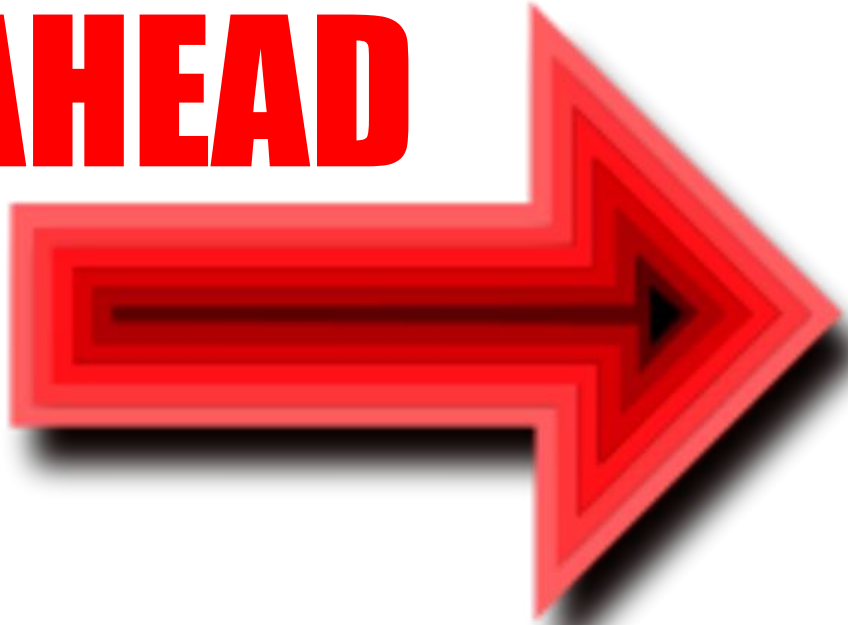


PLAN AHEAD



The Soroptimist International of Palm Desert newsletter for November 2017

-Doris Churry, Editor

FALL MEETING WAS TOPS!

Falling in love with Soroptimism is definitely in the air at SIPD! Embracing what we do:

Reach for Your Dream Workshop

Live Your Dream Awards

Planning our first Dream It, Be It (yes, 2018)

Walking alongside the women in the New Life Program at CVRM

Supporting SHOH

What woman could resist this menu of service? Show up, get involved and experience the love of belonging to a group of women that care enough to embrace change. Commitment involves showing up and signing up. 31 members strong - get involved. One President cannot do everything, but, $1 + 30 = \text{strength in numbers}$. What are you waiting for? Do you have an old purse, travel size personal care products, a bra that does not work for you? Bring them to one of our two monthly meetings ... YOU can make a difference.



Fall Meeting was definitely one of the best I've attended - fun, engaging and informative. SIPD received two awards this year: SI Collective Impact and Reach for Your Dream. Thank you Past President Sherrie for all of your hard work last year to make this possible.

There was discussion at October's business meeting about assessing each member \$40 a month to cover two lunches and provide funds needed to manage the club. There was general agreement that this was a good idea. President Becky will send notice to all members and a final vote will be taken at the November 15 business meeting.

Did I tell you yet that you make our club GREAT!

You want to be at our November 15th to learn about our service projects for the upcoming months.

Have a wonderful Fall – President Becky

2017

NOVEMBER



Wednesday, November 1, 2017 @ noon – SIPD SPEAKERS SERIES, Palm Desert Chamber of Commerce

KIM RICHARDS, Macy's Personal Shopper, is returning with the fashion update for us that we need for 2018!



Monday, November 13, 2017 @ noon – SIPD BOARD MEETING, CB Wealth Management Office on Monterey



Wednesday, November 15, 2017 @ noon – SIPD BUSINESS MEETING, Palm Desert Chamber of Commerce

“Night at the Races” Committee meets directly following today’s SIPD Business Meeting



THE TRAVELING SOROPTIMIST



-Ella Manor

Early October we headed out with Fantasy RV Tours for Albuquerque for the Balloon Fiesta (via the Petrified Forest and Painted Desert). Very social trip with a large group of RV'ers. Around 600 balloons flew! Almost unbelievable and the sight boggles the mind!



Came close to flying but too windy – bummer.

-Christine Duranceau

This month we took our sweet time returning to the USA from France. We took a two week trans-Atlantic ship to Miami by way of Copenhagen, Denmark. We only had two stops, the Azores and Bermuda. The remainder was spent drinking and eating. Will be heading to the desert next month!





