



Altrusa International, Inc.

District Four Service Bulletin

Alabama, Louisiana, Mississippi, Tennessee

Volume 3, Issue 1

June 2011

*The
Time
Is
Now!*



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Governor's Message



As we start a new year in Altrusa, we cannot forget the past. With the strong leadership that has gone on before us, we can marvel at the accomplishment that was gathered in the many projects, in the many hours our members worked, and in the officers who gave of their time and talent.

It is a very good feeling to have you install me as your Governor. I do not take the position lightly. I may not know all the answers for the job, but with the officers you elected and all the past Governors, I am sure that an answer to your questions would not take long to get.

I welcome the opportunity to serve you. The "TIME IS NOW" is the theme for the next two years. It does mean that the time is now for all of the Clubs to gather more members, to start a new Club or ASTRA Club.

Our hearts were saddened because of the death of Elizabeth Browning after our conference in Guntersville. We know that she is in a better place with no more suffering. May the good Lord shine down on her and her family evermore.

With the International Convention coming up in Rapid City, South Dakota, Dona Garretson will be installed as our new International President.

We—our Distinct Four board—will be there to help and give Donna our full support for this undertaking. She was there for us at our conference, and we will be there for her.

Your Board and the committee chairs are here to help in anyway at anytime. We invite you to call if you have a problem.

I look forward to the next two years with glee and glimmer for I know that I will make mistakes, but I will try harder to correct.

Thank you,
George Patterson
District Four Governor

Clarity, Flexibility and Inclusion

Miles Media, the marketing firm engaged by Altrusa about eighteen months ago has been instrumental in carrying out research designed to help us understand what current and potential members want and need in order to have a fulfilling relationship with Altrusa. Through this research, which included information gathered from both members and non-members via online surveys, and focus groups and Conversation Cafés in Washington, Florida and New Zealand, we identified three key concepts that will lead us in the right direction. Now we can continue the great work we do for our communities and attract others that share our same values.



Donna
Johnson

*International
President*

Clarity

“You need a clear statement of what Altrusa is – if you can’t communicate clearly, I won’t trust you.”

Did you have any trouble the last time you tried to describe Altrusa to someone? I know I did. Through our research we found that Altrusa would benefit greatly by being clearer on who we are, what we are about, what we stand for, and our organizational focus.

In order for Altrusa to be effective as an organization and gain trust, we must stand united on who and what we are truly about. A consistent message and a united presence will get more recognition within our communities and attract and retain members.

Flexibility

“Make it easy for me to volunteer. Sometimes I only have an hour or two. Let that be OK. I can’t make it to every meeting or every activity, but I really want to help my community where I can.”

The research showed us that Altrusa’s target audience lists “flexibility of an organization” very high in their criteria for selecting an organization. For Altrusa to become the preferred choice for service in our communities, incorporating “flexibility” into our way of being is essential.

Inclusion

“It would be great if there was an organization my whole family could be a part of—I want my kids to be involved in helping the community as well.”

We also discovered Altrusa would benefit from being more inclusive so members and prospects realize they help make a difference and that they are welcomed, appreciated and listened to. People that want to do good in their communities will find an organization that will let them do that.. There are many people, including men, who are interested in service and hold the same values as Altrusa. We want to offer them the opportunity to join us and not another organization.

We have an incredible opportunity to generate a powerful transformation and make Altrusa the leading service organization within our communities. All it will take is the combined efforts of the *Rebranding Task Force* to which I hereby appoint all Altrusans. By incorporating clarity, flexibility and inclusion, Altrusa will be at the forefront of community service organizations and have the ability to serve our community in ways we never thought of before.

By using our new look consistently across our organization, we will look like the international organization we are. Wherever people go, they will be clear on knowing where Altrusa is and what Altrusa is doing. Wearing the same look and standing united will ultimately lead to club vitality and visibility – increasing membership and our ability to help our communities.

Be a part of Altrusa history by participating in the International Convention in Rapid City, SD, on July 22-25, 2011. Come and see the new brand unveiled and learn new techniques for making Altrusa more visible in your community.

