

GFWC CALIFORNIA CLUBWOMAN



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Learning From The Lotus



Winter Issue 2022



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GFWC California Clubwoman is a magazine designed to inspire, educate, inform, and entertain individuals in the works of humanitarian service. It is a lifestyle magazine that features content about technology, health, leisure, club life, culture, & community development. The Winter 2022 issue is about resilience, accomplishment, and learning from the Lotus.

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A NOTE FROM THE GFWC CALIFORNIA PRESIDENT

Dear Readers,

Welcome to our 2022 edition of the California Clubwoman Magazine. As we stretch our wings to fly into a new year and a new way of living, I find it fitting that our theme this month for the California Clubwoman Magazine is *Learning from the Lotus*. The current CFWC Administration Motto and Symbol, *Change Is Beautiful* under a Butterfly, shows that change is a transformation, and the butterfly is a symbol of emergence. The Lotus represents both transformation and emergence, both picturesque with just a touch of courage to add to the strength we need to face a New Year.

I have often viewed the lotus flower as one of countless angles and degrees of openness. Floating atop fluidity and stillness, the lotus flower opens its blossom to a full array of 180-degree beauty, while reflecting below on the surface a mirrored lotus, presenting even more beauty. Each lotus blossom is different from the next, unfolding the individual petals into various directions. The lotus is a simple beauty and one contemplated upon for eons.

We are like the lotus blossom, sitting still and opening to the life we will embrace in 2022. We open to the angle and degree we are comfortable with. I am at a full upward angle now, reaching for the sun, moon, sky, and stars. I hope that as you enjoy our Magazine this month you too shall contemplate your transformation and the angle you are emerging into as we enter this New Year, this new time.

Happy New Year!

Luv, Pam

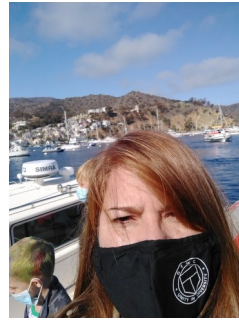
From the Editor

Dear reader,

This edition of the GFWC California Clubwoman Magazine gives you an inside look at the magic and essence behind the work of our clubs.

If someone would have told us 2 years ago that we would be mandated to be safe at home with limited and no contact with others, socially distance, and survive a global pandemic, we would have thought it impossible. Like the Lotus, we have come through the murkiest of waters and have persevered. Moreover, we blossomed into areas we did not think was possible. As we continue to evolve into our new normal, I hope that we will remember all those that have passed on. It is in their magic that we have been able to create our own.

I would like to remember Sandra Lucas one more time as we close out 2021. I thank her for her legacy of Clubwoman, but also for her legacy as a clubwoman. She was an angel on earth. It is in our work and our continued humanitarianism, in our random acts of kindness, and in our work to do good in the world that we honour her most.



As you look back on 2021, remember that our Strength United makes us Stronger. In this issue we Quilt a Hug, we address human trafficking, we share ideas about blogging, we learn from leadership, and we celebrate the work of our sisters in Federation. May 2022 find you all prosperous, healthy, and Federation Strong. We may be miles apart, but together we make a difference. We are hoping that you find this issue helpful and insightful. Happy Reading!

Lu Arredondo
Editor-In-Chief



*** Christopher's Closet Update

In the October issue, an article regarding Christopher's Closet was run. We would like to note that the pajamas are being collected by the Diamond Bar Woman's Club and NOT the Department of Child Protective Services. Christopher's Closet is a pajama collection project started by a high school senior, supported by his school district administration, that within 3 months collected 35,000 pairs of pajamas. The pajamas were given to the local DCFS and CPS. The project lasted several years before ending. Recently, the students' mother, Marilyn Marie, a member of the Diamond Bar Woman's Club, has brought Christopher's Closet back and is again accepting donations.



Barbara Briley-Beard
1st Vice President, Dean

Dear Members and Friends:
 I am proud of your accomplishments with ZOOM and learning how to navigate a digital world during the pandemic. With ZOOM going well, I am grateful you are willing to give Dropbox a try for the 2021 report writing year.

Our Communications team, led by Sonja Hults and comprised of Debbie Pietraszko, Lu Arredondo, Vicki Holden, Linda Queen, and all their helpers, will help take us into a new year. Their efforts will take report writing and California Clubwoman to places we have never been before—and designed to support you better and provide platforms to help with membership.

While putting up our Christmas tree, the lights did not work and we had to purchase new ones. Now, 950 new white lights later, it makes me reflect on the 10,017 strong members of CFWC and the importance you play in my own leadership journey.

Decorating the Christmas tree with different ornaments caused me to reflect on our diversity, and how special and talented we each are—allowing Federation to shine. In the many Federation/Reciprocities, Area meetings, Board meetings, CFWC Conventions and GFWC meetings, I saw first hand how busy we are—busy as Honeybees! This special project of President Pam has taught us all a great deal.

The garland on the tree reminded me how we are all connected through our many projects. “Strength United is Stronger” is reflected when we review the reports and bring the statistics together. Our cumulative effort is impactful—what a difference we all make!

The angel on the top of the tree shows me how we emotionally support each other, in good and bad times, we are always there for each other! To laugh, talk and cry together! Then to be the guardian angel for one another when we need a kind word or helping hand.

When the lights went out on the tree I thought about the Sisters and friends whose lights have gone out in the last two years and the blessings they brought to Federation. They will not be forgotten and we are

blessed to have known them. They were Angels on earth.

The tree is done, all the lights are on, and shining brightly, just as each of you shine brightly.

In 2022 we will continue to stand side-by-side, working on projects, recruiting new members, and sharing our lives together.

We will celebrate all of you, your energy and commitment to Federation at the CFWC Convention in May.

Hoping your Holiday Season was merry and bright. The communities you serve are better as a direct result of your efforts.



Sonya Matthies
2nd Vice President Membership

Our brand is “Strength United is Stronger” and the CFWC Logo. It is important that we need to realize the permanence of these two items since we change Administrations every two years!

Our club memberships are an important part of who we are and part of our primary focus. We need to ask ourselves, “What can we do to reach every member of every club?” Our readers and business owners are asking the same question in terms of reaching their customers, their employees.

CFWC presently has 10,017 members with 1.6%, on average, being reached via online platforms. Engagement continues to be the key while we wait for in-person meetings to grow.

President Pam reminds us that we are branded by association with GFWC motto and logos as well. Alignment in our branding creates the permanence we are striving for in our brand integrity.

An interesting note: In 2015 and 2015 members were polled regarding their thoughts on updating our logo reflected resistance to a change. This is the permanence that membership holds to.

