

GFWC CALIFORNIA CLUBWOMAN

Volume 95 Issue 4 / Spring 2021



Digital Lifestyle

How the internet provides
digital opportunities

Tips and Tools

Learn tips and tools for
expanding your digital
presence

What keeps you going?

Learn what drives others in
Leadership

Published by the GFWC California Federation of Women's Clubs

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Front Cover Artwork by Anastasia Khm. Anastasia is from Lviv in the Ukraine. She specializes in surreal art and has created this piece specifically for GFWC CA Clubwoman. The artwork represents the Metamorphosis of women from 1890 through today showing a strength that soars while also reflecting that change can be beautiful.



A Letter From



Dear Readers and Members of GFWC California,

I am so happy that we can meet again in this issue of the California Clubwoman Magazine! I would like to take this opportunity to pay homage to Sandra Lucas, a wonderful friend, club member, and woman who so lovingly acted as the California Clubwoman Editor for over 10 years.

And now, to introduce and thank our newest California Clubwoman Editor: Lu Arredondo. Welcome dear lady and thank you for saying Yes and bringing so many new ideas to our Magazine. Change is incredibly Beautiful, and we are lucky to have found you.

As we move into the months of Spring, it is inspiring to see so many District Conventions being planned for the month of April. I am sure your District Presidents have a lot planned to share and celebrate. In May, CFWC will happily enjoy it is Annual 118th CFWC Convention, via Zoom. With our Theme, Metamorphosis, we will enjoy the company of those we enjoy and learn from, those we look up to and embrace. I am looking forward to the many smiles we shall enjoy over the 3-days of our event.

These are unusual times indeed. Hopefully by now some of you have started to safely move out from stay-at-home-orders because you have been vaccinated. For those of us still waiting for our time to be called: be patient, our time will come. I await my second shot with much anticipation...I want to see us come together again and look forward to meeting in-person, masks, and all.

I hope to see each of you very soon whether on Zoom, or Facebook, in a Workshop, or at Convention. Our proclivity for working towards a common goal is one that cannot be surpassed by many. I am amazed and thrilled by the eagerness of our members to persevere through covid and find ways to move forward with Federation even as we are bound by many rules of confinement.

I am proud to be a member of the General Federation of Women's Clubs, I have not stood still, nor wallowed. I, like so many of you, have stepped forward into what we are: Volunteers with highly creative work-arounds!

See you at Convention...bring on the Butterflies and say good-bye to the pupae!

Luv, Pam

LEADERSHIP NOTES



Barbara Briley-Beard, 1st Vice President

ZOOM...ZOOM...ZOOM - Are you ready?

I am ready. I was just thinking about the Summer Fall Boards that went well with our many Zoom meetings together. The members interaction, getting informed and entertained online helped us learn a great deal about each other, our job descriptions, and what to expect as this administration prepares and executes the new normal.

The way CFWC has meetings, fundraisers, and gives out information is challenging as most of us are working from home. We use our phones, i-pads and computers like we never have before. The laptops are humming, as we keep in touch with each other daily, weekly and monthly to connect socially and mentally once again.

I miss you all. I do enjoy our conversations answering questions on new charters for clubs, job clarifications, and reporting. It is nice to see that many clubs are fundraising virtually while ZOOM has become the staple for meetings. Reporting has been different this year since we are not meeting regularly. The deadlines will remain the same for 2021 reports. We will use the GFWC forms and today I cruised the State Statistical form, State Award Entry Cover Sheet, and Club Creativity Award Entry Cover Sheet. The Community Impact Program Award, and Jennie Award Nomination Form are all on the GFWC website and are easy to read and fill out.

The Report writing period is still January 1, 2020 to December 31, 2020 and Jan. 1, 2021 to Dec. 31, 2021 for this Administration's report writing. The CFWC yearbook has all the club award entry forms and District award entry forms, statistical forms and Grand Initiative forms. For details see the State Chairman pages.

It is not too early to start report writing for 2021, jot down your information weekly – create your templates now and fill them in as you go.

Reminders:

(1) Please follow the chain of command, ask questions to the proper person, starting with the club officer, then District officer, Area VP, and then the Executive Committee officer. We will try to answer you as soon as possible. If you find out the answer before our reply, please let us know.

(2) Reply "got it" to my emails or texts so I know that you have received them.

(3) Please rsvp for the ZOOM meetings, we do keep attendance records.

Thank you to all who have attended ZOOM meetings, we are all learning how to do this proficiently (together); and, having fun while we learn!

Be safe and be well until we meet again via ZOOM for the CFWC State Convention in May. Hopefully we will see you all in San Diego for the Fall Boards in September.



Sonya Matthies, 2nd Vice President

Spring is the busiest time of the year for the **bees** as it is the season when new colonies are started and established colonies re-emerge. We, in turn, are embracing **Spring** and looking forward to our clubs and districts being able to meet again in person and begin the work of strengthening our numbers and reaching out to start new clubs.

The CFWC Membership Team also known as the “Honey Bunch” and I am affectionately referred to as the “Queen Bee”, have been working hard to share ways to reach our members during this time of restrictions due to Covid-19. We have embraced CFWC President Pam Ament’s theme: **“Change is Beautiful”** and become quite adept in Zoom Workshop presentations and also speaking via Zoom at Club, District, and State meetings. It has been wonderful to be able to meet via Zoom and reach all areas of our State. Many are joining in that have never been able to attend CFWC Board Meetings before. We all need to keep involved and updated on what is happening in our Federation and for now, Zoom is filling the void.

I am thrilled to report that CFWC has 10,157 members and 229 clubs. Even in these unprecedented times of Covid-19 we are still gaining new members and new clubs. Area A has a new club, the **GFWC Fountaineers Ladies Club** and Area C’s new club is the **GFWC Silicon Beach Social Club**. Other good news, the GFWC Woman’s Club of Indio recently voted to sponsor a juniorette club, **GFWC HOPE!** The GFWC HOPE has submitted their club documents and submitted their dues and the Chartering Ceremony will be held at the CFWC 2021 Convention. Start thinking about sponsoring juniorette clubs, these young people are our future!

In order for our numbers to continue to grow and our goals to be realized, it is absolutely necessary to bring in new members. Members are the “Life Blood” of our Federation. A proven way to recruit new members is having each club member ask just one to join! Have your “elevator” speech and business cards at hand to share with potential members when you are out and about. The CFWC Membership Team presented a workshop via Zoom on Elevator Speeches and brochures and also on the importance of Procedure Books and what they should contain. Working with the CFWC Area Vice Presidents has been fantastic! Membership is our focus and we always have fun preparing and presenting our workshops and are always busy promoting membership!

The 2020 Membership Reports were fantastic! CFWC Clubs and Districts continued their efforts in membership and retention. There were many unique projects reported and reading reports from throughout CFWC was a pleasure and I am most thankful for efforts extended.

It is never too early when striving to retain members! It is very important that new members feel that they can make a meaningful contribution to the club and their community. Encourage all members to express their ideas and concerns and digest what they have to say and follow up on areas listed. I truly believe that when we “listen, we learn”, and learning in turn, enlightens us as we move forward on “FEDERATION’S TRAIL”!

I’ll be **“BUZZING”** along now ...Please remember to **BEE HAPPY, BEE Positive, and BEE Kind!**



Buzzing With Zoom **Cindy Sanders, CFWC Area A Vice President**

With the challenges that the year 2020 presented us with, we certainly have learned from those difficult hurdles placed in our path. As we Spring forward into a new year, there are many ways that we can welcome and embrace those changes. Zoom has become a vital tool in communication. Club, District and State meetings have utilized this platform with great success. We are developing our skills, learning how to present slides, videos and PowerPoint presentations, also. Are your Clubs and Districts successfully zooming and mastering screen sharing? If you need help, please don't be discouraged. There are many tutorials on Zoom and hundreds of how to videos on YouTube.com. Virtual meetings, get togethers and fundraisers are ways that a Zoom platform can be used effectively. Let's help our members stay connected by encouraging them to learn how to Zoom, too. If you have members in your Clubs that do not have computers, encourage a member to host a Zoom party. This gives every member the opportunity to attend a Zoom meeting or event. One or two computers can be set up with multiple people watching. Of course, wear masks and social distance if required. The venue can be someone's home or a Clubhouse. When social distancing is no longer necessary, Zoom can still be a valuable asset to your Club or District. If an in person meeting is scheduled, offer the option to Zoom for anyone that cannot physically attend. If a member is not feeling well, what a great way to lift their spirits by attending via Zoom. This allows for members to stay connected and we all feel better when we are with our Federation Sisters!

Valuable Resources

There are two valuable tools that every Clubwoman should have in their possession. Business cards and an elevator speech are important resources that we should use often. These two items make inviting a new member to join our hive easy! We can invite a friend, neighbor, family member or co-worker by gifting them with our business card and an elevator speech. What is an elevator speech? An elevator speech is a short description of Federation that explains the concept in a way such that any listener can understand it in a short period of time. The term elevator speech comes from the idea that it should take the time frame of an elevator ride, approximately 30 seconds to two minutes, to deliver. There are examples on the GFWC.org website or you can write your own. The General Federation of Women's Clubs is such an amazing organization, it is difficult to describe all of the wonderful things that we do in a short speech. But try to highlight a couple of your favorite aspects and a program or your favorite project. This will make your elevator speech unique and meaningful. You are welcome to contact me if you need help writing it. Then the key is to memorize your speech so that you can use it easily and effectively. The next step is to make the ask! A warm greeting, your business card, a heartfelt elevator speech and an invite to your next Club meeting or event is the perfect combination to entice a potential new member to join the hive. We can all help our hive to grow and our Clubs to thrive by using these important resources and inviting potential new members. By working together we can grow our membership. We all know people that we can ask to become members. With a business card, an elevator speech and an invite we can be successful and our Clubs will grow. It is an honor to serve as your Area A Vice President.

