

Welcome to the Martians Reunited Newsletter for April 2010.

This month we have a number of features for you, including several news items, a new page for Members' Blogs, a great video on collaborative working and innovation - and our first ever Member Survey.

Current Martiansreunited.com membership figures:

Active members	Current associates	Former associates	Countries represented	Gender balance
2864	907	1957	42	66% m 34% f



Member Survey

We are always very encouraged to hear how people are using Martians Reunited like a virtual open plan office - to contact friends, exchange ideas, identify potential suppliers, catch up on what's going on, and plan projects. With our membership rapidly approaching 3000, we would like to consult you more formally about what you like and dislike about the site: which sections and services you use, which you find most useful or interesting, and how we could improve it.

Please click [here](#) to take our survey. It will only take a few minutes of your time and we would much appreciate any feedback you can give us.

We will be analysing the results for both current and former associates and will bring you early results next month.

Collaborative working and innovation

Do you remember those teambuilding exercises - building rafts or towers of hand-made paper blocks? You might be interested to know that the exercise has been brought right up to date (this time using a number of sticks of spaghetti and a marshmallow...) and has generated some fascinating research on the importance of collaborative working and prototyping for successful innovation.

The short video [The Marshmallow Challenge - collaborative working explored](#) offers an introduction to the findings.

Calling all bloggers

We are always delighted to have members' contributions on the site - such as the post from Peter Verbruggen on [the early days of Mars Money Systems](#) and part 2 of David Drennan's article on [Actionable Company Goals](#).

However, we now also have a dedicated [Blogs Page](#). What is a blog? I hear some people asking. A blog (the word is a contraction of "web log") is a type of website designed in the form of a diary with the most recent posting on the front page. Many blogs offer news or comment on a particular subject - business, sport, politics, entertainment, while others are more like online diaries.

We know that many Martians write blogs, because we have seen details on their member profiles, and three people have been kind enough to be the first to allow us to post links to their blogs on our new Blogs Page.

If you are interested to find out more, click [here](#) to have a look - and if you have a blog that you would like to post on the site, please email Editor@martiansreunited.com with the link - we'll do the rest.

By the way, since blogs are posted openly on the internet, the Members' Blogs page is open to all, not just members of Martians Reunited. For those concerned about security, however, non-members will just have access to that page and not to the rest of the site, which remains solidly secure.

Mars News

There are quite a few Mars news items this month, including:

- A new Mars product - (a real one this month!) - [Cocoa paper](#)
- The search for [America's favourite M&M's character](#)

Not yet a member of Martians Reunited? Click here to join: [Register Now](#)

Are you about to change your email address? Please keep your contact details up to date so that we can continue to send you the monthly Newsletter

Click Member Profile at the top of the [Home page](#) to update your details.

- Collaboration between [Mars and Alterra](#) the coffee company
- A commitment from Mars Petcare to use only [sustainably sourced fish](#) and to [reduce salt in Uncle Ben's](#)
- The awarding of the [global Twix brand advertising business](#)
- The first [dog census](#) in the USA.

There is also in the Forum a collection of [links to recent Mars stories in the press](#), which includes news of a dog-walking marathon in Prague next weekend, some Mars World Cup news and a wagging cursor to download...

And finally...

That volcano and the ash cloud are fading fast from most people's memories - except perhaps for those who suffered from it. One of the fascinating sidelines about it was how airlines, as part of their crisis management process, found that the quickest and most effective process for getting accurate up-to-date flight information to passengers was through Twitter.

Those of you who were stuck were probably right there following the tweets, but for those who weren't we thought that you might be interested in this presentation [How airlines dealt with the ashcloud crisis through social media](#).

Have a great month.

Best wishes

Mike and Lis