Let us reflect on the question of engagement and be sure to share your ideas.

Area News



Cindy Sanders
Area A Vice President

Membership Renewal Letters Influenced by a Pandemic

Membership renewal letters play a very important role in your Club because every member makes the decision to renew their membership when it expires. As we approach the new Club year, it is time to think about how to make your renewal letters compelling and inviting. The pandemic has challenged many Clubs, making membership retention more of a challenge. Our resilience as Club Women needs to shine in the communication that is sent out. Yes, we have been challenged but look at what we have and will accomplish!

How do you convince members to have a positive response to your renewal letter campaign? The way that the letter is written will have a big impact on creating the positive response that every Club needs to maintain their membership. Let's look at some components of a Renewal Letter.

(1) Make Sure Everything is Accurate—It is essential that your membership data is accurate and up to date. The physical address, email address and phone numbers for your members should be up to date. Misspellings and typos make your Club look unprofessional and may offend recipients. Make sure that your records are current.

(2) Be Personable and Friendly—A friendly, personal letter written to your members will help to make a personal connection with your reader. Try not to be stuffy or too formal. Even if members are interested in your Club and our organization, it is imperative to make them feel welcome. So use personalization by addressing each member by name. Show interest by adding a sentence or two wishing them well and that they are thought of highly. During these challenging times, try to keep the letter upbeat and positive. Avoid trying to make members feel guilty or pressured.

(3) Membership Benefits—By reviewing the benefits of membership long term members as well as newer members will be reminded of all of the wonderful reasons to be a member of your Club. Summarize the accomplishments, activities and awesome events that your Club does. This is not the time to be modest, go ahead and brag! This is also a good time to discuss your goals and how your Club is planning to make an even bigger difference in your communities and our world in the upcoming year.

The purpose of the Membership Renewal Letter is to motivate your members to rejoin by renewing their membership. Consider ways to make the process as easy as possible. Does your Club have the ability for members to join by visiting your Club Website? If not, using the postal service can be simplified by including a stamped and self-addressed envelope.

When members do renew, it's important to show appreciation by sending a thank-you note by mail or e-mail. This acknowledgement lets the member know that they are appreciated and that their check or payment has been received.

The timing of the Membership Renewal Letter is quite important. If you send it too early, it is highly likely that it will be set aside and forgotten. But you do not want to send it too close to the renewal date to allow for time to call the member or send a second letter if a response is not received.

Enticing members to renew is essential to the success of our Clubs. Get the wording just right, make the letter warm and inviting and keep the process simple. Then welcome your members back with a thank-you and your Club Membership will continue to thrive!

Area News



Getting to know Patsy Wilson—Area B Vice President

By Cathie Hollins

I recently caught up with Area B 2nd Vice-President Patsy Wilson. She was gracious and warm.

How long have you been a club member? 18 years

Where is your home club? I am a member of the Diamond Bar Women's Club

What is your biggest challenge in being an Area VP? Trying to visit all the clubs in Area B. However, Zoom has been very helpful and I do miss the Zoom workshops!

What has been your biggest reward in being an Area VP? Friendships – connections in clubs and outside affiliate organizations. I am the Veterans and Military Chair for Diamond Bar Women's Club and this has been a wonderful experience also.

Tell me a little about Area B and how it can help change the world. I would love to see CFWC as a more noticeable brand like Rotary and Kiwanis and I think that would be helpful in our Area B change the world.

How can Clubwomen “Transform” the world around them? By bringing attention to clubs and their positive impact on their communities – by being aware of resolutions and how to bring action and then follow through. We as clubwomen need to be more involved in legislation and get to know laws that affect our communities.

What does Patsy Wilson love? I love my husband, daughter, son-in-law, grandson and grand-daughter. I love God and attending Bible Study weekly. I love playing slots and eating spaghetti.

Patsy is available to support your membership needs and help share ideas across Area B.



Marcia Willett Area C Vice President

We are all aware the acquisition of Members is constant and never ending. Many articles have been written about recruiting; however, we see few on the education and training of new members once they pay their dues and start attending meetings. I have often heard conversations among established members lamenting the fact that new members do not understand the organization from club to GFWC level. Whose problem, is it? Hint: it is not the new members.

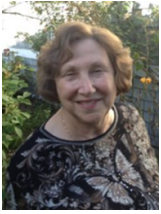
You cannot expect someone who has just joined to really have a firm grasp on the intricacies of our organization within their initial year. Some of you are thinking we are just a non-profit, so what is there to know? A lot. For instance, do members understand the bylaws, what they mean, how are they enforced, who writes them and who gets to vote on them? The same is true for nominating leadership, at the club, district, state or GFWC level. What positions are available, what are the qualification for those positions, and who gets to vote on filling them? The list goes on. What does District, CFWC, Region or GFWC mean and how does the hierarchy affect the individual member? And what are Resolutions anyway? These are the basics of membership, and it all starts at the club level.

The club membership chairperson or officer is responsible not only for acquiring new members but for educating them as well. This can easily become too much work for one person, so consider forming a membership team. This team could consist of the club President, Dean and members who serve on District or State. Each membership team member will bring a distinct perspective to any training, orientation, or information session you hold.

Furthermore, experience has shown that keeping such sessions to an hour each time and choosing one topic to really expand on is an effective approach. Take care not to overwhelm new members with too many officers or chairpersons

~ continued on page 10 ~

Area News



Marcia Willett
Area C Vice President
(continued from page 9)

at once. Slow and steady will help promote the retention of this knowledge. Prepare an agenda for each session, giving the new member a copy so they can make notes, and always leave time for questions.

Besides the new member training, your existing members should also be receiving ongoing training in items such as basic parliamentary procedure. This can be done by your Parliamentarian via your newsletter or even at a meeting with a brief statement regarding some issue of note. Keep in mind that a well-trained membership, both new and established, results in a more productive and knowledgeable total membership. This is a winning strategy for the club and the individual member.

“As the lotus rises on its stalk unsoiled by the mud and water, so the wise one speaks of peace and is unstained by the opinions of the world.”

~Buddha



Wendy Curran
Area D Vice President

The mystic Lotus

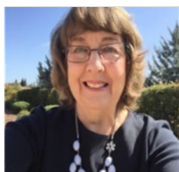
For centuries, the lotus has been steeped in mystery. From its humble beginning, often in less than perfect conditions, the resilient lotus flower is beautifully unique with a strong will to survive. In the teachings of Buddhism, each of us has potential to become perfect and enlightened, until one reaches Nirvana – the highest state of consciousness that humans can achieve.

