely source, but often showcasing a vendor’s unique product can provide an opportunity for a great, and many times, free demo for your group. It can allow your exposure for your members to a product they may not even know exists. Ask your members what great products they have found that might make for a great demo.

Look to your neighboring areas. Many times, a great demonstrator is only a short hop away to a nearby region. Ask that Representative for recommendations on who might make a good fit for your needs.

## Star Struck

Right now we are in a unique period in cake decorating. For the first time ever we, yes, we cake artists, are TV stars and celebrities recognized beyond the cake world. Once only known and appreciated by their happy clients, many cake artists are now treated by the general public as common celebrities. What follows is a unique time where these celebrities can demand celebrity prices for appearances and classes. We’ve gone from a period where the most expensive class may have cost \$100 per day, to classes with these “cake Celebrities” that can run \$350 and up for 2 hours of instruction. This puts you in an interesting situation that you have to assess with your membership. Would they be willing to pay that price to see their favorite cake star? Could your membership support the cost of paying one of these cake stars with the proceeds you would make on registrations?

Before you run out and contact a cake celebrity, there are a few things you should note. First, they are usually in very high demand you’ll need to be flexible with your dates. They will run on their own schedule, not yours. Second, have a back-up plan. If the person you are contracting with is currently involved with a television show they may put those responsibilities first and your event second, and you may not be aware of this until the last minute. Third, make sure everything is spelled

out before contracting them — dates, prices, times, demo or class length, lodging, transportation, etc. Last, make sure your budget can support what they are asking. Don't over-extend your treasury on the hope that you will have enough registrations to cover the cost of their appearance. Be realistic in your expectations.

## **Just Ask!**

Think you can't get your first choice? As they say, it never hurts to ask. The most they can say is no. But you should be prepared if they say yes. So how do you make contact? Usually the best way to contact someone initially is by e-mail. This way you can give them all the details without putting them on the spot. Know what you want from them ahead of time. Give them your preferred dates, what you would like them to demo or teach, your budget, how many people you might be expecting. If you do not hear back from them, follow up with another e-mail or even a phone call. Always be polite and friendly and try to give them a realistic overview of how many people to expect and what your typical DOS/meeting would be like. Try to contact them as soon as possible to give everyone enough planning time.

## **Finalizing the Details**

Once contact has been made and the initial details have been ironed out, it is time to make sure everyone agrees on the specifics. The best way to do this is to make a contract with your demonstrator/teacher. The contract should list: the dates, the contact information of the demonstrator/teacher, subject of demonstration/class, length of demonstration/class, cost per student or demo fee, the minimum/maximum number of students per class, special facilities or equipment needed for the demonstration/class, whether they would like to have a vending table at the event, if you are offering the teacher/demonstrator any traveling expenses, lodging, or complimentary meals. The more details you can firm up, the better for everyone's expectations. A contract ensures that your group will receive what it is expecting from your demonstrator/teacher and it is also your job to live up to your end of the contract.

# Sample Teacher and Demonstrator Agreement

Representative: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Cell Phone: \_\_\_\_\_

E-mail: \_\_\_\_\_

*Please read this agreement carefully and fill in any blank areas as required or change any information that is incorrect.*

Name of Teacher/Demonstrator: \_\_\_\_\_

Business Name: \_\_\_\_\_

Street Address: \_\_\_\_\_

City, State, Zip Code: \_\_\_\_\_

Phone: \_\_\_\_\_

E-mail : \_\_\_\_\_

Cell Phone: \_\_\_\_\_ Fax Number: \_\_\_\_\_

# CLASS I

Location of Class: \_\_\_\_\_

Date of Class: \_\_\_\_\_

Time Class begins: \_\_\_\_\_

Length of Class: \_\_\_\_\_

Title of Class: \_\_\_\_\_

Class Description: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Minimum number of Students: \_\_\_\_\_ Maximum number of Students: \_\_\_\_\_

