

LONG CANYON *Gazette*

OCTOBER 2013

A NEWSLETTER FOR THE RESIDENTS OF THE LONG CANYON

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Four Points Chamber of Commerce Partners with WordPress Austin

Four Points Chamber of Commerce Partners with WordPress Austin Meetup to Bring a WordPress Educational Series to Four Points.

BUILDING AND ADMINISTERING YOUR WORDPRESS SITE FOR BEGINNERS SERIES

Four Points Chamber of Commerce partnering with the Austin WordPress Meetup bringing a WordPress Educational Series to Four Points to help educate people looking to build and maintain a website powered by WordPress. This partnership will provide hands on Building and Administering Your WordPress Site for Beginners Series in a series of 7 classes.

These free classes are open to the public and will provide hands-on training. After attending the 7 classes, students will be well prepared to build and maintain a WordPress website or blog.

Meetings started in July and are on the third Monday of the month from 7pm – 9pm at Austin Baptist Church, located at 7016 Ribelin Ranch Dr, Austin, TX 78750.

The Austin WordPress community is unique as it has many world recognized experts in the field and they help others learn how to use WordPress. The Austin WordPress group is over 1500 members strong and has the most active Blog out of the worldwide WordPress Meetups. The organization is run by volunteers who love and support WordPress.

REMAINING CLASSES:

How to Choose and Install a WordPress Theme

(September 16, 2013)

There are thousands of free themes available on wordpress.org, and that doesn't even include all of the premium themes and frameworks that are available, much less the option for creating a custom theme. With all those options in mind, choosing between all of these themes can be bewildering. But it doesn't have to be that way. This month, we will discuss how to make smart choices when picking out a theme for your site. We will discuss how your theme relates to your site's structure, purpose, and audience, and

how to find a theme that offers you the right amount of custom options and features to best suit your needs.

We will also devote part of our meeting to audience questions and theme suggestions, so if you're in the middle of this dilemma now and are looking for ideas – or if you have a favorite theme you'd like to discuss – this would be a great opportunity to do so. Bring your laptops and your questions!

Best Practices for Effective Content Creation

(October 21, 2013)

This Hands-On WordPress presentation will focus on the tools and processes available to help you develop and implement a winning content creation strategy. After making all the hard choices to design and develop a great looking website every website owner faces the same problem — “feed the beast” syndrome. How do we continually produce steady stream of engaging content for our WordPress site? How often should we update the content on our site's ‘static’ pages? What can we do to add some dynamic content to our static pages to keep the search spiders coming back? We will discuss both offline and online tools and resources to help you brainstorm topics for your site's blog, produce great content for your target audience, and ways to use that content to your build your online community. This presentation will cover the use categories in content organization, styles of written content that are most effective, curating content, mobile-friendly content formats, and the increasing importance of photos & video content.

Image Handling: Understanding the Basics of WordPress Media

(November 18, 2013)

Good photos, logos, icons and other images on a site are key to a website's appeal, popularity and conversion rates. We will review uploading images in pages and posts, including the media

(Continued on Page 3)

NEWSLETTER INFO

NEWSLETTER PUBLISHER

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CLASSIFIED ADS

Personal classifieds (one time sell items, such as a used bike...) run at no charge to Long Canyon residents, limit 30 words, please e-mail longcanyon@peelinc.com

Business classifieds (offering a service or product line for profit) are \$50, limit 40 words, please contact Peel, Inc. Sales Office @ 512-263-9181 or advertising@PEELinc.com.



CRIME PREVENTION TIPS

- LOCK YOUR CARS!!!!
- Get to know your neighbors! Report suspicious activity immediately!
- Secure your vehicles, homes, garage doors at all times. (If you have an alarm, use it!) Remover garage door openers from your vehicle at night and when you are out of town.
- Utilize timers for lights, radios, and televisions to give the appearance that someone is home when you are out of town.
- Secure patio doors with a rod.
- Keep the perimeter of your home well lit.
- Take pictures of valuables and keep them stored in a secure location.
- Keep an inventory of all serial numbers for valuable items that can be given to Law Enforcement to track your items if stolen.
- Never leave a vacation message on your answering machine.
- Have a friend or family member pick up newspaper and mail, or stop delivery until you return.
- Keep shrubbery trimmed, to prevent hiding places.
- Park in well-lit areas at night.
- Do not leave valuables in plain sight. Lock them in the trunk or take them inside.
- Organize a community watch program in your neighborhood.
- Secure all windows and doors at all times.

DON'T BE A VICTIM

CitizenObserver is being used by the Travis County Sheriff Office to communicate information to Citizens ranging from crime alerts and offender notifications. Be in touch with what's happening! Visit www.citizenobserver.com today and Be Informed!



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(Continued from Cover Page)

settings, size options, as well as default image sizes – resizing images, creating thumbnails and the value of the alt tag and captions for SEO.

