

CHANNEL SEVEN

Altrusa International, Inc.
DISTRICT SEVEN NEWSLETTER

Iowa, Minnesota, Nebraska, North Dakota, South Dakota, Upper Michigan, Wisconsin

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www.altrusadistrictseven.com

AUGUST 2009

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From the Governor...

Happy summer! Isn't it great not to have to put up with any more shoveling for a while? Alas, summer will be gone before you know it so I hope you take time out to really enjoy it.

Well, we weathered another District Conference. And what a conference it was! Those of you not able to attend really missed a great one! We had 22 out of 30 clubs represented. Actual registered attendees numbered 127! That's the most we've had since the 2006 conference in Green Bay.

I hope we will continue this upward trend that we've started. I also hope that your members that did attend provided you with an excellent report of their experiences and got you excited enough to want to join us in Brookings, SD next year. Look for the editor's conference recap later in this issue. Thanks to Door County members and all the other local clubs that assisted them for putting on such a great event. The conference chairs did such a great job managing the budget that they had an excess of \$2,317 which they will send to District. This money is added to the Excess Conference Fund from which we may fund Club Revitalization Grants and rebates to first time conference attendees, among other things.

Congratulations to all the award winners. Look for their names later in this issue.

Congratulations also go out to Jane Hanousek, Wausau Club, on her appointment to the International Long Range Strategic Planning committee. I have served on this committee and it was both fun and challenging to map out Altrusa's future by establishing goals and objectives, and the strategies to achieve them. Thanks Jane, for accepting the position.

This just in: The following clubs were awarded the Distinguished Club Award for 2008: **Bellevue, NE; Council Bluffs, IA; and Fargo, ND.** The winning clubs were selected based on these categories: Service, Membership, Programming, Leadership, Communications and Foundation support. **CONGRATULATIONS!** I know it took some effort to meet the requirements and to submit the new form but you did it and you can be proud of your efforts.

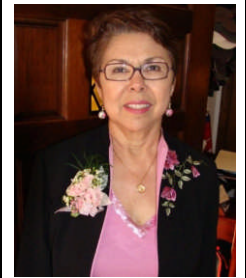
Thanks to Vira Brooks, Bellevue Club, for stepping up and filling the position of District Communication Chair left vacant by Liliana Bronner, who is now focusing on a new and exciting career.

The International Convention is coming up very soon. In fact, by the time you receive this issue it may be ongoing. We have two members of District Seven who are running for important positions. They are: Jan Albright, Rapid City Club, for the Nominating Committee and Irene Wolfe, Bellevue Club, for Trustee on the International Foundation Board. I wish them both well and urge you to vote for them both. I know they will both "do us proud."

The District Board was busy, as usual, at the pre, and post-conference Board meetings. We revised the District Strategic Plan and will soon get it posted on our website. We approved several Emeritus requests, club revitalization grant requests, and discussed the results of various club visits.

At the time of the conference we did not have a club that was willing or able to host the 2012 District Conference so we did not make any announcement. I am very happy to report that the Altrusa International Club of Ames, Iowa has since agreed to host it. Thank you so much Ames Club!

So far, I have provided you with happy information, but I would be remiss as your Governor if I did not mention that I am truly concerned about the downward trend of membership in our



Governor's Letter continued...

District. The latest report from Nancy Stellpflug, our District Treasurer, indicates that as of June 29, we have a total of 762 members, 30 of which are Emeritus members. This is down from a total of 859 at the end of the previous District year (April 2009). You do the math – that's 97 fewer members. Some clubs have done, and continue to do, a good job recruiting members, but most clubs are struggling. We now have a total of 10 clubs under charter strength!! Which begs the question: what are we doing or not doing? Are we recruiting for the sake of recruiting? Are we recruiting at all? Are we doing as good a job as we need to do to ensure that the women we recruit remain interested and excited about joining Altrusa? Do we provide opportunities for them to share their new ideas and when they do, do we act favorably on them, or are we critical rather than constructive? When we recruit new members do we tell them how much time, talent and treasure are required? Many times we bring in new members and fail to tell them this and they soon learn that they can't live up to the Altrusa expectations or can't afford to continue as members.