Special Needs (equipment/facilities) for this Class: \_\_\_\_\_

Deadline Date for Registration: \_\_\_\_\_

Cost per Student \$ \_\_\_\_\_ Are all materials included? Y/N

Student Supply List: \_\_\_\_\_

Vendor Table: Y/N

Do you need a helper for this class: Y/N

## CLASS II

Location of Class: \_\_\_\_\_

Date of Class: \_\_\_\_\_

Time Class begins: \_\_\_\_\_

Length of Class: \_\_\_\_\_

Title of Class: \_\_\_\_\_

Class Description: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Minimum number of Students: \_\_\_\_\_ Maximum number of Students: \_\_\_\_\_

Special Needs (equipment/facilities) for this Class: \_\_\_\_\_

Deadline Date for Registration: \_\_\_\_\_

Cost per Student \$ \_\_\_\_\_ Are all materials included? Y/N

Student Supply List: \_\_\_\_\_

Vendor Table: Y/N

Do you need a helper for this class: Y/N

## DOS/Meeting DEMO 1

Location of Demo: \_\_\_\_\_

Date of Demo: \_\_\_\_\_

Time of Demo \_\_\_\_\_

Length of Demo: \_\_\_\_\_

Demo Name: \_\_\_\_\_

Demo Description: \_\_\_\_\_

Special Needs (equipment/facilities) for this Demo: \_\_\_\_\_

Vendor Table: Y/N

Do you need a helper for this demonstration: Y/N

## DOS/Meeting DEMO 2

Location of Demo: \_\_\_\_\_

Date of Demo: \_\_\_\_\_

Time of Demo \_\_\_\_\_

Length of Demo: \_\_\_\_\_

Demo Name: \_\_\_\_\_

Demo Description: \_\_\_\_\_

Special Needs (equipment/facilities) for this Demo: \_\_\_\_\_

Vendor Table: Y/N

Do you need a helper for this demonstration: Y/N

## GENERAL AGREEMENT

Travel Expenses: Y/N \_\_\_\_\_

Housing Arrangements: Y/N \_\_\_\_\_

Meals Provided: Y/N \_\_\_\_\_

Special Needs: Y/N \_\_\_\_\_

Additional Comments: \_\_\_\_\_

*ICES S/A/P/C/C will do everything within its power to promote the classes and Day of Sharing/Meeting to insure an acceptable turnout and registration for the event, but makes no guarantee that the numbers requested for minimum enrollment will be met. ICES S/A/P/C/C assumes no responsibility for compensating the teacher/demonstrator if minimum registration numbers are not met. The teacher / demonstrator will be paid only for the number of students who have enrolled and paid at the time of the class. The teacher/demonstrator will be informed on a weekly basis of the registration numbers and has the right within (seven) 7 days of the classes/demo to decide if they are still willing to teach the class if the class minimum has not been met. At that time, the teacher/demonstrator must notify the ICES S/A/P/C/C Representative in writing (by e-mail to \_\_\_\_\_) of their decision. The contract will not be terminated until you receive a confirmation from the ICES S/A/P/C/C Representative confirming the cancellation.*

*Please keep in mind that many cake decorators make decisions at the last minute, and that many time the final numbers for classes can change during the final week of the registration period.*

Teacher/Demonstrator Signature \_\_\_\_\_

Date \_\_\_\_\_

S/A/P/C/C of ICES Representative Signature \_\_\_\_\_

Date \_\_\_\_\_

# Promoting ICES in the 21st Century

## Publicity Ideas to Promote ICES

Someone once said that if you don't have a website, you don't exist. While you may want to have an incredible website for your local S/P/A/C/C, that may not be realistic for every group. There are all sorts of more traditional ways to get the word out and promote your group. From the simple and inexpensive, to the more elaborate, here are some other resources to get you started.

### Internet Presence:

#### Websites:

[www.godaddy.com](http://www.godaddy.com) domain names, site hosting, instant websites (Website Tonight). Always look for online coupons that can save you as much as 30% off the cost of your site. Great phone support for first time users. They will walk you through anything. One drawback, you must have a webmaster who will update your pages. Find some- one in your group who can do this. Good programs to use to create websites: WordPress Adobe's Dreamweaver (more advanced) and several others.

