



Internet Marketing Strategies Extending Your Online Reach

*San Francisco
Craigslist Bootcamp*

August 19
2006

*Jeff Patrick
President
Common Knowledge
www.commonknow.com
415.543.7600
jpatrick@commonknow.com*

Talking Topics



- Spuds: Seasoned Curly Fries; Mashed 'Taters



Primary & Campaign Web Sites



- Spinach: Creamed, Steamed, and Raw



Advocacy, Fundraising & Informational Emails

- Banana Splits: Making Them; Eating Them

Integrated Web Site & Email Design





Spuds:

Seasoned Curly Fries; Mashed 'Taters

Primary & Campaign Web Sites



Primary Web Site



DEFENDERS OF WILDLIFE ACTION FUND Bigger Text / Smaller Text

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Through grassroots lobbying, issue advocacy and political campaigns, the Defenders Action Fund champions laws and lawmakers that protect wildlife and wild places.



Home | About Us | Support Us | Take Action | Political Campaigns | Newsroom | Report Card

HELP SAVE THE ARCTIC REFUGE

Senator Judd Gregg has recently passed through the Budget Committee a resolution with one legally binding provision: to clear the way for Arctic Refuge drilling!



TAKE ACTION NOW »

A bi-partisan coalition of senators defeated a similar attack on the Arctic Refuge in December. With your help we can prevail again on behalf of caribou, polar bears and other species who call the Refuge their home. [go »](#)

'05 WILDLIFE VILLAIN RICHARD POMBO (CA-11)



2005 "Wildlife Villain", Congressman Richard Pombo is running for reelection in CA-11. His destructive environmental policies and pandering to big business contributors have no place in Congress.



Learn more about Representative Pombo and our efforts to stop his kind of irresponsible politics.

[Learn More »](#) [Tell A Friend »](#)

STAND UP FOR ENDANGERED SPECIES



The House of Representatives has passed legislation to gut the Endangered Species Act. Help us ensure that the Pombo "Wildlife Extinction" bill does NOT become law. Send a message to your Senators right now!

[Learn More »](#) [Tell A Friend »](#)

Sign Up To Receive ACTION FUND ALERTS »

WILDLIFE CONSERVATION Report Card

Find out how you legislators have voted on conservation legislation. Enter your zip code.

Support The Action Fund DONATE NOW »

NEWS AND FEATURES

[Defenders of Wildlife Action Fund's Virtual Earth Day March Tops 90,000 Participants \(4/17/06\)](#)

[Defenders of Wildlife Action Fund's Virtual Earth Day March Builds Momentum \(2/22/06\)](#)

[Defenders of Wildlife Action Fund Names Twelve "Wildlife Heroes" in Congress \(2/2/06\)](#)

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Campaign Site #1



DEFENDERS OF WILDLIFE ACTION FUND

POMBO'S in THEIR POCKET

The Truth About Congressman **POMBO** and **SPECIAL INTERESTS**

HOME | TAKE ACTION | DONATE | TELL A FRIEND | LEARN MORE

Pombo T.V. Ads

Watch our advertisements about Pombo

EXON "Free Ride" [Watch the ad >>](#) "Open Season" [Watch the ad >>](#)

Congressman Richard Pombo "Sell National Parks for Cash?"

Text about T.V. Ads - Ut enim ad minim veniam, quis nostrud exercitation magna nostrud exercitation magna. Ut enim ad minim veniam, quis nostrud exercitation magna nostrud exercitation

[See all the ads >](#)

In The News

Featured News Article
Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation magna aliqua. Ut enim ad minim veniam.
[Read More >](#)

Second News Article Title - Ut enim ad minim veniam, quis nostrud exercitation magna nostrud exercitation magna.
[Read More >](#)

Third News Article Title - Ut enim ad minim veniam, quis nostrud exercitation magna aliqua.
[Read More >](#)

Pombo Record

- Pombo named #1 Wildlife Villain
- Proposal to gut ESA
- Analysis of Pombo's Bill
- Pombo's Voting Record 2005
- Pombo's Anti-Environmental Positions

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Not authorized by any candidate or candidate's committee



Campaign Site #2



**HELP SAVE
THE ARCTIC NATIONAL WILDLIFE REFUGE**


[HOME](#) | [LEARN MORE](#) | [NEWS](#) | [TAKE ACTION](#) | [DONATE](#) | [TELL A FRIEND](#)

House Votes to Open Refuge to Drilling ... AGAIN! Senate Has No Immediate Plans to Act. Yet.

Desperate to exploit high gas prices in order to push their special interests on behalf of the oil lobby, pro-drilling Congressmen passed yet ANOTHER bill to open the Arctic National Wildlife Refuge to oil drilling! And as always, Defenders of Wildlife will work to see that a final bill never sees the light of day.

Drilling in the Refuge would not lower prices at the pump: in TWENTY YEARS, prices would come down just one penny per gallon! This is not a solution! It is time for Congress to propose real energy solutions rather than handing our most pristine wilderness over to ExxonMobil. Enough is enough!

See how your [Member of Congress voted](#). NO is the pro-environment vote. To learn more, read our [press release](#).



