

Iolite Writing News

a monthly publication for clients and friends of iolite writing services

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let us do your writing - so you can do your business.

Ahhh...summer. Time to relax and watch the clouds roll by. Just don't get too comfy, you might have to make a run for the basement.

Twice a year those puffy white clouds band together for an uprising. And we get tornadoes.

It's true. On average, there are two tornadoes in Washington State each year. To read more, check out the story I wrote in this month's Reporter Newspapers. Not to worry though, most of our homegrown twisters aren't barn busters - just curious weather anomalies that do little damage.

But you may never look at a thunderstorm the same way again.

iolite writing services

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photo credit: Annika Wallendahl

Catch up with the snails and live life at their pace. This little guy is a brown garden snail (that's *helix aspersa* for you conchologists out there). To identify rogue snails in your garden visit www.evergreen.edu/ants/TESCBiota/mollusc/key/webkey.htm.

Summer's here with its entourage of festivals, vacations and barbeques. If your schedule still has openings, I've highlighted some fun Olympic Peninsula activities to pass the time. And while you're in the neighborhood, drop by my new Port Hadlock office for a cup of coffee.

In the meantime, visit page 2 for some business writing tips.



photo credit: Annika Wallendahl

Port Hadlock

Check out the Ajax Cafe, located at the historic Port of Port Hadlock. The Ajax offers great food, as well as live music on weekend nights. The Port is also home to the Northwest School of Wooden Boat Building - another sight worth seeing.

The Ajax Cafe: www.ajaxcafe.com

The Northwest School of Wooden Boat Building: www.nwboatschool.org

Map of the Olympic Peninsula: www.olymp.com

Murrelets at Neah Bay

If you're itching to add the marbled murrelet to your birding list, you're in luck. Take Highway 112 west towards Neah Bay to reach Salt Creek County Park, where the marbled murrelet can be seen regularly from the park shores.

This small seafaring bird, also called a foglark, commutes daily between coastal forests to its open ocean feeding grounds - up to 45 miles each way.

Salt Creek County Park: www.clallam.net/CountyParks/html/parks_saltcreek.htm

Olympic Peninsula Audubon Society: www.olympicpeninsulaaudubon.org



photo credit: Sequim Lavender Festival

That Lovely Lavender

The Sequim Lavender Festival (July 14-16, 2006) has grown at an incredible rate. Six years ago it was the first lavender festival in the nation and drew 800 visitors. This year's lavender festival is expected to draw 35,000 visitors to the Olympic Peninsula. Find out more by visiting www.lavenderfestival.com.

environmental news

EPA pollutant trading

On June 26, the Environmental Protection Agency (EPA) proposed pollutant trading as a solution to improving the Snake River's water quality. As a result, environmental regulators expect to see a dramatic decrease in phosphorus discharge to the Snake River.

"The net benefit will be a 40% reduction in phosphorus discharges from mid-Snake producers," said Jim Wertz, Idaho state director for the EPA.

"We're hoping that by offering per-

mittees a pollutant trading option, we'll see streams getting healthier in a shorter time horizon."

Aquaculture facilities, such as fish hatcheries, are discharging too much phosphorus into the Snake River and its tributaries. The increased phosphorus causes the growth of aquatic plants that choke the waters. Pollutant trading is a cost-effective way to meet stringent water quality standards.

The pollutant trading system allows an aquaculture facility to pay another river user (such as a farmer) to decrease phosphorus discharge on the facility's behalf.

The concept of pollutant trading is not limited to water qual-

ity. Air emissions trading - particularly with carbon dioxide emissions - is a growing trend in the U.S. and world markets. Read more about pollutant trading at the following websites.

Idaho pollutant trading system: http://www.deq.state.id.us/water/prog_issues/waste_water/pollutant_trading/index.cfm

EPA water quality trading program: <http://www.epa.gov/OWOW/watershed/trading.htm>

Wikipedia emissions trading article: http://en.wikipedia.org/wiki/Emissions_trading

ENN news: carbon dioxide as a commodity: <http://www.enn.com/today.html?id=7107>

business writing tips

Catch great publicity with a sharp hook

There are many ways to spread the word about your company's services. Yet only one that's essentially free and can reach millions. You need to make it into the newspapers. And a press release is your ticket.

A press release gives a journalist the framework for a news story. (Not just any story, but a story that includes your company.) The part of a press release that grabs the journalist's attention is called the hook.

Successful hooks -

- are based on new information,
- make new information relevant to a reader's activities,
- catch a reader's attention, often by surprise, or,
- promise a benefit.

In addition to a sharp hook, there are several other steps you can take to increase the "odds" that your press release will make it into the news.

Check out next month's newsletter for more press release tips. Visit www.ioliteedge.com to learn more about our press release writing services.

coffee break

Sudoku

Sudoku is a popular logic puzzle game. To solve the sudoku puzzle at left, fill in the missing numbers so each 3-by-3 subgrid (surrounded by bold lines), each column and each row contains the numbers 1 through 9 only once.

In case you get stuck, the solution to the puzzle is on our website at www.ioliteedge.com/iolitenews.html. Good luck!

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|---|---|---|---|---|---|---|---|---|
| | 4 | | | | | | 9 | |
| 7 | | | | 6 | | | | 4 |
| | | 2 | 4 | | 7 | 5 | | |
| 2 | | 4 | | 3 | | 6 | | 1 |
| | 8 | | 1 | 4 | 6 | | 5 | |
| 3 | | 1 | | 5 | | 9 | | 7 |
| | | 8 | 5 | | 3 | 4 | | |
| 6 | | | | | | | | 5 |
| | 2 | | | 8 | | | 7 | |

Sudoku puzzles are great exercise for your brain. To play a musical version of this type of logic puzzle, visit www.sidokis.com.



Sharp hooks aren't just for fishing.

Get more PR, business writing and marketing tips at the Iolite Writing Services website, www.ioliteedge.com.

Our services include writing and distributing press releases, electronic newsletters, direct mail, technical writing, copywriting and more!

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