The future belongs to those who believe in the beauty of their dreams

~ Eleanor Roosevelt



Beauty and Style Inspired by My Club Mentor Patsy Wilson CFWC Area B VP

It's been a heck of a few years since I joined the California Federation of Women's Club (CFWC). Not as long as some but they have all been complementary. There have been several members who chose me as deserving some support. It was their way of saying thank you for being a valued Federation club member. Do you know anyone who you could help become inspired to see the beauty and style in being a club member? Look at each style below and learn about:

A People Person

Getting people to deal effectively with non-stop change demand they develop a new mindset. Become a people person. My mentor explained every component of Federation and its purpose and my role toward making the overall purpose possible. It became a tour that I look back on as learning 'the Beauty and Style of the CFWC'. I was advised that leaders don't sit back passively and listen. They engage in dialogue with members, try ideas on them, ask for advice, argue with them and act on what they tell you. If you don't act you will be tagged as just another 'one of them'.

Learning to Listen

If you have ever watched people play the gossip game you'll remember that critical moment when the story gets back to you. You may have heard the story leader say 'I bought a red coat' but it ended all-together differently with 'she had a bed goat'. It is important to take the steps to master the skill of listening. Listen to people carefully and tell them what you think they are saying. If you have it wrong, accept the correction and revise what you say. People trust most the people whom they believe understand them.

Understanding Each Other

It really does take teamwork to make the dream work. I have found we will/can build on our understanding of everyone's type. One way to discovery is to look at each other's style and learn about: Their strengths and weakness; what they sound like; how they think; how to effectively communicate with them; how to resolve conflict with them; how to inspire and lead them; how they respond at meetings, at play, and with relationships; how they influence others; their value to an organization. 'Everyday is an opportunity to see the beauty, inspire and love the way you live'.



Marcia Willett, CFWC Area C Vice President Three Keys to recruiting and retaining new members

We all recognize that acquiring and keeping new members is a challenging process requiring sustained effort. Recently I read an article by Guidestar.org, an organization that rates non-profits. They offer some observations which non-profits like ours would do well to consider as we engage with prospective and new members. Here are the top three, with my comments on how they apply to our organization.

(1) Prospective members are trying to find a group or organization that has a solution to a social concern that bothers them.

The prospective member is going to consider whether or not our organization's activities are aligned with their concern(s). If they are, then the person is likely to join. Given our organization's vast array of programs and projects to participate in, we should be able to appeal to them by learning about a prospective member's interests and highlighting the opportunities we offer which best fit them.



Three Keys to recruiting and retaining new members (Continued from page 7)
Marcia Willett, CFWC Area C Vice President

(2) The new member will be looking for validation of their decision to join.

Within the first 30 days a new member will determine whether or not we do what we say and whether they find value in membership. It is therefore of utmost importance to get the new member immediately involved in a project aligned with their concerns. At the end of the first year, they will decide if they will rejoin, so we need to make sure they continue to be engaged in projects of interest and value to them over the long haul.

(3) Beyond the first year, the new member's continuation and loyalty to the organization is determined by whether they feel appreciated.

It is easier to retain existing members than to recruit new ones. We need to ensure that everyone's contribution and successes are continually recognized on a regular basis.

I think we all instinctively know most of these points, but are we actually doing them? Are we just letting the new member find their own way without adequate understanding and support from the membership chair or membership team? Both a sound strategy and solid execution is vital for nurturing new members through the first year and beyond. We must keep in mind that every new member brings a unique set of expertise, experience, and energy to our clubs. It is our perpetual job to build their confidence in the club work they do and reinforce their belief in the value of their membership.



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Hope Springs Eternal
Wendy Curran, Area D Vice President

“Hope Springs Eternal” or so the saying goes. As we emerge from the Winter and look forward to new possibilities, a big THANK YOU to 31 of our 56 clubs in Area D and all 4 Districts that submitted Membership Narratives. Reading your reports was very uplifting to me. So many clubs found interesting ways to keep momentum going even as we sometimes could not meet. Next year the goal is to have a Membership Narrative Report from each of the 56 Clubs. Start keeping track of what you are doing right now so you will have plenty to include.

Area D was well-represented at the CFWC Executive Board meeting in February 2021 by 3 District LEADS Candidates - Marlon Carrier from De Anza, Joanne Miller from San Bernardino and Sandra Phoenix from Southern. I encourage all members to chat with their candidate at your upcoming District meetings. Ask them about what they learned. Better yet, the Districts should encourage a presentation from their LEADS Candidate at District Convention or the next meeting. I bet these ladies would love to share some great leadership tips with all of you.

We turn our attention now to the renewal of our membership for the 2021-2022 Club year. I encourage each of us to seek out new members. We need to not be the best-kept secret in our community. So, how can we do that? For starters, ask club members to create a quick, short speech [commonly called an “elevator” speech] that describes your club. Include what projects you do to support your community, why you are a member, etc. The key word is SHORT about 30 seconds or so.

At a meeting, whether in-person or ZOOM, have some of the members deliver their speech. Select some versions and then send to current club members so they have the resource when talking to their friends, associates. Post some members giving their speeches on your Club Facebook page or other electronic media and include how to join your Club. Make sure that the “speech” is upbeat and maybe even practice in a mirror.

Here’s an idea: ask members to create a business card with their contact information and put the “speech” on the back of the card, to give to a prospective member. Cards are inexpensive for members to order and come in handy for a variety of reasons.

In addition, are you recognizing current members, our Valubees? What have you done for them lately? Even though you may not have in-person meetings, let’s remember to honor their accomplishments. GREAT IDEA - Feature them in your newsletters or on social media. Let them know how much you appreciate their membership.

It is up to all of us as members to help our Clubs, Districts, and our great California Federation of Women’s Clubs (CFWC) grow and flourish. Yes, we can - we are the members of CFWC.

Spread love everywhere you go, let no one come to you without leaving happier.

~ Mother Theresa

Community Service Program & Advancement



Citizenship—Civic Engagement and Outreach **Yolanda Petroski**

The goal of the GFWC Civic Engagement and Outreach Community Service Program is to highlight that we are all part of a larger society; and, as such, responsible for promoting a better quality of life. What better way to accomplish that than to encourage citizenship activities in our neighborhoods.

While not a presidential election year, many communities will be holding local elections throughout the year. Sponsoring a Candidates Forum is an excellent way for the community to hear the vision of those running for office. Zoom meetings can be scheduled if in-person gatherings are not yet permitted. The League of Women Voters may provide a moderator. Be sure to invite ALL candidates. Your club must remain neutral, but you as an individual may campaign for a candidate.

Since voting still requires citizenship, determine if there are local classes offering citizenship to the foreign-born. These classes would welcome volunteers as mentors.

September 17 is annually celebrated as Constitution Day to commemorate the signing of this document on this date in 1787. Freedomfactor.org will provide 100 copies of the Constitution for \$40. These can be shared with newly-sworn in citizens, school children and your membership. The Library of Congress offers the U.S. Constitution Quiz Deck of Knowledge Cards which explores the document in a Q&A format.

National Voter Registration Day falls on the last Tuesday of September annually, so this year it is September 28. Become involved in registering new voters! You can help by setting up registration tables, knocking on doors and promoting the importance of registering to vote. Canvassing the neighborhood is a good way to meet new people. Remember, this day is not about promoting any one party, but about educating voters and getting out the vote.

Become familiar with websites like GovTrack.us which lists all legislation being considered. Many topics will be found at <https://govtrack.us/congress/bills> that fall under Civic Engagement and Outreach e.g. firearms safety, criminal justice, and amendments to the Constitution. Let your representatives know whether you are in favor or oppose a bill under consideration.

After you sign up to participate in the Legislative Action Center, GF will email you asking you to contact your local representative regarding a certain measure they ask your help to promote or oppose. After your representative has acknowledged your comments, that email should be forwarded to programs@gfwc.org.

Actress Blythe Danner sums it up well: “We all have an obligations as citizens of this earth to leave the world a healthier, cleaner and better place for our children and future generations.” Being an informed voter and assisting others to become informed voters is a step in the right direction.



Domestic and Sexual Violence Awareness and Prevention **Diane Waterhouse Chair, diane721@bak.rr.com**

White Ribbon Campaign

The White Ribbon Campaign began as a global movement of men and boys working to end male violence against women and girls. It was a response to the 1989 École Polytechnique massacre of 14 female students. The campaign was intended to raise awareness about the prevalence of male violence against women, with the white ribbon symbolizing the idea of men giving up their arms

A few years ago, one of our CFWC clubs responded to the previous **GFWC** International President's challenge to celebrate MLK Day. They selected The White Ribbon Campaign.

Two clubwomen first went to the police and fire departments, as well as various other community locations and also attended a city council meeting. At all these locations the men, wearing a white ribbon, took the pledge to "Never commit, condone, or stay silent about violence against women and girls".

Next, they went to the local high school where permission had been given to have a video announcement during first period about the "White Ribbon Campaign". Over 80 students took the pledge that day.

The club women then went back in the fall at the beginning of a new school year with another morning announcement including statistics about domestic violence. At noon they manned the booth, handing out pledge cards, resource materials, posters, white ribbons and candy. Over 150 students, both male and female, took the pledge and were welcomed as part of the "awareness team". This club plans to continue this when schools are back to normal.

The White Ribbon Campaign has become the largest global world movement aimed to engage men in supporting activism against domestic violence toward women.

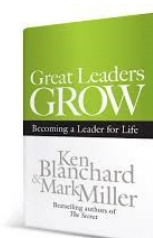
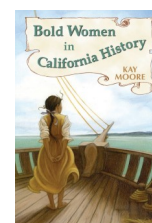
Clubs can use their own discretion on how they might present the White Ribbon Campaign into the local schools. This club found that the girls were interested in being involved and a gender-neutral pledge might be considered. Doing my research about this showed that it has been adapted to include somewhat different pledges, all, however with the same goal.

Another pledge...

I promise to never commit, condone, or remain silent about men's violence against women. From this day forward, I promise to be part of the solution in ending violence against women and all gender-based violence.

Education, Libraries, ESO **Shirley Lorraine**

Books for April- Great Leaders Grow by Ken Blanchard and Bold Women in California History by Kay Moore. Both are entertaining and enlightening.





Leadership Minute Dori Kelsey

It is that time of the year when the clubs are asking for nominating committee members. Are you saying yes to being on the committee? You should be, it is one of the most important committees we have. It is so important that once the Club or District President appoints this committee it is hands off. The Club President may not interfere or ask or be a part of this committee in anyway.

