

# It was a very good biennium...

6/15/2016

Dear Founder Region Members,

The biennium is almost over, and I have been reflecting back on what a great two years it has been! We have had lots of fun and learned lots of new information through our Fall District Meetings and our Region Conferences. I hope those of you that have attended these district and region meetings share what you learn with your club members. I hope you encourage them to attend these meetings in the future. Learning about our Soroptimist organization is one way of engaging members - seeing the collective impact we have at the district level and the region level. Think about the fact that your club may give a Live Your Dream Award to a deserving woman, and then realize that our region gave more than 53 awards to 53 deserving women! And beyond that, in our federation, Soroptimist International of the Americas, we gave over 1300 awards to over 1300 deserving women! THAT IS COLLECTIVE IMPACT!

Here in Founder Region we also have our identifying project, Founder Region Fellowship. Over the past two years we have given \$180,000.00 in grants to 17 women in the final phase of their doctoral programs. These women are studying ways to improve the lives of women and girls that will impact the world. THAT IS COLLECTIVE IMPACT!

"All Aboard the MemberSHIP", our federation membership campaign was launched this year, and we increased our membership all over our region. We are asking all of our friends, family, co-workers, complete strangers to join our organization and we are telling the world about the great things we do. All over the federation, clubs are working on local projects as well as global projects to improve the lives of women and girls. We are telling the world what we are doing through social media and our local communication channels. This is happening all over the world. Soroptimist members from all over the world have participated in several committees at the United Nations. We are visible everywhere. Over a thousand Soroptimists met in Istanbul, Turkey last summer and held an international convention that addressed issues women and girls face. We are a global organization, and we are telling the world what we are doing. THAT IS COLLECTIVE IMPACT!

I am proud to have served as your governor these past two years. I feel as if I now have friends in every club and in every corner of our region. I thank you for all that you do, and I encourage you to share the joy of Soroptimist with everyone you know. Continue to enjoy your Soroptimist experience in your club, and consider taking on a position on a region committee or a region office. Share your time and talent with others - our organization needs all of you sharing your joy! Thank you for allowing me to serve as your governor. I look forward to a new chapter as I serve you as Founder Region Fellowship President.

Best regards to you all,  
Governor Bobbi

## Leadership Tip: Identifying and Nurturing Successors

5/23/2016

### **Leadership Tip: Identifying and Nurturing Successors**

Whether we meet once a week, once a month, or even online, every club needs leaders in order to implement our mission of improving the lives of women and girls and guide us in achieving our goals.

Leaders are responsible for setting the pace, motivating, and managing. They also have the important task of looking beyond what is happening now and into the future – which should include planning for the passing of the torch to the next person who is taking their place.

Identifying and developing potential leaders for the important roles throughout your club and region is one of the most important legacies you can provide. Having the right people in place is essential for club business to continue to run smoothly and benefits the entire club atmosphere.

An ideal prospective leader should be enthusiastic and knowledgeable about Soroptimist. They should also exhibit leadership competencies – which can take time to develop. And just as honing leadership skills takes time, so does growing new leaders.

This is a process that doesn't happen overnight, so don't wait until the end of the year to wonder who will be the next club president or program chair.

The best way to develop leaders is by creating a space where they can advance naturally so they can develop their plans within a supportive environment. To do that, review the following tips and put them into practice. They'll serve as guide to help create an environment that ensures a seamless transition when new leaders to step into their roles.

**Use a “job description.”** Have a written position description of what is involved. Not only does this let potential leaders know exactly what to expect, but it will also instill confidence in them when they can see and understand their responsibilities and goals. View the member resources at [www.soroptimist.org](http://www.soroptimist.org) for several sample descriptions.

**Be a knowledge bank.** Provide as much information (verbal and written) as you can to give past experiences – both good and bad – as to how success was reached and how challenges were overcome. In a one-on-one meeting, communicate what you know and serve as a resource.

**Welcome everyone to participate.** Invite others to get involved in a committee or a project. By making a commitment that is not on a grandiose scale, members will be able to get their feet wet and become more comfortable stepping up in the future.

**Delegate responsibilities.** If you do everything yourself, no one else will have a chance to gain the experience they need in order to become tomorrow's leader. Plus, by seeing they don't have to “do it all” leadership positions instantly become more attractive.

**Share the wealth.** Have co-presidents, co-treasurers, co-chairs, etc. so prospective leaders don't feel like they have the burden of being solely responsible. Each member can build off the other's strengths and pick up where the other exhibits a weakness.

**Let your light shine.** Smile! Don't be afraid to show your passion and enthusiasm for Soroptimist and being a leader. This type of behavior motivates and inspires others ... excitement is contagious!

