

## Outreach Projects for Lake Groups

Kathy Noel

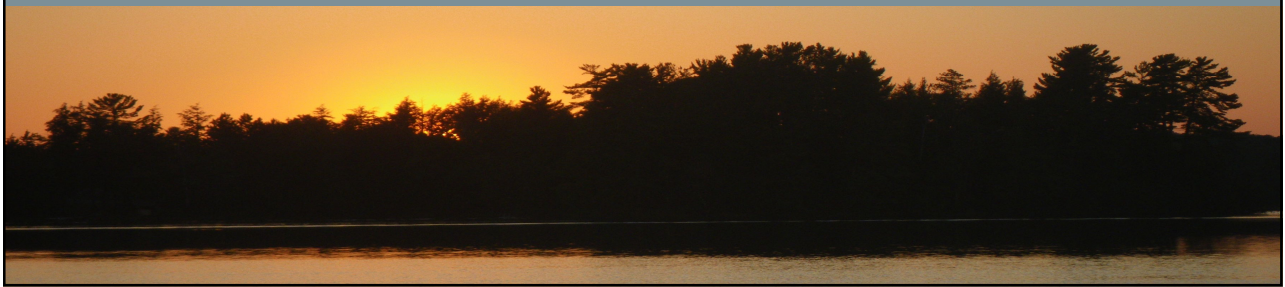
Indian Lake Association  
Oneida County  
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### Indian Lake

- 3 Islands
- 354 acres
- 1 Public landing
- 113 Homes
- Not part of a chain
- Single Family Zoning
- cms
- Vacey's Pondweed

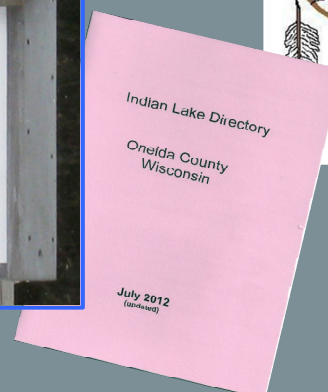


# It ain't broke why fix it?



## Three ways we connect neighbors on Indian Lake

- ✓ Lake Directory
- ✓ Lake Lines
  - E-alerts
  - Info Boxes
  - Newsletter
- ✓ Lake Wear



## A LAKE DIRECTORY

- Provides contact information for "neighborhood" watch
- Builds community
- Promotes social relationships
- Facilitates management of lake matters



### Building Your Directory in 6 steps

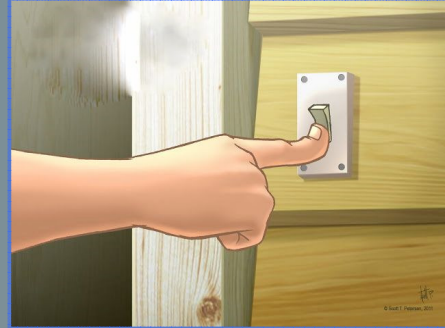
1. Collect the information
2. Build the address database 
3. Create the quick-look phone listing
4. *Build a map that shows everyone's location*
5. Use Word  to create title & other info pages
6. Cut, paste together, & take to Kinkos for printing.






## Step 1: Collect contact information

- ✓ Door-to-door contact
- ✓ Promote as neighborhood watch tool
- ✓ Obtain explicit permission before printing
- ✓ Don't require association membership
- ✓ Promise privacy



## Step 2: Build master database

- ✓ List contacts numerically by map location (step 4)
  - ✓ Load name(s), address(es), phone(s) and email address into spreadsheet
- 
- ✓ Make sure name & phone number are in same row
  - ✓ Format/size to fit directory page

	A	B	C	D
1	Map	Name & Address	Summer Phone	Alternate Phone
2				
3	1	Dziubinski, Zenton & Iwona	715-272-XXXX	847-650-XXXX
4		7336 Spuce Ln.		Wheeling, Il
5				
6	2	Krenzke, Bill & Ann	715-272-XXXX	
7		7334 Spruce Ln.		
8		Eagle River, WI 54521	wako@newnorth.net	
9				
10	3	Behrendt, Richard & Shirley	715-272-XXXX	
11		7332 Spruce Ln.		Whitefish Bay, WI
12				
13	4	Predayna, Steve & Mary	715-272-XXXX	920-738-XXXX
14	4	Elner, Randy & Sharon	715 272 XXXX	920 822 XXXX
15		3781 Arbutus Dr. West	smspredayna@yahoo.com	
16		(No Mail)	elner@netnet.net	
17				
18	5	Wrona, Andrew & Sophia		630-924-XXXX
19		3747 Arbutus Dr. West		
20				
21	6	Doettge, Jay & Julie	920-819-XXXX	same
22		3735 Arbutus Dr. West		
23		Eagle River, WI 54521	gbsportsman@hotmail.com	
24				
25	7	Filichia, Dave	847-830-XXXX	847-827-XXXX
26		3729 Arbutus Dr. West	dfilichia@yahoo.com	Des Plaines, IL
27				
28	8	Knight, Earl	815-761-XXXX	same
29	8	Dean, Kim		
30		7331 Arbutus Dr.	earl.kim1@yahoo.com	
31		Eagle River, WI 54521		