Let me put that in much simpler terms. It is hands off for all Presidents once the nominating committee & its alternates are set. Why? Everyone should be able to understand that is so that the President may not interfere with the process.

A good President should have started their term training the First Vice President to take their place in one or two years as provided in the Club's Bylaws. All officers should be training someone to take their place when they leave.

On to the business of the Nominating Committee if the Nominating Committee asks you to be an Officer what should your answer be? If you have been reading Leadership minutes & the Leadership Booklets you know you are supposed to say, yes. But what if you don't think you can do it. Talk to the current Officer & ask them what they do. Go on line and Google that office & read about it. Ask someone who has done it before. Ask officers in other clubs in your District. It's a good reason to go to District meetings, to meet others in your district so you can ask them questions. Ask CFWC Officers help. I know I will help anyone that asks. When the nominating Committee ask you The Correct answer to serving is yes, I will. Learn something new & have fun doing it. Love to all, Dori.



Legislation and Public Policy Deborah E. Bushnell

The last time I thought anything about how a bill is introduced and becomes a law was in high school. I will not be sharing how many years ago that was. I thought it would be interesting for all of us to have a refresher.

Ideas for and drafts of legislation can come from many areas, including members of Congress, Congressional committees, constituents, lobbyists, state legislatures, the President, federal departments and agencies.

The introduced bill must bear the signature of the member introducing it to verify that the member actually intended to introduce the bill. The member is then called the sponsor. It is then assigned a number.

Paper and electronic versions of the bill are made available online through the Government Publishing Office and the Library of Congress. The bill is then referred to a committee(s). The House has twenty standing committees; the Senate has sixteen. Each committee considers, amends, and reports bills that fall under its jurisdiction. Committees have extensive powers regarding bills; they may block legislation from reaching the floor of the House.

All standing committee meetings must be open to the public unless the committee votes, publicly, to close the meeting. Standing and Select Committees are led by a chair (majority party) and ranking member (minority party). Committees are permitted to hold hearings and collect evidence. They may also amend the bill, but the full house holds the power to accept or reject committee amendments.

Legislation and Public Policy (continued from page 12)

Once the bill reaches the floor of the full house, each side has equal time; and, members can yield to other members who wish to speak. Sometimes opponents seek to change parts of a bill. Generally, discussion requires a *quorum*, although there are exceptions.

Once a bill is approved by one house, it is sent to the other, which may pass, reject, or amend it. For the bill to become law, both houses must agree to identical versions of the bill. If the second house amends the bill, then the differences between the two versions must be reconciled in an *ad hoc* committee that includes both senators and representatives.

Committees have been known to make substantial changes to bills and add unrequested spending, significantly departing from both the House and Senate versions. If both houses agree to the version reported by committee, the bill passes; otherwise, it fails.

After passage by both houses is sent to the president for approval. The president may sign the bill and make it law. The President may also choose to veto the bill, returning it to Congress with his objections. In such a case, the bill only becomes law if each house of Congress votes to override the veto with a two-thirds majority.

If the president takes no action, neither signing nor vetoing the bill, the Constitution states that the bill automatically becomes law after ten days, excluding Sundays, unless Congress is adjourned during this period. Therefore, the president may veto legislation passed at the end of a congressional session simply by ignoring it.



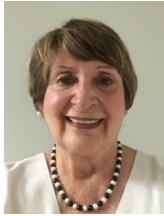
Advocates for Children
Carol Burkhart, Chair

“You’ve changed the life of a child you’ve never met.”



This powerful quote opened a very informative webinar presented by GFWC on Operation Smile. Throughout March GFWC presented workshops on several affiliates. Lizzy Plumb, Donor Relations Gratitude Specialist for Operation Smile, presented this forty-five-minute online workshop. GFWC has supported Operation Smile since 1989. Part of their vision statement is, “Health and Dignity through Quality Surgical Care.” Throughout 2020 Operation Smile continued to serve children with cleft conditions world-wide. 15,000 patients healed and headed on to a better life without the stigma of a cleft palate or lip. 247,200 patients were interacted with. These interactions included pre-op services, post-op services, nutritional intervention, speech therapy and dental evaluations. Although there was a world pandemic in 2020, Operation Smile opened three new medical sites and continued to operate thirty-one care centers.

July is Cleft and Craniofacial Awareness Month. Operation Smile needs our donations, but there are other things your club can do. Each patient is given a “Smile Bag” filled with small sized toiletries, a coloring book and crayons to take when they leave the surgery center. Information on how to make these simple drawstring bags and the items that can be placed inside can be found on the Operation Smile web site. Smile dolls are still used for therapy with the children; a pattern is also online. October 4 is World Smile Day. Start planning a project now that will help change the life of a child you’ve never met.



Environment

Jane Thomey, Chair

It took just one day 51 years ago to kickstart the environment movement. On the first Earth Day in 1970, 20 million Americans took to the streets to protest environmental ignorance and demand a way to address it. It left an impressive legacy having influenced the passage of the landmark environmental laws in the United States including the Clean Air, Clean Water and Endangered Species Acts and the creation of the Environmental Protection Agency. It was on the same day in 2016 that the Paris Agreement was signed by the U. S., China and 120 countries and it will be notable this year as President Joseph Biden has selected the date to host a global climate summit.

Earth Day has grown into a worldwide event with more than 1 billion people in almost 200 countries taking part in what is the largest civic-focused day of action in the world. “Restore the Earth” is this year’s theme. Covid-19 restrictions might again limit the in-person gatherings this year but a number of the festivities will be conducted virtually. Using Earth Day as the platform, many environmental initiatives have evolved in the 51 years since its beginning:

- ◆ The Earth Day Organization (EDO), a recognized leader in education, launched a campaign urging governments attending the 2021 United Nations climate summit to make Climate Literacy a core feature of school curriculum across the globe. It has provided well researched, peer reviewed environmental education curricula that have reached hundreds of thousands of schools across the U. S. and in key countries abroad. EDO also sponsors many programs to educate student leaders, teachers, professors and college students about solving local environmental issues.
- ◆ Created in 2010, the Canopy Project has planted hundreds of millions of trees in 32 countries, focusing on areas most in need of reforestation. Plantings take place in communities challenged by the impacts of climate change and deforestation. Each project includes community training and education to ensure long-term tree survival and to build sustainable economies for people most in need.
- ◆ In April 2020, despite pandemic restrictions, over 5 million volunteers in the U. S. and 15 million globally, completed local cleanups in the Great Global Cleanup, working toward the goal of creating clean communities and ending waste pollution worldwide.
- ◆ The EDO targeted Cigarette Butts, the most abundant form of plastic waste polluting our world, as the prime target of the Plastic Pollution Campaign. Composed of cellulose acetate, a man-made plastic that contains hundreds of toxic chemicals, the butts can take up to 10 years to degrade. The chemicals they release can remain in the environment for many more years beyond the life of the cigarette butt itself.
- ◆ EDO also works with local governments around the world to use the influence of Earth Day to amplify local initiatives or to launch new ones.

Earth Day 2021 is on April 22. Information can be found at earthday.org. Events kick off with a Virtual Festival on Sunday, April 18. Check your local media for events in your area.





Time to Keep Your Members

By Mickie Reed, DeAnza District 2nd Vice President

It's **Membership Renewal Time**. . . and those dues are just flying in. Right? This year might seem harder than most to retain your members, but it can be done.

Step 1: Send all your members an old-fashioned, snail mail invoice. Send this out 30 days before dues are due and simultaneously send an email reminder. Make sure to include all the payment options and online payment instructions and/or the mailing address.

Our dues this year are more important than ever, as fund-raising has been much harder. Let your members know how important their dues are, perhaps referencing a specific use for the dues. For example: "Your dues are so important this year, as they will be used directly for our scholarships, as we were unable to have our fundraiser."

Step 2: The good old phone call. Don't call for fees, but instead, call to see how your members are doing. Call to tell them about upcoming projects. Ask them to help in some way. It is a proven fact that members will stay in a club if they are involved and feel needed. You can mention in closing, "Don't forget to mail in your dues."

Don't have a project, plan a project. Have some Spring-Cleaning projects . . . collect shoes for Soles 4 Souls, collect books for foster kids, the shelter, your mini-libraries, clothes for Your Best Friend's Closet, etc. Call these members and ask for their help.

Step 3: Don't give up. In sales, a common technique is to keep asking. Some studies have shown that people have to be asked 7 times, before they are convinced. If a member is reluctant to renew, try and find out the source. Is money tight right now? Can you offer payment options or an extension? Do they believe the club is of no value, because of the Pandemic restrictions? Did they just join to market their business and have not found it profitable? Discover their problem and solve it.

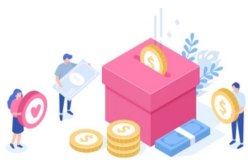
Step 4: Give them permission to say no. The hardest members to reach are the ones that will not communicate. They will not answer your emails, texts, or return your calls. Likely, your pursuits are driving them crazy. (Smile) So, what you do is give them the permission not to renew. Example: "Hi member, I have left a couple of messages and sent some emails. I haven't heard back and I don't want to bother you anymore. I really want you to know how valuable I think you are to the club, and I hope you will stay. Call me if you need anything." Believe it or not, giving people the opportunity to say "No," will sometimes result in them saying "Yes."

Every year you will lose a few members, but don't be resigned to it. Just keep doing all the good things that you do and keep asking.

Digital Lifestyle



The impact of the internet in our daily lives, our work, and our club life has changed over time. This may come as no surprise, but, the internet has not been a dream come true for all of us. While it has been instrumental in making communication easier, faster, and has cut down travel expenses for many organizations, the App world creates a whole new dimension of learning, acclimation, and speed of obsolescence. In this issue we will explore the benefits the Internet has given us. Be sure to read the July issue to learn more about the App phenomena and how to navigate it for optimum success.



Donors

The internet drives more club opportunities for donations. The donor / sponsor of today wants a real-time transaction, fast service & a feel good experience. In the past donors and sponsors were willing to spend time on the phone or meet in person. Those times are no longer necessary. The time is now to change or be left behind. At a minimum, organizations of all types need to have a website and be actively engaged in Social Media to attract, retain, and encourage donors. More on Social Media tools later.

