



SOROPTIMIST
Best for Women

Soroptimist International of the Americas

SIERRA PACIFIC REGION NEWSLETTER

Volume 1, Issue 1

www.sprsoroptimist.org

Summer 2014

Welcome!

Calendar of Events & Deadlines

- Sept 13Dist III Meeting
- Sept 19Spaghetti Bingo Night
SI Modesto North
- Sept 20District II Meeting
- Sept 30 Soroptimist Celebrating
Success Award Program deadline
- Oct 3.....Soroptimist Founders Day
- Oct 11.....District I Meeting, Aptos
- Nov 15 Live Your Dream
applications to clubs deadline
- March 7...S Club Conference, Delano
at Delano High School
- May 15, 2015Region Conference
Embassy Suites, SLO
- July 9-12, 201520th SI Int'l
Convention, Istanbul, Turkey
- July 20-23, 2016SIA 44th Biennial
Convention, Disney World, Florida

NEWSLETTER NAME?



Any ideas? Can you think of something clever and catchy? It can be related to Soroptimist, our mission, or our region. Please submit to Governor Debbie or the editor. We're excited to hear from you and thank you in advance!

Message from your Governor

Welcome club members to a year of exciting changes in our programs to improve the lives of women and girls and help them live their dreams. I wish each club a successful, productive year.

Our spring conference in Visalia was memorable for many of us. SIA president, Cheri Fleming, is such a bundle of energy, and her messages touched many of us. She promised you that I will be working on my goal to have all of our members be able to answer that question..."What is Soroptimist?" Our vision statement is, *Women and girls have the resources and opportunities to reach their full potential and live their dreams.*

Several members shared with me later that it had been difficult for them, especially as new members, to convey what we are all about. So, my first suggestion is to memorize our mission statement, "Soroptimist improves the lives of women and girls through programs leading to social and economic empowerment." This statement is a good starting point for continuing to explain what we do. All of our clubs offer a financial grant to at least one woman every year through the Live Your Dream Education and Training Award for women. Added to that, many clubs offer support *beyond the cash award* - food, gas cards, gift cards, mentoring, and much more.

Local projects that benefit women and girls are another important part of what Soroptimist is all about. My second suggestion is to be able to tell about your local club projects. Many of us have projects that assist local women's shelters. Whatever you do, be prepared to talk it up, educate this person, then invite her to a meeting and find out more!

Governor Debbie

SOROPTIMIST PROGRAMS – CATCHING THE WAVE OF CHANGE

As we transition into a new biennium we take a look at the exciting changes on the horizon in the area of program:



“NEW” Soroptimist Celebrating Success Award Program – a new region component has been added to this federation sponsored award program recognizing best projects/practices in each of the four pillar areas of fundraising, program, public awareness and membership. This year’s deadline date for entries to Chair Sherry Pearson, sjpear@pacbell.net, is **September 30, 2014**.



“NEW” Live Your Dream: Education and Training Awards for Women – new name for our signature program with new deadlines – November 15 applications to clubs, and **February 1** the club winner’s applications are due to Chair Jan King janking831@aol.com.



“NEW” Dream It Be It: Career Support for Girls will help girls in secondary school grow up to be strong, successful, happy adults. It provides girls with access to professional role models, career education and the resources to live

their dreams. Soroptimist clubs will work in partnership with girls in small groups or a conference setting to provide them with the information and resources they want and need to be successful. The topics covered include career opportunities, setting and achieving goals, overcoming obstacles to success and how to move forward after setbacks or failures.

For the 2014-2015 club year, Soroptimist clubs are asked to learn more about the program and begin planning a local-level project. The curriculum will be released in January 2015. If you have any questions, please contact your region Dream It Be It Chair Janice Minyard at j.minyard@sbcglobal.net.

Be sure to attend your District Meetings to hear more about “Catching the Wave of Change” in program and if you have any questions please do not hesitate to contact any of the chairs or myself at bgiambastini@live.com.

*"Be the **change** you want to see in **the world**."* – Mahatma Gandhi

*Barbara Giambastini
Program Chair*

DISTRICT MEETING INFORMATION

Educate, Empower, Enable is the theme for three District Meetings scheduled for September and October. *Educate women and girls today to create female leaders of tomorrow – the E3 Model* stresses skills, confidence and opportunities and how we can help create them. Registration begins at 8:00 am; program begins at 9:00 and concludes at 3:00 pm for all three meetings.

New this year: Registration is through Region Treasurer Terry Hughes for all three meetings. Let your club president know now if you would like to attend; club members register together.

Details of the new girls program *Dream It-Be It: Career Support* will be shared. Each meeting will feature a presentation of a girls project already in place. You will be able to learn where to find resources for your club's girls program.

