



ALTRUSA DISTRICT THREE

DISTRICT
SERVICE
BULLETIN

Florida

Georgia

North Carolina

South Carolina

Fall 2009 Issue

Governor: Robin Hall govrobin@comcast.net

Editor: Sandy Furches sandyfurches@me.com

Governor's Message

Altrusans in Action: Our Light Shines Bright



It is so wonderful that Fall is here, and all of us are in high gear with Altrusa service projects. The difference we are making in our communities will have a lasting impact for many years to come. We look forward to receiving your October 24 "Make A Difference Day" project information and sharing your activity with the membership in the DSB.

Our membership has done a great job with recruitment. Since May 1, I have written over 75 new member letters.

However, our work is cut out for us because we need to continue to work on retention. It is so important that we let our club members know how much we value each other and how all of us are vital components in carrying out our service projects.

On page 3 is a grid of goal completion for the four

biennium goals. Illuminate your membership at the club level is one of four biennium goals. The other three include sending in an article/photo to the DSB about a service project you are doing, documenting completion of an environmental project, and sending a "Cool Ideas on the Website" to Service Consultant

Julie Watson-Helms.

The District Three board met in Ocala, FL on October 23-24 at the Holiday Inn, site of the 2010 conference. We updated the strategic plan, worked on a variety of topics, and set the plan in motion for the upcoming conference. The District Consultants participated in the Saturday morning meeting and provided input on the strategic plan and conference activities.

Please save the date for the April 29 – May 1 District Three Conference. Our Ocala Club hosts will be "Lighting the Way" for leadership opportunities, service activities and lots of fun. Conference Chairs **Scott Tice** and **Cindy Schad** are working hard to make this a "MUST ATTEND" conference. Miss Congeniality **Linda Lewandowski** from Asheville, NC will start off the new member festivities and a new Miss Congeniality will be crowned by the end of the conference.

(Continued on Page 2)

Table of Contents

What's Going on at International?	2	Are Our Membership Totals Growing?	12
Club Goal Progress	3	Finance Consultant Tips for Treasurers	12
Life Preserver To The Environment: Home Energy Tips	3	96th Birthday - Martha Adams, Charlotte	12
District Conference 2010	4	Communication Consultant News	13
Camp Safe Haven	5	Waynesville NC Project Publicity	13
What Altrusa Means to Me - Beverly Hardy	5	District Three Crossword Puzzle	14
What's this Branding Stuff All About?	6	Our Light Shines Bright Service: Orlando-Winter Park FL	15
Helen Staab Veverka Remembered	6	Lucy Quinn Retirement	15
Our Light Shines Bright Service: Lake City FL	7	Starke FL Project Publicity	15
Altrusa Accent: Lighthouse Keeper Abbie Burgess	7	Caldwell County Accomplishes Goals	16
District Three Foundation News	8	Friends of District Three Remembered	16
Membership Consultant News	8	Ocala FL Project Publicity	16
Past Governors' Action Council	9	Parody by Nancy Kirkland	17
ASTRA Consultant News	9	District Three 2009-2011 Biennium Song	17
District New Member Listing	10	Mid-Year Board Meeting Summary	18
District Membership by Club	10	District Calendar	19
District Three Awards	11	District Board & Consultants Contact Information	19
Illuminate Membership: Statesboro GA	11		





(Continued from Page 1)

Throughout this biennium, we will be including leadership testimonials in the District Service Bulletin. If you are a club leader and willing to write about what you have learned, please consider sharing your experience with the membership. Your leadership story is important to us, and it may inspire a member to volunteer for club or district leadership. We want to hear from you!

Speaking of leadership, now is the time to nominate current or past club presidents to serve on the 2010 - 2011 Nominating Committee. The nominee must be an active member or active retired member and must have served a term as president of a club. According to our bylaws, "no member of the Nominating Committee is eligible to be slated for District Office while serving as a member of the Nominating Committee". Below are the members who served on the 2008-2009 Nominating Committee. Per our bylaws, these clubs may not be represented on the 2010-2011 Nominating Committee.

- Betsy Burch**, Chairman – Live Oak, FL
- Gayle MacGruder** – Spartanburg, SC
- Janis McNemar** – Statesville, NC
- Past Governor Cindy Schad** – Ocala, FL
- Sylvia Tatum** – Starke, FL

Your club president will receive the nomination form on November 1. Please consider nominating a current or past president from your club to serve on this important committee which will help recommend future leaders as district officers for our district. Nominations must be returned to me by December 18, 2009.

The holiday months of November and December remind us of how important it is to be thankful for our blessings. I'm thankful for the 30 clubs in District Three and the important work we are doing in our communities. I'm blessed to be surrounded by dedicated District Three Board members, Consultants, and Past Governors. Most of all, I'm thankful to have the capacity to love and to be loved. May God continue to watch over us and keep us safe.

Yours in Altrusa Service,
Robin Hall, Governor §

Donna Johnson, President, Altrusa International, Inc.

What's Going On At Altrusa International, Inc.?



What an informative International Convention we had! We heard about the branding process, ways it can reenergize an organization and its relevance for not-for-profits like Altrusa. We learned about managing change through alliance building, commitment alignment and perception assessment. And we were introduced to interim marketing materials designed to bridge where we are now and where we will be a couple of years from now. How I wish every one of you could have been there. The atmosphere was completely electric with the hope of Altrusa successes to come.

For the 2009-2011 biennium your International Board is working with two goals: retain and recruit members and improve and extend the Altrusa image. With the convention delegates' support in passing the proposed 2009-2011 budget we are ready to move ahead quickly with developing the Altrusa brand. To make our new brand successful each member will need to become a "brand ambassador" for Altrusa.

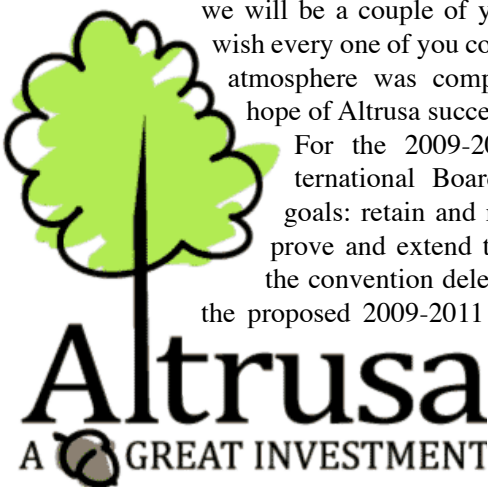
The International board and program committees will be gathering and creating the tools our members need to promote Altrusa from within our membership. We'll work together to become more

educated brand ambassadors who are comfortable attracting media attention, are experts on the positive benefits of volunteering, and are visible in community activities as a promoter of Altrusa.

The first step is to put out a Request for Proposal (RFP) detailing the marketing and branding services we need to secure. (If there are any Altrusans in this field interested in submitting a proposal, be sure to get your contact information to our Executive Director, Regina Baras.) While the proposal is out for response, your Communications/Marketing Chair Rhoda Struhs and Vice Chair, Rhonda Hauter will begin developing the project timetable. This will help all of us stay on track and watch our project as it moves toward our goals.

So where do you fit in? We are counting on each Altrusan to make a personal commitment to retain existing members and actively recruit new members. The minimum goal for the first year of the biennium is to halt the membership decline. We are striving to maintain our membership at a number at or above what it was on October 1, 2009. Your Membership team, their Board liaison and the International Office will send quarterly progress reports to each club and district so we can watch our growth. If all goes well soon we'll have a graph on the web site to help us visually track our advancement.

