

## MONTHLY NEWS LETTER

### Special Points of Interest:

- *Exhibiting Integrity in the workplace.*
- *Brief History of the Company.*
- *Teamwork in the Workplace*

### February 2014 Sales Update

- *Head Office sales ..... by..... % against January 2014.*
- *Spintex Road Branch sales ..... by.....% against January 2014.*
- *Weija Branch sales ..... by .....% against January 2014.*
- *Takoradi Branch sales ..... by .....% against January 2014.*
- *Kumasi Branch sales ..... by .....% against January 2014.*

## EXHIBITING INTEGRITY IN THE WORKPLACE

Workplace integrity is an important part of the corporate culture; It brings a healthy working environment. Leadership who can define the reality facing its organization can create an effective plan for its growth and success.

Integrity is the ability to make the right choices without regard to personal objectives or agenda . Integrity connotes strength and stability. It means taking the high road by practicing the highest business ethics standards. Demonstrating integrity in the workplace shows completeness and soundness in your character and in your organization. For instance,

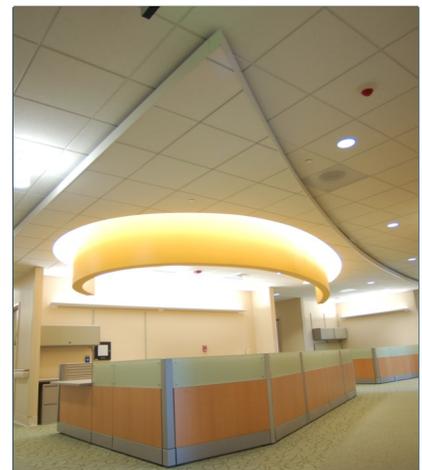
You are there to get a job done, not to surf social networks, or to talk to your friends and waste time.

A manager or supervisor who demonstrates integrity encourages a free exchange of ideas and opinions in the workplace. Workers have the freedom to be honest in their opinions. Out of an honest exchange of opinions and ideas, creative ideas and innovation can thrive. A leader with integrity treats workers with respect, which allows the worker to feel free to express his ideas and opinions without ridicule or condemnation.

Now ask yourself, If you

commit to a task, do you see it through till its completion? Do you utilize your office time judiciously? Are you a good team player? Let not just how much you work define your competency, but also how you accomplish the work. Be dependable in your work dealings and unflinching in deliverance to deadlines.

It is said that failure is the stepping stone to success. Goof ups at-work need not spell doom for you; rather, admitting that you went wrong shows a positive quality about you – that you take responsibility for your work. Openly discussing trouble shoots in a project opens doors for



**WE GIVE YOU WORLD CLASS EXCELLENCE**

## KNOW YOUR RIGHT AND THE POLICE

**Can the Police Officer hold me at the Police Station or can I leave when I want?**

Unless you have been formally arrested for good reason, you cannot

be held in custody against your will. If the Police have summoned you for questioning you have a duty to cooperate with them and help them with their inquiries. But

the questioning has to be prompt and efficient and cannot go on and on. The Police cannot go on and on. The Police cannot make you wait endlessly at the Police station. You can leave when you want.

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# MONTHLY NEWS LETTER

## PRODUCT KNOWLEDGE

**PLASTERBOARD** is made from gypsum, which is processed into a board and frequently faced with a paper covering. To manufacture the plasterboard, the raw material is processed by grinding the rock to powder. The powder is then heated causing it to lose approximately three-quarters of its water and is then referred to as semi

It is then re-mixed with water to create a paste, which is then stretched and squeezed in between the layers of facing paper. When the paste settles and hardens, it has successfully reverted back to being gypsum rock. **Plasterboard is sometimes referred to as Wallboard or Drywall.** To fit a plasterboard, measure the opening at the top and the bottom, cut the plasterboard parallel at this width, hold the cut edge of the board, plumb and in-line with the opening

at its narrowest point, Cut on this line and fit the board up against the opening. When using a trimming knife, wear work gloves, and, as always when cutting, cut away from the body.

The various types of plasterboard are **Plaster Board, Insulated Board, Damp Proof Board, Moisture Resistant Board, Sound Insulation Board, Fire Resistant Board.** A hollow metal wall anchor is ideal for mounting medium to



heavy loads on a plasterboard.

### QUOTES FOR THE MONTH

**“ In Life, you don’t get anywhere or anything you hope to without some sort of Sacrifice.”**

**“If you try and lose then it isn't your fault. But if you don't try and we lose, then it's all your fault.”**

Teamwork in the workplace brings individual employees together. The company works better and produces more if they are working as a unit, rather than working as several individuals. If a team is comprised of many members who all

have the same goal, then the productivity of the company will go up. It is also possible for the attitudes to increase in the office as well. The team will only work as well as the weakest member, so all should strive to have as many duties as possible.

One must realize that there is no **“I made it”** in team work; rather, a team believes in **Public Victory—“We made it”**. Remember, the best team enhance each other person’s abilities and encourage all members in the team to grow personally, professionally and collectively.

## IT’S ALL LAUGH AND FUN!!!

### THE DEAD SEAGULL

Mr.Agyemang was at the beach with his children when his five year old daughter ran up to him, grabbed him by the hand and led him to the shore where a seagull lay dead in the sand.**“Daddy, what happened to him?”** the daughter asked. **“He died and went to**

The girl thought for a moment and said, **“Did God throw him back down.**

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### FULL SURPRISE

A boy after spending a

great time with his girlfriend, saw a man’s picture in her bag. So he asked, **“Is he your ex-boy friend?”** The girl hissed and replied **“No dear, that was me before my surgery”**



## PRODUCT KNOWLEDGE



ROSES

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 product.

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.

### 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.

### 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.

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



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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.



## Business Tagline or Motto

## 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 standard 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.



**FEINSTRATOS**



**CEMENT BOARD**