

SITM Update

Soroptimist International of Truckee Meadows



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www.sitmnev.org

Being Thankful for Family and Opportunity to Help Others

"Acknowledging the good that you already have in your life is the foundation for all abundance."

Eckhart Tolle

November is the month to remind us of wonderful traditions, time to spend with family and friends, favorite recipes, and to be thankful. I am very thankful for all that I have been granted in my life. I am very grateful for my wonderful husband and my amazing children. I am thankful that I have the opportunity to make a difference in the lives of those with disabilities in our community. I am also the President of a wonderful, hard-working club that brings opportunities to many women and children, which in turn brings me a great deal of joy. I have met many wonderful individuals through Soroptimist, and I have also been a part of many amazing projects that this club has done. I want to thank all of the members who were a part of the "Eat Out For Education" fundraiser that was held for the first time this year. I want to express my gratitude to all of the



The SITM Board took advantage of the dinner fare at La Posada Real at the November Board meeting, as part of the club's first Eat Out for Education fundraiser. Seven restaurants signed up to assist SITM raise money by donating a percentage of their proceeds from meals at the restaurant sold on November 10. The restaurants included: We Olive & Wine Bar; Lamppost Pizza; La Posada Real; Asian Paradise; Wet Hen Cafe; Un Caffè Italian Bistro and Vino 100. Pictured at dinner, clockwise are: Harmony Hobbs, Lynne Carrow, President Vivian Ruiz, Margie Hermanson, Rikki Hensley-Ricker, Anna McArdle, Kay Dunham, Barbara Atwell and Becky Moody.

individuals who helped plan this event. Also, thank you to those who participated and/or encouraged their families and friends to participate. Thank you all for your support, even though the weather did cause some difficulties. You allowed this fundraiser to be a success. Secondly, thank you to all who participated in the Wine Walk, as it was also a successful event. I am truly thankful for all of the aspiration and inspiration that I have witnessed in the club this month.

As we are coming into a very busy time of the year, I want to encourage all of you to take a moment, however small it may be, to give thanks. Gratitude should not be confined to one single holiday, as there is always something to be thankful for.

I want to leave you all with an acrostic poem, to further express my thanks for the many things that this organization has done.

Thank you to our members for your commitment and dedication to our mission;

For your **H**uge hearts, that aspires to inspire for the good of others;

For your **A**stounding service;

For your **N**urturing and giving devotion;

For the **K**indhearted women who empower others to follow their dreams;

And lastly, solely for **S**oroptimist, and for the differences we make in the lives of women and children.

Again, THANKS for all that you do for SITM!

President Vivian

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President-Elect Jennifer Burnitt poses with SITM's new banner produced by the Membership Committee.

November Board & Business Update and Meeting Highlights

By Faye I. Andersen

The November SITM Board Meeting included the food fare of La Posada Real, as board members participated in the club's new Eat Out for Education fundraiser.

Special Guest Speaker at Business Meeting

SNR District V Director Noel Trim joined our November Business Meeting to bring news and a recap of the Fall District Meeting, held October 16 & 17 in Elko Nevada. It included a couple of recognition certificates for SITM's participation in the Live Your Dream and Club Giving campaigns. See page 8 for more details.

Nominations for Region Officers and Directors

At Spring SNR Conference, members will elect Region Officers and District Directors to serve during the 2016-18 biennium. Past President Margie Hermanson was elected at the 2015 conference to represent District V on the Nominating Committee. At the November Board and Business Meeting she recommended and the membership approved the following nominations: Lane Parks, current SNR Secretary for the position of Governor Elect; Pat Papp, from SI/Tahoe Sierra for the position of Secretary; and Sarah Carrasco, SI/Reno President for the position of District V Director.

Holiday Social on tap for December 17

The Hospitality Committee proposed and the membership approved a Holiday Social to be held at the December 17 meeting. An ornament exchange will take place and members are asked to bring an ornament of not more than \$10 value.

Happy Dollars Presented at November Meeting

A check for \$323 collected during October Happy Dollars was presented at the November Business

Meeting to Pam Russell, Executive Director of the Women and Children's Center of the Sierra. The November Happy Dollars are designated for the Volunteers of America, Women's Shelter.