Thus, what do I learn from the lessons of the Lotus – not an easy question to answer. My thoughts keep going back to a present from one of my sons, *The Art of Happiness - A Handbook for Living*, musings from his Holiness the Dalai Lama. My copy is the 10th Anniversary edition. I have been reading this book for several months now. The precepts are sometimes hard to take in at one setting. I find that I need to read and re-read passages more than once to see the whole picture.

It is not that the language is hard to read, most of it is very straightforward and flows easy. The deeper meaning and how that can, and should, be applied is what takes the reader's focus. Starting with *The Purpose of Life*, several short chapters are dedicated to the right, the power, and the source of happiness, inner contentment and inner worth. Who knew? I thought happiness was just a state of being happy. That was until I started reading the book.

What I've been learning on my journey to find happiness is deeper than just the wish to be happy. Don't get me wrong, wanting to be happy is worth the effort. Living happiness is something you do every day, all the time. You have to train your mind to accept the power of life. This involves training your mind to accept and give kindness, compassion. And I have not yet reached the parts in the book that take on strength, shifting perspective, bringing about change.

My thoughts are moving slowly to achieve the Art of Happiness. Each day there is something that challenges me. My journey is a work in progress. So, like the lotus, I work to survive and become enlightened.



Advocates for Children

Carol Burkhardt

When something is at the back of a top shelf and you just can't reach it, you ask someone to help. This is what Clubwomen do; we work together and find we can accomplish things we can't do on our own. We reach out together.

As California Federation of Women's Clubs Advocates for Children, we reach out to help the children in our communities, our nation and the world, but we don't do it alone. We work with other clubwomen to extend our reach as far as possible. In our own communities our clubs have helped food banks, women's shelters, children's hospitals, foster children etc. To help children throughout our nation and the world, we reach out to GFWC affiliates such as St. Jude's, March of Dimes, Operation Smile, Heifer International and many more.

So, how far can we reach? By working together through CFWC, we help provide health care, sustainable food sources and clean water. Together we reach children in our own neighborhoods and around the world.



Civic Engagement and Outreach

Yolanda Petroski, Chair

Lotus flowers are said to be very resilient. They have a strong will to survive. That can also be said of our homeless population. It is estimated that there are 161,548 unsheltered people on any given day. These can be families (8,030), unaccompanied young adults ages 18-24 (12,172), and veterans (11,401).

Sleeping mats for the homeless is one way to bring comfort while they wait for temporary or permanent housing. Made from plastic shopping bags, this project also benefits the environment by repurposing the bags from landfills to something useful.

Since it's estimated to take 500 to 700 bags for one mat, plan ahead for this project to create a mat approximately 6'x3.5'. Use plastic bags of similar weight, flatten them out as you also check for holes. Cut off the handles and bottom, before cutting the bags into strips of equal size: 2 to 3 inches wide. Loop the circles of "plarn" (plastic yarn) together, forming a long chain. Join these loops by hooking them together with a basic larks head knot. Do this by overlapping two of the loops end-to-end, then pulling the top of one end through the middle intersection of the two loops, repeating this step. At this point, it's best to roll the plarn into balls for easier handling and storage while you collect more bags. Using a size 10 or larger crochet hook, single crochet back and forth – approximately 42 chain stitches - creating the mat. Knitting also works. It takes approximately 80 hours of work to create a mat. The excess plastic scraps can be recycled so there's no waste. This plastic mat can be used as a barrier between the sleeping bag and the concrete for comfort. It is hygienic, waterproof, and easily transportable.

Google Sleeping Mats for the Homeless for tutorials and to read what others are doing to create these mats for our homeless population. Consider making this a district project. Encourage other community organizations to participate by collecting bags for you. Our GFWC Chair, Nancy Greenberg, adds that the National Alliance to End Homelessness reports that "On any given night in America, more than half a million people are homeless." Their mission is to be an important voice as congressional decisions are made affecting homelessness. Go to the Help End Homelessness Tab at endhomelessness.org for more information. With our help, perhaps many of the homeless can once again lead productive lives. Let's hope!



Domestic & Sexual Violence Awareness & Prevention

Diane Waterhouse Chair in collaboration with Cathie Hollins

Arien Garcia is a human trafficking survivor. Arien found that her nonviolent criminal record pushed her job applications to the bottom of the pile. She applied to every Mc Donald's and Taco Bell in Fresno and Clovis and even went on a job interview for Subway on Christmas Eve.

Dominique Brown turned to Breaking the Chains for help when she wanted to get out of her life as a trafficked sex worker, but her pending court charges made it hard for her to lead a normal life. She said that she couldn't even volunteer in her daughter's classroom or go on field trips because of her criminal record.

According to the Department of Health and Human Services, human trafficking is a public health issue that impacts individuals, families, and communities. Traffickers disproportionately target at-risk populations including individuals who have experienced or been exposed to other forms of violence (child abuse and maltreatment, interpersonal violence and sexual assault, community and gang violence) and individuals disconnected from stable support networks (runaway and homeless youth, unaccompanied minors, persons displaced by natural disasters).

The International Labor Organization (ILO) estimates that at least 12.3 million people are victims of forced labor at any given time, 2.4 million of whom toil in forced labor as a result of trafficking. The U.S. Department of State estimates that **14,500 to 17,500 people** are trafficked into the United States each year.

Victims of human trafficking are often forced to commit crimes. With misdemeanor crimes on their records like loitering, trespassing, and theft, survivors are often unable to find a job. As survivors work toward building a new life, they find these obstacles within the justice system that make starting a new life almost impossible.

Assemblyman Jim Patterson of Fresno states, "A criminal record is often the last impediment to freedom for trafficking survivors. The shackles of their old lives have kept these survivors from fully experiencing their new life. AB 262 will give survivors the ability to clear their records faster so those shackles will fall away. Once that happens, their traffickers will have no more perverse control over their destiny."

AB 262 was a very important bill for Assemblyman Patterson. He has supported survivor groups in our local community for many years. The idea from this bill came directly from survivors who have experienced the frustration of not being able to find a job. AB 262 will make it faster and easier for survivors to clear their record of nonviolent offenses so they can begin their new lives.



**BREAKING THE
CHAINS**

Fortunately for survivors of human trafficking, there are organizations to help them move on to "normal" lives. This hasn't always been the case. Debra Rush is the Founder and CEO of Breaking the Chains. Debra is a survivor of human trafficking.

When she was rescued in 1999, there were no organizations, avenues, or efforts in place to expose human trafficking, and there were limited resources available to help her cope with the specific trauma she had endured. In 2008, after years of guilt and shame, she found the courage and strength to begin her healing journey. This was the impetus that spurred her desire to rescue individuals trapped in human trafficking and who may believe there is no way out. It is because of people like Debra Rush and Assembly Jim Patterson that today there is a hope and future for victims of human trafficking.