Watch this space for more International news in your next DSB. §





CLUB GOAL PROGRESS

THROUGH OCTOBER 15, 2009	LIGHT SHINES BRIGHT	ILLUMINATE MEMBERSHIP	LIFE PRESERVER TO EARTH	COOL IDEAS
CITRUS COUNTY, FL				
GAINESVILLE, FL		✿		
LAKE CITY, FL	✿	✿		
LAKE COUNTY, FL				
LIVE OAK, FL				
MARIANNA, FL				
MONTICELLO, FL				
Ocala, FL		✿		
ORLANDO-WINTER PARK, FL	✿			
SOUTH MARION COUNTY, FL	✿	✿		
St. AUGUSTINE, FL				
STARKE, FL		✿		
TAMPA, FL				
ATLANTA, GA	✿			
COLUMBUS, GA				
NORTH GEORGIA, GA				
STATESBORO, GA	✿	✿		
ASHEVILLE, NC		✿		
CALDWELL COUNTY, NC	✿	✿	✿	✿
CHAPEL HILL, NC				
CHARLOTTE, NC		✿		
DURHAM, NC				
GASTONIA, NC				
RALEIGH, NC				✿
SALISBURY, NC				
STATESVILLE, NC				
WAYNESVILLE, NC				
ANDERSON, SC				
GAFFNEY, SC				
SPARTANBURG, SC	✿	✿		

From Earthshare.org & Altrusa of Spartanburg

Life Preserver to the Environment



The 10 biggest energy users at home: water heaters, refrigerators, freezers, air conditioners, ranges, clothes washers, clothes dryers, dishwashers, portable heaters and lights

Inexpensive solutions:

Caulking – rope caulk is one of the easiest to apply

Draft Blockers – foam plates that fit behind light switches and electrical outlets

Heat Reflectors – behind radiators reflect heat into the room

Programmable Thermostat – can save 12% or more on your energy bill

Reflective Window film & Storm Window Kits

Weather Stripping – create tight seal for windows and doors §



District Three Conference 2010: Mark Your Calendars!



Thursday, April 29th thru Saturday, May 1st, 2010, Altrusa International, Inc. of Ocala, Florida will joyfully “Light the Way” for you to attend the 57th Annual District Three Conference! Located at the beautiful Holiday Inn & Suites Conference Center, you’ll enjoy a truly whimsical décor in this exceptional facility, as well as enjoy the comfort of sleeping in DreamSpa Beds by Tempur-Pedic during your stay.

Indianapolis International Convention attendees will remember the energetic and inspirational presentation by Janice Baldes, Founder of BAGOLITAS handbags and accessories. Your conference organizers are excited to

announce that every Altrusan registering for the full conference will receive a BAGOLITAS tote bag as the conference tote!

Your conference will begin on Thursday night with a Welcome Reception and First Timers Event. Then the Opening Ceremonies begin, featuring the traditional flag procession to honor our

District Three states, the United States and the United Nations.

Friday will be a full day of fun and growth, starting with breakfast featuring Linda Burhans, motivational speaker and author of “Good Night and God Bless”. Following breakfast will be a special memorial ceremony honoring fellow Altrusans who have died in the last year. Next... it will be time for the first business meeting of the conference! The District Three Foundation luncheon will shine the spotlight

on the winners of the Foundation projects. After lunch, you’ll have your choice of seminars designed to help you grow personally, professionally, and as an Altrusan. We guarantee there will be something for everyone!

Friday night is your opportunity to embrace your



Colleen Duris and Kimberly Browne touring the District Three Conference facilities. Will you be there?



inner reality show contestant. Ocala is honored to host the debut of “Altrusa’s Got Talent”! Each attending club will have the opportunity to showcase their selection of talent for our discerning celebrity judges. You can count on plenty of audience participation and a night of good fun for all!

Saturday, you’ll want to rise and watch our District Three clubs as they shine during the Awards Breakfast. Your conference will continue with our business meeting and a selection of seminars. That afternoon you will have time to enjoy the beautiful Paddock Mall located right down the



street, or the other many attractions that makes Central Florida such a desirable place to be. Saturday night the conference will finish in style with the elegant Governor’s Banquet. You won’t want to miss listening to nationally known motivational speaker and author, Gaye Martin, as we honor District Three Governor, Robin Hall.

Watch our District Three website for Hotel and Conference registration forms in November. You’ll definitely want to make your reservation as soon as possible and enjoy this weekend of renewal as Altrusa continues “Lighting the Way” in all of our communities! §

2010

April						
S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	
May						
S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					





Camp Safe Haven



Nestled in a forested landscape, near the Blue Ridge Parkway, sits a campground with all the facilities one would expect. There are cabins, a dining hall and kitchen, a small first aid station, an arts and crafts room. Outside the campers can swim in the pool or play basketball. They can follow short trails in the woods, roast marshmallows and s'mores over a campfire. Or they can just relax. But this is no ordinary camp, although it is meant to be as ordinary as possible.



This is Camp Safe Haven. Kids aged eight to eighteen spend an all-expense paid week at the camp. They come mostly from North Carolina and South Carolina. They are HIV positive or have AIDS. Around 40 children are selected by social workers. The goal is to provide a week free of the pressures of their medical conditions and a chance to be no different than other children. This can be an expensive proposition. Besides the medicine regimen some require, there are the usual bruises and scratches.



The afternoon I visited I was met by the group just returning from the swimming pool for lunch. Most of the kids wore a tee-shirt provided that had been personally decorated. The lunch was informal and kid friendly. After lunch there was time to write in their journals. This was done daily. Volunteers were asked to read from their journals. Some of the readings were poetry; some included movement therapy. The readings were very moving; there were tears and many hugs. Love was visible between the staff and kids. Next came more activities outside. The evening would bring a barbecue. The week was coming to a close and would soon be a magical memory. §- by Linda M. Lewandowski, Altrusa of Asheville themerrywanderer@yahoo.com



Beverly Hardy, Governor-Elect

What Altrusa Means to Me



My love affair with Altrusa began fifteen years ago when I became engaged to my husband. I began preparing to move to Starke, FL to begin my new life with Dudley. However, I had not one friend in Starke! A friend of Dudley's told me I should join the Starke Altrusa Club. I had never been involved in a service organization before and was a little hesitant. In the past, I had concentrated strictly on my career, family and church activities to fill my time. I decided to join and felt that it would give me an opportunity to make new friends. What a great decision. Altrusa has proved to be one of my life's biggest blessings, rewarding me with valuable friendships and giving me an opportunity to become involved and serve my new community. The more involved I became in our Club I realized how rewarding it is to give back. My new friends embraced me and I them. I realized more than ever in serving others one receives much more in return. The old adage of "It's better to give than receive" certainly became true for me.

After serving on our local board for eight years (four years as Club Treasurer) I gained the confidence to run for a District

Office. The first time I ran for the District Board for the office of Director I lost! Governor Margaret Cannon asked me to be her Financial Consultant during her biennium and I was thrilled. The next biennium I ran for District Treasurer and won and the rest is history. As I became more involved in a leadership capacity on the District level more windows of opportunity opened for me to serve. I have had the opportunity to meet and learn from some of the most amazing women that I would never have had the chance to meet were it not for being an Altrusan. District service has also provided the opportunity for me to serve those outside my own community. I feel being a part of a leadership team enables each person to share their own unique gifts and talents. Additionally, I feel a key ingredient to being a good leader is to be open to learn from others and incorporate their strengths and knowledge. An open mind, a loving and giving spirit is what I personally strive to attain. I continue to be blessed with the ideas and accomplishments of others. Next biennium I will become your Governor. I feel confident that I have much to give to our District and I know the membership has much to return to me. The Altrusans of District Three will be the "wind beneath my wings"! §



Donna Johnson, President, Altrusa International, Inc.

