

Keynotes

"Soroptimist improves the lives of women and girls through programs leading to social and economic empowerment."

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2014-2015 Board Members

President: Kellie Allyn
 Vice Pres: Heather Capitanich
 Secretary: Wendy Hurst
 Treasurer: Janna Mitchell
 Asst. Treasurer: Lisa Cottle
 Two-Year Directors:
 Ruth Baade
 One-Year Directors:
 Bridget Driscoll
 Suzy Hunt
 Past Pres: Dana Bolotin

President's message

Riding the Wave of Change....We are off to an exciting and change filled year, we have already streamlined our programs allowing us to focus more on the new "Live it Dream it" direction led by Soroptimist International of the America's. This is an exciting time to review our current partnerships in the community and develop new relationships as we grow our collective impact to improve the lives of women and girls in our community and throughout the world.

In the coming weeks we will be addressing fundraising strategies and membership development, all while looking at how to further increase visibility in the community. Strategic planning is a necessary component of a growing and vibrant club. Please join us in this sometimes uncomfortable yet invigorating activity over



Kellie Allyn

the next few weeks. Your participation and in-put are vital to ensure our collective voices are in harmony as we move forward.

We are planning some great club meeting programs this year. Our calendar is filling with exciting speakers. If you have an idea about a speaker you think would be of interest to the club members, please let me or Heather know. I know I truly enjoyed Mary Banister from the P.V. Water Board last month.

Meeting potential partners like the women from Youth N.O.W. and Girls Inc. was exciting and I can't wait to hear more about their programs.

Change can invigorate..... Let's ride the wave together!



“They emphasized the importance of joining both traditional media and the use of social media...”

Leadership 2014

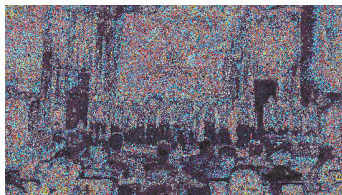
We had a fantastic day of learning and preparing for the new year at the District 1 Leadership Academy in Modesto on Saturday July 12th. President Kellie Allyn, Treasurer Janna Mitchell and Secretary Wendy Hurst joined Sierra Pacific Region, Live Your Dream Chair, Jan King.

We absorbed and absorbed vital information, learning about Robert’s Rules and Club procedures.

Capitola by the Sea put on an incredible presentation about utilizing the media in your public relations efforts. They emphasized the importance of joining both traditional media and

the use of social media, together with word of mouth as the best approach to getting your message across.

It was a long but fruitful day..... and ask Wendy about almost sitting in a bee’s nest!



2014 SIA Vancouver Convention by Kellie Allyn

It was a privilege to represent S.I. Watsonville as the delegate to the S.I.A. Convention in Vancouver. Jan Mitchell joined Pat Donahue, JoAnn Vear and I for a fun filled and intense week of S.I.A. activities.

Some of the issues delegates dealt with were language adjustments to the bi-laws, introduction and adoption of the new girls program, and the

very controversial increase in dues. The results of these issues will be voted on by clubs later this year.

The workshops ranged from innovative membership recruitment and retention strategies to the nuts and bolts of conducting effective meetings. Many awards were presented to each of the regions.

Thanks to our concerted fundraising efforts we were invited to a special event in President Sheri’s suite to celebrate and recognize our significant club giving. Hobnobbing with the elite of the S.I.A. clubs was quite an honor. As a club we should be very proud to be in such a distinguished group.

More to come on Vancouver....

Secret Pal



This year we are launching the first annual “Secret Pal” membership activity. Members have been randomly matched with a fellow member.

We ask you to notice when your secret pal hasn’t been able to make

it to a club meeting and send them an anonymous note letting them know they have been missed. You can secretly and randomly leave them a little token like their favorite candy, or a cute little knick-knack they

might enjoy throughout the year. At the end of the year, in June, we will reveal ourselves to our secret pal.

Let’s have fun and remind each other how important we all are!

Fifth Monday: September 29, 2014

We are gearing up for an exciting 5th Monday event. We will be celebrating our very own Ruth Baade's recent nuptials by organizing a lingerie bridal shower.

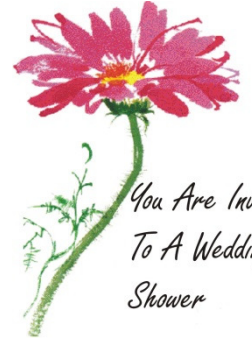
Yes it's a bit unorthodox to have a shower after the wedding, but who ever said we at S.I. Watsonville

were anything but orthodox.

Join us at 5pm for a scrumptious mostly gluten-free meal..... We have to have a bit of bread (gluten) you know! The event will be hosted at President Kellie's home, 622 Oregon Street, Watsonville, CA 95076.

And organized by our 5th Monday committee (Wendy and Janna).

Bring a special little intimate for Ruth. If you need ideas, she looks amazing in a shade of rose. Call Betty Rather (831) 722-2902 for more ideas.



Live Your Dream Awards by Jan King

The "Women's Opportunity Award" has a new name: "**Live Your Dream: Education and Training Awards for Women.**" Good news: the award criteria has stayed the same: to provide cash grants to women who have primary financial responsibility for themselves and their dependents and are attending undergraduate degree programs or a vocational skills training program, and have financial need.

To measure the impact of this award, SIA sends surveys to recipients three years after they receive the award. In 2012-2013, survey results showed:
* **100%** reported an increase in self-esteem and self-confidence

- * **50%** reported earning an educational degree/certification
- * **50%** reported still working towards an educational degree/certificate
- * **61%** reported securing higher-paying employment
- * **72%** reported an improved standard of living for themselves and their dependents
- * **100%** reported serving as a role model for their dependents

This year, our club is poised to give a \$2,000 first-place award and a \$1,500 second-place award to our top choices, and follow-up awards to last years' winners.

Posters and application materials will be circulated

throughout the community soon.

If you know of someone who would like more information about the "Live Your Dream Awards Program" they can email our club at siwatsonville@aol.com to request criteria and application information.

Deadline for our committee to receive all applications and letters of reference has been moved up to November 15. So please share this information ASAP.

- Jan K. & Michelle
LYD Awards Committee

"This year, our club is poised to give a \$2,000 first-place award and a \$1,500 second-place award to our top choices..."

Newsletter editor:
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We're on the Web!
siwatsonville.org

Soroptimist improves the lives of women and girls through programs leading to social and economic empowerment.

"Denim & Diamonds" is the theme this year at our annual Fall Fantasy fundraiser, November 8th!

Get it on the **calendar now** - November 8th - because this is going to be a GREAT event!

Western themed, with yummy appetizers and dinner, champagne for starters and no host bar!

Musical entertainment by the **Surf City Slackers Band!** and special guest **Clint Eastwood** impersonator, Gregg Williams!

Silent and live auction with **KWAV's Karen Hamilton!**



Gregg Williams as Clint Eastwood



Karen Hamilton



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