

GFWC California Clubwoman

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Influencing Our World



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A letter from the Editor

Dear Readers,

First and foremost, I would like to send a special shout out to reader, Corinne Moore for her ideas on how to make the digital subscription process easier. Your idea was implemented and the new form can be found on the cfwc.org website.

Now, back to our October issue. I would like everyone to pause for just a moment, close your eyes, and ask yourselves “What will I be known for when I leave this earth?” The most influential people, the ones who leave behind incredible legacies, will live on in the hearts of the people they touch. Physically, they will no longer be a part of society—but their principles, philosophies and achievements will become immortal, spreading from generation to generation.

Benjamin Disraeli, a British Prime Minister having served two terms and known for his voice in World Affairs said “The legacy of heroes is the memory of a great name and the inheritance of a great example.” Our collective stories and stories of those that came before us have inspired greatness – the greatness of The General Federation of Women’s Clubs, the impact of our Resolutions not just in society, but throughout our history. Our personal story is the greatest legacy that we will leave to our friends and is the longest-lasting legacy we will leave to our heirs.

It is my hope that we will continue making our mark on the world by pushing ourselves to greatness—by living our Federation Legacy.

Long before Social Media influencers were “a thing”, Suffragists influenced the right to vote. Fast forward a few years and in addition to activists, we were influenced by music legends, film and media, and heroes like Jimmy Weldon. In this issue we explore Influence and its impact. Be sure to take a gander at our club pages and see the local influence of our clubs. Make no mistake, our actions, our words, our humanitarianism has a ripple effect that can be felt across the globe; and, will outlive us all.



Presidents Message

Dearest Federation Members and readers, I love the Fall, it is my favorite Season! I attribute my love of Fall to Mother Nature, for she in her simplicity paints such a canvas of beautiful colors to portray the World, how could you not be in love with Fall? Fall is not just a season of beauty, but one of gratitude. It is my wish that each of you are in your own way showing the signs of color in your lives and gratitude for yet another year in your life and our collective Federation Life.

I want to welcome each of you that are reading & enjoying our Fall 2021 Issue of the California Clubwoman Magazine. As we reach out to all who have become a part of the Clubwoman Magazine experience, those of you that show your support for our publication by purchasing space here, I would like to just say thank you. For it is with your sponsorship that we have much to be appreciative for. It is by your grace that we persevere with our content and creativity.

I for one have much to be grateful for: all of you for one, family of course, the love of home & friendship, and then there is pride. Yes, I am grateful for the pride I experience as your GFWC California Federation State President. How could I not be proud of coming through an 18-month long pandemic with the super-powers each of you have shown? It has certainly been one ride that I

never want to experience in the same way again, but one I would not change. For the past 18 months have changed me in ways that have made me stronger in my conviction of volunteerism.

Being the GFWC California Federation President is a full-time job. This was a surprise to me, for I knew it would be longer hours than any other position I have held, I did not expect just how many. The hours that fill my day are full of life, the life that each of you imbue and enhance. This is a blessing, for each member of the General Federation of Women's Clubs. Each call, text, email, card, and letter fills my day and heart with energy. All those things propel me with a yearning that has me rising each day with the Sun, ready to take on the World.

Yes, Fall is my favorite Season and each of you have colored my life this past 18 months in a powerful way. Thank you for trusting me as I trust you. You are why my life is full of color, you are why I am grateful, and you are why my days are full. It is a pleasure to serve each of you and I can only hope that as you have brought beauty and gratitude to my life, I have brought a bit of the same to yours.



Luv, Pam



Barbara Briley-Beard
1st Vice President, Dean

Since the last time we connected via Clubwoman Magazine, I have traveled within the State and afar for both Federation and personal business. It is fitting that the theme for this issue is about Influence and Diversity—our world is filled with both.

Anyone attending the GFWC International Convention in Atlanta will tell you that it was packed with learning, taking action with Resolutions, and Fun. I personally attended the Incoming Leaders Training Seminar and was provided with the GFWC agenda for the next two years! Now that is planning. Reach out to me if you would like a copy.

It was exciting to hear for the first time the 2022-2024 GFWC Theme, under incoming GFWC President Deb Strahanoski.

Dream Big, Sparkle More, Shine Bright

It is my hope that everyone in their club lifetime is able to attend a GFWC Convention. Be sure to mark your calendars for June 25—28, 2022 for the 2022 GFWC Convention in New Orleans, Louisiana. Installation will occur on June 28th.

Together, we will explore technology platforms designed to make Report writing easier, will increase our connectedness, and will be more engaging. When we meet in person—oh the stories we will share. I look forward to seeing all of you at the upcoming Area Conferences. Be sure to book your seat.

As we continue on our journey together, I hope we will all continue to embrace President Pam's motto: **Change is Beautiful.** Our strength is in our diversity.

- Diversity is Maintaining mutual Respect and Acceptance of one another.
- Listening to other people's stories they tell is essential to embracing diversity.
- Diversity is something to be embraced, building trust leading to greater empathy.
- Discover our shared experiences, don't dwell on the differences—that is the true meaning of diversity.

Celebrating the true differences in all people, that is what CA Clubwomen do!



Sonya Matthies
2nd Vice President Membership

As we “Embrace our Diversity” we realize how wonderful it is that the California Federation of Women's Clubs is made up of a variety of people from a wide range of different social and ethnic backgrounds. Diversity is about what makes each of us unique and recognizing and respecting one another's differences.

There are many reasons to belong to CFWC.

- ⇒ Federation members want to give back to their communities and to make our world a better place; to make a difference!
- ⇒ Through volunteering, members learn better communication skills and often take on positions of leadership.
- ⇒ It has been proven that volunteering may lower stress levels and also prove beneficial to ones' mental health.
- ⇒ Volunteering in our communities allows us to branch out and meet new people and also renew friendships. Through socialization our members join together to work on projects to help others and together we accomplish great things.



Our Diversity Makes Us Stronger!

The CFWC Membership Team's Workshop at the Fall Board in San Diego was a perfect example of the diversity of the team! I head up our team as the “Queen Bee” and the Area Vice Presidents are known as the “Honey Bunch”! Our theme for this meeting was “Fishing for Members”. The fun began when the “Honey Bunch” made their grand entrance to the workshop complete with canoe, paddles, and hats. Attendees had fun while learning and enjoyed interacting with the Membership Team. When embraced, our diversity creates a path to great leadership.

Area News



Cindy Sanders
Area A Vice President

Hey, Partner! Let us talk about Corporate Partnerships to maximize your Club event or program

Corporate Partnership: A mutually beneficial relationship formed between a nonprofit organization and for profit businesses whose purpose is to pursue a common goal based on the shared value of participating organizations.

Partnerships can be a very successful way to help your Club succeed. Corporations are teaming up with the nonprofit sector more than ever before. There are several reasons for this. Companies and nonprofits with common goals and missions are linking up for the benefit of one another and their communities. These partnerships may involve employee volunteerism or in-kind donations, or a sponsorship. Is your club planning an event in your community? Try reaching out to a local business for help. Ask for extra hands to get work done, to help pre sell tickets, set up and or clean up. This is a perfect opportunity to promote membership by showing these employees the wonderful work that you are doing in your community. Taking the time to facilitate a corporate partnership can be very beneficial to your Club. For-profit businesses have the resources to help nonprofits grow. How? By generating revenue with sponsorships, advertising on event materials and social media. Business employees that volunteer to help with your event could become members of your club. You can also invite employees to bring family members and friends to further multiply the impact and increase visibility of your Club. This increased awareness of who you are and what you do is worth the effort of a business partnership.