50 billion devices are connected to the Internet as of December 30, 2020

Communication

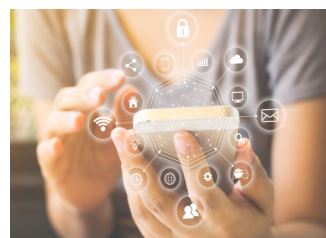
Internet technology continuously evolves as new innovations hit the market. Platforms like ZOOM and Go To Meeting have shown us how easy it is to meet face-to-face without leaving our homes. Maximizing these platforms, and others like them, is essential for club growth and service advancement.

Research

In 2020, there was 40 trillion gigabytes of data (40 zettabytes or 1,000,000,000,000,000,000 bytes) of data on the internet. That number changes daily as additional content is added. There is no single Library in the world that can hold that much data. The internet makes accessing all that data easy, making research faster and more timely—whereby creating greater viability and accuracy of research. The internet has revolutionized how we conduct surveys and tally results. Our challenge is we have to determine the reliability of the information and the viability for our organization.

Convenience

The Internet has revolutionized everything, the way we bank today, the way we get food virtually, from a distance through platforms like Instacart. Even the way we shop has changed making strip malls and indoor malls rethink their strategies. Digital marketing for clubs, like the entities above need to consider smart device platforms. How are you handling the transactions for your organizations? Are you online or still using paper and USPS mail? Write the Editor and tell us how the Internet has made club life more convenient for you.





Convention News!

Join us May 12—May 15, 2021 for the GFWC California Federation of Women's Clubs 118th Annual Convention. Our theme this year is Metamorphosis. It will be a fun-filled 3 days of business, awards, workshops, speakers, and ceremonies. Wendy Carriker, GFWC 2nd Vice President will be joining us—she is a speaker you will not want to miss.

Why Metamorphosis? What better word incorporates this Administration's theme of Change Is Beautiful—especially when you consider all that has happened over the last year and how we have evolved.

Thursday, May 13—"Put Your Thinking Caps On" Day

Friday, May 14—"Free to Fly with Butterfly Accomplishments" Day

Saturday, May 15—"Wrap It Up" Day

We are all looking forward to seeing the unique, creative, and inspiring ways you will dress up for ZOOM.

For the detailed CALL and registration forms, please visit cfwc.org



Supporting Internet Safety for Kids,
youth scholarships, and
The General Federation of Women's Clubs





Tips and Tools for Communications Team

If you have a well working communications team, you will not notice as they efficiently get their jobs done. However, if your team is missing an important position, then all of a sudden you are only getting 1/3 of your story/brand out to the public.

Think about your team. At a minimum, you will need:

- A Website Editor
- A Photographer
- A Newsletter Editor
- A Reporter to tell the stories
- Social Media (Twitter, Facebook, Instagram etc.)



As you collect your stories and/or data, remember to collect it all in one central location so all members of your team have access. This allows all members of the team to benefit from the information and removes delays. Plan to have quick meetings to discuss BIG ideas twice a month. Follow these meetings with assignments for each publication. Keep the team fluid so you are able to respond to stories and events as they occur. Quick reviews follow.

Websites

What is a website? A website is 24/7 exposure for your brand, a go to for events, calendars and newsletters. It should be well presented, reliable and accurate. There should be a section for members to go to behind a protective wall with a password for personal and financial information. Keep the design simple, and clean, use bold warm colors. Remind yourself and your communications team that a Website IS NOT a place for gossip, a place for negative information about your Club, members or your community. It IS NOT a place for political views or personal opinions. Keep it simple, keep it clean.

Quick Bytes

Like CFWC, organizations should consider the creation of weekly tips and tools. It should be light, short and filled with tools to help members, inform stakeholders, and communicate upcoming events.

Magazines/Newsletters

The GFWC CA Clubwoman Magazine is published quarterly, reaches a broader audience, and is designed to entertain, inform, educate, and inspire. It also provides local businesses a way to support our organization through advertising opportunities. Your local clubs have the opportunity to accomplish the same thing through the development of Club Newsletters. These items should not include tips and tools but rather provide updates on club happenings and messaging that speaks to the local community.

Social Media

The fluid publication is your Social Media. It reaches stakeholders in real time; and, based on the network of your recipients can reach thousands. While there are many platforms available, we encourage the use of Facebook, Instagram, LinkedIn, and Tiktok. Save hours by sharing posts from GFWC, CFWC, and those of your stakeholders. To help you manage your Social Media, clubs should consider using CANVA for designs and Constant Contact for scheduling.

To learn more, take classes, talk to others about their publications, share theirs and ask to have your publications land in their publications. This is a TEAM sport, **you cannot** do this alone. Create a way to make a place that your creative team feels comfortable and appreciated.

Finally, try not to tie yourself down to someone else's expectations, find a way to be original, strong and brave - forge your way through the past into the future.



A Candid talk with Senator Susan Rubio

During one of the busiest times of the year for our elected officials, GFWC CA Clubwoman had the opportunity to remotely have a candid talk with Susan Rubio, a California State Senator representing the 22nd Senate District in eastern Los Angeles County. We found her to be warm, engaging, and remarkably caring about not only her constituents, but for families across the State.

Q: How did your earlier engagement choices lead you to where you are now?

SR: It really has been an accumulation of many different experiences that have led me to where I am now - proudly representing my constituents as California State Senator for the 22nd Senate District. My involvement in the community has always been a top priority and I am very happy to share that I have been an active member of the Baldwin Park Woman's Club for more than fifteen years. I have seen the incredible efforts and significant impact that our local clubs have within our cities. The need to serve our neighbors with programs like food distributions, scholarship opportunities and community awareness events offered me a direct connection to helping others.

During my seventeen years as an educator and three years as Program Adviser and Assistant Principal, I also saw first-hand the growing needs of our students and families. I witnessed families challenged with job insecurity, homelessness and food shortages. I did what I could to be able to provide snacks and meals to students in need so that their focus could remain on their academics and not about where their next meal would come from.

The rising need for assistance led me to run for local office in my hometown of Baldwin Park, California. I was elected as City Clerk in 2005 and elected to City Council in 2009. My experience in local government highlighted the need to allocate direct resources to the San Gabriel Valley and I knew I had to affect change on a larger scale.

Q: How did holding local office prepare you for your current role as State Senator?

SR: My tenure in local government for the City of Baldwin Park from 2005 to 2018 has always been a fundamental asset to how I approach my current leadership role as a member of the State Senate. I am very proud of the efforts made during my local government career which included protecting vital services like public safety and the implementation of policies that gave women equal representation on city commissioner positions. During my tenure, we worked with state leaders to secure \$1.2 million for local parks and carried out the City of Baldwin Park's first official Arbor Day and Earth Day Celebration. We also created a domestic violence advocacy program for domestic violence survivors and helped balanced our city budget during a financially challenging period.

These local experiences have allowed me to analyze legislation through the local perspective. I approach new issues and understand the local concerns and tangible needs shared by our local leaders. This is most beneficial as I continue to do my best in representing our diverse communities within the district.

Q: If you could go back and talk to your younger self, what would you say?

SR: If I could go back in time and talk to my younger self, I would tell myself to believe in yourself and keep working hard. Even when you are most doubtful, continue to believe that you can make a positive impact in this world.



A Candid talk with Senator Susan Rubio (continued from page 19)

Q: What was your first “win” that made you confident that you were doing the right thing?

SR: When I think of this, it really wasn’t necessarily a “win” but rather a moment when I was humbled by an outpour of community support that I felt inspired to continue with my work. For example, when I passed SB 273 and SB 1141 into law, hundreds of women reached out to me thanking me for highlighting domestic violence issues. These were women from all walks of life, from all over the world sharing with me their experiences and life stories.

It started with *SB 273- Domestic Violence*, which extended the statute of limitations for survivors to report their abuse from three years to five years. This was critical because victims were struggling with self-esteem and post-traumatic stress that by the time they had gained enough courage to speak out against their abusers, their statute of limitations had lapsed.

The other groundbreaking legislation, *SB 1141: Domestic Violence: Coercive Control* was also a game changer for survivors because they will finally be able to use this type of psychological abuse as evidence to obtain a protective order. This piece of legislation coined terms like “Coercive Control” which is defined as controlling a victim’s movements, communications, daily behavior, finances, economic resources, or access to services. The term goes further to also include isolating the victim from their friends and family and depriving the victim from basic necessities. Many states have reached out to my office because they are trying to pass similar legislation in their own states, including Colorado and Connecticut.



I will never forget the amount of calls, emails, social media messages, and letters my office received from individuals reaching out to share their stories. It was in that moment that I understood the weight of my power to help change policy and that’s when I knew I was doing the right thing.

I want to thank all the Women’s Clubs across the State of California for championing the causes of domestic violence through community awareness events and programs like DVAC. I recognize there is still much more work to be done and I am proud to share that Senate Pro Tem Toni Atkins has granted me the opportunity to continue to support survivors with my recent appointment as Chair of the Senate Select Committee on Domestic Violence. This is a great responsibility I do not take lightly and I am extremely motivated to empower others to join me in stopping the vicious cycle of domestic violence.



Q: What has been a great moment for you as a Clubwoman?

SR: I am so thankful for the tremendous friendships and support that we as women have been able to provide each other. I value the great relationships that I have built with Club members, some of my best friends have come from this involvement. I have seen firsthand the need in our communities and the tremendous support that our

Clubs offer our residents through programs, resources and connectivity. Especially because this past year has been devastating for so many, I wanted to express my deep gratitude and appreciation for the work that continues to happen behind closed doors. It was a great moment of mine to be able to recognize the work of a few Women’s Clubs in the San Gabriel Valley. I am proud to work alongside you all and to be a member of some within my district.



Q: With the 2021 legislative session currently underway, is there legislation you would like to share with us?

SR: This past year has been a very challenging time for us all, and with that in mind I crafted my legislative package to address the needs of our diverse region. A few pieces of legislation that I am excited to share are:

SB 310: Cancer Medication Recycling Program which would safely recycle unused oral anti-cancer medications to patients who are not able to access medications for lack of financial status and do not get the pivotal help.

