



INSIDE THIS ISSUE:

Board Meeting Update 2

Opinion Article from SIA 3

New SIA Executive Director 4

Grant of Friendship 5

COTR Report 6

SIA Updates 7

Calendars 8

New President Elect 9

President's Message

Be the One!

Can it really be August? The nights are getting cooler and the sun is rising later and setting earlier. The air has a touch of fall and Reno is enjoying an influx of visitors. If the road construction isn't enough to make you a little crazy, then the added traffic generated by Reno's fall events surely will. Just wait until the Harleys come to town in September. How blessed we are to live in an area where so many people want to visit. It's certainly a boost to our local economy so the merchants are thrilled but local residents view the "invasion" with mixed feelings. It all depends on your perspective.

Speaking of perspective, Immediate Past President Patti gave us an opportunity to discuss how individually and collectively we experience our club. Are the projects we support relevant to our current members? How can we enhance our members' experience? Do we engage in Soropti-speak (SITM, SNR, SIA, SIGBI, SISWP, SIE, COTR, WOA, RARA,

TTY, IGU, MADFW) leaving new members and visitors to wonder if we are speaking English? How many times do we personally greet new members and make an effort to have them sit with us? The program concluded with members sharing the results of their individual table's discussion. The information gathered will be invaluable as we move forward this year.

Members were asked at a recent meeting to introduce the person to their left. It was inspiring to listen to the adjectives used to describe the person sitting next to them. There were a few stumbles on the names but there were also wonderful descriptions of the members and their contributions to our club. From my perspective, it was interesting and fun.

And since it is August, the Reno Air Races are just around the corner. Kay Dunham and Diana Dillon, along with their committee, are working to insure another successful fundraising event. Jo Ann Roberts is again coordinating the sale of air race calendars. Please help by working in the booth and selling as many calendars as you can. The

money raised helps support numerous service projects which are needed now more than ever before. Thank you Kay, Diana, and Jo Ann for all that you do on this event.

Lastly, this month's picture was taken while I was on vacation in July. I attended a meeting of SI of Watsonville, connecting with long-time friends, including Past Sierra Pacific Region Governor Jo Ann Vear and Sorooptimist International of the Americas President Elect Pat Donohue. Attending meetings of other clubs helps me gain a broader perspective on how much Sorooptimists do to improve the lives of women and girls in our local community and throughout the world? Sorooptimists really are the ones!



L to R: Past SPR Gov. Jo Ann Vear, President Norma, and SIA President Elect Pat Donohue



*We meet every Thursday at noon
At the
Atlantis Hotel Casino Resort*

*We'd love to have you join us!
Rsvp to sitruckeemeadows@hotmail.com*

Board Meeting Update *by Faye I. Andersen*



Board Meeting
held August 16,
2011.

*Board Meetings are held
each month on the Tues-
day prior to the second
Thursday of the month.
All are invited to attend
and see the discussions
at the board meeting.*

Congratulations to new member Armina Karapetian, who was inducted at the August Business Meeting. She was sponsored by Georgia Baker. Welcome Armina

Reno Air Races are September 11 – 18

Your help is needed to work morning or afternoon shifts at the Reno Air Races merchandise booth throughout the week of the races. Co-coordinators Kay Dunham and Diana Dillon are circulating sign-up sheets to fill up to 210 work shifts. Bring your family, your friends and co-workers to work and raise money for SITM's projects.

Members are also asked to sell at least five of the 2012 "Ghosts" calendars to raise money for the club. See Jo Ann Roberts for calendars or to turn in money.

All Hands on Deck

That's the theme of the upcoming District III Fall Meeting, which SITM is hosting September 24 in Reno. The Saturday meeting will be held at NV Energy's auditorium, 6100 Neil Road. Sue Camp is the meeting coordinator, Jo Ann Roberts is handling registration and Pam Robinson is treasurer for the meeting. District III Director Stacey Sawyer is setting the agenda for the day. Watch for the "Call to Meeting" and plan to help out with hosting duties for the day. SI/Reno is providing the continental breakfast and lunch for the day.

