

Your latest news in a flash!

# Altrusa Tidings eNEWS Edition June 2016



## 2016-2017 Board of Directors

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[Calendar of Events](#)

## *President's Message*

### EVERY DAY IS A CELEBRATION!

Welcome to the 2016-2017 Altrusa year. Thank you for electing me as your president. A special thanks to **Cindy McIntyre**, the **board**, and the **committee chairs** for their leadership during the past year. We are in a good place to continue moving forward.



Thanks to the **Board** for the perfect installation table decorations, to **Mary Beth McLemore** and **Pam Johnson** for the meaningful ceremony, and to all of **you** for your support. Also, thanks to those who agreed to be **Co-Chair Committees**; to new Altrusans **Gayle Ingle** and **Betty Mastick** for being **Interns** on committees in advance of possible future leadership and to **Betsy Meggs** and **Linda McCollum** who agreed to Co-Chair Education; and to those past Chairs who are **Advisers** to incoming Co-Chairs.

During the year, we will celebrate the good deeds you do as Altrusans to make Richardson a better community. We will get better acquainted while we have fun working and serving together. I invite you to engage in service activities you are passionate about; hone your leadership skills; grow existing Altrusa friendships and develop new ones; submit articles to *Altrusa Tidings*; visit a club and/or a foundation board meeting; offer friendly greetings to current, new and prospective members; ask someone to become an Altrusan; and tell everyone you meet about Altrusa.

At the June 2, 2016 business meeting, you will have the opportunity to discuss our Strategic Plan and revise it, if desired, before you vote to accept it. The Strategic Planning Committee Co-Chairs, **Kay Hopper** and **Mary Osentowski**, with input from the past and present committee, developed a draft of our plan for this year. You will receive it by email soon and there is a link in this newsletter. Review it beforehand and attend the business meeting. Be a part of our plan.

Vice-President, **Gerry Carron**, will serve as our Service Chair, coordinating with our Service Committees. Director, **Ginger Tonne**, will serve as our Administrative Chair, coordinating with the Administrative Committees. **Pam Johnson** will serve as a bridge between Recruitment and Retention for our incoming members. She will Pre-Orient them before initiation, arrange for the Co-Chairs of the Committees of their chosen committees to welcome them, and provide a Mentor for each of them.

Save the date: District Nine Leadership Training Mini-Conference Sat., Nov. 5, 2016, in Palestine, Texas – details to follow.

Together we can accomplish great things.

*Everyday is a Celebration!*

# Service, Leadership, Friendship

Nancy R. Rohm

2016-2017 President  
[nancyraltrusa@gmail.com](mailto:nancyraltrusa@gmail.com)

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## Member Highlight

### Swanson Wins \$1,000 PNM Volunteer Excellence Award

By Kimberly Kierce, Foundation Treasurer

Honorary Member, **Ernestine Swanson**, mother of **Carolyn Swanson Nordmeyer**, won top honors for her service to the community in the PNM Volunteer Excellence Awards. Ernestine has volunteered for Altrusa Richardson since 2008 and is an honorary member of our club. Compassionate... Caring... Dedicated... three words that exemplify this amazing women. Her recognition has resulted in a donation of \$1,100 to the Altrusa Richardson Foundation from the PNM Resources Foundation.



Over the years, she has assisted with editing our monthly newsletter and sorting and labeling children's books for area schools, food pantries, and women shelters. Most recently, Ernestine assisted with creating, sewing, ironing, and decorating (handmade) pillowcases for women shelters. Altrusa Richardson's ability to personalize hundreds of pillowcases for victims of family violence was very touching and meaningful.

These individuals have very little to call their own in these domestic violence situations and our ability, through Ernestine's talent and passion to help others, to give them some personal comfort at such a time and something to keep as their own as they begin their new life gives us great pride.

Ernestine's compassion and caring for others shows in her work. Her dedications for using her skills and talents in some much needed areas has helped our organization reach so many people in need. Ernestine's willingness to share those talents for the betterment of others is truly remarkable.