SB 487: Tobacco Education and Research Oversight Committee would increase transparency and accountability of how California State Departments use tobacco tax revenue to fund tobacco controlled programs. If we are going to get serious about preventing our children from smoking, then we need to use these resources adequately.

As a longtime educator, I also introduced ***SB 723: California Statewide Tutoring Program***, which is especially important to me and can help tackle the learning loss during school closures from the COVID-19 pandemic.

My legislative package will also continue to advocate for domestic violence protections including ***SB 23: Distribution of Intimate Images: Statute of Limitations*** which would strengthen protections for victims of revenge porn whose lives and families are sometimes destroyed by intimate partners sharing intimate photos of them.



SB 537: Child Welfare: Domestic Violence which would prohibit children from being removed from their parent for child neglect solely because their parent is a survivor of domestic violence.

Other expansions for domestic violence survivors include ***SB 536: Dissolution of Marriage: Waiting Period***, allowing victims of domestic violence to dissolve a marriage to their abuser in less than the current mandatory six-month waiting period.

I am also proud to co-author ***SB 374: Protective Orders: Reproductive Coercion***, making sure women are not forced to have children or terminate their pregnancies.

These bills are just to highlight a few, but I also have legislation on housing production in California, tackling homelessness and ensuring the welfare and health of our children. It would be great to get your support for my bills. You can do that by writing a letter of support or calling in support during the next committee hearing. Please feel free to reach out to my Legislative Director Krystal Moreno at krystal.moreno@sen.ca.gov, for further information.

Q: Are there any announcements or recent developments that you would like to share with our readership?

SR: I am honored to announce that Senate Pro-Tem Toni Atkins has entrusted me to join Senate leadership as Assistant Majority Whip. This is very exciting news as I am in my first term as Senator and have been bestowed with the duty and pleasure of being involved in impactful discussions shaping Senate priorities. I have also been tasked with Co-Chair to the Senate Wildfire Resiliency Group to tackle the oppressive issue that is wildfires in California to curve the devastating loss of life and structures. This position helps compliment my role as Chair to the Senate Insurance Committee.



Before closing the interview, we wanted to learn more about Susan on a personal level. The types of things that give you a glimpse into her personality when simply relaxing with family and friends.

Q: What impresses you the most when you meet someone new?

SR: I am most impressed by someone's genuine demeanor.

Q: What is something no one knows about you that would make them giggle?

SR: I like to dance on my own when no one is watching!

Q: What song do you sing out loud when no one is listening?

SR: The honest truth is I cannot sing at all- so I don't even try!

Q: What is your favorite personal past time? Why?

SR: My favorite pastime is painting. I absolutely love to paint. I work so hard; and, more than not I am working late into the night. But when I do find a moment, I am able to disconnect and immerse myself in the art of painting.



The Staff at GFWC California Clubwoman want to thank Senator Rubio and her team for taking the time to chat with us remotely in such a candid fashion. We also want to thank you for recognizing the hard work of all the ladies in the General Federation. We look forward to catching up with you again soon—perhaps we will be able to get you to karaoke!



For the love of a cat—A Story of Hope

By Lynn Confetti-Ledbetter, 1st VP GFWC Mount Diablo District

Eleven years ago, "Ling Yai", a seal point Siamese cat disappeared. All this time since his disappearance, Lynn Confetti-Ledbetter held out hope that he was alive and well cared for somewhere. A cat disappearing is not an uncommon story, but the return of this particular cat is! While you hear stories of people being reunited years later with their lost pets, Lynn never lost hope, but, never thought she would become one of those incredibly lucky people to get her cat back. On Sunday, March 21, 2021 Lynn received a phone call from a Veterinarian's office informing her that they had Ling Yai. "I was in a state of shock when I got that phone call! Totally

unbelievable," Lynn said.

"I drove to the vet's office in Clayton and now have Ling Yai at home with me, right where he belongs again. Ling Yai was examined under sedation when the vet discovered his microchip and called me. Believe me when I say microchips work! It has been 11 years nearly to the day since he was taken and now he is home."

Lynn says that from the day her cat was taken, she never had closure. Getting the call that reunited them has been a dream come true—a miracle of sorts. Lynn believes now more than ever that Microchipping your pet can truly work! "Sisters in Federation, please heed this story and make sure your animals are microchipped. You, to, could get a call like I did" says Lynn.

BEE a part of the Buzz...



Come FLY with US!

Let's Play— Can you Guess?

Each issue, we will use this section to play a game. For each correct answer your name will be placed in a drawing for a \$20 Starbucks gift card. At the end of the year the winners of each issue will have their names placed in an additional drawing for a \$25 Visa card.

Spring Trivia: (* closest guess for each item will be entered in the Spring drawing) Winners for each will be announced in the next issue of GFWC CA Clubwoman, along with the winner of the drawing.

1. # of hours President Pam Ament spent ZOOMING, Skyping, and using Big Marker
2. # of phone calls President Pam took and or received
3. # of emails and texts President Pam responded to
4. # of ongoing Journals currently in use by President Pam?

Please email your submissions to Editor, Lu Arredondo at wewclu65@gmail.com. You will receive a confirmation of receipt for your submission. Good luck!

Identifying your personal drive for excellence

In an interview of State Leadership, we asked what drives them to achieve excellence in their work in the General Federation of Women's Clubs. This is what they had to say. **What drives you?** Send your feedback in a letter to the editor and we will publish it in the next edition of the GFWC California Clubwoman.

Purpose



"The main reason is that I feel I have something to offer as a Leader. That feeling, the one where you know you can motivate and activate the excellence in others. That is what I strive for. If I can reach just one member at a time, then it is my honor to do so."

~ Pam Ament, President



Can Do Spirit

"I am only one, I cannot do everything, but I will not refuse to do the something I can do, said Helen Keller. I try to live by those words in the Federation of Women's Clubs."

~ Barbara Briley-Beard, 1st Vice President



Making A Difference

"My driving force stems from my determination to make a difference. No matter what I am working on in Federation it is important to me to know I have done my best, have done what I said I would do, and that I have encouraged others along the way."

~ Sonja Matthies, 2nd Vice President

Club Members

"My drive for excellence is the Club Members. When I have an opportunity to talk to someone that is using what I have taught them; and, it is working, it makes me determined to work even harder for them so that we can all succeed together."

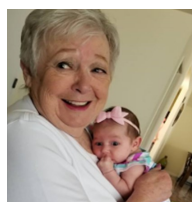
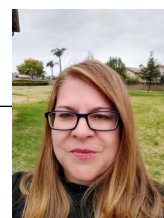
~ Sonja Hults, Communications Chair



Family

"For me, it is all about my family. I want to do what I can to provide them with a better world. A passive bystander is not part of my internal drive. For me it is about living my life engaged and not just passing through my life."

~ Lu Arredondo, Editor



Leadership

"I feel what drives me is the great feelings I have for our leaders in GFWC and those before me and active today in CFWC. With their work and participation I just want to spread our words to all to really live the 'Volunteer Spirit' each day! "

~ Valerie Barnes, Parliamentarian



Volunteering

"I have always loved volunteering; since I was a child. General Federation gives each of us a unique opportunity to volunteer in so many diverse way, each making our community a better place. This volunteering has pulled me through many tough times in my life and I thank each and every one of my Federation sisters for their friendship, support, and love."

~ Reggie Mattox, Director of Finance

CFWC April 2021 Twilight Tidbits Workshops

Dropbox: What is It and What can it do for CFWC?

Sonja Hults CFWC Communications & PR, Facebook & Newsletter Chair

As we start to create base membership in Dropbox for our State, we need to learn the nuance of advantages offered to us for our manuals, pictures, videos, and files. They can all be stored in one place: DROPBOX!

Tuesday, April 6, 2021 @ 7:00 PM



Membership: Trifolds & Elevator Speeches

Wendy Curran, Cindy Sanders, Marcia Willett, and Patsy Wilson, CFWC Area Membership Officers

Does your club have an elevator speech to encourage new membership? How do you feel about talking to strangers in 30 seconds or less about what the Federation means to you and how your club benefits the community? Learn the fine tuning of creating a trifold to hand out encouraging membership in your Club.

Saturday, April 10th, 2021 @ 7:00 PM

CFWC and GFWC History

Julie Lehenbaur, Women's History and Resource Center Chair

CFWC has a long-standing support of one of our State's most valuable and natural resources: Trees. Take a history lesson in the many ways for the last 100 years plus we have worked to save and replant the greenery we can find up and down the State.

Thursday, April 15, 2021 @ 7:00 PM



OPEN HOUSE

Pam Ament CFWC President

Scheduled during "Happy Hour", I do hope you will join us from 5:00-7:00 PM on Friday, April 16, 2021 to share with friends, have a laugh and smile! Bring a drink if you want. I am sure others will and let us just celebrate knowing that we each belong to such a fabulous group of volunteers.

Friday, April 16, 2021 @ 5:00 PM

Leadership: LEADS

Dory Kelsey, Leadership and L.E.A.D.S. Chair

What did you miss? Modern leadership calls for new ideas for creating new leaders. In 2021, our District LEAD \$ participants were introduced to many new subjects regarding GFWC and CFWC that every member would benefit in knowing. Find out what you missed and learn about Modern Leadership Training for our Members.

Monday, April 19, 2021 @ 7:00 PM



CFWC Past Presidents

CFWC Past State Presidents

The Journey to the Presidency and After – Best route to get there, the view from the top, and what can happen after. The past State Presidents of the California Federation share their paths beyond the presidency, into the realms of CFWC Chairmanships, Committees, Western States Region and the General Federation Board of Directors. What do these past Presidents know and can share in order to enhance our membership?

Sunday, April 25, 2021 @ 7:00 PM

Healthy Living Corner

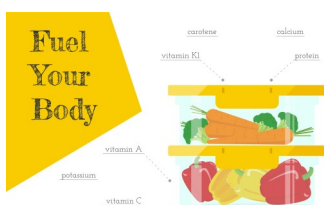
In today's busy times, dealing with pandemic Safe At Home orders, keeping a healthy lifestyle has become challenging. If you want some insights on how you can utilize what you have in your urban community, not add another expense; and feel like you can get out and breathe, you may want to consider these fitness activities for better health. After all, healthy club women make life long club women. Enjoy!