### Step 3: Build the 1-line phone list

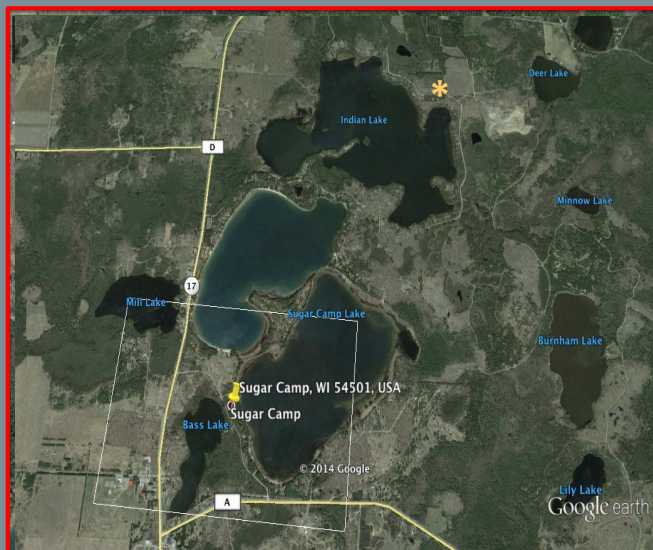


- ✓ Copy the master address database
- ✓ Delete all but first line from each listing, leaving name & phone
- ✓ Re-sort spreadsheet alphabetically including location number
- ✓ Format/size to fit your booklet page

	A	B	C	D
1	Map	Name & Address	Summer Phone	Alternate Phone
2	69	Albee, Al	715-272-XXXX	same
3	62	Bartholomew, Joe & Liz	630-947-XXXX	630-281-XXXX
4	37	Becker, Phil	715-272-XXXX	972-404-XXXX
5	13	Besler, Dave & Wendy	563-213-XXXX	563-552-XXXX
6	16	Best, Bill & Jan	715-272-XXXX	630-893-XXXX
7	6	Boettge, Jay & Julie	920-819-XXXX	same
8	110	Brisbane, Bill & Jackie	715-272-XXXX	
9	43	Bujalski, Greg & Dawn	715-272-XXXX	630-290-XXXX
10	38	Buran, Dan & Sue	262-227-XXXX	262-782-XXXX

### Step 4: Building the map

- ✓ Download lake image from Google Earth 
- ✓ Adjust image to frame as desired
- ✓ Remove extraneous layers



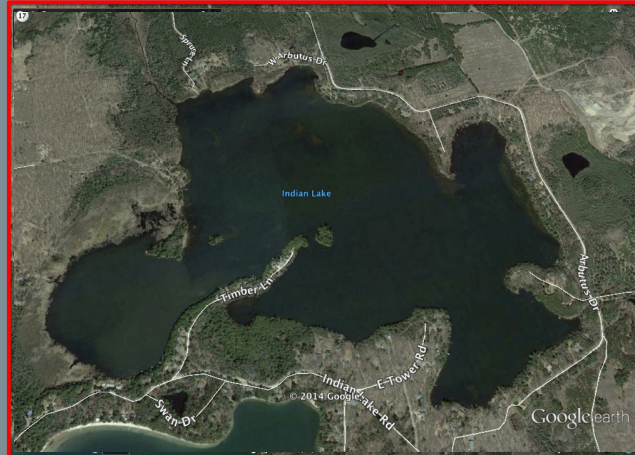
## Still building the map

✓ Open "Edit" tab and choose "Copy Image"

✓ Paste Image to a Blank document and Save.



*(Think about the size of your lake and the number of Homes on your shores. You may want to consider a fold out page.)*



## Assign location numbers

- ✓ Choose a starting place and proceed in a logical manner
- ✓ Use "text boxes" (W Insert tab) to place each number
- ✓ Use *arrow* (Insert "shapes") as necessary and (Format) for color
- ✓ This is a laborious process!