Education & Libraries, ESO Chair Shirley Lorraine

Being a part of the Federated Women's Clubs brings members together, inspires and encourages. Can you find the 24 words encapsulating Federated membership?

S	R	E	E	T	N	U	L	O	V	U	N	I	T	Y
F	Z	K	L	H	O	B	L	A	U	G	H	T	E	R
U	D	N	Y	T	I	N	U	M	M	O	C	N	A	J
N	I	M	M	G	T	S	R	N	F	L	O	Q	M	P
D	S	P	E	N	N	P	U	J	U	I	M	U	W	T
R	T	I	M	E	E	F	X	B	T	S	M	G	O	N
A	R	H	B	R	V	Z	S	A	H	L	I	N	R	E
I	I	S	E	T	N	Q	P	A	K	S	T	I	K	M
S	C	D	R	S	O	I	R	I	D	E	M	R	C	E
I	T	N	S	P	C	I	D	R	J	R	E	O	G	V
N	K	E	R	I	N	E	A	T	G	V	N	T	N	L
G	V	I	T	G	L	W	M	U	X	I	T	N	O	O
B	P	R	O	J	E	C	T	S	F	C	L	E	L	V
T	A	F	S	R	N	B	O	A	R	E	A	M	E	N
P	Q	L	E	A	D	E	R	S	H	I	P	W	B	I

AREA

FUN

PROJECTS

BELONG

FUNDRAISING

REWARDS

CLUBS

INVOLVEMENT

SERVICE

COMMITMENT

LAUGHTER

SHARING

COMMUNITY

LEADERSHIP

STRENGTH

CONVENTION

MEMBERS

TEAMWORK

DISTRICT

MENTORING

UNITY

FRIENDSHIP

PARTICIPATION

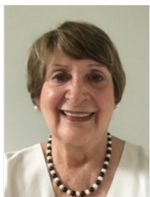
VOLUNTEERS

Did you Know?

The first minutes of **The Fowler Improvement Association** (the oldest and longest running club in California), were hand-written in a beautiful cursive by the first secretary Mrs. J. Burton. They are found in the FIA Minutes Book dated 1890 - 91, 1891 - 92.

1. *The meeting was held at the residence of Mrs. D. W. Parkhurst, on Aug. 19th, 1890, to take such action as deemed necessary to secure land for a Public Park in the town of Fowler, and to erect thereon a Reading Room and other necessary buildings for recreation.*
2. *The club elected Officers*
3. *The club decided to offer supper to the gentlemen of Fowler at their social dance in the Fowler Packing House. Dishes were to be bought and the meal would cost \$.50 cents per plate.*
4. *A committee was formed to determine the name of the organization, create the Bylaws and Club Constitution, and charge a club admission fee of \$1.00.*





Environment Chair

Jane Thomey

The Lotus is an elegant flower that rises from the dirtiest water and emerges as a beautiful bloom. The allure has inspired humans for thousands of years. This fabled plant is the theme of this issue of the *California Clubwoman*. It is considered sacred by many eastern cultures, representing purity, enlightenment, self-regeneration, and rebirth. It also appears in Greek mythology. Once Odysseus' homesick sailors tasted its fruit a spell was cast, and they never wanted to return home.

When we examine the abundance of life a Lotus Pond supports, we can understand why it is symbolic of the beauty, resilience, and durability it represents. Lotus Ponds grow anywhere in the world where there is enough water. In a particularly rich pond, the Lotus pads sit two feet above the water. Above and below these pads exists a riot of biodiversity, a self-contained ecosystem. In its hundreds of creatures depend on each other to feed, reproduce, and provide essential services.

Only plants derive their energy from the sun. Most animals cannot eat plant life directly but rely on insects to digest the plant and store the energy. Myriads of insects' feast on the Lotus including pollinator bees, flies, wasps, and mosquitos, gnats, and others, all providing happy hunting grounds for predators who prey on them. In turn they are preyed upon by larger animals. It is a system of eat and be eaten, a food chain that ends with the largest animals. Food chains intertwine to form into a life sustaining food web upon which the natural world depends.

The area under the pads is shady and teems with life. Minnows swimming through Lotus attract fish of all sorts. Predator birds swoop down looking for satisfying meals. Snakes and alligators troll the murky waters for snacks.

Lotus plants do not have long lives and as they decay, they provide a massive shot of nutrients to the ecosystem they support. Eventually, shoots will come out of the goo, a new generation will emerge, ready to accept the sun's energy so they can feed the minions of creatures that depend on them. The cycle of beauty, resilience and regeneration begins again.

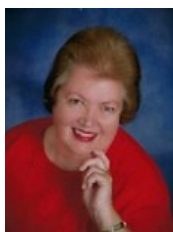


THANK YOU for all your help with the GotSneakers campaign! The November sneaker collection across the State included:

- 31 total bag(s) of footwear
- 45 pair(s) of new branded sneakers
- 9 pair(s) of new non-branded sneakers
- 13 pair(s) lightly used branded sneakers
- 173 pair(s) moderately used sneakers
- 45 pair(s) extremely used sneakers
- 90 pair(s) of shoes (non-athletic styles in any condition)
- 34 unit(s) of singles, non-paired shoes

We ask that you continue to keep the project going as long as you are able. If you need more bags please email cfwccommunications@gmail.com



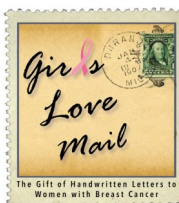


Health & Wellness Chair Myrna Binford

First of all, I hope your holidays were Merry and Bright and the New Year will give you Happiness and Good Health. We are so grateful that some semblance of normalcy is back in our lives. Many clubs are meeting in person, but a few are still Zooming which is fine. Our work continues.

Personally, I am grateful that the last two years has given me focus on other areas of community service. I did work at a food pantry for a while before the pandemic hit, but “rejoined” when the need became necessary. I know and thank you for your service in collecting food and helping at the pantries in your area.

I used to see the Bloodmobile around town every once in a while, but not until the pandemic did I see it several times a week and the newspaper postings of where it would be and when. I have encouraged your clubs to support this service with whatever they need done. December 25th is Clara Barton’s 200th birthday and her motto, “You must never think of anything except the need, and how to meet it.” January is National Blood Donor Month.



Girls Love Mail – Still going strong and so easy to do from home or club. They are on their last lap for the year with their “2021 Miles of Mail” Campaign (see track at left). As of December 7, they are at 20,409 letters of their 25,000 goal. You Go Girls! Michelle’s Place, a cancer resource center in Temecula, has told me personally of the positive feedback from their clients who have received the letters. Always nice to know when something works.