Other Money Matters

SITM was the featured nonprofit organization for the October Wine Walk in downtown Reno on October 17, Members distributed and accepted donations for wine charms during the event, The club received \$500 from the organizers of the Wine Walk; and \$685 from the Wine Walk charms and sales of cookies made by Kay Dunham and Margie Hermanson.

Were You Wondering Who Was Having A Birthday

November birthdays included: Jeanne Baxter, Carol Dinneen, Jaci Jones, Lynn Robins, Vicki Schultz, Georgia Baker-Flambures, Jan Veys and Dot Watts. Candy was distributed to the birthday members in attendance at the November Business Meeting and they were serenaded with Happy Birthday.

Member Leaves

No new leaves were requested. Remaining on leave are Lynne Catrow through December 31 for work reasons; Kathy Hudson through March 1 for health reasons; Monica House through March 1 for personal and work reasons. We hope to see you ladies soon.

Calendar

- November 19– Hospitality – Holiday Boutique
- November 26 – Dark – Holiday
- December 3 – Joanne Tremeling on Human Trafficking
- December 8 – Board Meeting, 5:30 p.m. Disability Resources
- December 10 – Business Meeting
- December 12 – Senior Gift Delivery
- December 17 – Hospitality – Holiday Social
- December 24 – Dark- Holiday
- December 31 – Dark - Holiday

You can follow our weekly activities on:



District V Director Noel Trim, right, presents President Vivian Ruiz with certificates for SITM's participation in the Soroptimist Live Your Dream program and Club Giving. Director Noel brought the membership an update and information from the District V meeting, held October 17 in Elko, Nevada.

Member Feature: Pam Robison

Pam Loves Her Profession and Helping People

By Niki Ewing

Pam Robinson was born in Washington, DC where her father was stationed at the Pentagon. Her mother had been in the Air Force during World War II, but had resigned just before marrying Pam's father. Being a military family, they moved many times and Pam attended fourteen schools before graduating high school after her junior year. Needless to say, they were a very "organized" family, according to Pam.

She graduated from J.E.B. Stuart High School in Falls Church, VA, and went off to college at Texas Christian University in Fort Worth, TX. However, she finished her undergraduate degree in business, with a specialty in Human Resources, at American University in Washington, DC. Pam remarks that she ended up living in the DC area three separate times throughout her life!



Gathering of the grandkids for Christmas are, from left: Sam, Will, Gaby, and Gillian, with Pam and Mike.

In 1990 she was married to her husband, Mike. She has two children and he has one son. Her two children live in Colorado. Her son and his wife live in Steamboat Springs and have four children who are, in Pam's words, "total joys." Her eldest grandson, Sam, is almost 21 and attends the University of Colorado at Boulder. Gaby is 18 and is on a gap year mission with World Race in Guatemala. Gillian is 16 and is a sophomore in high school. Will is 11 and in the 6th grade. Pam's daughter, Karen, lives in Denver with a great job and two fabulous Westies, whom Pam calls her "granddogs." And on the horizon, Mike's son recently got engaged. He lives in Thousand Oaks, CA.

When asked what her ideal profession would be, she happily exclaims that it would be her current profession: managing offices for National Residential Mortgage (in both Reno and Las Vegas) as well as originating home loans. Pam explains that she feels wonderful being able to help people purchase their homes, and that

she enjoys meeting so many interesting people through this profession. Pam hasn't always been an office manager and loan originator though. Originally she taught short hand and typing part-time at Northern Virginia Community College. But when her family was transferred to Reno, she decided to pursue something different that was more challenging. Thus, in 1978, Pam began her career in the real estate/mortgage-lending sector.

Today Pam enjoys a wide variety of activities. She can't name her favorite movie—she says she loves them all (except for the science fiction and the "slasher" movies). Pam spends some of her time reading all types of books and biographies, doing needlework, crocheting and baking. She also loves to golf and ski. Her ideal date night, she says, would be a day of skiing followed by a quiet dinner at home. Pam's favorite fitness activity at the moment would be yoga and Pilates, although she also does spinning, TRX, and weight training.

Pam didn't join Soroptimist until 1987. She wanted to join sooner, but her sponsor and friend didn't think she was "ready" for whatever reason. To this day she still doesn't know! Her favorite project that Soroptimist does is "Making a Difference for Women." She joined because she wanted to help give back to the community in a different capacity than her career. Also, while in Virginia, she trained quite a few re-entry women who were trying to start a career. So she loves that the club has this project.