#### Facebook.

[www.facebook.com](http://www.facebook.com) It's free and all you need is an e-mail address. Make a fan page with multiple administrators. Easy to control posts and removal, you can limit access to who can post, get instant gratification and instant updating, posting of photos, links to websites and other Facebook pages, forums and chats. When choosing a name, always have ICES in it (ICES Ohio, Mass ICES, ICES 11) so people can find you easily.

#### Pinterest.

[www.pinterest.com](http://www.pinterest.com). This form of social media lets your members subscribe to your page and "re-pin" their favorite items to their own pages. You can "pin" favorite photos, webpages, YouTube videos, or other Pinterest pages to your own page.

#### Instagram.

With Instagram it's all about the pictures &/or videos. Everyone loves to see what they are making in a class or DOS. Don't forget to add a link in your "bio" back to your states' webpage so your followers can get more information.

#### Twitter.

Tweeting about your event goes beyond your state list of ICES members and can help you pull in new membership. Be sure to add a link back to your webpage &/or Facebook page along with an email address for contact. Video links or pictures can help you in your promotion as well.

#### Printed Items:

Business cards, tri-folds, postcards, banners, buttons, labels, pens, decals, etc. [www.Vistaprint.com](http://www.Vistaprint.com) has special offers through [www.vistaprint.com/charity](http://www.vistaprint.com/charity) for non-profits. Amazing specials once you sign up and have them send you e-mails. Quick turnaround, nice products.

[www.zazzle.com](http://www.zazzle.com), [www.cafepress.com](http://www.cafepress.com) are great places to order one or more items with your logo on them. Upload your logo or image and have members order what they want from the site. Jackets, t-shirts, mugs, mouse pads, shirts, etc.

MAKE SURE you upload a VERY HIGH quality image of your logo to any service you choose. Follow the sites instructions and get an online proof to check for color, spelling and image quality.

#### Imprinted Items:

[www.Embroidme.com](http://www.Embroidme.com) has local stores and is also on the web. Nice prices and good selection of products. With imprinted items, the more you order the cheaper it is per piece, but do not buy more than you plan to use or sell. Also check with local silk screeners and embroidery places. Sometimes you can bring in your own items for them to imprint, but they will usually charge you a surcharge. Most offer a wide selection from catalogs of merchandise you can chose from. Always ask for a sample before you order and print them. Check that the quality is what you were expecting. Also ask how your artwork should be prepared to get the best image. Always obtain multiple quotes and look at samples of their work on similar items. You may be surprised at the variety of quality you encounter.

#### Media:

Local papers usually run free listings for non-profit events. Most small newspapers love to have good quality photos to run along with the story or listing and you would be expected to supply these. The more professional and interesting the photo, the more likely they will use it. Remember to make your listing short but complete. Stick to your "W"'s: Who, What, When and Where, and get your information to them in time for their deadlines. Cultivate a source at your local paper who you can provide information to and establish a good working relationship with them.

Local Cable TV stations often have a channel just for local listings. Many local cable channels also provide the facilities and training to tape programs of interest. Why not tape a few episodes that feature great cake decorators in your group? Right now cake decorating TV programs are big hits. Make sure you mention how viewers can find your group.

## **Create a Publicity Position to Add to your Core Committee**

### **This person should:**

- Make sure your Day of Sharing/Meeting dates are placed on the ICES website ([www.ices.org](http://www.ices.org)), Chapter/group website, and cake message boards. <https://secure.ices.org/business/forms/event-submissions/>
- Get ICES Membership brochures in both English and Spanish from the ICES Publicity Chairman for disbursement to your local cake supply stores, culinary and vocational schools, libraries and community centers.
- Have your DOS/meeting listed in the ICES Newsletter. Contact the ICES Newsletter Editor at ICES Newsletter Editor at [newsletterchairman@ices.org](mailto:newsletterchairman@ices.org) by the 20th of the month, at least two months in advance before your event. American Cake Decorating web- site may list your event for free if info is provided to them at least two to three months before your event.
- Take pictures of your events in high resolution (digital cameras: 12 mega pixels or higher) and write an article to go with them to submit to the ICES Newsletter. See your members and group in print!
- Contact the food editors of local newspapers and share special things your membership/Chapter is doing. Many times they will give you a free write-up.
- Most areas have an educational or community channel on cable. They love to give spots to groups with special interests.
- Be the door greeter at your Day of Sharing/Meeting. Welcome and invite the new attendees to sit with the seasoned members. Give visitors a small gift (cookie cutter, recipe, etc.).
- Do a “mixer” during the registration time so people are encouraged to socialize outside their comfort zone.
- Make sure everyone wears a name tag with large print that includes their first name and the city/state where they live. Members may find someone who lives near them that they didn’t know.