Shot@Life – Affiliate – Become a **Shot@Life** Champion (see Shot@Life.org). This program has had to share Congressional funding the past couple of years due to COVID-19. The pandemic has shown us that we are a global community which **Shot@Life** has known for many years. Classes for Champions are held a couple times a year. Check the above websites for dates. Your “job” is to call Congresspersons and have them support the UN Foundation’s budget which provides funding for **Shot@Life**.



From the CFWC Communications Team!

**HAPPY HOLIDAYS
AND A HAPPY NEW YEAR**



Leadership Dori Kelsey

Everyone thinks they know what leadership is. Have you thought about

the fact that leadership is fluid—changing as the seasons change and as the company, club, or environment changes? Kindness is also a large part of a good leader's attitude. It is often believed a gruff leader is a better leader. A Leader for any organization needs to get workers on their side.

Let's define leadership or leaders as a process or person that facilitates change. Why am I talking about change? Because for a lot of companies or groups it is the next latest item or project that will make or break that company or club's bottom line. Change is always happening and a natural part of living and working.

Power, as a leader, is either personal or position based. Position Power is what we are all use to. The Office Manager, the Shift Supervisor, or the President. Personal Power is something we think you need as a leader. It is that special thing leaders have that make you listen without a title. You can learn to be a leader with effort.

We offer leadership training as part of becoming a member of a club in our GFWC California Federation of Women's Clubs organization. If you are not a member and still would like training contact Dori Kelsey, Leadership chair using our website (cfwc.org) and Dori will give you places to start your training.



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Inquires - Contact Pat Anderson, GFWC Mount Diablo District Fundraising Chair
925-803-0703 or patanderson311@hotmail.com



From Longshot Productions

We are delighted to hear about the interest you have all expressed regarding our films and our business model. Below are answers to questions you have asked the Editor. I am also including my contact info to reach out to me directly if you have further questions.

1) *How much can I invest to get started?* We have three tiers for investment, with each tier having its own perks attached (everything from an invitation to visit the set during filming to appearing on camera in a featured, credited role – all investors are listed in the closing credits). Contact me directly for the tiers.

2) *How does the investment process work?*

- a) All investments are completed via bank transfer and are held in an escrow account until filming starts.
- b) Once all film-related expenses and obligations are met, Investors will be repaid “first money in”.
- c) Investors will receive a percentage of the profits commensurate with the percentage of the total budget each has invested (i.e. if an investor has invested 25% of the total budget, they will receive 25% of the Investor’s portion of the profits).
- d) If the producers complete the film “under budget”, any unused funds will be returned to the investors as payment toward their investment, divided commensurate with the percentage of the total budget each has invested
- e) Georgia state tax incentive program funds: The State of Georgia (where we film) allows for a transferable tax incentive of 30% of acceptable expenses on the budget. These tax incentives will be considered part of the “first money in”, after all expenses and obligations are met, and will be used as first payment to the investors (broken into portions commensurate with the percentage of the total budget of each investor’s total (investment). Please contact me directly for a more detailed explanation.

3) *What charities does your company donate to?* The charities differ from film to film, and we encourage our investors to suggest their favorite charities as part of the investment process. Our last film (Game Changer) has designated Cross International, The Fellowship of Christian Athletes Urban Atlanta Sports Programs, St Jude Children’s Hospital as the primary beneficiaries of the film’s profits.

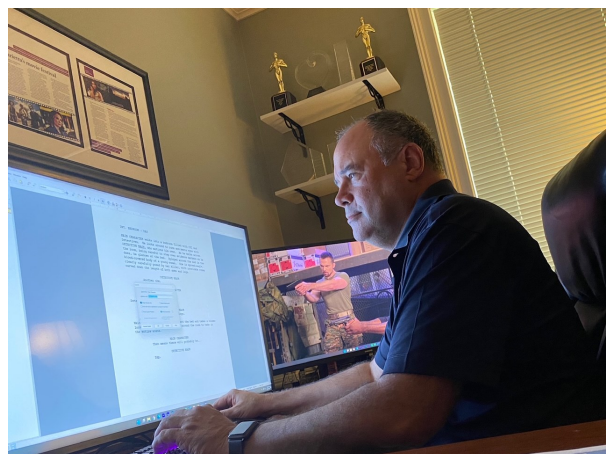
4) *Can groups donate to a project instead of investing in a project? If yes, how would that work?* Yes, you are welcome to donate rather than invest. All donations are applied (100%) toward film production in the same manner as investments. Donations actually allow us to direct a greater percentage of the profits toward the designated charities. Since we run everything through a 503(c)(3) non-profit, all donations toward our films are completely tax deductible. *A similar option* is to invest in the projects but only expect your initial investment to be returned. This would allow us to direct that portion of the profits that you *would* have earned toward charity and your investment is returned to you.

5) *What types of collateral will you accept for an investment? Am I able to use land as an equity investment?* Since there are a lot of nuances and financial considerations involved in this, we suggest you consult with your investment banker, consultant, CPA, or financial investment advisor on this question. We are happy to work with them should they have questions about the filmmaking process, time frames, and budget.

Please feel free to contact me directly at:

longshotproductions2013@gmail.com.

Dr Richard Tavernaro
President, Long Shot Productions
Producers Guild Member



Understanding Cultural and subcultural Differences

Jennifer Nickel

Most people hearing this question are likely to interpret it as asking about racial diversity. While this is an important question too, no doubt your club already welcomes a racially diverse membership. You may then turn your mind to diversity in age and look what your club has to offer women of every age. Most clubs are good at accommodating the comfort of senior citizen members, but if your club is looking to grow its membership, you might want to consider what it does to accommodate the needs of working women and stay at home moms. Yet another aspect to consider is important cultural diversity.

Ethnocentrism is the notion that one's culture is superior to that of others and that other cultures need to give way to your own. Those in the dominant culture see their culture as the "norm" and those of other cultures as not belonging. Ethnocentrism inhibits growth by sending the subtle – and often not so subtle – message to others that they need to adapt to the dominant culture or keep right on moving by. Many in the dominant culture have the notion of their club being a "melting pot" but it might be more beneficial to view your club as a salad with members and guests each having their own unique characteristics that each have a distinct flavor which contributes to the whole and makes it more pleasing to a greater variety of people.



Gert Hofstede has done extensive research that has inspired a host of spin off studies globally on the topic of culture in large (multinational) corporations. In his 1991 published research, *Cultures and Organizations: Software of the Mind*, London: McGraw-Hill, he looked at corporations dealing with multiple cultures both within and across international borders in order to analyze how best to create effective leadership. He noted that even within the same corporation and even within the same country, there are numerous subcultures. Often those working jobs developed subcultures that were consistent even across international borders.

