

The Federation Report

November/December 2004



The Official Publication of the
Federation of American Aquarium Societies



The Federation Report
11308 Donnymoor Drive
Riverview, FL 33569

January 31, 2005 - Publication Awards &
Nominations Postmark Deadline
March 15, 2005 - Aquatic Photography Award
Postmark Deadline

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In This Issue

President's Message	2
Delegates' Council Report	3
On The Web	6
Web Site Awards Final Proposal	10
Expired Or Expiring Memberships	13
Calendar Of Events	14
Committee Update	14
Membership Committee	15
2004 Publication Awards	15
Committees	16

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Deadlines:	Must be received by:	Deadlines:	Must be received by:
January Issue	December 10th	July Issue	June 10th
March Issue	February 10th	Sept. Issue	August 10th
May Issue	April 10th	Nov. Issue	October 10th

Items submitted for **Calendar of Events** must be submitted by the deadline of the previous issue.

President's Message



Jerry Montgomery
President

Well, it is hard to believe but another year has passed. It seems the older I get the faster the year goes by. I hope you have all had a good year and that your clubs are as strong as ever. Now is a good time for you to look over the various program deadlines and start to plan for your clubs entries in the Publication, BAP and HAP award categories for 2004.

As many of you already know the Delegates Council is recommending a new award be created for WebPages. I think this is a great idea and will be moving forward with it ASAP with a proposal to the BOD. I believe that in the future clubs will need to have a web presence to stay strong. I would be interested in hearing from you if your club has a Website and I would like to have you send me the address for it so I can check them out.

A few of you have sent me nominations for the various awards that FAAS has for individual club members. They are being considered and I should have some decisions made soon in that regard. If there are any others that have merit I would also like to have information on them as well. The various awards are listed in the handbook. Check them out and see if your club has a member you think may be worthy of recognition. You can send the names to me and to Roger Halleen, Chair of the Awards Committee.

I am also interested in hearing from you in regard to new ideas or even criticism of things that you don't like about FAAS. We can not improve the organization without such things and would welcome your constructive criticism and ideas at any time. You may email me at the address in the Officer listings or may call me direct at 217-359-6707. If you would like I can call you, if you send me a note with your number, to discuss any concerns you may have. The more input we have the better our organization will become.

As always I would like to encourage that your club find someone to be its representative on the Delegates' Council. This is the easiest way of staying abreast of the activities of FAAS. You may join the discussions by sending an email to Alexander Priest requesting that your group be added to the list.

con't on page 5

Membership Committee



Judi J. Peterson
Chairman

We are always pleased to have new members join the Society. I would like to welcome our newest member.

**Central Florida
Aquatic Plant Club**
James Kornfeld
907 Riverbend Boulevard
Longwood, FL 32779
407.772.2096
jskornfeld@cfl.rr.com

If you have not already joined the Delegates' Council, please do so. Your input is important in helping guide the direction of FAAS. Also, let me know of any upcoming events so that they can be published in the newsletter and remember to get your club members involved in the various award programs. Again, welcome.



2004 Publication Awards



John E. Peterson, Ph.D.
Publication Award Chairman

Well, it is that time again! Time to starting compiling and labeling all of those articles for the Publication Awards. The deadline is January 31, 2005. I am looking forward to seeing more articles than last year. I know you can do it, because, each year seems to get better and better.

However, remember if your FAAS membership is not current, you can not participate in any of the award programs.

I hope that each of you has had a fantastic year and wish you the best for the upcoming year.

Calendar Of Events

January 2005

January 15, 2005 - Saturday Champaign Area Fish Exchange Winter Auction

Urbana Civic Center 108 Water St Urbana IL. Doors open at 8am, Auction begins at 10:30 am. Anything related to the Aquarium hobby may be presented for sale at this event. Fish, plants, food, equipment, pond related items, etc will most likely be there. For information contact Mark 217-428-6133 or email guppymom_2000@yahoo.com or Jerry 217-359-6707 or email jmont@insightbb.com. This event is open to the Public. Free Admission.



