

The New Year starts with over 300 new members, an update on the runaway success of Dove Chocolate Discoveries, some fascinating contributions from members and a feature on Make the Difference - the programme that has involved thousands of associates since its global launch.

Those of you who can still remember the New Year (it feels like quite a long time ago already) may remember receiving our New Year good wishes three times over. Please don't block our emails on that account, we have now sorted out the problem and it won't happen again!

Current Martiansreunited.com membership figures:

Active members	Current associates	Former associates	Countries represented	Gender balance
2651	820	1831	41	66% m 34% f



Our big feature this month is a series of articles on the **Mars Make the Difference awards**.

Those of you who are current associates or who have left the company only recently will know MTD well. But if you left more than ten years ago, you may not know about it. In that case it's probably best to start with our [Interview with Jon Shepherd](#), whose idea it all was, for some of the background.

You can then move on to:

- [The winners and their achievements](#) which tells you who won what, and what they did.
- [The winning team from Bokros and their project](#) talks about a particular project - how they transformed the changeover process in Hungary and the impact of that achievement
- [The Lifetime Achievement Awards](#) goes into a bit more detail on four people - Sharon Heffelfinger, John Hassan, Bill Pearson and Jon Shepherd himself - who have contributed enormously to Mars over the whole of their careers
- And you can [Watch the video](#) of the awards week in Washington

Elsewhere in the news are items on:

- iMPACT - [The Mars Partnership for African Cocoa Communities of Tomorrow](#)
- The Mars Global Sustainability program - [Doing Business the Sustainable Way](#)
- [Pet-a-Porter - Why Cesar is in Vogue - and Harrods too](#)
- The critical importance of Cote d'Ivoire to cocoa supply - [Mars Collaborates with Cote d'Ivoire](#)
- The [First tanker of Rainforest Alliance Certified Cocoa](#) to arrive ready for use in Galaxy - and finally,
- [Dove Chocolate Discoveries](#), a fascinating article about a new Mars business venture which works through direct selling. So far it's only in the US but the plan is to expand globally from next year.

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.

Elsewhere on the site this month

In the [Forum](#) there's a US golfer, Tom Tacl, looking for tourism advice on Scotland and Ireland and an item from Phil Davies on his plan for a charity cycle ride the whole length of Great Britain, from Lands End to John O'Groats - over 1000 miles. To read more and to support either of them, please click [here](#).

Volunteering

We know that many of our members are involved in a range of not-for-profit and voluntary activities, but we don't always hear about the hundreds of people who contribute privately. In the recent Retiree Outreach Survey in the US, (on which more next month) 68% of the respondents said that they either do currently volunteer in community, church or Mars-related volunteer projects or plan to do so.

We have been trying to encourage people to write about some of the things they do, and Frank Doughty has been kind enough to write a fascinating piece about supporting his local animal shelter [Volunteering for homeless dogs](#).

When sending us the article he asked "Would you make sure that the marketing people who developed the adoption program get to know that their program is helping save thousands of lives? I have marketed pet food as far back as Kal Kan and then Pedigree and during all that time I never really knew how large a problem the homeless dog population really is".

So if you've read this and you know any of the people who started the Pedigree adoption programme, please do pass Frank's comment on.

Building a Business

And, last but by no means least, Paul Jackson continues his series with another gem of an article - this time on [The Role and Value of Advertising](#).

If after you read it you are inspired to advertise with Martians Reunited, please get in touch!

Have a great month.

Best wishes
Mike and Lis