The best way to find a corporation or a business is to look in your own community. Utilize personal connections by asking Club members that may know someone that works for a possible business or corporation that you would like to partner with. Don't be afraid to ask for a referral.

It's important to make sure that your sponsors and employee volunteers understand who your club is

and what you do. Explain to them how their help is making a difference. It's important that they understand the positive impact that they are making in your community. Corporations and nonprofits working together can result in powerful outcomes. Together making the world a better place is a win-win for everyone.



Wendy Curran
Area D Vice President

Embracing Social Influencing—Do you remember the old joke about the 3 forms of communication - Telegraph, telephone, and tell a woman... Yep, that was the joke. Now who's laughing? Social influencing has been around a very long time. We have many examples of how our societal structures have changed, for the better.

Let's think back 100 years – to the “Roaring 20's”. What was the major impact of social influence in 1920? Women earned the right to vote in our country. We're familiar with the struggle; with the roadblocks and the sacrifices made by those early influencers.

During the decades that followed the 20's, meaningful social changes have advanced our way of life. Our organization has been part of many of those advancements – helping our communities, homes, schools, and those in need. We've embraced our role as social influencers. And yet, we need to continue to share the message from The Collect: “Teach us to put into action our better impulses, straightforward and unafraid.”

Our members' support of the many life-changing projects in our clubs, districts, and the California Federation of Women's Clubs truly help influence a better way forward. We have all have been social influencers before it was trending. So, I say to all you “Social Butterflies” – spread your wings, *Change is Beautiful*, and the World is our Oyster.



Civic Engagement and Outreach

Yolanda Petroski, Chair

The Needy, Hungry and Homeless is a new focus of Civic Engagement & Outreach in this administration.

Homelessness in California has been increasing unchecked over the years. January 2020 statistics reveal that California accounted for 28% of the nation's homeless population.

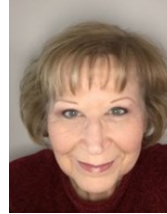
2020 reports reflected the concern of our members and their involvement in helping with the problem. Donations to food banks topped the list; however, clubs did come up with creative ways to participate.

The GFWC Yucaipa Woman's Club partnered with a church and laundry mat. The club donated laundry pods and dryer sheets for a wash day every other month while the church donated the quarters. **The Alamo Women's Club Federated** sponsored One Warm Coat where they partnered with local Rotary Clubs collecting almost 3,000 items of apparel and accessories. Gasoline is needed to transport and distribute food donations. **The Lamont Women's Club** donated \$1,000 to fill their tanks to a group tasked with distributing food supplies. Lastly, the **Ebell Club of Irvine** crocheted sleeping mats for the homeless from strips of plastic shopping bags.



All along the west coast as well as other parts of the country Tiny Home Villages are popping up to

provide temporary shelter for the homeless while they transition to permanent housing. Erected in less than an hour of five panels (made in the USA), the homes provide beds, A/C, smoke detectors, a desk and a locking door. Communal kitchens, showers, laundry and a dog run are on-site as well as mental health services, job training etc. 64 sq. ft. homes shelter two while 100 sq. ft. homes are for families. For a donation of \$3,000 a plaque will be affixed to a home announcing the home was Sponsored By, In Honor Of, or In Memory Of. The sponsorship helps defray the operating costs although the actual cost of a Tiny Home is well over \$6,000. Go to www.hopeofthevalley.org/tinyhomes and www.palletshelter.com for more information and a visual tour of the Tiny Home Villages.



Domestic & Sexual Violence Awareness and Prevention

Diane Waterhouse, Chair

On October 1, 2021 the GFWC *Success for Survivors* Scholarship

Application process opens. The application form will be available from GFWC beginning on or shortly after October 1, 2021 with the deadline in early February 2022.

Each year, GFWC awards scholarships to help intimate partner abuse survivors obtain a post-secondary education that offers a chance to reshape their future by securing employment and gaining personal independence.

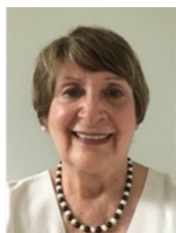
This scholarship was created in 2012 to lend a helping hand to those impacted by intimate partner violence who are pursuing higher education. The scholarship aims to provide survivors with a means to achieve both financial and personal independence. Since its inception, GFWC has awarded more than \$80,000 in scholarship funds.

JOIN US TO GIVE CHILDREN A HEALTHIER SHOT AT LIFE

Shot@Life has proudly partnered with GFWC to support immunization programs like the "Childhood Vaccination Day" in the Kamuli District in Uganda.

These global programs give millions of children the chance to lead long and healthy lives, free of vaccine-preventable diseases.

TEXT VACCINES TO 30644
VISIT SHOTATLIFE.ORG/GFWC



Environment

Jane Thomey, Chairman

All that remains of the parks and forests destroyed by the California wildfires are barren patches of land traumatized by events of unimaginable magnitude. As devastating as these fires have been, however, we know that trees, plants and wildlife will return. Nature will slowly heal itself.

Humans too encounter stress and loss in their daily lives. If nature can heal itself, perhaps it will be able to heal us as well. There is growing scientific evidence that even short stays in the woods can lower blood pressure, strengthen our immune system and relieve anxiety, depression and anger. Unfortunately, the fact is that a significant portion of the population is excluded from these beneficial effects.

According to *Redwood Magazine*, a publication of the Save the Redwoods League, there is a lack of diversity in visitors to our public parks with attendance proportionally lower among people of color and other underserved groups. Lower disposable income and limited time for recreation may be contributing factors.

Cultural differences, however, may play a larger part. Discrimination has been a subtle deterrent against diversity since the founding of the park and forest systems. John Muir, founder of the National Parks and Gifford Pinchot, first head of the U S Park System essentially indicated a limited preference for desired park visitors. Their legacy, in subtle forms, continues to this day.

The problem of limited diversity is being addressed in many ways. Eager to freely enjoy nature, groups are forming to share the love of nature in safe settings with like-minded enthusiasts. Focus groups have formed to advise the parks on ways to remove barriers, improve safety and encourage all visitors. Large recreation companies are changing their marketing strategies by making outdoor vacations appealing to diverse customers.

Healing is a natural process and forests are regenerating. Our National Parks are a treasure. If we follow nature's lead we must expect that everyone can experience them and share in their healing powers.