So, just what are we talking? Vijay Sathe defined “*organizational culture*” as “the set of important understandings (often unstated) that members of a community share in common.” Edgar Schein of MIT added that these common beliefs concerning the organization are discovered and created when members learn to cope with problems such as developing a strategy for allocating organizational rewards. Hofstede identified 5 aspects of culture that were important for managers to understand cross cultural viewpoints in their leadership:

1. *Power distance*: Expectations regarding equality among people;
2. *Uncertainty avoidance*: Typical reactions to situations considered different and dangerous;
3. *Individualism*: Relationship between the individual and the group in society;
4. *Masculinity*: Expectations regarding gender roles; and
5. *Long-term orientation*: Basic orientation toward time. (*Multinational Management: A Strategic Approach*, 7th Ed., Cullen, John, Parboteeah, K Praveen, et al., (2017) Cengage Learning, Boston, MA)

Effectively understanding cultural and subcultural differences are critical for successful leadership. These make a difference in organizations that thrive or flounder.

Giving Children A New Chance At Life

Colleen Janssen

Throughout our country, women's clubs are providing a better life for children through their work with the GFWC Affiliate Organization, Operation Smile. This non-profit, based in Virginia Beach, Virginia, has a special contact person for GFWC clubs. She is the Donor Gratitude Specialist, Lizzy Plumb.

"Over 40 years, we have performed 314,000 cleft palate and/or cleft lip surgeries and dental care follow-ups," said Plumb. "In 2019, we ran 176 medical missions, helping 19,000 patients." In 2020, the pandemic slowed them down, but only slightly, with 15,000 patients helped. "I love my job and my team," said Plumb. "It's been such a privilege to see people inspired when they come back (from a mission)." She feels a great kinship working with others who are working toward the same goal, serving children of the world.



The organization receives assistance from many women's clubs. Woman's Club of Simi Valley President Shirley Scott, a 25-year member shared, "We have been sewing for Operation Smile for more than 15 years. We have made about 100 surgical gowns, 200 goodie bags, 20-25 blankets each

year." Members gather one day each month for a sewing workshop, inviting members of the public, too. Unable to meet during the pandemic, Scott prepared materials needed, leaving them on her porch for pick up, sewing, and return.

The Woman's Club of Cypress heard about the project from Shirley Scott's Facebook post. Jean Kim, a new member of the Cypress club took on the chairmanship to make surgical gowns.

"I couldn't believe it," said Kim. "I announced the project, and members gave me checks to pay for supplies. One person donated \$250.00!"

"Operation Smile gave me, as a new member, the opportunity to meet people when we would drop off or pick up gowns. Another member, Trudy Brown, volunteered to co-chair the project. Her 21-year-old twin grandsons had experience cleft surgery, so she was happy to give back."

Kim, who has been working from home during the pandemic said, "I learned about the structure of the club and making Motions; it was a crash-course in who people are, their job functions, and making a presentation on Zoom. I've lived here ten years, but this opened my eyes to generous people." Kim's enthusiasm was contagious, and many members, friends, and families donated supplies and sewed. In three



months, the club collected 130 completed gowns, with more coming weekly. "This was a perfect pandemic project people could do from home."

Yorba Linda Woman's Club member, Aileen Baker, and her co-chairman, Andrea Hagen, participate through the club's group called 'Sew Kind.' "We sew items for many organizations," said Baker. Their group meets one Thursday each month, but during Covid everyone did porch pick-ups.

Baker says the project is simple, with patterns and instructions provided by Operation Smile. "Since we started in 2014, we've made 460 arm splints, and 85 bags."

To start this project, look online at OperationSmile.org. Find the patterns for most projects including Smile Bags, blankets, Smile Splints, shipping instructions, and other specifics. For surgical gown patterns, or for any questions, contact Lizzy Plumb directly at either (757) 321-7659 or GFWC@operationsmile.org.

In addition to sewn items, they need small toys, coloring books, crayons, bubbles, and more. A complete list called Child Life Supplies can be found online. Donations of medical record supplies including clipboards, file folders, pens, staples, and many more items are listed on the Medical Records Supply List. Financial donations to fund travel costs and more for the volunteer surgeons and nurses who do this critical work around the world are appreciated.

Women – Providing Healing Promoting Hope—Part I Dori Kelsey, Leadership



Let's take a minute and talk about Women's History. I can see eyes rolling already. But fear not. This will be something fun & interesting told by the use of two web sites that are not our own. First, we will talk about the National Women's History Alliance.

I would very much like all of you to check out this web site. Every year they pick the top 10 to 20 women in an area or topic or subject. You are not guaranteed to like all of these women. That is what makes it so special. All these women are trend setters in their field or have done something very special, but you may not agree with them or how they did it. What you should agree with is that they saw something that they considered wrong, that could be improved, or that interested them, and they did something to make this world better in their eyes.

These women are from different political parties and ideals, but they saw an issue & moved to correct it. I had not heard of all these women but see their courage.

2021 was all about the "Women who Refused to be Silenced" and for 2022 it will be "Women Providing Healing Promoting Hope". This is where we can get involved. We as members of Clubs & the public can nominate women who we believe are women providing healing promoting hope.



This nominee can be someone who you feel fits this category - past or present. Start thinking of the women in your clubs, your churches, your schools, or even in your work place.

I am copying from the website what this NWHHA would like to see. **If you know someone who fits this, nominate them.**

"The 2022 Women's History theme, "Providing Healing, Promoting Hope," is both a tribute to the ceaseless work of caregivers and frontline workers during this ongoing pandemic and also a recognition of the thousands of ways that women of all cultures have provided both healing and hope throughout history.

This year, in particular, we are reminded of the importance of healers and caregivers who are helping to promote and sustain hope for the future. The NWHHA encourages communities throughout the country to honor local women who bring and have historically brought these priceless gifts to their families, workplaces, and neighborhoods, sometimes at great sacrifice. These are the women who, as counselors and clerics, artists and teachers, doctors, nurses, mothers, and grandmothers listen, ease suffering, restore dignity, and make decisions for our general as well as our personal welfare.

The 2022 theme proudly honors those who, in both public and private life, provide healing and promote hope for the betterment of all.

Instead of selecting national honorees, the NWHHA encourages groups throughout the country to use the theme to recognize and honor women in their own communities, organizations, or agencies. The Alliance will continue to focus on being the clearinghouse for women's history information and will continue to network with the many organizations and independent efforts that celebrate women's achievements and contribute to writing women back into history."

