



Northwestern Region **focus** Winter 2009-2010



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The governor's bee line . . .

I continue to be amazed and delighted by the myriad ways in which Northwestern Region clubs are changing the lives of women and girls for the better. One of my favorite activities as Governor is attending the four District Meetings. I love handing out the recognition awards and experiencing your joy of achievement. You are beyond generous with your time, your talent, your money and your friendship. I am always lifted and inspired by being with you. There is no place I would rather be than in a room full of Soroptimists.

Remember to track your club's achievements on the Club Award Form. It's a great way to see how you are progressing toward your goals, and sending it to SIA and to me to arrive by June 1, 2010, will guarantee your club's efforts will be recognized at the 2010 District Meetings.

At each District Meeting we heard about the problem of Human Trafficking. Your NWR board decided to become a presenting sponsor for the Northwest Conference Against Trafficking being held in Portland, Oregon, on January 9, 2010. Information is available on the home page of our website at www.soroptimistnwr.com or at www.NWCAT.org. SIA President Cathy Standiford, will be a keynote speaker. I hope many of you will be able to join us for this event.

It's time to start planning for Northwestern Region Conference in Anchorage, Alaska, April 23-25, 2010 (a no-host day tour is being planned for Thursday, April 22, so you will want to arrive early if you wish to participate). *Airline and hotel information can be found on Page 5 of this issue of FOCUS.* More info on the conference itself will be in the Official Call that will be available on February 19.)

We are planning a conference filled with opportunities to learn, to grow personally and professionally, to be inspired, to have fun and to laugh and cry with your Soroptimist friends. We will also be

electing and installing our Region and District Officers for 2010-2012. Be a part of it! Be there! Be the BEST!

May all your new year's dreams come true.

In friendship,

Governor Carene



Northwestern Region
Soroptimist International of the Americas
Be the BEST!

May your holiday season be filled with love, laughter, joy and peace and may the new year bring you success in your efforts to improve the lives of women and girls.

Board buzz . . .

Join the 2010-2012 NWR Dream Team! At the Leadership Institute held in Chicago this past summer, the framework for the Soroptimist Leadership Development program was unveiled. The tag line “Leader is a reputation you earn. Leadership is a set of competencies you can learn” was placed prominently on our materials. This means that every member of this Region has the capacity to be considered a leader. And it takes a lot of leaders for this large region to be able to achieve its mission and goals. We need leaders not only in our clubs, but in our Districts and our Region as well.



*NWR Governor-elect
Sue Riney*

For the next biennium we have 79 opportunities available for our members to serve on a Region Committee or Team. Two documents are available on the NWR website at www.soroptimistnwr.com. The Committee Descriptions document outlines the opportunities available, but I'd be happy to talk with anyone interested regarding any of the committee positions. The Committee Application form is quick and easy to complete simply fill it out indicating your preference for a committee and forward it to me at riney@whidbey.net.

For those interested in serving as Chair of Program, Membership, Fundraising or Public Awareness, selection of the persons filling these positions is done by SIA headquarters, based on Region recommendation and input. There are additional expectations for the chairs of these committees that I can cover with anyone interested, and an additional application form to complete. Maybe you're not ready to commit to serving on a committee, but you have skills or talents that you'd be available to share with us on a short term basis or for a specific task. I want to know about you also, and have a Talent Volunteer Form that I'd like you to consider completing. If you play a musical instrument, or you have graphic design skills that could help create a flyer for a region project, or you are a health care professional who could assist as our on-site emergency resource at meetings, I want to know about it. If serving in more of a short-term manner would be of interest to you, please consider completing and forwarding to me one of the Talent and Interest Forms available on the NWR website.

So consider taking that next step in your leadership development within Soroptimist. Consider joining the Northwestern Region “Dream Team”and find out what you can learn and become!



*NWR Secretary
Micheline Weisbarth*

With Christmas just behind us and New Year's quickly approaching, it serves as a reminder that this year is almost history.

