



# WHAT'S NEW?



## New business cards

For the purpose of sharing new cards, this bulletin uses snail mail. Starting in the fall, we'll be sharing tips, tricks and updates by way of a quarterly e-bulletin.

## Communication tips

Need some business development and project planning tips? Ask us about a series of articles on proposals, presentations, planning and evaluation ... email [karen@optrix-cd.ca](mailto:karen@optrix-cd.ca).

## Technology tip\*

Consider these email tips to ensure your message is read and understood. 1) Revise the subject line as the topics changes, and 2) When replying, cut and paste the relevant parts of the message so your reader isn't bothered by long message threads.

## Interesting reading

*Leading from the Front – No Excuse Leadership Tactics for Women:* No organization knows leadership better than the military.

This is a quick read on leadership tactics that can be applied to any work situation or lifestyle. It's written by two retired, female U.S. Marine Corps officers. Each chapter focuses on one leadership strategy and includes personal stories from the authors to get their points across.

## Upgraded software

The Adobe Creative Suite with Illustrator and Photoshop (graphics), InDesign (page layout) and GoLive (web development) are the latest upgrades and additions to our tools. QuarkXPress for page layout is still an option for projects that require it. And, of course, Microsoft Office and Acrobat Professional complete the package of tools.

## How we've helped

Do you need a writer, editor or proofreader? Maybe you don't have the right skills or tools to create an engaging newsletter or magazine. Need help designing a PowerPoint presentation or proposal template? How about re-designing a website? Let us know what's on your plate ... we might be able to help – contact us!

*Optrix draws on corporate and consulting experience to help companies communicate with their customers and employees.*

*If someone in your organization or professional network could benefit from this support, please share this bulletin with them.*

*Until next time...*

**Karen Barker**

*Those in our client and professional network are being sent updates to stay in touch. If you would like to be removed from this distribution list, please send an email to [karen@optrix-cd.ca](mailto:karen@optrix-cd.ca).*