



## Governor's Message

At our recent Conference in Kamloops our focus was empowerment. We learned the importance of being empowered, were given the tools to become empowered, and how to work together to empower others. As we celebrate this years work and service we are also planning for the years ahead. Planning includes preparing for leadership changes within the Club executive. As a leader how are you planning to use your knowledge, skills and abilities to empower others so they may transition to become a leader in our organization?

Planning for a successful transition is important to maintain momentum, to strengthen our members' capacity, and essential for our sustainability. The plan should be organized and ongoing so that leadership development becomes part of our regular activities rather than a crash course at the beginning of ones term of office. Planning allows members to develop a clearer understanding of what is required for each leadership position and what strengths and challenges each brings.

A key starting point of leadership transition is a review of the Club strategic plan. Through this review one can discover how the Club came to be where it is today and to gain an understanding of the goals and objectives of the Club for the future. Including all members in the planning sessions for leadership development is an excellent forum in which to share the culture of the group, share knowledge and experience, and to better understand the structure of governance. When everyone participates in the leadership development everyone takes responsibility for the outcome. Transition planning leads to renewal, leadership passes into the hands of our next generation. They will be better prepared and they will bring their own view, perspective and energy to the evolving challenges.

There are many pieces needed to ensure a successful transition of leadership. We should all want the person "taking over" to be successful. A successful transition of leadership preserves the organization and allows it to grow and adapt to meet challenges with imagination and enthusiasm. As Governor, the process for transitioning began the day I became Governor. Just as it is important for the Club leadership to have ongoing leadership development so it is true for the Region Board. Succession planning and capacity builds and strengthens our organization. Each member of the Region Board is learning more about each others roles as well as the roles of the Region Chairs. In turn, each member of the Region Board is working to provide ongoing mentoring to Club Presidents.

Leadership transition is a particular significant form of change in the Chinese language. The written character for change consists of the two elements of "danger" and "opportunity". If transition is not managed the danger element might threaten the organization. If transition is used to initiate or confirm a policy of leadership renewal, the element of opportunity will drive the change process.

There will be many opportunities to share and learn how to successfully transition leaders and how to start your succession planning at the leadership retreat in August. Plan to join us as we work towards creating something significant – a framework, a shared vision, a common understanding.

Wishing you continued success,  
Governor Angela.

*A leader takes people where they want to go. A great leader takes people where they don't necessarily want to go, but ought to be. Rosalynn Carter*

## Soroptimist Resources!

Soroptimist International  
[www.soroptimistinternational.org](http://www.soroptimistinternational.org)

Soroptimist International of the Americas  
[www.soroptimist.org](http://www.soroptimist.org)

Western Canada Region  
[www.wcsoroptimist.org](http://www.wcsoroptimist.org)

Soroptimist Foundation of Canada  
[www.soroptimistfoundation.ca](http://www.soroptimistfoundation.ca)

## Leading The Way!

**August 8 & 9, 2009**

University of  
British Columbia Campus  
Gage Towers  
5959 Student Boulevard  
Vancouver, BC V6T 1K2

Please join the Region Team  
for this enriching weekend

For information contact Colleen Schmidt  
at [cschmidt2@shaw.ca](mailto:cschmidt2@shaw.ca)

## Quick Flick Guide

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## Membership

For 2009-2010 I would like to challenge each club to increase their membership. To that end, a great book to add to your summer reading list is "Volunteers: How to Get Them, How to Keep Them", by Helen Little!

Soroptimist is so rewarding on many different levels – individual, local, and international. Those of us who are looking to volunteer our time do so because we want to contribute. Potential members feel the same, but if they are not familiar with Soroptimists you need to be ready to provide a clear definition of what's included in the roles and responsibilities of members.

Create a buddy system in your club to pair up new recruits with seasoned members and don't be afraid to assign tasks to new members – an active member is a happy member! Just be sure not to overwhelm them and that their schedules permit what you're requesting of them.

Being a Soroptimist is gratifying and heart-warming – share the joy! Remind yourself of why you enjoy being a Soroptimist – you'll find that many others are looking for the same thing.