Health and Wellness

Myrna Binford, Chair

I was asked to devote some of this article to healthy nutrition/lifestyle during COVID-19. My research shows that "Healthy is as healthy does" as Forrest Gump might say. You have always heard about the "Freshman 15" (pounds) when students go to college. One article I read says to watch out for the "Quarantine 15". The latter may be easier to control now that we are able to get out more. Quick Tips:

1. Sugars, alcohol, and carbs can cause inflammation and aren't good for energy.
2. Wash hands for 20 seconds before food prep.
3. Keep up the fruit and vegetable intake (fresh is best – also freeze seasonal fresh foods for later).
4. Almost any type of berry is at the top of the nutritional list. They are low in calories, abundant in minerals, are heart healthy, and fuel for the brain.
5. Healthy snacks like dried fruit, nuts, cheese, unsweetened yogurt (probiotic) are good for in between meals.
6. Eat whole grains versus refined grains. Limit your processed foods.
7. Limit the number of meals a week that you have red meat. Oily fish with omega-3 can also be an entrée (salmon, flounder, etc.). Beans are a great source of protein (Great Northern, Lentil, and Split Peas have the most protein). Use in soups and have a fresh salad. *** Growing up in the Midwest, I always looked forward to Fall as soup was a mainstay as a side dish or main meal.

From a lifestyle perspective, remember to keep stress lowkey, rest, and exercise. Keep hydrated - water is best. To figure out how much water you should have, divide your weight by 2 (of course it's better if you have more).

Dates to celebrate in the next couple of months:

October - Breast Cancer Awareness Month

November - National Diabetes Month and National Caregivers Appreciation Month





Green Beans Coffee The Story Behind Cup of Joe for a Joe

After hearing about Cup of Joe for a Joe from one of our readers, GFWC California Clubwoman decided to reach out to Green Beans Coffee and get the story behind the story. In our quest for answers we were able to connect with Jason and John Araghi, founders of Green Beans Coffee and learn more about their passion for coffee and the men and women in military service.

Green Beans Coffee history is an inspiration to entrepreneurs. Beyond the coffee and the experience, what was the drive behind the vision? What advice would the founders give other entrepreneurs?

Our entrepreneurial spirit and drive comes with a “failure is not an option” mindset. That was the case with this business. Given the challenges and obstacles that were faced, in order to succeed in our mission, we had no choice but to do whatever it took to deliver our product to our customers— whoever and wherever our customers were. That meant taking risks, both financial and personal.

If they could speak to their younger selves, what would the brothers say?

You have to be passionate about what you’re doing with your career. If you are not excited every day when you get up, eventually you will get burned out. Take your time and find the business that motivates and excites you... and in the long run you will be happy.

What is the vision behind A Cup of Joe for a Joe? Why a "Cup of Joe"?

“Joe” has been the nickname for a Soldier, as well as a casual name for a coffee. “Cup of Joe For a Joe” was a perfect play on words- it exactly described our program in a simple and understandable way. What we found was that many Americans who were supportive of deployed Service Members had no way of expressing that gratitude on a 1-to-1 basis.



Many people- ourselves included- hold Service Members in the highest regard and want to be able to thank them for their service when they need it most- while they’re deployed thousands of

miles from their families. We were perfectly positioned to address this need; we serve thousands of soldiers, sailors, airmen, marines and guardsman every day at dozens of cafés on-base in the Middle East and Southeast Asia. We launched the Cup of Joe For a Joe program in 2008 as an online platform that a person in New York or Omaha or San Francisco could use to connect with a soldier deployed overseas by buying their next cup of coffee in real time, at one of our cafés there. The program allocates the COJ to a service member randomly and they get an email notification there is a free cup of coffee waiting for them at their Green Beans Coffee on-base.



This part was easy- seeing the need and how we could address it. The real appeal of the program, however, is that along with the cup of coffee, purchasers can send a message to the recipient— and recipients can then message the purchaser back. This message exchange is the real strength of the program- connecting Americans with deployed service members in real-time. Oftentimes purchasers will post messages they receive from the recipients of their COJ to the Cup of Joe Facebook page— they’re very emotional to read. Many service members reveal feeling that America has forgotten them, or that they’re thought of as “the military” and not as individuals sacrificing much far from their home, to defend it. Getting a hot cup of coffee and a message of gratitude from a stranger really impacts them positively; we see it in their messages, and they tell us when we travel overseas to meet them at our cafés.

What inspired the organization to support "America's service members and their families from deployment to discharge, and beyond"?

Growing up in Los Gatos, California, we were drawn to the warm atmosphere of the small, local coffee shops. Spending time at these cafés together with friends and family, our love of, and passion for, the coffee culture flourished. In the ‘90s our life journeys led us to work in Saudi Arabia, and we found ourselves unable to find the same high-quality coffee— and more importantly, café experience— that had become so important in our lives in Northern California. Other ex-pats we met also longed for that same

“15 minutes of home”; a place to gather, spend time together and enjoy a hand-crafted coffee beverage. We were galvanized to fill the void, and we created Green Beans Coffee Co in 1997.

Shortly thereafter we were presented with an unusual opportunity- to serve troops on the US military base at Eskan Village, in Riyadh. Generals at the time thought that an American-style café would lift Troops’ morale and we agreed, however not having been from a military family, we really didn’t know or appreciate this community. It was more of seeing a business opportunity and wanting to capitalize on that. However, after being in the environment with the American Service Members, serving them coffee every day and getting to know them and hearing their stories, and just being exposed to the overall attitude of these men and women; we couldn’t help but want to do more to support them.



Offering the Troops “15 Minutes of Home” every time they visited our café became our core mission. Our initial business strategy became about going wherever American Troops were

deployed, to serve them on-base, even in active conflict zones.

Our admiration for America’s service members grew as we served them at more and more cafés overseas. We began looking for ways to support not only the Troops on their deployments, but their families stateside as well. We got involved with Snowball Express, TAPS, and Blue Star Families during this time, as well as creating the Cup of Joe For a Joe program.

Can you share a story of a deployed Joe when they received their cup of Joe? Any quotes you can share with our readers?

We have many touching and emotional stories from COJ gifters and recipients alike! We actually had a couple tell us they met through the program; the purchaser checked the box to be a pen pal with whomever received her COJ, which attaches her personal email to the message she sends. She and the gentleman who received the Cup of Joe downrange began chatting via email, and then met when he returned home from deployment. They went on to get married and we catch up with them often.



Another message that comes to mind was a service member’s response to their COJ gifter, it said, “Today is my 21st birthday, and this is the only present I received today. I wasn’t expecting any presents anyway, but this is definitely one to me. God bless, and thank you for your support.”

Since its inception in the 1800s, the General Federation has been proud supporters of our active duty military personnel and veterans. How can the General Federation of Women's Clubs help this movement beyond purchasing a "Cup of Joe"?

Aside from sending a Cup of Joe For a Joe, which we know the troops are grateful for, GFWC are uniquely positioned to raise awareness at the community level about those that are serving our country. While the military as a whole is subject to, and oftentimes unfortunately caught up in, politics, the individual Service Members are performing one of the hardest jobs on the planet voluntarily, far from their home and families, and should not be subject to our political opinions. They deserve respect and support.



**LEADS* COMING SOON – FEBRUARY 2022
SACRAMENTO CROWN PLAZA**

Dori Kelsey, Chair



Are you calm when faced with challenges?

Are you willing to resolve issues between members to ensure a friendly, viable solution fair to all concerned?

Are you able to delegate duties to ensure everyone engages in a project or process?

If you answered yes to any of these questions, you would be a great LEADS candidate.