District Meetings are valuable for all club members, and everyone is welcome to attend. Information from our Federation Convention in Vancouver will be shared. Program updates, deadlines and helpful resources will be given. You will also receive tips for recruiting and retaining members, sources and how-tos for publicizing your club's activities, and much more!

Have fun getting to know some new Soroptimist friends, share information about your club, play a game, shop the club sales tables, and leave with renewed enthusiasm for our mission to improve the lives of women and girls through programs leading to economic empowerment!

District I

October 11, District I Meeting, hosted by SI North San Mateo County, takes place at Seascape Golf Club Clubhouse, 610 Clubhouse Drive, Aptos. Registration is \$40, due September 26 to Region Treasurer Terry Hughes.

District II

September 20, District II Meeting, hosted by SI Manteca takes place at St. Paul's Methodist Church, 910 E. North Street, Manteca. Registration is \$25, due by September 5 to Region Treasurer Terry Hughes.

District III

September 13, District III Meeting, hosted by SI Los Banos, takes place at M & M Italian Restaurant, 400 E. Pacheco Blvd., Los Banos. Registration is \$30, due by August 29 to Region Treasurer Terry Hughes.

Again, register with your club; send registration information and fees to Region Treasurer Terry Hughes.

FELLOWSHIP

What do you know about our region's Fellowship Award?? It is an exciting opportunity to assist women working toward doctoral degrees.

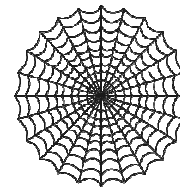
The mission of the Sierra Pacific Region Fellowship Award is to advance the status of women through financial support during the last year of their doctoral degree. Our hope is to support women who are working in fields that will benefit or improve the lives of women and girls so that they will become a strong voice for all of us.

Applicants must live within and be currently enrolled in a university or satellite program within our region boundaries. An application will be available on our new website. The awards will be given during our region conference in May.

WEBSITE

Bonnie Armandariz, a member of SI Delano, is our new webmaster. We will soon have a NEW NAME with a NEW LOOK! Stay tuned for the revealing of our new website. Bonnie is "populating the information". The announcement of the new address will be made at district meetings as well as through your district director.

Thank you to Charles Guest for all of his hard work since 2008. We appreciate the many hours he donated to our region.





Calling on All Clubs in the Sierra Pacific Region

MEMBERSHIP

Membership is the life line to each of our clubs' success this year. Some of you were in transition the first part of July when I shared the first tip of the month. I did get a few replies how soft the approach was and how this creates a social atmosphere. So I will repeat the tip once again and hopefully this will engage some conversations within your clubs.

While some clubs go dark during the summer months this is still a good time to recruit and be thinking of membership. Take a prospect to lunch and share what keeps you busy and interested in your local club. For those clubs that meet only once a month while on recess, which can be a bit more informal and appear to be more social, this too is another opportunity to invite prospects. This gives them an opportunity to see firsthand what a meeting is like. Prospective members may be a bit more open to ask more questions and create a desire to volunteer for projects. The environment is relaxed, no pressure to join and more conducive to being open and inviting. After the prospective members have attended a few meetings prior to receiving a formal invitation to attend your club's "Prospective Membership Meeting" perhaps later in the club year they are attending with more knowledge, they know a few of the club members and feel less pressured to join within one hour.

Either way you get a prospective member to a meeting; this will be your most valuable tip..... READY for it? Follow up with them! This makes them feel needed and most of all; they immediately know they are valued for the contributions they have to offer your club.

I almost forgot, one more tip for you, this will get interaction amongst the millennium generation. This link is on our SIA website, it's a brief video that is all of one minute and 49 seconds: http://www.youtube.com/watch?feature=player_embedded&v=umM_tZ2Hock. This will be quick, but direct as to what it is we do as Soroptimist.

Be sure to attend your District Meeting to get a few more interactive ideas from your Sierra Pacific Region.

Happy prospecting...

Tana S. Elizondo
Sierra Pacific Region Membership Chair

WHO WE ARE

The 2014-2016 Sierra Pacific Region Board members are here to help our members, clubs and region grow. We are ready to help you improve the lives of women and girls and help them to Live Their Dreams. Four officers, three district directors and a non-voting parliamentarian serve on this board:

- **Governor** Debbie Jensen is a member of SI San Luis Obispo. She has been a board member for six years, serving as district I director, secretary, and governor-elect.
- **Governor-elect** Tana Elizondo is a member of SI Hanford. She has served two years as district III director.
- **Secretary** Gail Dekreon is a member of SI San Francisco. She has served four years as district I director.
- **Parliamentarian** Barbara Giambastini, a member of SI Modesto North, is a Past governor and Program Chair.
- **Treasurer** Terry Hughes is a member of SI Ceres. She has served two years as district II director.
- **District I Director**, Laura Cross is a member of SI Capitola-by-the-Sea. This is Laura's first year on the region board.
- **District II Director**, Bonnie White Silveria is a member of SI Ceres. This is Bonnie's first year on the region board.
- **District III Director**, Linda Silveira, is a member of SI Hanford. This is Linda's first year on the region board.

