



SOROPTIMIST
Best for Women

Soroptimist International of the Americas

SIERRA PACIFIC REGION NEWSLETTER

Volume 2, Issue 2

www.sierrapacificregion.org

Fall 2017

“Governor’s Message: Welcome Fall”

Calendar of Events & Deadlines

2016 -17 A few important dates:

October

- 14 District II – Fall District Meeting in Modesto – Hosted by SI Oakdale
- 14 SPR Board Meeting
- 21 District I – Fall District Meeting – Aptos, Hosted by SI Carmel Bay

November

- 1 2016-2017 Soroptimists Celebrating Success Award region recipients and transmittals due to headquarters
- 15 Live Your Dream Awards application Deadline
- 15 Form 990 due to IRS no later than this date (Clubs with July 1- June 30 fiscal year)
- 16 Ballots for Soroptimist International President due at headquarters
- 25 International Day for the Elimination of Violence Against Women
- 25 Soroptimist Workplace Campaign to End Domestic Violence
- 28 Giving Tuesday (#Giving Tuesday, the Tuesday after Thanksgiving in the United States, is a global day for giving back and donating to important causes. Use the stories, quotes and videos from past recipients to appeal to donors looking to give to a good cause on this day. With enough donations, the club could give an additional Dream Award to a deserving woman.)

December

- 10 Human Rights Day: SI December 10th Appeal: ‘Women, Water and Leadership’

Since our conference I have had a few members comment about the current language used when referring to women and girls as “disadvantaged”. This topic was also part of our discussion at the Governor’s Round Table in Florida last year.

Our mission states “women and girls,” but are there particular women and girls our Dream Programs are trying to reach? Both men and women and girls and boys live in poverty, face discrimination and have to overcome obstacles. However, women, simply because they are born female, face myriad obstacles to their success. Throughout history, in every country in the world, women and girls face additional obstacles and discrimination because of their gender. Some women and girls have even less chance at living their dreams than others. Soroptimist identifies those women and girls who are disadvantaged, marginalized and underserved who would benefit from our *Dream* programs.

SIA defines education by providing access to formal schooling, knowledge, information and resources to the women and girls we reach. For the Live Your Dream Awards, access to formal education through schooling or training is provided. For Dream It, Be It, education is provided through the Dream It, Be It curriculum in conferences or small group mentoring.

Global agencies, both governmental and non-governmental alike, agree that a quality education, more than any other intervention, holds the greatest potential to transform the lives of women and girls. I believe we all agree that an education is the tool that can address all of the issues important to us, including domestic violence, trafficking, teen dating violence, homelessness, teen pregnancy and sexual assault. Education serves as a catalyst lifting women and girls out of poverty.

Many clubs within SIA have had some difficulty identifying which population of women and girls who can benefit from our Dream programs.

LYD Applicants:

- Women who have overcome obstacles and are trying to get their lives back on track, build a better life for themselves and their families and lift themselves and their families out of poverty through education and skills training. Many of them have overcome violence, addiction, health issues, the death of a spouse or parent, or mental health and they are women with dependents.

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Governor's Message – continued from page 1

- Around the world, households headed by women have the highest poverty rates. Helping these women improve their education offers them the best chance of improving their lives and the lives of their children – ensuring more positive outcomes for generations to come. Specifically, these women: have had their dreams derailed, they are getting their lives back on track, they are the heads of their household, care for their dependents, want to increase their standard of living and they lack the financial

resources to access quality education.

DIBI Participants:

- Although all girls face barrier because of their gender, we are trying to reach girls that have additional obstacles including poverty, unstable home lives, living in foster care, or are teen mothers. Helping these girls identify their career goals and path to success will help them to overcome the barriers and obstacles they face in their future.

- Specifically, these girls face obstacles to their success, they are at risk for having their dreams derailed, lack access to professional role models, they do not have access to career education and don't know what steps to take to accomplish their goals

As we move forward, SIA and the Region internally as an organization, are being careful to be clear about who our programs target and why without "labeling" the specific women and girls we hope to reach.

Raffle Registration by Charlie Rodgers

Did your club hold any raffles last year? Hopefully you've already filed your Nonprofit Raffle Report (CT-NRP-2) for any raffles held between September 1, 2016 and August 31, 2017. This needs to be done before you apply for your permit for this club year! If your club held multiple raffles, you simply combine the information for the report. Even if you missed the October 1st Deadline, make sure you get that report filed with state as

soon as possible (you don't want to jeopardize you club's non-profit status). Finally, please remember that expenses for your raffle cannot be more than 10% of amount raised.