***LEADS – Leadership Education And Development Seminar**

You do not have to be able to leap tall buildings in a single bound, run faster than a speeding bullet, be more powerful than a locomotive, or rend solid steel with your bare hands. You only need to have the desire to lead and learn from others. We would love to have a representative from every district. Be sure to chat it up with former Leads Seminar attendees to learn about their experience and what they enjoyed about the program.

Quick Glimpse of what to expect:

***Thursday Night Meet and Greet with Executive Committee** – come break the ice and get to know your fellow LEADS candidates from across the State. Games may be involved!*

***Friday Seminar begins** – no need for a coffee wake-me up as we will start the days with President Pam Ament and an inspiring opening session.*

Quick Tips to help you get started:

- Ask your Club President to endorse you.
- Be sure to complete the LEADS application paperwork found on the cfwc.org website under resources and in the CFWC Yearbook Procedure manual. It is never too early to start completing the forms and getting your best headshot ready.
- Once the packet is complete, submit it to your District Leadership Chair – check with the chair on important deadlines.
- Submit your info via email.
- Be sure to submit your photo separately and DO NOT embed it in your LEADS application paperwork. It should be submitted as a separate document.

A Legacy of Leadership Part II

This article concludes the July interview with our Past Presidents. To our past State Presidents—we thank you for your service—you are the wind beneath our wings.

If you could talk with every new member on their very first day as a clubwoman, what would you say to them?

Vicki Holden: “Welcome to one of the largest volunteer organizations in the world. You are entering an exciting time of your life where you will make lifelong friends, benefit those in your community and acquire skills you never thought possible. Please take advantage of opportunities as often as you can and give back as much as possible by sharing your own special gifts. Enjoy it all!

When reflecting on your year as CFWC President, what would you say was your biggest accomplishment?

Carol Lucey: (1) Moving Headquarters from Fresno to the Ontario Airport Area to have Headquarters more accessible for all clubs/districts to obtain information and receive materials. (2) Becoming engaged in the computer world; and (3) Having our members work together in harmony and working more directly with GFWC.

What leadership advice would you like to share with our club women and readers?

Mary Sprague: You may be in a leadership position now, but do not forget you are just like everyone else. Mentor and train. Get to know member strengths and weaknesses and help them to overcome their weaknesses. The strongest leadership strength is knowing who to ask to do a job and then leave them alone and let them do it.

Valerie Barnes: Whatever the Leadership Role – it is a must to work as a team in all that is done. The team concept will bring more to the table and with more hands and thoughts more projects will have positive results.



1994-1996
Doris Rufener



2000-2002
Carol Lopez – Lucey



2002-2004
Mary Sprague



2008-2010
Vicki Holden



2010-2012
Kathi McGraw



2012-2014
Valerie Barnes



2014-2016
Chris Herzog



2016-2018
Toby Kahan



2018-2020
Dori Kelsey

What was your greatest challenge and how did you address it?

Kathy McGraw: The main challenge was membership. CFWC has been losing members each year. Many times, it was because the club just did not want to change what they were doing. We helped clubs by offering new projects, suggesting meeting at a different time, or asking them to accept ideas from new members. A club needs to be open to new members and not expect them to fit into “their mold”.

What do you believe, as an organization, we should focus on now in the post pandemic environment?

Toby Kahan: It is crucial that all forms of social media be used to promote, not only who we are and what we do, but our resolutions. I think we have missed this important part of who we are. Our resolutions should be a high priority when we publicize our organization. During the pandemic we should have shared our stand on human trafficking, health issues, educational crisis, etc.

What Leadership advice would you like to share with our readers?

Dori Kelsey: It is my hope that leadership remember that our own way of leading can be great with thought and kindness. There are many ways to lead and all can be the correct way once you consider the circumstances and parties involved. My most recent leadership booklet talks about Leadership after Covid-19. Good luck & smooth sailing on your leadership journey from Louie and I.

When reflecting on your year as CFWC President, what would you say was your biggest accomplishment?

Chris Herzog: Completion of the Sacramento Capitol Park Tree Tags. 500 trees within this world-famous botanical park were outfitted with 4x5” species ID tags which also included our federation name. Membership raised over \$15,000 to complete this community improvement project.

Oh, the things we can learn...



Learning about Federation and Leadership has never been easier. A sampling of the booklets available include:

- Know Your CFWC & GFWC
- Dealing with Difficult People
- The History – A few facts you may not know
- Leadership Self-care
- Modern Leadership
- Goals need a plan
- Projects for Clubs
- Leadership Crisis Management
- Women to be proud of
- Making Great Leaders
- Conflict of Interest – A brief view
- Digital Detox



All booklets can be found online in Drop Box.

Influencers are not only for the Kardashians

By Sonja Hults, CFWC Communications and Public Relations Chair

What is the definition of an influencer? An Influencer is a person that can encourage or influence you into making a purchase or decision. Sound familiar? It has been happening since the beginning of time. There is always that person in the crowd that when they talk, others listen. The idea is still the same, however, with the birth of social media there are different kinds of influencers. The influencer marketing industry is now a multi-billion-dollar industry.

Things to consider:

1. **Choose the right influencer:** how? Well, you need to find someone that has similar values as your nonprofit. How high is their engagement rate, or their numbers per post? What type of audience do they attract? Have they done collaborations in the past, especially a nonprofit?
2. **Know their numbers:** If you have a local influencer with minor following it can usually be an exchange of goods, if it is a person that has a rating of 1000 to 100,000, these influencers are called micro-influencers and are industry experts, and they usually have a stronger connection with their followers. Contact them and work out a payment. When I worked at Rubio's the exchange was gift cards. This worked out well for both parties.
3. **Set a Goal:** What are you looking for? Attendance? Visibility? Reach? *Set goals* with your influencer, watch the numbers carefully to know if this person has the reach that works best for your nonprofit and that they are representing you correctly. How many people purchased a ticket? How many times did the influencer talk about your event and what type of content did they use? Did your influencer add the link to your event/nonprofit to their blog or website?
4. **Deciding on the appropriate incentive for your influencer:** How do you decide the appropriate incentive? Here are several items to consider: All expenses paid trip to your event. An influencers-only swag bag. An exclusive post recognition for their efforts on your behalf.

Getting this all-organized will take time and effort. However, think of what you can accomplish when you find those influencers that can make a HUGE difference for your next event.

BUY A DEPLOYED HERO THEIR NEXT CUP OF JOE



Cup of Joe For a Joe is an online platform allowing Americans stateside to support deployed service members by buying their next cup of Green Beans Coffee at one of our cafes on-base overseas, and exchanging messaging with them.

Since 2008 we've delivered almost 2 million cups of coffee and personal messages from Americans just like you to troops serving in the Middle East.

Visit cupofjoeforajoe.com to brighten a deployed service member's day!