## **Get your membership/Chapter Interested in a Community Event**

1. Community groups at local churches are a great venue. Plan a mother/child (age 8-14) sugar art day. Whet their petites and announce your Day of Sharing/Meeting with a flyer that includes all needed info.
2. Volunteer to do a demonstration at your local school’s career day. Have cupcakes for the students to decorate.
3. The vocational schools and community colleges are always looking for demonstrations or one-day classes for their students through community education. Introduce them to the world of sugar art and they will come. Ask if you can pass out ICES brochures to the students.

***The youth of today is our future tomorrow!***

# Samples of ICES Chapter Logos



# ICES Logo Usage



The ICES logo is a registered trademark comprised of the cake with interlocking letters and the name of the organization to the right as shown above.

Representatives are allowed to use the ICES logo or just the cake with interlocking letters for:

- Representative correspondence with membership (S/A/P/C/C newsletters, mailings)
- Banners, signs, flags for promotion of ICES membership
- Certificates of appreciation
- Scholarship certificates
- Stationery for promoting ICES business
- Days of Sharing and cake shows — Chapters only

The ICES logo or just the cake with interlocking letters may not be used for:

- Meetings and cake shows — Non-Chapters
- Monetary gain

Chapters may develop their own logo, which incorporates the ICES logo with the following provisions:

- The ICES logo must be used either in its entirety or just the cake with interlocking letters, but neither may be altered.
- Nothing else may touch or overlay the ICES logo or cake with interlocking letters.
- Final logo designs should be approved by your membership before submittal to the Logo Chairman for approval.
- You must submit a drawing of your logo to the Chairman of the Logo Committee for approval by the ICES Logo Committee and the ICES President.. Any change in an approved logo must be resubmitted the Logo Chairman and Committee for approval.

Chapters may develop their own logo *without* using the ICES logo with the following provisions:

- You must submit a drawing of your logo to the Chairman of the Logo Committee for approval by the ICES Board of Directors. Any change in an approved logo must be resubmitted for Board of Director approval.

Non-Chapters may develop their own logo but may not incorporate the ICES logo into their design:

Final logo designs should be approved by your membership before submittal to the Logo Chairman for approval.

Non-Chapter logos do not have to be approved by the Board, but a copy must be sent to the Logo Committee Chairman.

Digital forms of the ICES logo are available on the [www.ICESReps.org](http://www.ICESReps.org) website.

## Some Tips for Developing your Logo

- Keep it clean and neat — try not to incorporate too many elements into your design. Get the basic message across fast. Think about what you want your logo to “say” about your group.
- Think big and small. Enlarge your proposed logo to poster size and see how it looks, then reduce it to 1” square and see how it looks. Does it hold together well in both circumstances?
- Color vs. Black and White. Make sure your logo reads well in both instances. You may want to make two versions, a black and white line version and a full color version.
- Imagine the possibilities. What is your logo going to be used for? If you mainly want to make embroidered goods, find out what the limitations are before designing your artwork. Silk screening t-shirts? Different specifications may apply. Small enameled pins? You get the idea. Merchants are more than happy to look over what you have and make suggestions that can save you big money and heartache later.
- Always start with clean artwork. If you can create your artwork on the computer to begin with, you will always have a clean, resizable image. The main ICES logo is available in multiple formats from the [icesreps.org](http://icesreps.org) resource page.
- Some states incorporate the outline of their state in the logo, you may or may not wish to do this. Others incorporate other elements like the state flower, birds, or other symbols. But always remember to think cake!