Exercise

Exercise improves many aspects of life such as increasing energy, looking & feeling better, improves confidence, happiness & mental health. There are several easy ways to get your cardio exercise in. Put on your mask and walk around the neighborhood. Use the curb on the sidewalk the same way you would in a step class. Don't feel like going out—or maybe the weather is bad? No worries, "you can use your living room to walk in place or dance to music. The key is to just keep moving." says Charles Harris, a Specialist in healthy living and sustainability.



Healthy Food



We live in a world where access to healthy food is plentiful.

- Visit your local Farmers Market for fresh produce and vegetables.
- No time during the week to cook, prepare your food early and freeze it.
- Avoid processed foods as much as possible. If it didn't come from a tree or the ground, read the labels and make sure it is something you want to put in your mouth.
- Protein fills your tummy & keeps you full longer.
- You may want to carry around fruits & vegetables/salad for a snack or a meal. Make sure it is organic. Organic fruits & vegetables are grown without the use of synthetic pesticides & petroleum-based fertilizer.



Less Sun Exposure

UV rays from the sun can lead to a greater risk of skin cancer. However, that being said, the sun is a great source of Vitamin D. Twenty—Thirty minutes a day in the sun before 10 am or after 3 pm will help minimize the risk of harmful UV rays.

Sleep

Make sure you always have the right amount of sleep. Eight hours of sleep is recommended. Good sleep helps your body release hormones to help you maintain your immune system, retain your memory & decrease any health risk.

We want to hear from you. Send your favorite healthy recipe to cfwccommunications@gmail.com and we may publish it in the next issue.

The *Yeses* and The *Noes*

Submitted by Mickie Reed
 GFWC—The Woman's Club of Indio President
 DeAnza District 2nd Vice President Membership
 CFWC Resolutions Chairman

There are many personality tests to determine if people are introverts, extroverts, judgment based, analytical or empathetic. After participating in and observing club culture, I submit to you that there are two prominent types of club women . . . The Yeses and The Noes.

Both types have their advantages and drawbacks and every club has them. Both are usually existing on every committee and board and they are mostly at odds. But, they can successfully work together.

The Yeses are the idea people. They are the ones that get excited about everything and will happily say "YES" to every suggestion. They are always present and will be involved in every activity of the club. However, their zeal can stretch themselves, other members, and resources thin.

The Noes are quiet and work behind the scenes. Their initial response is usually, "No." They are the "we have always done it this way" people. It is not that they are avoiding projects and work, they are simply practical, analytical, and require a plan.

Clubs needs both of these types. If a club only has Noes, it will never grow or change. If a club only has Yeses, its members will be worked to the bone and the club will be financially bankrupt. But the balance of these two opposing types, can bring a club to new heights of success.

If Yes is dealing with a No, they need to understand that the No hates impulsivity and surprises. The Yes must plant seeds with the No and let them grow. They need to approach the No with a solid, well-thought out plan. Do not rush it. Give advance notice to the No that you will be presenting the idea and bringing a plan. By the next meeting, the No, will not be resistant to the discussion and there will be a good chance of success. The Yes needs to learn patience and to listen. The No has some really good input and can make the event/project immensely more successful.

If a No, is trying to curb an over-zealous Yes, the No should show some encouragement for the idea, but ask the Yes to provide a solid plan at the next meeting. Ask the Yes to address the cost of hours and money. The No should get the information and ask for a short time to consider it and think it through. The No should be open to the ideas presented by the Yes, not just look for every negative. Suggest a different time for the project or suggest adjustments to make the project more efficient.

Throughout all time, there will be Yeses and Noes in every club. Do some soul searching to evaluate which camp you are in, and in every group identify what type you are dealing with. Always be respectful and learn to appreciate the respective strengths of both the Yeses and the Noes. Remember as Jane Addams wrote, "The things that make us alike are stronger and finer than the things that make us different."

Shot @ Life

GFWC CA Clubwoman had an opportunity to learn more about GFWC Affiliate group Shot@Life. The impact on human life is immeasurable and our ability as an organization to mobilize and effect change has created hope across the globe.

Q: How did Shot@Life get started? What was the vision behind the beginning of the movement?

S@L: The United Nations Foundation's Shot@Life campaign was created to help expand access to lifesaving vaccines for children across the world. Building on the work of the United Nations Foundation, the Bill and Melinda Gates Foundation asked the UN Foundation to lead a new campaign to build support among Americans for global childhood vaccines. The grassroots advocacy campaign seeks to empower its Champions to advocate to their members of Congress for vaccines as one of the most cost-effective ways to save children's lives worldwide.



Q: What are some of the easiest ways for individuals to get involved?

S@L: Our grassroots Champions receive training (shotatlife.org/training) to help them advocate to members of Congress, utilize advocacy tools to help amplify our mission, and fundraise for vaccines. But you don't need to be trained to get involved! The easiest way to get started is by signing our petition at shotatlife.org/petition. Another easy advocacy action is to engage with our social media channels. Follow us on [Twitter](#) and [Instagram](#) @ShotatLife and on [Facebook](#) @ShotatLifeCampaign. You can also visit shotatlife.org/social for our latest toolkits with pre-drafted messages and graphics that you can customize and share with your social networks. You can learn how to get more involved at shotatlife.org/take-action.

Q: What challenges have given you the biggest lesson?

S@L: The COVID-19 pandemic has uniquely challenged us all. Disruptions to routine immunization programs have threatened to erase decades of hard-won vaccine progress, while devastating fragile healthcare systems. With help from our supporters, Shot@Life and our UN partners have worked diligently to raise awareness and funding to support global health infrastructure—not only to make up for lost time from the pandemic, but to help prevent future pandemics in the future.



Q: What was your first “win” that made you confident that you were doing the right thing?

S@L: The Shot@Life campaign is entering its 10th year of advocating for childhood immunizations and celebrating our many “wins” over the years. In the past 10 years, we've grown our network of enthusiastic grassroots advocates, who have helped double U.S. government investments and protect tens of millions of children from infectious diseases. In August 2020, the world celebrated Africa's wild polio-free certification—a huge milestone in the effort to end polio! In February, Shot@Life hosted its 10th Champion

Summit, held virtually this year, due to the pandemic. With more than 185 attendees who reached a record 180 Congressional offices, this historic event served as a reminder that we're on the right track.

shot
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Join us throughout April to
advocate for global childhood
immunization programs to
Congressional offices!

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VISIT BIT.LY/A2V2021

Q: What are some examples of advocacy efforts that have been effective?

S@L: Since Shot@Life launched in 2012, our Champions have held more than 1,800 Congressional meetings and taken more than 216,000 online actions in support of global immunization programs. These actions have helped protect over \$5.17 billion in U.S. government funding and \$26 million to support the work of our UN partners. Signing our petition is an easy and effective way to support our cause. Visit: shotatlife.org/petition. Engaging with our social media channels is another great way to get involved. Visit shotatlife.org/social/ for our latest toolkits with pre-drafted messages and graphics that you can customize and share with your social networks.

Q: What are some of the important metrics that you wish every individual knew about Vaccination

S@L: Around the world, a child dies every 20 seconds from a disease that can be prevented with a vaccine. Funding for global vaccine programs is less than 1% of the U.S. federal budget, but this funding helps save 2.5 million lives every year. Thanks to vaccines, the global incidence of polio has decreased by 99.9%, and an estimated 16

million people are walking today who would have otherwise been paralyzed by the disease. Measles vaccines have saved more than 23 million lives since 2000. It costs less than \$2 to fully immunize a child against measles and every \$1 invested in measles and rubella vaccine programs yields a \$58 return. Vaccination coverage rates for pneumonia reached 48% in 2018—as high in the developing world as they are in Western countries. Using rotavirus vaccines in low-income countries can save \$68 million in treatment costs every year.

Q: How has COVID-19 impacted Shot@Life's work?

S@L: Like many, the pandemic caught us by surprise. With the historic development and global roll-out of the COVID-19 vaccine, vaccines are top of mind for most. They are a true testament to how diseases do not respect borders. Shot@Life has spent a decade advocating for global vaccine access. Now, the pandemic has highlighted the enormous value of vaccines and equitable access to them. While COVID-19 has taken a massive toll on global health, it is also an opportunity to mobilize. We envision a fairer, healthier world where everyone, everywhere has access to lifesaving vaccines.



Club Life



Woodland Hills Woman's Club, Terry Cook at My Stuff Bags in Westlake Village picked up 120 gym bags stuffed with basic essential items to be delivered to homeless girls housed at Optimist Youth Homes (Pacific Lodge) located in Woodland Hills.

Hemet Woman's Club members filled hand-made origami boxes with candy treats for staff and volunteers at Hemet Hospital, for Valentines' Day. They left plenty of wrapped candy in dishes for guests and anyone in need of a double dose of sweet treats.



Members also joined MilVets, a 501(C)(3) organization in packing military care packages to go overseas to deployed men and women serving our country.



Camp Anza is a 33 family housing unit specifically for veterans. The housing units are built around a WWII "officers club" which serves as a community rental holding up to 450 guests. Part of the club is a museum. The inside architecture is the original wood and design. Members of the **Riverside Garden Club**, for the second year, supplied family members with soil, vegetable plants, and mulch to re plant individual family boxes. They were so enthusiastic about their yield from last year, stating how much the fresh vegetables helped economically, when hit hard by the virus.



Several members of the **Riverside Woman's Club** donated patriotic fabric to Quilts of Valor. QOV is a nationwide quilting organization who's goal is to gift a patriotic quilt to every service member. At present 267, 228 quilts have been gifted. Sgt. Kimberly Morgan served in the army from 1988-2003. To honor her service, she was presented a Quilt of Valor on February 24, 2021 at the RWC clubhouse. She has maintained a life of service by going on to serve in the Air Force as an auxiliary officer and presently is serving on the Coast Guard auxiliary boat crew. Kimberly is the recording secretary for the 2020-2022 administration at RWC.



In February and March of 2021, members and friends of **Woman's Club of Cypress** have made 100+ surgical gowns for child patients being helped by Operation Smile, a GFWC Affiliate Organization.