**You never know until you ask.** It is often reported that people do not volunteer because no one asked them to do so. The same can be said for leadership. People may not automatically step into a leadership role unless they are approached and simply asked!

**Know when to step down.** If you stay in the same leadership role year after year, others won't even think about stepping into (or on!) your shoes. Also, they may see your 5-year commitment and think that length of service is an expectation they can't or won't meet.

**Transition gracefully.** After stepping down from a leadership role, be there to assist with the transition. Provide expertise, guidance, and answer questions. Continue to mentor and coach as appropriate.

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Keep all of the above when you are investing your time and energy into grooming leaders. Leadership experiences help members develop and enhance skills to be more effective in their personal, professional and volunteer lives. The joy and satisfaction of serving as a leader is realized with the women and girls we help to live their dreams. Remember, new leaders are not your “replacements.” They are your successors and their success depends on you!

Thanks to Soroptimist International of the Americas Membership Department for this wonderful article!

## 5 Easy Steps to Making the Most of the MemberSHIP Recruitment Campaign

Has your club gotten on board the MemberSHIP? Are you taking advantage of all the excellent resources available on the recruitment campaign webpage at: <http://bit.ly/siamembership>? We know that there is a lot of information to digest, so if you are not sure where to begin, the following five steps will get you off to a great start!

1. Perform a [Club Assessment](#) and use the [Healthy Club Resources](#). As your club prepares to bring in lots of new members throughout the recruitment campaign, make sure that you're ready to receive them with open arms into a healthy and vibrant club! Take some time early in the year to perform a club assessment and open up the lines of communication to discuss the "tough stuff" that may be holding your club back. Remember that new members will come with new ideas, and in order to engage them you need a club culture that is open, flexible, and positive! Peruse all of the healthy club resources and apply them to ensure you're putting your best foot forward for potential recruits!
2. Get to know the [4 target groups](#), how to best communicate and market Soroptimist to them, and identify prospects. The SIA staff has done the research for you and developed materials you can use to recruit members from 4 target market groups: Baby Boomers, Gen Xers, Millennials, and Family & Friends! In each of the generations, you'll find a Generational Profile for you to learn more about the women you'll be recruiting from that age group, a list of notable events and prominent women that they grew up with, and a final document outlining specific ways that you can communicate with them and market Soroptimist. You'll find lots of ways to prepare your club with tips about the different ways each generation prefers to work on projects and in groups. In the area of Family & Friends, there is a profile and tips for communicating and marketing Soroptimist to those already in your circle. Read up on each of these groups and adapt the marketing suggestions to recruit target women in your own community!
3. Make contact and/or hold an event – using the [promotional materials](#)! In order to bring in new members, you'll have to contact them directly and ask them to a meeting or other club event! Keep this first event short and sweet—remember to respect the time of your potential members while they're making up their mind. On the recruitment campaign webpage you'll find professionally designed flyers and other promotional materials that you can customize to include your own club's information, posting your local community, and hand out to advertise your next event. Keep recruitment cards handy to share with anyone you meet who may be a prospective member – print them yourself or find them in the [memberSHIP store](#)!
4. Ask prospects to join your club! After that first contact, or during your recruitment event, be sure to follow-up and ask your recruits to join the club! That sounds simple, but it's an essential moment in the recruitment process. By directly asking prospects to join, you re-affirm their value and can take away any delay caused by hesitation or uncertainty. Let them know how excited you and your club members are to welcome them into the fold as soon as possible!
5. [Welcome new members](#) and provide an [orientation](#). Remember, retention starts on a member's first day. There is a lot to learn about our wonderful organization! Be sure to provide orientation to your new members so that they'll be confident in their Soroptimist knowledge and engagement, and consider assigning them a mentor. Provide new members with all of the information they need to know about joining committees and getting involved in volunteer activities as soon as possible. And celebrate your new members! Honor them with an induction ceremony at the first meeting after they join.

This is going to be a big year for your club and the federation! Keep this guide handy throughout the months to come, so that you and your club members can keep track of the recruitment process and maintain great momentum on board the MemberSHIP!