Go to their web site <https://nationalwomenshistoryalliance.org/> for information on how to nominate someone.



Club News

The Women's Club of Hollister has prepared Comfort & Care Bundles for children in need for the past ten years. The bundles provide a bridge of essentials at one of the most chaotic times in a small person's life. The club assembles backpacks with clothing, a blanket, toiletries, a towel, school supplies, a reusable lunch bag and water bottle, a book, a flashlight, and a stuffed animal to help children cope for the first 24-hours after being placed in foster care. Items are donated by club women, blankets from Project Linus and the Pinnacle Quilters, and fundraisers.



“Love and compassion are necessities, not luxuries. Without them, humanity cannot survive.” – Dalai Lama



Redwood City Woman's Club Clubhouse has attained Historic Landmark Status. The Redwood City Woman's Club was incorporated on September 16, 1909. It was the first fully independent women's organization in Redwood City with no affiliation to a men's group or religious body. Over 112 years later on January 29, 2021 the clubhouse was added to the California Register of Historic Resources; and, on March 19, 2021 they were added to the National Register of Historic Places. Neither is an easy task to accomplish.

Elaine Park, Redwood City Woman's Club President spoke the following words. “Having our clubhouse registered as a historic landmark was the culmination of a great deal of work by many volunteers. Everyone felt very passionate that our club and clubhouse were long past due in being honored for our historical – and current – importance to our community. Dedicating the plaque was the finishing touch of this project but also a new beginning with our club now formally recognized as a significant contributor to Redwood City's past, present and future.”



The Riverside Woman's Club held a “Free the girls” drive where they collected new and gently used bras for women in 3rd world countries that have been rescued from sex trafficking. The bras are repurposed to sell and create an income in the market place in Mozambique, Costa Rica, and El Salvadore.

Club News



Rancho Cucamonga Woman's Club begins replanting the club's grove of trees planted at the end of each president's term to honor their contributions to the club. The city has an inventory of the location of all the club trees and which president they honor. The President's Memorial Grove was started in 1992. During the 5-year drought, all but 1 Sequoia tree survived. Members of the club gathered to plant new incense Cedar trees. A memorial bench now sits at the center of the grove.



The Woman's Club of Cypress members decorated pumpkins (no cutting). Then, tickets were sold at their October meeting. Tickets were placed in the bags in front of each pumpkin, so if you won, you got a pumpkin you liked. The club raised \$500 for the President's charity.

The Woman's Club of Lakeside Sewing Circle sponsored a fabric and craft sale every Tuesday in October. A recent generous donation from a gentleman whose wife passed away, has allowed the club to offer some fantastic fabric and quilts, and several Halloween and Christmas items made by members. The club offered Christmas items for sale to the public at the Spirit of Christmas in Lakeside on December 4th. The club gives thanks to all who helped and bought items! They give a special thank you to **Tina Anderson** who came up with the idea and for all her hard work in getting it accomplished.



On October 6, 2021, **The Woman's Club of South Pasadena** recognized Lillian Greenlee for 56 years of membership. Lillian was an excellent and active member, always in support of club events, generously giving of her time and monetary donations when needed or asked for.

Ms. Greenlee is 97 years of age and unfortunately was unable to attend, as planned, but received recognitions and good wishes from those in attendance who came to celebrate. Certificates of Recognition were presented by Senator Anthony Portantino and Assemblymember Chris Holden.

A Certificate of Appreciation and a large bouquet of beautiful flowers from the club along with a 50 year pin were all transported and presented to Lillian at her home by President Mavis Hansen and 2nd V.P. Sally Ehrheart. The special Celebration of the clubhouse re-opening after more than one and a half years, was a celebration, not only about Lillian, but of the many duties and responsibilities undertaken by members such as making of masks, cleaning and repairs needed for the clubhouse. Many of the members were also presented with a Certificate of Appreciation. (Pictures not available)

Club News

The Torrance Woman's Club had the pleasure of hosting our State CFWC President Pam Ament as a speaker at our November meeting. Although Pam is a member of our club we were delighted to have her speak to us about her theme, "Change is Beautiful." Pam explained the reason for her reference to the butterfly and the Metamorphic stages it goes through to reach its change and the surprise it must feel from these phases. Pam relayed the slow stages of transformation. Like any change, the transformation is sometimes painful, it takes strength and energy. The end result being the beauty of the butterfly, anxious to start again in a different form.



GFWC Woman's Club of Antioch recognize and celebrate two members, Mary Rocha and Carolyn Dinelli, who were presented with their **50 Year** Anniversary pins and congratulatory letters signed by General Federation of Women's Clubs International President Marian St. Clair.

Both, Mary Rocha and Carolyn Dinelli, have contributed a great deal to the GFWC Woman's Club of Antioch as well to our city and its citizens and community. Carolyn and Mary have said they plan on proudly continuing their memberships and supporting the GFWC Woman's Club of Antioch's causes to the end of their days! Congratulations to both, Mary and Carolyn. Thank you, Ladies, for all that you do.

For the full story about these amazing ladies, please contact Lynn Confetti-Ledbetter at divenlady@yahoo.com

The Woman's Club of Vista enjoy their annual Fall Fun Festival at Alta Vista Botanical Gardens. The festival had over 1000 attendees with 80 student volunteers, vendors, and business sponsors.

Winners in the Scarecrow Contest chose from gift card prizes donated by Lamppost Pizza, Little Cakes, and Best Pizza. Prizes for the Door Prize Drawing were a Family Membership in AVBG and gift boxes donated by Naomi and Bill Stein, AVBG Board members.



Members of the **HEMET Woman's Club** brought a wide variety of supplies to be donated to the nearby Ronald McDonald house. Every thing from paper products to food items. Collecting pull tabs from cans is a big part of the donation that will be taken to the facility in Loma Linda. The Ronald McDonald Foundation is dedicated to supporting families with sick children in their time of need. Members love helping!

Engaging Your Community

By Lu Arredondo

Communications is often asked “How can we engage our local community in an interactive way?”. There are numerous ways to engage your local community. You can take photos of your activities, programs, and events and post on Social Media platforms, you can post articles in print, radio, and television media outlets, you can utilize local PSA channels; or, you can create a community blog—and even get paid for it.

If you are considering starting your own club blog, we have some quick tips for you to keep in mind.