FINDING YOUR

MRS. PARSONS

-Judy Corren

The year was 1954 – the words: “Children, always remember to help and be kind to one another.” This was the mantra of third grade teacher Mrs. Malpe, Chicago, Illinois, reinforced day after day in her words and deeds.

The first day in Mrs. Malpe’s classroom I didn’t know what to expect and was more than a bit concerned. A tall slender woman who dressed in rather severe blacks and grays accentuated by starched white blouses – hair pulled back in a neat bun – outfit completed with simple wire glasses – but behind those spectacles were friendly eyes that twinkled with delight as she looked out at her new class. Her warm smile made the worst days better. It was obvious that she loved teaching, challenging her students, being their guide on an adventure in learning.

It was in Mrs. Malpe’s classroom that I decided to become a teacher – just like her. At the close of third grade my family had plans to move to Mexico City for a year. There was a classroom good-bye party and as my classmates filed out my apprehension must have been obvious. She took my hands and said what a grand adventure I was starting. I looked at with my tears slowly overwhelming me. She paused and said that she had been looking for a pen-pal and wondered if I would like to take on that role. All I could do was hug her and say, “Yes, yes, yes.”

For the next thirty years we were “pen-pals.” I wrote of my adventures in Mexico, then moving to California or my trials and tribulations as a new teacher. As I gained experience, I wrote of my own successes and joys with my classrooms. For so many years she gave me advice, encouragement and challenges.

One day the letters stopped. My sadness was eventually overtaken by the deep-felt connection I had with her for so many years. And the words of this amazing teacher and role model have always stayed with me and helped shape my life ... “Always help and be kind to one another.”



AN apple For Mrs. Malpe



The GOVERNOR Speaks!



-Penny Babb, Governor, Soroptimist Golden West Region

2017 Fall Meeting Presentation

"We know that club members who attend region meetings are more excited and engaged at the club level. They feel more connected to our mission and will bring back their passion to your clubs and communities." Thank you for taking what you learn this weekend back to your clubs and really energize them to make a difference in our communities.

Also, thank you club presidents and club board members for stepping forward to lead your club. It's getting difficult to find people who will add one more thing to their busy schedule and we all appreciate that you have agreed to do so. Thank you!

One Mission. You saw One Mission logos at our Leadership Training Retreat. You'll see One Mission at all our Fall Meetings. And, you'll see One Mission at our 2018 Spring Conference. But what does it mean?

You know this but sometimes we forget. We are NOT stand alone clubs. Our clubs use the umbrella of an international organization to exist as a non-profit club. With that umbrella comes **responsibility**. And that responsibility is to **adjust our own focus** to fit with the mission of the organization that **gives us authority**. The **power**, the **influence**, the **weight** of an entire international organization behind our Mission. The mission of the organization that **we chose** to join.

Soroptimist International has over 75,000 members in 130 countries. The Soroptimist International mission to - transform the **lives** and status of **women and girls** through **education, empowerment and enabling** opportunities - covers all four of our federations and includes the words that are familiar to us - our One Mission:

- transform
- women and girls
- education

Our own federation, called Soroptimist International of the Americas, has 1,300 clubs in 20 countries and territories.

You may be more familiar with our own federations' mission of improve **lives** of **women and girls** through programs leading to social and economic **empowerment**. And through **your** input, research and **informed decision making** for the **most effective** focus, we've fine-tuned that mission to include our Core Value which is the **foundation** of all success - "access to **education**."

Soroptimist International and Soroptimist International of the Americas have the same focus, One Mission with the same recognizable words:

- improve
- women and girls
- education

Yes, in our federation, we are a club-based organization located in 1300 local communities. But we are **first and foremost a global organization**, and that **requires us** to see beyond our local communities. We must **work as one**—come together globally—to focus on a common agenda with our programs designed to serve our 20 countries and territories and their variety of cultures and needs.

SIA and all of our Golden West Region clubs have had a wonderful, rich past. Absolutely. We have impacted thousands of women in California, Arizona, New Mexico and Texas over the years. We have a past to be **really proud** of and our mission has evolved over our 96 years in existence.

The world has changed dramatically since 1921. Here is a fun picture of our first club and their first project - save the redwoods. And our recent picture of GWR members at the SIA convention in Orlando, Florida with a project picture from a current project that **actually** improves lives. Every one of us is a member of an international organization with a specific mission. Our **core - our foundation, our**

responsibility is to understand when we need to change—not for the sake of change, but when change will make us stronger and more successful.

Yes our organization and our clubs have had impressive pasts. But, we can't just think about our past, or even our present. If we want to continue to make dreams come true for disadvantaged women and girls—and for our own organization—we are obligated to look toward the future.