**Governor Bobbi**

Thanks to SIA for this excellent article from:

<http://www.soroptimist.org/members/membership/membershiphome.html>

## Are you welcoming to your new members?

3/16/2016

We spend a lot of time recruiting new members - and that is a great thing! Now that your club has new members, are you doing things to make them welcome and engage them? Here are some tips to help your new members feel welcome:

- In addition to a pin and name badge, give new members a “goodies” bag at their first meeting. Check out the [LiveYourDream.org Store](#) and purchase tote bags and fill them with a LiveYourDream.org t-shirt and mug, candy or snacks and other small, inexpensive items.
- Hold a dinner at which new members are the guests of honor and the focus is getting to know each other – not club business.
- Provide an orientation! Doing so can inspire new members to become active, long-term members. They provide the opportunity for members to become acclimated and ensure a smooth transition into the club’s culture. Additionally, an orientation gives a new member a better picture of your club and how they can fit in and find value in their membership.
- Include a profile and photo of each new member in the club newsletter and on the club website (remember to follow [SIA’s website guidelines](#), and be sure to protect the privacy of the members).
- Do an icebreaker at the beginning of any meeting attended by new members that introduces them in a fun and memorable way while encouraging current members to break out of cliques. This may seem like overkill to current members, but the more that club members know each other, the better the chance they will be comfortable being honest with and supportive of each other.
- If there is a large group of new members joining the club, consider doing a speed networking event, during which members sit with each other for five minutes to exchange information about themselves. The structure of speed networking provides a more comfortable environment for introverted members and also allows members to keep moving so they’re not stuck in one place – with one person – for too long.
- Designate a current member or members to greet attendees at the door and to direct new members to the appropriate area so they immediately feel included and are not wandering aimlessly.
- Use seating arrangements that encourage current members to sit next to new members.
- Make sure new members know their member ID number so they can access the secure areas of the members website. If they have not already received it via email, the number can be obtained from the club roster on the members website or by contacting member services at [headquarters@atsiahq@soroptimist.org](mailto:headquarters@atsiahq@soroptimist.org).
- Send a press release to local media about new members.

The most important thing to remember when welcoming new members is to be creative! How a member is welcomed is entirely at the club’s discretion. Whether it is a formal dinner or a humorous icebreaker, make the welcome unique to your club and memorable for both new and current members.

*Governor Bobbi*

## 2016 - Time to get energized, inspired!

1/7/2016



It is time to plan your trip to attend our 40th Annual Founder Region Conference in the beautiful state of Hawaii! I invite you to join me and our Founder Region board along with our Founder Region Fellowship Board to "Share the Joy of Soroptimist" April 29 through May 1, 2016 at the Waikiki Beach Marriott Resort & Spa.

The Call to Conference will be coming out in mid-January and will provide you with the information you need to plan your trip and find out all the details to register for the conference. By the end of February, we will be sending you the Nominations Report with the Candidate Resumes for the Founder Region Board and Founder Region Fellowship Board, as well as some Proposals for Bylaw Changes.

Has your club recruited any new members this year? All the resources you need to increase your membership can be found on the SIA website: [Click here to check it out](#). I have been reviewing the membership reports and we have several clubs with new members, and that is exciting news! The impact we have on

improving the lives of women and girls is huge. With more members, we can impact more women and girls. Consider helping to start a new club in an area that doesn't have a club. There is a brand new "[New Club Building Kit](#)" on the SIA website that provides everything you need to do to get a new club started. Talk about this at your club meetings - perhaps one of your members lives in an area that could support a new club.

My best wishes to all of you for a joyous and energizing 2016!

## District Meetings 2015 - a fresh look - you won't want to miss!

9/16/2015

I hope that you are planning on coming to the 2015 District Meeting this year. The Founder Region Board has taken a step back and we have "thought outside the box" to plan the meetings this year. We no longer think of this meeting as a "business meeting" - it is for education and inspiration! We have a great interactive workshop planned that will help us focus on building healthier and happier clubs so we can really focus on our mission. In case you aren't sure, the mission of Soroptimist is to improve the lives of women and girls through programs leading to social and economic empowerment. That is why we raise funds so we can help women and girls to live their dreams and achieve their goals!

Be sure to purchase tickets for the Basket Fundraiser - this money goes to our Region Fellowship Program where we give awards to women in the last year of their doctoral program. Last year we donated \$100,000 to nine amazing women that will be changing the world.

If you are unable to attend your own district meeting, you are welcome to come to one of the other meetings:

9/26 District I/II - Richmond

10/3 District III/IV - Santa Rosa

10/9-10 District V - Eureka

10/23-25 District VI - Kona

[Click here for the Call to District Meetings](#)

We look forward to seeing you at district meeting!

One more thing...I hope you are saving your money and planning to come to the 2016 Founder Region Conference in Honolulu, Hawaii! Information about hotel registration and travel details can be found at this link: [Save the Date!](#)

*Governor Bobbi*

## Old Habits Die Hard...

8/17/2015

This morning I was reviewing the new Soroptimist MemberSHIP campaign material that is scheduled to launch on September 1, 2015 - I discovered an article in the Best For Women magazine written by Nicole Simmons, SIA Membership Director. I thought it was very appropriate for club members to read this before starting to launch their MemberSHIP campaign - Thanks Nicole for an insightful article!