As I look back over the year thinking about Soroptimist activities, it has been a good year. I have enjoyed the meetings that I have attended, starting with my area meeting in March, the board meeting and region conference in April, interim board

in July, and all of the district meetings in October. Though the district meetings take a big chunk out of October I think they are my favorite meetings. It is interesting to see the differences and the similarities of our districts.

We learned in the membership workshops that each district

has clubs that are vibrant and active and clubs that are struggling. Hopefully, clubs that are struggling gained some insight about how to move their club to the sunny and hot side. We also learned that those who attend district meetings are the members who consider themselves sunny and hot. That makes sense, as they are the ones energized by seeing the “big” picture of Soroptimist. District meetings helped *me* to become more energized. Now I am ready to help *my* club to move to the sunny and hot side.

Of all the information that I gleaned from the meetings, I was moved the most by the different reports that were given about the international projects that Soroptimist do. It was good to hear from President-Elect Sharon Fisher about the impact the Quadrennial Project is having in Sierra Leone. In District 3, we heard firsthand the impact Soroptimist has made in Desta Mender

Village in Ethiopia. I learned how big an issue human trafficking is and how Soroptimist clubs in Northwestern Region are embracing this issue and promoting awareness as a start in ending it.

As the 2010 arrives, my wish for all of us is to become energized Soroptimists so that we continue to do great things in our local communities and throughout the world.



Warm and wonderful winter greetings to all of you! This time of year many clubs have some of their most exciting and heart-warming projects happening. I wish you success in all of those.

I enjoyed meeting and reconnecting with many of you during the district meetings in October and hope to see many more of you in Anchorage in the spring. Governor Carene's team is hard at work in planning an awesome agenda, and the location is terrific.

Many of you are sending dues for new members. Congratulations and welcome to those new members. We look forward to sharing your enthusiasm and ideas. We're honored you chose Soroptimist and the mission of improving the lives of women and girls in local communities and around the world.

Congratulations also to those clubs recruiting these new members. You're doing a wonderful job of sharing our mission. And your treasurers are also doing a great job in submitting the paperwork correctly and timely.

Dues for the 2010-2012 biennium have been calculated. You may remember the dues increase is based on the September 30th Consumer Price Index and dues are rounded up to the nearest five cents. For the next biennium, dues for regular, retired/unemployed and embarking members will be \$8.50 per year. Your life member dues will be \$2.55 per year. That's an increase of only five cents above this biennium's dues. I guess the sluggish economy is good for something! (One more reminder: please find a classification for your members—even if they're retired or temporarily unemployed from their usual occupation. I know our members are doing something! Make sure you're including them as regular members, eligible to hold office at all levels and members who count for your club's 15-member minimum.)



*NWR Treasurer
Marie Falmo*

As always, please feel free to contact me with your questions. I'm happy to help in whatever way I can—even if that help is just referring you to a better resource. The easiest way to reach me is by e-mail: joandmarie@communitynet.org.

Happy Holidays!



2009 has been an exciting year for **District 1!** It has been a year of success for so many of our clubs and members and provided great challenges to others. It has been such a pleasure and an honor to be invited to join you for installations and inductions. The friendships made this past year are treasured and certainly a gift of Soroptimist. I am looking forward to visiting more of the clubs this spring as I complete my term as Director.

The 2009 District Meeting held at the Doubletree in South Center was a huge success on so many levels. The Planning Committee did an outstanding job of creating a meeting offering great opportunity to learn and grow in Soroptimist and experience the friendship that comes along with that. For me personally, their creativity and dedication was a gift and a testimony to the greatness of our mission as an organization and the amazing women who "step up" to carry it forward.

The 2010 Area Meetings are in planning and I want to encourage you to plan to attend your area meeting. I plan to attend each one and look forward to seeing you there.

