

MartiansReunited

Newsletter

Hello and welcome to the Martians Reunited monthly newsletter. As the steadily increasing use of alumni networks is featured in today's Financial Times ([Old jobs, new skills...](#)) this newsletter will highlight some of the additions made to the site over the last month.

Amongst other changes you will see some new images for the Home Page - including early associate photographs and a portrait of Nelson Mandela in M&M's. Thank you to everyone who sent us pictures - please keep them coming.

Membership is still growing fast - more than double last month's total.

Active members	Current associates	Former associates	Countries represented	Gender balance
1223	287	936	38	812m 411f

News

Mars news this month includes new senior appointments as well as awards for Mars as a great workplace, for the Wrigley Global Innovation Center and for Mars University. Mars associate Howard-Yana Shapiro's new book on *Chocolate: History, Culture, and Heritage*, was launched at the Smithsonian and we summarise some of the research on *Why Pets are Good for People*. See [News articles](#).

Please email Editor@martiansreunited.com with information on any events you are planning: we will be delighted to feature them.

Careers & Business

Richard Guha's article on [The Future of Online Social Networking](#) gives us a view of what's already happening and how we can expect it to change, and Ralf Meyer de Groot has kindly sent us some thoughts on [Wrigley's Extra](#).

We have also posted two videos from TED - one featuring Joseph Pine on [What do consumers really want?](#) and one from Malcolm Gladwell on efforts to make [Perfect spaghetti sauce](#). TED videos are free to distribute and feature some of the world's most inspiring speakers. They are also quite short!

There's a free graphic guide for planning meetings from Meeting Magic in [Building a Business](#) and, fresh for credit crunch times, there's a note in the Forum about special prices on hotel rooms until the end of May and a tribute to the Five Principles in practice (the quickest way to access the Forum is to go to the [Members' Home page](#) and then click on the [Discussion Forum link](#)).

Advertising

The [Professional Services Advertising](#) section of the site has also seen several additions, including companies based in continental Europe and the Philippines. There are so many new advertisers that we only just have room to feature them all, but we did promise, so here they are - briefly!

- **The Three Graces** - interim management services at MD/CEO level
- **Lauras International** - manufacturing consultancy

- **Big Picture Learning** - delivering organisation-wide engagement
- **Vivid** - leadership and team development
- **My Plus Consulting** - understanding and addressing disability issues
- **Making Projects Work** - meetings facilitation and project management
- **CAP Advice** - consulting, accompaniment, project management
- **Insight & Strategie** - market research
- **Ice Inc** - event management
- **Synergy Food Ingredients** - technical consultancy for the petfood and food industries
- **Freestyle Connect** - career transition consulting
- **Wellington Financial Management** - an IFA (independent financial adviser)
- **Treize Design** - communications.

Please do let us know when you use professional services that you have found on the site - it will be a great encouragement for current and potential advertisers.

Mars Brand Advertising

From April, you will also see the Brand Advertising on the site change from Food to Petcare with a series of rotating banner ads featuring petcare advertisements from across the world. Look out for Wrigley's and Chocolate advertising later in the year.

Before the Uncle Ben's banners disappear, however, you might want to follow up the rice theme by visiting the website www.Freerice.com. For those of you who have not seen it before, it started as an English vocabulary quiz site but now covers several languages, maths, geography and other subjects. Every time you get an answer right, the site will donate 10 grains of rice to the World Food Programme.

New Features

Next month we will have more information on technical updates already made to the site and on enhancements on the way. In the meantime, do please keep referring friends and colleagues to the site and sending us suggestions, feedback and ideas for content. We enormously value all the contributions we are receiving.

See you next month
Mike and Lis