



Inspiring Creativity

Case Study

Lincoln Association for Traditional Arts

Industry: Non-profit organizations

Application: Serif PagePlus X3

Organization Profile: The Lincoln Association for Traditional Arts (LAFTA) is a non-profit organization that aims to preserve and promote folk and traditional music, dance and related arts in the Lincoln, Nebraska area. It is the only local organization that is specifically dedicated to bringing well-known traditional musicians and highly respected contemporary folk performers to the Lincoln area in a family-friendly setting. LAFTA was established in 1982.

Summary: Despite a small budget and limited resources, Kerry Krause, a longtime LAFTA board member, uses Serif's PagePlus to produce a professional-quality, timely print newsletter for the organization. The program's affordability and easy-to-use tools enable Krause to single-handedly design all components of the newsletter, including page layouts and advertisements.

Since 1982, the Lincoln Association for Traditional Arts (LAFTA) has been preserving and promoting folk and traditional music, dance and related arts in the Lincoln, Nebraska area by hosting and sponsoring events that feature local musicians, songwriters, folk dancers and storytellers.

Kerry Krause, a longtime board member of LAFTA, began producing the organization's member newsletter 13 years ago, to keep members informed about the group's upcoming events, relevant news and volunteer opportunities. As a non-profit organization, LAFTA relies on the involvement and support of its members to maintain its presence in the community. Communication around LAFTA's activities is crucial to keeping the organization active. Krause identified Serif's PagePlus as a solution he could easily work with to create a quality document. After purchasing the program, Krause used it to create his very first LAFTA newsletter, and continues to successfully use the program today.

"When I saw an ad for PagePlus, I couldn't pass it by because it was so reasonably priced" said Krause
"Once I installed the software, I couldn't get over how intuitive it was!"

With only minimal experience developing print publications in the days before publishing turned digital, Krause was concerned that he would face challenges working with a desktop publishing program. Much to his surprise, he quickly mastered the program, using it to lay out the newsletter, flow text from page to page, design advertisements and much more.

Not only did Krause find the program extremely straightforward and easy to use, but the tools and features of the program were exactly what he needed to produce an attractive and informative newsletter without a team of designers, writers and photographers. The text wrap feature makes it simple for Krause to place photos exactly where he wants them, while the built-in photo editing tools enable him to adjust the brightness of photos, without having to use a separate image-editing program.

"I especially like the various PDF functions and the ability to convert to and from PDF" said Krause. "People will often send me photos for the newsletter in a PDF and I wouldn't be able to use those photos without the PDF editing abilities. I really make the most of that feature."

With its user-friendly yet powerful features, PagePlus surpassed Krause's expectations for a desktop publishing program, and he recommends the program to anyone who asks him about the newsletter or his software of choice.

“Looking at what PagePlus does in comparison to even the newer programs that I’ve seen, it has all of the features you could want at a considerably more reasonable price,” he said. “It’s in the realm of affordability, even for a non-profit organization or a home-user.”

Although the newsletter has always been in print form, Krause is considering supplementing the print version with an electronic version that readers can access by clicking on a link in an e-mail. Even more, Krause wants to make the online newsletter interactive, to provide readers with a more engaging experience. As the newsletter continues to evolve, Serif is right there to support Krause’s needs. Krause feels confident that using PagePlus X3 will enable him to transform the newsletter and help him keep up with the ever-evolving digital world.

In his efforts to expand LAFTA’s digital presence, Krause is also in the process of redesigning the organization’s Web site using another Serif program, WebPlus. With the familiar user interface and similarly intuitive tools, Krause feels that WebPlus has made his ventures into Web design enjoyable and easier than he expected.

“As a novice at Web design, the first time I used WebPlus I was shocked to find it was so easy to use,” said Krause. “One of the best things is that the program didn’t require me to learn HTML coding, which saved me a lot of time and frustration. You really just can’t beat the Serif programs.”

For more information on Serif and its range of design and creative software products, visit:

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