## Old Habits Die Hard...

*By Nicole Simmons, Membership Director*

The world is moving at a phenomenal pace. Just ponder how many years it took to reach a market audience of 50 million:

- Radio – 38 years
- TV – 13 years
- Internet – 4 years
- Ipod – 3 years
- Facebook – 2 years

For many of us, moving along with all the changes of the world is difficult, if not painful, and is sometimes even avoided at all costs. However, having that attitude may be the downfall for you personally, professionally, and even to your Soroptimist club!

Many of our members have a tough time when it comes to breaking with outdated traditions, routines, and accepting new ideas. When SIA conducted a former member survey, we received a number of responses that indicated as such:

“Some members would shoot down every idea that was brought up and no one wanted to get involved with any new projects.”

“Unless the club opens up to younger women's concerns and issues in terms of projects, meeting speakers, and so on, it's going to be less than appealing for women like me.”

“Soroptimist felt like a sorority, bound by tradition more than service.”

“I found that certain members were not open to new ideas, much territorialism, ownership of committees.”

Do any of these comments sound familiar? Have you heard other members making similar remarks, or perhaps you have even had these thoughts?

Unfortunately, “change” has a bad reputation. It can be seen as stressful because we don't know what to expect, it's a break from routine, takes us out of our comfort zone, and can make us feel as though we've lost control.

When you are in an uncomfortable situation, or one that doesn't fit your expectations, you usually do whatever you can to make yourself comfortable again. For many, that means resisting change and making a nest in our comfort zone.

Even if someone is unhappy or unfulfilled, their natural inclination is to stay within that zone simply because it is familiar and safe. People will stay in jobs, relationships, and situations that have long since lost their relevance only because they are afraid of the unknown and what change will bring.

But, let's take a look at the flip side of breaking up old habits and being open to new ideas and ways of work. When we seek new ways of doing and looking at things, we will expand our intellectual capability, find life more exciting, and broaden our experiences. Consider these 10 benefits of change:

- Provides an opportunity to review habits and traditions, and make improvements
- Uses inner, untapped resources
- Encourages alternative viewpoints
- Increases problem solving skills and productivity
- Stimulates the brain by improving mental health
- Increases self-confidence
- Builds resilience
- Fights depression



- Challenges you to improve yourself
- Promotes personal, social, and emotional growth

When members have a new idea about a project or ways to enhance an event, try to have an open mind and be willing to consider it. By limiting club activities to only what we know and are more comfortable with, members may become more and more disenchanted and eventually leave Soroptimist.

Soroptimists promote improving the lives of women and girls. That means creating awareness and working to change the injustices facing the world's women and girls. We embrace these types of changes and even initiate them in some cases. Let's work to bring that attitude to our clubs. It will ultimately assist with our recruitment and retention efforts, and we will be a more diverse and interesting organization because of it!

## "Fresh Ideas Empowering Women"

8/4/2015

Soroptimists Educate to Lead: "Fresh Ideas Empowering Women" was the theme of the 20th Soroptimist International Convention recently held in Istanbul, Turkey July 9-12, 2015. There were 1500 fabulous Soroptimists from all around the globe that experienced the inspiration, fresh ideas, empowerment, camaraderie and the wonderful hospitality of the Turkish Union. The Convention Committee did a fabulous job providing a great mix of interesting, inspiring, thought-provoking speakers and panelists. From the opening ceremonies to the Friendship Dinner, to the plenary sessions to the workshops, the amazing banquet and dance party to the closing ceremonies we were engaged and well taken care of!

Four members of Founder Region attended the convention: Past International President Patsy Daniels from SI/Santa Rosa attended with her granddaughter. In addition, SI/East Bay President Bonnie Mertz and SI/West Maui member Lisa Nelson also attended. Soroptimist has clubs in 132 countries, and there are approximately 80,000 members. There were women (and a few men) from all over the world, and we all spoke a common language: SOROPTIMIST!

Major topics covered:

- \* Education
- \* Economic Empowerment
- \* Health
- \* Elimination of Violence Against Women
- \* Sustainable Environment

There were so many inspiring, thought-provoking speakers - one of the highlights for me was a panel on the last day with four young Soroptimist women from each of the federations that spoke about the problem with declining membership, and what we must do to attract younger women to our clubs - or we will be extinct! Here are some of the key points from their discussion:

1. We must embrace technology.
2. We need to justify why we should be the charity of choice - there is lots of competition out there.
3. We must be role models for the younger members.
4. We need to focus on program action, on projects, and have fewer meetings.
5. We need to share our best practices.
6. We need more advocacy - clubs need to link to the work at the United Nations.
7. When younger members say they don't have time, offer Soroptimist as "me time" - young women need to take care of themselves, and this is a way to do that.
8. We need to refrain from responding to their new ideas with: "we've tried that, it didn't work". We need to be more open to fresh new ideas. When offered new ideas about an existing project, think of it as not trying to reinvent the wheel, but just "sanding it a little so it goes smoother."