# ICES S/A/P/C/C Newsletters

## Why should I do a state newsletter?

- To communicate valuable information to your members and announce your upcoming DOS/Meetings.
- To give recognition to your members.
- To publicize events.
- Reminders (i.e. Don't forget to register for Convention!)
- Calendar of events
- Links to your state's social media sites
- Advice column
- Information on classes and teachers throughout the state
- Photographs taken at state events.
- To encourage support for the organization.
- To promote the organization.

## What should I not put in my state newsletter?

- Copyrighted material

## How often should I publish a newsletter?

- Members should be informed of upcoming DOS/Meetings at least 20 - 60 days prior to the event. This is a good opportunity to send out a Newsletter
- You don't have to wait until a Day of Sharing/Meeting or other event. to send out a Newsletter.
- Establish a set schedule for newsletter publication. Consider the time needed to do it, the amount of information you have, the amount of help you have, and the money you have available.

## How should I Create my Newsletter?

- Most S/A/P/C/C's choose to create and distribute their newsletters digitally. Many graphic and text editing programs can be used, but the final version, if distributed by e-mail, should be in a popular widely accepted format such as a PDF.
- Distributing your newsletter in a digital format allows for greater creativity in the use of graphics, color, photographs, and more pages all without the added expenses of printing and postage.

## What should I put in my local newsletter?

Try to make your newsletter appealing to all your members. Remember that the larger your membership, the more diverse its interests will be.

- Hints/tips
- Recipes
- Patterns/designs
- How-to Articles
- Announcements of/directions to special events (state Day of Sharing/Meeting, other states' Days of Sharing/

Meetings)

- New member welcomes
- Book/product reviews
- Interviews
- Cartoons, games
- links to your states' social media sites
- Member birthdays
- Opening Letter from your Representative
- How to contact Representative, Alternate Representative, Secretary, and Treasurer
- Lists of cake decorating shops
- Material from recent ICES newsletters
- Material copied from other sources—unless you give proper credit
- News of members (births, weddings, illnesses, etc.)

## Where are some good sources for material to put in my state newsletter?

- Your members
- Other newsletters
- Magazines/newspapers
- Clip art books and computer clip art

## How should my newsletter look?

Looks do count. By following some simple publishing guide- lines, you can make your newsletter look appealing and be more readable.

- Use columns of text. Two to three columns are a good number: any more than that will break up your sentences and make it harder to read.
- For the main text, use a simple, familiar typeface that has a serif.
- Avoid setting body copy type too small. Usually 10 to 12 points is a good style.
- Avoid using all caps. All caps are very difficult to read.
- Avoid using multiple random typefaces, pick two to three type families and stick with those.
- Use color or graphic boxes to make important information stand out.
- Create a distinctive masthead.
- Avoid orphans, widows and tombstones (see samples on next page).
- Keep your pages clean and neat.
- Proofread your copy!! Sometimes it is best to have a designated proof reader.

## How do I distribute my newsletter?

Today many S/A/P/C/C's create and distribute their newsletters digitally through e-mail or secured member sites. If you need to print out and mail your newsletter, be sure to have preprinted mailing labels to speed the process along. Always be aware of local postal regulations for mailing such as size, weight, and

packaging. Sometimes it is a good idea to test mail a copy to yourself to see how well it fairs through the postal process.

## How about getting my newsletter printed?

Check out all of your local printers and copy shops for the best rate. If your circulation is small, it may be less expensive for you to use a self-service copy center. Local libraries also offer self-service copy facilities.

When comparison shopping, consider different paper sizes and formats: 8-1/2x11-inch paper either full sheet or folded into a booklet, 8-1/2x14-inch (legal) paper either full sheet or folded into a booklet, 11x17-inch (ledger or tabloid) paper folded produces four pages on a sheet.

Insist that your printer/copier give you a clean copy. It should look as good as, or better than your original.

## How should I mail out the newsletter?

You can either mail the newsletters in envelopes or you can make them self-mailers. Self-mailers save the cost and weight of envelopes, but you must reserve 1/3 to 1/2 of the space on the back of the newsletter for the address label, return address, and postage. If you decide to use the self-mailer, keep these things in mind:

- It is better to fold the newsletter into thirds, than in half.
- Use the address side for special reminders.
- After folding, make sure that all sides of the newsletter are closed. This will help to keep the newsletter from getting caught in the post office sorting machines.
- You can usually mail about 4 letter-size sheets printed front and back at the current 1-ounce letter rate. Be sure to have your postmaster weigh the newsletter to avoid the embarrassment of postage due!
- Purchase Forever stamps to avoid price increases.
- Verify mailing addresses to avoid the expense of re-mailing.