**TAKE ACTION TO SAVE
THE ARCTIC REFUGE!
TAKE ACTION NOW!**



**Check Out
Our Ads**
[CLICK HERE](#)

New Report: Oil Companies Mark-up Gas Prices for Profits

April 18, 2006: The Foundation for Taxpayer and Consumer Rights released a new study today of rising gasoline prices in California that found corporate markups and profiteering are responsible for spring price spikes, not rising crude costs or the national switchover to higher-cost ethanol, as the oil industry claims. [Read more](#).

Notable Quotes:
What Politicians, Journalists, and Everyday Americans Have to Say About Drilling in the Arctic Refuge.

**Please help us place ads
to stop Arctic drilling
DONATE NOW**

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Campaign Site #3



DEFENDERS OF WILDLIFE ACTION FUND

Campaign to Save Idaho Wolves

HOME | TAKE ACTION | DONATE | TELL A FRIEND | LEARN MORE

[Sign Up](#) | [Login](#)

Help Save Idaho wolves

The reintroduction of wolves to the American West is one of the crowning conservation accomplishments of the last century. But now that achievement and the wolves whose lives depend on it is once again at risk as the state of Idaho plans new "management" activities that could **kill 3 out of 4 wolves** in parts of the state.

- 1 DONATE**
Make a donation now to help support our on-the-ground Campaign to Save Idaho Wolves. [click here](#)
Amount raised: **\$19,584.81** | Amount needed: **\$60,000.00**
- 2 TAKE ACTION**
Urge the Fish and Wildlife Service to protect Idaho wolves. [click here](#)
Actions taken: **1,657** | Actions needed: **50,000**
- 3 SEND AN eCARD!**
Help us spread the word by sending a campaign e-card to family and friends.

LATEST NEWS
In January 2006, the Bush Administration turned over management of wolves in Idaho to the state. Less than a week later, Idaho asked for permission to kill up to 75% of the wolves in the Lolo area of the Clearwater National Forest, citing unsubstantiated concerns that elk population declines were caused by wolves.
And now on the heels of the largest elk harvest in a decade, Idaho is at it again. The state has asked for federal permission to kill gray wolves in an area where they are still protected as an endangered species.

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Campaign Site #4



Campaign Site #4 (cont.)



EXPOSE EXXON

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HOME HISTORY CENTER IT'S A FEELING WE'RE HERE GET THE FACTS ABOUT US

Failed Policies

As one of the world's most profitable companies, ExxonMobil has the power to make the world (and a more sustainable energy future) better. ExxonMobil has acted a multitude of times to lobby and spend on energy policy by supporting efforts to stop global warming, funding "bribe" strategies, refusing to invest in renewable energy and lobbying to stall in America's most pristine wilderness areas.

What's Happening

ExxonMobil Gets Release on Warnings - \$7.3 Million Worth
August 10, 2006, ExxonMobil.com
Signers of Environmental Statement Funded by ExxonMobil [Read more](#)

NIC Hits Exxon and Republicans for Fake Al Gore Video
August 5, 2006, ABC News

Environmentalists lash out at Exxon
July 26, 2006, CNN.com
Activist group fighting for clean fuel alternatives to help stop global warming accuses Exxon of putting profits before the environment. [Read more](#)

ExxonMobil's Profits Take Us Backwards, says Exposed Exxon
July 27, 2006, Exposed Exxon
As ExxonMobil announces \$10.26 billion in profits for its second quarter, over half a million people are actively pressuring the oil giant through the Exposed Exxon campaign to invest more profits in alternative energy that will help lower energy costs and secure America's future. [Read more](#)

Climate experts: Gore's movie sets the science straight
June 27, 2006, CNN.com
The nation's top climate scientists are giving "An Inconvenient Truth," Al Gore's documentary on global warming, the stars for accuracy. [Read more](#)

Exposed Exxon Protesters Descend on ExxonMobil Shareholders' Meeting
May 18, 2006
Over 100 Exposed Exxon activists dressed in big oil barrels bearing bold protest signs, "ExxonMobil Pumping Lies" and "Overheating Our Planet" descended outside ExxonMobil's annual shareholder meeting to pressure the company to change its dirty practices. [Read more - See actions of the protest](#)

Exxon Mobil Shareholders Defy Board
June 1, 2006, Washington Post
Hondoring Election Resolution Passes Over Directors' Objections. [Read more](#)

Protesters rally outside Exxon Mobil meeting
May 24, 2006, Dallas Business Journal
Exxon Mobil Corp.'s annual meeting Wednesday drew protesters from the environmental organization Exposed Exxon. [Read more](#)

Watch the FLASH Cartoon
Watch this 1-minute satirical cartoon showing ExxonMobil "Toasting the Earth" (pun intended) in celebration of its record-breaking 2005 profits. Click here to watch and help Exposed Exxon by spreading the word.

RECENT EXPOSED EXXON ACTION ALERTS
Demand your representatives - Admit & Stop Global Warming Today!
Ask Senators to require justice for victims of Exxon Valdez oil spill
Tell Congress to Stop Lying ExxonMobil's Pollution

Buy an Exposed Exxon T-shirt!
Now you can be a brand ambassador and raise the visibility of the campaign at the same time with our cool new Exposed Exxon t-shirt. Click here to visit our online store and buy your Exposed Exxon t-shirt today.

Download flyers and other **EXPOSE EXXON** resources.