Filing for this year's permit (if you haven't already done so) is simple as long as you don't wait until the last minute (you need the permit before you hold your raffle). There are three things to do: complete the [Application for Registration \(CT-](#)

[NRP-1](#)); attach a copy of your [Franchise Tax Board "entity status letter"](#); and include a \$20.00 Registration Fee payable to the Department of Justice.

Your region has made it easy for you by providing the links to the documents needed on the Region's Web Site under Treasurer's Resources.

Treasurer Charlie

Parliamentarian's Tip by Debbie Jensen

What if you're not in favor of a motion, and aren't opposed either? You may abstain from voting. Though your vote is not recorded, your presence at the meeting does count toward establishing a quorum. Club presidents (or another officer leading the meeting) need to remember, when calling for the vote, to ask if there are any who abstain.

This topic is presented at the request of a club member. Please feel free to contact me if you have questions concerning parliamentary procedure.

I've also been asked why motions that are board recommendations do not need a second. It's because the board is a body of more than one person. Motions from committees are treated the same way and for the same reason.

Remember: Parliamentary procedure insures the smooth running of meetings and allows all members to be heard.

Here's to well-run meetings!!

Debbie Jensen
Region parliamentarian

Nominations

The Sierra Pacific Region's Nominating Committee is seeking eligible candidates for the 2018-2020 Biennium for the positions of Governor-Elect, Region Secretary, Region Treasurer, and District Directors for Districts 1, 2, and 3.

Information about the criteria to nominate and the nomination

form was sent to all Club emails. The deadline for the Nominating Committee Chair to receive the completed nomination form is November 30, 2017.

For additional information contact any one of the committee members.

Loretta Fornaciari, District I,
lfornaciari@sbcglobal.net

Ecco Stotts, District II
eccostotts@sbcglobal.net

Sue Harris District III
saharris54@att.net

Thank you
Loretta Fornaciari
Region Nominating Chair

Membership: Share the wealth...

As recently discussed at your District Meeting this last month, I have encouraged sharing new ideas to inspire our fellow clubs. Here are some influential ideas from other Regions to get your creative juices flowing:

Founder Region: SI Rio Vista, CA

SI Rio Vista paused to consider their average club age in light of the fact that their community population is 50% seniors and decided to increase efforts to recruit younger members. They concentrated initial efforts on connecting with younger seniors at a nearby adult community. Through articles in the local paper, attending chamber meetings, a revamped website, and more posts to Facebook, SI/Rio Vista recruited 12 new members, a 36% increase in membership.

Japan Nishi Region: SI Iwami

SI Iwami was approaching its 20th anniversary this year and made tremendous recruitment efforts within the period of one month! The club agreed ahead of time that they would not postpone the

deadline to meet their goal, and having a hard deadline gave their club members more motivation to recruit. The club prepared for their recruits by revising their member bylaws and focusing on member orientation and education – and was rewarded by the addition of 5 members within the month!

South Atlantic Region: SI Kent & Queen Anne's Counties

SI Kent & Queen Anne's Counties participated in Queen Anne's Annual 4-H Fair. They set up a booth and passed out brochures, membership information, upcoming event flyers, and Live Your Dream Award applications. They reached a large pool of potential members – with 20,000 attendees at the fair! Member Tammy Wiltbank expressed, "I spoke with a group of young ladies about our mission...They had not heard of us before and were very excited."

Desert Coast Region: SI Oceanside-Carlsbad, CA

SI Oceanside-Carlsbad realized they were not effectively retaining members and made a few changes.

Attendance at meetings is no longer mandatory, but they advocate the philosophy that the more you do, the more you'll enjoy your membership! Additionally, payment for lunch meetings is only required as you attend, and is no longer included in annual dues. To connect new members, they began a lunch orientation program where seasoned members meet with new members and provide information about Soroptimist International of the Americas, Desert Coast Region, the district, and specific ways to get involved in the club. New members now comment on the energy and welcoming attitude of the club!

*As you consider implementing strategies like these to boost recruitment efforts in your own club, remember the next steps to retaining new members start right away! Follow the lead of our federation finalist as you recruit and engage all of your members in a rewarding club experience!

Membership Chair 2016-2018
Amory Elizondo

Public Awareness by Kate McGuire/Leanne Davis/Joelle Leder

With summer now officially over, the start of a new season is a great time to give your social media, especially your club's Facebook page, a refresh and to introduce autumnal or holiday ideas into your content strategy. If you're in need of some ideas and inspiration, here are a few ideas in making the most of the Fall to Winter season:

~ Update your Facebook cover photo to reflect the fall and then winter season or with your Fall or Winter Fundraiser or Membership event(s).

~ Create an event for your Fall or Winter Fundraiser(s) and/or Membership events etc., then promote and share your event with your friends by tagging them *and/or inviting them to your*

event. Invite others to invite their friends as well as most events are open to the public!