Lastly, I want to thank all of you who have kept me in your prayers and sent me cards, emails and phone calls to encourage my recovery from pneumonia. Thank you so much. I am feeling much better and look forward to having a great year in 2010. I wish that for each of you!

Please feel free to email me at lbangston@yahoo.com or call me at 360 969-1444.

Best wishes to you in 2010!



*District 1 Director
Lynn Bangston*

Bold, Enthusiastic, Savvy, and Tenacious describes **District 2** as we continue working to improve the lives of women and girls. Our recent district meeting was filled with excitement, fun and knowledge. Workshops covered a broad span of topics, including Human Trafficking, Facilitating Group Discussions, and learning about the broadcast media and live interviewing.



*District 2 Director
Kathy King*

Exploring the broadcast media gave us a unique opportunity to invite panelists—representatives of large- and medium-sized markets in both Radio and Television—to listen to our Human Trafficking speaker at lunch. Enthralled by the topic and presentation, they all took notes! The Portland KPAM radio panelist did a 5-part series in morning and evening drive-times shortly after our meeting. He acknowledged that Soroptimist brought this topic to their attention, and gave a short overview of our organization at the end of the series.

We will soon be gearing up for area meetings which begin in earnest in February. It is always energizing to listen and learn about club projects/events and a great way to share with clubs in your area. The meetings overall this biennium have improved not only in content, but in attendance as well. You won't want to miss yours!

Secretary Janice and I wish you a very Happy New Year! We look forward to seeing you at our Region Conference in Anchorage.



*District 3 Director
Carol Hanson*

“It’s the most wonderful time of the year” is an oft heard line of a familiar holiday tune. It’s also a good proclamation for **District 3** clubs. After the disbanding of SI Yakima in early summer, our focus turned toward chartering new clubs and encouraging recruitment in others. Strong clubs are successful clubs. It’s exciting to report that we have no clubs in low membership and have chartered one new club.

“It’s the most wonderful time of the year” as we reflect on the fun, informative and successful District 3 Meeting in Kennewick with the theme “Be the Difference, Shine On.” All 19 clubs were represented and members came with a willingness to share their talents, service and Soroptimist spirit. It combined for much celebration and laugh

ter, with Soroptimist starlets presenting our “Shine On Oscars” and Governor Carene presenting the NWR awards and a Soroptimist International Best Practice Award to SI Pasco-Kennewick for their SIA Dental Grant. Sunday evening topped the weekend off with the charter of SI Almira-Coulee City-Hartline (ACH), sponsored by SI Moses Lake. Congratulations to charter president, Ann Zaren! We hope SI Coeur d’Alene will soon succeed in chartering a club in Sandpoint, Idaho, and all clubs will combine efforts to of charter new clubs.

“It’s the most wonderful time of the year” and we look forward to the continuing possibilities in District 3 in the coming year. Please take time to review the Northwestern Region Goals list and be sure to check it twice. You make the difference by the things you do. Remember to keep or make your clubs “Sunny and Hot.”

Until we see many of you at Area Meetings and NWR Conference in Anchorage, we wish you continued joy and success



’Tis the Season to . . .

Give thanks. In addition to being thankful for our many personal blessings, let us be thankful for the opportunity to be a Soroptimist; for being able to help and support women and girls through Soroptimist programs; for being friends with the incredible women who are Soroptimists; and for the opportunity to learn and grow in the organization.



*District 4 Director
Barbara June*

Give. One of the greatest gifts we can give to other women is membership in Soroptimist. Look around you and offer this gift to your colleagues and acquaintances. You, your club, your community, the world and the new member will all benefit. There are women who are waiting to be asked—look for them and give them the opportunity to contribute as we do.

Resolve. Start the new year with a renewed commitment to increase club membership and to work to meet all Northwestern Region club goals. These goals will make a difference in our clubs, in our communities, and in our lives.