Exposing the Facts

Between 1998 and 2005, ExxonMobil spent \$1.9 billion to fund organizations working to undermine efforts to cut global warming pollution.

[ExxonMobil refuses to alter](#)

Cleaner Energy Solutions

What ExxonMobil doesn't want you to know: find out how we can stop global warming and reduce America's dependence on oil.

©2006 Exposed Exxon! Please Follow! Contact Us

MAKE A DIFFERENCE!

Write a letter to ExxonMobil Executives!

Despite record profits, ExxonMobil still refuses to invest in cleaner, safer energy solutions or to pay the damages it owes to fishermen hurt by the 1989 Exxon Valdez oil spill.

Fill out the form to send an email asking new ExxonMobil CEO Rex Tillerson to change the company's course before it's too late!

To: ExxonMobil CEO Rex Tillerson

Subject:

Dear Mr. Tillerson,

Our country remains overly dependent on oil, which has serious consequences ranging from rising gasoline prices that burden

Sincerely,

(Your signature will be added from the information you provide below)

Email*

Prefix*

First Name*

Last Name*

Address*

Address Line 2

City*

State*

Zip/Postal Code*

Country*

Check this box if you would like to receive periodic updates or action alerts

SEND NOW

9

Common Knowledge

Monday, January 19, 2009

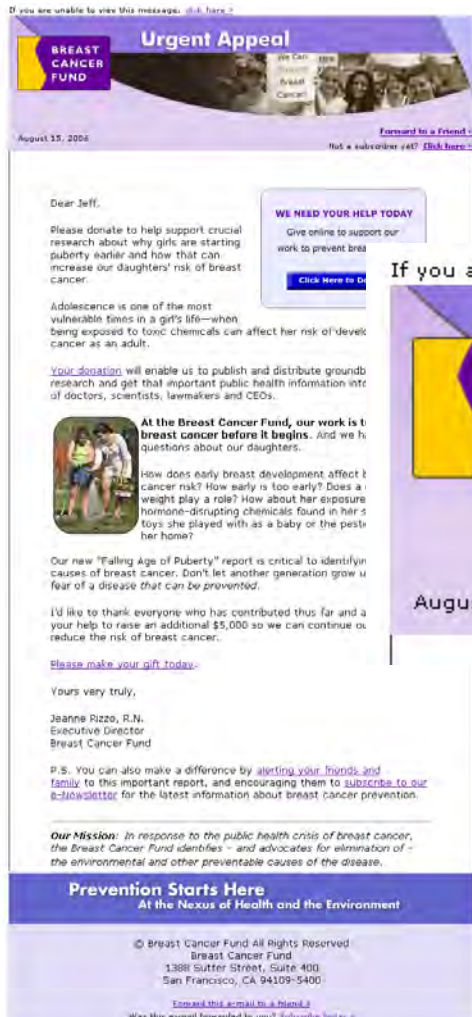


Spinach: Creamed, Steamed, and Raw

Advocacy, Fundraising & Informational Emails



Fundraising Email



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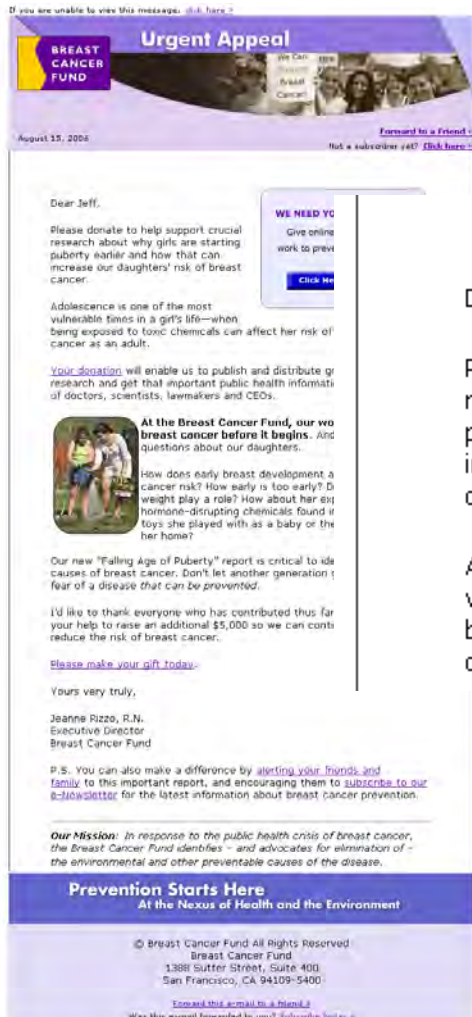


on deleting mailings from Breast Cancer Fund, add newsletter@breastcancerfund.org to your address book.

mailings from Breast Cancer Fund



Fundraising Email



Dear Jeff,

Please donate to help support crucial research about why girls are starting puberty earlier and how that can increase our daughters' risk of breast cancer.

Adolescence is one of the most vulnerable times in a girl's life—when being exposed to toxic chemicals can affect her risk of developing breast cancer as an adult.

WE NEED YOUR HELP TODAY

Give online to support our work to prevent breast cancer.