Have a great summer and hope to see you at the Leadership Retreat in August! Patricia Dye, Membership Chair. You can reach Patricia at [patricia.dye@telus.net](mailto:patricia.dye@telus.net)

## Fundraising

### Annual Club Campaign

SI Langley took Gold; Abbotsford-Mission, Central Alberta, Chilliwack and Courtenay took Bronze. Eight clubs in WCR contributed to the campaign. If your club doesn't have this contribution as an annual gift, please consider why. Donated funds support WOA, VRA, to name only two and WCR has received far more than contributed over the years.

**Founders Pennies** - Congratulations WCR for 100% participation!

### Laurel Society

Congratulations to **Margot Rutherford**, SICourtenay, the newest Laurel Society member.

### Contributions

Pat yourselves on the back for exceeding last year's totals.

\$3953.00 Annual Club Campaign,

\$2668.71 Founders Pennies, and

\$1000.00 Laurel Society.

**\$7,621.71 contributed to SIA by clubs and members of WCR**

I'll be in touch with the clubs in the new year offering any help I can to achieve 100% participation, to raise the donation amounts where needed and to exceed this year's achievements! Carla Busnardo, Fundraising Chair. You can reach Carla at [carlab@netscape.ca](mailto:carlab@netscape.ca)

## Programme

2008-2009 has been a great year for Program in our Region. I am happy to report that we almost had 100% participation in our signature program, the Women's Opportunity Award. There were only 2 clubs that did not make it; of which one club was just a little late in submitting their award to us. Remember, if we achieve 100%, the Region winner also receives a notebook computer from SIA! Likewise, I'm delighted to share that we almost had 100% participation in the Violet Richardson Award. There was only one club that did not participate. Our 3rd and relatively new award, the Making a Difference for Women Award, was started during the Renaissance Campaign. Our region only had 6 clubs which participated in this award, but I encourage all clubs to present this award. It is really important to recognize women who make a difference.

Many of you participated in local projects that support women and girl and the same number reported that you have participated in international projects. We need more of you to complete Program Focus Reports and Celebrating Success! Reports, please! We know you are involved in some wonderful work and we really need you to report these. This information is used by Soroptimist International in its dealings with the United Nations and we would love to be able to recognize you at Conference or just share what you are doing!

Karima Hudda, Programme Chair. You can reach Karima at [khudda@radtagtech.com](mailto:khudda@radtagtech.com)

## Public Awareness

A few highlights from around the Region:

### **Gaye Richards, President of SI Surrey Delta:**

- joined the Surrey Board of Trade under the non-profit category.
- Followed SI White Rock's lead in using club pens to promote the club. These pens were distributed to a corporate health fair, and used for distribution to prospects and at events and given out at Conference. The contact # for the pens is West Coast Promotional Products Ltd. at 1-604-861-1471.
- Had a table at three community and corporate resource fairs, spoke at the Surrey Board of Trade networking event, introduced to other community groups by club members, at the Live Your Dream Conference we spoke to an audience of 150 about Soroptimist, Live Your Dream, and Awards Programs.

### **Diane Summers, President of SI Langleys:**

- We have a budget for advertising, which we use to place ads in our local paper 3 Sun. of the month: educating the community about our club, upcoming events, the work we do, and sometimes featuring individual members.
- The Langley Times is our media sponsor and they give us free publicity when we have events coming up and once a year, the Times gives us a full page ad to use for whatever we want. We usually do that at the end of June to recap our year, introduce our new executive to the community and to thank our sponsors and supporters.
- We submitted 2 articles to Action Line and one to Best for Women

### **Donna Schreyer, President SI Winnipeg:**

- SI Winnipeg turned 65 in 2008 so we used that to advertise to a wider audience than ever before. Invitations were sent to politicians of all 3 levels of government. We received a letter of Congratulations from the Mayor and we met a member of Parliament, MP Joy Smith who is passionate about the subject of human trafficking.
- For the second year in a row, our Making a Difference winner was interviewed on the CBC Radio noon show. The Violet Richardson winner may get an interview on this program because she is a winner of a couple other awards and involved in a fundraiser - Challenge for Life.

