



**SOROPTIMIST**  
Best for Women

Soroptimist International of the Americas

# SIERRA PACIFIC ★STAR★

A Newsletter of SI Sierra Pacific Region

Volume 2, Issue 3

[www.sierrapacificregion.org](http://www.sierrapacificregion.org)

Spring 2016

## Welcome!

### Calendar of Events & Deadlines

2016 - A few important dates  
 March 12 .....S Club Conference  
 May 20-22 ..... Region Conference  
 July 20-23, 2016 .... SIA 44th Biennial  
 Convention, Disney World, Florida

### Soroptimist Club Grants

Does your club need financial assistance for a great project supporting women or girls? [Apply for a Soroptimist Club Grant](#) by March 1. Check out the [Tips for Applying](#) for some assistance!

### SAVE THE DATE

Sierra Pacific Region  
 Annual Conference  
 DoubleTree, Modesto  
 May 20-22, 2016

*(Leadership Development will be held prior to conference.)*



Happy February! I joined Soroptimist in February, 1993 and I think of it as a very special Valentine gift! It has certainly been rewarding to join with other members to be women at our best helping others to someday be their best. Please think of someone who would love to have this gift and invite them to a club meeting or event.

Conference planning has kept me very busy!! The conference theme, *On the Road to Success* comes from a statement on the Club Certificate of Appreciation. We introduced the Roadmap for Success at the 2014 district meetings. The Roadmap lists goals for clubs to consider when planning yearly activities and staying focused on our mission.

Conference begins with Leadership Development Friday, May 20. To provide skills that help us be our best as Soroptimist members while also increasing our job skills, people skills, and more we sought out some dynamic speakers. Many of you requested more presentations from Cathy Standiford and Dawn Marie Lemonds, and we listened! They will join us for the entire conference.

Our Official Visitor, Sue Riney, SIA Secretary/Treasurer comes to us from Oak Harbor, Washington. A past governor, she brings to us knowledge and enthusiasm! Sue will present a leadership development session and a workshop. Many of you have met Susan (Sam) Buchenau, and now she joins us as SIA President. Sam will be flying here from Brazil after her visit to their Region. She will lead discussions and a workshop that will help us to better understand what defines us as a Soroptimist. Short descriptions of the Friday sessions and the Saturday workshop sessions will be included in the Call to Conference.

Has your club begun the process of filling your board for the next club year? Most clubs form a nominating committee in February, present the slate of candidates in March and hold elections in April. **Your new leadership will be selected and ready to attend Leadership Development and conference in May.**

Registration is open for the SIA Convention in Orlando Florida. Click on "Meetings and Conventions" on the [soroptimist.org](http://soroptimist.org) website to get all the information and schedule. Details for a region event will be available later.

*The road to success is dotted with many tempting parking places, so keep driving! – Anonymous*

*See you at region conference in Modesto!*

*Governor Debbie*

## SOROPTIMISTS CELEBRATING SUCCESS Bragging Rights-2015-2016

While speaking to club members all over our Sierra Pacific Region we have heard about all of the wonderful projects that your clubs are engaged in. So why not share these projects and have the opportunity to win SPR bragging rights by competing in the Annual Soroptimists Celebrating Success Awards?

Soroptimists Celebrating Success Awards recognize outstanding club projects that improve the lives of women and girls through programs leading to social and economic empowerment or promotes Soroptimist as an organization that improves the lives of women and girls. These awards recognize the best practices of Soroptimist clubs in each of the four pillar areas supporting the SIA strategic plan: fundraising, membership, program and public awareness. **Due** to the region on **July 1** of each year, the Soroptimists Celebrating Success Awards honor outstanding programs undertaken in that club year.

- ✓ Entries must arrive at the Region Chair on or before July 1 and we

request that your forms be emailed to the chair.

- ✓ The project described on the entry form must be ongoing or completed and evaluated prior to July 1.
- ✓ Clubs may submit an entry for a project entered last year if it is ongoing and has NOT previously received recognition as a Region or Federation finalist.
- ✓ Please describe only one project per entry.
- ✓ Most Importantly: **READ ALL INSTRUCTIONS CAREFULLY!** Make sure your submission for each category is based on the criteria given for each category. **Make SURE your entry meets ALL criteria. The judges last year found it necessary to disqualify some entries due to incomplete information.**

*Sherry Pearson*  
Soroptimists Celebrating Success Chair  
Email: [sjpear@pacbell.net](mailto:sjpear@pacbell.net)  
Phone: 209-617-9624

### UPDATED SIA STANDARDS & COMPLIANCE FORM (WORKING WITH YOUTH)



This new document is titled SIA Standards for Projects Involving Youth and clubs and members who are already working with youth or desire to work with youth are bound by these standards. This information must be shared with all club members and can be found on the SIA website: [www.soroptimist.org/members/program/procedures-working-with-youth.html](http://www.soroptimist.org/members/program/procedures-working-with-youth.html).