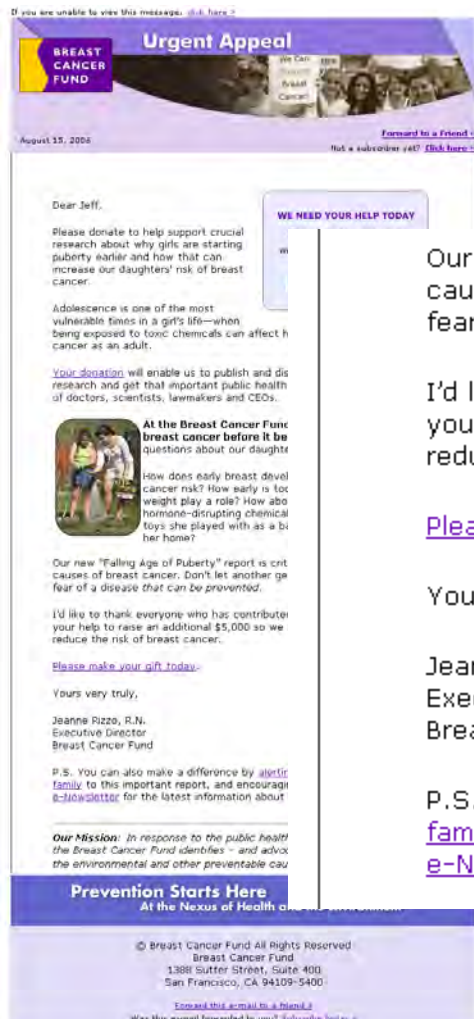
[Click Here to Donate](#)

on deleting mailings from Breast Cancer Fund, add newsletter@breastcancerfund.org to your address book.

[unsubscribe from Breast Cancer Fund](#)



Fundraising Email



Our new "Falling Age of Puberty" report is critical to identifying the causes of breast cancer. Don't let another generation grow up living in fear of a disease *that can be prevented*.

I'd like to thank everyone who has contributed thus far and ask again for your help to raise an additional \$5,000 so we can continue our work to reduce the risk of breast cancer.

[Please make your gift today.](#)

Yours very truly,

Jeanne Rizzo, R.N.
Executive Director
Breast Cancer Fund

P.S. You can also make a difference by [alerting your friends and family](#) to this important report, and encouraging them to [subscribe to our e-Newsletter](#) for the latest information about breast cancer prevention.



Fundraising Email



Our Mission: In response to the public health crisis of breast cancer, the Breast Cancer Fund identifies – and advocates for elimination of – the environmental and other preventable causes of the disease.

Prevention Starts Here At the Nexus of Health and the Environment

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Breast Cancer Fund
1388 Sutter Street, Suite 400
San Francisco, CA 94109-5400

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Fundraising Email



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[mailings from Breast Cancer Fund.](#)



Advocacy Email



If you can not read this message for any reason, you can view it online now...



Wildlife Alert

Dear Jeff,

It could be a huge summer blockbuster: the return of river otters to New Mexico. And, if you're like me, you can't wait to see it.

Here's our chance! Please send a message right now to the New Mexico Department of Game and Fish urging them to help this playful critter make a long-overdue return to the Land of Enchantment.



Help Restore the River Otter

River otters were once eliminated in many states, but only New Mexico has yet to begin restoring this

River otters are native to New Mexico but were wiped out from the state because of over-hunting and trapping decades ago. Otters were eliminated from more than only New Mexico has yet to restore these pl.

Isn't it high time river otters made a come Mexico?

Urge the New Mexico Game Commission to Department of Game and Fish to begin w river otters.

The New Mexico Game Commission will be the draft feasibility study for river otter rei and the **deadline for written comments for**

The Department and the Commission need personalized comments on river otter rec

For your message to be effective, you must



Wildlife Alert

AS always, thanks for all you do to protect and restore America's cherished wildlife. With your help, we can bring back the river otter... and that's something we'd all like to see.

Sincerely,



Caroline Kennedy
Senior Director, Field Conservation
Defenders of Wildlife

P.S. If you live in the Santa Fe area, please consider attending the New Mexico Game Commission meeting next Thursday (August 24th) to speak in favor of otter reintroduction.

Where: State Capitol Building, Room 321, Santa Fe, NM
When: Thursday, August 24th
The exact time of the public comment period is not scheduled, but should occur around 11 AM.

For more information or to find out about carpool opportunities from Taos, call Rachel Corn at Amigos Bravos at 505.758.3874 or email bravo@amigosbravos.org

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1130 17th Street, NW
Washington, DC 20036



Advocacy Email



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Wildlife Alert

Dear Jeff,

Help Restore the River Otter

It could be a huge summer blockbuster: the otters to New Mexico. And, if you're like me to see it.

Here's our chance! Please send a message to the New Mexico Department of Game and Fish to help this playful critter make a long-overdue return to the Land of Enchantment.

River otters are native to New Mexico but were from the state because of over-hunting and ago. Otters were eliminated from more than 20 New Mexico has yet to restore these playful critters.


Isn't it high time river otters made a comeback in New Mexico?

Urge the New Mexico Game Commission to Department of Game and Fish to begin work to restore river otters.

The New Mexico Game Commission will be beginning the draft feasibility study for river otter reintroduction and the **deadline for written comments for the Department and the Commission need personalized comments on river otter reintroduction.**

For your message to be effective, you must:

As always, thanks for all you do to protect a help, we can bring back the river otter...