Committee Update

Advertising

nothing to report this month

Aquatic Photography Awards

nothing to report this month

Awards

no response received

Breeder's Award Program

no response received

Computer/Website

see article

Delegates

see article

Elections

no response received

Federation Liaison

no response received

Horticulture Awards Program

no response received

Legislation - Canada

no response received



Legislation - USA

no response received

Membership

see article

Nominations

no response received

Programs

We urgently need help and new materials for new programs - please contact Jerry Montgomery and volunteer.

Publication Awards Program

nothing to report this month

Publishing

nothing to report this month

Sales

no response received

Show Sanctioning

no response received

Delegates' Council Report

Al Priest

Chair, FAAS Delegates' Council



Our last discussions finalized the decision to present the Delegates' Council recommendations to the Board for a society website judging program. While everyone expressing an opinion on the Council was 100% behind the concept of website awards, there was (and still remains) a division of opinion regarding judging. Some Council members wanted the Council to play a part (the logic being that by the very nature of the Council, as an Internet forum, Council members are likely to be more Internet savvy). Other members (myself included) are wary of getting the Council involved. (I also pointed out that the judging rules applicable to both the photo and publication award programs would, if strictly applied to the website award program, automatically disqualify the societies of each Delegate Council member. This resulted in some questioning of those rules, but they are not a topic of discussion for now.)

Rick Borstein is, among other things, the webmaster for FAAS, and he is solidly behind the concept of having a FAAS website award program. I asked Rick to put together a proposal "package" to present to the Board, based on the Council's recommendations and decisions, which he has been following, and to which he has been actively contributing. (As a webmaster for my own society, I've been trying to keep at "arm's-length" with respect to these discussions as much as I can.) So I asked Rick to assist in this area.) Rick has informed me that he sent a recommendation on behalf of the Council to the Board. I sent a separate message to stress that, while some delegates expressed preferences with respect to the "how and who" of the judging of websites, the Council has not reached a consensus on this aspect, but this should not affect the Board's consideration of the concept of having a website award program. (I wanted to make it clear that any discussion regarding judging should be considered separately from the concept of having an awards program for websites.) Now, we wait for the Board to make its decision.

In my August Delegates Council message, I asked for comments on recommending an award program for a society program or

con't on page 4

presentation (slides, or a Powerpoint presentation on disk, along with a related script). Every presentation submitted for an award would become the property of FAAS (whether or not it won anything), and FAAS would have toe right to loan all such programs to member societies. Only a few delegates responded so far, but those who did were all in favor of the idea. So, now we need to discuss format (should a Power Point type presentation submitted on CD be judged in the same category as one that uses only photographic slides?). We need to discuss whether there should be multiple categories (and, if so, what they will be). And we probably will need to incorporate some of the concepts of the FAAS photo award program (specifically, assurance that no copyright violations are involved, and obtaining a release allowing FAAS to redistribute all entries, including those that did not win awards). I have absolutely no way of knowing how many potential entries we are looking at. However, if even only one or two entries are submitted each year, that means one or two more programs FAAS can add to its library of programs to offer to member societies.

Unlike the Publication Awards, I would think we would NOT place a requirement that a presentation submitted have been created within a given year. I think that we would have to require a statement that the entire presentation is an original work by a member of the society presenting it for an award, and that all photos or illustrations were either done by the author, come from works in the public domain, or are used with permission of the original copyright holder who has consented to their continued use by FAAS in the context of the program. Can any of you think of anything I missed? Can we get more comments and suggestions on this from the Delegates?

A copy of this is being sent to Judi Peterson, for possible reprint in the FAAS Report. For society delegates reading this in the FAAS Report, if your society is not represented on the Delegates Council, and you want to participate in these (and other) discussions of the Council, simply send an e-mail to me, at the address below, and ask to be included.

Respectfully submitted, Alexander Priest Chair - FAAS Delegates Council 102337.517@compuserve.com

con't on page 5

I'm here to help...

If you would like some advice or a critique of your club's web site, email me at webmaster@gcca.net.