## 2016 Volunteer Excellence Awards

*"Thank You" to all the retirees out there serving their communities!*

There were 77 employees and retirees nominated for the 2016 Volunteer Excellence Awards. Out of the 77, twenty-one retirees were recognized for their volunteering, they were:

- **Stella Barela** - Rio Rancho Retiree - nominated by Seed2Need
- **Emily Blea** - Albuquerque Retiree nominated by Rotary Club of Albuquerque - Sandia
- **Bobbie Chavez** - Albuquerque Retiree - nominated by Young at Heart Ministries
- **Nancy Chick** - Belen Retiree - nominated by Young at Heart Ministries
- **Georgia Couch** - Follett, TX Retiree - nominated by Wolf Creek Heritage Museum
- **Pamela Davis** - Corrales Retiree - nominated by Seed2Need
- **Susan Dickinson** - Albuquerque Retiree - nominated by Seed2Need
- **Mary Filosi** - Albuquerque Retiree - nominated by Seed2Need
- **Joseph Gamble** - PNM Retiree - nominated by Catholic Charities
- **Anna Maria Greaves** - Albuquerque Retiree - nominated by Linus Project
- **Margie Magistro** - Rio Rancho Retiree - nominated by St. Vincent de Paul Society
- **Patrick T. Ortiz** - Santa Fe Retiree - nominated by Karen Ortiz Snowball Cotillio
- **Mary Plant** - PNM Retiree - nominated by NM Rodeo Association
- **Mary Ruiz** - Albuquerque Retiree - nominated by Tai Chi Chih Association & Vital Force Journal Inc.
- **Valerie Smith** - Albuquerque Retiree - nominated by Big Brothers Big Sisters of Central NM





*Ernestine Swanson's organization received one of the \$1000 Volunteer Excellence Awards.*



*Ernestine at the sewing machine, personalizing pillowcases for some of the clients.*

- **Weldon Smith** - Bogata, TX Retiree - nominated by Paris Regional Medical Center Auxiliary
- **Ernestine Swanson** - Richardson, TX Retiree (formerly from Silver City, NM) - nominated by Altrusa International of Richardson Foundation, Inc.
- **Jon Paul Ullbarri** - PNM Retiree - nominated by Laguna Acoma Boys Basketball
- **Mary White** - Albuquerque Retiree - nominated by Tai Chi Chih Association
- **Marisol Williams** - PNM Retiree - nominated by Leukemia & Lymphoma Society
- **Francis Young** - Llano, TX Retiree - nominated by Llano New Horizons

*All of the above Forerunners received an additional \$100 for their organization with the exception of Ernestine Swanson. Her organization will receive one of the four \$1000 Volunteer Excellence Awards. Besides those listed above, we know there are a number of Forerunners that are giving back to their communities in their own quiet way who choose not to be recognized, but are very much appreciated!*

6 FORERUNNERS / SPRING 2016

Image from *Forerunner* (Spring 2016 issue) featuring all honors and recognition of the 2016 PNM Volunteer Excellence Awards.

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*Conference Delegate Report*

**Workshop: Social Media, Investing in our Future and our Legacy**

By Barbara Cornelius, Conference Delegate



At the Altrusa District Nine Sixtieth Annual Conference, held April 22-24, 2016, the Social Media workshop was presented by Frances Dalby and Trina Taylor. This was a wonderful informative class. You didn't need to be a seasoned social media user or a newbie. There was something for all of us and it was presented in a friendly, casual way. I am a seasoned user and yet I learned so many new avenues and techniques. We all tend to learn and then try to keep up with technology, yet updates happen and sometimes gets past us.