To prepare for our future, here are familiar words - our Big Goal concept of Shaping the Future of Soroptimist for Increased Collective Impact. This phrase was actually introduced six years ago at the 2012 Hawaii convention. The idea was to **identify a big goal that every member and every club** can focus on through the end of our first century which ends in 2021 - and into our second century. An idea that identifies who we are and makes a difference in lives.

In 2015, SIA sent out several surveys and **asked clubs** to dream about our next century of helping women and girls and to think about concepts that hold them back from realizing their dreams. One dream concept rose to the top: Invest in the dreams of disadvantaged women and girls through **access to education**.

Our Big Goal concept evolved into a specific measurable goal to **Invest in the dreams of one million women and girls through access to education by 2031**.

To actually reach 1 million women and girls, our federation, **at your direction**, did a great deal of **research** on need and what is needed to make an impact, and ultimately created our signature programs **based on knowledge - not on opinion or emotion**.

We call these signature programs - LYDA and DIBI - our Dream Programs. You'll hear more about them later today.

Annually, our organization reaches about 1,400 women through the Live Your Dream Awards and 12,000 girls through Dream It, Be It. Both are huge increases! Congratulations! If our reach stayed the same, this would mean almost 100,000 women and girls would receive our help over 10 years. Not a million but headed in the right direction. In reality there are about 20 million disadvantaged women and girls in SIA's 20 countries and territories who

need our programs. 20 million! Our Big Goal is just to reach 5% of our women and girls in need.

*Consider this: we say **NO to 78% of eligible women** who ask for our help. Can you believe that? We say we are an organization that improves lives but we say **NO to the overwhelming majority of women** – over 3/4 of them - who apply for LYDA. Women who have **been told NO** all their lives. It haunts me. We have to do better.*

*We need your help to reach our big goal. We can **say YES** to women by increasing our LYDA recognitions and hosting more DIBI events. If you haven't embraced both programs and haven't become a member of our online program at liveyourdream.org, then frankly, you are not following the direction of your organization that gives your club the authority to pursue our mission, and you aren't contributing to our big goal to impact 1 million women and girls. It's that simple.*

We can only reach 1 million women and girls if everyone participates in LYDA and DIBI. We must expand our outreach to those you impact every year. You **don't have time** to focus on these education programs - that have **been proven** to make a difference - if you have diluted our mission with other projects. Remember 78% are told NO by US for our signature program!

Rather than being frustrated by how many projects your club takes on, or how many committees your club has, or how many fundraisers you are asked to contribute to...why don't you speak up and talk with your club members about what you are actually being asked to do as a club. You are only being asked to participate in two things: LYDA and DIBI. That is all. Everything else is self-inflicted.

If poverty, violence, trafficking, teen pregnancy or women's health is important to you, you can rest assured that increased participation in our **Dream Programs will address all these obstacles** in a very tangible way.

As you participate in some of your favorite projects, **insert our Dream Programs into them**. Pass out flyers on how to apply for our Live Your Dream Awards and encourage people to invite teens to our Dream It Be It program.

Recommitting to our Dream Programs so we aren't diluting our message and our mission does not mean giving up support of programs that end the obstacles that can derail a woman or girl's life. We're just

asking you to have your clubs think about how our Dream Programs address these obstacles in a different way.

We've been asked lately about favorite projects that clubs don't want to give up. Do you remember the fun skit that SI Lake Havasu City designed to show how they loved posting American Flags around their city square? (We actually have that skit posted on goldenwestregion.org.) It doesn't meet their mission so they found an organization that it fits with and financed them until they were sure it would continue into the future.

It's tough to give up something you love but if you can't insert our Dream Programs into it, find someone that will love it just as much as you do to take it over. We are Soroptimists and we have a mission. Why would we divert our time, energy and funds into something that doesn't support us?

Did you know that last year, SIA reduced our membership loss rate by 30%. Research indicates that **our membership is turning around because we are working to focus clubs to provide meaningful membership experiences using our Dream Programs and we are chartering new clubs who only know our mission and Dream Programs.** We are not diluting our identity.

If all our clubs participate in our Dream Programs as their main projects, then we WILL BE known and we

will experience success in improving lives and improving our clubs.

How do we get our club members who are not here to understand and accept focusing our efforts on our own organization?

You do not have to be an experienced Soroptimist to make a difference in your club. Ask yourself this: Is my club growing? Do we embrace our Mission through our Dream Programs? If you are not growing, or if your club is not embracing these two programs, please speak up at your meetings no matter your Soroptimist experience. Remember, it's your club too!

