

Welcome to the Martians Reunited newsletter for May 2010. In this issue you will find a brief preliminary response to our Member Survey, four new blogs, a collection of news items and a couple of fascinating new articles. Also, you will notice, on this newsletter and on the site itself, that Chocolate advertising has given way to Food, which will be featured for the next three months, here and throughout [www.martiansreunited.com](http://www.martiansreunited.com)

Firstly, a quick response to the Member Survey which went out last month. When we started Martians Reunited 18 months ago, we were not sure who would be interested in joining and what use you would make of the site, so it was particularly pleasing to have a significant and detailed response. Very many thanks to all those who gave us feedback, suggestions and offers of help - we shall be back in touch shortly!

We have had a couple of meetings to review all the feedback and suggestions, but have still to finalise our thoughts and plans so we will produce a full report in time for the next newsletter.

One general comment straight away, however, is that it is becoming increasingly clear that we have three groups of members, whose interests overlap to some extent but not completely: current associates, former associates who are still working, and retirees - and that each group has its own priorities. Generating content that is of interest and relevant to all three groups is something that we can only do with your active help and involvement - so all contributions are always very welcome.

**No fuss, no mess,  
just perfect rice**



### New on site this month

This month, we are delighted to highlight two articles:

- An article from Bob Eagle about his experience as a trustee of London's Royal Institution [Bob Eagle on Life after Mars](#)
- An article from Tony Bainbridge about social and professional networking sites and how they are changing the world of recruitment [Tony Bainbridge on Our Networked Age](#).

News items include

- The [2010 M-Ball campaign](#) - The 2010 M-Ball campaign is an activity that uses peanut-shaped footballs in M&Ms colours to generate buzz around the brand. The M-Balls will be bouncing into the homes and offices of more than 1.5 million consumers in 26 markets on four continents.
- An item on the [Mars museum](#) and how it has been useful in defending the company against lawsuits as well as building an archive of material about Mars history. it also contains a request for any odd items you may have hidden away in the attic or in old files.
- A new world record from Wrigley's India for dental check-ups: 3,377 people in Mumbai in one day under one roof. [Guinness world record for dental check-ups](#)
- The European Logistics Association (ELA) award for innovative solutions in logistics which was presented to Mars Deutschland for its cooperation strategy, AGENDA 2017. [Mars Deutschland wins logistics award](#)

**Not yet a member of  
Martians Reunited?**

Click here to join: [Register Now](#)

**Do we have your current  
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.

- [Our Principles in Action](#) - an account of a visit to the Origin coffee plantation in Guatemala by the Leadership team of Mars Drinks North America <http://www.martiansreunited.com//news/156>
- An item on progress on [Cocoa sustainability in Indonesia](#) - the launch of agreed national standards

Finally on the News front, we post each month links to news items from other publications where we don't have the right to reproduce the stories because of copyright issues. So we select items from those that people send us and our own research, and bring links to some of the more interesting ones together in [Mars in the Press](#), a regular post on the Discussion Forum. We only ever post articles that we have checked, but we cannot begin to cover them all, so if you spot something of interest, please do add it to the list. Simply click on [Mars in the Press, May 2010](#) and then Post Reply to add something or to comment.

last month we started a [Blogs Page](#) with three different blogs, two professional and one personal. This month we have four more:

- Gavin Plews on his bike ride from Mexico to Canada which has just started - see the blog for updates
- Penny Pullan on her business blog which offers information on solutions to make projects and programmes work
- Nigel Day - his blog covers all aspects of using the web for business
- David Pearson - a blog which serialises his new book on the 20 Ps of Marketing.

All four of the above can be found on the new [Blogs Page](#)

That's it for this month. We hope you enjoy exploring the site - and please do *Comment* on any articles or news items you like - or don't like. It is really helpful for the people who write them and for us in discovering which items go down well.

have a good month

Mike and Lis



Any suggestions or contributions, please email [Editor@Martiansreunited.com](mailto:Editor@Martiansreunited.com)

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