Why Social Media?? It helps interest new potential members, serves as advertising for our fundraisers and creates greater community awareness about Altrusa and the good our club is doing. With more than 1 billion active users,Facebook is the largest social network in the world. More than two-thirds of its users log in every day and three-fourths do so on a mobile device. Without a doubt our club’s supporters use Facebook on a regular basis. Each member of our club needs to understand that Facebook isn’t just a passing fad, it’s the way of connection in the 21st century. YOU are the Altrusa ambassadors via Facebook.

What should be posted on the Altrusa Richardson Facebook page? Photos, photos, photos over just plain text has proven to be the best way to get more engagement with your message/ posts. Make it personal... share your message. Who, What, When Why. Post motivating information, quotes and positive information. Talk about our Service Projects Even if you don’t post information to our Facebook page, each members needs to SHARE our events, and stories about service to your own Facebook timelines, so we get greater exposure. Just think, we have 84 members, and you all share to your timelines, and each of you has 20 non-repeating friends, that gets you 1,680 people reached. If some of your partners share, it just grows and grows in impact.

I urge each of you to become comfortable with social media – promote Altrusa Richardson as the wonderful, community supportive organization we all know it to be.

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*Meeting Preview*

**Social Media 101 – a Quick Start Guide**



At the June 16, 2016 program meeting,our speaker will be **Jo Trizila**, founder & CEO of Dallas-based TrizonCom Public Relations, a full service public relations firm and Pitch PR, a division of TrizCom, created in partnership with The Dallas Entrepreneur Center. She is a member of the board of directors for Heroes for Children, American Advertising Federation, and Taylors Gift. Jo is a multi-talented,high-caliber public and media relations marketing pro, with over 20 years of experience building and leading integrated and strategic public relations operations for a vast array of companies. She has an in-depth background in crisis communications, publicity, expert positioning, promotions, influencer marketing,investor relations, and legislative affairs for Fortune 500 corporations, small to mid-size companies, and not-for-profits/nonprofits. She is experienced in conceptualizing, creating and implementing innovative communication strategies.Additionally, she has held highly-visible leadership positions and has earned a reputation for continually making a positive bottom-line difference while fostering excellent relations and maintaining a high profile in business. Our speaker was arranged by our Leadership Development Committee. Her information should help us move Richardson Altrusa into a well-known organization via social media. This program is a ‘not-to-be- missed’ opportunity. Plan to attend and bring guests. Register online to attend June 16, 2016.

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*International Relations Committee Update*

**Audelia Creek Elementary Choose Kindness Library Ribbon Cutting**

By Jane Tucker, International Relations Committee Co-Chair



On May 18, 2016 at RISD Audelia Creek Elementary, Altrusa Richardson held a ribbon cutting at their Open House Book Fair. It was so successful! The librarian, Taressa Anderson, had a Spanish interpreter, 2<sup>nd</sup> Grade Bilingual Teacher Mrs. Martha Rivera, there along with the Assistant Principal, Mrs. Rachel San Jose. They had a bulletin board outside the library with a big "Thank You" to Altrusa and also passed out flyers in English & Spanish to let parents know about our ribbon cutting.



At the book fair, parents could buy scholastic books and, after checkout, they were allowed to get a free book. They also had students sign up for a raffle. A librarian from the Richardson Public Library was in attendance to sign up students for public library cards so they can check out books over the summer. Altrusa also passed out school supplies bags. After the event, the students were given a frozen treat. As you can see, the Open House was very well attended and everyone was super excited about the new Choose Kindness Library.



Wednesday, May 18<sup>th</sup>, 2016 @ 6:00 pm  
Come help us CELEBRATE with a



At the Audelia Creek Elementary Library in honor of the new  
**Choose Kindness Library Collection**

Generously donated by Altrusa International of Richardson

We will have fun activities throughout the night!

**Book Fair, the Dallas Public Librarian, Tips for Summer Reading & Popsicles**

Come to get tips about how to help your child continue to read  
throughout the summer break.

We will be giving away books for your child to read during the summer!!



