

The Penn National ENews

The Penn National ENews is an unofficial service of the Penn National Homeowners Association. It was started approximately fifteen years ago by Sharon Norrie — not primarily for Penn National residents, according to long-time editor Beth Floyd, but as a way for Sharon and a circle of her friends and acquaintances to exchange information via email.

When Beth assumed the editor's role, sometime in 2008 or 2009, she saw the ENews as a Penn National community service. She offered nonresident "subscribers" the option of continuing to receive it, but only one did so. Beth Floyd capably edited and distributed submitted news items for about eight years.

Along the way Beth enlisted the services of Lew Thomas to send out the emails, which got to be more and more of a chore as the number of subscribers grew. Lew gradually assumed the entire mailing effort, and performed it capably and gracefully until recently.

In 2015 Beth enlisted my services to help streamline and partially automate the submission process. We used the PNHA website to establish a submission form and a database for the ENews items. Also, since PNHA was supporting the ENews in that way, the ENews became *de facto* a service of the PNHA, without any kind of official sanction. Logically the partnership, though unofficial, makes a lot of sense — PNHA is all about building "community" here in Penn National, and the ENews is a strong and accepted tool for doing that.

Lew Thomas and I have had several conversations about the mailing process, which used a fairly sophisticated "mailer" program that Lew wrote. In September Lew mentioned to me that there was a free service that could potentially simplify and speed up the mailing process, and I began to look into it. Then Lew had a fall, which put him out of commission for a few weeks. Fortunately I have been able to get the new service working, and that is now the way it is sent out to just over 1000 subscribers..

Because ENews has become something that people count on, I've decided to send it out each Monday. Items submitted by 9:00 Monday morning will make that issue. Submissions may be entered by PNHA members only, and only via the PNHA website (www.pnha.org).

I sincerely thank Beth Floyd and Lew Thomas for all their work and contributions over the past many years. Others may want to thank them as well.

Roland Foster
PN ENews Editor
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