~ *Invite your Facebook followers to participate in answering a question such as their favorite fall or holiday recipe or take a poll to see who they might like as a speaker etc.*

~ Request to have your members, guests, speakers or a past *Live Your Dream* recipient to write a testimonial or comment to endorse your club.

~ Post Photos! Everyone loves to see what your club is doing! New members, membership social or fundraising events or photos from your local area is always wonderful content.

For more information - please reach out to our Public Awareness Team for 2016-2018.

• Traditional media - Contact: Chair - Kate.Mcguire@comcast.net

• Website development - Contact: LeanneCDavis@gmail.com

• Social Media - Contact JoelleLeder@gmail.com

• Hashtag Examples for Social Media Posts in Facebook and Instagram are the following - #Soroptimist #SierraPacificRegion #SoroptimistInternational.

Also make one up for your club ~ i.e.: #SoroptimistofTheSierras

Fund Raising by Barbara Giambastini

As we all know, women and girls continue to be at a disadvantage in every country of the world. It is a fact that an estimated 20 million women and girls within SIA's 20 countries and territories need our help.

Our Dream Programs provide the resources for women and girls to achieve their true



potential and live their dreams. We members need to choose Soroptimist as our personal charitable cause to donate to, our cause of choice, so that we can use our Dream Programs to increase the

number of women and girls that we serve and help them overcome any disadvantages they have experienced or are currently experiencing.

Is your club helping to provide the financial support of SIA's Dream Programs by contributing generously to club giving? Have you thought about becoming a monthly giver?

Soroptimist – Working as One – Investing in the Dreams of Women and Girls

Our Dream Programs by Gail Dekreon Program Chair and Governor-Elect

Why is it important that we Soroptimists focus on the impact we have on women and girls through our Dream Programs?

To start, do you know what our “Dream Programs” are? Of course, you do! ***Live Your Dream Education & Training Awards for Women and Dream It, Be It: Career Support for Girls!***

To secure our future as Soroptimist, and to secure the impact we have on women and girls, we need to be better known for our work. By doing that we will increase our recognition: (“*Oh yeah, Soroptimist!...they help women and girls get educated!*”) If we can increase our recognition we will be able to bring in more members, supporters and funders! Bottom line: we need to be clear about our impact so others can

understand how it is that we are improving the lives of women and girls.

Traditionally, clubs and regions have chosen or created their own projects to help women and girls in their local communities; but with so many different projects with mixed impacts on mixed populations we do not have a clear enough definition of what exactly it is that we do. For example, we know what *Susan G. Komen Breast Cancer Foundation* does; we know where all of their research and fundraising goes...to find cures for breast cancer!

In the same way, Soroptimist needs to throw off the mantle of the old-style service club and embrace the new world of being better known for our work and getting recognition for the impact we are having on

women and girls. Yes... we need to change the way that we *think* as well as how we approach our work.

If we can align our individual club work, our region’s resources and our federation resources so that we ALL focus on the Dream Programs we will be able to measure the impact we have on the women and girls in our communities because we will be addressing a need that is present in ALL of our communities, which will then become clear to more people (a larger audience), and so appeal to potential members (increasing our membership) and supporters and attract funders....just like the *Susan G. Komen Foundation!*

Now THAT’S a strategy!

District I

Fall has arrived, and District I clubs are buzzing with activities. I’ve been “on the road” attending new-member inductions and orientations, club retreats, fundraisers, and all the exciting events that make our clubs thrive. We’re also looking forward to our October 21 Fall District meeting: getting caught up on the business of the Federation and Region, and re-connecting with friends from other clubs. This year’s theme is “Working as One: investing in dreams.”

It’s been such a joy and an honor to get to know the many wonderful Soroptimists in District I, and to see the progress they are all making in growing their fundraising efforts and thus their programs, their membership, and their public awareness. I’m afraid they may be

tired of hearing me say that it’s by integrating all Four Pillars of Success in everything we do that we have the greatest impact – but that’s truly how we get the most bang for our buck.

Another activity that we’re all involved with right now is our “Live Your Dream” applicant recruitment. We Soroptimists all unite this time of year to find deserving women who are committed to improving their lives through education and training opportunities. They are an inspiring example of tenacity and hope. The significance of our Live Your Dream program was recently captured in an SIA Facebook post: “Access to education: a ripple effect of opportunity that influences generations to come.”

It’s exciting to learn that in the upcoming holiday season, most of our District I clubs will be sharing gifts and other thoughtful gestures with their previous award recipients. This will not only be greatly appreciated by our LYD women, but will help strengthen and build our relationship with them. It lets them know that we’re here for them and we care.