## How can my S/A/P/C/C pay for our newsletter?

- From Chapter funds
- Non-Chapters can get reimbursement from the ICES Treasurer.
- Sell advertising in your newsletter. Keep it simple; just offer business card-size advertising.

## To whom should I mail/ e-mail our newsletter?

- Your members
- [ICES President](#)
- [ICES Newsletter Editor](#)
- [Representative Liaison](#)
- [International Liaison](#)
- ICES Newsletter Committee Chairman
- Your S/A/P/C/C Board Liaison
- Other local Representatives
- Prospective members (on a limited basis - Your news-

- Don't bite off more than you can chew. Emphasize consistency rather than quantity. A two-page or four-page newsletter that arrives on time every two months is better than an eight-page newsletter that arrives at irregular intervals.
- If you have a computer available to you, get a good page layout program. (Adobe InDesign™, Microsoft® Word)
- Use computer-generated mailing labels.
- Keep an accordion file handy or create a file folder on your computer in which you can file anything you may later want to put in your newsletter.
- Have fun!
- Be sure to read the pages entitled Let's Create a Newsletter. These pages deal with editing and creating a newsletter.



Widows in mid-column (single word ending a paragraph leaving a space)



A widow at the top of a column (single word at end of paragraph that is alone at top of column)



letter is an ICES member benefit and should not be distributed regularly to non-ICES members)



An orphan at the bottom of the column (first line of next paragraph alone at end of column)

Tombstone headings  
(dividing columns to  
form sized headings)

**This sounds like an awful lot of work! How about some time-saving tips?**

- Get help!

# Let's Create A Newsletter!

## It's Easier than You Think !

You don't need to be a computer whiz to put together a newsletter for your area membership. But to make the job easier for you – the editor – and to make your publication appealing to those who will read it, this article is geared towards assisting you with printing techniques and little tricks of the trade. Keep this information nearby when the time comes for your next newsletter. Guaranteed to bring results.

Contrary to what most people believe, the difficult aspect to publishing a newsletter is getting people to read it! When individuals first receive their newsletter, they start out as

viewers, not readers. They scan, they flip, they hunt and peck. And they do not always start at the beginning. Most people enter where something catches their interest –

- an illustration
- a caption
- a picture
- a word
- a phrase
  
- a headline

There are three challenges you must overcome to get your members to read your area newsletter and benefit from the information in it. You must get th



- A. Pick it up,
- B. Open it, and
- C. **READ IT!**

## Ten ways to attract your readers—

All of the following printing policies, typesetting tricks, notes and bits of information will assist you in succeeding with these challenges.

You will get your members to read their newsletter and benefit from all that you have to share

1. List interesting information on the front cover. Arouse the viewer's curiosity. Give them good reasons to pick up your product and look inside.
2. Make the table of contents more than a mere tabulation. Make it look inviting and exciting.
3. Use pictures to pull viewers into the information.

4. Lead the viewer's eye around the page. The biggest picture is usually the first element to be noticed. Pull them from there to the smaller picture, the headline, the caption and the text. Start at the top of the page and work your way down to the bottom.

5. Use picture captions.
6. Use headlines to define in-

7. Don't make headlines too short. Let the topic titles pop out by contrasting size, boldness, color, or unexpected handling.
8. Define areas of the page by means of ruled lines.
9. Break up text blocks. Divide large, daunting blocks of text into smaller bite-size chunks, each with its own heading.
10. Separate large information

formation. The more headlines there are, the more chances there are of catching the reader's attention. Arrange pages with one information unit per area instead of stringing them out end to end.

