

- advertising
- annual reports
- articles
- catalogs
- direct mail
- event planning
- identity
- newsletters
- public relations
- special projects
- technical
- web



Coordinating an annual schedule of 15 national trade shows and 10+ regional shows for two company divisions, I wrote the proposal to create the new Trans-Lux West trade show booth (pictured above) and then managed the project to completion.

- advertising
- annual reports
- articles
- catalogs
- direct mail
- event planning
- identity
- newsletters
- public relations
- special projects
- technical
- web

Reading is doing! goals

- To demonstrate the "reading is doing" concept that reading for pleasure starting early in life enriches our lives
- To introduce Des Moines area children ages 3-11 and their families to role models in our community involved in occupations of keen interest to kids
- To raise funds for programs run by the Young Women's Resource Center and the Family Violence Center both local organizations that benefit the lives of women and their children in Des Moines and surrounding areas

Reading is doing! objectives

- 300 children attend storytimes
- 200 presents wrapped
- 300 raffle tickets sold
- \$1,500 in funds raised

Reading is doing! publicity

- elementary schools
- child care centers
- churches
- Panhellenic
- Des Moines and surrounding suburban newspapers
- local news stations
- Barnes & Noble newsletter & sign
- word of mouth

About Kappa Alpha Theta alumnae.

One of the oldest Greek women's fraternities the Des Moines area alumnae chapter of **Kappa Alpha Theta** was established in 1920. The chapter's philanthropic work raises money for scholarships and charitable gifts both locally and nationally. Proceeds from *Reading is Doing* will be distributed equally between the Family Violence Center and the Young Women's Resource Center to support their local programming.

About Barnes & Noble.

Barnes & Noble offers titles for every imaginable interest from bestsellers to children's books to hard to find titles. Ask for a schedule of special children's events, author signings, readings, and lectures the next time you visit.

About the Young Women's Resource Center.

The **Young Women's Resource Center** opened in January 1979 to "enlighten, educate and empower adolescent women by providing free voluntary and confidential counseling and information as they confront the challenges of young adulthood. The Center advocates for young women and helps them survive difficult situations."

To: _____
From: _____

Sponsored by
Kappa Alpha Theta
Alumnae-Des Moines

Reading is doing!
Reading and to try, let us see and do.

We are what we know.
Our options in life are greater for those that know. And, though childhood is wondrous in its possibilities, they narrow as the mind does.

What we can't experience for ourselves we can read about.
We learn what's possible. What has been done.
And then we do more.
Reading does lead to doing.
And when reading is fun, so's that goes with it!

★ ★ ★
A philanthropic fundraiser
Kappa Alpha Theta alumnae and

Read what you like.
Saturday, November 6
6:30 am - 12 pm
Barnes & Noble 60th Anniversary Club
Bring your kids to meet our experts as they read and show what they like and do.

Newsletters • 9:30-10 a.m.
TV 13 news anchor **Kathy Salerno**
Come see yourself on TV!

Former governor of Iowa and Des Moines mayor Robert D. Ray

Classy cracker • 10:45-11:30 a.m.
Iowa State University entomologist **Jan Pukcher** and insect friends

Good work • 11:30 a.m. - 12:15 p.m.
Kent Barnes, quarterback for the Iowa Barnstormers

Strong health • 12:15-1:00 p.m.
Pediatrician **Dr. Brian Hengstenberg, MD** and nurse practitioner **Alicia Weisner, C/PNP**

Construction letter • 1:15-2 p.m.
Architect **Red Kruse** and commercial broker **Don Bern Kruse**

Creative expression • 2-4 p.m.
The West side quartet **Members of Dance Unlimited** **Diane Smith**, Barnes & Noble, will discuss with the Young Women's Resource Center and the Family Violence Center.

Amazing animals • 3:30-4:15 p.m.
Dr. Henry Johnson, DVM, and canine pal **Dickens**

Crazy cracker Part II • 4:15-5 p.m.
Mentor **Paul of the Blank Park Zoo**

Join us.
Reading is doing!
Sponsored by Kappa Alpha Theta Alumnae

Theta's portion
 1 2 3 4 5
 6 7 8 9 10
 Name _____
 Address _____
 City _____
 State _____
 Phone _____ Zip _____

Reading is doing!
Purchase a raffle ticket for any of these children's books signed by their authors, and you're benefiting the programs of the Family Violence Center and the Young Women's Resource Center. Sponsored by Kappa Alpha Theta Alumnae—Des Moines

- 1. *Down in the Garden*—Anne Geddes
- 2. *Lilly's Purple Plastic Purse*—Kevin Henkes
- 3. *Owen*—Kevin Henkes
- 4. *Rainbow Fish and the Big Blue Whale*—Marcus Pfister
- 5. *Toot and Puddle—A Present for Toot*—Holly Hobbie
- 6. *Brown Bear, Brown Bear, What Do You See?*—Eric Carle
- 7. *Chicken Soup for Little Souls—A Dog of My Own*—Jack Canfield and Mark Victor Hansen
- 8. *Guess How Much I Love You*—Sam McBratney
- 9. *Owl Babies*—Martin Waddell
- 10. *The Leaf Men*—William Joyce

the book you want. Tickets \$1 each. Drawings held on Saturday, February 6, at **Reading is Doing** at Barnes & Noble, West Des Moines. Need not be present to win.