Sincerely,
 **Caroline Kennedy**
Senior Director, Field Coordinator
Defenders of Wildlife

P.S. If you live in the Santa Fe area, please Commission meeting next Thursday (August 24th) at the State Capitol Building, Room 321, Santa Fe, NM. The exact time of the public comment period will be announced.

For more information or to find out about contact Amigos Bravos at 505.758.3874 or email amigos@defenders.org

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Dear Jeff,

It could be a huge summer blockbuster: the return of river otters to New Mexico. And, if you're like me, you can't wait to see it.

Here's our chance! Please send a message right now to the New Mexico Department of Game and Fish urging them to help this playful critter make a long-overdue return to the Land of Enchantment.

River otters are native to New Mexico but were wiped out from the state because of over-hunting and trapping decades ago. Otters were eliminated from more than 20 states, but only New Mexico has yet to restore these playful critters.

Isn't it high time river otters made a comeback in New Mexico?

Urge the New Mexico Game Commission to direct the Department of Game and Fish to begin work to restore river otters.

Help Restore the River Otter



River otters were once eliminated in many states, but only New Mexico has yet to begin restoring this likable critter. You can help make it happen!

TAKE ACTION


River otters need friends, too. Please forward this message to your friends, family and co-workers.



Advocacy Email



If you can not read this message for any reason, you can view it online now...




Wildlife Alert

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Isn't it high time river otters made a comeback in New Mexico?

Urge the New Mexico Game Commission to direct the Department of Game and Fish to begin work to restore river otters.


The New Mexico Game Commission will be presented with the draft feasibility study for river otter reintroduction and the **deadline for written comments for the meeting**.

The Department and the Commission need to hear from personalized comments on river otter recovery right now!

For your message to be effective, you must personalize!

As always, thanks for all you do to protect and restore America's cherished wildlife. With your help, we can bring back the river otter... and that's something we'd all like to see.

Sincerely,



Caroline Kennedy
Senior Director, Field Conservation
Defenders of Wildlife

P.S. If you live in the Santa Fe area, please consider attending Commission meeting next Thursday (August 24th) to speak in favor of otter reintroduction.

Where: State Capitol Building, Room 321, Santa Fe, NM
When: Thursday, August 24th
The exact time of the public comment period is not scheduled, but should occur around 11 AM.

For more information or to find out about carpool opportunities, contact Amigos Bravos at 505.758.3874 or email ab@amigosbravos.org.

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The Department and the Commission need to hear from you today, so please send your personalized comments on river otter recovery right now!

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As always, thanks for all you do to protect and restore America's cherished wildlife. With your help, we can bring back the river otter... and that's something we'd all like to see.



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When: Thursday, August 24th

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Help Restore the River Otter

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Isn't it high time river otters in Mexico?

Urge the New Mexico Game Commission Department of Game and Fish to restore river otters.

The New Mexico Game Commission the draft feasibility study for river otters and the **deadline for written comments**.

The Department and the Commission personalized comments on river otters.

For your message to be effective,

As always, thanks for all you do to help, we can bring back the river otters.

Sincerely,

Caroline Kenn
Senior Director
Defenders of Wildlife

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General eNewsletter



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August eNews: Congress Sides with Big Oil, CPR Can Save Wildlife, Farewell to a Wildlife Hero and Wyoming Wolves Win



General eNewsletter



Click on a link to read the e-newsletter below for more news, views & photos...

Right above: Click on the word "Oil" to go to the Oil & Gas eNews, or click on the word "Wildlife" to go to the Wildlife eNews.

Oil Vey: Congress Sides With Big Oil
 The Senate took a vacation from common sense earlier this week when it voted 71 to 25 to expand harmful offshore drilling. Instead of relying on American ingenuity and know-how to reduce our dependence on fossil fuels, the Senate decided to go with a dirty solution that puts our beaches and coastal wildlife in jeopardy.

Big Wins for Wyoming Wildlife
 A long-term effort to reduce water pollution from the oil and gas industry in Wyoming is finally showing results. The state's plan for managing these water resources could save \$100 million over the next 10 years. In addition, the plan will help protect the state's wildlife and riparian resources.

CPR Can Save Wildlife
 A new program from the U.S. Fish and Wildlife Service (USFWS) is helping to reduce the impact of oil and gas drilling on wildlife. The program, called the Conservation Reserve Program (CRP), allows landowners to receive financial incentives for setting aside land for wildlife habitat.

Science Says... Protect Wildlife!
 The U.S. Fish and Wildlife Service (USFWS) is calling for a new approach to protect wildlife on public lands. The agency is proposing a new system of land management that would give the public a greater say in how the land is managed.

Jonathan, We'll Miss You
 Jonathan, the conservationist who was the first to bring attention to the plight of the bald eagle, has passed away. He was 88 years old. Jonathan was a pioneer in the field of conservation and his work has inspired many others to follow in his footsteps.

Wildlife eNews
 We regularly offer to protect the birds. National Wildlife Refuge System has the privilege to manage the land for the benefit of the people. We regularly offer to protect the birds for future generations.

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This e-newsletter was prepared by the National Wildlife Refuge System. For more information, contact the National Wildlife Refuge System, 5165 Lees Ferry Road, Flagstaff, AZ 86001. Phone: (908) 755-2000. Fax: (908) 755-2001.