*Barbara Giambastini*  
Program Chair



## FUNDRAISING NEWS

Congratulations and “Thank you” to the 16 clubs who have contributed a total of \$20,906.77 through club giving. At least 9 of those clubs contributed 10% of their fundraising efforts. Some clubs hold fundraisers later in the year, and we are thrilled to receive your Club Giving contribution anytime. These contributions fund up to \$17,000 for our region Live Your Dream Award recipients. What a great opportunity to “give back!”

Founders Pennies also help fund awards at the region and federation level. Thanks to all club treasurers who send Founders Pennies for new members to SIA headquarters. Our region has maintained 100% of clubs contributing and we look forward to achieving that goal again.

B-I-N-G-O has been replaced by D-R-E-A-M on our beautiful quilt designed to promote Laurel Society Members. Two new members joined Laurel Society during the district meetings. How many will join at the region conference May 20-22?? Learn about monthly giving and designated giving by visiting our website, [www.soroptimist.org](http://www.soroptimist.org).

Watch for information about the **Town Hall Call**. New this year, there will be 12 different times and dates so members can participate at a time convenient for them. SIA is sending all information to the club presidents. The dates run from February 23 through the third week in March. One club planned a dinner meeting around the call. Make it fun and informative!

*Pam Taylor*  
Fundraising Chair



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## CLUB NEWS:

**SI Santa Clara Silicon Valley** is proud to announce our 5th annual fundraising event for 2016, "The Classy Bag Affaire" with Live Auction and Luncheon to be held in Santa Clara. This wonderful event allows us to give people in our community a helping hand. It is important to so many people that our Soroptimist fundraiser be a success. "The Classy Bag Affaire and Luncheon" is scheduled for Saturday, February 27, from 10:30am-3:00pm at "David's Restaurant and Banquet Facility," 5151 Stars and Stripes Drive, Santa Clara. Tickets are \$50 per person. Preview of handbags will be from 10:30am-11:15am. Should you have any question please call 408-241-7643 or send an email to [hagleason@yahoo.com](mailto:hagleason@yahoo.com).

**SI Modesto** is planning their last Live Your Dream event for junior high school girls on March 12, at Johanson High School, 641 Norseman Dr., Modesto. It runs from 10am-3pm. The Life Member/Awards Luncheon will be held at Seasons Catering and Event Center, 945 McHenry Avenue, Modesto on March 17, 12:15-1:30pm. Our Spring Fundraiser, "Lunch with Mary Poppins," will be held April 9, 12-3pm, at the Charity Ballroom, 645 Charity Way, Modesto. It includes the luncheon, silent auction, opportunity drawings, entertainment and a contest for the most original and most beautiful hats. Tickets are \$40. Call Marilyn Parman at 209-499-0260 for tickets.

**SI North San Mateo County's** 11<sup>th</sup> Annual Step Into Spring is March 11, at the South San Francisco Municipal Service Building. It is a fun evening that includes wonderful food donated from local restaurants, a beer, wine & soft drink station, silent auction, prize balloon sales, music, vendors, and much more. This year's recipient of the balloon sale is Sitike – An Outpatient Substance Abuse Counseling Center in South San Francisco. Please contact Barbara Irli at (650) 588-0661 for ticket information (\$25 per person)

## Are you looking for ways to bring attention to your club on Facebook?

### Add a Facebook Like Button or Box to Your Website



People who visit your website are highly likely to become fans of your Facebook page. The easiest way to get a like from your website visitors is to include a Facebook Like button on your website. Using the button allows visitors to like your page without leaving your website. What could be easier than that?

### Use your email signature to promote your Facebook page

Create a professional email signature that links to your website and social media accounts. Alternatively, you can just create a simple email signature within your email service that says "Like us on Facebook" and links to your page.

### Share on Other Social Media Platforms

It never hurts to ask your audiences or other social networks like Twitter, Instagram, LinkedIn or Google+ to like your Facebook page.

### New Donate Option

There's also this new function for non-profit pages to add a "donate now" button to their page that will take those who click it to a webpage of your choosing. The page has to be registered as a non-profit to do this. [Click here to learn more](#). Also, you can create the button using these

instructions: [Click this link to Create Button](#)

### Posting and promoting engaging content is the key to growing your Facebook audience

What types of posts would garner interest? How about new member inductions, upcoming events and fundraisers, news articles and others promoting the Soroptimist mission, especially posts that include photos.

Facebook and other social media can be a powerful tool in attracting members to your club. Younger potential members are fluent in these sites and may use them to see what types of activities your club does before they join. For this reason, it's also necessary to keep your site up to date so that potential members can easily see you're an active club.

Tools & Resources:

<https://developers.facebook.com/>

Please share items of interest with your district director to post on the region Facebook page. Clubs can follow us on

**Facebook.com/SoroptimistSierraPacificRegion/**

Contributors:

Laura Cross, District 1 Director, and  
Katie Elstad, President SI Capitola

## A NEW SOROPTIMIST CLUB???

An informational meeting was held January 28 in Turlock to determine interest in chartering a new Soroptimist club.