How about our meetings, are they interesting and productive, or are they the same thing month after month. Is there cohesiveness at the meetings or do we argue about the projects to support or fundraising? Are members not inviting potential members because they are concerned or embarrassed about how the meetings are run or the lack of interesting meetings?

When members do not attend regular meetings, do we call to see if they are ok or if they need help? When they resign, do we follow up with a letter asking them the reason(s) for their resignation and inviting them back?

These are just a few things to think about and act upon to keep from losing any more members. Let's all do our very best to keep the precious members we already have and also do our part in recruiting new ones. The International website has a wealth of information to help you in both of these areas. Check them out please.

Olivia

Welcome New Altrusans

The following people have joined our ranks as new Altrusans, ensuring the future of Altrusa International...

Appleton

Carla Fulcer
Virginia Wilcox
Jane Yeager

Escanaba

Dorothy Pepin

Madison

Jo Prust
Jane Zuengler

Bellevue

Vira Brooks

Fargo

Nancy Decker
Mary Batcheller
Tifanie Gelinske
Carol Jacobsen

Marshfield

Dona Balciar
Peggy Goeltz
Leslie Plechaty
Shari Zink

Cedar Falls

Genie Loenser

Fond du Lac

Jessica Serwe

Omaha

Tracy Perrings

Council Bluffs

Michelle Bose
Jane Flury
Sandra Cox Harker
Rosemary Overholtzer
Anita Stocks
Jamie Watts
Alice Westphal

Fremont

Janet Nicola

Oskaloosa

Mary Anderson

Green Bay

Nancy Barthel
Kathleen Williquette

Wausau

Jo Plunkett

Duluth

Marjorie Kangas
Sharon Sandvik

Iowa City

Janice Ross
Christine Thompson
Natalie Craig

Awards

The following awards were presented at the April 2009 District Conference.



| | |
|------------------------------------|--|
| Governor's Award | Altrusa International of Council Bluffs, IA |
| Letha H. Brown | 1 st – Altrusa International of Oshkosh; Book Wall 2 nd – Altrusa International of Fargo; Books & Bookcases for Habitat 3 rd – Altrusa International of Red Oak; Reading in the Bag |
| Mamie L. Bass Service Award | 1 st – Altrusa International of Door County; Born to Read 2 nd – Altrusa International of Omaha; Read to Succeed 3 rd – Altrusa International of Council Bluffs; Wings of Hope |
| Katie Wenstrand Lamplighter | Lois Kania – Altrusa International of Green Bay |
| Membership – New Members | 1 st – Altrusa International of Door County; 15 2 nd – Altrusa International of Oshkosh; 10 3 rd – Altrusa International of Fond du Lac; 8 |
| Membership – Net Gain | 1 st – Altrusa International of Door County; 10 2 nd – Altrusa International of Oshkosh; 8 3 rd – Altrusa International of Fond du Lac; 7 |

CONGRATULATIONS TO ALL!!

Nina Fay Calhoun International Relations Award

Why is it important to apply for the Nina Fay Calhoun Award? Here is an opportunity for your club to try something new and different. You have an opportunity to create and stimulate interest in International relations. You can help create awareness of other cultures and people of the world. Your club can gain Recognition of outstanding club achievement in international relations.

Start by observing at least 3 of the following with your club:

- World Literacy Day – September 8, 2009
- International Peace Day September 15, 2009
- United Nations Day October 24, 2009
- Human Rights Day December 12, 2009
- Women's Rights Day March 8, 2010
- World Health Day April 7, 2010



Many of us think that we can't do it because we aren't involved with any international group overseas. Guess what? That is not a requirement! If you don't have an existing project to promote international relations, find one! Check with your Technical Colleges, 2yr and 4 yr colleges. I am willing to bet that all of them have foreign students who would love to have you help them with their life in the United States. Do they need a ride or bedding for the dorms or school supplies Invite them to one of your meetings so you can learn about their culture.

Do you know of a place of worship that has a project to help a third world country? Ask how you can contribute. Maybe they need school supplies or personal care items. Do you have refugees or immigrants in your community? Get to know them and learn how to make them feel welcome. Do they have needs that you can help with? For Christmas give them food that is common to their culture like rice or pork instead of a turkey. Show respect for their culture and don't try to impose yours on them.

