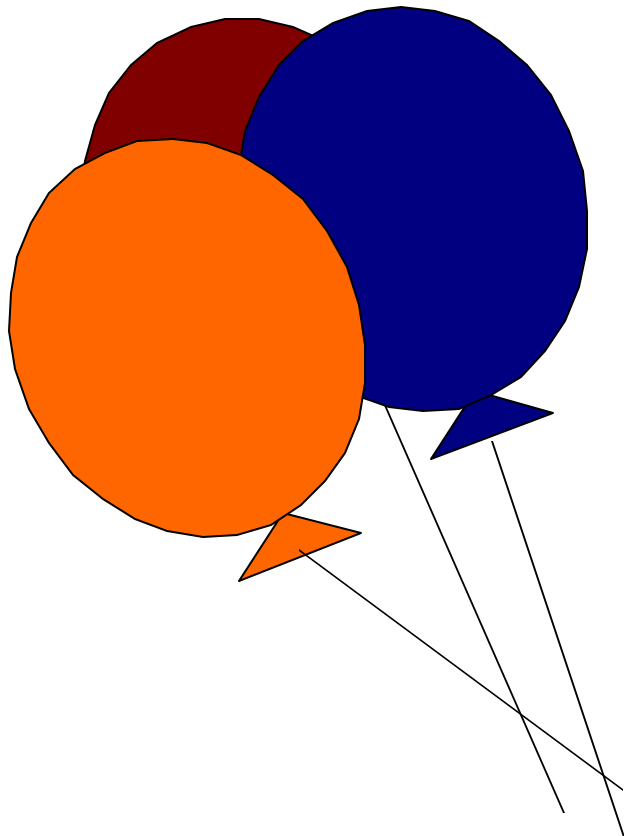
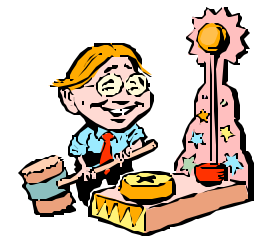


UF Staff Picnic



Reitz Union Lawn

Saturday, June 14th

12pm-4pm

Games and Prizes!

Brochure Wizard

Back Panel Heading

This is a good place to briefly, but effectively, summarize your products or services. Sales copy is typically not included here.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolor et accumsan.



Caption describing picture or graphic.

Health Science Center
University of Florida
Gainesville, FL 32601

HSC ITCenter

Joe Smith
1234 SW 1st Avenue
Gainesville, FL 32614

Your business tag
line here.

OUR BROCHURE



HSC ITCenter

Tel: 352-392-3900

Main Inside Heading



CHICAGO --- A massive study aimed at settling the long-standing debate over the usefulness of calcium antagonists for treating high blood pressure has shown the

drugs are part of a safe and effective regimen for patients who don't respond to standard medicines - or who stop taking them because of bothersome side effects, University of Florida researchers report.

The news likely will help physicians better customize therapy for hypertensive patients who also have coronary artery disease, particularly those at high risk of heart attack, stroke or death. Preliminary findings also indicated a calcium antagonist strategy, compared with traditional therapy using beta-blockers and diuretics, prevents diabetes in these patients. "Now there's an alternative to what's considered the standard of care," said Dr. Carl J. Pepine, the study's principal investigator and chief of cardiovascular medicine at UF's College of Medicine. "The big problem with hypertension is treatment and compliance with treat-

ment. Surveys show that perhaps only 30 percent or less of the patients in the United States who are known to be hypertensive are on treatment and even a smaller percentage are at blood pressure goal for their treatment. It is believed that an important reason for that is the inability to tolerate the treatments. So here we have an alternative treatment strategy that appears to be just as good in terms of preventing adverse outcomes and maybe even better in terms of preventing the emergence of new diabetes cases."



Caption describing picture or graphic.