Please join me by counting your blessings, giving the gift of Soroptimist, and committing to make a greater difference for women and girls in our communities and throughout the world this coming new year.

Start planning now . . .

**NORTHWESTERN REGION SPRING CONFERENCE
ANCHORAGE, ALASKA
APRIL 23-25, 2010***

***A NO-HOST DAY TOUR IS BEING PLANNED FOR THURSDAY, APRIL 22, SO YOU WILL WANT TO ARRIVE EARLY IF YOU WISH TO PARTICIPATE.**

COME FLY WITH US!

**Travel via Alaska Airlines/Horizon Air
with our Special Meeting Fare. Come early, stay late!**

Alaska Airlines and Horizon Air have provided a 10% discount for travel to and from Anchorage for Soroptimists, our guests, families, and anyone else related to our Region Conference.

For every 40 tickets sold with the discount fare, we receive one free ticket. This donated ticket can bring an award winner or speaker to our meeting that we otherwise would not be able to invite.

To use our special meeting fare code, purchase your tickets at alaskaair.com using the discount code **ECCMB0966**.

The airline does not track code use, so please be sure to send a copy of your receipt with confirmation code to Janet Hall-Schempf via email, to fritz_cove@hotmail.com (your credit card information will not show on the receipt).

Please purchase your tickets early for the lowest fares and preferred flight selection, and be aware of restrictions for the fare you are considering before you complete your purchase.

Any questions? Please contact Janet Hall Schempf
Telephone 907-789-2823 or e-mail Fritz_Cove@hotmail.com

DON'T BE LEFT OUT. BOOK YOUR HOTEL ROOM EARLY TOO!

**The Captain Cook Hotel
939 W 5th Avenue, Anchorage, Alaska 99501**

Room Rate: \$110 per night, plus tax.
Rate is good from April 17-27. Come early, stay late!
Reserve early to get your first choice.

For reservations telephone:
Hotel direct: 1-907-276-6000
Toll-free: 1-800-843-1950

Please remember to ask for the Soroptimist Northwestern Region rate and only reserve rooms you are sure you will actually use.

The Official Call will be available on February 19, 2010
See you there!

Renaissance Committees . . .

Membership

Wanda Costi, Chair

Welcome to our hot, hot, hot clubs in Northwestern Region! Are you one of them?

We had a fun and motivating workshop at our District meetings put on by our fabulous region officers. They showed us how to take the temperature of our clubs to assess our own weather report. And, of course, we all want to be in the “sun and hot” clubs to keep us active, motivated, and helping women and girls in our communities.

So, how are you doing? Do you have 20 regular members on your roster? And have you replaced those that did not renew their memberships, plus one?

Our NWR goals for membership are to have 20 regular members at the end of this fiscal year ... June 30, 2009 ... and to have one net new member. We can keep our clubs vibrant and sunny and hot with new members to shine their new light and ideas plus support our traditional projects. Let's all share the greatest secret of all ... SOROPTIMIST ... and show our friends, co-workers, business acquaintances and all of those interested, potential members coming through the SIA and NWR websites that they can't live without us.

We see many times that women want to live our mission. All it takes is an invite to a meeting or event to show them what we do and they are hooked! Let's all make membership a focus and grow our region and meet our goals!

Program

Midge Howard Taylor, SIA Program Council Member

In our third year of hosting Human Trafficking Awareness events, Soroptimists in Northwestern region are joining hands with other organizations to educate and motivate their communities.

Originally begun by the Soroptimist clubs in Portland and Southwest Washington, the Northwest Conference Against Trafficking is now presented by the region, and will be held Saturday, January 9, 2010, in Portland.

Speakers will include SIA president Cathy Standiford, Jane Velez-Mitchell, Dallas Jessup, and William Hillar, with Priya David of KOIN-TV as emcee. The conference will include breakout sessions, keynote speakers, an exhibit expo and award luncheon.