What's This Branding Stuff All About?



Over the past few months we've been talking a lot about branding. To get all of us talking the same language I thought it might be useful to go over a few terms and give examples of how they might be used in situations with which we are already familiar.

Branding is the process involved in creating a unique name and image for a product (good or service) in the mind of the consumer.

The way the brand owner wants the consumer to perceive the brand, and by extension the branded company, organization, product or service is called the Brand Image.

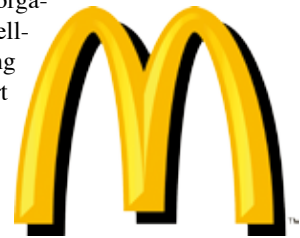
And finally the Brand Identity is the message the brand owner wants to communicate to potential consumers. The message should be focused on the value and promise provided as well as reflected in the organizational characteristics.

Let's see how McDonald's does representing these terms. Their process to create a unique image and name association has been quite successful; you (and especially your children and grandchildren) see the "golden arches" and know that's the place for a good burger and fries. Even further you expect a certain level of quality and level of cleanliness and finally, the brand identity carries with it the underlying message they provide good value for the money spent and as a company they appreciate families as customers. If you think about it we regularly derive information about items and organizations based on their brands.



There are misconceptions some of us have regarding branding, especially as applied to nonprofit organizations. Branding IS NOT marketing and advertising, al-

though both will help our brand. Branding IS selling everything associated with our organization. Larry Checco, a well known consultant to non-profits who spoke at the 2009 Altrusa International Convention advised us that organizations can use branding to create visibility and to convince supporters of the value of our organization. He explained that selling our organization is really all about telling the Altrusa story; sharing with others what being part of Altrusa means to us.



A successful nonprofit brand resonates with the aspirations of its audience. What we need to remember about nonprofit branding is it's more about the volunteers we want to attract and less about what activities the organization does.

I'd like to leave you with an example to think about. When you bought your last car ... was it more about buying a machine to get from one place to another or was it more saying something about you? I'm economical. I care about the environment. I'm young at heart. Your car is like your brand, it creates an image of you when people see you driving it.



The time spent in the process of developing Altrusa's brand will be well worth the effort. It will help Altrusans identify our unique qualities and provide a cohesive, consistent identity. It will assist us to educate our communities and potential members about what Altrusa means. And as our brand identity spreads it will facilitate our ability to focus our message to the changing organizational characteristics thereby ensuring our future. What a great investment. §

Helen Staab Veverka Remembered

October 18, 1929 - August 31, 2009



Helen was born in Glendale, N.Y. She moved to Spartanburg, S.C. in 1971 when her husband made a job change. Her story is, "I met Ronald at an ice skating rink when I was seventeen, and we've been skating on thin ice ever since." They were married sixty years with two sons, a daughter, three grandchildren and several great-grandchildren.

Helen was an executive assistant to the president of Wofford College. She retired as an administrative assistant with Milliken & Co.

Helen became an Altrusan in 1975. She was instrumental in organizing AWARE (Adult Writing And Reading Education), the first literacy council in Spartanburg County, a project that won the International Mamie L. Bass Award in 1979. She served in several capacities on the Board of Altrusa International of Spartanburg, and

also chaired many committees. Helen volunteered her services for many tasks, and she was always dependable for a job well done. She was a recipient of the Margaret P. Adams Award, given in honor of consistent service to the local club and community. Helen was a volunteer at the Spartanburg County Library Gift Shop and active in her church.

Her interests included camping, sailing, sports, travel and especially her Altrusa friends and activities. She enjoyed attending Altrusa District Three Conferences and International Conventions. She'll be greatly missed as a valued Altrusan and friend.

Helen was: Happy and fun,
Efficient in service, with a
Love of life,
Effervescent personality and
Never-ending faithfulness.

Written by her Altrusan friend, Jean Sydnor §



**Our Light Shines Bright Service Project:
Lake City Club Scores BIG with
Literacy Project in the Mall**

Our first annual September Literacy Project was held at the Lake City Mall Saturday, September 19th from 11 AM - 2 PM. Prior to the event, coupons for a free book were distributed to all third grade students. Those children and their parents came to the mall and perused the tables of books to find "just the right" selection.



Meanwhile, Altrusa members read to children of all ages with hand puppets and rocking chairs enhancing the reading atmosphere. Our local public library registered 52 children

for library cards, and the director of the Adult Literacy Program gained four volunteer tutors. In addition four local authors were present to share their books and to provide information about "how to prepare a manuscript for publication". We have sparked the interest of local talent; another JK Rowling may be in our midst!

Over 400 children received a free book for their personal library from more than 500 books purchased through funds provided by an Altrusa Foundation Grant and an Allstate Insurance donation. The task of processing these books was completed by the Altrusa membership pitching in at our August Meeting.



Community members, parents, children, guest participants and Altrusans are in agreement– the event was a huge success. We had teens ask to include books for their age group next year as well as adults asking us to consider including a book swap for adults. All GREAT ideas!

This was an opportunity for our Lake City Altrusa Club to share our love for reading as well as "let our light shine" in the community. Many parents and community members asked questions about Altrusa. We were delighted to answer and refer them to display boards, which highlighted our mission, goals and recent community projects. **Barbara Thomas** and **Dr. Cesta Newman**, both educators and literacy specialists, co-chaired the project.

Contact - Dr Cesta Newman cestanewman@yahoo.com §

**Altrusa Accent
Beacon of Hope: Women Lighthouse Keepers**



Matinicus Rock Light Station

Our first spotlight on women lighthouse keepers is on Abbie Burgess. Born in August of 1939 on Matinicus Island, Abbie became the oldest daughter among 10 children to live at the light station when her father became the keeper of the Matinicus Rock Light Station located on an isolated and rocky island about 15 miles off the coast

of Maine. Her father, Captain Samuel Burgess trained Abbie and at the age of seventeen, she learned how to fill the lanterns atop the two light towers with oil, trim the wicks, and clean the lenses. Feeling confident with Abbie's ability to manage the lighthouse, Captain Burgess would leave her in charge as he would go off to mainland to replenish for supplies for days at a time. Abbie's skills were tested in January 1856 as her father left for such a trip but was unable to return until almost a month passed by as one of the largest storms bashed the area. Matinicus Rock was practically underwater on January 19th as Abbie moved her mother and sisters to the north lighthouse tower and she later wrote:

The new dwelling was flooded and the windows had to be secured to prevent the violence of the spray from breaking them in. As the tide came, the sea rose higher and higher, till the only endurable places were the light-

towers. If they stood we were saved, otherwise our fate was only too certain. But for some reason, I know not why, I had no misgivings, and went on with my work as usual. For four weeks, owing to rough weather, no landing could be effected on the Rock. During this time we were without the assistance of any male member of our family. Though at times greatly exhausted with my labors, not once did the lights fail. Under God I was able to perform all my accustomed duties as well as my father's.

For four weeks in high waves, wind and fog Abbie independently tended to the lighthouse as well as her siblings and her sick mother.

In 1861, Captain John Grant was assigned to the light house replacing Abbie's father but Abbie stayed to train Grant's son Isaac as an assistant keeper. Isaac and Abbie fell in love, married and had four children together. Abbie was officially appointed assistant keeper at \$440 per year and continued to help manage the lighthouse. In 1875 they moved to the Whitehead Light Station where she served for 15 years as a keeper. The U.S. Coast Guard later honored her by naming a Keeper Class buoy tender Abbie Burgess.