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Feature Story

Oil Vey: Congress Sides With Big Oil

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Creature Feature

Puerto Rican Parrot

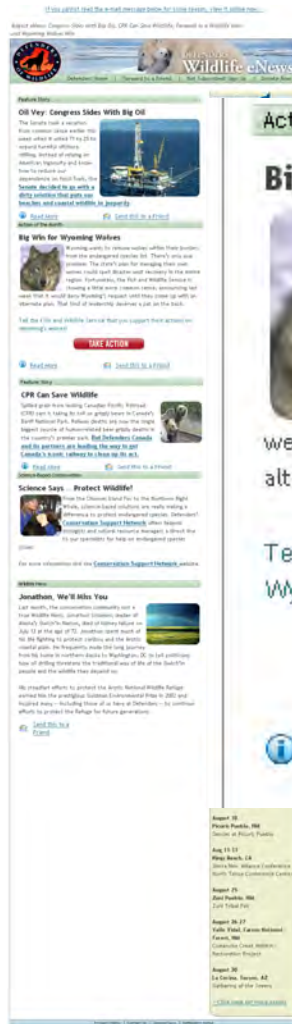


These small parrots once numbered over 1 million. But habitat loss and hunting have taken their toll on this important national and cultural symbol -- there are only 35 birds in the wild with 200 more in captivity.

Jimmy Buffet's Margaritaville store



General eNewsletter



Action of the Month

Big Win for Wyoming Wolves



Wyoming wants to remove wolves within their borders from the endangered species list. There's only one problem: The state's plan for managing their own wolves could spell disaster wolf recovery in the entire region. Fortunately, the Fish and Wildlife Service is showing a little more common sense, announcing last week that it would deny Wyoming's request until they come up with an alternate plan. That kind of leadership deserves a pat on the back.

Tell the Fish and Wildlife Service that you support their actions on Wyoming's wolves!

TAKE ACTION

[Read More](#)

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has partnered with the National Fish and Wildlife Foundation to keep the Puerto Rican Parrot flying for generations to come. Don't let time waste away. [Help the Puerto Rican Parrot with a t-shirt purchase today!](#)

What Kind of Legacy Will You Leave Behind?

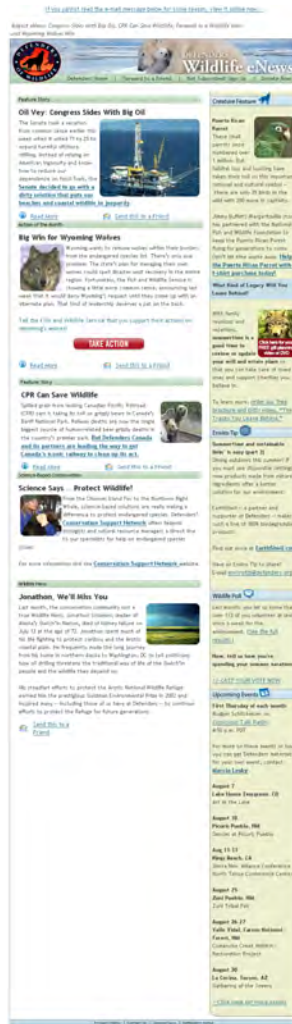
With family reunions and vacations, summertime is a good time to review or update your will and estate plans so that you can take care of loved



Click here for your FREE gift planning video or DVD



General eNewsletter



Wildlife Poll

Last month, you let us know that over 1/3 of you volunteer at least once a week for the environment. ([See the full results.](#))

Now, tell us how you're spending your summer vacations!

[>> CAST YOUR VOTE NOW](#)

Upcoming Events 1

First Thursday of each month
 Rodger Schlickeisen on
[Conscious Talk Radio](#)
 4:50 p.m. PDT

For more on these events or how you can get Defenders materials for your own event, contact [Marcia Lesky](#)

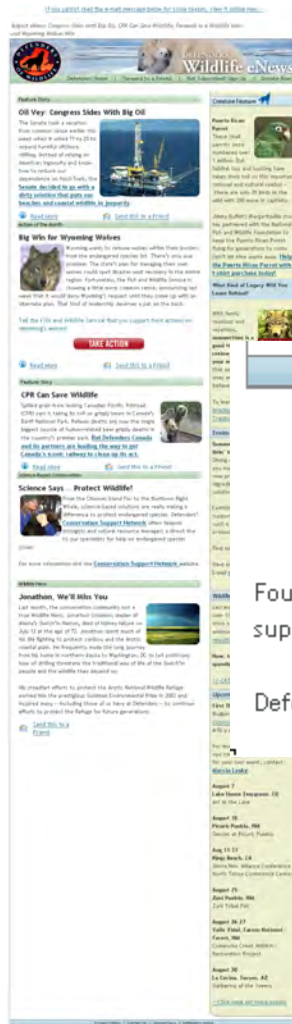
August 7
Lake House Evergreen, CO
 Art at the Lake

August 10
Picuris Pueblo, NM
 Dances at Picuris Pueblo

Aug 11-13
Beach, CA
 Sierra Nev. Alliance Conference
 North Tahoe Conference Center



General eNewsletter



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Founded in 1947, **Defenders of Wildlife** is a nonprofit 501(c)(3) organization with more than 480,000 members and supporters that works to protect endangered species and their habitat.