Expired Or Expiring Memberships

- Allegheny River Valley A.S. 1/05**
- American Livebearer Association 1/50**
- Aquarium Club of Lancaster County 11/04**
- Asoci. de Acuaristas de Aquadilla 1/05**
- Bucks County Aquarium Society 1/05**
- Calgary Aquarium Society 11/04**
- Cleveland Aquarium society 1/05**
- Delaware County Aquarium Society 1/05**
- Diamond State Aquarium society 1/05**
- Eastern Iowa Aquarium Association 1/05**
- Greater Akron Aquarium Society 1/05**
- Greater Cincinnati Aquarium Society 1/05**
- Greater City Aquarium Society 11/04**
- Greater Pittsburgh Aquarium Society, Inc. 12/04**
- Houston Aquarium Society, Inc. 7/04**
- International Betta Congress 10/04**
- Milwaukee Aquarium Society 11/04**
- Ohio Cichlid Association 10/04**
- Pacific Coast Cichlid Association 1/05**
- Rocky Mountain Cichlid Association 5/04**
- South Jersey Tropical fish Association**
- Southwestern Michigan Aquarium Society 6/04**
- Tampa Bay Aquarium Society 10/04**

Please remember, if your membership is not current, you can not participate in any of our Award Programs.



**Web Site Awards Final Proposal
con't from page 11**

e. Complete URL (web site address) for the Society's web page

For Example:

- Webmaster: Bob Jones
- Email: bobjones@yahoo.com
- Phone: 815-555-5555
- Society Name: Western Illinois Anabantid Club
- <<http://www.westernanabantids.com>>

Judging:

The Chairman shall recruit, by January 31, at least three Web Site Judges, but not more than six Web Site Judges to review Society web sites.

Society webmasters or their family who have an entry in the awards are excluded from judging. The Chairman acts as administrator of the judging process, but does not score Society websites. Judges may not score their own society's web site, but may score all other entries.

The Chairman shall seek competent, dedicated, fair-minded individuals with a knowledge of the aquarium hobby.

The Chairman shall develop the scoring criteria for the Web Site Awards with approval of the FAAS Board of Directors.

NOTE: Judging forms have been published in the Federation Report and has been well received.

The Chairman shall review the scoring criteria with the Web Site Judges prior to the start of judging.

Judging shall take place between February 1 and April 30.

The Web Site Judges shall visit each participating Society website at least once and fill out a FAAS Website Awards Judging Form.

Judges shall submit a blank form with the word "Abstain" written on it, or otherwise notify the Chairman, if their own Society has an entry in the Awards.

The Web Site Judges shall send all completed forms to the Chairman by May 15.

The Chairman is responsible for tallying the scores. The highest average score in each category shall determine the winner.

The Chairman shall submit the winners of each category to be published in the July *Federation Report*.

con't on page 13

**Delegate's Council
con't from page 4**

SENT TO:

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**President's Message
con't from page 2**

Lets all enjoy this wonderful hobby of keeping aquatic life and work together to make the hobby strong.



On The Web



Rick Borstein
FAAS Web Master

In the last *On the Web*, I talked about Spam and how to avoid being a source of it. Email is still a great way to stay in touch with people who may want to attend your meetings, auctions or shows.

What's the best way to maintain a email list of people who you want to attend your events?

Why your Email Client is Not the Right Solution

Have you ever tried to maintain a large email list in Outlook or another email program? It can be difficult to do with twenty people... what if you wanted to manage several hundred?

You can imagine the difficulties. What if subscriber email addresses change? How do you manage people who want to start or stop receiving your email? If you accidentally include someone, they could accuse you of spamming them— nothing like an irate email exchange to brighten up your day!

Try a Listserve

A Listserve is automated email management software that quickly allows you to reach hundreds or even thousands of subscribers. Listserve software allows your target customer to subscribe and unsubscribe from the list. It also provides management functions such as:

- A count/list of all subscribers
- Reports on new subscribers and those who unsubscribe
- Ability to include header/footer information in every message
- Ability to ban certain email addresses or domains from subscribing to the list

The person who administers the list is the *list admin*.

Listserves Flavors

Listserves can operate in two different modes:

1. Announce only — an administrator is the only one who can send to the list. This type of list is used for Auction and Meeting announcements. Users cannot reply to the list.

con't on page 7

Web Site Awards Final Proposal con't from page 10

expressed by the delegates council.