Check out the [20th Soroptimist International Convention Facebook page](#).

Please enjoy your summer. Plan to attend district meetings - we have modernized our program and you won't want to miss it!

Share the JOY of Soroptimist!

Governor Bobbi

## Please sign up for Conference 2015!

4/7/2015 0 Comments

The deadline is almost here for our Founder Region Conference 2015! Clubs must send in their registration and meal forms by 4/9/2015 to register members for attending conference. Please ask your club president or treasurer for more information. The Call to Conference is right here on the website if you need to look at what is happening: [click here to go to that page](#).

I am so looking forward to seeing everyone at conference, and hope you can come for the entire three days. Friday will be an amazing day with our Legislative Advocacy program featuring wonderful speakers on the topic of Sex Trafficking. At lunch we will hear about Labor Trafficking. Then plan to attend officer training or other workshops on various topics. Then get ready to meet our Founder Region Fellowship recipients and hear their stories. This is a highlight of our conference, and many members have told me that once they attended the Friday night dinner, they really saw what Soroptimist was all about. Again, our Fellowship board has found some amazing women doing amazing things to improve the lives of women and girls.

Saturday will be filled with more workshops, and we will hear from our official visitor, Soroptimist International of the Americas President Poco Davis - it is a real treat to have President Poco attend our conference - she is looking forward to hearing all about what we are doing in our region. We will celebrate our clubs, learn about what Soroptimist is doing at the United Nations, and hear more about our new program, Dream It, Be It! Saturday night we will have lots of fun, music and dancing!

Sunday morning always tugs at our heartstrings as we hear the stories about our award winners. We always look forward to giving away all the money we raise during the year! And conference ends with our Dream Program Basket Raffle - maybe this year you will take home one of those fabulous baskets!

So don't miss out - sign up now to attend our 2015 Founder Region Conference. I hope to see you all there.

Governor Bobbi

## Fun for Fellowship Month

2/16/2015

Here in Founder Region we focus on our identifying project, Founder Region Fellowship, in the month of February. This project supports women in the final phase of their doctoral programs with grants from money raised throughout our region. In 2014 at our Region Conference, we gave out \$70,000 to seven women both in Hawaii and California to help them to finish their doctoral degrees. These women will be changing our world, and most of them are focusing on improving the lives of women and girls - which supports our Soroptimist mission.

The month of February is one where our clubs do various fundraisers to donate to this project. My club, SI/Benicia recently held a "Mystery Auction" - and raised over \$1000. When a club or individual donates \$1000 to Fellowship, they can name a "Fellow" and receive a pin and certificate. This year at our conference, our Founder Region "Fellows" will be able to attend a reception on Friday evening and have a chance to meet our 2015 Fellowship recipients.

I was very lucky to be able to attend a weekend retreat with the Founder Region Fellowship board this past weekend in Cloverdale where the board members read and judged 37 applications for these Fellowship grants. The applicants are amazing, intelligent, women from all walks of life, studying every subject imaginable, and you just know they are going to do fabulous things that will change the world. When you come to conference in May, plan to attend the Friday night dinner where these women will receive grants that will help them to complete their doctoral programs. Most Soroptimist members



in our region recognize this project as one of the many reasons we continue to be Soroptimist members. We know these women are having an impact on our world. For more information, check out the Founder Region Fellowship website: <http://www.founderregionfellowship.org/>.

## The Impact of LiveYourDream.org

1/24/2015

Still wondering what the Live Your Dream website is all about? I just participated in a conference call with all the governors, President Poco, President-Elect Sam, and SIA Headquarters staff, and they gave us information about the huge collective impact that the LiveYourDream.org website has had.. In the past two years, more than 50,000 people have signed up as Live Your Dream members, taken more than 33,000 actions, and donated more than \$55,000 to Soroptimist either through sales of items or donations. In addition, we have partnered with two new corporate sponsors, Happify.com and Royal Neighbors of America through the engagement of this community. SIA is going to be upgrading the website and making it even more visually exciting to continue attracting supporters. Just to remind you, here is a brief description of the intent and goals of the Live Your Dream initiative:

The Live Your Dream initiative is an organizational strategy that will increase SIA's impact. From offering an alternative way to engage others in delivering our mission, to strengthening and growing the Soroptimist brand, to increasing our resources to improve the lives of women and girls, the Live your Dream initiative is our new way forward to reenergize Soroptimist.