[Continued on page 4](#)



Pam and daughters in Beynac, France. From left are daughter-in-law Melanie, Pam, daughter Karen, and granddaughter Gillian.

Pam Robinson, cont. from page 3

Her favorite memory of being in Soroptimist was winning the Ceec Abrahams award. Pam had nominated someone else to win the award but was unable to be at the meeting at which it was to be announced because her mother had just had a heart attack and Pam had to fly back to Texas to be with her. So when Pam came to the next meeting and saw that the award was sitting at the head table, she was excited that she was going to be able to see it awarded because she was sure the person she had nominated was going to win. When her own name was called she was shocked and completely overcome with emotion, particularly because it had already been such an emotional time for her. Pam says that this award meant so much to her because it was shortly after she was diagnosed with cancer, and knowing that she had the support of the club was incredible.

Deadlines and Reminders**Holiday Boutique Coming November 19**

There will be a special treat for members and shoppers at the annual Holiday Boutique on November 19. If you are an artisan or crafter, contact Barbara Atwell for a table to sell your wares during the lunch meeting,

Senior Gift Delivery

Mark your calendars for Saturday December 12 for the Salvation Army senior gift deliveries. Details and location for pick up still to be determined. Gather up your family and friends for a morning of making some seniors happy for the holidays.

Ruby Award Nomination Deadline

Ruby Award nomination forms are due December 4 to the Human Rights/Status of Women Committee. This annual award honors a woman in our community who has made a significant difference for women and girls through their business or profession, community or personal lives and volunteer activities. Nomination forms are available from Coordinator Doris Phelps.

Attention Calendar Shoppers!

2016 Ghosts calendars are available for gift giving this holiday season – please contact Doris Phelps for more information and to reserve your calendar order at skippyyellowsub@charter.net

Human Trafficking

- A VERY REAL PROBLEM
 - TODAY
 - IN OUR FRONT YARD

Did you know:

- The average age of children trafficked is 12-14 (girls) and 11-13 (boys)
- The longevity of children trafficked is from 3-7 years? They often die from AIDs and other sexually transmitted diseases, or a general malaise.
- The US50/180 corridors are a major thoroughfare for traffickers.

Learn more—join the Human Rights/Status of Women Committee in welcoming Speaker **JOANNE TREMELLING** December 3, 2015

Joanne began co-chairing the Stop Trafficking



Symposium in March 2011 when she learned that children from our area were being abducted and forced into prostitution. Since then, she has worked along side State Legislators, Law Enforcement and volunteers to bring awareness of this problem to as many people as possible. She has been instrumental in efforts to increase awareness, legislative advocacy and action taken at multiple levels to address the issues and seek solutions. Joanne is currently the Stop Trafficking Task Force Coordinator for Soroptimist International of the Americas, Sierra Nevada Region. Now a recognized expert, law enforcement, including the FBI, have sought her out as a consultant.

Halloween Social: Not Just for Kids

The Hospitality Committee hosted the October 29 meeting with a Halloween Social. Members were encouraged to wear costumes and Fraulein Jennifer Burnitt was crowned the winner of "best costume". Members participated in a "no calorie" version of Trick or Treat by matching the slogans with a couple of dozen candy bars. ("Melts in your mouth, not in your hands" is the slogan for M&Ms.)

The contestants line up for judging.



Minnie and Mickey Kathy Benson and Jeanne Naccarato.



Fraulein Jennifer Burnitt and Good Fairy Georgia Baker



Little Red Riding Hood Chris Fegert, with emphasis on "hood".



A pair of witches, Marilyn Pearson and Niki Ewing.

Soroptimist International President's Appeal 2015-17

By Doris Phelps

Since 1982, Soroptimist International (SI) Presidents have asked clubs and members to make a small financial sacrifice to support the neediest women and girls around the world as a way to commemorate Human Rights Day each year on December 10. Most recently, President Ann Garvie's Appeal "See Solar, Cook Solar" raised thousands of dollars to provide solar lanterns to school girls in Zambia and solar cookers for women in Fiji.

