



“SIMONTON SAYS” TURNS 15

Fifteen years ago, the Lake Association was re-established, and a Newsletter Committee was established. The idea was to put out a newsletter-type publication in black and white four times a year with maybe a picture or two. We decided to call it “Simonton Says.”

We were lucky to have a lake resident, **Dick Rhodes**, who had worked in publishing and advertising as well as his wife, **Kay**, who was a professional graphic designer and could do layout. **Bob Myers** stepped up to help with advertising. To top it off, lake resident, **Mike Smith** owned a printing company. We were black and white in the beginning, and we had very few pictures.

Over the next few years, we got advertising that grew to cover cost of printing. This allowed us to deliver “Simonton Says” to almost **700 residents** in the lake area for free. Just a few years later the Simonton Lake Area Homeowners’ Association website was launched, and we added a Facebook page.

Now, the humble black and white eight-page newsletter has become a color magazine with 36 pages. **Jon Hart** became our advertising manager and has gotten so many new ads that we increased the number of pages so that the magazine wouldn’t be all advertisements. Mike Smith has sold his printing company, but the company still prints Simonton Says.

We get great articles and stunning photographs from people around the lake. We have so much sent in that we often have to hold something for the next issue. But don’t let that hold you back. We encourage you to send us information that will become an article or even ideas for future articles.

*Our job is to communicate and to help create a sense of community. We think we're on track.
We hope you do too.*

Come Join Us! The Committee meets once a year at Re-Pete's.

Watch for announcements via "Lake Alerts"

or contact Amy Matherly at ramatherly@gmail.com