



SOROPTIMIST
Best for Women®

Soroptimist International of the Americas Founder Region Newsletter

January 22, 2019

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Governor's Message January 2019



Happy New Year! Every new year is an opportunity for reflection on things you want to change in your life, your environment, your relationships, your work, your activities or just about anything. To Empower Change in your New Year, after taking that time of reflection, take some time to think of the future, or even just the new day before you. Changing the big things in our lives doesn't happen overnight in most cases, but one small change in your course of direction can make a huge change in your destination over time.

Being a SCUBA diver, I had to take a course to learn to navigate underwater with a compass. It sounds simple enough. Come up to the surface, set your compass heading on your intended destination, make mental note of the compass setting, then descend back down under the surface and follow the compass. Well, that didn't always work out so well because you can get just slightly off course upon your descent, and when you follow that compass heading, you can end up way off course. Plus, there are currents and terrain variances that can impact your results, as well. What to do? Resurface, recalculate, and re-try. When you continue taking notice of where you are and where you've been, keeping your eye on the goal, and making course corrections along the way, you will get to your destination or goal.

You may not want to make big changes in your life, but little changes can be worthwhile, too. Ask yourself what changes you want or need to make. Empower yourself to make those changes by learning something new, showing kindness to someone who doesn't necessarily deserve it, and leaving things in a better condition than when you found it. Over time, you will notice the continuous improvement in your life that just makes relationships, or your environment, or your ability to use technology just keep getting better and better.

We have a lot of information packed in our newsletter, and I hope you take the time to read and absorb, become aware, and then take action. Check out the Fun for Fellowship Calendar, read up on what's happening on our committees, prepare for conference and Empower Change in your New Year!

Governor Sylvia

"Empowering Change"



Region Board

Governor Sylvia Crafton

Gov. elect Kris Chorb

Sec. Pat Eileen Fisher

Treasurer Vicki Ham

Directors

Elise Balgley, Dist. I

Beverly Gomer, Dist. II

Joy Swank, Dist. III

Barbara Young, Dist. IV

Dyann O'Brien, Dist. V

Kristal Koga, Dist. VI



Member Engagement– Membership Chair Bobbi

We know that prospective members are attracted to SIA’s mission of improving the lives of women and girls through programs leading to social and economic empowerment. When recruiting members to your club, it is important to put our mission and our Dream Programs front and center to deliver on our brand through the member experience. By engaging a prospective member in the Live Your Dream Awards or Dream It, Be It, we offer her the opportunity to participate in our collective impact immediately.

Here are a few ideas you could use to engage prospective members in our Dream Programs.

Live Your Dream Awards

- Invite your club’s list of potential members to participate in the judging process for your club-level Live Your Dream Award. This will allow them to learn about the stories of the women we serve through this award program – and will show prospects the value of volunteering to support this population throughout the year by joining Soroptimist.
- Invite family, friends, and others who may be interested in club membership to your award dinner or ceremony to honor Live Your Dream Award recipients. This is an opportunity to meet face-to-face with the amazing women who receive recognition and funding through LYDA.
- After you meet a prospect, follow up by sending her a link to the videos featuring LYDA recipients like **Rochelle** and **Sara**. This is a quick way to share more information about the program and create an emotional connection to our mission.

Dream It, Be It

- Prior to your Dream It, Be It conference or session, gather as a group of club members and potential members to prepare packets of the materials to be distributed to the girls participating in the program.
- After your DIBI program, engage prospects to assist in reviewing the girls’ evaluations and planning for next year. This is a great opportunity for them to read the inspirational comments your girl participants write about their experience.

These are just a few ways you can connect prospects immediately with our Dream Programs. Try one or try them all. This could be just the push prospects need to join your club as full-fledged members so that they can volunteer directly with LYDA and DIBI next year!

Mailing Address

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Soroptimist International
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P.O. Box 1787
Willits, CA 95490



February Fun for Fellowship -Fellowship President Pam

Founder Region Fellowship has a long-standing tradition of celebrating our region identifying project by asking clubs to support our program through **“FEBRUARY FUN FOR FELLOWSHIP”**.❤️

Over time, this exciting way to support Fellowship may have been forgotten for some clubs, and your 2018-2020 Founder Region Fellowship board members would like to rejuvenate, revive and help you find an easy way to support Fellowship in February 2019.

Your Fellowship District Directors attended the region Presidents’ Roundtables in November 2018 and shared information about **“FEBRUARY FUN FOR FELLOWSHIP”** with club presidents.

We want to share with all members through our region newsletter an easy and fun way to support Fellowship through your club or individually.

With Past Governor Dona Gaddis Wolf’s help, we are presenting a February calendar for each member to use throughout the month to support our program. We hope you will take it to “heart” (don’t forget Valentine’s Day) and participate.