The Dublin San Ramon Women's Club assemble card making supplies...grab our masks and meet safely at someone's house. Armed with little muffins, fruit and cookies, we sit for a couple of hours and make cards for Hope Hospice, St. Jude's, Meals on Wheels, and shelters.



For the month of February, **Fowler Improvement Association** collected cash donations for Cup of Joe for a Joe. We collected \$500 and were able to provide 200 cups of coffee for our service men and women deployed overseas. In December the members purchased lap blankets for the residents of The Harvest, a senior living facility in Fowler. Pictured are Marivel Suleveris, Parliamentarian - Susan Galindo, Publicity; and, Marina Mendez, the Community Service co-chair. Not pictured is hospitality chair, Henrietta Martin who helped Marina and Susan put bows on the blankets.



Moorpark Women's Fortnightly Club

members distributing baskets to the winning bidders after a successful week-long online auction. The monies from the auction help fund our scholarships and community programs.



Somis Thursday Club March service project had an amazing response. Members plus their families and friends donated lots of bras, undies and feminine hygiene products that will be going to The Lighthouse for Women and Children in Ventura for distribution to homeless women. 2nd VP Kay Morgan's van was very full after everything was loaded. Annabelle, a volunteer with Lighthouse, was overwhelmed with the amount of donations we provided.



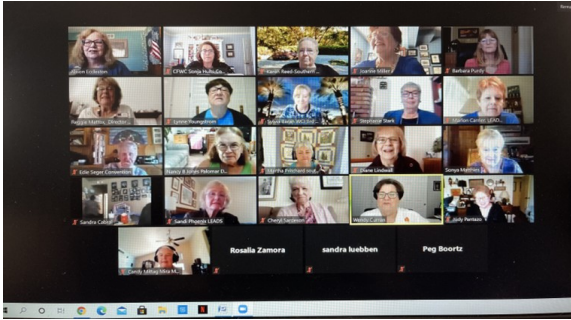
The Tracy Woman's Club held an event at the Downtown Tracy Farmers Market to garner new membership applications, increase Community awareness about Human Trafficking; and, raise money for "Operation Underground Railroad", who works to end Human Trafficking (www.ourrescue.org). Goals for the club were all surpassed with more events planned for the future. Pictured in the first photo from left to right is Coél Mahal, and committee members Linda Agustin, and Debra Padaong.



Members of **The Woman's Club of West Covina** helped serve food to Veterans on St. Patrick's Day in March. In addition to helping serve food, the ladies also donated \$200.00 to help The VFW cover costs for the day. Pictured are from left to right Beverly Wheeler, Gayle Mason, Yvonne Diaz and President Nancy Anzalone. Not pictured is member George Ogden, Commander, who was also present. A total of 76 Veterans were served.

Meet your LEADS

By Dori Kelsey



This Year the Leads Seminar was a little shorter and we met on Zoom for 16 hours for interesting classes. We had all sorts of training for our 9 ladies from 9 districts across California. We had parliamentary law, amenities, goal setting, planning, GFWC & CFWC history, public speaking, membership, finances, Quick Bytes and how to do a video selfie. Instead of having everyone give a one minute speech we had each of the 9 ladies do a one minute selfie that was put into a power point and that was shown as our report to the CFWC Board at the Board meeting. It was a lot of fun and something a little different.

A genuine leader is not a searcher for consensus, but a molder of consensus

Martin Luther King Jr

LEADS REPRESENTATIVE FOR CALIFORNIA—TAMRA FEITO

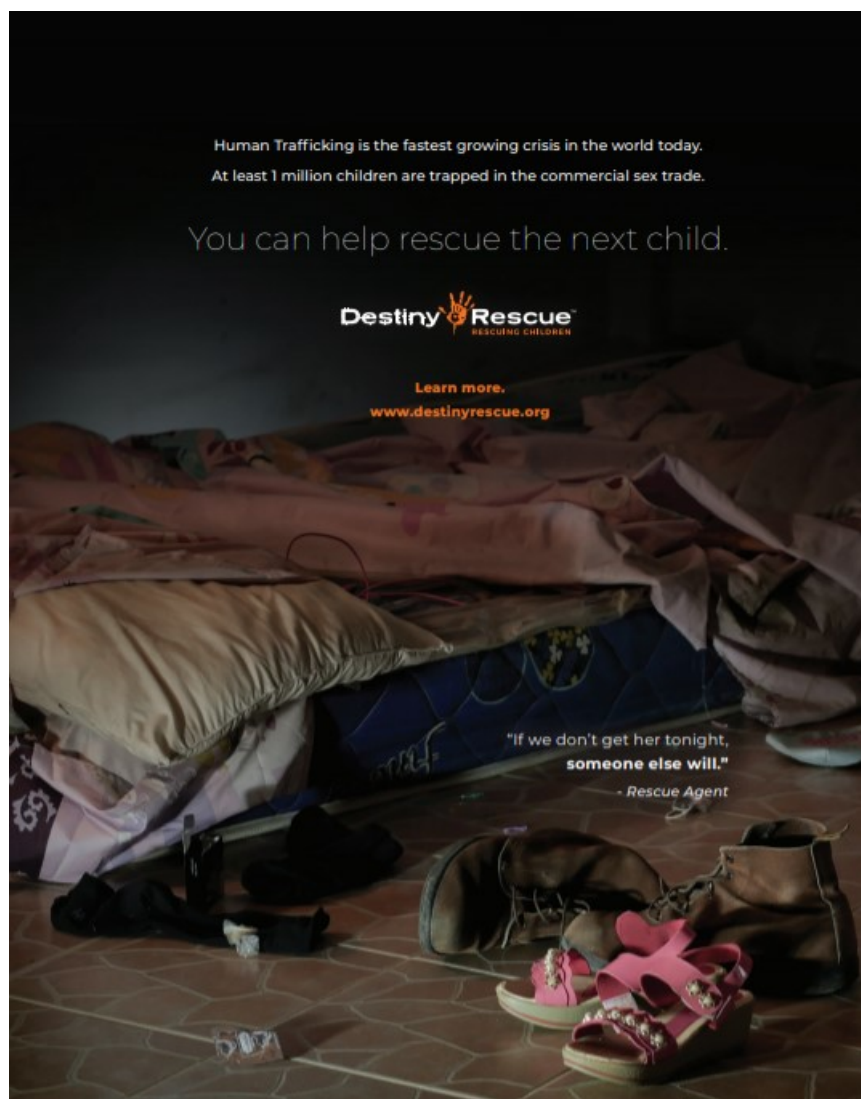


GFWC CA Clubwoman caught up with our California LEADS Representative to International Convention in Atlanta. Tamra is from the Moorpark Women's Fortnightly Club. During a recent interview, Tamra stated "I am honored to serve as the LEADS representative". She is excited to expand her training and knowledge at the GFWC Convention in Atlanta and has a "goal to help grow our membership to continue to meet the ever-changing needs of our communities".

Tamra is a woman of many goals and has clear vision as to how she will utilize her role to help others aspire to leadership; as well as, how she will inspire youth. "I will make myself available to clubs in the district to share what I've learned. I believe the best way to inspire others to take on leadership positions is to step forward as a positive leader who is open to listen to new ideas and is flexible enough to lead through even the most difficult circumstances. This last year has taught us that life can throw us a major curve ball at any time. We have to adapt to new ways of doing things to keep members engaged and energized." said Tamra.

As role models for other clubwomen and the youth in our communities, Tamra recognizes the hard work made by clubwomen across the State. "I'll work to enhance and grow our current projects and start new programs that help fill the needs of the youth in our state. Whether providing reading programs, art fairs, collecting school supplies or addressing even more serious issues like food insecurity, domestic violence or homelessness, I will continue to work in my club and district to engage members to volunteer and support our programs with CASA, My Stuff Bags, Interface, our local food pantries and more. We can definitely make a difference!

We wish the very best to Tamra on this journey knowing she is representing California incredibly well. We cannot wait to hear all about her experience after the Convention and want to also congratulate all district representatives that participated in the program.



See the Summer Issue of GFWC CA Clubwoman for our exclusive interview with Destiny Rescue and their rescue missions.

Club Life

(Continued from page 30)

Lompoc Alpha Literary and Improvement Club donated gifts to local shelter children. Pictured are Anna Dinter and Barbara Nyman, who helped collect the gifts



There is an under-served assisted living facility called Ambassador Gardens we have been supporting for several years. We have brought various holiday items, hand-made lap blankets, activity books, et cetera. On Tuesday, March 30, 2021, some members of the Craft Section of the **Canoga Park Women's Club** (following COVID-19 protocols) paid a visit and delivered a box full of Easter Bunnies, Chicks, and Sheep they made from recycled CORKS! Ambassador Gar-

dens will gift them to residents and display them in the common areas. They appreciated the gifts! Thank you to Kasey Ford, Fayleen Harmon and Alice Brown of our Crafts Section. Lovely work, ladies! Pictured are Fayleen & Kasey packing them up, so Fayleen and President Barb White (second photo) could safely deliver them.



The **Woman's Club of Rialto** delivered Valentine cards for the Veterans at the VA Hospital in Loma Linda and Valentine cards to members who were isolated due to illness or the COVID quarantine. We also sent Easter Cards and Spring Greetings to all of our club members. The club women who volunteered to address, mail, and/or deliver the greeting cards were Trudy Barton, Frances Dominguez, Kathy Holm, Sharon Hughes, and Linda Wooten.





Before we say goodbye

This is a whole new era. In spite of the pandemic and the rules of social distancing, it has never been easier to sit down and conduct an interview. I imagine our State President, Pam Ament, at her desk with a nice cup of tea, her journals logistically placed near her to ensure she stays on top of all her duties, a smile on her face and a childlike pleasure to start the day. It has been quite the year under her leadership—a year of metamorphosis and positive change. Before passing the baton to her successor in a few months, GFWC CA Clubwoman wanted to learn more about the woman behind the post. Questions from our most enquiring minds were posed, the answers may surprise you.

Q: When did you first aspire to your current position within the Federation?