Message from Past Governor

I know all our lives are different after leaving Conference. We just did not know during the tornado warning we had that weekend would lead to such devastation across our four states from the tornados and floods. It did hit at the State Park the next week. I had some friends who were camping and survived with several others in the bath house at the state park. Eleven trees fell on the bath house. I hope all of you are doing well and recovering.

Please know that each of you have made my term very meaningful. Thank you for all your letters, emails and calls. I look forward to continuing serving as Immediate Past Governor. We still have big plans ahead, and it is going to take each of you.

Plans are set for the International Convention, and I hope all that can attend across our District will. It is going to be exciting to see the new vision for Altrusa. I hope you all are making plans for the fall to implement the changes. Changes are good. They help us grow and achieve more.

I am sure you have all heard that we lost Elizabeth Browning just after conference. Please continue to pray for her family and her Altrusa family. She will be missed by all.

Always remember that God calls us to love one another, to be servants, and to encourage each other on to good works. Let's all work hard to achieving George's goals over the next two years.

Serving Others Always,
Kelli Owens



What is a leader?

What is leadership? *Wikipedia* describes it as “the process of social influence in which one person can enlist the aid and support of others in the accomplishment of a common task.”

If leadership is a process of influence, then what is a leader?

Leaders are salesmen. Leaders have to believe in the product they are selling (in our case, Altrusa). They must have comprehensive knowledge about the product. If posed with a question they don't readily have an answer to, they know where to find the information.

Leaders are cheerleaders. Their enthusiasm is like a cheerleader at a football game rallying everyone towards a common goal. Leaders supply a shared vision and inspire people to achieve more than they ever dreamed possible. They are able to articulate this shared vision in a way that inspires and encourages others to act.

Leaders are coaches. Leaders serve as coaches by helping their “team” stay on target to accomplish goals regardless of any adversities. They help find ways to work through and overcome obstacles in a timely manner. Leaders know that by delegating duties, no one person is responsible for the outcome, win or lose. Leaders are mindful of the skills and abilities each individual brings to the task and use those unique talents to the betterment of the team.

Leaders are teachers. Leaders share knowledge with others through clear, concise objectives (lesson plans). They communicate effectively so that others understand what is expected of them. They motivate with varied, lively approaches to set high expectations for all and don't give up on the underachievers. They want everyone's input and don't allow a few people to dominate. They form strong relationships and are warm, accessible, enthusiastic and caring. They are committed and make themselves available when needed. Leaders train those that will follow in their footsteps.

Leaders are parents at heart. Parents share their passion for life and, no matter their differences, want all their children to succeed and be the very best they can be. They sometimes have to be disciplinarians, while remaining attentive, considerate and compassionate. They provide unconditional love, even when disappointed or upset. Like a parent teaching a youngster to ride a bike, effective leaders provide just the right amount of support, wipe your tears when you fall down and fail, encourage you to get up and try again and then let go and cheer with joy when you succeed.



Alexis
McGhee

*Leadership
Training
Chair*

How important are archives in your club?

The history of any Organization is a value to the Members as a reminder of the accomplishments and failures of the past years. Sometimes the failures would like to be forgotten, but archives of the project or service help to determine the steps to take in the future. With good records, the undertaking of these members will be much easier and pitfalls can be avoided. On the other hand, the rewards are sometimes so great we like to look back at what was archived.

The means for keeping archives are so many. No Club should be without a Chairperson assigned to keep the records up-to-date and available to media and NEW MEMBERS interested in things we have done and are doing in our Communities. The computer and modern technology make so many options available to us. Make a brochure for the members to hand out to the community and prospects. Everyone wants to see in writing what is being done.

Know your District Chairman. Communicate with me by e-mail at clarabennett@peoplepc.com; by mail, Clara Bennett, 1003 Dillard Rd., Pontotoc, MS 38863; or by phone at (662) 489-0398.