Garage Sale Set for October 1

The IGU Committee has announced October 1 is the date of the next SITM Garage Sale. Volunteers are needed for Friday night set-up, which includes pre-sales selections and a fun evening of food and camaraderie with fellow members. Of course, volunteers are needed to work the sale on Saturday. Look for sign-up sheets at club meetings in September.

Financial Matters

The Finance Committee continues to review SITM's 2011-12 Club Budget. Gayle Baxley was appointed to complete the financial review of last year's books and file the club's annual tax return in November.

Happy Dollars

In July, a total of \$226 in member Happy Dollars was collected for the Food Bank of Northern Nevada children's backpack food program. August Happy Dollars are designated for the new Nevada Discovery Museum, set to open in September.

Happy Dollar designations for two additional months were approved by the board and membership. November is designated for Birthdays Matter, an organization started by an SI/Washoe County member to provide birthday parties and gifts for disadvantaged children. January has been designated for Specialty Treatment Court in Reno Municipal Court, Department 3, to help underwrite the cost of alternative sentencing programs

Membership Changes

The Board granted a Leave of Absence to Holly Welborn-Hight through January, while she attends law school. Remaining on leave are Siobhan Cremin until October 1 for work reasons; and Marna Griffin through December for extended travel to Oregon.

Not a Pretty Media picture for Women and Girls

Opinion: By **Leigh Wintz**, CEO/Executive Director, Soroptimist International of the Americas

Next time you look at a television show, movie, magazine ad or music video, you might want to look twice. You'll either see degrading portrayals of women and girls—or no representation of them at all. Either way, it's not a pretty picture. Literally.

What aren't we seeing? For starters, women and girls are blatantly missing in most media sending a strong message to society that their presence and space in the world is not valued.

In 2010 the Geena Davis Institute on Gender in Media, <http://www.thegeenadavisinstitute.org> founded by the Oscar-winning actress, conducted a study looking at gender disparity issues in top-grossing family films. The results? Of the 5,554 speaking characters studied, 71 percent were male and only 29 percent were female. Not only were female leads in short supply, researchers found, but in crowd scenes and group scenes only 17 percent of characters were women. Sadly, despite awareness and research, those ratios have not budged in 20 years.

When female characters do exist in media, most are hypersexualized as “eye candy.” In magazine and television ads, women are shown as a collection of dismembered body parts, selling

everything from beer to cars. And while misogyny in pop music, especially hip-hop, has been around for years, what's new is an explosion of almost-X-rated videos that demean women and girls.

Women and girls are also highly stereotyped and portrayed as passive human beings with little or no aspirations other than romance. For girls who consume this type of media, research shows that the results are devastating—an increase in eating disorders, depression, lowered self-esteem, and the acceptance of sexual harassment and sexual objectification as normal.

“With such disempowering images,” Davis writes, “what messages are girls absorbing about themselves? And what message are boys taking in about the worth and importance of girls? In fact, studies show that the more television girls watch, the more limited they consider their options in life; the more boys watch, the more sexist their views become.”

Davis, who has worked in these issues for many years, refuses to accept the status quo. She's engaged lawmakers Sen. Kay Hagan (D-NC) and Rep. Tammy Baldwin (D-WI) and is putting her celebrity behind a bill called the “Healthy Me-

dia for Youth Act” (H.R. 2513 and S. 1354.) <http://www.govtrack.us/congress/bill.xpd?bill=h112-2513> to encourage healthier images of women and girls in the media.

Davis is also the force behind the recently formed **Healthy MeDia: Commission for Positive Images of Women**

and Girls, which that will lead the national dialogue on how women and girls are portrayed in the media, and outline a blueprint for promoting positive and healthy

media images. She co-chairs that committee with former FCC Commissioner Deborah Taylor Tate.

Behind Davis' work is one premise: Gender equality in the media needs to happen. Now. When we fail to notice what's happening to women and girls right in front of our eyes, we fail them—and we fail ourselves as a society. We need to do more than look twice.

**Healthy
MeDia**
COMMISSION



New SIA Executive Director Appointed by Faye I. Andersen

Our Federation, Soroptimist International of the Americas, has a new Executive Director. She is Elizabeth M. Lucas, CAE, MBA, of Lake Bluff, Illinois. She succeeds Leigh Wintz, who has assumed a full-time position as principal consultant with Tecker International, LLC, after serving SIA for 20 years.