### **Rebecca Stiles, Publicity Chair, SI Ridge Meadows**

- We have been donated a space in the Maple Ridge News for a 400 - 500 word platform once a month. I write an article that centers around an issue or event that relates to the mandate of SI. My articles relate to SI's aims locally and globally. We also use the space to highlight SI events and invite the community to join us for fundraising and awareness. I use this to explain why we aim to lift and assist women and girls as opposed to humanity in general. These articles have helped us to attract new members.

### **Patti Dolan, Public Relations Chair, SI Calgary**

- Robin Summersfield of the Calgary Herald published an article about our 75th anniversary and interviewed our oldest member, Marg Baxter and our youngest member, Tamara Pacholuk.
- The honorable Mayor Bronconier sent President Sherri a congratulatory letter on our club's long history and contributions to the community of Calgary.
- All the Saturdays in Feb. we ran ads in the Lifestyle section of the Calgary Herald and this was chosen by women as the highest read page by women. As a result of these ads, we had 15 phone calls and 3 emails.

### **Lori Robleski, Public Awareness Chair, SI Greater Victoria**

- Run for the Cure Club Participation and t-shirts
- Getting to Know Us Event
- Inviting guests and guest speakers to our events

### **Joanne Ward, Public Awareness Chair, SI Central Alberta**

- Held a booth at the Farmer's Market and at 2 malls in Red Deer to showcase our annual PJ and Pearls event and to sell our cookbooks for fundraising.
- In June we did a highway cleanup of a 3 km section of Hwy 2. just north of Blackfalds. It is great to see our Soroptimist sign on one of Alberta's busiest highways.
- President Robin and Treasurer Sherri attended a luncheon with the Salvation Army regarding the Human Trafficking issue. They attended to create an alliance with Salvation Army and Soroptimist. The Salvation Army of Red Deer has been instrumental in establishing a Safe House in Red Deer.

Joanne Ward, Publicity Chair. You can reach Joanne at [jwnsd2b@albertahighspeed.net](mailto:jwnsd2b@albertahighspeed.net)

# What a weekend!



*...improving the lives of women and girls in local communities and throughout the world."*

## Conference Overview

What a weekend it was! We left Abbotsford on a warm, sunny Wednesday morning and arrived at Sun Peaks on a sunny, but not quite so warm Wednesday afternoon ... anyone else surprised that there was snow on the ground?

After a busy day of meetings on Thursday, the Region Board was happy to see Soroptimists begin arriving at the Delta Sun Peaks Resort. Thursday evening started with a delegate briefing, and then a social night hosted by SI Kamloops. The cocktail party theme was a great hit, and judging by the noise level in the room, Soroptimists enjoyed greeting old friends and making new ones.

Friday started with an inspiring welcome from the Kamloops Indian Band. After introductions, greetings and a meaningful memorial service, we welcomed our keynote speaker, Anita Roberts. Her talk gave us a background for the workshop later that afternoon. The business session followed, involving Board reports, Committee reports, Laws & Resolutions, and an exciting decision to hold the 2011 WCR Conference in conjunction with the SI Convention in Montreal. Start saving now!

Friday's luncheon highlight was our speaker, Janneke Lewis, WCR Stop Trafficking Chair. She introduced the WCR Stop Trafficking Initiative and fall fundraiser. This was followed by an eye opening workshop by Anita Roberts, focusing on the empowerment of teen girls (and adult women) with a focus on sexual boundaries and safety. After a break for some shopping and walking in the sunshine, we gathered for dinner and a great evening of drumming. Bobby Bovenzi had everyone on their feet, dancing, drumming, shouting and having a great time. Everyone had a chance to channel their inner rock star on the drums – some more successfully than others! The 'Girls Only Pajama Party' followed this event ... a late night for many.

SIA Board Member Jan Martin provided an informative address on Saturday morning, focusing on Women and Leadership. A presentation on the Soroptimist Foundation of Canada was next, followed by some discussion about the proposed changes to the SIA bylaws. The morning was rounded off with a party-themed presentation by 2010 WCR Conference host club SI Banff National Park/Canmore.