The permanent place for District Four Archives is the Metropolitan Archives Building at 1113 Elm Hill Pike, Nashville, TN 37210.

THE TIME IS NOW!!!



Clara
Bennett

*Archives
Committee
Chair*

District Four Foundation Holds Inaugural Meeting

The District Four Foundation held its inaugural Board Meeting on Thursday, April 14, preceding the District Four Conference at Lake Guntersville State Park.

Marti Didier of Baton Rouge, LA, was elected as the first Chairman of the Board of the Foundation.

Directors elected to the Board of Trustees to serve as Trustees were Didier; Kelli Owens, Enterprise, AL; Clara Bennett, Pontotoc, MS; Nedra Grice, Dothan, AL; Regina Lawson, Kingsport, TN; Janice Sanders, Huntsville, AL; Sheila Sanders, Boaz, AL; and George Patterson as Ex-Officio.

Officers elected by the Board of Trustees were Didier, Chairman of the Board; Kelli Owens, Vice-Chairman; Sheila Sanders, Secretary; and Janice Sanders, Treasurer.

Attending the board meeting as a guest was International Representative Dona M. Garretson, President-Elect of the Altrusa International of District Ten, Grand Junction, Colorado.

The District Foundation Board approved the Mission Statement of the Foundation as follows: "The Mission of the District Four Foundation is to responsibly invest, manage and distribute funds to further community service program and projects with other charitable educational, literary, and scientific purposes of District Four Altrusa International, Inc., and its Altrusa Clubs."



Marti Didier, center, of Baton Rouge was elected as the first Chairman of the Board for the new District Four Foundation. Congratulating her are, from left, Mary Eleanor Cole and Jan Holmes, the treasurer of District Four Board of Directors.

New Altrusa Members

At the
Greenwood
Club
CLAIR B.
JENKINS
And
CEMPER
MCGARRH
Sponsor:
Virginia Brewer

Welcome to
Altrusa!

In Loving Memory Elizabeth Browning

April 26, 2011

Our hearts were saddened with the loss of Elizabeth Browning. She was an active member of Altrusa International Inc. of Gadsden, where she held several different offices, including president and chairman of the club's annual antique show. She recently finished her term as first vice president of District Four. She greatly valued her membership in Altrusa and strongly believed in the organization's principles of service, leadership and citizenship.

District Four Conference

The 57th Annual District Four Conference was held at the beautiful Lake Gunterville State Park Lodge on April 14-16. The President-Elect of Altrusa International, Dona Garretson, was the International Representative, and Silvia Silverman of Montgomery County, Maryland, returned to this year's Conference.

The Conference kicked off with the International Guest Reception/Altrusa Birthday Party on Thursday evening. The reception featured magician Skip Cain.

Friday opened up with the Presentation of Flags by the club presidents. The Boaz Middle School Civil Air Patrol presented the Colors. Boaz Mayor Tim Walker greeted all those in attendance and sang a beautiful rendition of the National Anthem. Also speaking to the group was Lindsey King, event planner with the Marshall County Tourism and Visitors Bureau. Lindsey was a member of the Boaz High School ASTRA Club and spoke about the wonderful experience it was.

Workshops on Friday included a First Timers Orientation, the Delegates and Alternates briefing, Effective Leadership Workshop, and a Membership Development Workshop. The first business session included the preliminary Conference reports, the presentation of the budget, and the presentation of nominees.

Local author Shirley Mitchell was the guest speaker during the Literacy Luncheon, and the presentation of books was made to the Marshall County Child Advocacy Center.

A hands-on workshop was led by Lisa Boyd, during which a donation of canned goods was presented by Altrusa to the Marshall County Salvation Army Food Bank.

On Friday afternoon, Altrusans choose from several concurrent workshops, including the Incoming President Workshop, the Incoming Treasurer Workshop, Incoming District Chair Workshop, How to Run a Structured Meeting, and Head Table Protocol.

Though storms plagued Lake Gunterville throughout the day on Friday, the Altrusans still enjoyed dinner entertainment by the Snead State Theatre Department.