1. Think of a blog name that sets you apart, captures the essence of your club personality, and is memorable.

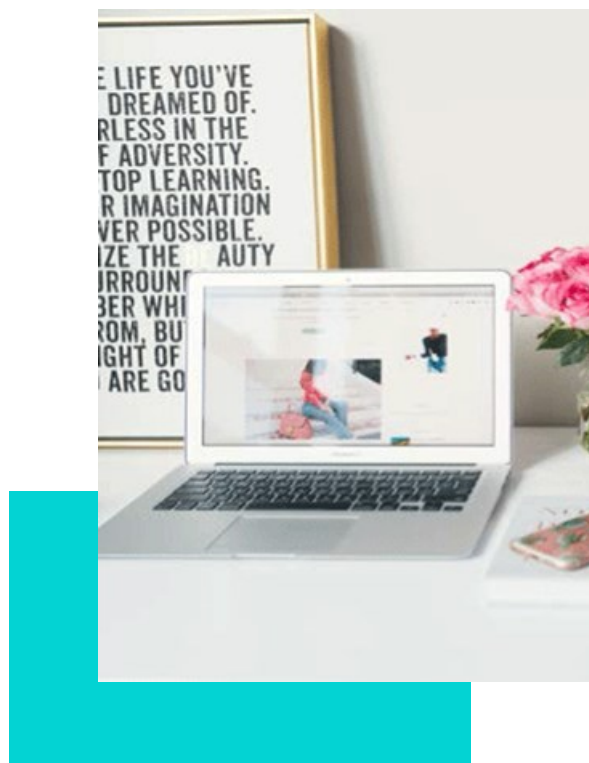
2. Make your URL (Uniform Resource Locator) short and simple. Your URL is essential in helping people find your website.

3. Set up a hosting site. There are many paid hosting sites. Be sure to select one that has the best features and fits your club budget. If you already have a website, review the features as many have blog capabilities built in as a standard feature.

4. Download themes and a blog logo that reflects your club personality. These items will become your identity and how people will remember you. It is your first Impression—your window dressing.

5. Install plugins. Plugins serve as tools to help make your blog useful to viewers. Examples include Adobe Flash player, a language translator, contact and reply Function, SEO, etc. There are many to choose from.

6. SEO (Search Engine Optimization). Think of this as key words that will bring your page to the first page when people search the web. These words do not have to be related to your content. They can, and should, also include popular search words.



7. Build your audience. Use AdSense or Amazon to advertise your blog. They are both easy to use and will help drive traffic to your site. Be sure to also post the links on all your social media platforms and any QR codes you have created.

8. Create your content. Blogs are most successful when you use photos, videos, and written content that is important in your local community. Look to see what is trending across your community and create the relationship between your club and the issue. Avoid opinions and stick to the facts.

9. Measure progress. When you start a blog, it is important to track how many people are viewing the blog. Advertisers pay you to post their ads on your blog when they see how much traffic you are receiving. The more traffic you have the more money you can get paid. Continue to work on things that will drive traffic to your blog.

Need help with your photography, contact cfwccommunications@gmail.com for help.

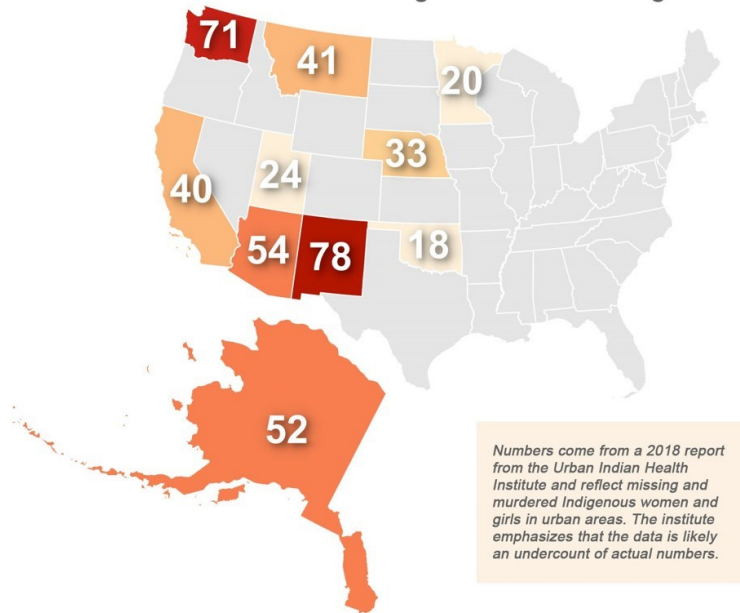
From Our Readers. . .

Missing Indigenous Women By Katherine George-Chu

The Center for Disease Control and Prevention has reported that murder is the third-leading cause of death among American Indian and Alaska Native women and that rates of violence on reservations can be up to ten times higher than the national average. Many of us have heard of the nationwide crisis of Missing and Murdered Indigenous Women & Girls (MMIWG) but did you know that California ranks 6th out of the top 10 states with the highest number of cases of MMIWG?

California is home to 700,000 Indigenous people, the largest Native American population in the country, but there isn't any reliable data on missing Native women in the state. In 2016, there were 5,712 cases of MMIWG reported nationwide but only 116 of them were logged into the US Department of Justice's federal missing persons database. Check out the National Indigenous Women's Resource Center at <http://niwrc.org/> to download a pocket guide on what to do when a loved one goes missing. Download a reference guide on what to do in the first 72 hours at <https://www.niwrc.org/resources/brochure/when-loved-one-goes-missing-quick-reference-guide-what-do-first-72-hours>

Top 10 states with highest number of missing & murdered Indigenous women and girls



Hug a Quilt by Diane Melin, Hemet Woman's Club

Quilts have always been associated with warmth and comfort. When a person is sad, unsure, scared they will reach for a blanket of some kind. When you want to show love to a small child or animal you will instinctively reach for a blanket to put around them. It is also protection from harsh elements. Not only weather but in long ago times knights would wrap their bodies with a quilt for added protection under their armor.

In times of war, economic hardships quilts are made with anything available. Leftover scraps from other projects, old clothing, flour sacks, worn jeans and old aprons. All of these items made from cloth probably experienced many incarnations. At the Hemet Woman's Club we cut, sew, tie and mail quilts to others who need some comfort and warmth. We use fabric donated to us, usually from ladies that will save their fabric from other projects. Some of it is from fabric they bought and never used. There is a saying that collecting fabric and sewing are two entirely different hobbies. I always thought it would be fun and challenging to document each piece of fabric in a certain quilt.

Hemet Woman's Club generally donates our quilts to Ronald McDonald House or The Painted Turtle Camp. But there are many other places to donate such as Quilts of Valor, Project Linus or various nursing homes. It is also helpful to have a few comfort quilts waiting for requests or for someone that is ill. Maybe one of our simple quilts will become a source of comfort to someone we don't know, somewhere in the world or right here in our community. It's our way of sending a hug.





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