PUBLIC AWARENESS NEWS

- Good to go to Facebook!

With critical help from our previous Public Awareness (PA) lead, JoAnn Found, our new administrators are now ready and eager to begin posting your Soroptimist-related news, events and photos on the Sierra Pacific Region (SPR) Facebook (FB) page.

To keep everyone in the loop and provide guidance regarding formats, use of logos, etc., the three district directors have agreed to have clubs send their items to them and once they're good to go, the directors will relay them on to our new administrators, Rayanna Richardson and Katie Elstad, for final posting.

Clubs in District I can send their items to Laura Cross: spdistrict1director@soroptimist.net; District II clubs can send to Bonnie White Silveria: spdistrict2director@soroptimist.net; and District III clubs can send their information to Linda Silveria: spdistrict3director@soroptimist.net.

The SPR FB page has been rather quiet over the summer, but we're ready for action now that installations are over and district meetings are set, so let the good times roll right onto that page.

- How to Make News

Public Awareness (PA) is sometimes an art—and the art of listening is your best tool.

As you listen to your fellow club members talk and plan an event, a meeting, or some

other goal they'd like to meet, you can go to a "parallel" universe and say to yourself: "how can I make news out of that idea/event?"

If you attended the "R U Talkin' 2 Me" presentation at the Leadership Academy recently held in Modesto, you learned that the definition of news is: "What is unique?"

So think about your event or meeting and ask yourself and your colleagues, how you can make whatever it is you're doing unique enough to make it news worthy.

Once you do that you can figure out what media you would use to get the attention you want. Using traditional media, print needs more detail, TV—is a visual medium—so you need to determine how visual your event is. Radio is good to discuss and describe issues or events, but be aware that there are very few radio stations that have public affairs programming. It takes some research to determine where those opportunities lie.

And don't forget social media—as was also explained at the Leadership Academy, social media is talking one-to-one around the water cooler while traditional media (print, TV, radio) is one-to-many (thousands!). Everything you send to traditional media should also be posted to all the social media tools at your disposal. That way you get to talk to everyone in your community.

Kate McGuire
Public Awareness Chair
kate.mcguire@comcast.net

SPR BOARD MEMBERS CONTACT INFORMATION

Governor Debbie Jensen
spgov@soroptimist.net

Governor Elect Tana Elizondo
spgovernorelect@soroptimist.net

Secretary Gail Dekreon
spsecretary@soroptimist.net

Treasurer Terry Hughes
sptreasurer@soroptimist.net

Parliamentarian Barbara Giambastini
spparliamentarian@soroptimist.net

District I Director Laura Cross
spdistrict1director@soroptimist.net

District II Director Bonnie White Silveria
spdistrict2director@soroptimist.net

District III Director Linda Silveira
spdistrict3director@soroptimist.net

Club ads can now be placed in this area of the region newsletter. One ad per issue, on a first come, first served basis. Please send your requests to the editor.

Carmel Bay has reserved this space for the Fall issue.

Editor: Sylvia Payne, smppa@comcast.net



Above photo: *Not all SPR attendees were able to make the photo shoot.*

SIA 43rd Biennial Convention, Vancouver, Canada
July 23-26, 2014

It was my first SIA convention and I found the location to be perfect; a beautiful facility and a well organized event. With a total of 1,011 attendees, SPR was well represented with 49 members. The opening night Friendship Dinner included SIA Federation members wearing their colorful international dress, and entertainment was provided by First Song First Nations Revue. The whole evening was a visual feast. The convention continued each day with informative speakers, two special award luncheons: Wave of Change, and Live Your Dream, and concluded with the traditional Recognition Dinner. General sessions included the 2014 proposed SIA bylaws and resolutions amendments. After much consideration and discussion the increase in Federation dues was passed by a vote of 275-131. The enthusiastic launching of the new girls program: Dream It★Be It*, included a kick-off pledge drive that raised \$22,000 to support girls. Also, an incredible educational program was presented by Kayce F. Jennings, daughter of Peter Jennings, on "Girls Rising: A Powerful Force for Change." Numerous workshops related to fundraising, leadership, membership, public awareness, and the importance of being happy (given by Happify, an SIA corporate sponsor), were held with enthusiastic attendance. A fun presentation no one missed was given by keynote speaker, Patti Dobrowolski, founder of Up Your Creative Genius. She dazzled everyone with her humor. It was also interesting to hear from other federation presidents as well as SI President Ann Garvie who was in attendance. In conclusion, it was a great experience for me and without a doubt, I'm looking forward to Disney World in 2016!

Sylvia Payne, SI North San Mateo County