A free online volunteer network, Live Your Dream offers Soroptimist-branded programs to help women and girls. Supporters choose their cause and course of action based on how much time they have. LYD gives them the tools online to take action offline in their own community. Supporters can do what they want, when they want; whether it's hosting their own awareness campaign or working one-on-one with a woman in need.

The LYD goals are to:

- \* Advance SIA's mission
- \* Build recognition of the SIA brand
- \* Be viewed as a thought leader in the cause for women and girls
- \* Provide funding resources to advance the mission
- \* Recruit and engage an online community
- \* Retain SIA members and clubs
- \* Recruit new members.

Join me and help women and girls make their dream a reality. Visit <http://www.liveyourdream.org> to sign up now, and encourage all your contacts to do the same. It's free and only takes 30 seconds.

Governor Bobbi

## December 10th President's Appeal

11/19/2014

### December 10<sup>th</sup> President's Appeal

Each year, on December 10, the SI President invites all Soroptimists to join her in making a personal sacrifice and donating money to be used to benefit Soroptimist International projects for education and leadership. When Soroptimist clubs from around the world selected education and leadership as the focus for SI work, SIA was well positioned to support this focus. Since that time, the SIA board added this core value for the organization: Women and girls deserve to lead full and productive lives

through access to education.

SIA continues to focus on education for women and girls as the way to increase our collective impact.

For 2013-2015, SI President Ann Garvie, the SI board and the SI programme team has provided flexibility through the December 10<sup>th</sup> Appeal for the federations to support the SI theme, Educate to Lead, in the best ways for the federation – and for the women and girls we seek to help. This is an exciting opportunity for SIA to build on our work to ensure women and girls have the education they need to live their dreams.

In the 2013-2014 club year, 16 SIA clubs received \$84,000 in funding to support their local-level education and leadership projects. These grants were given through the Soroptimist Club Grants for Women and Girls program and were funded by donations to President Ann Garvie's December 10<sup>th</sup> President's Appeal. Clubs will conduct their projects during the 2014-2015 club year and final reports will be due to SIAHQ in August 2015.

For the 2014 December 10<sup>th</sup> Appeal, SIA will continue to designate funds to support club projects focused on education and leadership through the Soroptimist Club Grants for Women and Girls. Clubs will be encouraged to apply for grants to support their local-level work providing opportunities for education and leadership to women and girls. President Ann has a special interest in solar cooker and lighting projects. Clubs with solar projects are encouraged to apply. Please see the 2015-2016 proposal for more information. Direct any questions you might have to [program@soroptimist.org](mailto:program@soroptimist.org).

Working together with Soroptimists around the world, we can transform the lives of women and girls. I encourage you to support this year's President's Appeal - just think about the global collective impact we will have as we support local projects throughout the 20 countries and territories of our federation.

***Governor Bobbi***

## November News...

11/4/2014

The November 2014 Founder Region Link, our region newsletter, has been emailed out to all members in Founder Region. Editor Betsy Milan has done an excellent job again with an informative, colorful, fun newsletter! A big thank you to the members of the Public Awareness committee that helped put it together as well as everyone out there that sent them articles. Pat yourselves on the back! If you did not receive the newsletter, please contact Betsy at [founderregionnewsletter@soroptimist.net](mailto:founderregionnewsletter@soroptimist.net).

Later this month, we will be sending our annual "November Mailing". Your region board and committees will be sharing with you what is happening over the next several months.

Another big THANK YOU to everyone who attended our Fall District Meetings. It was fun to see everyone doing our "Happy Dance!" We learned a lot, shared ideas, and heard about the latest changes from SIA. We worked in groups to identify barriers and solutions to help us "Shape the Future of Soroptimist." I am compiling these results and will be sharing them with SIA Headquarters, as well as the region board members. We will include these ideas in a future newsletter. If you have any additional thoughts about the barriers we face going forward, and any solutions to eliminate those barriers, please feel free to send me an email at [bjenderlin@gmail.com](mailto:bjenderlin@gmail.com). I would welcome your additional ideas, and include them in the report. My deadline

is November 14 – so please let me hear from you.

I am also excited about all the changes in the Founder Region Fellowship program. Check out their article in the newsletter for more details, and be sure and plan to come to conference in May to see the results!

I'll bet you can hardly wait to see what crazy things the region board members are going to do at conference. Well, the only thing I can tell you is they already have some awesome sequined hats.

Your district directors have been scheduling their official visits to your clubs – please work with them to schedule these visits – and ask them to speak at your meeting if time allows. This is one of the best parts of being a district director – meeting with all of you and learning about the work you do in your communities! If you need speakers for any of your program meetings, ask any of us to come – we will try and accommodate you. Our region committee members are also available to speak on topics relating to their committee. Check the Founder Region roster for contact information.