Tejal Thakore Elliott, Altrusa International of Atlanta §



Abbie Burgess



Coast Guard patch



Marlene Jones, Chair, District Three Foundation

District Three Foundation News



DISTRICT THREE
FOUNDATION BOARD

MARLENE JONES
Chair

MARTHA EPPS
Vice Chair

CHERYLE CHANDLER
Secretary

CONNIE CANNON
Treasurer

CARROLL MYERS
Trustee

GAYLE MAGRUDER
Trustee

BEVERLY HARDY
Governor Elect
Board Liaison

Greetings from the District Three Foundation Board!

Honoring others—As 2009 winds down through the holidays, keep in mind the opportunities you have to honor friends and family in a special way through contributions to the Foundation. Consider also honoring someone for the work they have done for your club or in the District. Memorials can also be given through the Foundation.

Foundation Award entries—In January you will receive information about the District Three and the District Three Foundation award entries. Please be sure to note that the District and Foundation awards go to different people! The Foundation award entries are to be sent to Vice Chair Martha Epps at 133 Martin Street, Starke, FL 32091-4320. Sending it to the correct person ensures that your entry arrives on time for judging!

Grant applications—Grant applications this year should be sent to Carroll Myers, 8828 Long Beach Circle, Sandy Springs, GA 30350-2208. Please note that grants are only being considered for club service projects at this time. Hopefully future individual grants can be awarded for scholarships, etc., but in this building period we are only able to do the club service project grants. There is information on the District Three website about the grants. Please

feel free to contact any of the Foundation Board members for further information. (Addresses and emails are on the District Three website.)

Foundation Board Openings—There will be openings for the Foundation Board as Trustees for this upcoming year. If you are interested in serving, please contact Marlene Jones at marlene@cmenterprise.net.

Silent Auction Items—We want to increase our Silent Auction items this next Conference to make it a really fun and exciting fundraiser. So, if you have that little extra something that may appeal to a buyer, start today by setting it aside for serious consideration for the Foundation Silent Auction at the District Three Conference in Ocala. More to come later on this but for questions, contact Cheryle Chandler, Silent Auction Coordinator.

Foundation History—We are trying to round up any “early” information about the Foundation that you may have access to. We have received a copy of the Articles of Association and are trying to research and document the early years so if you have anything to share, we would appreciate your contacting us by email or mail.

Thank you!—Thank you for all the support over the last year. We look forward to finishing 2009 with good results and hope to be able to publish a lot of donor names in the next issue of the DSB. §



Angela Perry, Membership Consultant

Membership Recognition



Since I've become an Altrusan, one common trait that I've observed in most, if not all, Altrusans is they do not expect praise or recognition for their efforts or accomplishments. However, recall if you will the pride and/or feeling of self-accomplishment when someone said “good job,” “job well done,” or even “thank you,” for that small effort or that little task which was really nothing but made all the difference.

There are many ways to tell and or show a person they are appreciated. Some clubs have an Unsung Hero award presented monthly, quarterly, etc. The criteria are set up by the Board. For example, the Gainesville Club awards an Unsung Hero Award to those who work quietly behind the scenes... For

many this could be due to schedules, physical limitations, etc.

Another way to recognize/illuminate a member is by selecting an Altrusan of the Year. This member would be nominated based on exceptional service and contribution to Altrusa. After reviewing a document sent by Governor Robin (and could be made available to your club upon request) there are several ways to receive a nomination.

Anything a club can do to recognize a member for the efforts put forth will pay rewards far greater than any memento or gift purchased. If you would like to discuss ideas or receive the document put together by Governor Robin, please feel free to contact me (perryal@ufl.edu) or Governor Robin (govrobin@comcast.net). I look forward to hearing from you! §



Margaret Cannon, Past Governors' Action Council **Retention as a Revitalization Tool**



*Chair,
Club Revitalization
PGAC*

How do we retain the new members that we initiate into our club and those members who have been on our roster for a few years? This is a question that I shared with the members of the Past Governors Action Council who, by the way, have a total of 373 years of service to Altrusa. I asked them why they had remained a member for so many years and I asked them to ask other members of their club.

Past Governor Freddie Dobson provided me with the most comprehensive reason for her 45 years of service to Altrusa. She stated that "I have personally stayed for this many years as I have enjoyed being with such a wide



Involved members

variety of women (and men) that I probably would never have gotten to know personally through any other part of my life. I feel that working together has developed friendship and personal growth. I feel that as a member of this great organization, I am able to accomplish small things that become major accomplishments when combined with the efforts of the rest of the membership. I agree with the

principals that Mamie L. Bass established. The world may change but the needs of the people do not."

The past governors and members of their club shared with me the following ideas to retain members:

1. We have found the old saying of "use them or lose them" is very true. If the members do not feel they are involved, that their membership is not really important to the club, if they do not feel they are a member of the "group," then it is easy to lose that member.
2. The number one thing that leads to retention of a new member is to involve them immediately in a project, learn a bit about their specific interests and talents, contact the new members and ask them specifically

- to participate in a particular project.
3. Hands on service is a vital tool for retention.
4. Good communication
5. Fellowship time/socials outside of meetings to get to know each other
6. Recognition of a job well done
7. Loved being an Altrusan—especially the friendships, the service work, the conventions, conferences, our meetings, socials and everything.
8. Affiliation with wonderful people, opportunity to help others and service to the community.
9. The fellowship and community projects
10. Great speakers
11. Our projects. The children really motivate me. The need is so large and I feel we make a difference.
12. For over 30 years, I have enjoyed engaging with other Altrusans. Community service is important to me and I feel we have very worthwhile projects that keep me interested.
13. The wonderful activities; the friendly and caring members; and the overall goal of the international organization.
14. Involve the membership and make them feel welcome.
15. Create an environment whereby everyone feels comfortable in expressing his or her suggestions and opinions whether or not they may be accepted by the entire membership.
16. Send birthday cards to each member.
17. Have your Communications Committee Chairman send an email to all members keeping them informed of wonderful accomplishments of the members, illness of members or family members and the loss by death of members or family members.
18. At the end of each meeting, participate in a brag dollar session whereby one member pays \$1.00 to brag on another member.

The next issue will share ways to attract new members. §

Scott Tice, ASTRA Consultant **ASTRA Update**



Altrusa Int'l, Inc. of Ocala, FL recently held their annual ASTRA Summit, which offers leadership training to the ASTRA club members. Two of the three sponsored clubs attended along with several students from Central Florida Community College, where they are hoping to start a new club. During the Summit, the ASTRA club officers were installed using the "Coins of the Future" program.

On an International Level, the new ASTRA Club manual

is available through the International Office. Also, September 30th was the deadline to notify the International Office if you sponsor an ASTRA Club. If you have not done so already, please take the time to do this now.



I'd love to be able to share the news of how your club is letting your light shine bright through ASTRA. Please email me your information, including pictures, so I can include it in a future DSB. This may be a useful tool to help other clubs in the district with their ASTRA Clubs.