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Christopher's Closet

By Marilyn Marie Cruz

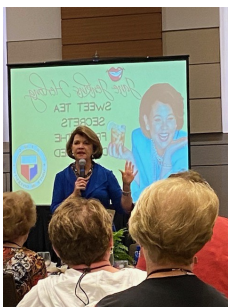
A popular talk show brought its audience to its knees and ignited a high school senior to take action. The show was The Oprah Winfrey Show. The show aired a compelling segment regarding displaced children and pajamas. Yes! there are children that have never owned the bedtime clothing that so many of us take for granted. The segment told the story of A woman who began volunteering at a safe home for displaced children. Her plan was to read at bedtime. One night a new child arrived. The lady asked the small girl to get ready for bed by putting on her pajamas. But the child had no idea what pajamas were. That bothered the woman. so she told a friend. Now we all know how phone trees operate. One friend tells a friend, that friend tells another and another, and several more, and a chain is formed. People began to donate pajamas! Within three months the women had collected over 35,000 pairs of pajamas for the Department of Children and Family Services specifically Child Protective Services.

The senior, after watching the segment decided to create a senior project that challenged the senior class to skip a lunch, take the money and purchase a pair of pajamas. He called his project "Christopher's Closet" after himself and because displaced children seem to travel a lot. Over time, the project lost interest—that is, until recently. Christopher's Closet has been reestablished by means of his Mother/Mentor Marilyn Cruz a member of Diamond Bar Woman's Club. If you would like to make a donation, please contact the DCFS/ CPS office in Pomona CA—they will receive and benefit from all pajama donations.

First Timer GFWC Annual Convention Experience

By Kathy Holm

The 2021 GFWC Annual Convention “Celebrating Culture, Cultivating Connections” in Atlanta did not disappoint! It began with a very special Colorado clubwoman (I had never met her but had a mutual contact) who graciously agreed to be my roommate. Then serendipity stepped in when my new Colorado sisters and I visited the Dr. Martin Luther King Jr. National Park Friday morning. We arrived at just the right time to witness the special unveiling of a traveling monument entitled “Blank Slate”. We were honored to hear from several eloquent and passionate speakers about the importance of continuing the non-violence principles of Dr. King, including the sculptor, Kwame Akoto-Bamfo, and Dr. King’s daughter, Bernice King. Then to top it all off, we were able to meet and speak with Bernice King, and get our picture taken with her! What a special live experience of celebrating culture and cultivating connections!



Inspired and proud was how I felt after attending my first ever GFWC Convention. Our GFWC leaders and the convention speakers, Justice John T. Broderick, and Lilly Ledbetter, inspired me to commit to implementing community service projects at club and district levels that are more relevant and current—recognizing mental illness and bridging the wage gap, to name two.

I am proud to be a part of an organization with so many gifted, talented, dedicated, passionate and compassionate members who are committed to making a difference all over the world. The affiliate organization and program workshops were enthusiastically and deftly led by affiliate representatives and Program Chairs. I gained valuable information about branding and using websites and social media to promote our clubs. Plus, I gathered several creative ideas for service projects from the Advocates for Children and Shot@Life workshops while cultivating more connections with clubwomen from many other states.



I was very impressed by Sheila E. Shea, GFWC Resolutions Chair and her committee and how professionally and politely she conducted the meeting on the 50+ proposed resolution changes. Business was handled smoothly, and concerns of members were listened to and addressed in a patient and kind manner. There was stimulating debate among



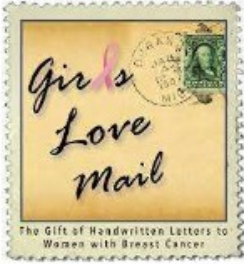
members. It was way better than watching debates on the floors of the US Senate or House of Representatives. It was a privilege and an honor to be a part of the voting process.

There was also lots of fun and laughter because clubwomen know how to have fun! The lively band, Orchestra Noir, lifted us off our feet and into a dancing conga line the first night and then Jane Jenkins Herlong, humorist, author, and singer continued the laughter by entertaining us on the last night of convention.

It was a grand experience, and I can’t wait to attend next year’s convention in New Orleans. “Laissez Le Bon Temps Rouler”—Let the Good Times Roll!



Done In A Day Project



Hope is your gift! Be a part of the 2021 Miles of Mail campaign to collect 25,000 letters by December 31, 2021.

All it takes is a hand-written letter or card for someone special and a postage stamp. Your words have the power to heal.

Girls Love Mail collects your hand-written letters, bundles them, and sends them to cancer centers for

distribution to women newly diagnosed with breast cancer.

Write in groups or plan to write letters as part of a club program. Work with your local school district to set up a letter writing day for students.

Visit <https://girlslovemail.com> to learn more and to find downloadable party kits to make your writing easy.



JIMMY WELDON – Influencer

By Dennis Daily, former United Press

International, National Newscaster, longtime friend of Jimmy's.

Clubwoman Magazine recently caught up with Dennis Daily, a media influencer and longtime friend of the legendary Jimmy Weldon. In an exclusive interview, Dennis shares with us the wisdom and influence of Jimmy – an influence that has spanned many generations and leaves all generations reflecting, and more importantly, knowing what it means to be an American.

Jimmy Weldon is a national treasure. Not because within less than two years he will be 100 years old. A lot of people reach that milestone. But, in Jimmy's case, few people have done so many diverse things in one lifetime and changed so many lives.



A child of Texas, then Oklahoma, Jimmy's service in the Second World War includes working directly under General George Patton in the Army Combat Engineers. He saw Patton as a stern task master and somewhat stand-offish, but also as a commander who treasured the value and worth of all of his officers and men. It was during his days with Patton that Jimmy was involved in the liberation of the infamous Buchenwald Concentration Camp.

Today, decades later, Jimmy sometimes runs into people who believe the Holocaust never happens. When that happens, he can be direct and strong in his response. A case in point: One day while talking to a group of California high school students, Jimmy mentioned the liberation of Buchenwald. A young student in a back row yelled, "that never happened!"

In no uncertain terms Jimmy set the record straight. Ironically, less than a week later, while giving a speech at the Simon Wiesenthal Center in Los Angeles, a rabbi came up after his talk and introduced himself. "I was at Buchenwald," he told Jimmy. "Were it not for you, I would not be here tonight." The two embraced and wept.

- - - continued next page - - -



After returning to the States -- his British "war bride" in tow -- Jimmy began work in local radio. He was soon discovered and brought to a 50-thousand watt regional station in Dallas. Within

months the station decided to take Jimmy's show -- an infectious blend of humor and conversation with an imaginary duck, Webster Webfoot, to television.

In the Spring of 1950, Dallas got one of the first local, five-day-a-week children's shows in the nation ... with Jimmy as host. This later led to a job offer to bring his show to Los Angeles. It was



there that Jimmy got involved in early television, with guest appearances on such shows as "Dragnet." It was also in Los Angeles that he met William Hanna, a fellow golfer. Hanna, with partner Bill Barbara, were planning a major prime-time show called "The Yogi Bear Show." Hey asked Jimmy to bring his pal Webster Webfoot to the studios to be the voice of a despondent little lost duck named Yakky Doodle. Yakky appeared on nearly 110 "Yogi" shows and can still be seen in reruns on classic TV channels.

In the ensuing years NBC tapped him to do a weekend LIVE half-hour children's version of "Truth of Consequences," called "Funny Boners."

Then the network offered him a chance to do local, LIVE television in New York City, as Shari Lewis's replacement on the "Hi, Mom Show." Appearances of the "Kate Smith Show" and with "Ed Sullivan" followed. But, Jimmy's heart was not in Manhattan and he eventually returned to Los Angeles.