For more information go to the Altrusa International website, log in and click on membership and then click on archived e news to find the requirements for the Nina Fay Calhoun Award.

I look forward to your submissions. Marty Heidner

New Communications Chair

Vira Brooks from Altrusa International of Brookings has been appointed the new Communications Chair for District Seven for the 2009/2010 year. vira.brooks@ops.org

In Memoriam...

We are saddened to learn of the death of two of our Altrusa Sisters in the past month.

Della Irene White, Council Bluffs Emeritus member. Della was an eleven-year member and served as president of her club from 2002-2004.

Evelyn Nicholson from the Des Moines Club. She had been a longtime member since 1975 (34 years) and was a past president.

Please keep their families and their club in your prayers. They will both be missed.

District Seven Conference in Review...



SAIL TO OUR SHORES FOR INSPIRATION

2009 Altrusa District Seven Conference

Thursday, April 23 – Saturday, April 25, 2009

The Altrusa International District Seven Conference was officially called to order on Friday morning, April 23rd but the festivities started the night before with a Fashion Show put on by the host club in the hotel bar. Drinks, singing and fashion helped old friendship rekindle and new ones begin.

FRIDAY: After a brief introduction to the conference, First Timers joined the rest of the Altrusans for the Opening Business Session. Governor Olivia Haringa called the meeting to order and the attendees were greeted by Susan May, President of the host club, and Tom Voegele, Mayor of Sturgeon Bay. Reports were given and after a brief break the personal development workshops began. The first of 2 videos on the New Marketing Proposal sent from President Elect Donna Johnson was also played for the attendees.

“Staying on an Even Keel” by Patti Ligman of the Door County Club taught us how to stay calm even in the roughest of waters. By sharing the story of her struggles in life, she showed us how to look at things in a different way. To see the positive and take each moment for everything you can. Just before becoming an Altrusan, Patti’s doctors discovered that she had a rare disease that would cause her to gradually lose her eyesight. She is legally blind and currently helps the WI Council by working to assist others on a one-on-one basis. In 2006, Patti went to MI to attend training from Leader Dogs for the Blind. At the end of four weeks she and her new Leader Dog Lily came home together. Lily shared her love for sweets with the class as she helped herself to them from the bag of one of the session’s attendees.

“Pirates of the Epidermis” by Dr Diane Thaler, Dermatology Associates shared her knowledge of “skin myths”. She talked about common misconceptions about Botox, fillers, aging skin and sun damage. Diane is a member of the American Academy of Dermatology and the American Dermatitis Society.

“Set Your Sails for the Natural World” by Coggin Heerings, MS Naturalist from Crossroads of Door County showed us how to live a more “green” life. She talked about her love for the outdoors. She serves as the Naturalist and Instructor of Environment Studies at Interlochen Arts Camp in Michigan.

The group broke for lunch where the 1st Timers were recognized and the Membership Awards were given out. There were no nominations for the Nina Fay Calhoun Award, but this would have been announced at this time as well. Gay Pustaver was out lunchtime speaker. She gave an enthusiastic presentation titled “Conflict Management – Keeping the Waters Calm.”

The second Marketing Proposal video was played followed by a brief discussion from current International President Zaida Perez-Mendez. Zaida discussed the importance of increasing membership and building new club. She answered questions Altrusans had about the videos shown and the proposed Marketing Plan and budget. Concerns were expressed about pulling funds from the reserves. Altrusans also asked why International didn’t consider using Altrusan talent as the marketing firm instead of going outside the club. Zaida said she would bring these concerns back to the International Board.

Free time trips were planned and Altrusans were able to take a Trolley Tour of Door County or spend time shopping and sightseeing on their own. An amazing dinner was prepared for us at the Yacht Club where we were entertained by the City Rhythm Show/Jazz Choir. They were a spirited group of young people who had Altrusans on their feet, clapping and singing and definitely enjoying themselves. We celebrated Past Governors and recognized Long-time Altrusans

SATURDAY started on a solemn but beautiful note as the most heart touching Memorial Service shared stories of those who have left us too soon. There wasn't a dry eye in the house, especially when the sister of a recently deceased Door County member carried her sister's candle.

