



SOROPTIMIST

Best for Women

Soroptimist International of the Americas

SIERRA PACIFIC REGION NEWSLETTER

Volume 1, Issue 1

www.sierrapacificregion.org

Summer 2016

Welcome!

Calendar of Events & Deadlines

2016 -17 A few important dates:

September 2016

24 District III - Fall District Meeting – Hosted by SI Tulare

October 2016

1 Deadline for Non Profit Raffle Report CTNRP 2

1 District II - Fall District Meeting – Hosted by SI Modesto

3 Founders Day

29 District I – Fall District Meeting – Aptos, Hosted by SI Santa Clara Silicon Valley

29 SPR Board Meeting - Aptos

November 2016

1 Soroptimists Celebrating Success Award region recipients and transmittals due to headquarters

15 DEADLINES:

- Live Your Dream Awards application deadline
- State of California Franchise Tax filing 199 or 199N
- State of California Registry of Charitable Trust filing RRF-1
- Form 990 due to IRS no later than this date (Clubs with July 1-June 30 fiscal year)

December 2016

10 Human Rights Day: SI

December 10th Appeal

June 2017

2-4 Sierra Pacific Spring Conference, Visalia Marriott

What an exciting time it's been for me. I have so much to share I don't know where to begin. First, thank you for all of your inspirational comments after installation. Our official visitor, Sue Riney certainly brought out my inner diva.

We had 54 Sierra Pacific Region members attend the Soroptimist of the Americas 44th Biennial convention in Orlando. The theme was Celebrating Our Story and Sierra Pacific Region certainly had our stories communicated throughout the convention.



Immediate Past Governor Debbie Jensen shared the reason why she became a Laurel Society member. Governor Elect Gail Dekreon shared her membership experience and President Darlene Rodriguez-Silva of SI Modesto shared the impact made when her daughter became a Live Your Dream Award recipient. She was so inspired that she became a member nine years ago and serves as club President today.

We also had three millennials; Leanne Davis of SI San Francisco, Amory Elizondo of SI Hanford and Katie Elstad of SI Capitola by the Sea, who participated in a panel discussion and hosted a Membership Workshop – “Listen up! Voices of Younger Members”. These women addressed their perspective of being a young Soroptimist member. The information they shared was pivotal for clubs who seek the next generation of new members.

Past Governor Debbie Jensen received recognition on behalf of the region and we had a few clubs that were recognized for a variety of awards. I would have been content at that point to come home but wait, it gets better. We welcomed two new Laurel Society members: Paul Schlotfeldt of SI San

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Francisco and Roberta Legg of SI Carmel Bay. Congratulations and thank you for your commitment.

Overall it was one of the best and amazing conventions I have attended. You can get the rest of the story in my Governor's report when you attend any of the upcoming Fall District Meetings. They are as follows:

September 24th - District III, hosted by SI Tulare located at the Tulare Community Church, Tulare.

October 1st - District II, hosted by SI Modesto located at Community Hospice, Modesto

October 29th - District I, hosted by SI Santa Clara Silicon Valley located at the Seascape Golf Club, Aptos

Thank you for your kindness and consideration!

Governor Tana

Roberta Legg of SI Carmel Bay and Governor Tana



Paul Schlotfeldt of SI San Francisco and Governor Tana

MemberSHIP by Amory Elizondo

All aboard the Member-SHIP for another voyage! I am excited for this next year ahead. I hope you've already been reviewing my monthly tips and have noticed the new addition of Challenges.

The monthly Challenges are designed to keep your Membership Committee engaged all year round. There will always be three to choose from ranging in difficulty, one of which will always be to invite me to a meeting or event. I hope to be able to get to know more clubs on a personal level and to promote your hard work.

There was a lot of information to bring back from the workshops and training at SIA Convention in Orlando. I will be sharing the information with you gradually through my monthly tips and at District Meetings. Another shout out to our millennial members who participated in the Young Members Panel Discussion for

their great advice on how to gain more millennials for the future of SIA.