Make sure to give your contribution to your club treasurer at the end of the month so each club can send one check to Founder Region Fellowship (address below). If you prefer to participate individually, please send your contribution to Treasurer Crystal Arbuthnot at 32 Christopher Lane, Garberville, CA 95542.

We also extend a challenge, issued by Past Governor Dona...can you personally beat Founder Region Fellowship President Pam’s number of make-up products?

THANK YOU for your continued support of Founder Region Fellowship. Without you, we cannot continue to give our grants to deserving women in the last year of their doctoral program. Your contributions mean more than you know.

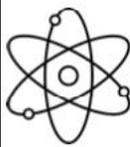
FOUNDER REGION FELLOWSHIP – FUN FOR FELLOWSHIP - JOIN IN ON THE FUN! Fellowship President Pam Parker

Fellowship Board

Pam Parker, President
Directors
Cheryl Poncini, Dist. I
Jan Schults, Dist. II
Teri Malkin, Dist. III
Nancy Weber, Dist. IV
Crystal Arbuthnot, Dist. V
Rena Borja, Dist. VI

Fellowship website

Founder Region *Fun for Fellowship* February 2019

Sun	Mon	Tue	Wed	Thu	Fri	Sat
<p>February = Fun for Fellowship – Have FUN and raise FUNDS for our region identifying project - one day at a time! Add up your fun fees and make checks payable to your club.</p>				<p>1 Play every day and at the end of the month total up your fun fees!</p>	<p>2 </p>	
<p>3 Do you plan on attending region conference in May? Yes = Free No = 50¢</p>	<p>4 Did you exercise today? Yes = 10¢ No = 50¢ (there are benefits to exercising.)</p>	<p>5 </p>	<p>6 Founder Region Fellowship began in 1948.</p>	<p>7 How many televisions do you own? Fun fee only 50¢ each.</p>	<p>8 Did you read the Soroptimist Summary this month? Yes = Free No = 50¢</p>	<p>9 Do you regularly recycle? Yes = 25¢ No = 50¢</p>
<p>10 </p>	<p>11 Are you currently reading a book? Yes = 25¢ No = 50¢</p>	<p>12 </p>	<p>13 Julia "Bess" Combs was the first Fellowship President.</p>	<p>14 Did you wear red today? Yes = 25¢ No = 50¢ <i>Happy Valentine's Day!</i></p>	<p>15 How many states or countries have you lived in? Fun fee only 25¢ each.</p>	<p>16 Have you had a cup of coffee or tea today? Yes = 50¢ No = 50¢ (LOL)</p>
<p>17 Have you attended our region Memorial Grove Service? Yes = Free No = 50¢</p>	<p>18 Do you wear your pin & name badge to club events? Yes = Free No = 75¢</p>	<p>19 </p>	<p>20 The first Fellowship Grant awarded was in the amount of \$1,500.</p>	<p>21 </p>	<p>22 Have you attended another club's event this year? Yes = Free No = 50¢</p>	<p>23 Did you read the Founder Region Newsletter this month? Yes = Free No = 50¢</p>
<p>24 </p>	<p>25 How many make-up products do you own? Fun fee only 25¢ each.</p>	<p>26 </p>	<p>27 Funding for Founder Region Fellowship comes solely from your generosity.</p>	<p>28 FUN FEE TOTAL: <i>Supporting Fellowship is fun!</i></p>		

"Empowering Change Through Education"



Public Awareness

Jackie De Vries, Chair
Kathy Johanson
Vicki Dillard
Patti Dutton

Hashtags on Twitter and Instagram- Public Awareness Chair Jackie

The Ultimate Guide to Hashtags

A hashtag is the pound sign.

When it comes to social media, the hashtag is used to **draw attention**, to **organize**, and to **promote**.

Hashtags got their start in Twitter as a way of making it easier for people to find, follow, and contribute to a conversation.

Hashtags help you get found by your target audience. Many people do research by searching on specific hashtags. By using the hashtags that are of interest to your ideal donor/prospective member you can increase the chances of being found.

Hashtags improve your clickthrough rates. According to research from Buddy Media, tweets with hashtags receive twice as much engagement as those that don't. You can double your engagement and increase clickthrough rates by including hashtags. Interestingly, there does seem to be an upper limit. **Tweets with more than two hashtags saw engagement drop by 17%.** Perhaps because too many hashtags look spammy. This research is for **Twitter**; there doesn't seem to be the same bias on **Instagram**.

You don't need any special software, coding experience, or even a college degree to create a hashtag. The only thing you need to do is put the pound sign directly in front of the word or phrase you want to turn into a hashtag and follow these simple rules:

- No spaces
- No punctuation
- No special characters

Experts advise against using hashtags on Facebook. They feel it is not the proper forum and you look like a social media newbie.

When you post pictures from your meetings on Instagram organize them with a hashtag. Have guests at your fundraiser use a specific hashtag when they post to Instagram or tweet about the event.