Scott Tice - scottaltrusa@gmail.com §

Illuminate Membership Development
District Three New Members
 August 1st - September 30th, 2009



Tammy Hall,
Treasurer

New Member	Sponsor
ATLANTA GA	
Linary Kingdon	Carroll Myers
CHARLOTTE NC	
Tessie Morris	Rey Wilson Thompson
GAINESVILLE FL	
John Gachago	Pushpa Kalra
LAKE CITY FL	
LaShone Surrency	Sheryll Walker
LAKE COUNTY FL	
Katrina Thomas	Lindsay Holt



SPARTANBURG SC	
Jan Benjamin	Bobbie Schoss
Kelly French	Lucy Quinn
Gail Hackett	Richard and Marianne Van Wagoner
Martha Lovett	JoeAnn Lever
STATESBORO GA	
Mary Hay	Myrtice Aikens
Nancy Shumaker	Karen Lavender

Contact: Tammy Hall tammy@odommoses.com §

Illuminate Membership Development:
District Three Membership 9/30/09

Florida	
Citrus County	29
Gainesville	93
Lake City	103
Lake County	38
Live Oak	28
Marianna	33
Monticello	38
Ocala	50
Orlando-Winter Park	38
South Marion County	9
St. Augustine	16
Starke	39
Tampa	14
Total Florida	527
Georgia	
Atlanta	11
Columbus	22
North Georgia	19
Statesboro	29
Total Georgia	81

North Carolina	
Asheville	23
Caldwell County	30
Chapel Hill	16
Charlotte	36
Durham	13
Gastonia	25
Raleigh	12
Salisbury	28
Statesville	14
Waynesville	35
Total North Carolina	232
South Carolina	
Anderson	14
Gaffney	12
Spartanburg	39
Total South Carolina	65
Total Club Membership	905
Affiliate Members	
Mary S. Leonard	1
Nancy Drought	1

Christine Prescott	1
Shirley J. Foor	1
Lake Norman Club:	
Shirley Bobo	1
Diane Gavin	1
Total Affiliate Members	6
Total Membership	911
Summary Recap:	
Active Members	878
Emeritus Members	26
Life Members	1
Affiliate Members	6
Total Membership	911

Contact: Tammy Hall tammy@odommoses.com §



Colleen M. Duris, Vice Governor

Award Criteria Forms In November



Do you have a community service project that would make Mamie L. Bass proud? How about a literacy project that Letha H. Brown would admire? Maybe your ASTRA club does outstanding projects or your club meeting programs are entertaining, educational and fun! If so, please share these items and more with us and enter the District Three Awards coming to a conference near you (Ocala actually) in 2010!



The annual District Three Award submissions will be due to the District Three Board Awards Coordinator and District Three Foundation Awards Coordinator on January 31, 2010. The following items are available for entry:

MAMIE L. BASS COMMUNITY SERVICE AWARD
LETHA H. BROWN LITERACY AWARD
DR. NINA FAY CALHOUN INTERNATIONAL RELATIONS AWARD
GOVERNOR'S OUTSTANDING CLUB AWARD
ERNESTINE MILNER PROGRAM EXCELLENCE AWARD
TODD JORDAN YEARBOOK AWARD
NEWSLETTER AWARD

SCRAPBOOK RECOGNITION

OUTSTANDING COMMUNITY SERVICE AWARD

NEW! WEBSITE AWARD

LUCILE SPILLER ALEXANDER ASTRA SERVICE AWARD

RICHARD WARD ULRICH ENVIRONMENTAL AWARD

FOUNDATION LITERACY AWARD

VOCATIONAL SERVICES AWARD

CASSIE S. DOLLAR REHABILITATIVE SERVICES AWARD

There will also be opportunities to apply for District Three Foundation grants.

The award criteria forms will be available and sent to the club Presidents in early November. When you enter an award not only are you giving your club a chance to shine among others, you are also sharing ideas and information with your fellow Altrusans. Who knows, you may have an entry which goes on to top recognition at the International level in 2011!

Details about each award are included in the 2010 District Awards Grid spreadsheet on the Awards page of the District Three website:

<http://districtthree.org/Tools/awards.htm>

Contact: Colleen M. Duris cmdaltrusa@embarqmail.com §

Statesboro Illuminates Membership

Service, Membership, and Club Building



Christine Talmadge,
President

Altrusa International of Statesboro, Georgia plays a vital role providing community service during normal economic times. The role becomes more essential during economic downturns. What was "value added" to community service programs becomes essential for services that would not be available at the level needed by the community otherwise. Our club found it needed more talented and skilled members to participate in the increased community service.

Our projects are hands-on (requiring time and skills of our members) and/or projects that need financial support. After school snacks are provided twice weekly for a local domestic shelter and the children are given backpacks with school supplies to start the school year and gifts to give their mothers on Mother's Day. Every other month Altrusa members provide and serve a meal to a local care/support group for individuals with Alzheimer's. Members bring magazines to our local hospital, Boys and Girls Club, and other agencies. Supplies are donated for yearly medical missions. Members also recycle newspapers for a special needs group whose job is to sort the recyclable materials. Members' enthusiasm stems from the fact that we are helping our community.

In 2008 the club had 24 members. With increasing needs for community service, our membership committee sought at least 2 names of potential new members from the existing membership. "40 Potential Members in 4 Minutes" (Altrusa Online) was used as a Model. Informal inquiry was made to assess interest and notes were sent, as were invitations to our club "Birthday Celebration." At this celebration all Commit-

tee Chairs gave updates on the status of their committee's activities. The Statesboro Altrusan of the Year was revealed, and honor was paid to our founding members and past officers. A follow-up call and invitation to join the Club was issued about a week after the Birthday Banquet.

Of an identified twenty-four potential new members, seven immediately accepted the invitation to join with us in our community service mission. They were able to see that money raised and services rendered remained here in our com-

Members' enthusiasm stems from the fact that we are helping our community.

Marjorie Frazier, Chair, Community Service Committee

munity and benefits members of our community. Our membership then rose to 30. The membership committee to date is happy to report that at last count 10 new members have joined our Club this year. The latest total membership is 33.

Member comments sum up feelings and attitudes of our club and its membership: Altrusans come to enjoy each other; integration in projects to achieve common goals; each makes a special contribution and reveals her talents; confident and strong women who work together very well; learning to like you, learning to know all about you; "Secret Sister" adds a sense of fun; the pleasure of your company; friendships made in Altrusa flourish in the larger community; and there is a sense of sisterhood. Club members define the club as "not a social club," and define themselves as "quiet but effective."

Contact: Christine Talmadge mct@frontiernet.net §



Nancy Waters,
Member Chair



Marjorie Frazier,
Community Service
Committee Chair



Tammy Hall, District Treasurer

Are our Membership Totals Growing?



For those of you that were fortunate enough to attend International Convention in Indianapolis, you are aware that the main theme surrounding the budget was membership totals. This is such an important issue for our organization. It was noted that if this organization is to survive well into the 21st century, we need to retain current members and do a better job of branding ourselves to attract new members, especially younger members. To accomplish this, people in our communities need to know who we are, what we do, how we do it and, most importantly, why they should care enough to want to join us.

In an aggressive move, the International budget included an income projection that the membership in 2009-2010 will be exactly the same number as member's dues paid in 2008-2009. You should note that the trend for membership over the past

several years has been a declining total. Not only is this true at the International level as a whole, but it is also very true for District Three. Maintaining the prior year membership total will be a challenge for District Three. Over the past three years, our membership totals have declined 15%. We lose approximately 138 members per year to non-renewal of dues. Therefore, this goal of maintaining our membership total is ambitious and requires the dedication of each club to retain members and recruit new members.

So, the answer to the question of whether or not District Three membership totals are growing, is no. But this is something that every member of Altrusa can influence. Recruit new members, and please get in touch with that member that has been missing meetings and just needs a little nudge to stay involved. Our success depends on the efforts of every member of District Three.

Contact: Tammy Hall tammy@odommoses.com §

Madlean Rogers, Finance Consultant

The Dollars Are Not All The Same!



Ways & Means Committee is gearing up their various fund raisers for both operations and service projects. Service Committee is all excited about one or more projects in the community using both hands and dollars.