The holiday season is approaching and I wish you all the very best as you enjoy the season with your families and friends. Thank you for all that you do to improve the lives of women and girls through programs leading to social and economic empowerment!

## Soroptimist Live Your Dream Awards - HOW TO: Recruit Applicants

10/15/2014

Resource: [www.soroptimist.org/http://www.soroptimist.org/members/program/programdocs/lyd-awards/english/how-to-recruit-applicants.pdf](http://www.soroptimist.org/http://www.soroptimist.org/members/program/programdocs/lyd-awards/english/how-to-recruit-applicants.pdf)

It is that time of year again! I found this article on the SIA website, and thought you might find it useful in locating Live Your Dream Award applicants. If you have any questions, please contact your Live Your Dream Award committee - their contact information is found in the Founder Region Roster. Your president has been sent a copy of this document, so ask for a copy if you haven't seen it. Don't forget the new deadline for receiving applications is November 15, 2014.

Raise awareness of the award and recruit applicants!

The key to successful applicant recruitment is to get applications to eligible women and to make the community as a whole aware of your participation in the Live Your Dream Awards.

### **Determine an award amount**

Clubs should determine how much to give their Live Your Dream Award recipient according to their fundraising efforts, the number of awards they are giving, as well as the costs of education and living in their particular community. In previous years, participating clubs have given an average of US \$800 per recipient. A large cash award may make it easier to attract applicants.

### **Remember the eligibility requirements**

Eligible women:

- Provide the primary financial support for yourself and your dependents. Dependents can include children, spouse, partner, siblings and/or parents.
- Have financial need.
- Are enrolled in or have been accepted to a vocational/skills training program or an undergraduate degree program.
- Are motivated to achieve your education and career goals.

- Reside in one of Soroptimist International of the Americas' member countries/territories (Argentina, Bolivia, Brazil, Canada, Chile, Colombia, Ecuador, Guam, Japan, Korea, Mexico, Northern Mariana Islands, Panama, Paraguay, Peru, Philippines, Puerto Rico, Taiwan, United States of America, Venezuela)
- Have not previously been the recipient of a Soroptimist Women's Opportunity Award
- Do not have a graduate degree.
- Are not a Soroptimist member, an employee of Soroptimist International of the Americas, or immediate family of either. Immediate family is defined to include spouse/partner, parents, siblings, children or grandchildren by adoption, blood or marriage.

### **Make use of the writeable/emailable application**

Using the writeable/emailable application form will greatly facilitate this process as clubs can email applications to partner organizations or directly to individual applicants.

### **Publicize the award**

Have applications and information available during club projects where appropriate, such as health screenings, computer centers or during mentoring activities.

Contact the following organizations about distributing applications, hanging posters and assisting your club in reaching women who need assistance.

- vocational or training schools
- community colleges or universities
- places of worship
- community/recreation centers
- charitable organizations, especially those working with women and low-income persons
- homeless shelters and transitional housing programs
- domestic violence shelters
- food banks
- government public assistance offices
- women's health centers
- childcare or daycare facilities
- welfare-to-work programs
- clinics that provide free medical services to low-income persons
- employment agencies
- local job/career fairs
- addiction recovery and rehab centers

## **Why attend Fall District Meetings?**

9/15/2014

Your district directors have been working hard to plan informative, yet fun district meetings coming up soon. Check the Meetings/Conferences section of the website for your district meeting date, location, and the Call to District Meeting. This is an opportunity for you to meet other members of clubs in your area - share your ideas, learn more about what is happening in our region and federation. Hear wonderful stories about why our mission of improving the lives of women and girls through programs leading to social and economic empowerment is so important. Soroptimist stands for three things: women and girls, education and empowerment. Plan to attend the meeting in your area and experience the joy of Soroptimist!



## Founder Region Newsletter Launched Today!

9/10/2014

Founder Region Members - be sure and check your email inbox for the brand new Founder Region Link, launched today! A big thank you to Editor Betsy Milan, SI/Vallejo, as well as the members of the Public Awareness committee led by Chair Katharine Miller, SI/Oakland. Thank you to all who contributed to this first edition. If you did not receive your copy, or would like to be added to our distribution list, please contact [founderregionnewsletter@soroptimist.net](mailto:founderregionnewsletter@soroptimist.net). If you have articles or information to share, you can also send them to that email address. Let's share the joy of Soroptimist!

## What's happening with the Violet Richardson Award?

8/29/2014



We heard at the 2014 SIA Convention that the Violet Richardson Award is no longer being supported at the federation level. Actually, the only change is that there won't be a federation winner. Founder Region is still supporting this program - materials will still be on the Soroptimist International of the Americas website (see the link below). Clubs can still accept applications until 12/1/14 and then submit their applications to the region. The deadline for submitting to the region will be 2/1/2015. Details for where to send your applications will be provided later - we are still working that part out.