Now, newly-elected SI President Yvonne Simpson has announced her focus: providing education and leadership skills to women and girls rebuilding their lives following the Nepal earthquakes of April and May, 2015. President Yvonne says, "While disasters create hardships for everyone, women and girls are disproportionately vulnerable. Once Nepal moves into the rebuilding phase, we need to ensure that women and girls have access to the one thing that everyone agrees can lift them out of poverty and transform their lives: education."

On December 3, the Human Rights/Status of Women Committee is pleased to report that December Happy Dollars will be dedicated to support the SI President's Appeal for Education for Women and Girls in Nepal and is urging Club members to give generously.

SITM is uniquely savvy in its understanding of the impact of education and empowerment for women and girls in Nepal. Our Club's IGU Committee has led significantly successful projects in the village of Thulipokhari over the past 15 years. SITM can attest to the UN Women research findings that concluded that education serves to help lift women and girls out of poverty, decreases mortality rates, increases overall health, decreases incidents of violence, including trafficking, and increases the chances that their own children receive an education.



From the left is President Vivian Ruiz, Connie Steinheimer and Jeanne Baxter presenting a Nepal Update.

Nepal Disaster Recovery Update

Jeanne Baxter and Connie Steinheimer, from the IGU Committee, presented a PowerPoint update on the Nepal Disaster Recovery project, launched last April following a devastating earthquake. Many buildings, including the school in Thulipokhari, where SITM's scholarship girls attend, were damaged by the event. To date the committee has raised \$18,500 in earthquake relief funds which have been distributed to the village elders to help ease the burdens of villagers forced from their homes and to start rebuilding. Although the funds provided have given Thulipokhari some relief, there is still much more that needs to be done. The committee is collaborating with the village elders to determine how funds will be used in the future to rebuild and restore the lives of those who were affected by this tragedy.



SITM's hard-working Finance Committee and Treasurers presented the November 5 meeting, giving a detailed explanation of the income and expense of the Service Fund and General Fund Treasuries. Pictured from left are Finance/Bylaws Co-Coordinator Barbara Arwell; General Fund Treasurer Vicki Schultz; Finance/Bylaws Co-Coordinator Pam Sutton; and Service Fund Treasurer Kay Dunham.

News Coverage 101 for Nonprofits

By Niki Ewing

We have all heard of KOLO News. However, few of us have heard of the branch within KOLO, KOLOcares. Because there are so many groups that reach out to KOLO for help sharing their news with the community, KOLO has created a branch specifically designed to handle the high demand of local non-profit stories. They understand the challenges non-profits face when it comes to getting the word out about upcoming events, need for volunteers, or just a great cause. So in order to work with the community to make this feat more manageable, KOLOcares conducted a workshop on Friday, October 23rd on how to get your story told.

Strategies for Reaching the News Media

Pat Thomas and his staff covered the techniques and strategies for effectively reaching the media. Discussed at the workshop were the different target markets and how to reach them. Also discussed was their website page KOLOcares (found at www.kolotv.com), which features the community spotlight and community calendar. This is a fantastic place for all non-profits to share their story and upcoming events. Did you know that there are 30-45 non-profit events in the Reno/Sparks community weekly? There are a lot of great things going on in our community!

Growing Use of Social Media

The "News World" has become so fast paced with the use of social media that there are many stories to choose from. In order to keep up, the staff at KOLO has editorial meetings at 10:00am and 2:30pm daily to determine what news is to be covered. These meetings are fast and last 15 minutes. Unfortunately, it has to be a slow news day for non-profit stories to be covered after the breaking news, criminal reports, politics and weather. With that in mind Soroptimist needs to utilize the workshop tips to make our story desirable and get covered.

Here are some tips for Soroptimist to get their story told:

- Spin your facts into a story that will hold the public's attention.
- Cover the basic details: who, what, where, when, & why.
- Ask yourself: Why would the media want to cover your story?
- How can you make your event more visual for cameras?
- Decide ahead of time who has the best personal story to tell. Make sure that person is ready to be interviewed.
- Create an "X-Factor:" that special element that

takes your story from good to phenomenal, "the golden nugget." For example, this might include pictures, a video, the human story, etc. (whatever makes your story good for TV).

Filming: Always shoot videos and pictures horizontally, not vertically.

Press Releases:

- Get releases out at least 3 weeks in advance.
- Should be aimed at generating stories BEFORE your event, not simply at the event itself.
- If posted after an event it should be posted within minutes. An hour at the latest.
- Share, share, share (the more you share a story, the more you will get the word out).