Our partner organizations include: Northwestern Region Soroptimist International of the Americas, Oregonians Against Trafficking Humans, Transitions Global International, Not For Sale Campaign, The State of Oregon, Legislative Representative Tina Kotek, Clark County Sheriff's Office, City of Portland Bureau of Police, Detective Division/Vice Detail, The County of Multnomah, Multnomah County Sheriff's Office, Oregon State Human Trafficking Task Force, Multnomah County Commissioner Diane McKeel, Helping Heroes / National Vigil For Hope, National Center for Missing and Exploited Children, TAKE25 Campaign, InstantAmber, and the Oregon Bureau of Labor and Industries (BOLI).

**January 11 is
National Day
of Human
Trafficking
Awareness.
What is *your*
club doing?**

SI Burlington's event, on January 11, will take place at the Skagit Transit Center and will feature the director of WARN (Washington Anti-Trafficking Response Network), a local state patrol officer, and to put a local face on the issue of human trafficking, the mother of a local victim/survivor. Burlington Soroptimists are partnering with Skagit Domestic Violence and Sexual Assault Services.

In Walla Walla, SI Walla Walla Valley members are working with their local college and Artists for Human Rights to produce a four-day event January 14-17, including a colloquium on the history of human slavery, screenings of Cargo: Innocence Lost, and an art auction to raise funds for a women's shelter. Sponsors include the local Board of Realtors, YWCA, and the women's shelter.

If your club is not planning a trafficking awareness event, please try to attend one of these events so you can help educate your members and your community.

Public Awareness

Sara Brown, Chair

Looking for new ideas for promoting Soroptimist in your community? Participate in the Broadcast Your Best campaign. As your region Public Awareness chair I see all your submissions (you can too on the region website Committees/Public Awareness) and get the most amazing ideas to share. Clubs are being increasingly effective by using templates available from SIA, making full use of your club websites to attract women (particularly younger women) looking for a service club.

This is round five of Broadcast Your Best (October 1 to December 31)---a time when your clubs are busy promoting SIA awards such as Women's Opportunity, Violet Richardson and Ruby Awards. Email us your news releases, newspaper articles, or other media. We're also close to the deadline, 12/31, for the Live Your Dream Art Contest. Let us know how you promoted the Art Contest with schools in your towns and how you use the contest to demonstrate the many ways Soroptimist helps women and girls live their dreams.

We've added a new category to Broadcast Your Best --- use of social media such as Facebook, Twitter, LinkedIn, YouTube, etc. to publicize your club awards and events. Ask your club PR person to email your district public awareness representative the text of your social media message. Tell us which media you used, what group(s) of people you sent it to, and what results you got. Many clubs want to start experimenting with social media, and sharing your experiences is VERY helpful to all.

Your Public Awareness Team:

D1 Charlotte Bowen, mcbowen_99@yahoo.com

D2 Michelle Bart, helpingheroes@earthlink.net

D 3 Barbara Bradley, barb@rrbradley.com

D 4 Charlene Mayala, cmayala@bresnan.net

Public Awareness Chair, Sara Brown, sarambrown38@gmail.com

Fundraising

Janet Hall-Schempf, Chair

Fundraising to Support Soroptimist Programs

Soroptimist programs depend upon a steady income. Philanthropic giving to support Soroptimist programs is like baking yeast bread – it is slow and steady. That’s because raising money in a sustainable way is a thoughtful and lengthy process. This approach is slow because we must first identify individuals connected to or passionate about our mission, cultivate them over time, and then ask them to give. After the gift is received, the donor’s connection to Soroptimist programs and mission must be reinforced through appropriate recognition, engagement, and communication.

Soroptimist International of the Americas recognizes donors through the Annual Club Campaign, Individual Giving, Laurel Society, Laurel Legacy, and Founder Pennies. Memorials and honorariums, the Combined Federal Campaign, GoodSearch, and GoodShop fulfill the need to offer member and non-member donors alternative ways to support SIA programs.