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*Membership Retention Committee Update*

**Wine Tasting Event**

On May 14,2016, the Membership Retention Committee hosted awine tasting event at Eden Hill Vineyard in Celina, Texas. In attendance was **Alma Benoit, Nancy Crowe, Elizabeth DuBose, Ann Eisemann, Genevieve Hamulak, Jo Leeper, Amalia Palmer, Ginger Tonne, and Jane Tucker**. Members brought 4 guests so a total of thirteen enjoyed tasting five different types of wines while nibbling on delicious appetizers. The event was so successful members are already hoping the Membership Retention Committee will plan another similar event, perhaps to other local wineries.





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*Senior Committee Update*

**Annual Friends Place Mother’s Day Luncheon**

By Gloria Sandoval, Senior Committee Chair

Friends Place Adult Day Care held their annual Mother’s Day Celebration on May 6, 2106...and such a grand celebration it was! Clents and their families arrived in droves to honor motherhood, maternal bonds, and the influence of mothers in the family.

The annual Friends Place Mother’s Day celebration had in previous years been a Mother’s Day Tea. This year, it was a delicious luncheon with cookies and assorted teas served afterwards to allow clents a relaxing visit with family. Altrusans **Rose Daughety, Jan Flesch, Alma Benoit, Ann Eisemann, Lynn Solomon** and **Gloria Sandoval** arrived early to help with the setup of tables; placement of tablecloths, centerpieces, and tableware. They also set out the cookies on serving platters in preparation for after lunch. Altrusans **Bobbi Klein, Amalia Palmer** and **Genevieve Hamulak** arrived later to add to the forces. There was the constant serving of drinks while talking and visiting with the clents and guest of Friends Place making sure they all were happy, which is the most satisfying part of all. The annual Friends Place Mother’s Day celebration is a lot of

fun and very worthwhile. The smiles and gratitude on all the faces of those attending the luncheon was very rewarding.

Friends Place Adult Day Care truly lives up to their philosophy: "that program participants, families, and staff – is equal in importance, deserving of dignity and respect;and value the daily contributions that create a caring and enriching place to stay, work, and volunteer."

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*United Nations Celebration*

**World Environment Day - June 5**



World Environment Day is a big annual celebration, started by the United Nations General Assembly in 1972, to engage millions of people from different countries across the globe as well as draw attention of political and health organizations to implement some effective actions. It takes place annually on June 5th. The 2016 World Environment Day will convene under the theme, 'Seven Billion Dreams. One Planet. Consume with Care'.

This year, the day will be dedicated to the prevention of illegal trade in wildlife; Angola will be the host country. Poaching in this country is threatening efforts to rebuild an elephant population decimated by decades-long civil war. Angolan Environment Minister Maria de Fatima Jardim said, "The illegal wildlife trade, particularly the trade in ivory and rhino horn, is a major problem across our continent. By hosting this day of celebration and awareness-raising, we aim to send a clear message that such practices will soon be eradicated."



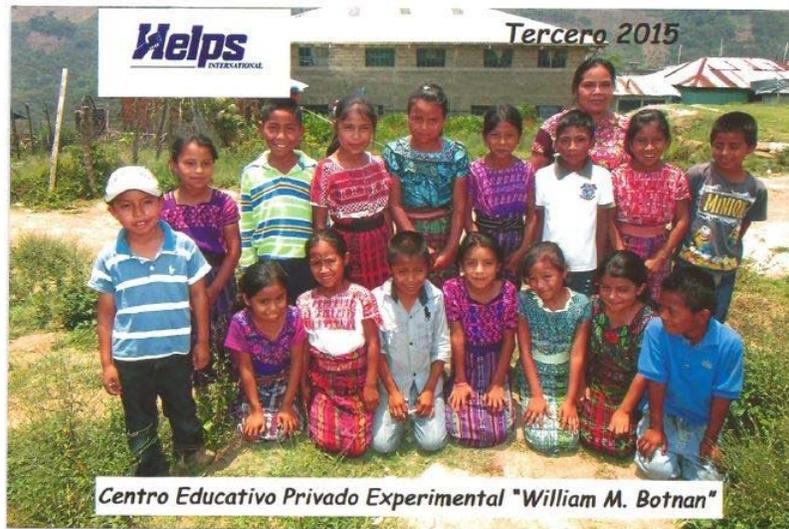
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*International Relations Committee Update*