You'll be happy to know that SIA has heard your request and will begin this year's challenge starting June 1 and will continue to May 31st for an extended period of new membership opportunities. They are continuing the All Aboard the Member-SHIP campaign and have



added more incentives and honorable mentions.

Stay tuned for the unveiling of our new Events in a Box. From our evaluation at last year's conference, we found most clubs were struggling with hosting a membership drive. My goal is to make things easier for you. The concept behind the Events in a Box is to have premade kits of all the things you will need to conduct a successful Membership Event. More details to come at your District Meeting this fall.

Again for any advice or assistance with your Membership Chair or committee you may contact me at any time. This year we have three great committee members on our Region Membership team from each district who may also be available to support. I cannot stress how important it is to use the resources you have whether that's through me, the Region or SIA.

Program Pillar by Gail Dekreon

Welcome to the first year of our 2016-2018 Biennium!

As your Governor-Elect I agreed to be the Program Pillar, that is the Chair of our Region's Program Committee! I will be attending the Program Chair training breakfast at the SIA 44th Annual Convention in Orlando Florida on July 21st to learn how we can be successful in our new biennium.

July 1st is the opening of the on-line application system for the **Live Your Dream Education and Training Awards!** You can find the most current application and reference forms at www.soroptimist.org/awards/apply.html. Check out the video there on how to apply and how to avoid common application mistakes! I viewed it and it is very, very good.

I hope we can direct our potential applicants to watch it.

As Soroptimist approaches its 100th birthday in 2021, SIA is working to define our next century. More than 600 SIA clubs, 48%, participated in their first big goal exercise and selected **“Invest in the dreams of one million women and girls through access to education by 2031”** as our big

goal statement into our second century!

SIA is launching another “big goal” exercise this summer and recommends that we save a September or October Club meeting to go through it. This time we are “tackling” **how many women and girls we can reach and what we have to do to reach them!**

...look at how much www.liveyourdream.org has grown!



Fundraising Pillar by Barbara Giambastini

Our role in Making Soroptimist Dreams Come True!

Being a Soroptimist means being a part of something bigger than your local community. It is belonging to a global movement to create change for women and girls and ending gender inequality. Individually, we each have different roles: club member, club president, region governor, staff member, board member. But united, we are a global force for change.

It is your Club Giving contributions that allow us to deliver on the international promise of our organization. By making a club giving contribution of at least 10% of what your club raises locally in the name of Soroptimist, you are joining with

all the other clubs in saying “90% of what we have raised in our community stays here to support our important women and girl-focused programs. But the other 10% is going to help fund the dream programs our global organization is known for, enabling us to deliver on our mission to make the entire world a better place for women and girls.”

Our federation's programs are the heart of our mission and with the help of EACH CLUB to fund them we will be able help educate, empower and enable more women to live their dreams.

We start this new biennium with thirty-two clubs and of those

twenty nine participated in club giving this past year. Can we make it 100% participation and increase the number of clubs giving 10% and help all these women and girls?

I will be serving as the Fundraising Pillar for the 2016-2018 biennium and will be happy to come to a meeting to help club members better understand the need for more funds for our programs. Email me at bjambastini@live.com.



Public Awareness Supports All Pillars

By Kate McGuire, Leanne Davis, Joelle Leder

Over the last several years, public awareness has become much more complicated but technology has given us more opportunities to reach new audiences. That's a good thing!

Research shows that those over 50 typically get their information from traditional media, but those under 50 get it electronically from websites and social media.

That means we have to learn new ways to get our messages out to the greatest number of people. While writing and sending press releases is essential, building an active and effective website and using social media are equally necessary to have a fully-functional public awareness program.

As a result, Governor Tana has assembled a three-member regional team that will help you make the most of traditional media as well as your websites, and social media. Kate McGuire, SI-Capitola-By-The-Sea, will continue to help with traditional

media issues; Leanne Davis, SI San Francisco, will evaluate, make recommendations and teach clubs how to develop their websites, and Joelle Leder, SI of The Sierras, will be the lead on social media.