By then, his daily TV show in L.A. had been taken by another actor and he was asked to take Webster to Fresno, where he appeared on local TV every weekday for a decade.



For decades, he continued to do voice-over work, appear in several movies and more television shows and then, his talents took him another direction. Jimmy became a motivational speaker.



Within a decade he was the most sought-after motivational speaker in the U.S. He appeared before all of the nation's top 100 companies and became a yearly feature of many college graduation weeks, including 20 years at Pepperdine University.



Within the past decade he found a way to bring his patriotic motivational message to more students. He founded the Center for Youth Patriotism. It is recognized both by the State of California and the IRS as a not-for-profit organization. Its single goal is to instill a sense of civic pride in young people.

He once quipped: *"Too many young people today know nothing of this nation's history. They are like orphans who never knew their parents. It's hard to be proud of something you know nothing about."*

Jimmy always tells audiences that he is most proud of his "I Am The Flag" presentation. It has been presented at more civic and military sessions than he can count. It has also aired on several American Naval Vessels as part of their morning ceremonies.

Jimmy has always been a "man with a message." He once told an audience that if young people remembered ONE thing from his message he hoped it would be this:



"America is the best place in the world. It is a nation that was born of an IDEA. It was an INVENTION of men who looked at the classic nations of the past and wondered why they failed and were determined to not let that happen again. It is a nation based on fading words and now on crumbling parchment. It is an experiment that never ends. And it is INCLUSIVE."

He goes on to state, *"America is not an elevator that when you get in you want the doors to close. God gave us this marvelous nation through the imagination of men and women and their courage and their blood. It is up to us to carry it on through the generation of the next tomorrows."*

Jimmy may have slowed down as he heads for 100. But he still shares his memories and his ideas about American freedom with an ever-growing audience.

Club Influence

The Westlake Women's Club presented "*The Spirit of Aloha*" Luncheon - Fashion Show, with Silent Auction and Boutique Vendors at the Hyatt Regency Westlake Village. Monies raised were donated to:

1. Tiny Homes Project for the Homeless . On July 30, 2021 eight Westlake Women's Club Board Members travelled to Reseda, to present a Donation check of \$ 6,000 to Hope of the Valley Rescue Mission to sponsor the construction of *Two Tiny Homes* in Tiny Homes Village in N. Hollywood, which opened on September 11, 2021.

2. Big Brothers Big Sisters of Ventura County . On August 24, 2021 Westlake Women's Club Board Members presented our donation of \$ 1,000 to Board Director of *Big Brothers Big Sisters of Ventura County*, Mr. Grant Blindbury. Big Brothers Big Sisters is a one-to-one mentoring organization serving children and families.



It began in 1959 and came to fruition in 2021. In 1959 the Yorba Linda Woman's Club participated in the ground-breaking of our then, new city library. Clubs throughout the state had been asked to choose an official city flower—hence the beautiful rose.

In the following months, the Yorba Linda Woman's Club participated in three plantings: 1.) In 1912, Mrs. Hannah Nixon, the mother of President Nixon, was a founding member of our club. In her honor, Mrs. Pat Nixon and other family members broke soil and planted President Richard Nixon's favorite rose, the *Talisman*, at his birthplace; 2.) Following the same theme, our second planting was a climbing rose called *Golden Showers* planted at a local park; and finally, 3.) By late 1960, the then new library opened its doors. In the next few months, our club finished building a large rose bed outside the library front doors.

In 1960 these plantings led the YLWC to be honored as the recipient of the *Richfield Award* from California Garden Clubs Incorporated for Conservation of Civic Beauty. A plaque was placed in the new library.

And finally, in 2021 our brand new Yorba Linda Library and Arts Center opened. 60 years had passed, and we found ourselves again planting a garden of roses. Several of our current members had been involved for YEARS with our first rose garden and were asked to join a committee along with library and city officials in making decisions for our new garden. Our library held a grand dedication for our club and for the Yorba Linda Woman's Club Legacy Rose Garden. The event was well attended with city and county dignitaries and over 40 club members. A beautiful plaque has been placed outside the building for all to see and enjoy.



Celebrating 40 years of Service, **Temecula Valley Woman's Club** receives recognition from Temecula Mayor Maryann Edwards CFWC Area D Vice President Wendy Curran, and CFWC 2nd Vice President Sonya Matthies. Receiving the recognitions was Barb Purdy, Club President.





The Lakewood Woman's Club has been very busy this summer with fund raising. In July we had a very successful Fireworks booth -- a fundraiser the club has been devoted to since 1977! All in all it took 500 hours of setting up- selling and tearing down to make it so worthwhile. A tireless and hard working crew made it happen!

A month later, in August, the club held a rummage sale to raise money for paws and patriots.



The Julian Woman's Club is honored to have Eleanor Burns as one of its members. For many years, Eleanor hosted her television show "Quilt In A Day." She also operates a quilting store in San Marcos and she lives on her ranch in Julian.

Each year Eleanor directs a group of members in the design and construction of a large quilt that is raffled in the Fall. This year's quilt is a "Split Nine-Patch." It is comprised of nine hundred three-inch squares (Wow!). The quilt is king-sized and the colors are blue and gray.

Photo: Melana Brandt (lower left), Eleanor Burns, Barbara Mitchell, Patricia Landis, Merleen Ottaviano, Mary Lou Jones

A Historical Treasure. Then and now!

By Anita M Dinicola

Our **Torrance Woman's Club** Was founded and organized in March 1921 by a group of ladies that met as a " neighborhood sewing group." Mrs. CW Stock was elected as the first President and by the end of the first year they had 100 members. They changed the name to the Torrance Woman's Club and immediately joined and affiliated with the American Federation of Woman's Clubs. They met in their homes and church halls and in 1925 built their own clubhouse.



During the " war years" the hall was used by the USO for social dances and the members sold over \$3,000.00 in war bonds.

In 1988 the building became a Historic site. A bronze plaque is placed on the front of the building. The club members volunteer thousands of hours each year. The Torrance Woman's Club has been involved in a continuing commitment to its community providing assistance to the schools, police and fire departments, veterans, medical research and local hospitals and shelters. In researching these facts I came across the wonderful picture of the house on Carson Street where our first president Mrs., CW Stock presided. What a treasure. (thanks to Janet Payne Torrance Historical Society)



Moorpark Women's Fortnightly Club members delivered the 78 fleece-tie blankets they made to My Stuff Bags, then stayed to help fill duffle bags with blankets, stuffed animals, books and more. These items are given to children that are rescued from severe abuse, neglect, abandonment or homelessness. Many go into foster care or shelters and often have no possessions of their own. My Stuff Bags provides these children with belongings of their own.



Hot Spots and Lending Laptops

By Jennifer Nickel

With the COVID shut down, the disparity in educational opportunities (based on income) has become more prevalent. Families already struggling to get by were faced with the added cost of good internet access and computer equipment.

With students back in the classroom, you might think this is no longer an issue. However, internet access continues to be an issue for many with research and books increasingly an online endeavor.