Sign-Up Form Title

Sign up for:	Time	Price
<input type="checkbox"/> Type the event name here	00:00	\$00.00
<input type="checkbox"/> Type the event name here	00:00	\$00.00
<input type="checkbox"/> Type the event name here	00:00	\$00.00
<input type="checkbox"/> Type the event name here	00:00	\$00.00
<input type="checkbox"/> Type the event name here	00:00	\$00.00
<input type="checkbox"/> Type the event name here	00:00	\$00.00
Subtotal:		_____
Tax:		_____
Total:		_____

Name _____
Address _____

Phone _____

Method of Payment

- Check
 Bill Me
 Visa
 MasterCard
 American Express

Credit Card # _____ Exp. date _____
Signature _____

	HSC ITCenter
Health Science Center University of Florida Gainesville, FL 32601	
Phone: 352-392-3900 Email: ehochman@vpha.health.ufl.edu	

Calendar Wizard

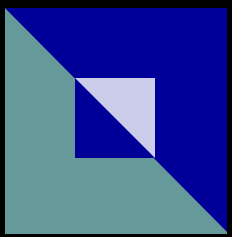
April 2003



Caption describing picture or graphic.

Sun	Mon	Tue	Wed	Thu	Fri	Sat
		1	2	3	4	5
6	7	8	9	10	11	12
13	14 Publisher Training	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

Newsletter Wizard



Gator Times

ITCenter

Volume IV, Issue 4

4/14/2003

Lead Story Headline

GAINESVILLE, Fla. - -- Controlled burns intended to restore forest ecosystems that once depended on natural fires may be just as effective in suburban backyards as they are on large open tracts of land, according to a new University of Florida study. The study determined burning tiny remnant tracts of longleaf pine forests between fairways on golf courses - territory known as "the rough" - both de-

creased invasive hardwood trees and increased the diversity of plants normally found in the Southeast's native pine forests. The findings hold one key to saving longleaf pines, which are fast declining, and the unique ecosystem that depends on them. What little of them remains often can be found only in small patches in urban or suburban areas because the pines typically grow in high, dry areas



Caption describing picture or graphic.

that are prime locations for golf courses, housing and other development.

Inside this issue:

<i>Inside Story</i>	2
<i>Inside Story</i>	2
<i>Inside Story</i>	2
<i>Inside Story</i>	3
<i>Inside Story</i>	4
<i>Inside Story</i>	5
<i>Inside Story</i>	6

Special points of interest:

- Briefly highlight your point of interest here.
- Briefly highlight your point of interest here.
- Briefly highlight your point of interest here.
- Briefly highlight your point of interest here.

Secondary Story Headline

This story can fit 75-125 words.

Your headline is an important part of the newsletter and should be considered carefully.

In a few words, it should accurately represent the contents of the story and draw readers into the story. Develop the headline before you write the story. This way, the headline will help you

keep the story focused.

Examples of possible headlines include Product Wins Industry Award, New Product Can Save You Time!, Membership Drive Exceeds Goals, and New Office Opens Near You.



Caption describing picture or graphic.

Inside Story Headline

“What this study shows is that you can do backyard burning and have beneficial environmental effects,” said Francis “Jack” Putz, a UF professor of botany and co-researcher on the study with Kimberly Heuberger, who graduated from UF recently with a mas-

ter’s degree in botany. The findings were reported last month in an article in the journal Restoration Ecology. Longleaf pine forest once covered at least 60 million acres in the Southeast. However, logging, development and other trends have reduced

that to just 2.5 million acres, Putz says. The trees - and the ecosystem that accompanies them, which is rich in threatened or endangered native species such as the indigo snake and gopher tortoise - depend on periodic fires. While the flames do not

“To catch the reader’s attention, place an interesting sentence or quote from the story here.”

Inside Story Headline

harm longleaf pines - among the most fire-tolerant trees in the world - fire kills off young oaks and other hardwoods that otherwise would shade out the pines and the hundreds of plant species that

flourish beneath the pines. Fire also adds nutrients to the soil, encouraging growth of the pines and native plants.

Inside Story Headline



Caption describing picture or graphic.

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.



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 prod-

uct.

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.

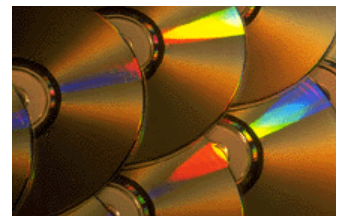
Selecting pictures or graphics is an important part of adding content to your newsletter.

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.

Health Science Center
Phone: 352-392-3900
Email: ehochman@vpha.health.ufl.edu



[Http://www.ufl.edu](http://www.ufl.edu)

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 attention of readers. 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 stan-

dard 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.