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Dona Garretson



Skip McCain



Magic Show

Cheer on Altrusa!

Continued from Page 5

Under the direction of Johnny Brewer, the group presented a scene from its spring production of Camelot.

The second business session was held on Saturday. During this time, the memorial service was held. Despite technical difficulties with the PowerPoint presentation, the Altrusans were able to honor the memories of Mea Junette Koger of Jackson, Tenn., Ada Kate Morgan of Montgomery, Ala., Lucy Nell Platt of Shreveport, La., and Billie Scott of Memphis, Tenn.

The second Conference report was given. A total of 107 Altrusans attended the Conference, representing 19 clubs out of the 23 total in the District. The 2010 Conference minutes were also approved. Connie Larimer of Oak Ridge, Tenn., reported on the results of the election. The new officers included Governor George Patterson, Governor-Elect Nedra Grice, First Vice Governor Clara Bennett, Second Vice Governor Lisa Boyd, Treasurer Jan Holmes, Director Suzanne Allred, Immediate Past Governor Kelli Owens, and Secretary Jackie Robinson.

Invitations to the 2012 and 2013 Conferences were given. In 2012, Altrusans are invited to Jackson, Tenn., on April 26-29 for the Blue Suede Express District Four Conference.

Dona Garretson led an International Workshop. The new Altrusa brand was discussed. Regina Lawson will be the International Liaison for District Four, and the Branding Ambassadors for District Four are Nedra Grice and Cindy Willoby.

The Snead State College Street Singers provided entertainment during the Awards Luncheon. Incentive drawings of \$100 were awarded during the luncheon. Those winning the incentives included: Clubs under Charter with President Present—Tupelo, MS; Club with the greatest number of first timers—Boaz, AL; and Club with 20 percent of membership in attendance—Dothan, AL.

Saturday afternoon was a free afternoon, but many Altrusans enjoyed a tour of Cathedral Caverns.

The day closed with the Governor's Banquet. Keith and Karla Sullivan with the Lake Guntersville Music Academy provided instrumental music during the banquet. Reports were given from the International Foundation Silent Auction and the District Four Foundation fundraiser. The new District Four Board was installed, and the Conference closed.



District Four Conference

Mamie L. Bass



Nina Fay Calhoun



Greatest Club Achievement



Net Membership Increase



Best Yearbook



Best Newsletter

Congratulations to the District Four Winners!

BEST CLUB YEARBOOK:
Tupelo, MS

BEST CLUB NEWSLETTER:
Montgomery, AL

GREATEST NET MEMBERSHIP INCREASE
Baton Rouge, LA

NINA FAY CALHOUN AWARD
Enterprise, AL

LETHA H. BROWN LITERACY AWARD
Clarksville, TN
Honorable Mention
Enterprise, AL

MAMIE L. BASS SERVICE AWARD
Knoxville, TN

PAST GOVERNORS LIFETIME OF SERVICE AWARD
Shirley Gillentine
Tupelo, MS
Honorable Mention
Ann Thaxton
Clarksville, TN

JUDY ATKINSON'S RESIDENT'S AWARD
Jackie Lay
Enterprise, AL

GREATEST CLUB ACHIEVEMENT
New Brocton
Honorable Mention
Enterprise, AL

Cheer on Altrusa!



Lifetime Achievement Award



Altrusans Explore the World



Expeditors



Call to Conference 2012
in Jackson, Tennessee, on April 26-29

District Four Conference



Camelot



Snead State College Street Singers

Shirley Mitchell with Kelli Owens and Dona Garretson



Salvation Army presentation

Cheer on Altrusa!



Governor's
Banquet
And
District
Four
Board
Installation



Thank you to all Altrusans who helped to make the District Four Conference a success!