You are going to continue to see our logo "One Mission" at region and federation events. One mission means just that – we have one mission which is improving the lives of women and girls through programs leading to social and economic empowerment. And we accomplish that through access to education. Anything else we do dilutes who we are and keeps us unknown.

We value **your opinion**. We **value you**. One Mission. It's who we are. Speaking of speaking up...what are your thoughts? Let's discuss anything that is exciting you or discouraging you, what is challenging you or frustrating you, what is keeping you as a member or what is causing you to disengage? Tell me...



P.S. WE LOVE YOU! Support our Palm Springs Soroptimist club by attending their LUNAFEST fundraiser. Save the Date: January 28, 2018.

ROAD TRIP! --for them. We have invited SI 29 Palms to take a ROAD TRIP and visit our club. Date TBD.

Apply for a "LIVE YOUR DREAM" award! Do you know an eligible woman? Our club will be awarding \$1,800 at our "Live Your Dream" night in the spring. Contact Marilyn Alt to submit an application, which is due to her by November 15, 2017.

Southwest Conference Against Trafficking 2018 – Register today! www.SWCAT.org SIA member discount code: S12018. January 11-13, 2018, Ontario Airport Hotel and Conference Center, Ontario CA. Tweet #SWCAT2018 Participants of note: Dawn Marie Lemonds, current SIA president and former SIA president Alice Wells.

SOROPTIMIST INTERNATIONAL PRESIDENT'S APPEAL 2017-2019: "Women, Water and Leadership." The President's Appeal will promote the inclusion of women in water resource governance as experts and leaders during all phases of the projects (5), through education and capacity building – from design through to implementation and monitoring.



"If you always do what you always did, you will always get what you always got." -unknown



Does Soroptimist House of Hope make a difference? Read
on my friend ...

SHOH CLIENT LETTERS

Dear Soroptimists, I truly thank you for housing me here at your home. I have found this home to be very warm and comfortable. A great place to recover and receive treatment. It has been a wonderful experience to have a beautiful home to recover in. I thank you from the bottom of my heart. Thank you, J.S.



Thank you for providing this haven of safety, peace, serenity and graciousness in which women, like myself, can find freedom from addictions and alcohol, and find also a spiritual connection with our Higher Power. A house that becomes, for the duration of our stay here, a school for learning through the twelve steps -- a new way of life, and also becomes a home where we find love and comfort.

Thanks again, for making it possible to receive the blessings of recovery, here, at the House of Hope. Sincerely, M.C.



Dearest Soroptimist Ladies, First of all, I'd like to thank you all, from the bottom of my heart, for not just having this safe, warm and welcoming home, but to have opened these doors to me twice.

Although, I didn't stay clean the first time for me to come for myself and myself only, without a doubt, the House of Hope is where I wanted my recovery foundation to be built upon.

Your little house is filled with so much love and kindness and what you ladies do for us, who come to you so beaten and broken, and you love us until we can love ourselves. This house and the miracles that go on in here has reacquainted me with my Higher Power, whom I choose to call God, has helped me restore not only my sanity but my family and helped me find my true self. I thank you Soroptimist ladies and you have given this addict another chance a new beginning.

Thank you A.O.



Lori's WHiRLd

“THE” Soroptimist International of Palm Desert BLOG!

-Lori Oliver



SEASONAL FLAVOR – WHICH DO YOU FAVOR?

Summer is over. Winter is not here yet. We are living in what is called, in most parts of the country, the *fall* season, since it is when the leaves fall from the trees. Here in the desert, the leaves come off the palm trees in summer, the cactus have no leaves, and the evergreen citrus blossom and flourish and bear sweet fruits.

In other areas of the country the seasons are *weather-based*. In Southern California the

seasons are based on distinctly different factors: Oscar season, basketball/football/baseball season, swimsuit season, and in the desert it's called simply "the season" when the snowbirds return and the restaurants reopen and grocery store parking lots fill up. And the banks take the hot pads off the door handles. And it gets hard to find parking at the base of Bump and Grind. And 111 starts to look like a highway, not The Neutral Zone. And tea time is replaced with tee times.

Then one day, November 5 this year, like a thief in the night, someone sneaks in at 2 a.m. to steal one of our precious daylight hours. Darkness. Fatigue. And the disorienting moment when you stretch and yawn and say, "Time to hit the sack" only to discover it's 6:39 p.m.