As Treasurer(s) this means receipts and bills. It is also a time when you may need to educate or re-educate some of your members. Members, especially new ones, may not realize the line between operations and service. Sometimes they speak without thinking. So be tactful but firm in carrying out this lawful requirement. You may need to remind them that gifts, money and property, from the public can only be used for service projects and never for the benefit of the club members. Members of your club

do understand this so enlist them to help explain to others.

Having a foundation allows your members to make donations of money or property as tax deductible gifts. You should write them an appropriate letter as you would another person or company who makes a donation. The value of product or service received, of course, is not deductible. You may use the District Foundation for projects of which donations by your members to this fund would be tax deductible.

Be aware of your state's raffle law and assist committee chairs in understanding the law and what you can do or not do.

Never hesitate to ask for assistance in your club or district.

Madlean Rogers - mvraltrusa@carolina.rr.com §



Charlotte NC Altrusans Madlean Rogers, Mildred English, Patsy Frazier and Kay Turner (not pictured) took gifts, cake and lunch to celebrate for the Charlotte club the 96th birthday of Emeritus Member Martha Adams. Martha was an active Altrusan, serving in many positions including President of the Charlotte club. §



Lucy Quinn, Communications Consultant
Sharing Club News



One of the duties of the Communications Consultant is to collect copies of club newsletters and yearbooks. Some clubs have me on their e-mail list, and I receive their information routinely. I look forward to seeing the various service projects and fundraisers being done throughout the district, and I especially enjoy reading about new Altrusa members.

September was literacy month. Several clubs participated in Read-Ins and other literacy-related programs. The South Marion County Club (FL) participated in a Read-In at Stanton-Weirsdale School with 32 readers participating. The Altrusans had a wonderful time, and more than 35 persons have already volunteered to participate in a similar program next year.

October is the month for "Make a Difference Day" on October 24.



Be sure to send Lucy a copy of your newsletter!!!

The Spartanburg Club (SC) has been collecting children's books and will give each child at Park Hills Elementary School a book to begin a home library.

Starke's Annual Gala is scheduled for October 29. It will be a night for sequins, fun and food. The program will be a reverse drawing with the last ticket drawn bringing \$2500 to the lucky ticket holder.

The Atlanta Club (GA) has scheduled a recruiting event to feature a speaker from the High Museum of Art. In addition, Atlanta just initiated their first new member of 2009. Linary Kingdom is an ESOL teacher at Dunwoody Charter Elementary School.

Please make a note to include me on your mailing list. I would love to hear from you.

Contact: Lucy Quinn

quinnlb@wofford.edu

§

Member Calendar & News

The Weekly

Thursday
October 15, 2009



October 15 - 20
 Altrusa International
 Supplies for Our Troops

Altrusa International of Waynesville is sending boxes of supplies to our Troops in Afghanistan. If you would like to donate any of these items, Altrusa will be sending the boxes in October. Cash or check donations to purchase needed supplies are also welcomed.

Here is the list of items suggested for the US troops in Iraq:

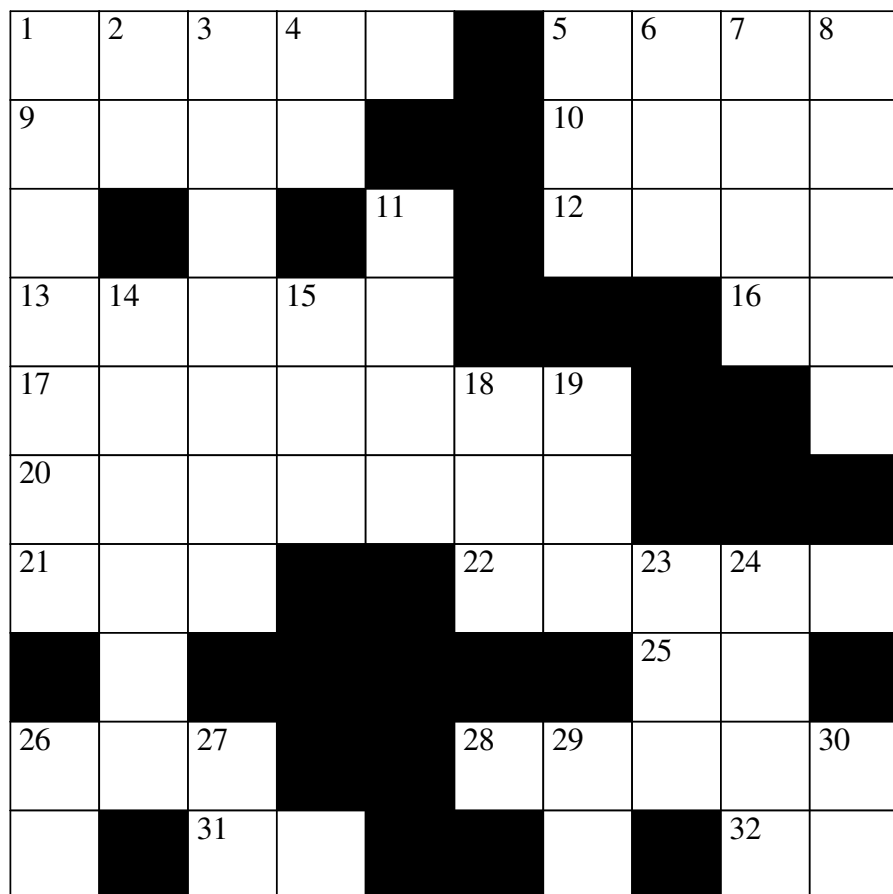
Towels, gum, body wash, tooth brushes, beef jerky, tooth paste, athletic socks (white), protein bars, snack items in single serving packages, travel size body wash, shampoo, conditioner & soap, athletic shoes, almonds, razors, soap bars, toboggan caps (dark colors), and winter gloves.

Deadline for items will be October 20th and items may be dropped off at the following locations: Advantage Insurance, 635 Russ Avenue; Re/Max Mountain Realty, 2177 Russ Avenue; and Oldtown Bank, 2045 South Main Street.

Altrusa International of Waynesville's "Supplies for Our Troops" project publicity by their Chamber of Commerce helped the troops and brought public awareness of Altrusa and the service that it provides. §



Altrusa District



- 26 Last name of American boxer champion
 28 First name of new District Three Treasurer
 31 Opposite of "yes"
 32 Possible abbreviation for "American Optical"

DOWN

- 1 Last name of Immediate Past District Three Governor
 2 Abbreviation for "obverse" without the "b"
 3 First name of new District Three Gov.-Elect
 4 Abbreviation for a chemical element or for infrared rays
 5 Congressman's Title "The ___ Arlen Specter"
 6 "Honest ___", our 16th President of the United States
 7 Country in southeast Asia, usually paired with Cambodia when mentioned
 8 First name of our Immediate Past District Three Governor
 11 The continent including Thailand and China
 14 To cause to leave the rails, such as a train
 15 Abbreviation for "Avenue"
 18 Short for Chief of Naval Operations
 19 Eastern Standard Time notation
 23 Boy's name, starts with a "T"
 24 Lady's first name, starts with an "E", often spelled starting with an "I"
 26 If you are somewhere, it is where you are __.
 27 Opposite of "out"
 29 First word in TV soap opera title, "___ the World Turns"
 30 A __-yo, child's toy wound with a string

AUS-PC-SOFT © 1995-2006

ACROSS

- 1 First name of new District Three Governor
 5 Last name of new District Three Governor
 9 Above; opposite of "under"
 10 Japanese kimono sash with extra letter before last one
 12 Gas used in electrified signs of businesses
 13 What we need to come up with service projects
 16 Two letter abbreviation for a state
 17 What we do as Altrusans, our purpose
 20 City in France that a city in Louisiana is partly named after
 21 A negative vote
 22 Furry swimming mammal related to weasels
 25 Abbreviation for a chemical element, sometimes associated with Platinum

Puzzle submitted by Dannelle Hills, Altrusa International of Chapel Hill NC; answer key on page 15.