Clubs News from within District Four

Officer Installations



Altrusa International, Inc. of Montgomery, AL installed the club's 2011-2012 slate of officers at their monthly meeting on May 19. All of the officers agreed to serve for a second year. They are, from left, Director (2 years) Melinda Walton, President Alexis McGhee, Vice President Susan Allen, Secretary Sandy Poole, Treasurer Linda Haigler, Carol Richey (filling in for Parliamentarian Chris Beard), Director (1 year) Jo Coleman, and Immediate Past President Jeana Boggs. The installation ceremony was led by Melinda Walton, who used a candy bar motif.



The Boaz Club installed new officers during the meeting on May 16 at Mill Street Deli in Boaz. Janice Sanders, far right, with the Huntsville club led the installation. The officers include, from left, Past President Shelley Smith, Directors Anita Exley and Gail Hunt, Vice President Kasey Whitmire, President Suzanne Allred, President-Elect Jane Carnes, Treasurer Julie Johnson, Secretary Deborah Adams, and Director Kelly Adams.

Happy Birthday Altrusa!



Carol Richey, Alexis McGhee, Janet Holmes and Jeana Boggs

On April 21, members of the Montgomery, AL club celebrated Altrusa's 94th Birthday with style (complete with "Happy Birthday" tiaras). The party theme was "An April Shower of Toiletry Items." Altrusans brought toiletry items that were donated to the Sunshine Center, a Montgomery shelter for abused women and children. Over 260 separate toiletry items were donated, including lotions, soaps and cleansers, deodorants, feminine care products, razors, shampoo and hair care items, oral care items, paper products and coffee!

The evening's events included a timed word game that involved making as many words as possible using the letters in "Happy Birthday Altrusa." After the game, each person discussed their favorite part of Altrusa, the year they joined, and who sponsored them. It was very touching to

hear what being an Altrusan means to each person and how it has impacted their lives. Two common ideas were repeatedly expressed: the deep friendships developed among club members and service in the community. Later, everyone enjoyed cupcakes made by Melinda Walton and party favors.



Clubs News from within District Four

Service Projects



Altrusa of Clarksville, TN, hosts the Academic Hall of Fame presentations each Spring to the graduating Seniors with a 3.75 GPA. The club honors seniors in each school in Montgomery County, including Fort Campbell High School in Kentucky. The club members attend each school's Academic Program and make presentations of Certificates and an Altrusa Ink Pen (in a velvet pouch). This year, they recognized 196 seniors.



On May 21- 22, members of the Altrusa Club of Baton Rouge met to Paint canvas tote bags for the "Bags of Hope" project to benefit the Homeless Children in the East Baton Rouge Parish's Summer Enrichment Programs, including children in the Homeless Shelters and the Battered Women's Homes. The "Bags of Hope" contain personal hygiene items, books and necessary supplies which Over 400 bags were painted to be distributed the end of June. Shown from left, standing, Amy Drago, Diane Phillips, Gerry Malone, Dawn Meng, Carolyn Coleman; kneeling, Cheryl Alford and Brock Coleman, fifth grade student at the Baton Rouge Center for Visual and Performing Arts.

Fundraisers



Altrusa of Clarksville, TN, sold 300 ferns this year during one of their primary fundraising events.

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COMING IN THE NEXT EDITION OF THE DISTRICT FOUR DISTRICT SERVICE BULLETIN

- Message from the Governor
- New Members
- Membership Numbers
- Post Conference Report
- Message from the Governor-Elect
- Fall Pilot Training Program
- Message from the Service Chair
- Information about Grants from the International Liaison
- Message from the Communications Chair

Submit your club news for inclusion in the next DSB!

**Deadline for the next edition
August 1, 2011**

IMPORTANT DATES

June

- 1: New Club Year Begins
- 14: Flag Day

July

- 4: Independence Day
- 22-25: International Convention, Rapid City, South Dakota

Also in July:

- Start working on club yearbook.
- Select a literacy project for Make a Difference Day (Oct. 22, 2011).

The District Four Service Bulletin is published four times a year in June, August, November and February. Articles for consideration should be submitted to Shelley Smith, Editor, P.O. Box 254, Boaz, AL 35957, ssmith@snead.edu.