The Altrusa Workshops started after a break to dry our eyes and fix our make-up.

“No Wake Zone: A Captain's Guide to Smooth Sailing” by Governor Elect Bev McAlpin. This workshop provided information and a question and answer session for incoming presidents.

“Pirate's Booty: How to Handle Your Loot” by District Treasurer, Nancy Stellpflug. Nancy provided treasurers and other attendee's important information about being an effective treasurer.

“Maintaining Order on the Ship” by Dr Lori Bents. Dr Lori gave a lively presentation on how to use Parliamentary Procedures to run effective meetings. She answered questions and gave her special spin on the big book of Robert's Rules of Order.

“All Aboard: Membership and Recruitment Techniques” facilitated by Judi Lundstrom. The panel of Altrusan membership experts shared success stories from what their clubs did/do to recruit and retain membership.

“Sailing Abroad: Starting an International Project” presented by members of Altrusa International of St Paul. This group of women has a proven track record of successful international projects in St Paul and they shared their stories and tips to their success.

During lunch on Saturday, we recognized incoming presidents. Ruth Weiner presented the **Katie Wenstrand Lamplighter Award** to Lori Beirl, president of Altrusa International of Green Bay who accepted it for Lois Kania who was unable to attend the conference. **Keynote Speaker Dr Kevin Miller** gave a high energy presentation titled “Staying Afloat”. He talked about what we can do to preserve our cognitive powers as we grow older. He shared stories of his family's struggle with autism and dementia and how this has affected him... and why he has become so passionate about sharing his story and his research with anyone who wants to learn.

A second business meeting was held in the afternoon with the reading of the Final Conference Reports and Silent Auction Results. Over \$1,800.00 was raised for the International Foundation. The group broke out to meet with their District Representatives and then had free time to enjoy additional tours planned by the Door County Club.

Our Captain's Reception and Dinner started out with appetizers and drinks overlooking the water. After a wonderful dinner the Letha H Brown, Mamie L Bass and Governor's Awards were given out. (See above for the winners)

Dan Riley, who combines his incredible voice with wild vocal sound effects, amazing guitar work and a whacked-out sense of humor, entertained the crowd until most had laughed so hard our sides were hurting. He had Zaida up on the floor dancing and everyone singing along with him. He shared his story of his fondness for Altrusa because his family stayed at the Altrusa House when he was hospitalized when he was in Green Bay.

Dan often says he takes “other people's perfectly good songs and ruin them for profit”. I know we weren't in Egypt, but everyone in that room Saturday night enjoyed his “ruins”. It was a perfect way to end an amazing conference. THANK YOU Door County Club for all that you did to make this a success!!!

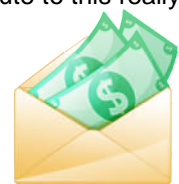
Silent Auction at District Conference – Door County

What an interesting and informative experience our District Seven Conference was. The six of us from the Duluth Club thoroughly enjoyed our trip and we learned some important things—particularly as President and Treasurer.

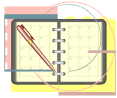
The Silent Auction was also successful. We collected \$ 1,858.00. Additional \$`s were also contributed by the “BACK OF THE BUS GROUP”. Twenty-four of our clubs and/or members contributed.

We have been going down, some each year, and I wonder if all our clubs realize our need to contribute to this really great project. We can only win. Those we support are aided and our clubs gain through the GRANT PROGRAM. The International Foundation is a vital part of our Altrusa experience; perhaps we can have a program on the Foundation at our next Conference.