Saturday's "Live your Dreams Awards Luncheon" was as always, a moving event as we heard about the winners of the Region's Women's Opportunity award, Violet Richardson award and Making a Difference for Women award. Governor Angela recognized club presidents and clubs who presented awards.

Saturday afternoon was a busy agenda of workshops – 'Empowering Future Leaders', 'Teen Dating Violence', and 'Website 101'. Soroptimists were seen busily taking notes, participating in discussions and asking questions ... all signs that a lot of learning was going on!

We wrapped up a wonderful Conference with the Closing Banquet. Region Awards were presented, Silent Auction items were bid on, and Governor Angela eventually called the conference adjourned.

I had a busy but enjoyable weekend, highlighted by meeting so many unique, interesting and fun women. I'm already looking forward to next year's event in Banff!

Colleen Schmidt

## Coming Events

SI Langleys are hosting their **Arts Alive** on **August 15, 2009**, where, once again, members will don their aprons and smiles to serve up the best hot dogs in town at our one-day local artists' showcase. For more information contact President Diane Summers at [silangleys@soroptimist.net](mailto:silangleys@soroptimist.net)

SI White Rock will be holding a 2nd **Women & Film Festival** in October, so look out for more information coming in the fall or contact President Sarah Rush at [siwhiterock@soroptimist.net](mailto:siwhiterock@soroptimist.net)

## Successful Events

SI Langley's **5<sup>th</sup> Bras for a Cause™** event was another great success. Partial proceeds of \$41,260 were recently presented to the BC Cancer Foundation to purchase a core biopsy system which is used in the diagnosis of breast cancer at the newly established Integrated Breast Health clinic. SI members are really excited to be part of this pilot project, which will benefit women from the Fraser Valley.



Langley Lodge residents were thrilled to receive \$6000 for ongoing programs for their seniors on June 17. The funds were raised at SI of the Langleys' annual **Lobstermania** which was held on May 23.



## Club Projects



SI Langley present a cheque for \$3000 to Pacific Riding for Developing Abilities for the care of "our" horse "Raz". PRDA provides therapeutic riding programs for children and adults, and summer camps for children.

## Building a multicultural Soroptimist club

SI of the Tri-Cities is proud to be the first club in SIA to have established a multicultural committee with the ultimate goal of changing the face of our club to reflect the cultural richness of our local population. The appearance of our community has changed radically in the past 30 years. Almost 40% of the people living in Metro Vancouver have come here from outside Canada. The languages spoken are many. We want our Soroptimist club to have the same rich cultural diversity we see around us. As Region Secretary and past Club President Dana Martin says "When I think about Best for Women I think that in order to do our best work we have to step outside of the box - learn about, learn from and embrace women from all corners of the earth."

How do we do that? We began three years ago by establishing a multicultural committee that has both an outward and an inward focus. Outwardly we are working to establish and nurture relationships with women from a variety of cultural groups. Inwardly we are working to weave an awareness of multiculturalism into the fabric of the club so that our members become more aware of the value of becoming a culturally diverse club.

Some of our multicultural activities to date have been hosting a Women's Forum in partnership with the City of Coquitlam and a potluck meal to celebrate International Women's Day. We are currently planning a picnic in partnership with SUCCESS, an immigrant service organization and have introduced greetings in different languages at the beginning of club meetings.

If you would like to learn more about this initiative, please email Colleen Penrowley [cpen@telus.net](mailto:cpen@telus.net) or Clare Adams [clareadams@shaw.ca](mailto:clareadams@shaw.ca).



## STOP Trafficking Initiative!



The Western Canada Region has a Trafficking Project scheduled for September 26, 2009 which will be a fundraiser in aid of the Salvation Army to fund beds for trafficked persons as well as an awareness campaign. Victor Malarek will speak about the Johns, who is a John, what is their motivation and how to address the demand of prostitution. We have had to change the venue. The fundraising dinner will be held at the Vancouver Marriott.

SIA, wants clubs to raise "awareness about the devastating and complex crime of sex trafficking, which largely affects women and girl children."