Every member and each club can participate in fundraising to support Soroptimist programs. We must ask potential donors in the right way – so donors really know they’ve been asked and in a manner that will provide the best odds to secure a gift. We can ask our friends, the people we trust, and people who trust us. Asking can involve risk, because when we ask a friend and the friend declines, the refusal may feel like a personal rejection. Hosting an event, like a nice meal with an auction, seems so much easier, but events do not raise sustainable revenue.

So take a deep breath, and plunge in. The Foraker group offers these suggestions to help fundraisers overcome their hesitancy to ask for money:

- Before you ask anyone to give, make your own gift at a level that is meaningful to you.
- Solicit the easiest prospect first, then proceed to the person you think will be the hardest to ask.
- Ask people who give if you can share their name with others to encourage additional support.

The Northwestern Region Fundraising Committee urges each member to contribute as generously as possible and to participate in fundraising to support Soroptimist programs. We encourage clubs to make annual contributions to SIA as part of their service projects budget, to set club fundraising goals, and to recognize club-level contributions from members and non-members. Working together, we will maintain and support the programs that we know improve the lives of women and girls in our communities and throughout the world.

“You make a living by what
you get. You make a life by
what you give.”

- Winston Churchill

In brief . . .

Editor's Corner

My resolution for the new year is to make no resolutions. I'm going to try to just take each day at a time and enjoy it for what it brings. For Christmas my cousin Jim, 65, was given a year-long diary by his children and grandchildren. All they asked was that at the end of each day he write just one line about the day. What a great idea, I thought!

Jim, a farmer, will probably record daily weather and temperatures for 2010, but I bought myself a little 365-day notebook and am anxious to see what 2010 will reveal *and* what I have to say. May your new year be happy, healthy and rewarding.



*Judy Dreis, Editor
NWR FOCUS*

Who Do You Know?

New club organization is underway in several areas throughout Northwestern Region—Juneau, Alaska; Lake Oswego and Beaverton, Oregon; Sandpoint, Idaho; and the Stanwood-Camano Island, Washington area. PLEASE help us charter these clubs in 2010 by sending any names and contact information of potential members. You can email me at oduckfan4life@msn.com and I will forward to the appropriate parties. One of the most rewarding investments is the Gift of Soroptimist Membership! Give it to someone you know today!

Martha Falkenstein – Extension Coordinator

Important Deadlines!

January 2010

- 15 *Violet Richardson Award* club honoree applications due to Region Chair
Ruby Award for Women Helping Women club honoree applications due to Region Chair
- 21 *Soroptimists Celebrating Success!* entries due at SIA HQ

February 2010

- 1 *Women's Opportunity Award* applications due to Region Chair
Fellowship Award applications due to Region Chair

Spotlight On . . .

Our New Clubs

As we leap ahead into 2010 we do so with two newly chartered clubs—SI Almira, Coulee City & Hartline, Washington in District 3 and SI Chehalem Valley, Oregon in District 2. Kudos to all those whose planning and hard work resulted in these charters. We speak of the gift of Soroptimist we give to new members and new clubs, but let's not forget the reward of a mentoring relationship between the sponsoring clubs—Wenatchee and McMinnville—and these new women who are eager to serve their local and global communities. May these new clubs continue to be amazed and inspired. We hope to meet some of you at our Conference in Anchorage in April. Cards and greetings to the new clubs may be sent to:

President Ann Zaren
SI Almira, Coulee City & Hartline
P.O. Box 906
Coulee City, WA 99115

Maggie Wright, President
Soroptimist International of Chehalem Valley
P.O. Box 973
Newberg, OR 97132

Register Now!

Northwest Conference Against Trafficking
Portland, Oregon, January 9, 2010
SLA President Cathy Standiford
will be a keynote speaker.

See www.soroptimistnwr.com or www.NWCAT.org for details