**Who, What and  
Where and How**



**Place your most interesting items where they'll do you the most good. In the area where readers can't help noticing them.**



**As we all know, the fundamentals are that we read from left to right, and we start at the top and work down the page.**



**Also remember – Closeness continues, distance separates.**



**Follow this handy list when producing your newsletter.**

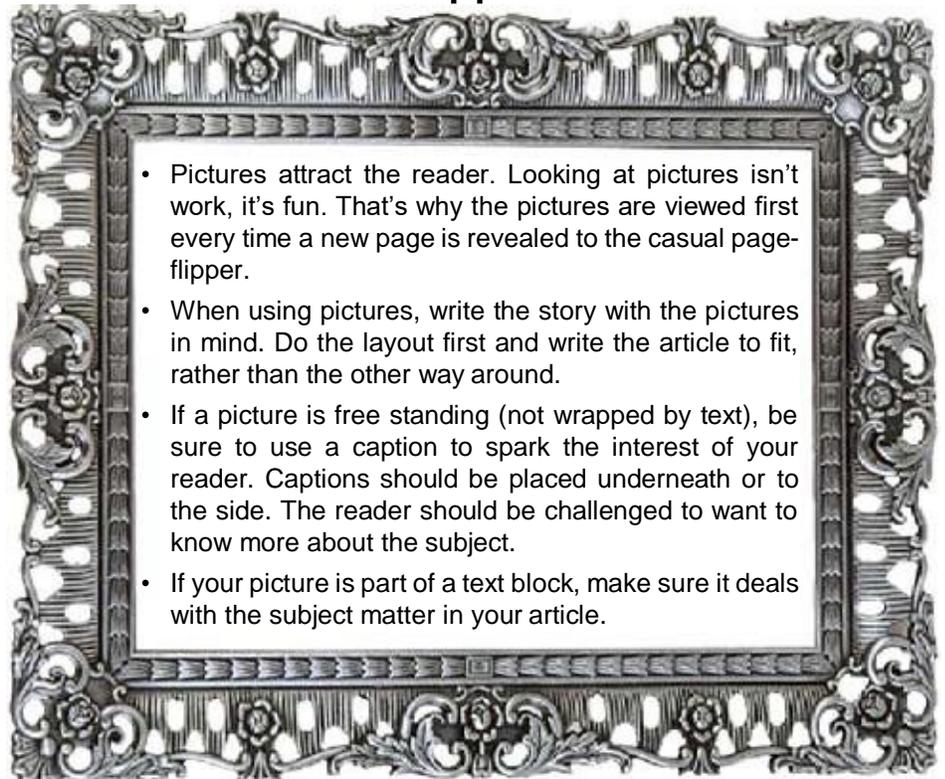
Make sure all aspects are covered before your final printing.

- Always have another individual (or two) proofread a draft copy before printing the publication.
- Produce an eye-catching cover or first page to attract your reader and make them want more.
- Always acknowledge your sources for articles. List title of publication, date, and volume or issue number.
- Keep article information to the point. Don't ramble on.
- No personal comments in articles. Keep to the information at hand.
- Keep a secretarial or grammar handbook nearby and use it!

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**T**he use of fancy first letters at the beginning of an article creates a draw to get your reader to that point on the page. Once there, chances are he/she will continue on.

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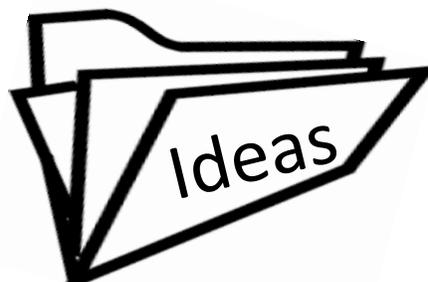


*Keep the caption just interesting enough to make your reader want to read more.*

**Beware of Copyright Infringement.**

- Do not use previously published articles without permission from their original source.
- Always get permission to reuse published photos or artwork.
- Find free clip art on the Internet or or CD's available for that purpose.
- Ask your members for photos of their own work.

Keep a file- where you can collect articles of interest, recipes, tips and ideas to your members.



**DISTRIBUTION**

Consider sending your newsletter by e-mail. In many cases the newsletters are no longer printed but simply converted to a PDF and e-mailed to the members. You may also wish to post the newsletter on your website for easy access by interested that may be from a neighboring state.