Pam: In 2004 I was the Marina District LEADS Candidate and attended my first CFWC Executive Board Meeting, I loved the dynamic immediately and knew that I wanted to bring my talents to the Executive Board of the State. Moving into the Presidency was a goal I set for myself at that time and knew it would happen when it was meant to be. Sixteen years and many positions later, here I am. In my heart I know that this is "my" time, this is the "where" - I was meant to lead California.

Q: How did your earlier engagement choices lead you to where you are now?

Pam: The choices I have made in my leadership path were easy, I took my time and learned the steps along the way. Fully serving 2-year terms in each job, both at District and State, has made my path rich with friends and knowledge. Also, serving as a CFWC Chairman twice was an invaluable experience enhancing my jobs as a CFWC Officer. While patience is not easy, I believe that as a Leader, you must be patient.

Q: What challenges have given you the biggest lesson?

Pam: Believe it or not, the challenges I have encountered have been ones of words: "Gossip", "Change", "We Have Always Done It That Way". These three items have been my biggest challenge over the years and I have faced them head-on. I remember using the word "gossip" in a speech at a State Board Meeting as an Area Officer, there was a gasp from several in the Assembly. I had the same experience with the word "Change". So, I kept on saying them until people stopped gasping. "We Have Always Done It That Way" are the 7 most dangerous words uttered by anyone...just my opinion. Personally, I face my challenges with my strength and conviction.

Q: What is the biggest risk that you have ever taken?

Pam: I left a lucrative Theatrical career as a Producer, Director, and Choreographer in order to be President of CFWC. I have not lost those talents though, I use them just about every day as the CFWC President. In fact, putting together the State Board Meetings and the upcoming Convention is very much like mounting a major musical production.

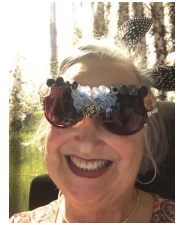
Q: If you could go back and talk to your younger self, what would you say?

Pam: Stay the course: you are going to be fabulous!





Q: How did you prepare for your current role?



Pam: Well, this is a hard question: how do you prepare for a Pandemic Presidency? I had a lot of plans for my Presidency in California, let's begin there. I was determined to bring some new things and changes into this Administration and I was allowed to bring some change and new in the last Administration. We started our own CFWC Color Guard in the last Administration which was a dream of mine. We have expanded that idea in this Administration by allowing the Districts that want to become a part of that Color Guard join in that experience. Electronic was one of the biggest preparations I had made plans for. Going electronic with Report Writing was huge in the last Administration! It really set the stage for the fact that it was time to take CFWC into the online realm of offering subscriptions for members to watch Workshops and Speakers via Zoom, (not every member can afford the time or money to attend meetings). I worked with the District Deans of 2018 - 2020 to set all of that up, when the pandemic hit, we had a ready-made group where some knew Zoom well, some not so much, but it was comforting knowing that we had set the process and idea up earlier. We are now offering Workshops and Meetings via Zoom and that is fabulous.

Q: What was your first "win" that made you confident that you were doing the right thing?

Pam: I don't really think in terms of "wins". I look at steps and evaluate from there. This question is easy: Workshops on Zoom are a huge hit, so much so, I had to ask someone to take on the reservation system because of the time involved. I can plainly see that Zoom, or another platform like it, will be part of our Federation Future Life. We can see that Workshops are plentiful and needed. We are meeting people in the Workshops that we would not necessarily meet at a Convention or State Board Meeting. Our CFWC Committees are meeting and getting more work done via Zoom than previously in-person. Will Zoom replace in-person: no, but it will enhance it and our business will change for the better because of it.

Q: How do you avoid being complacent in your own membership?

Pam: I try to be a member of at least one committee at the Club every year...but not this year, or next year. My time is currency and I knew as the CFWC Dean, I had to give up my positions at District and I did. This year, I had to give up any committee work at the Club. As a Leader you need to remember that your time is your currency...spend it well and don't ever settle into forgetting where you came from in the first place. Be present when you can at meetings, be kind and be respectful of all members. Those things keep you from falling into complacency.



Q: What does a typical day look like for you?

Pam: Things happen...I try to spend my mornings only online with Federation Business so that the rest of the day is spent with family and home. However, that is not always possible because as said: things happen. I receive an average of 5 phone calls and about 40 emails a day. I try to stay on top of them, obviously some need more attention than others. Yesterday and today have crept ultimately into a clean-up of a messy situation better left unsaid for now. Literally it is like the blob and takes up all of my time.

Q: What impresses you the most when you meet someone new?

Pam: Their authenticity. I taught Acting for a living and I can tell a fake before they even speak. When someone can be themselves with me and show me who they are just by shining through, I am impressed. I have met so many Federation Friends that way...no ego or thought to impress, just themselves: that is the best gift anyone can give themselves or me.



Q: How do you define success as a clubwoman/man?

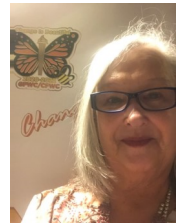
Pam: I think success is overrated. Success is a word that is completely subjective and can really only be rated by the person involved. I think that if you can end your day knowing you did your best and made a difference: you are indeed a marvel.

Q: What is something no one knows about you that would make them giggle?

Pam: I love to laugh and will stop to watch "I Love Lucy" when I see it come up while channel surfing. It doesn't matter how many times I have seen the episode, it is like the first-time-every-time I see it. Also, I was raised by my Father and my fraternal Grandparents, I was not allowed to watch television as a child except for one hour a week: The Wonderful World of Disney. This was required while I was growing up, all the way into my late-teens. Thomasina and Pollyanna were my favorite Disney movies from the 60's and they still remain my favorites to this day.

Q: What is one question you wish an interviewer would ask you? If asked that, how would you respond?

Pam: Oh my goodness...who inspires you as a person? I would have to answer with a list: Maya Angelou, Margaret Thatcher, Anne of Green Gables...these women persevered and I could read their works all-day long fiction and non-fiction.



Q: What song do you sing out loud when no one is listening?

Pam: Anything from Janis Ian and then a few...all from musicals: Memory from Cats, Crossword Puzzle from Somewhere Here, Somewhere Now, The Stepsisters Lament from Cinderella to name a few.

Q: What is your favorite personal past time? Why?

Pam: I love to read, sing and dance. I still like to take vocal classes. Now that we are socially distancing, that cannot happen, so I love to walk Dexter, the German Shepherd and we walk about a mile a day. I also start each day with meditation, journaling, and reading cards. Cooking is also a great way for me to work out what is going on in my life.

I don't know about you readers, but the next time we meet in person, I will be looking for our Past President, Pam Ament to hum us a few chords and tell us about one of her favorite books. I will definitely be looking for those famous journals.

Madam President, make no mistake, you have inspired, you have lead with dignity and grace, and you have created a path that is aspirational to so many. Thank you for sharing your answers to our questions and congratulations on what is sure to conclude a most spectacular year!





Celebrating 130 years of Community Service The Fowler Improvement Association

The Fowler Improvement Association was organized in 1890. In 1900 they joined the National Association of Federated Women. Ten years later their clubhouse was built. Thank you Yvonne Hernandez for providing us with the wonderful picture of your clubhouse!

As the community of Fowler continued to grow, these forward thinking women provided a Reading Room, which in 1912 became the Fowler Library. In 1920 the club began giving scholarships to youth in the local community—a tradition that continues to this day.

Throughout the club's history, the women have maintained their support of the environment and the National Forest. In the early years, the women planted trees to establish a community park and cemetery. Over the years, flowers have been planted at this mini-park and roses at the cemetery. When the new hospital was built in 1940, the nursery was furnished by The Fowler Improvement Association. They are proud supporters of Pennies for Pines as well. In addition, the club continues to recycle. They utilize the monies raised to benefit hearing dogs, handicapped kids, abused women, senior citizens, and Veterans.

Amongst their many traditions, the club continues to support the annual Christmas decorating contest—a contest begun by the club in 1930!

When you have a moment, send the club a note to thank them for their dedicated service over the years; and, to congratulate them on the impact their service has made.

Unmasking Our Creativity—Virtual Art Show By Bonsall Woman's Club

The highlight of the March 4th Zoom general meeting of the Bonsall Woman's Club was their program. It was their first Virtual Art Contest and Show program: "Unmasking Our Creativity". It featured the talents of their very own members. This program was made possible by the Program Chairman and a member, who knew how to use Microsoft Power Point, a presentation program.

When the members learned that this year's Palomar Art Festival was cancelled, it was suggested that the club hold their own Art Festival as part of the March program. Within a few days, the announcement went out to the membership. There would be four categories: Photography, Crafts, Fine Arts and Writing. Members could submit one item per category. It could either be made or taken within the last two years. Members were to submit a photo of their entry via email to the program chairman. By the entry deadline, 31 entries were received.

After numerous test runs everything was ready for the big day. The entries were grouped by category and because this was a voting contest, the name of the member was omitted. The beautiful slide show included background music and a text description of each item. After each category was presented, everyone had the opportunity to vote for their favorite. Anyone missing the Zoom voting was able to see the entries on the BWC website and vote there. Each category had a "Best of Show" winner. They received recognition and a nice award.



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GFWC California Clubwoman (USPS 085-180) is published by the GFWC California Federation of Women's Clubs four times a year—Spring, Summer, Fall and Winter.

Member Rates

Yearly Member printed copy rate: \$8.00 for individual member; \$6.00 for 100% club participation

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Non-Member Rates

Yearly printed copy rate: \$20.00

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Make check payable to GFWC/CFWC and mail to Lu Arredondo, Editor, 6280 Lee Ct, Chino CA 91710. Confirmation of receipt will be sent via email upon receipt. Please send all email correspondence to cfwccommunications@gmail.com using CA Clubwoman in the subject line.

*The best way to find yourself is to lose
yourself in the service of others.*

~Mahatma Ghandi



This issue of the GFWC California Clubwoman is dedicated to our former Editor in Chief, Sandra Lucas. Sandra dedicated herself not only to the Federation of Women's Clubs but to also producing a magazine that would inspire, inform, and connect women (and now men) across the State of California. She may be gone, but she will never be forgotten. She will forever remain the wind beneath our wings.





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The Spring 2021 Edition is all about the beauty, elegance, and inspiration within the Metamorphosis of Women.

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