The new "Dream It, Be It" girls program is now available and you will be hearing more about this at the upcoming District Meetings. There is a committee in place that will serve as a resource for clubs. Check out the Founder Region Roster for contact information. There is a "Club Planning Toolkit" available on the SIA website that will help clubs assess the need in their community and plan a project.

Violet Richardson Award: [http://www.soroptimist.org/members/program/program\\_violetrichardson.html](http://www.soroptimist.org/members/program/program_violetrichardson.html)

Dream It, Be It Program: <http://www.soroptimist.org/members/program/career-guidance-girls.html>

## Are you ready for convention?

7/11/2014

Are you ready for Convention? I'm looking forward to seeing the many friends I have made by going to conventions in San Diego, Glasgow, Philadelphia, San Francisco, Montreal and Hawaii. I'm also looking forward to the inspiring speakers we will listen to, and all the exciting new programs that will be introduced by SIA Headquarters. There is an excitement in the air (at least I sense it through the email air)! I think my favorite new thing will be to hear about the "New Girl Project" - it has been so wonderful to hear about the research that went on, the planning, the surveys, the focus groups - so I feel that this will be a meaningful project that will definitely fit with the Soroptimist mission.

If your club is struggling with membership, maybe you are spending too much time on "administrivia" and not on mission-based projects. Take a look at your club "health" - and step back and see what you can change. Healthy happy clubs will attract new members and keep your current membership coming back for more.

Check out the convention website to find out what workshops and speakers you are going to hear about... and I will see you there! Don't forget to let me know if you are going to attend the Tri-Region event (Founder/Sierra Pacific/Sierra Nevada). Email me at [bjenderlin@gmail.com](mailto:bjenderlin@gmail.com) for more details. Here is a link to the convention website: <http://www.soroptimist.org/members/meetings/vancouver2014.html>

Governor Bobbi

## What a wonderful 2 years it has been!

7/1/2014

What a wonderful 2 years it has been! Founder Region has much to be thankful for! We had the fabulous leadership of Governor Dona – she has been an inspiration to all of us! All of the qualities of leadership that we have been talking about during our installation of new club officers – wisdom, patience and understanding – and “as presiding officer, you must be fair, tactful, just, and – above all – gentle and kind”- these qualities describe Governor Dona to a tee. We wish her well as she becomes “Past Governor.” This new role for her should be “easy peasy” – she will serve as our region cheerleader – and officially she will be the 2014-2016 Region Conference Coordinator!

We have so much to be proud of as we reflect on the last two years - we have received the “2013 Outstanding Region Award” from Soroptimist International of the Americas...this was due to the hard work of our entire region – each club member, each committee member, the district directors and region officers – we all contributed our time and money to helping women and girls improve their lives. Over the biennium, 9 clubs were granted over \$40,000 in Soroptimist Club Grants to implement local projects to help women and girls live their dreams. We have fully participated in all of the Soroptimist programs, contributed to Club Giving at a



higher level than ever before, and we just found out that our 2014 Region Live Your Dream Award winner Rebecca Shufflin from Eureka will be awarded \$10,000 at the upcoming SIA Convention in Vancouver.

It is now the beginning of the 2014-2016 biennium, and your new board is ready to serve! Many of us will be attending the upcoming SIA Convention in Vancouver, and along with many of you, will bring back new ideas, renewed enthusiasm and inspiration to our clubs. We will continue to “Ride the Wave of Change” as we start our new club year, and also keep in mind that we are “Shaping the Future of Soroptimist” so we keep our 92 year legacy alive.

I am honored to serve as Governor of Founder Region, where it all began back in 1921 with eight (8) women that invited their friends and became the first Soroptimist club. These women give me the strength and courage to continue fighting for women and girls to ensure that everywhere around the globe women can have a voice and ensure that education is a priority. Without education, women and girls will suffer, and communities will not thrive. One of my favorite quotes from Nelson Mandela: “Education is the most powerful weapon which you can use to change the world.”

I hope you enjoy this photo – Governor Dona passing the gavel to me at 12:01 am on July 1, 2014 as we shared a champagne toast (we actually did this on Saturday, because we knew we couldn’t stay up so late Monday night!). Thanks again, Dona – I pledge to be the best Governor I can be! Founder Region members – I hope you are as excited as I am to see what wonderful things we can do over the next two years – are you ready to have some fun as we help women and girls live their dreams? Are you ready to make sure Soroptimist is not the best kept secret any longer? Are you ready to commit to making Soroptimist your charity of choice? Are you ready to change your club to a “no-guilt” club? Are you ready to share the JOY of Soroptimist? I am, so let’s do it, Founder Region!

~Governor Bobbi