Thank you to President Vivian Ruiz, Pam Sutton, & Rikki Hensley-Ricker for attending this very informative workshop. I believe this information will help Soroptimist in the future with generating publicity.



Attending the KOLOcares workshop from SITM were, from left: Niki Ewing President Vivian Ruiz, Pat Thomas from KOLO, Rikki Hensley-Ricker and Pam Sutton.



Representatives from dozens of the nonprofits attending the workshop. SITM members are in the second row on the left.

Some Fall Meetings and Activities

Practical Advice on Fundraising

The Fundraising Committee hosted the October 22 meeting to help members establish the planning necessary to create a major fundraiser. The two speakers were asked questions about major fundraising projects they have been a part of in our community. Allison Edwards is a fundraiser for the American Heart Association and the SPCA. Audrey Titus is employed by Heritage Bank of Nevada and besides producing corporate events, has also raised funds for the Eddy House, providing services for at-risk youth. The exchange was designed to give membership a firsthand look at how to decide on a major event, the steps in planning the event, working with sponsors, timelines, budgets, obstacles, and working with volunteers.



Audrey Titus



Allison Edwards

Happy Dollars Benefit Women and Children's Center

Below, Pam Russell, Executive Director for the Women's and Children's Center of the Sierra thanked SITM members at the November Business Meeting for \$323 in Happy Dollars collected during October. The Women and Children's Center of the Sierra provides education, job training, resources and support to help women escape or avoid poverty and provide a better life for their families.



Making Bracelets to Cheer Patients

SITM's beading crew met at Marilyn Pearson's house to create beautiful bracelets as part of the Beads for Strength program. The bracelets are made for patients at the RENOWN Oncology Infusion Center and given to those in recognition of completing their treatments. Last year the beading group crafted 50 bracelets for patients.

The beading group from left: President Vivian Ruiz, Bev Perkins, Marilyn Pearson, Niki Ewing, Margie Hermanson, Dot Watts, Ana Nadimi, Lynn Robins, and Jeanne Naccarato.

Wine Charms Brighten Wine Walk



Shown with their selection of wine charms are from left: Georgia Baker-Flambures, Pam Robinson, Jeanne Naccarato, Kathy Benson, Kay Dunham, Asma Aimal, Harmony Hobbs, Rikki Hensley-Ricker and Jennifer Burnitt. Also volunteering were Mike Burnitt and Nick Echeverria.

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SITM meets every Thursday noon at the Atlantis Casino Resort Spa, 3800 South Virginia Street in Reno, second floor convention center. For reservations www.sitruckeemeadows@hotmail.com. no later than 7 p.m. on the Monday before the meeting. Lunch is \$19.

Soroptimist is an international organization for business and professional women who work to improve the lives of women and girls, in local communities and throughout the world.



For information about our organization, check out these Soroptimist Websites:

Sierra Nevada Region: www.soroptimistsnr.orgSoroptimist International of the Americas: www.soroptimist.orgSoroptimist International: www.soroptimistinternational.org

Did you know . . .

Soroptimist Workplace Campaign to End Domestic Violence: Keeping Women Safe at Work

In 1994, Soroptimist International of the Americas made the prevention of domestic violence an organizational focus. Each year, on November 25 (the International Day to Eliminate Violence Against Women), members participate in the Soroptimist Workplace Campaign to End Domestic Violence. The campaign targets domestic abuse as a workplace concern. Domestic violence is a workplace issue because it affects both women and business, as most women work and they do not leave abuse behind while at the workplace. Abusers often harass their partners at work. In worse case scenarios, abusers come to the workplace and threaten their partners and their co-workers. As business and professional women, Soroptimists are in a position to educate people in the workplace that women have the right to live free from violence.

Domestic Violence in the Workplace Facts:

- Of adults surveyed, 44 percent personally experienced the effects of domestic violence's in their workplaces (Corporate Alliance to End Partner Violence)
- Domestic violence victims lose a total of nearly \$8 million days of paid work each year – the equivalent of more than 32,000 full-time jobs. (Centers for Disease Control)
- American businesses experience nearly \$2 billion in productivity losses each year. (Family Violence Prevention Fund)

How can you help?

Learn more about how domestic violence affects women in the workplace, and advocate to improve conditions. Go to soroptimist.org.