**Altrusa Donation to Helps International**

By Jane Tucker, International Relations Committee Chair

Since 2012, our club has sponsored the education of **Senayda Isabel Torres Medina**. This year, our club donated \$378 to provide for her yearly education. Our club has received a letter from this young lady thanking us for giving her the opportunity to receive an education (see letter below). With each yearly letter she writes us, it is evident Senayda is receiving a quality education at the William M Botman School in Santa Avelina, Guatemala.



Our sponsorship of a student has been ongoing for over ten years. Our first student, Isabella de la Cruz Medina, graduated in October 2011. It has always been a privilege to work with the HELPS International, Inc. organization to help children pursue their education. With 74.5% of the Guatemala population over the age of 15 being illiterate, helping just one student stay in school is an extremely important task. (see school pic)

This year, the International Relations Committee is proud to announce a \$250 donation to HELPS to set up a Choose Kind Library in Santa Avelina, Guatemala. This will be our second international Choose Kind Library. Our club is excited to be able to provide this library to these children.

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#### *International Relations Committee Update*

### **Women Helping Women**

By Jane Tucker, International Relations Committee Chair



Tortillas are the mainstay of the local diet. Here they are prepared on an Onil stove.

The International Relations Committee is proud to announce a \$250 donation to HELPS International, Inc. to assist in their *Women Helping Women* Project. This donation has allowed HELPS to provide a family an ONIL stove, which eliminates respiratory illnesses caused by indoor air pollution from open cooking fires. This type of stove also prevents small children from getting burned by indoor open fires. Having this type of stove also saves the recipient 2 days per week in time from collecting and carrying wood and allows her the opportunity to earn income for her family. An ONIL water filter is also provided to the family. The water filter eliminates water-borne impurities from the families drinking water. This water filter is necessary because water in Guatemala is obtained from

streams, ponds, or rain water and is often very murky and a source of disease.

**Around the Neighborhood**

HELPS International is working together with Grupos de Ahorro y Préstamos Comunitarios, in San Cristobal, Alta Verapaz, promoting Savings and Loans in these communities. As pictured here, over 20 families received ONIL Stoves and Water filter combos purchased with their loans.



This project is a network of women's grassroots efforts through HELPS to improve the lives of mothers and children across Guatemala. Our club is proud to be a part of this program to help families in one of the poorest countries in the world.

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*Club Board Update*

**2016-2017 Strategic Plan Proposal**

By Kay Hopper, Strategic Plan Committee Co-Chair

Members are asked to review the proposed Strategic Plan posted on the website before the June 2 Business Meeting and contact Kay Hopper if there are any questions.

# Strategic Planning

[2016-2017 Proposed Strategic Plan](#)

(log-in required to access plan)

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*District Nine Update*

**District Nine Annual Reports**

As presented at the 2016 Annual District Nine Conference, here are the [annual reports from District Nine](#). Thank you to all members of the District Nine Program Team for a great year!



<http://campaign.r20.constantcontact.com/render?m=1122085813366&ca=0ae7bb1a-a969-401f-bd9b-50ff61186b49>

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*Foundation Trustees Update*

**Altrusa International of Richardson Foundation, Inc. Board of Trustees Completes Initial Year**

By Mary Osentowski, Foundation Chair



The Richardson Foundation Board of Trustees held seven meetings throughout the year and invited club members



to attend; Cindy Murray served as the club's liaison to the Board. The Foundation Board approved a long range strategic plan and is working on policies for the group. They also approved grants to several community organizations as well as scholarships to four outstanding graduating seniors in RISD high schools.