Marilyn Gratto
District Seven International Foundation Liaison



| U Around the District | |
|------------------------------|---|
| Ames, IA | <p>At their August meeting the Ames club will present three more panel members with needs for our consideration. The Ames Free Dental Clinic, Heartland Senior Services and the Resource Counselor's Department for the Ames schools will be represented.</p> <p>Ames' #1 priority with membership will be their Membership Affair meeting on Tuesday, October 13th. Jan Beran will be the speaker on "The History of Women's Basketball". It will be an excellent talk as well as an opportunity to learn more about Altrusa.</p> |
| Beloit, WI | Officer Mark Ratzlaf recently spoke at the club meeting about personal safety and home security. The club is looking into doing a fundraiser with Culvers restaurant. Altrusans will serve as wait staff/bus staff in exchange for profits. |
| Brookings, SD | Our next District Conference will be held in Brookings, April 22 – 25 th , 2010. Plans are being made! |
| Council Bluffs, IA | The Council Bluffs club has added 6 new members this Altrusa Year. CONGRATS! Council Bluffs Altrusan Carol Reeder is a cancer survivor and recipient of the Spirit of Courage award |
| Des Moines, IA | The club's focus will be on membership this year. Their goal is to add 4 new members to take them to the 20 members needed for Charter. |
| Duluth, MN | The Duluth club sent a care package to fellow Altrusan Sue Moyer in Azerbaijan - Chox Sag Ol. Brownie mixes, school supplies, information about Lake Superior are just a few of the items they sent in yet another box of welcomed surprises from America to the people of Azerbaijan. |
| Fargo, ND | Fargo awarded a \$1,000.00 scholarship to Laurie Gyda to be used in the fall. She attends Rasmussen College and is pursuing an AAS in Business Management. They are planning a Book Fair at Barnes and Noble in the fall and a Prairie Spelling Bee January of 2010. |
| Green Bay, WI | Green Bay's 3 rd annual Golf Outing increased the number of golfers to over 120 and helped raise over \$12K. A 2.5 day Pink Flamingo Softball tournament found Altrusan selling ice cream sundaes, cones and root beer floats. Both fundraisers will help offset the \$70,000.00 Altrusa House operating budget. Plans are being made for our annual Phantom Ball and a fundraiser working with Let Me Be Frank Productions. We will also be putting together a lobby program helping to market Altrusa Club/House at a local community orchestra concert. |
| Iowa City, IA | The Iowa City club had a Jo Beers Pie Eating Contest on July 30 th at the Johnson County fair. They doubled the pies and the fundraising last year and this year should be even better. It's a great way to honor the memory of Altrusan Jo Beers. |
| Wausau, WI | <p>Plans for our 30th annual Doll Show on October 18th are continuing. We are planning for our 70th anniversary.</p> <p>Our sponsored Little League for 50 years finished with a winning season. We donated \$1200 to the Neighbors Place Food Pantry.</p> <p>Delores Clancey, winner of the Altrusa Foundation Community Leadership award donated her \$500 award also to the above food pantry. The amount was doubled by the Feinstein foundation grant.</p> |



2009 Dates to Remember...

| | |
|------------------|--|
| August | Channel Seven Newsletter distributed |
| | Altrusa International Convention in Indianapolis, IN August 6 – 9 th |
| | Start to plan your Make a Difference Day Project. |
| September | World Literacy Day (<i>Tue. Sep 08, 2009</i>). This is a great opportunity to debut a new literacy project. |
| | Altrusa International Foundation, Inc. (<i>Tue. Sep 15, 2009</i>). Grant Applications are due to the International Foundation by September 15, 2009. |
| | Be sure to send copies of your club's Yearbook to the District Officers and one copy to the International Office. |
| October | Make A Difference Day (<i>Sat. Oct 24, 2009</i>). - Make a Difference Day is an annual event that Altrusa participates in. Be sure to send in pre-report to the International Office as instructed on the www.altrusa.com website |
| | Mail contributions to the International Foundation |
| | Work on Membership recruitment and retention. |
| November | Be sure to send in post-report for your club's Make a Difference Day project. |
| | |

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|----------|--|
| V | aluable is the work you do. |
| O | utstanding is how you always come through. |
| L | oyal, sincere and full of good cheer, |
| U | ntiring in your efforts throughout the year. |
| N | otable are the contributions you make. |
| T | rustworthy in every project you take. |
| E | ager to reach your every goal. |
| E | ffective in the way you fulfill your role. |
| R | eady with a smile like a shining star, |
| S | pecial and wonderful—that's what you are. |

CHANNEL SEVEN

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