What can GFWC do to help? Your club might consider sponsoring a hotspot or a laptop for lending at your local school district. Many schools have created a “library” of laptops and hotspots that students and teachers can check out. Making sure every student has access to learning is a GFWC tradition. Scholarships, hot spots, and laptops can help students and teachers alike. Your club can be there to help—check with your local school district today.



Opportunities for Family Fun

By Colleen Janssen

Families throughout the state are finally able to get out of the house and have some fun. The biggest decision is where to go. A great way to have year-round fun is to visit a theme park.

One park to consider is Six Flags Magic Mountain located in Valencia. Spokesperson, Alex French, welcomes guests to spend some time in this exciting property.

Rules for theme parks and their visitors may change. Before a visit to any theme park, it is imperative that visitors check the park’s website for any updated information. The Six Flags website allows for 7-day/24-hour chat with a guest relations employee who can answer your questions about their 27 properties across the country.

“We’ve updated all of our sanitation and social distancing in our restaurants, shops, and on our rides,” said French. “We have clean teams

constantly wiping tables, handrails and touch-points.” French emphasized that they want park visitors to have a safe and fun experience. Throughout the park there are reminder signs: 1) Wear your mask, 2) Wash your hands, 3) Keep your distance, 4) Cover your cough, 5) Sanitize often, and 6) Have fun.

What’s new at Magic Mountain? Many rides have been updated, but the newest, biggest addition is West Coast Racers. “It is a unique coaster,” said French. “We partnered with West Coast Customs on the design.” This coaster is rated at maximum thrill level. The website states it has a ‘record-breaking four magnetic launches, including three G rolls and a zero G stall, 14 track crossovers, and a high-five, side-by-side airtime hills and overbanked turns, and speeds up to 55 miles-per-hour as riders cross the finish line. This is for major thrill seekers!

Park rides are in three categories: thrill, family, and kid. The kid area hosts Bugs Bunny World for children ages 2-7 with pint-size roller coasters and other attractions.

Special events throughout the year offer guests the opportunity for an even more enhanced experience. French shared, “Fright Fest runs Fridays, Saturdays, and Sundays from mid-September through the end of October.” This event is terrifying, in the best way. There are haunted mazes, special scare-zones, and more. A bonus is that it is included in the regular park admission.

The Holiday in the Park event is from mid-November through January 1. “We have over one million lights in the park; it’s so beautiful,” said French. “There are dedicated areas that twinkle, sparkle, and light up the park.” The holiday event features meet & greets with Santa and Mrs. Claus in Santa’s Cottage with photo for a fee, strolling carolers, entertainment throughout the park, Tinsel Toy Stunt Walkers, and limited-time food options.

The park has a variety of food options, including American, Italian and Asian cuisines, a Go Fresh menu with healthier options, along with vegetarian, vegan and gluten free food.

Are you ready to go to a theme park? If you have a group of ten or more, most parks offer online group reservations. You may also want to check out season passes and memberships so you can go back more frequently.

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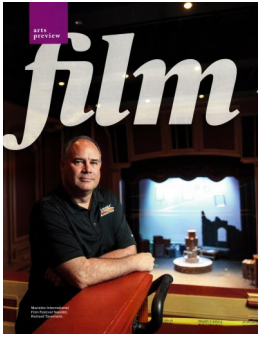
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The Power of Film— Long Shot Productions

The film industry is one of the most powerful influencers in our world today. Whether you are watching television, streaming via a smart device, or out at the theater - film can make you laugh, help you see the world from an improved perspective, help you understand the past; and, envision the future.

While in Atlanta at the GFWC Convention, Clubwoman Magazine caught up with Dr. Richard Tavarnaro, the President and CFO of Long Shot Productions. Tavarnaro is an award winning Director, a Member of the Producers Guild of America, owner of the International film making competition "Film Racing"; and, the Executive Producer of the International Cobb Film Festival.

Tavarnaro was candid in his responses to our questions, but also reflected a sense of confidence in what he believes is possible when you look at film making as a partnership for greater impact.

There is a sort of mystery surrounding Hollywood and Film making. How has the industry changed since the pandemic?

The industry was devastated due to the pandemic and it is still feeling the long-term after effects. Everything from the way meals and snacks are provided on set to having to test everyone for the virus, to the number of people allowed on set. Many productions are creating a "bubble" for all involved by isolating them to stay in production-provided housing during the entire shoot. We also need to monitor COVID protocols while filming to make sure everyone abides by them. Many productions are requiring everyone on set to be vaccinated or they will not be able to work.

If you could go back in time and talk to your younger self, what would you say? What advice would you give?

I would encourage myself to do everything exactly as I have done. My life has turned out pretty good.

What advice would you give young artists in the industry?

Don't try to work your way to the top by climbing over the backs of others. If you DO make it to the top that way, it will be a very lonely place and there will be a slew of people who you've alienated trying to bring you down from that pinnacle. Collaborate with others...grow together...move to the top together. That way, instead of being lonely at the top by yourself, it's a big party with you and all those you came up with. *Success isn't a mutually exclusive thing - more than one person can be successful so why not get there together.*

What do you believe is important for our readers, the movie streaming and movie-going audience to understand about your work, the industry, and the impact it has on society.

It's important to understand the impact that media, film, television has on our every-day life and how it can be used to influence positively or negatively. We strive to use it not only to bring a good message to the public, but to extend that to something more tangible - providing funding for programs for the needy that might not otherwise be there.

You have an interesting background in Psychology, tell our readers more about that, how has it influenced your work in Film?

My training and experiences as first a high school counselor and then a psychologist have influenced every aspect of my life (or maybe my proclivity for helping others influenced my choice to go into those areas). In film, it helps me understand the characters in the script to a deeper level and allows me to convey that to the actors working with me. It helps me understand the individuality of each of my cast and crew and to interact with them in a more personal way. *It has also influenced my decision to use the film industry to help others who have much greater needs than my own.*





Your new venture helps to bridge the gap between philanthropy and film. What was your vision in making this happen?

Most of the profits from the entertainment industry have, previously, served primarily to fatten the pockets of the filmmakers and studios who make the films. The majority of the profits go to the distributors, theaters, studios, etc. Investors take the biggest risk since there is no absolute guarantee they will recover their investment if the film doesn't do well. Philanthropists typically avoid investing in film because they want their money to go where it can best help those in need. We have created a way to bridge this issue by setting up a system of self-distribution that allows the greatest percentage of the profits from the film to go to designated charities that serve families and children in need. A Philanthropist who might want to donate, say, \$1000,000 to a charity now has the opportunity to see their donation grow significantly larger - if a million dollar film makes ten million dollars in profit, that results in their million dollar investment growing to as much as six million dollars (we aim to have 60% of each film's profits go to charity) going toward their designated charities.

You have indicated that Family is very important to you, how has your family influenced your life?

I have the most supporting family you can imagine. They never pushed me into any particular career area or "expected" me to do anything other than do my best in everything I do. That was their only real "requirement" of me - to do my best and be ethical/moral in everything I do. They've simply supported me in everything I've done throughout life and consistently tell me how proud they are of me (something that I believe is very lacking in today's world - parents telling their kids that they are proud of them). *My propensity for going out of my way to help others also comes from my parents. All through my life, I remember my father stopping to help people who were broken down on the side of the road or helping a neighbor with a big project.* My parents are in their 80s and my dad still mows neighbors' lawns or cuts down trees in their yards or other projects that are needed that they can't do for themselves and can't afford to pay someone else to do.