Liz comes to Soroptimist with a diverse professional background. Her experience includes 15 years with the American Massage Therapy Association and the Massage Therapy Foundation, where she began her tenure as director of marketing and communications, and served the last nine years as executive director. In this position, she guided the strategic development of both organizations, which includes 56,000 practitioners, 450 educational institutions, and 51 chapters.

While there, she oversaw creation of a global expansion strategy and initiation of a worldwide partnership to recognize massage therapy as a healthcare discipline. Liz holds a master's degree in business administration in global business and organizational behavior from Lake Forest Graduate School of Management.

“We are confident she will bring new energy to our efforts, and will ultimately be invaluable in helping us to meet our mission to improve the lives of women and girls.” said SIA President Sharon Fisher.

To learn more about Liz, visit Soroptimist.org.



Submitted by Marilyn Pearson

Soroptimist International of Truckee Meadows invites you to attend

**International Goodwill and Understanding Committee's
Semi-Annual Garage Sale**

**Saturday, October 1, 7:30am to 3:00pm.
Setup Friday September 30, 4:00pm to 7:00pm**

Proceeds benefit SITM's Nepal Project and other IGU projects.

**Come for the fun!
Come for the great prices!
Come for the cause!**

Want To Travel To India? *By Marilyn Pearson*



Soroptimist International of Truckee Meadows (SITM) established an official Friendship Link to “further goodwill and understanding and promote friendship” with newly established Soroptimist International of Pune Metro East India in December 2010. The link between the two clubs was due, in part, to a special visitor.

In 2008, thanks largely to the efforts of Norma Rash, SITM offered a **Grant of Friendship**. Nisha Gosh, a Soroptimist from Pune, India accepted the grant and visited SITM and the Sierra Nevada Region in April 2009. Nisha attended SITM meetings and the Sierra Nevada Region conference where she gave a presentation on the efforts her club was making to improve the lives of women and girls in her community. Nisha stayed with several SITM members, traveled to California visiting Region clubs and seeing the redwoods for the first time, rode a horse for the first time (she wanted to meet a cowboy) and cooked a lovely Indian dinner for SITM members before she left. It was a wonderful visit and members have kept in touch with Nisha and her club.

Nisha’s club now extends a Grant of Friendship specifically for two members of SITM to travel to their community in January, February, or March of 2012. This is an excellent opportunity to visit India and be hosted by local Soroptimists. For more information, please contact Nisha Gosh at geminisha@hotmail.com or contact SITM’s International Goodwill and Understanding Committee co-coordinators, Marilyn Pearson atthcrmp@gmail.com or Patti Doty pdo-ty1943@charter.net.

Fall District III Meeting - “All Hands on Deck!”



**September 24, 2011
8a.m. to 4 p.m.
NV Energy, Reno**

We are the host club for this event so your help both on Friday night setting up and on Saturday would be appreciated. Our club pays for First Time Attendees from our club so if you have not attended a regional meeting in the past, you get to attend for free. There will be information from our Governor Kay Whitaker, our Governor Elect Janice Labadie and the four Renaissance Chairs. This will be a fun day with food, games and prizes as well as a learning experience. You will also have the opportunity to meet fellow Soroptimist members from our district.

A clip board will be circulated at our meetings so be sure and sign up for this fun event.

COTR Report by Patty Doty



Cathy Standiford,
Immediate Past
President SIA

Leadership: The process of social influence in which one person can enlist the aid of others in accomplishment of a common task.

The retreat began Friday evening with dinner and an informative talk about leadership. Later in the evening, members met with others from their Districts to talk about their projects. Jo Ann described Air Races as our major fund-raiser and Making a Difference for Women as our service project. It was good to hear what other clubs are about.

Saturday morning began with another informative talk. After breakfast, two workshops were offered. In one, the Region officers described the duties of their individual offices and answered questions from the audience. This provided education and offered encouragement for new members to accept club offices. Information was well-presented. A few tips included:

Presidents: Keep 1-2

meetings for yourself!

Secretary: Have motion forms at meetings and have people write their motions—then you have the wording correct.