I'll restate my case. I don't think the website awards are same as other FAAS award programs. Since virtually every society has a website, you cannot eliminate bias in the judging unless no judge is a member of a society. Finding five people who know the aquarium hobby but are not society members is well-nigh impossible. If you found that person, they would likely want to be paid for their time and effort.

Since there is no monetary incentive, I cannot see the benefit of cheating the process. To me, the issue is about trust. I prefer to trust people and that is why my proposal allows any society member except the webmaster or their families, to participate in the judging.

Award Proposal Send on September 17, 2004 to the FAAS Board of Directors

Web Site Awards

To recognize the efforts that Societies put forth for their club web sites, I propose, after consultation with the FAAS delegates, the FAAS Web Site Awards.

Awards will be offered in the following categories:

- Best Overall Society Website
- Most Informative Society Website
- Most Innovative or Unique Website
- Best Website as a Resource for the Aquarium Hobby

The FAAS webmaster shall act as Web Site Award Chairman.

Nominations:

1. The nominations must be submitted according to the criteria established in these rules and as may be adopted by the Board of Directors and the committee. Failure to comply with any of the rules will result in disqualification.
2. The nominations must be submitted to the Chairman via email between November 1 of no later than December 31st.
3. The entry must include:
 - a. Name of Society webmaster
 - b. Email address of Society webmaster
 - c. Phone number of Society webmaster
 - d. Name of the Society submitting the nomination (NO abbreviations)

con't on page 12

Best Practices for Using Discussion Listserves

Discussion Listserves have their own set of unique problems :

1. People get Emotional— Email is a bad way to resolve disputes. Folks will say things in an email that they would never say over the phone or to somebody's face. When two people on the list are escalating a dispute, you, the list admin, will need to step in. You should recommend that the "combatants" pick up the phone to resolve the issue.
2. Training the Users— Include a welcome message to your list that includes your expectations for behavior on the list. Email Universe has some great rules to follow at <http://emailuniverse.com/list-etiquette/>. You need to set the expectation with your subscribers about what is OK and what is not. For example, bad language, sexual references, derogatory and insensitive remarks, will offend people. You may need to delete these users.
3. Lurkers— Many people subscribe to a list, but don't actively participate. As list admin, your job is to encourage them to become active. At the least, you should remind the active members that the audience is larger than they think.
4. Shillers— Some subscribers will use the lists as an opportunity to sell items or services. Depending on the nature of your list, it may really turn off your other subscribers.
5. Off Topic Discussions— If you manage a discussion list about guppies, chances are that discussions about cichlids will not be welcomed by subscribers. Remind your subscribers to change the subject line of their message to include Off-Topic: or OT so that other subscribers can skip these messages. Alternatively, remind the offending user to privately email people instead.



Web Site Awards Final Proposal



Rick Borstein
FAAS Web Master

On September 17, I sent my final proposal to the FAAS Board for review. Alexander Priest has also written about the awards and mentioned that not everybody agrees with who can judge. This is true; there have been several differing views

con't on page 11

2. Discussion Groups— any member of the list serve may reply to the list, and all members will receive the reply. This type of list is very useful for your Board of Directors or committees. Some listserv software allows subscribers to choose whether they want to receive each response individually or receive the journal version which rolls 20–40 replies into one email.

How do I get Listserv Software?

You have three options for getting access to Listserv software:

1. Web Hosting Companies— your hosting company may offer Listserv software. For example, 1and1.com and golivehost.com offer listserves you can use. 1and1 even offers a very nice newsletter management system as part of their control panel.
2. Install List Serve Software— if you host doesn't offer Listserv software, give them a call (or email) to ask them if they allow you to set one up. Some hosts have severe security restrictions around email and may not allow it.
3. Use a List Serve Service— there are several web-based services you can use. Yahoo Groups are free, but your subscribers will be peppered with ads as part of the message, which I think reflects poorly on your club. Other services such as listbot.com cost around \$20 per month. I avoid these services. It is often cheaper to switch to web host that offers listserves than to use one of these services.