We humans have no trouble adapting to the seasons. Unlike animals, we are gifted with the ability to whine, complain, and just plain bitch about the cold and the darkness—where the lesser creatures are forced to *tolerate* the change. Pity.

While Minnesotans are replacing radial tires with snow tires, desert dwellers are replacing wiper blades that have glued themselves to the windshield. Minnesotans are buying heated throws. The Alley has patio umbrellas on sale.

They are different worlds, that of the desert-er and the deserter. Seasons come in all flavors. How blessed we are that we have so many from which to choose. Winter is coming. Chapstick or sunscreen, the choice is yours and yours alone.

Soroptimist International

-President Becky



I find this particularly interesting, do you agree with this action?

RESTRUCTURING THE SOROPTIMIST INTERNATIONAL BOARD

The Soroptimist International (SI) Board approved to restructure its size and composition at its meeting on July 28, 2017, in Rotterdam, Netherlands. The SI Board took this decision to be cost effective while retaining significant involvement of its member Federations, all designed to align with the SI Board's 2016 – 2019 Strategic Plan approved in 2016.

This restructuring is the result of concentrated efforts of a board appointed Restructuring Working Group which studied the issue for nearly two years. The new structure ensures that Soroptimist International's governance model will involve its Directors with a focus on providing appropriate skills and will lead to focusing on its Mission in a more nimble and effective manner. The existing SI governance structure of 12 voting Directors, 4 officers and various committees will be reduced.

The newly restructured SI Board will be composed of two representatives from each Federation, the SI President, SI Treasurer and SI Director of Advocacy. Going forward, SI Directors will chair the committees of Governance, Finance, Communications, Advocacy, Convention and President's Appeal. The new SI board structure will be implemented on January 1, 2018. Future SI Boards will commence on January 1st of even numbered years, ex: 2020, 2022, 2024, etc. The Soroptimist International Board believes this new structure is more appropriate to the Mission and clarity of purpose of SI as set out in the SI Strategic Plan and better aligned with SI's key strategic priorities. The SI Board is confident this restructuring is a bold step forward which will lead Soroptimist International well into the future. Yvonne Simpson, is Immediate Past President/Chair of the 2015-17 Final Board Meeting.

The Market Crash of '87 and What It Means for You

-Cathy Brown, President, CB Wealth Management

The Stock Market crash of 1987 happened 30 years ago this month. On October 19, the DJIA plunged by a then record 508 points—a 22% decline in the index.

While it wasn't the largest percentage decline ever (that dubious honor belongs to December 12, 1914 when the Dow saw a decline of 24%), the magnitude of the number of shares traded was a record. That day, almost 600 million shares traded hands (the previous record was just over 300 million shares). 95 stocks in the S&P 500 index weren't open for trading by 10:00 am. A record number of margin calls and program trading that overwhelmed the system also factored into a dismal trading day.



Things have certainly changed in the 30 years since that infamous day. Today, a 500 point down day would only mean a 2.2% drop in the DJIA. It has happened 17 times since 1987. It is not uncommon for 1-1.5 billion shares change hands in a given day. On October 19, 1987, Apple was only 6% of the size of IBM, then the largest company in the country. Currently, Apple's market capitalization is 6X (6005) larger than IBM's.

It's interesting to look back, though and see the benefit of investing with a long term focus. If you had invested \$100,000 the Friday before Black Monday, your account would only be worth \$77,420. Ouch. However, by the following October 20, 1988, your account would have been worth more than your original investment. And, if you left it invested in the Dow for 30 years, that \$100,000 would be worth more than \$2.1 million. While there will always be reasons to be concerned about investing in the market, keeping a long term focus and investing properly for the goals you're trying to achieve should win out in the long run.



SPEEDING IN FLORIDA - A Florida senior citizen drove her brand new Mustang convertible out of the dealership. Taking off down the road, she pushed it to 80 mph, enjoying the wind blowing through her hair. "Amazing," she thought as she flew down I-75, pushing the pedal even more. Looking in her rear view mirror, she saw a Florida State Trooper, blue lights flashing and siren blaring. She floored it to 100 mph, then 110, then 120. Suddenly, she thought, "What am I doing? I'm too old for this!" and pulled over to await the trooper's arrival. Pulling in behind her, the trooper got out of his vehicle and walked up to the Mustang. He looked at his watch, then said, "Ma'am, my shift ends in 30 minutes. Today is Friday. If you can give me a new reason for speeding – a reason I've never before heard – I'll let you go." The woman paused then said: "Three years ago, my husband ran off with a younger woman. I thought you were bringing him back." "Have a good day, Ma'am," replied the trooper.