Clubs: Reduce # of committees. This would be more in line with Renaissance Campaign 4 areas. Others can be added if needed or desired.

The second workshop was presented by JoAnn Valentine on Retention. Again, very informative and spoke to the need of our organization to not only bring in new members but to keep and value the ones we have. Tips included getting new members involved, not micromanaging, and having fun.

“Tradition should not be a barrier to continued innovation and improvement,” said Soroptimist International of the Americas Past President Cathy Standiford. As we ate our wonderful Atlantis cobb salad, she presented

Leadership Lessons from Cathy Standiford- Feeling overwhelmed is normal with any new job.

Leadership can be lonely—but it doesn’t have to be. *Soroptimists work very hard not to let their leaders fail.* It’s about the We, not the ME.

Information isn’t powerful—until you share it with others. It takes a lot of different flowers to make the garden beautiful.

When things feel difficult, it helps to change your perspective. Remember the Lakota Seven Generation Rule Think about consequences Ask will it matter in 7 generations, if not then don’t worry about it

Always support your successor People are more likely to remember how you made them feel than what you actually did.

Enjoy every moment. Sooner or later you will “fall off the Perch” (British for leave office).

Be present Above all, it’s our mission that matters.

Live Your Dream Update

Live Your Dream Campaign

As mentioned in the April 2011 Soroptimist Summary, the SIA Board of Directors has decided to offer new, non-member based entry points and connections to Soroptimist. SIA will offer new ways for people to help Soroptimist deliver its mission through the Live Your Dream Campaign. While details for this initiative are still in devel-

opment, the vision for this group is a virtual community implemented through the Live Your Dream brand that enables people, including former members, to help women and girls lead better lives. Members and clubs will continue to be invited to join in Live Your Dream activities and initiatives.

Spread the word about the fourth annual Live Your Dream Art Contest,

which has a new theme. Raise awareness for your club and encourage local schools to participate in the Soroptimist mission through Live Your Dream. Click [here](#) for resources.



Want to Volunteer at the UN?

Seeking UN Representatives

Soroptimist International currently has two vacan-

cies for UN representatives in New York City.

For more information, visit [Soroptimist International](#).

How exciting would that be for SITM to have a member representing Soroptimist at the UN?? Any takers?



UNITED NATIONS

We the peoples... A stronger UN for a better world.



SIA Installation In Hawaii

It is now official with the installation performed in Hawaii during the Leadership Conference. President Pat Donohue was installed along with her board and will be serving as the SIA President until September 1, 2012. President Sharon Fisher is now the Immediate Past President and Raquel Arreola Ruiz is the new President Elect.

This is being reported as a means of keeping our club members informed.

The voting delegation to the Soroptimist International Board is comprised of the Federation President, President Elect and Immediate Past President.

Congratulation to our new President Pat Donohue and her board.



September 2011

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SAT

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Education Youth

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Board Meeting

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Business Meeting

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Reno Air Races

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Reno Air Races

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Reno Air Races

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Reno Air Races

15

Reno Air Races
Club Discussion

16

Reno Air Races

17

Reno Air Races

18

19

20

21

22

Recruitment and
Retention

23

24

Fall District III Mtg

25

26

27

28

29

SOLT

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Garage Sale
Setup

October 2011

SUN

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IGU Garage Sale

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IGU

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Board Meeting

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Business Meeting

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Health

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Hospitality

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New SIA President Elect by Sue Camp

The ballots have been counted and our choice is the winner! For those of you who attended this year's regional conference, Raquel was the federation director in attendance. Here is the official announcement:

Secretary/Treasurer Raquel Arreola Ruiz, a member of SI/Tijuana, Mexico (Mexico/Centroamerica Region), has been elected SIA's 2011-2012 president-elect. Raquel will assume that office on September 1, 2011, and will become SIA's 2012-2013 president on September 1, 2012. She will serve in that position through August 31, 2013. [Click here](#) to view the ballot results. **Congratulations Raquel!**



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Special Article take from SIA Opinion Page:

Leigh Wintz, CEO/Executive Director, Soroptimist International of the Americas

Anyone interested in membership, we would love to have you! We meet every Thursday at noon at the Atlantis Casino Resort on the second floor convention area. Lunch is \$16 so join us!