Defenders can be contacted at: 1130 Seventeenth Street, NW, Washington, DC 20036



General eNewsletter - Chapter



06/29/06
Dear Jeff,



Come join the fun!
Please join Equality California for the following activities:

Ice Cream Party!
Thursday, June 29, 6-7pm
Ice Cream Party to honor our volunteers!

Come to the Lambda Center (1927 L Street, Sacramento) for an ice cream party to celebrate the fabulous work our volunteers are doing here in Sacramento. Even if you have never volunteered with us before, please come and applaud these wonderful people who make miracles happen. Or just come for the free ice cream!

Supporter ID Phone Bank
Thursday, June 29, 7-9pm

We will be calling our supporters and inviting them to participate in the canvass on July 9th (see below). It is very important that we make sure we have enough people canvassing to make it a rewarding and fruitful event. The phone bank will take place at the Lambda Center immediately following the Ice Cream Party (1927 L Street, Sacramento). Please bring your cell phones if you are willing to donate the minutes to our noble cause!

Canvass for Marriage Equality
July 9, 4:30 to 8:30pm

Join Equality California's campaign to identify and educate one million voters over the next two years about marriage equality.

Our summer early evening neighborhood outreach campaign will kick off with canvasses in Hayward and Sacramento on Sunday, July 9th from 4:30 to 8:30pm. We'll give you a full 45 minute training, pizza, and an experience that will reward and inspire you.

For details and to sign up, contact Jean at jean@eqca.org or 530-210-6688.

Thanks for helping to build a state of equality!

Tabling at the California State Fair
August 11-31, 2006

We are now recruiting volunteers for the following dates: August 11th to 31st. If you are interested, please contact Jean at jean@eqca.org or 530-210-6688. Equality California will hand out literature at the booth and collect signatures of people who believe in equal marriage rights. The fair averages one million visitors each year! Now that's what I call OUTREACH.

Rainbow Festival
September 1 - 3, 2006

EQCA will have a booth at the Rainbow Festival. Come out and join the fun. Help us sign people up for the Building a State of Equality Campaign! If you have some time to volunteer please contact Jean at jean@eqca.org or 530-210-6688.



To unsubscribe from this mailing, please click [here](#).
To modify your profile and subscription preferences, please click [here](#).



General eNewsletter - Chapter



EQ CA Sacramento County Chapter
Equality California | eqca.org

06/28/06 **Come join the fun!** [Not subscribed? Click here >>](#)

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06/28/06

Come join the fun!

Not subscribed? [Click Here >>](#)

Dear Jeff,

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Ice Cream Party!

YOU CAN MAKE A DIFFERENCE IN THE STRUGGLE FOR LGBT EQUAL RIGHTS!





Banana Splits: Making Them; Eating Them

Integrated Web Site & Email Design




Web Site – Home Page



NAU ALUMNI ASSOCIATION

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- News
- Alumni Community
- Activities/Events
- Giving
- University Links
- About Us

I AM:
alumni | volunteer | advocate | friend | student

NEW THIS WEEK

Colorado Dreamin'...
Join the NAUAA in Denver for a gathering of alumni and friends.

[Learn more >>](#)


Photo courtesy of Ryan D'Agostino

Partners & Benefits

NAU ALUMNI who's news
sign-up for the ultimate alumni connection >>

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I AM: alumni | volunteer | advocate | friend | student

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FEATURED PROGRAM

NAU ALUMNI
who's news

Weddings, births, promotions... we have it all in our new online publication

LEARN MORE >>

how can I get involved?

As part of our mission, we provide opportunities for alumni and friends to connect with each other and support NAU. In the past year, we've offered many ways to get involved:

- Thoroughbred racing in Del Mar
- Special viewing of the King Tut exhibit
- An evening of earth-to-table delights with alumni chefs
- Alumni gatherings in Portland, Yuma, and Tucson
- Volunteer opportunities across the country
- Contests showcasing alumni talent

Please take a moment to explore the happenings in our alumni universe!

TAKE ACTION!

Feeling out of the loop?

[Update](#) your information in our new online directory!

featured event!

A Sure Bet

RACING AT THE DEL MAR THOROUGHBRED CLUB

[Learn more>>](#)

EVENTS

The NAU Alumni Association presents a wide variety of events for everyone to enjoy, in Flagstaff, across the country and beyond.

[Learn more >>](#)

LIFELONG LEARNING

The NAU Alumni Association's own brand of interactive educational events, experiences and encounters.

[Learn more >>](#)

TRAVEL

Customized itineraries featuring both U.S. and international destinations, designed to enlighten and educate.

[Learn more >>](#)

VOLUNTEER

Specific opportunities created for those who wish to express their admiration for NAU through volunteering.

[Learn more >>](#)

ADVOCACY

Get the word out about all the great things happening at NAU through legislative advocacy.

[Learn more >>](#)

CONTESTS & SURVEYS

A fun way to give feedback, enjoy the creativity of fellow graduates, and relive memorable NAU experiences.

[Learn more >>](#)

VOLUNTEER!

FEATURED VOLUNTEER



MIKE BEATTY

[Learn more>>](#)

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Email #1



ENGAGING YOU IN THE LIFE OF NAU.

