



Dear Chapter President:

Congratulations for your decision to participate in the DIANA Program. At ESA Headquarters we are excited about the DIANA Award and the tremendous possibilities it provides for meaningful publicity. The response to the program is most inspiring. We expect this program to grow until everyone will know who DIANA is - and what ESA International stands for!

Here is an effective way to show our communities what ESA is. Through the DIANA Award those outside ESA can see the emphasis we place upon unselfish service to others and the high ideals we honor.

Churches, civic and service groups will be confronted by ESA as you provide them with the carefully prepared nomination forms. DIANA Award publicity involving interesting, worthwhile individuals as nominees provides surefire news and feature materials for newspapers, radio, and television.

You should go all-out planning the award presentation. Make it a glittering, festive evening with the Most important people in the community present. Show your creativity and charm in every detail of the occasion.

As you plan this special community event, remember that you will be “image-making” for your Chapter and for the ESA as a whole.

You can find a packet of information on the IC web site. It is located under Chapter & Council Management/Forms/IC Forms and then click on the DIANA Award Packet. This packet has ideas for community projects, sample letters, tentative time lines, publicity suggestions, Regulations governing the DIANA Award and the nominating forms. Remember these are suggestions; be creative in developing your DIANA Award.

If you have further questions about the program, contact me, the IC DIANA Chair.

Sherry

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