The presentation will also demonstrate how to use the WordPress built-in image alignment features and help attendees understand how images interact with the text; and will include wrapping text around images, changing margins, padding and borders around the images within the content and when and how to use the ‘Featured Image’ option. Photoblogs and Galleries will also be discussed, as well as some of the best plugins to use to manage and/or display images. We will close with a Q&A. Please bring your computer and your questions about image handling in WordPress.

Reminder: This is a class designed for those new to WordPress. We will not be discussing advanced image handling techniques. If you have advanced questions please save them for the Q&A at the next general WordPress Meetup.

Sane Approach to SEO

(December 16, 2013)

Creating a well organized, visually captivating WordPress website with interesting and helpful content, without understanding how to get your site found by search engines, is common problem for those new to internet marketing. Planning and building your site is just step one in the process of building a successful online presence. Join us for a presentation that demystifies the SEO jargon that has held you back from exploiting the true power of the web, and equips you to get your site indexed by search engines and seen by millions of potential customers around the world.

A sane approach to search engine optimization has nothing to do with luck or black-hat-trickery, but it has a lot to do with focused action steps and consistency. Join us at this month’s Hands-On WordPress Meetup to learn how to structure a Sane Approach to SEO.

Simple Ways to Secure and Maintain Your WordPress

Website (January 20, 2014)

The good news is that WordPress is the most commonly used platform for websites on the web – 14% of all sites, and nearly 55% of site that use a Content Management System. That’s also the bad news because big targets attract hackers. We will take you through the mind and methods of a hacker, the most common mistakes made in installing and maintaining your WordPress site, and then show you a series of easy and common sense steps to make your WordPress safe and secure. It’s not hard, and it’s not scary once you know how. Topics will include general security best practices, backups, and disaster recovery. Please bring your security related questions and concerns for post presentation Q&A.

You can find all the details and register on the Four Points Chamber of Commerce Web site www.fourpointschamber.com. While you are at the Chamber’s Web site be sure to check out the other networking activities offered by the chamber, including the bi-monthly Connectors networking meetings, happy hours and luncheons.

The Four Points Chamber of Commerce provides networking opportunities through social gatherings, luncheons and business network meetings. Now well over 100 members strong and growing, the Four Points Chamber of Commerce brings businesses together along Highway 620 from Hudson Bend and Mansfield Dam to Anderson Mill, and along Ranch Road 2222 from Jester to Volente, to support business growth in the community.

For more information about upcoming events contact us at FourPointsChamber@gmail.com, visit www.fourpointschamber.com or call (512) 551-0390. Membership inquiries may also be sent directly to membership@FourPointsChamber.com.



An advertisement for Peel, Inc. featuring a woman with dark hair and blue eyes smiling and holding a white sign that says "This space RESERVED for you!". The background is a light green gradient. The text "Make a colorful impact." is written in large, bold letters, with "colorful" in orange and "Make a" and "impact." in white. Below it, "Call today to reserve this space." is written in a smaller, blue, cursive font. At the bottom left, the Peel, Inc. logo (a stylized 'P' in a circle) is followed by "PEEL, INC. community newsletters" and the phone number "512-263-9181" in large, bold, white letters.

Girl Scout Happenings

Fall Product Sale is October 1 – October 12th

Troops keep 35% of the proceeds they earn from selling nuts and candy and \$2 for each magazine subscription ordered! You can show your support for Lake Austin Girl Scouts by renewing your current magazine subscriptions, ordering a new magazine or giving gift subscriptions to friends, relatives or business associates. Magazine orders are due by October 31st while the rest of Fall Product Sale orders are due October 12th. Thank you for supporting your neighborhood Girl Scouts.

Monthly Leader Meetings will be Monday, October 28th at 9:30am at Cups & Cones and at 6:45pm at St. Luke's church

All Lake Austin Service Unit leaders and parents are welcome to attend our monthly meetings where we discuss Service Unit events and business and share our knowledge and experience with each other. This month's meeting will focus on our upcoming camp out. Attendees will learn campfire songs and are encouraged to bring their swap collections to show those who might not have made swaps before or who might need a little inspiration. This monthly meeting occurs the last Monday of each month typically and is fun for leaders and troop parents to get to know each other and learn more about upcoming events, trainings and Girl Scouts.

OUR ANNUAL SERVICE PROJECT

In addition to the dozens of service projects undertaken by troops every year, the Service Unit chooses a project to incorporate into our annual camp out. This year, the Service Unit has chosen to benefit Hope Happens from the Message of Hope Foundation. This program donates 20,000 Happy Hope bags to top-rated children's hospitals throughout the country. This year we are hoping to make up to 500 bags at camp, which will include handmade greeting cards from our girls. We will be collecting donations until October 30 of items such as:

- Crayons or colored pencils
- Stickers
- Playdoh
- Coloring books or notepads
- Slinkies, playing cards
- Chapstick
- Kids' toothbrushes
- iTunes gift cards.