**Our Light Shines Bright Service Project:
Altrusa of Orlando-Winter Park Shows
Pennies Do Matter at Global Peace Street Fair**



Toni Dedik, Nancy Barnette, Allie Myers, and Linda Wright spread the word about Altrusa's service projects.

Altrusa International of Orlando-Winter Park participated in the Global Peace Street Fair on September 20. In recognition of International Day of Peace, our club had a booth providing information on the good works done around the globe by Altrusa International as well as information on our local club. We specifically highlighted our Pennies for Peace project. P4P helps raise funds for Greg Mortenson's mission which is recounted in

his bestselling book, *Three Cups of Tea*.

Hundreds of people saw our booth proudly displaying the Altrusa logo and many stopped in to visit and helped to fill our bucket with "Pennies for Peace." They learned a lot about Altrusa and walked away with bookmarks and brochures and a good feeling about the good Altrusa does in the world.

From the website www.penniesforpeace.org: "Greg realized that he had two missions: one, to help children in Pakistan and Afghanistan have access to education where it never existed before; and two, to broaden and enrich education where it existed in the developed world so that students have the opportunity to become more educated global citizens. The Pennies for Peace program is designed to help students broaden their cultural horizons and learn about their capacities as philanthropists."

Listen to the Wind, a children's version of the award winning book is now available. Our club applied for a project grant with the Altrusa International Foundation to provide funds to purchase the book for each media center in the public elementary schools of Orange County, FL. Altrusans will be visiting those schools in connection with Pennies for Peace. We are pleased to be part of this effort and the accompanying literacy project helping to build cross-cultural understanding within a framework of promoting global peace.

Contact - Lida Coffman lbcoffman@hotmail.com §

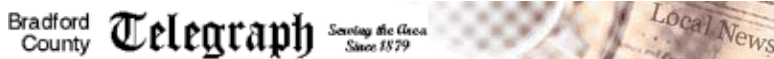
Congratulations Lucy Quinn!



Our District Three Communications Consultant from the Spartanburg Club was recently honored by Wofford College with the Distinguished Service Award. Lucy, class of 1983, began her work in Wofford's registrar's office in 1963, was named registrar in 1987 and retired August 31, 2009. While working she completed her Wofford degree in 1983, graduating magna cum laude and also received her master's in education degree from the University of South Carolina. §



Morgan Cooney entertains the gathering by playing a didgeridoo.



The \$1,000 library fund raiser sponsored by Altrusa International of Starke, Florida is noted in this excerpt from the Bradford County FL Telegraph on October 23, 2009:

...The family showed pictures of their trip and answered any questions during an event sponsored by the Altrusa Club of Starke and Bradford County's Friends of the Library that raised more than \$1,000 for the Bradford County Public Library...

Read the full article at http://www.zwire.com/site/news.cfm?newsid=20381811&BRD=2150&PAG=461&dept_id=411073&rft=6

Puzzle answers from page 14.



Altrusa International of Caldwell County, Inc.
All Four Biennium Goals Accomplished



President Angie Ashley presenting candle to Vicki McClurg.

The Caldwell County NC Club has completed all four of Governor Robin’s goals as follows:

(1) Membership Development

– Beginning with our June meeting, President Angie Ashley has singled out a member of our club who has excelled in some area of membership and has presented to them a candle in keeping with the Governor’s theme-Altrusans in Action: Our

Light Shines Bright. In June the candle was presented to Vicki McClurg for the excellent support that she gave to our annual golf tournament.

(2) Service Project – In September we began a new service project entitled “Operation Read.” We are providing “gently used” books to approxi-

mately 140 third graders in four different schools in our county. We have partnered with students from Caldwell Early College High School. The students are going into the classroom once a month and presenting a dramatization of a book or excerpt there from. Each child is given a book to take home with them. Our ASTRA Club is assisting in the project by sorting the books for us.

(3) Environmental Project – We partnered with the Caldwell County Arts Council and provided them with art materials for classes for children. These materials included items that we would normally discard as trash. Examples of the items contributed were egg cartons and the cylinder that holds paper towels and tissue.

(4) Sister Club Project – We asked our sister club, Altrusa International of Raleigh, North Carolina, to assist us with our Operation Read project. They are doing so by contributing \$50. With this \$50 we can purchase 500 books. What a great contribution they have made!

Contact: Margaret Cannon Mhccannon@aol.com §

Friends of District Three Remembered



Peggy Meier – September 14, 2009 at the age of 77 this Altrusan passed away but leaves her legacy in her daughter, our own Susy Meier of District Three. Peggy was Past President of Altrusa International of Oak Ridge, Tennessee 1994-95. She was known for her Woman’s Rights and Pro-Choice advocacy. Her career in social work included service to the aged, the blind, and the incarcerated. It was her request that memorials be directed to the Altrusa Foundation of Oak Ridge for their scholarship fund.

“Death leaves a heart-ache no one can heal. Love leaves a memory no one can steal.”

Barbara Paul – August 23, 2009

At the age of 69 she suffered a massive heart attack and departed this life just days after being at Indianapolis with us. An Altrusan since 1968, Barbara was a historian, library director for 40 years, and active with Altrusa International of Chicago’s South Suburbs. Barbara served as our International Treasurer 1997-99 and Vice President 1999-01. She was Function Coordinator for numerous Altrusa International Conventions. §



Come Out & Play

Ocala

DISCOVERY CENTER
701 NE SANCHEZ AVE. | 401-3900

Scoop on Reading
8/31 • 9/28 • 10/26 • 11/30 | 10-10:30 a.m.

Parents and children ages 2 to 5 are invited to get the scoop on reading as the Discovery Center, Altrusa International Inc. of Ocala and Blue Bell Creamery come together on the last Monday of every month, August through November, to read us a story as we enjoy a delicious scoop of Blue Bell ice cream. This activity is free but is limited to the first 15 registered participants per week. Call to register in advance.

Ocala Recreation & Parks

Altrusa International of Ocala’s “Scoop on Reading Program” is the first program listed in the Ocala Parks and Recreation Fall 2009 Brochure. Service programs help the community and bring public awareness of Altrusa. §



A Parody by Nancy Kirkland, Altrusa of Gainesville
On “A Passionate Shepherd to His Love”



Come join with me and be my guide,
And we'll span all the hurdles wide,
That planning projects, goals and sales,
Committees, luncheons, boards entails.

We'll flash our lights from District Three,
Like a lighthouse casts its beams to sea,
When Georgia, Florida, South, and North
Carolina clubs surge forth.

And we'll take strength from all the beams
Of glowing light from goals and dreams,
As service, programs, and recruitment
Lead us forward to fulfillment.

I'll come to you and make a speech,
Install your slate or mend a breach.
We'll work together for awards,
And appoint your stars to district boards.

We'll honor Mamie, Nina Fay,
Letha and Todd on any day,
Give Ernestine and Myrtice praise,
The image of Newsletters raise.

A Bulletin for every season,
Promoting service, that's the reason.

Communicate, coordinate,
Strategic Planning illustrate.

Past governors our paths can light,
As club renewal leads our fight.
And new club building tops the list,
So no new members will be missed.

Altrusa's light will brightly shine,
While Altrusa action's our by-line.
Our beams will guide clubs skillfully,
On leadership and literacy.

Mainstream America's gone green,
So plant a tree to keep air clean.
Sister clubs pursue your sharing,
This can be done without a pairing.