On behalf of District I Soroptimists, I send all of you our best wishes as, “Working as One,” we improve the lives of women and girls in our communities and throughout the world. May you enjoy a fun and fulfilling remainder of 2017 and have a Happy Holiday Season!

Best wishes always,
Jan King
District I Director

District II

Well! Finally! Summer is over and it's time to enjoy the fruits of fall, my most favorite time of the year; the lower temperatures, the crisp morning air and the changing of the colors.

Coming up is the District II meeting to be held October 14th in Modesto at Community Hospice. I look forward to meeting with you again for a fun and informative program. Thank You SI Oakdale for hosting.

For me, it seems it's kind of another beginning. With many clubs dark for the summer months, it's time for us to get back to work. Clubs in District II are having many fun events in the next few months.

First, I want to congratulate SI Modesto-North for their successful

Spaghetti Bingo that was held September 22nd. It seems to be growing and growing every year. The food was excellent as well as the service. We always have an enjoyable time there.

Good luck on the following events in District II:

- Ceres: Ice Cream Social, Oct 7th,
- Calaveras: Bunco Tournament, Oct 21st, and Teddy Bear Tea, Nov 12th.
- Lodi: Autumn Bingo, Oct 12
- Modesto: Pancake Breakfast and Craft Fair Oct 15th

I would also like to give acknowledgement to Juanzette Hunter of SI Patterson, who was given the Hometown Hero Award from Patterson for her dedication to her community and to Soroptimist.

Applause goes to SI Turlock for their efforts in selecting their new board and focusing on getting their club up and running. They are working diligently on some fundraisers: a Dream It Be It project as well as the Live Your Dream program.

Another round of applause for SI Manteca's Meet and Greet event, held September 24th. They had an awesome attendance and maybe at least 8 new members.

I will be making club visits through November to January and then up to the mountains in the spring.

And last of all, thank you to all clubs that have had their Dream It Be It event in the last few months.
Yolanda Rivera

District III

Greetings from your District III Director!

This note comes immediately after our fabulous District III meeting. It was so nice to have so many attended.

A sincere and heartfelt thank you to SI Madera for doing such a wonderful job hosting us! Great job to everyone who attended, thank you for your participation!

The deadline for Live Your Dream (LYD) applicants is

November 15th. Here's a resource you might try:

Extended Opportunity Programs and Services (EOPS) is a state funded retention and support program. The mission of **EOPS** is to identify and assist students who are affected by social, economic, educational, or language disadvantages." My understanding is that every college has a director for the (EOPS) program and this may be a great place to find LYD applicants.

Make sure you're taking lots of photos during all of your Club activities. I'll be looking for those photos before conference in May, which, of course, will be here sooner than we think!

Please reach out if you need guidance for anything in your clubs. If I don't know the answer, I will find it!

Janet Manos

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SIA Summary:
<http://www.sroptimistsummary.org/>

Newsletter Editor: Donna Swedberg SIW

Secretary's Tip

Minutes are the legal record of the proceedings of the club and must never be destroyed. When minutes are approved, the secretary annotates the original file copy with any corrections in the margin, then adds initials and writes "Approved", along with the date. This becomes the permanent record.

Laura Cross



2018 Biennial Convention

In case you cannot read the lovely poster on the left about the 45th Biennial Convention in Yokohama, Japan. July 30-August 2, 2018. Here is what it says:

5 Reasons to save the date!

1. This is your chance to experience legendary Japanese hospitality, culture and food. Soroptimist friends are waiting to welcome you to Japan and are looking forward to making this an adventure you'll never forget!
2. Never will SIA's global membership be more visible! Bond with Soroptimists from all over the world – make new friends and visit with old. You'll also have a chance to get a first glimpse of SIA's plans for celebrating our 100th anniversary.
3. The convention agenda will be packed full of prominent speakers and inspiring workshops and balanced with exciting cultural activities. You'll learn a lot and have fun at the same time!
4. There's so much to do in Japan! Post-convention sightseeing tours are available to Yokohama, Mt. Fuji, Kyoto and Nara, and Edo (Old Tokyo). Visit museums, restaurants and more!
5. Don't forget the shopping! Japan is a world-class shopping destination. In addition, the convention will feature Japanese vendors selling everything from Japanese pearls to clothing and local food delicacies.

Start planning your trip today!

Visit the SIA Convention webpage
<Sroptimist.org/members/meetings/meetings.html> for the most up-to-date convention information.

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STARS DREAMS & WISHES
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YOKOHAMA, JAPAN JULY 30-AUGUST 2, 2018

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START PLANNING YOUR TRIP TODAY!
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