Donations should be gender-neutral and can be left in our collection bin at Millie & Mox, located in the Quinlan Crossing Shopping Center at the front of Steiner Ranch.



Our annual Service Unit Camp Out, this year themed 'Camping with the Stars' will be November 1 – 3rd at Camp Champions, Marble Falls, TX

Our fall camp out is an event girls and adults alike look forward to year after year. Where else can you stay up late giggling with your fellow Girl Scouts while the ducks quack their nighttime chatter? Where else can you roast s'mores and perform skits and songs passed down through generations? And where else can you test your bravery as you ride The Screamer, climb a rock wall and fly down a zip line? Camping with the Stars offers fun for all ages and memories that last a lifetime. Visit www.LASUgirlscouts.org for more details including registration information.





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WHAT DO ALL THESE PEOPLE HAVE IN COMMON?

BRANDY FINNESSEY HELPED THEM WITH THEIR HOME AND THEY ALL SAID THEY WOULD HIGHLY RECOMMEND HER TO THEIR FRIENDS & FAMILY.

LILING TIE AMI & KETAN SHAH FAMILY SHASHANK PORE HOWARD LU KRISHNAMURTHY FAMILY CISNEROS FAMILY PATRICK BAIN BRAD & KAREN KEUP JOHN MCEWAN ANDREW DILLON GERALD MCCHESEY DOUGLAS DOBBS MAJA DIVJAKINJA LISA CUMMINGS BILL CUMMINGS LOIS MERMELSTEIN EHAB ALI SAMMY HENSON FAYE BROOKS KRISTIN TURPIN REVA HOFFMAN MANDI FAUL MEGHAN MCCHESEY SCOTT MONTS CRAIG MCDUGALD SHANE BROWN DR. SCHIRO DR. GARCIA DUSTIN CRUMP PATRICK WOYDZIAK LARRY HEWITT JIM MAUNDER DEBBRA ANDERSON JOE AUGERI RON BAKER JOHN BARCZI DONNIE BECKER STACY BOWERS CASSIE BRAUN VEANNA CATTANACH KORTNEY CHASE TONI HAAS KATHY CLARK BILL MENZIES IAN HOWE DAPHNE PHILIPS DESI MAES MATT EDWARDS SHARON EISERT ERJON MANAJ JONATHAN ESCALANTE LAURIE FAY CRUZ FUENTES LEEANN GIBSON MANDY GONZALEZ TUCKER LAWS MICHAEL GUERRA DYLAN HARVILL LAURA & STEVE HARVILL MARK HAYNES FRED HILL JC TIMMONS CHRISTY HAVEL SHREEKANT NATE BURNHAM LISALAJOUS ART & ANN MAPLE CONNIE MENEFFEE JASON MEYER JEFF MURPHY TROY NEW STEVE VIROSTKO NIKKI WORLEY CHRIS PELLERZI CHRISTINE REULE DEEDEE RITZINGER CARLINA ROLLINS AZIM SALEHI SANG CHUNG ANDREW SEINS IAN STEUSLOFF JOANI STOCKER VALERIE CASTRO QUAN WANG KATIE WOOD ROBERT WOODRUM

Lady Vipers

DIGS-N-DUNKS

SATURDAY, OCTOBER 19TH 2013
1:00 – 5:00 @VANDEGRIFT HIGH SCHOOL
(BASKETBALL 1-3:00 AND VOLLEYBALL 3-5:00)

Come for a fun filled day as the Lady Vipers teach you their volleyball and basketball skills!

Be sure to wear athletic wear tennis shoes & knee pads. Kindergarten-8th Grade are welcome!

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Register Now: for the \$35 Registration fee
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Walk-In price: \$45 from Oct. 11th thru event day Oct. 19th, 2013

**Register online at: <http://www.vandegriftvipers.com/volleyball.htm>

Questions: Aldy Duffield @ 512.751.3217 duffieldaldy@gmail.com or Krista @ 512.771.7031 texaskrista@yahoo.com

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2013 Digs and Dunks Registration Form

Name: _____ Grade: _____ T-Shirt size: YS YM YL AS AM AL

Current School Attending: _____

Parent Name: _____ Contact #: _____

Email address (for updates): _____

Payment: Cash or check only. Make checks payable to **VHS Volleyball Booster Club**

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WAIVER OF CLAIMS: "I hereby release any claim I might have against Leander Independent School District, or any of its agents, which might arise from any injury or other damage my child might incur while on the property of LISD or while participating in any activity sponsored by LISD."

Parent Signature _____ Date _____

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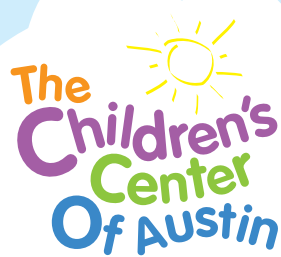
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