Governor Debbie and Governor Elect/region membership chair Tana attended the meeting, conducted by District II Director Bonnie Silveria. Fourteen women attended the informational meeting, and a number expressed enthusiasm for chartering a club.

Director Bonnie is setting up an organizational meeting. If you know anyone in the area who would be interested in joining our organization, please contact Bonnie.

## PUBLIC AWARENESS WORKSHOPS

Here's an opportunity to increase your club's presence in your community: Region public awareness chair, Kate McGuire has arranged a workshop that features aspects of social media as well as print media.

March 5 and 6 are the dates, at two locations in Modesto. Kate is sending a memo to all clubs giving them the opportunity to join the workshop and providing locations and other details.



## DREAM IT, BE IT 2016

**MORE CLUB NEWS:** SI Clubs Capitola By The Sea, Carmel Bay, Salinas and Watsonville have joined forces again this year with Girls, Inc. of the Central Coast ® for it Dream It, Be It program. The DIBI curriculum is part of a one-week camp experience for approximately 60 girls held at the California State University Campus at Monterey Bay in mid-June. The event is hosted by Girls, Inc., a nationwide organization that has been providing programs for girls since 1864.

## Fresh New Look



The new [LiveYourDream.org](http://LiveYourDream.org) website and logo have launched! See everything this beautiful new site has to offer. The SIA Board is committed to using LiveYourDream.org as a strategy to help meet our impact, engagement, recognition and philanthropy goals. But we need your help too! Please join our online community and encourage all your friends and colleagues to join as well. Stay tuned for the updated LiveYourDream.org Guidebook for Clubs & Members for ideas on how your club can engage in this thriving online community!







**On the Road to Success  
SPR Region Conference  
May 20-22, 2016**

**Introducing our star line-up  
of speakers!**

**SUE RINEY**

Official Visitor, SIA Secretary/Treasurer  
Past Governor of Northwest Region  
Past Fund Development Chair

**SUSAN (SAM) BUCHENAU**

Current SIA President  
Read an interview in the latest  
Best for Women Magazine

**CATHY STANDIFORD**

Past SIA President  
Read Cathy's blog on our  
Soroptimist.org website

**DAWN MARIE LEMONDS**

Past Soroptimist International  
Programme Director. Dawn was  
Recently elected to the SIA Board  
from Election Area 9

The road to success is always  
under construction.

*Lily Tomlin*

## SPR BOARD MEMBERS

Governor Debbie Jensen  
[spgov@soroptimist.net](mailto:spgov@soroptimist.net)

Governor Elect Tana Elizondo  
[spgovernorelect@soroptimist.net](mailto:spgovernorelect@soroptimist.net)

Secretary Gail Dekreon  
[spsecretary@soroptimist.net](mailto:spsecretary@soroptimist.net)

Treasurer Terry Hughes  
[sptreasurer@soroptimist.net](mailto:sptreasurer@soroptimist.net)

Parliamentarian Barbara Giambastini  
[spparliamentarian@soroptimist.net](mailto:spparliamentarian@soroptimist.net)

District I Director Laura Cross  
[spdistrict1director@soroptimist.net](mailto:spdistrict1director@soroptimist.net)

District II Director Bonnie White Silveria  
[spdistrict2director@soroptimist.net](mailto:spdistrict2director@soroptimist.net)

District III Director Linda Silveira  
[spdistrict3director@soroptimist.net](mailto:spdistrict3director@soroptimist.net)

### IMPORTANT LINKS FOR MEMBERS TO VISIT

- SIA Summary  
<http://www.soroptimistsummary.org/>
- Videos of LYD Recipients  
<http://www.soroptimist.org/awards/live-your-dream-awards-finalists.html>

Editor: Sylvia Payne, SINSMC  
[smppa@comcast.net](mailto:smppa@comcast.net)

# 2016 SIA CONVENTION



### FEES & RATES TO HELP YOU PLAN

**CONVENTION FEE (PER CLUB)** \$475.00  
The fee will be invoiced January 2016 and due March 15, 2016.  
This fee entitles each club to send one voting delegate to the convention.

#### REGISTRATION FEES

	Before May 20, 2016	After May 20, 2016
Full Registration	\$475.00	\$595.00
Daily Registration	\$215.00 per day	\$269.00 per day

#### MEALS/SOCIAL EVENTS

Friendship Dinner, July 20	\$110.00 per ticket
Wave of Change Lunch, July 21	\$75.00 per ticket
Live Your Dream Lunch, July 22	\$75.00 per ticket
Recognition Banquet, July 23	\$110.00 per ticket
Soroptimist Dance Party	\$25.00 per ticket

#### ROOM RATES

\$199 single/double occupancy (\$25 each additional guest). Total per night is \$239.62 (12.5% state and local tax and \$14.00 per day resort services package).

After Vancouver in 2014, 97 percent of members surveyed said they would recommend the convention to others.

*"This was my first convention, I leave feeling energized and proud of my connection with this phenomenal organization."*

*"Best convention ever!"*

*"I am thrilled and excited about what I have learned and eager to return to my club and share."*