I pledge to you my very best,
As we press forward without rest,
To spread Altrusa's service wide,
ensure our legacy'll abide.

Come join with me and be my light!
Don ribbons, pins, Altrusa might!
United this biennium
Will cast its beam for years to come.

*A parody on “A Passionate Shepherd to His Love” by
Christopher Marlowe §*

District Three 2009-2011 Biennium Song
“Our Light Shines Bright”



Like a lighthouse spreading guidance to shore,
District Three helps our communities do more
Providing hands on service, in our cities and towns
With enthusiasm, efficiency, without any bounds.

Chorus
From the Florida shores, to the Carolina coast,
Through the peach trees of Georgia,
We have a lot to boast.
We are stewards of hope; we are beacons of light,
We are Altrusans in action,
And our light shines bright.

Through literacy projects, we help kids read,
Take care of the environment, through the planting
of trees,
We are mentors and teachers, all committed to
good,

Custodians of the land, where our ancestors stood.

Repeat Chorus

Building new clubs, recruiting new members,
Archiving club history to help us remember.
Impacting the world through the steps that we
take,
Knowing the difference that just one person can
make.

Repeat Chorus

Final Chorus



*By: Connie Eadie (Altrusa International of Lake City, FL)
& her daughter Caitlin Eadie
2009 All Rights Reserved §*

Pat Smith, Secretary

District Three Mid-Year Board Meeting Summary



Attending was Governor Robin Hall, Governor-Elect Beverly Hardy, Vice-Governor Colleen Duris, Treasurer Tammy Hall, Secretary Pat Smith, Parliamentarian Kitty McElhaney, Director Kimberly Browne, Director Mary Kane, and Director Teresa Williams.

Treasurer Tammy Hall presented her financial report to the Board. She explained that any item that is over budget, must be approved by the member-



Board and Consultants at Mid-Year meeting.

ship at Conference and she will do so at the Ocala Conference. Treasurer Hall also provided the Board with a report on Membership and Historical Tracking.

The Conference audit was presented by Treasurer Tammy Hall and approved by the Board.

Governor-Elect Beverly Hardy presented the Investment Reserves Report, which while down due to economic conditions, is rebounding nicely.



Board members Kimberly, Beverly, Mary, and Pat at work.

Each Board member gave a report on their activities since the last meeting.

Governor Hall reported on the 2009 International Convention and said it was "fabulous." Convention attendees also provided information regarding the workshops, etc., that they attended.

A discussion was held about the state of Altrusa District Three: Where are we? Governor Hall said that while she is excited about the number of new members, it is alarming to see that our actual membership is declining. She has requested that emphasis be put on the retention of current members in order to turn this flow.

Vice-Governor Colleen Duris presented criteria for a new Website Award and the Board approved this new award. She also amended the District Three Policy to include this award. There will be a certificate given for first, second and third place.

The District Three Website is currently being updated with new features that should be available around Nov. 1, 2009.

A proposal for electronic storage records management was presented and adopted. Governor Hall asked the committee to develop a records management policy following the guidelines presented to be implemented and active by the end of the 2009-2011 Biennium.

The Board discussed the Career Exchange Program and decided to present this program at conference for the membership to decide on whether or not they want to commit funds and resources to this program.

Scott Tice and Past Governor Cindy Schad gave a very comprehensive and informative report on the upcoming Conference in Ocala, Florida. Past Governor Schad presented the budget for this Conference and it was approved by the Board. The Board was given a tour of the facilities and was impressed with the hotel and conference center. Club Presidents should be on the lookout for an e-mail from Chair Scott Tice regarding fun night which will be Altrusa's Got Talent. From the information presented at the Board Meeting, this Conference will be motivational and fun for all, and the Board hopes that everyone is making plans to attend.

The Award submission forms are ready and will be e-mailed or mailed to Club presidents as requested. If you are retrieving the forms from the District Three Website, Vice Governor Colleen Duris will let you know when they have been downloaded to the site. Vice Governor Duris would like to encourage every club to apply for as many awards as possible.

Minutes submitted by Pat Smith, Secretary. §



Quarterly District Calendar



Date	Event	Categories
Nov. 09		
11/1/09	Letter from Governor to club presidents requesting nominating committee candidates	Governor
11/1/09	District Award forms available on website	Awards Coordinator
11/15/09	Final Report for Make A Difference Day to International Due	Local Club
11/25/09	Int'l Day for Elimination of Violence against Women	
11/26/09	Happy Thanksgiving!	
Dec. 09		
12/1/09	One half International Dues for new members 12/1 - 3/31	Local Club
12/10/09	Human Rights Day	
12/18/09	District Nominating Committee candidate names due from clubs	Local Club
12/25/09	Merry Christmas & Happy Holidays	

Date	Event	Categories
12/31/09	BRR requests due from clubs to BRR Chair	Local Club
Jan. 10		
1/1/10	Happy New Year!	
1/1/10	Club Presidents receive awards folder from International	Local Club
1/1/10	Elect Club Nominating Committee	Local Club
1/1/10	Review ASTRA Club Service Award information with ASTRA Club Officers	Local Club
1/15/10	District Service Bulletin Articles Due	DSB
1/31/10	District Award Submission Deadline	Local Club
1/31/10	Consider making a contribution to the Foundation's Disaster Relief Fund	Local Club
1/31/10	District Service Bulletin Electronic Mailing & Governor's Call to Conference	DSB

“What we have already achieved is magnificent. But Altrusa is not static; it is dynamic. New fields shall open unto us and we will achieve new goals of helpfulness. In the past, in the present, and in the future. The strength of Altrusa is in the individual member, her vision, her character, her kindness and her desire for service and always her power to add to the happiness of those about her.” —Mamie L Bass

District Three Board and Consultants 2009-2011



District Three Board 2009-2011		
Board Member	Name	E-Mail Address
Governor	Robin Hall	govrobin@comcast.net
Governor-Elect	Beverly Hardy	beverlyhardy@embarqmail.com
Vice Governor	Colleen Duris	cmdaltrusa@embarqmail.com
Treasurer	Tammy Hall	tammy@odomoses.com
Director	Kimberly Browne	kimberlys_account@yahoo.com
Director	Mary Kane	kanefam4@bellsouth.net
Director	Teresa Williams	willi537@mc.duke.edu
Board Secretary	Pat Smith	pat.smithpa@gmail.com
Parliamentarian	Kitty McElhane	kemcelhane@comcast.net

Clubs are encouraged to give special attention to the fact Add An Altrusan Day has been moved to May 2-8, 2010! Choose a day that week or an entire week of activities to celebrate! Membershipdevelopment@altrusa.com invites you to share your ideas, photos, and events. Collaborate with other clubs in your area, involve the media, and make Altrusa shine.

District Three Consultants 2009-2011		
Consultant	Name	E-Mail Address
ASTRA	Scott Tice	scotttice@earthlink.net
Bylaws, Resolutions, Recommendations	Margaret Anderson	attymaggie@aol.com
Communications	Lucy Quinn	quinnlb@wofford.edu
District Service Bulletin	Sandy Furches	sandyfurches@me.com
Finance	Madlean Rogers	mvraltrusa@carolina.rr.com
International Foundation Liaison	Glenna Luca	tluca_61@yahoo.com
Leadership Development	Christy Bryant	christybryant@windstream.net
Membership Development	Angela Perry	angela.perry@cba.ufl.edu
New Club Building	Norma Teuton	nsteuton@comcast.net
Service Program Development	Julie Watson-Helms	julie.watson@att.net
Webmaster	Carroll Myers	carrollmyers@aol.com

