



WORDEN & SHEWELL
PIPELINE

Volume 1, Issue 1
SPRING 2002

HAPPY SPRING 2002!

Happy Spring! Welcome to the first addition of Pipeline 2002! It is good to be back! I have missed writing Pipeline during the past year and look forward to getting back in the groove of things! Pipeline will be printed 4 times a year and will include Worden & Shewell news, birthdays, service anniversaries, and items pertaining to our Worden & Shewell family! We want to hear from YOU! Forms are available in the breakroom. Please notify us of family births, weddings, anniversaries, graduations, achievements, etc... all of which are of interest to our Worden & Shewell family.



HAPPY BIRTHDAY TO YOU..... HAPPY BIRTHDAY DAY TO YOU...

MARCH

Ken Harrison

1st

APRIL

Bill Himes

1st

MAY

Junior Mauer

Dan Simmons 11th
Rod Simpson 14th
Jeff Miller 23rd
Jim Erisman 24th

11th
14th
23rd
24th

Mike Wood 23rd
Dennis Wilhide 26th
Joe Gabriel 26th
Donna Wagaman 28th

23rd
26th
26th
28th

Dave Arnold 9th
Keith Jones 19th
Chris Ness 21st
Darlene Ellis 23rd
John Smith 28th

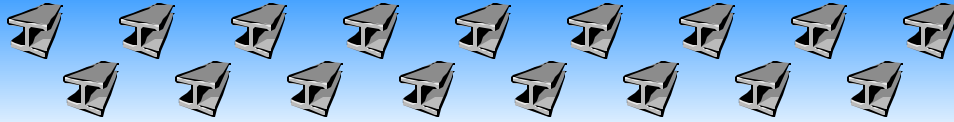
SERVICE ANNIVERSARIES

Greg Altland 19 yrs
Jeff Miller 18 yrs
Bob Wertz 13 yrs
Junior Mauer 9 yrs
Harold Rupp 7 yrs
Jim Erisman 5 yrs
Donna Wagaman 3 yrs
John Ketterman 3 yrs

Jackie Reed 2 yrs
Bill Himes 2 yrs
Randy Rankin III 2 yrs
Joe Colahan 2 yrs
Laura Bloss 2 yrs
Donald Rickrode 2 yrs
Scott Miller 1 yr



Steve Snyder's son, Shaun, made Dean's List at Drexel University this fall with a 4.0! WOW!! Congratulations!



welcome new employees!

We would like to welcome Terri Emig and Mark Troutman to Worden & Shewell's Landscape Division!!

Worden & Shewell is pleased to assume the service calls from Wolf Appliances. Dave Arnold and John Smith are doing an excellent job servicing the additional appliance calls!

DATES TO REMEMBER

? St. Patricks Day	March 17th
?1st day of Spring	March 20th
? Good Friday, closed	March 29th
?Daylight savings	April 7th
? Mermorial Day, closed	May 27th

THANK YOU!

Thank you to all employees for your quick response in filling out and returning your Medical insurance forms.

PARTING THOUGHTS...

A truly happy person is one who can enjoy the scenery on a detour!

Worden & Shewell, 730 Ridge, Ave., York, PA 17403
717-846-8858

Inside Story Headline

This story can fit 150-200 words.

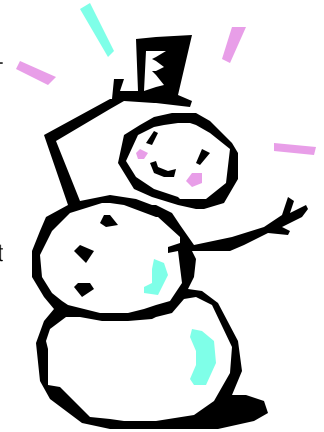
One benefit of using your newsletter as a promotional tool is that you can reuse content from other marketing materials, such as press releases, market studies, and reports.

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.



Caption describing picture or graphic.

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

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.



Caption describing picture or graphic.

PIPELINE

Primary Business Address
Your Address Line 2
Your Address Line 3
Your Address Line 4

Phone: 555-555-5555
Fax: 555-555-5555
Email: xyz@microsoft.com



Your business tag line here.

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.

Back Page Story Headline

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 readers attention. 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 charity auction.

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



Caption describing picture or graphic.