

Present: Helen Shavit AAWE; Josh O'Donovan AAWE; Sarah Valinsky AAWE; Judy Furukawa AWC Brussels; Peggy Rigaud AWGLR; Jessica Samarani AWGLR; Kathy Araujo AWG Paris

Summarizing points:

Growth of online communication via weekly news bulletins, monthly or quarterly newsletters, Facebook pages, and online blogs. For example, AWG Paris publishes an online blog, "Recommendations" in which members can recommend restaurants, services, etc. based on personal experiences.

Discussion of print versus online newsletters. Financial and green benefit of going online versus members' access capability and personal preferences for hard copy. All clubs in this discussion group offer downloadable versions of their association newsletter at this point, while the distribution of hardcopy versions varies between clubs. One club's practice is to offer a hard copy version for a yearly fee (20 euros). We shared names of printers and websites that our different clubs used for printing.

Discussed membership directory. One club distributes the directory as an email attachment. Privacy/security concerns voiced for online access to directory via an association website. Another club distributes hard copy directory. Pros and Cons of hard copy vs. computer accessed directories.

Printing of bookmarks, postcards for club publicity, and publication of cookbooks. Exchanged ideas. For example, www.moo.com was recommended as a reputable/reasonably priced site for printing association "postcards". Another website, www.vistaprint, was recommended as good website for printing association greeting cards; one club produces original greeting cards that are sold as fundraising. A website that is used for printing flyers is www.bonprix-flyers.com. Cookbook templates can be found online.

All participants noted that younger association members were less engaged in volunteering and this impacted the club's functioning, including publications.

Selling publications via Internet briefly discussed: payment with Pay Pal has proven very worthwhile for AAWE.

We needed to break so did not have time to develop other aspects, such as publication of books. We all very much appreciated, however, the opportunity to share information and brainstorm.