One of Soroptimist International's Programme Focus Goals 2007-2011 is to end human trafficking and all forms of violence against women and girls.

This project fits with both the SIA Initiative and the SI goals.

Our aim is to sell 150 tickets to the dinner. A tax receipt will be given for approximately \$45 of the \$100 ticket. There will also be a silent auction and each club is asked to provide a silent auction item valued at \$100. In addition, we will be asking people to sign a petition supporting Joy Smith MP in passing Bill C268 to have a minimum sentence for people convicted of trafficking persons under 18.

Some of the clubs outside of the greater Vancouver area will be connecting with the fundraiser by live feed and participate with their own event.

We chose the Salvation Army as our partner because, even though there are several wonderful local organizations that provide services to trafficked persons, the Salvation Army has offices and resources in every city that Soroptimists have a club. This is a Regional project and we wanted to have region appeal. The Salvation Army has 8 beds for trafficked women and is looking to provide 8 more.

Janneke Lewis  
Western Canada Region Stop Trafficking chair. You can reach Janneke at [jannekel@telus.net](mailto:jannekel@telus.net)

## Down to Business!



Governor Angela made time for a working lunch with SI Courtenay at the end of May. Members enjoyed an opportunity to meet and dine with the Governor and refresh themselves on some important issues. Everyone felt they all left the luncheon with a renewed sense of direction and purpose!

Many clubs have been holding their installations recently and Governor Angela has graciously conducted several. June 15th SI turned their installation in to a Gala Dinner too!

## Member to Member!

**Linda Miller, SI Tri-Cities**

**Syncopa Wellness Spa – Life Rejuvenation, Life in Balance, Life Transformed.**

[www.syncopaspa.com](http://www.syncopaspa.com)

Syncopa takes an all-encompassing approach to wellness achievement and maintenance customized to the needs of each client at the time of their visit. From simple connectedness of women in a salon setting to achievement of deep inner peace, Syncopa is the ultimate day-retreat.

The breadth of our services speaks for itself. We encourage wellness on the all levels, through esthetic services, traditional and cutting edge wellness spa treatments, and intensive therapies delivered by registered massage therapists. We extend our reach into wellness through life balance support - and through metaphysically based life-transformation coaching, consultation and education. In our treatments, we encourage wellness in your physical self with hands on treatments and work on clearing your mental state by combining light guided meditation with therapies.

Syncopa is committed to delivering value for dollar with a range of services to meet any budget. Come in and experience a truly different spa that has your wellbeing at heart.

**Penny Kearney, SI Tri-Cities**

**Pampered Chef**

Penny is a woman who (not unlike many of us) doesn't really relish cooking day in, day out but has found a way to make it much more enjoyable and economical with the Pampered Chef!

In the business of helping others learn easy & fast yet delicious recipes for more than six years, Penny has the experience to help you discover cooking talents within yourself or, just not dread making dinner so much!

In addition to her online store at [www.pamperedchef.biz/pennyk](http://www.pamperedchef.biz/pennyk) where you will find gifts for most occasions from weddings & birthdays to Christmas for the "hard to shop for" (everyone eats!) Penny offers Cooking Shows where you & your friends will learn new ways to cook (just like on TV but you get to savour the aromas and of course eat!) at either your home or hers.

Just ask any TriCities Soroptimist how they look forward to Penny bringing something to a pot-luck and how many have expanded their appetizer repertoire!

With the flexibility of her own business and, through using the right tools to get her out of the kitchen quickly, Penny has extra time for Soroptimist activities! Go now & have a look at the great recipes [www.pamperedchef.biz/pennyk](http://www.pamperedchef.biz/pennyk)

Penny Kearney

604-942-4504 / 604-617-4503

I love what I do and organize my business around the other priorities in my life; family, friends, community.

**Member to Member is a section in each edition of Action Line that is reserved for Soroptimists to share information about their business with other Soroptimists. Soroptimist is all about supporting women and so let's support each-other too!**

For more information or if you have a business you would like to see involved contact Clare Adams (SI Tri-Cities) at 604-639-6493 or [familyclubhouse@shaw.ca](mailto:familyclubhouse@shaw.ca)