Your three-member regional public awareness team is kicking off the new fiscal year with some tips to get you started on the right foot whether you're new to this unique function or an old hand.

- **Traditional media:** Start your new year as public awareness pillar by asking your program, membership and fund-raising counterparts what they'll need from you to make their efforts successful and when. Then mark your calendar and give yourself enough time to get the word out about each project. Need help? Contact: kate.mcguire@comcast.net
- **Website development:** It's recruitment and membership time! Make sure to keep a writeable pdf open application on your website and update your website's event calendars to include your meeting times and membership events. Need help? Contact: leannecdavis@gmail.com
- **Social Media Tip:** Brand new year, brand new ideas for your social media journey toward more exposure for your club. Having an easy transition is key to making your social media campaign flawless. Review usernames and passwords and also take a moment to write down how many 'likes' your Facebook page or other social media has currently. We will reference back to that number in the future.
- **Hashtag tip** ~ For Social Media Posts ~ hashtag examples would be ~ #Soroptimist #SierraPacificRegion #SoroptimistInternational. Also make one up for your club ~ i.e.: #SoroptimistofTheSierras Need help? Contact: joelleleder@gmail.com

District I

District I clubs are off to another great start! The June Presidents Round Table and Leadership Training session was very well attended. Our District was well represented at the SIA Convention in Orlando, and our Carmel Bay club was invited to display their award-winning "Necessary and Nice" project at Convention – congratulations Carmel Bay!

Several clubs have scheduled one-day retreats to work on goals for

this club year, strengthen teambuilding, and plan some fun activities along the way.

One of my goals is to assist our clubs in utilizing the 4-pillar approach to each of their activities in order to achieve optimum success. Sharing strategies and creative approaches among clubs is another of my goals. And last-but-not-least, I look forward to discovering and sharing ways that club members have fun together

while working toward accomplishing our mission.

I'm looking forward to getting to know the wonderful women who make up District I and hear from them how I can be the resource they need as their District Director.

Wishing all of you all the best this year!
....Jan King

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

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The Best for Women Magazine

Best for Women serves as SIA's official publication and is the primary communication vehicle for members. It includes feature stories about women's issues and Soroptimist programs; updates on Soroptimist efforts; and recognition of Soroptimist club and member accomplishments.

Available on the SIA website in .pdf format.



District II

Greetings from your District II Director!

Wow! A month has already passed into the new year! It just flies by, doesn't it?

I am so excited about getting to know all about YOU! I will be contacting all Presidents this month to make a date to visit with you in order to see your shining faces. I hope you will share with me any new or old projects you are proud of. I am excited that we will all be working in conjunction with the four pillars, Programs, Fundraising, Membership and Public Awareness. This program focus will measure our success in working as one.

Please save the date on your calendar for the upcoming District II meeting to be held Oct 1, 2016 at Community Hospice: 4368 Spyles Way, Modesto, CA.

Congratulations everyone for working so hard last year. Let's make this and the next even better!!

Yolanda Rivera
SPR District II Director

District III

Hi Everyone! I am so anxious to meet all of you in District III. I am so honored and excited to be your District Director for the "2016-18" biennium.

I had the pleasure of attending the June business meeting for SI Mariposa and the installations for SI of the Sierras and SI Los Banos. Thank you to all three clubs for your hospitality and great fun.

I look forward to making club visits and will work out a schedule very soon. If you haven't done so already, please send your form 200's to Governor Tana and be sure to send your club directory form to Secretary Laura as soon as possible. The information provided on these forms is vital. Thank you!

Please SAVE THE DATE: The District III Meeting is being hosted by SI of Tulare on **September 24th**! Invite everyone in your club! This will be a fun day filled with information to continue our efforts to improve the lives of women and girls.

Best Wishes,

Janet Manos,
District III Director