



# IWDS Newsletter

Summer 2009

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not been touched by events that stem from that day.

For that reason we do encourage International companies outside of America to participate also. We hope you will plan a release that is in spirit of community service on Sept. 11. This will allow you a chance to promote your business, educate, inform and inspire. The more people around the world learn about White Doves, the better it is for all of us.

## White Wings Over America

We have been contacted by another white dove release organization (NWDRS) to participate in an event on 9/11. They are proposing a joining together of Dove Release Companies and Hobbyists across America for the largest White Dove Release the world has ever seen.

This is a wonderful opportunity to promote our businesses and our profession, and we welcome the chance to work together with another white release dove organization. And what an inspirational tribute to the memory of those that lost their lives on September 11, 2001! This event changed the entire world, and there are few places that have

## How to Participate

Go to the webpage to sign up and pledge birds at:

[www.whitewingsoveramerica.com/pledge.html](http://www.whitewingsoveramerica.com/pledge.html)

Then plan your release and be sure to contact your local paper or TV station to maximize and promote the event – this is a terrific way to let your community know about your services and about white doves.



## **The Release Business!**

IT'S DOWN, BUT MOVING UP!

I have been hearing from people all around the world about their business and dove releases. It appears that business is down a bit, but beginning to pick up. This fits some of the statistics that show a 14 % drop in what brides are spending on their weddings this year (theweddingreport.com), however the predictions are for a bounce back in 2010. Why not concentrate on the funeral side of business until weddings catch up with the market?

### **IMPORTANCE OF THE INTERNET**

There are indications from several surveys that brides are using the internet more and more to find wedding vendors, and white dove businesses that have good websites pick up more clients than those that do not. Be sure you have an attractive and PROFESSIONAL website for your business. We recommend that you stay away from "free" servers, especially if they have outside advertising on your pages. The society offers a website package with a Platinum Membership, so if you are in need of a website or a website upgrade, do consider a Platinum membership in the International White Dove Society.

### **Notes**

Just a quick reminder... Your membership in the Society will auto-renew unless you specifically asked to be billed each year. Our credit card processor is 2CheckOut, and this is what may appear on your credit card statement. If you are asked to update your credit card information, please do so, and then your renewal will proceed. If you wish to stop your membership (hope not), just contact us at [inquiry@whitedovesociety.org](mailto:inquiry@whitedovesociety.org)

Please remember to check that you have a link back to the society website from your website!

## **Journal Updates**

Several new articles have been posted in the journal recently that you may wish to check out. You can find a link to the Journal and these articles in the upper right of the first page where it says "Members Corner" on the website ([www.whitedovesociety.org](http://www.whitedovesociety.org)) You will need your username and password – contact me if you have forgotten yours.

### **Call for Articles**

If you have an idea to share with others that has been successful for you, please write it up (photos are great), and send it to me so I can post it in the Journal.

**Best Regards and Happy Flying to All!**  
**SVR, Editor**  
**IWDS**