Popular Listserv Software

There are at least twenty different list serve products in use. From a practical standpoint, they operate very similarly. For the small volume an aquarium club uses— less than 1000 subscribers— performance is just fine for all of them. Generally, you can send 1000 emails in less than five minutes, and that is more than adequate for any society.

Majordomo is the granddaddy of all listserv software. Majordomo is written in the Perl language, which all Unix hosts and many Windows hosts can run. You can find out more information about Majordomo from <http://www.greatcircle.com/majordomo/>.

Manual Subscriptions

You should avoid manually subscribing people. It can get tiresome, and you can always refer them to the form on your website.

However, sometimes it is a good idea. If you have an event like an

con't on page 8

auction, you might include a checkbox asking attendees if they would like to be subscribed to your Club Event Notification list. This is a great way to build your marketing database.

You can manually subscribe a person through email commands or, if your host offers it, through a web-based form.

For Majordomo, you would send an email that looked like this to subscribe somebody:

To: majordomo@lists.yourhost.com

In the body of the message, you would write:

approve *your_password* subscribe *society-meeting*
bob@aol.com

The code above would add the email address bob@aol.com to your society-meeting list

To unsubscribe someone, you'd simply replace *subscribe* with *unsubscribe*.

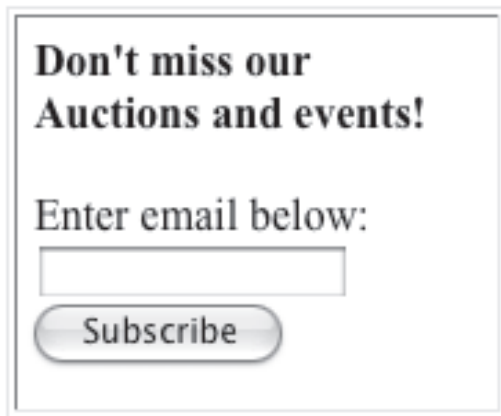
Automated Subscriptions

A better way to manage subscriptions is to have your users manage the subscription themselves via a web form on your society's website.

A potential subscriber enters their name and email on a webform. They receive a confirmation email. When the potential subscriber replies, the listserve then adds them to the list. This step is necessary for security... otherwise somebody could subscribe people who did not want be part of the list.

Better hosting companies generate the HTML page with the form for you when you set up the list via their control panel.

1and1.com, which I recommend, make the



con't on page 9

process easy.

A form might look something like this:

The code looks like this:

```
<form method="post" action="http://yourhost.com/cgi-bin/list-request.cgi">
```

- `Don't miss our Auctions and events!`
- `Enter email below:
`
- `<input type="text" name="email" size="21"> <input type="hidden" name="list" value="SOCIETY-MEETING"> <input type="hidden" name="request" value="SUBSCRIBE">
 <input type="submit" value="Subscribe"></p></form>`

It's important to put a link, or better yet the form itself, on the front page of your society's website. Go to at www.gcca.net which is the site I manage for the Greater Chicago Cichlid Association. On the home page, I created two forms that allow site visitors to sign up for some announce-only listserves. There is a Meeting Announcement List and an Event Announcement List.

Best Practices for Using Announce-only Listserves

You can easily damage your society's reputation and betray the trust of list subscribers if you misuse a listserve. Here are some things to keep in mind:

1. **Stick to the Topic**— if you have a Meeting Announcement list, only use it to announce meetings. Don't send weekly updates on the spawning of your new wild bettas!
2. **Frequency**— Your subscribers expect infrequent emails. Your society's Meeting Announcement list should only get one or maybe two messages per month. The more messages you send to an Announce-only list, the less valuable it becomes.
3. **Proofread**— It's embarrassing to send out one incorrect email. If you send out five hundred, you are going to hear about from lots of people! Make sure dates, times and details are correct. Check your spelling and grammar. It is a good idea to have someone else proof the message.
4. **Consistent Subject Line**— Your list subscribers get lots of email. They need to be able to quickly pick out the message from your society. Keep it simple and short. For example: Betta Society Meeting this Saturday, June 11th.

con't on page 10