 **Louie-NEWS**
The official newsletter of the NAU Alumni Association

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June 2006

ALUMNI HAPPENINGS

 **We Seek Her Here, We Seek Him There...**
"A leader who enjoys working in a fast-paced environment to build mutually supportive relationships with local, regional, national and international alumni and friends. The culture requires teamwork, a can-do attitude, perseverance, optimism and the ability to think strategically and creatively." If you see that person in your mirror, you could be our next Director of Alumni Relations. Also, you're probably not a vampire... [More >>](#)

- The NAUAA's campaign to restore the Logging Wheels has rolled all the way to \$22,800, nearing the \$25,000 goal. "Log" on and make your contribution today... [More >>](#)
- Credentials don't lie: 99% of NAU graduate program alumni rate their experience as good or excellent... [More >>](#)
- Keep a sunglassed eye out for the first issue of our special summer magazine, *PINE PROGRESS*, which will be debuting at alumni mailboxes everywhere in early July.
- There may be a bit of a lull in the NAUAA party machine this month, but we'll be barking up the dog days of summer with alumni events in Del Mar, Denver, Tempe, and Salt Lake City, so preserve your tan and stay tuned!

— MOUNTAIN STANDARD —

"Remember," said First Lady Eleanor Roosevelt, "to lean back in the parade car, so everybody can see the President." Half a century later, we say "If you've got it, flaunt it." Join NAU and the Flagstaff community and march in the annual Fourth Of July Parade... [More >>](#)

[More Headlines >>](#)

— CONNECTIONS —

**Class of 1966 • ASC • NAU
Blue & Gold Reunion**
*Homecoming 2006, October 20-21,
Flagstaff, Arizona*

Mark your calendars and save the date -- details will be coming soon. For more information call Beth Martin at 888-778-7628.



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FROM THE STANDS

In honor of this week's Flag Day celebration we are proud to introduce you to NAU's latest All-Americans, [Lopez Lomong](#) and [Britney Rogers](#).

[More Headlines >>](#)

CAUSE AND EFFECT

NAU is a haven for fledgling scientists who can "get their hands dirty" by conducting the kind of research that often falls to more advanced degree seekers. Looking for science fantasy? Read on... [More >>](#)

 **Panama Hat**
[Buy It >>](#)

SPEAKING OF TURNIPS

Valuables
Yesterday a fire started in West Flagstaff, just off the side of the road at milemarker 192 east of Flagstaff Ranch Road. This morning we started thinking about what we might do if NAU's historic Old Main were threatened by fire. If we had a half hour to evacuate, what would we save?... [More >>](#)



Email #2



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NAU ALUMNI **who's news**

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NEWS

THAI TSUNAMI RELIEF: Saundra Schimmelpfennig, ('04 M.ED.)



Saundra isn't daunted by challenging assignments. Upon learning about the devastation wrought by the Tsunami on December 26, 2004, she felt an overwhelming desire to help in the recovery. That's how this hard-working NAU alumna found herself based in Southern Thailand providing help to Tsunami survivors as the director of D-TRAC (Disaster Tracking Recovery Assistance Center).

Heading to Thailand as part of the first wave of Crisis Corps volunteers in early 2005, Saundra was particularly well-suited to the challenge. She already had extensive experience in Southeast Asia, having served as a Peace Corps volunteer in Thailand in the late 1990s. Saundra, who speaks fluent Thai, is now focused on coordinating the numerous relief agencies that are involved with providing disaster relief services.

ACTION SPORTS PHOTOGRAPHY: Kevin Zacher ('93 B.G.S.)

Kevin was one of the five finalists who competed recently in the Pro Photographer Showdown at the Telus World Ski and Snowboard Festival held in Whistler, BC. His work was chosen as one of the standout submissions by action-sports & lifestyle photographers worldwide.



Zacher holds a degree in Photojournalism from NAU and now calls Santa Monica, CA home. At the Showdown, Zacher prepared a nine-minute slide show set to music in the hopes of being voted "Best of Show" and taking home the \$10,000 cash prize, along with winning broader access for his work through international television screenings.

2001-2004
Brian Averill ('02 B.S.) recently completed work on a luxurious 125,000 square foot chalet-style lodge in Whitefish, Montana.
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Royce Jenkins ('03 M.ED.), director of the Hopi Tribe's Community Planning Department, has announced his candidacy for the Arizona State Senate.
[Read More >>](#)

Roger Robinson ('04 B.S.) is living his dream of playing professional football.
[Read More >>](#)

1995-2000
Bill Erickson ('99 B.S.) is on a mission to save wild salmon in Idaho.
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Jessie N. Valdez, ('99 M.ED.) is putting his degree in bilingual education to good use.
[Read More >>](#)

1985-1994
Kim Jongerius, ('86, B.S.), a professor at Northwestern, will take a sabbatical to study the ways C.S. Lewis used mathematical concepts and images in his writing.
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1975-1984
Arizona native Royce Moore, ('64 B.S.ED., '65 M.ED., '79 ED.D.) has been a teacher, principal and administrator in Escondido, California for nearly four decades.
[Read More >>](#)

Who's that guiding tourists through the maze of the Grand Canyon? It's Marjorie "Slim" Woodruff, ('70 B.S., '73 M.A.).
[Read More >>](#)

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