Does your club have any special plans for International Women's Day? #BalanceforBetter on March 8? Please let us know!
soroptimistjackiedv@gmail.com



Aloha Spirit

The members of SI Waikiki Foundation welcomed two members from SI Chigasaki to attend a meeting of their club, in March of 2017. After the meeting, a warm friendship developed between the two club. Chigasaki is located about 13 miles from Yokohama Japan.

When SI Waikiki Foundation members went to the Yokohama SIA Convention, they were invited by SI Chigasaki to a joint meeting of the two clubs. The Mayor of Chigasaki was on hand to participate, and Governor Sylvia joined in this “friendship meeting”.

After the meeting with the Mayor, SI Chigasaki provided SI Waikiki Foundation and guests with a marvelous Japanese seafood meal featuring local Chigasaki shrimp and fish.

The picture shows all of the members that were in attendance from both clubs, Mayor Hattori and Governor Sylvia. What a fun way to end the Yokohoma Convention!



Autobiography of Governor-elect Kris Chorbi



I was born in Eureka, CA on December 29, 1962 and lived most of my life growing up in Fortuna, a small town 5 hours north of San Francisco. My family owned a John Deere tractor dealership, which my grandfather started in the 1940's. I grew up loving green and yellow and saluted all John Tractors as we drove by the dairy fields in Humboldt County. I graduated high school in 1981 and continued on to Cal Poly State University, San Luis Obispo, where I earned a bachelor's degree in Ornamental Horticulture, specializing in Floral Design.

Upon graduating, I moved to the Los Angeles area and worked in a garden center and florist near LAX. That was a fun time living near the beach and enjoying the warm climate. After 5 years, I met my husband in Torrance, and decided to move back to Humboldt County when my father fell ill with terminal cancer. I went to work for my aunt, who owned Eureka Florist, as the manager.

After my father passed away in 1990, my mother decided to buy Eureka Florist and I ran the business for the next 25+ years. My husband has worked alongside me in the florist and our children were raised in the shop as well. My mother encouraged me to join Soroptimist to network our business and to make friends. She was a charter member of Soroptimist International of Eel River Valley and knew I would connect with the mission. She had always taught me that I could do anything that my brother could, which was progressive for her generation. My grandmother was progressive as well by making sure that all three of her daughters received a college education, which was unusual in the 1950's.

I enjoyed our Soroptimist of Eureka club meetings, and quickly volunteered to be on the board. I started a family with my new husband, continued to climb the ladder in the club, and presided as president in 2003-2004 when my children were 10 & 12 years old. My theme was, "Bloom Where You Are Planted", meaning do the best job you can at whatever you do!

During next several years I chaired committees and attended meetings religiously. After my daughter went off to college, on a whim, I ran for District V Director and started my journey on the Founder Region board. My favorite service project in our club through the years was our "Shoe Box" program. We used to provide shoes and socks to needy children through the elementary schools in Eureka. It filled an immediate need and the smiles on the faces of the children were priceless. My favorite fund raiser is our Spaghetti Feed which is nearing its 40th year. Kate Burns created the original sauce recipe which we still use today. It's a family affair, my husband has always worked the drink table, and my kids were enlisted to help each year as well. With the addition raffle baskets, and placemat ads, we earn enough money to cover our awards.

With the decline of the economy, we decided to sell the business and I started my second career. I worked for 2 years in the billing & collections department at Mad River Hospital. I learned a completely new career and enjoyed working for a large employer. I then went to work at College of the Redwoods, a community college in Eureka. After working in a few positions, I am now Administrative Office Coordinator for the Foster & Kinship Care Education Program. This program offers the classes and education that are required to become a certified Resource Family (formerly called Foster Parent).

My husband still works for my mom at the florist (which has yet to sell) and for Golden State overnight. We are nearing our 30th wedding anniversary in 2021, which will be a busy year for me! Our daughter Kaitlyn (25) is an Epidemiologist (study of diseases) for the Arizona State Public Health Department and lives in Phoenix. Our son Kyle (22) is in his 5th year at Chico State University earning a Civil Engineering degree. Our favorite vacations are when we can spend it all together with our kids and always will be!

Save the Dates

2019 Founder Region Conference
May 3-5, 2019 - San Ramon Marriott, San Ramon, CA
Host Clubs: SI/Antioch, SI/The Delta (District II)



Soroptimist International Founder Region Annual Conference 2019
(May 3, 2019 to May 5, 2019)

MAKING RESERVATIONS

A dedicated website is now available for attendees to book their hotel rooms online. Reservations can be made at this web address:

<https://book.passkey.com/e/49823080>



SIA Convention 2020



JULY 22-25, 2020

Have an idea for a newsletter article? We are looking for mission focused, informative articles to publish. Please email your article to: Jackie De Vries at soroptimistjackiedv@gmail.com