Board members continuing for a second year term include: **Bobbi Klein, Kimberly Kierce, Julianne Lovelace** and **Carolyn Swanson**; they will be joined by new Trustees: **Cindy Murray, Bonnie Perry** and **Mimi Tanner. Ginna Coffe, Janie Jacquier,** and **Mary Osentowski** complete their one-year term on the Board.

Next meeting of the Foundation Board of Trustees is June 9, 2016 at 6:30 pm at which time officers for the upcoming year will be elected.

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Reminder: Membership runs June 1 - May 31.

Renew your Membership TODAY!

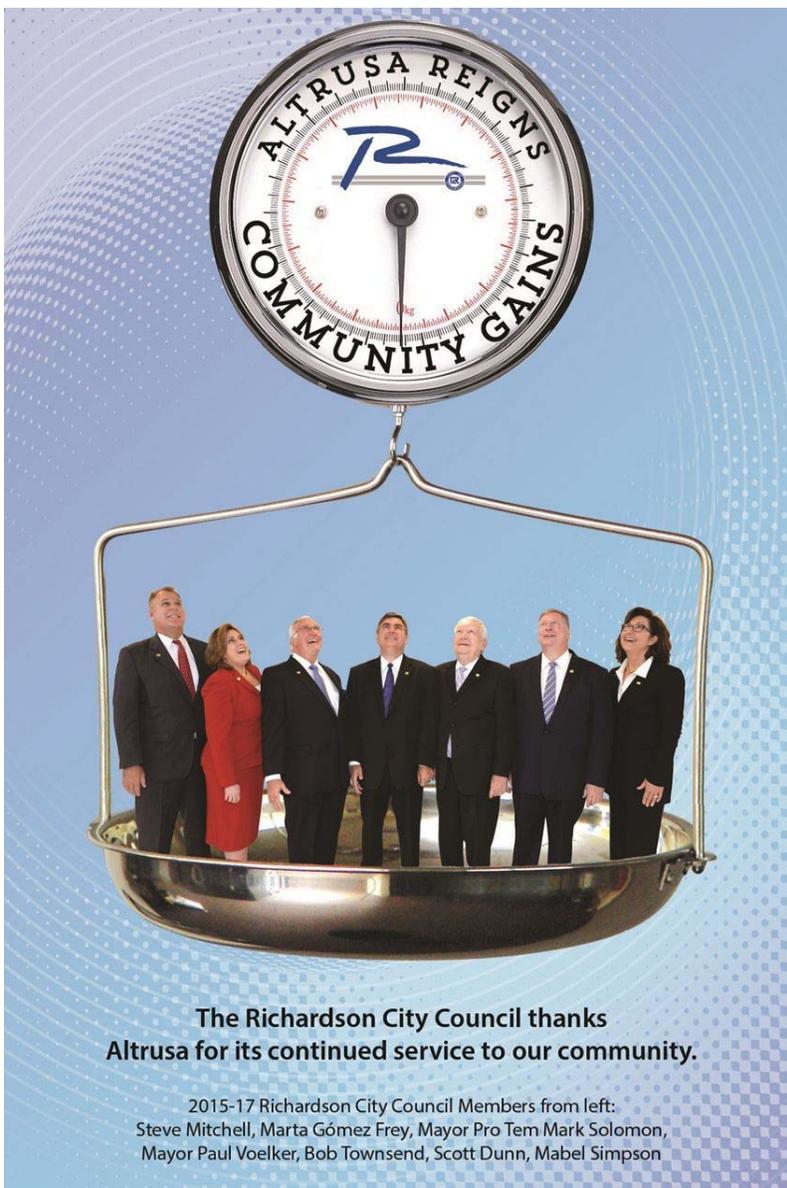


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The **City of Richardson** and The **Richardson City Council**

continue to support Altrusa Richardson's effort of

**"Leading to a Better Community"**



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