Can you describe your journey into film-making and the most memorable milestones?

I came into the industry on a dare, but I fell in love with it immediately - my first night on set. It was that night that I decided I wanted to go "all-in" and started getting the necessary training and experience needed to do more while gaining invaluable real-world experience by creating my own films. I think my most significant milestones would be;

- producing my first full-length feature film and getting it distributed;
- earning my SAG Eligibility;
- earning my way into the Producers Guild of America;
- becoming the owner/executive director of the international filmmaking competition "Film Racing";
- founding the Cobb International Film Festival (now in it's seventh season).



For me, the greatest gift I've received from my time in the industry are the friends and colleagues I've met in the industry. I've been told many times by those who've worked on my projects with me that it's

not like a "regular" film set - it's more like a big family, and that's how everyone is treated. I've built up a wonderful network of cast and crew members who repeatedly work on my projects and I wouldn't have it any other way. Honestly, it's almost uncomfortable calling them "my projects" because it's always "OUR projects". I prefer to create a situation where everyone feels they aren't just "working on" the project but are, rather, part of the project.



- - - Continued on page 27 - - -

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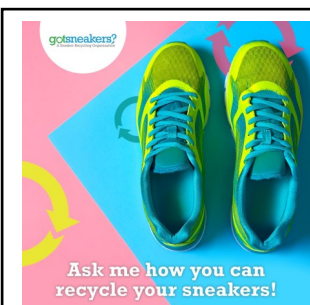
What is a QR Code?

By Colleen Janssen



A QR, or Quick-Response code, is a matrix barcode that works much like a barcode at the supermarket. You scan it with your Smartphone camera and jump directly to a website or other location. So, instead of typing in a website address such as cfwc.org, you can scan a QR code and be taken directly to the website. Many restaurants now use these for guests to easily access their menu. Isn't that handy? Try a few QR codes when you are out and about.

Let's start with the QR code for our CFWC website above—access to resources made easy!



CFWC Communications Team—GotSneakers

It's hard to believe that an estimated 600 million pair of shoes go into America's landfills every year! 100% of these shoes can be

recycled and the majority of these shoes can still be reused. That's why we have decided to start a sneaker drive fundraiser with GotSneakers. The sneakers that we collect through the GotSneakers program will help us raise much needed funds AND will keep sneakers out of landfills. Talk about a win-win!

Can you collect 15-20 pair of sneakers to help us out? With your help, we can achieve great results! If you can't collect 15-20 pair, don't worry. Just collect as many pair as you can. Every pair counts!

You can drop off your sneakers at your November and December District Board meetings. Your District Presidents will receive all the details at the Area Meetings in October; and, via email on October 1, 2021.

Carbon Footprint of the Internet

Excerpt from Science Focus Magazine



Carol Lennox, Bromley asked BBC Science Focus Magazine what the Carbon Footprint of the Internet was.

Their response was that while “Most people are aware of the large carbon footprint of vehicles and agriculture, few are familiar with the carbon footprint of the internet.

According to a study by the Boston Consulting Group, the internet is responsible for roughly one billion tons of greenhouse gases a year, or around two per cent of world emissions.” So, *is it possible to shut down the Internet?*

According to Luis Villazon, science and technology educator, and Q&A expert for Science Focus Magazine, “Disabling the entire internet would be like trying to stop the flow of every river in the world at once. You can dam or divert individual streams, but it is virtually impossible to block them all at once, because the water always tries to find a new route downhill. Likewise, the internet is a huge and complex structure operated by a mixture of Government, commercial bodies, and billions of private individuals. There isn't a single point that all the data flows through; and, the internet protocol is designed so that data finds a route when parts of the network are down.”

That said, Villazon goes on to state, “But the internet isn't entirely invulnerable, either. In 2011, during the Egyptian Revolution, the Egyptian government ordered the four national internet service providers to turn off the Domain Name System (DNS) and alter the Border Gateway Protocol of their servers. This prevented any internet traffic in or out of the country. The UK has the legal authority to do the same thing in the event of a national crisis, but this power has never been used. And if the US for some reason ordered Microsoft, Apple, Facebook and Google to turn off their servers, the internet would be as good as shut down for most of us.”

When it comes to the internet, reducing our usage each day can create a positive impact on the environment around us. Maybe its time to get back outside and enjoy the natural environment we are so busy trying to protect.

Fall Board 2021

If you missed the Fall Board 2021 session in San Diego during the first week of September, then you missed a great deal of learning, fun, reporting, and fellowship. There were water guns, a QuickBytes special birthday celebration, singing, chanting, and idea sharing. While we could not add all the photo's received from the weekend, we hope you will enjoy the album below. Special thank you to all that signed the Kudoboard!



"Never doubt that a group of committed people can change the world. Indeed, it is the only thing that ever has."
~Margaret Mead

The Power of Film - Long Shot Productions

Story continued from page 23

On a personal note, what does the talented Dr. Tavarnaro like to do when he is not on set?

I'm a bit of an adrenaline junkie and love anything exciting...love the outdoors and anything water related. Scuba is a favorite activity, and in the warmer months I spend a lot of time on my boat. I race cars, jump out of planes, rappel, white water raft & canoe and just about anything else that gets my heart pumping. I also love to travel and so as often as I can manage—so far I've been to 48 different countries and every state in the US. I love the theater and have Patron-level season seats for the Atlanta Broadway Series for over 20 years.



You have said you have had several lives. Why do you say that?

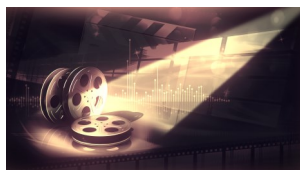
I grew up in a military family and by the time I was 18 I had lived in Texas (twice), Arizona, New Mexico, Florida, England, and Greece. I graduated high school then went to Texas A&M, where I was in the Corps of Cadets. I completed my studies with a B.S Degree and a Commission as a Second Lieutenant in the Army. ***I spent***

the next 20 years (combined active duty and reserves) first as an Officer in the US Army with multiple combat deployments to Iraq and Afghanistan—I retired from the reserves as a Lieutenant Colonel. I have spent time as a high school counselor and swim coach before leaving the school system to open my private psychological practice. As part of my practice I did seminars and public speaking. I also taught part time at a local university. It was then in 2010 that I closed my practice and decided to give film making and the entertainment industry a try.

**What is next for Long Shot Productions?
Do you have projects that you have in
your slate of projects you would like to
see completed?**

I currently have two of my own and one in collaboration with the production company I did my most recent film (Game Changer, releasing this Fall). My two projects are: **Mouthpiece**, a drama based on a true story of a criminal defense attorney working with the people on the streets of Atlanta in the 1970s and **Vibrations**, a supernatural thriller about a young couple who moves into a home and discovers that it comes with a dark secret. The collaborative is a film about human trafficking.

Editors Note: It is clear to see the service influence instilled upon Dr. Tavarnaro from his parents, his



education, and his service to this great country. The concept of adding a humanitarian aspect to for-profit film making is a new twist for the better.



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