## Step 5: Use Word to add other pages/ information as desired.

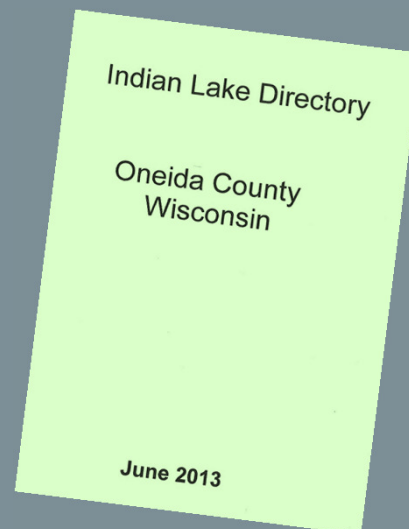
- ✓ Cover page
- ✓ Local emergency contacts
- ✓ Association renewal reminder & membership form
- ✓ Association Officers
- ✓ Courtesy codes
- ✓ Annual party/meeting dates

### Important Phone Numbers

Emergency Fire/Sheriff .....	911
Sugar Camp Fire (non-emergency).....	715-272-1355
Oneida County Sheriff (non-emergency).....	715-361-5100
Oneida County Ambulance.....	715-369-6600
Wisc Public Service Power Outage .....	800-450-7240
State Patrol (Wausau).....	715-845-1143
Road Conditions.....	800-762-3947
Poison Control Hotline.....	1-800-815-8855
DNR Lakes Coordinator.....	715-365-0937
Kevin Gauthier ( <a href="mailto:kevin.gauthier@wisconsin.gov">kevin.gauthier@wisconsin.gov</a> )	
County Forester (Joe Maitkee).....	715-966-0943
Oneida Co/UW aquatic Invasive Species Coord. Michele Saduski.....	715-365-2750
( <a href="mailto:msaduskas@co.oneida.wi.us">msaduskas@co.oneida.wi.us</a> )	
Eagle River Ranger District.....	715-479-2827
Plum Creek Land Co. (Tomahawk) .....	715-453-7952
Bill O'Brien, WI Resource Supervisor.....	715-966-0940
Dan Lemke, Real Estate.....	715-453-7952
Countryside Trash Collection.....	715-272-1672
Town of Sugar Camp.....	715-272-1525
Monthly meeting agenda & minutes are posted at the Town Hall & at the Marathon Station.	

## Step 6: Layout & Printing

- ✓ Print each section to format size of your directory (ours is half of an 8.5" X 11" sheet)
- ✓ Actually cut and paste pages for desired format 2 pages/sheet
- ✓ Take paste up to Kinkos for printing & stapling (\$1/book)
- ✓ Choose colored stock for cover — change color each year



## Lake Lines

### ✓ Newsletter

We now email a short one every month or so

- New neighbor profiles, obituaries, an article or two, and our newest feature, a swap column.
- The few that can't be sent electronically are hand delivered.

### ✓ Information Boxes

On roads (2 locations) & at public landing

### ✓ Email Flash Messages



### ✓ Email Flash Messages

- Sign-up for an association email address - Gmail, Yahoo, AOL ...
- Build a "group" email list
- Tips:
  - Don't spam your members
  - Use for brief and time sensitive messages only
  - Some systems limit the number of emails on each blast...break list into pieces



## LAKE WEAR



- ✓ Create a logo  
Ours is an homage to the Chippewa band that trod the Ontonogon Trail which followed our shoreline.
- ✓ Fundraiser or community builder?
- ✓ Choose vendor and design
- ✓ Choose colors, items/fabrics
- ✓ Figure out sizes

## More Lake Wear

- ✓ Custom Ink [www.customink.com](http://www.customink.com)
- ✓ Google "custom shirts" or something
- ✓ Avoid minimum order requirement
- ✓ Pay attention to fabric content
- ✓ Order a brand that you know
- ✓ Sizing: Know your audience



## INDIAN LAKE HOODIE FUNDRAISER

- ✓ GOAL: Matching funds for  
WDNR Lake Management GRANT \$ 7600
- ✓ 60 INDIAN LAKE STEWARDS (@100) 6000
- "SUPER STEWARD" 1000
- 12 additional donors 600
  
- ✓ Anonymous shirt provider (@15/shirt) (900)
  
- ✓ GOAL achieved in 3 months @ 67% participation !



ABOUT INDIAN LAKE

BUILD A DIRECTORY

SET UP AN  
EMAIL ALERT  
SYSTEM  
AND SOME INFO  
BOXES

ORDER

SOME

LAKE  
WEAR

[kathynoel@gmail.com](mailto:kathynoel@gmail.com)