President’s Message

Bonnie’s Basics—Our Present Leading to a Better Community

How exciting it has been for us to look forward to the new branding of Altrusa International, Inc.

We have been anticipating this information for quite some time and knew that the plan would be unveiled at the International Convention. For my article this month, I am including the letter from our International President, Dona M. Garretson, from the Altrusa International website. I want to share her message with you.

Welcome! We are experiencing exciting times as Altrusans.

Altrusa is leading the way to a better community and you play a key role. As we grow and thrive we’ll take our collective energies, talents and dreams to the next level by embracing the new brand and employing new tools and tactics especially created for us.

Three key brand drivers Clarity, Flexibility and Inclusion help form the basis for all we do. We want to be clear in our messaging, flexible and considerate in the way we meet the needs of new and existing members and include community members along with us as we go about our Altrusa activities. Dedicated District and Club Brand Ambassadors are available to help answer questions surrounding application of the new brand and assist us to explore ways we can effec-

(Continued on page 2)
Yes, we truly are living in exciting times! Leading to a Better Community is our wonderful journey and we are now in the midst of that journey. You are a major driving force that is making it happen.

Sincerely,

Dona M. Garretson
International President, 2011-2013

Our Club is positioned and ready to go with the new Branding Plan. I look forward to working with each of you as we move forward together, **WORKING TODAY–BUILDING TOMORROW.**

Bonnie Perry,
President 2011-2012

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**Member Highlights**

**Barbara O’Dell Is Honored**

Barbara O’Dell is our newest Emeritus Member!

Immediate Past President Mary Beth McLemore received notice from the District Nine Board of Directors that Emeritus status for Barbara was approved.

Barbara became an Altrusan in 1992, sponsored by Mimi Tanner. She was Club President in 2000-2001 and, during her almost 20-year tenure, held several offices and chaired a number of committees, most recently International Relations. Barbara, a Certified Public Account, often shares her expertise with the Club when accounting issues arise.

Barbara’s health no longer gives her the energy to be so active in the community, but she has assured us that she will join us for meetings and activities whenever possible.

We look forward to seeing Barbara soon, at a Club meeting where she will receive her Emeritus certificate.

District Nine Emeritus members are those Active members who are no longer able to contribute actively to the Club because of their health or some other restriction which limits their activity. The Club and District Boards of Directors approve status changes. To be eligible for this honor, an individual must have been a member for at least ten years, have given great service to Altrusa, and have exhibited devotion to its Principles.
Convention Delegate Report
Our New Brand!
By Nancy Rohm

My part of the delegate report from the 2011 Altrusa International Convention in Rapid City, South Dakota, is to inform the club about the Rebranding of Altrusa. At the last Altrusa International Convention in 2009, delegates voted to use money from our reserves to rebrand Altrusa in an attempt to save our international organization.

(To understand why the branding effort is not as far along as members may have anticipated, Altrusans should know what has happened in the past six months in our International office in Chicago: The Director retired, the Assistant Director passed away, a new Director was hired, and the Financial person was let go. To help out, our International President-Elect, Dona Garretson, volunteered in the International office full-time from January through March, 2011. Additionally, the landlord has leased our office space, but is providing us with a larger space for the same amount of rent and he is helping with the move. It appears the office is being as thrifty as possible. It was reported the phone system is ancient, even using one phone someone brought from home and another phone held together with tape!)

Miles Media, the company hired to handle our rebranding, spent the majority of their time doing research. They learned about Altrusa, they determined our problems, they compared logos of other civic organizations, and they collected input from Altrusans and non-Altrusans. They shared with us examples of the importance of having a known, recognized brand. They learned Altrusa’s biggest problem is member retention.

The new logo (above) has four “ribbons” which form an “A.” The logo includes the slogan, “Leading to a better community.” The ribbons are interchangeable. When the logo is used by International, the top ribbon is turquoise, by districts and clubs it is slate, and by ASTRA it is yellow. The remaining red ribbon is flexible. The logo may also be printed in black and white.

Altrusa International will provide each club with a logo (electronically) with the slate ribbon on top. Our logo will have the words, “Richardson, TX.” International will transmit these to the clubs as quickly as possible. Altrusa has trademarked this logo; it is always placed on the upper right of stationery and marketing materials. To preserve the integrity of the logo, we must seek permission from International for various uses of the logo. Every effort will be made to keep uses of the logo consistent throughout the world to increase Altrusa’s recognition. In order to look professional we are not to use “clip art” in anything but we may include photos. Altrusa pins will remain the same.

Altrusa, International’s goal was for every club to use the new logo exclusively beginning August 1, 2011. They quickly realized (due to comments and questions) it will not be possible to convert that quickly. In the meantime, the consensus appears to be to change as quickly as possible. Beth McPherson, District Nine Governor-Elect, is the “Branding Ambassador” for District Nine. She will be our point person for training and for obtaining permission when we want to use the brand.

When they become available we will need to purchase a new club banner for meetings. Also we will need a new “outdoor” type banner. The banner hanging on the building at Terrace is fine for the time being; other clubs have road signs, etc. International realizes these changes can not be made quickly.

International will set up websites for each district and club. There is a charge for this. In the instance of districts and clubs that already have a website, they will work it out on an individual basis. Beth McPherson will be our contact for this.

Miles Media has created a new marketing brochure. The marketing piece is in place. There will be two photos on this brochure and International is asking photos be submitted for consideration. The brochures will have an insert that may be customized for individual clubs.

The final part of the branding effort revolves around three words: Clarity, Flexibility and Inclusion. We must be Clear with our message. We must be Flexible and open to doing things in new and different

(Continued on page 4)
ways. To help us be more Inclusive, the classification system has been eliminated.

(Footnote: At the Convention it was evident that most clubs and districts are not in the same place as Altrusa of Richardson. We must remain open to change. As leaders, Richardson Altrusans need to be helpful when and where we can. The economy has impacted all of us, but for the most part the recession has hurt the small clubs and/or clubs in small towns even more deeply. We are very blessed with the large number of members we have in our club, with the flexible attitudes our members display, and with our local economy as compared with other areas.)

**Convention Delegate Report**

**Convention in Nowhere? Not Hardly!!**

*By Bobbi Klein*

Well, all I can say is for any of you who said to yourselves, “Why would I want to go to Rapid City? What’s in Rapid City?” All I can say is, “WOW! There’s LOTS to do...and you really missed a great time.” (Besides that, this Convention was really important to the future of Altrusa.) And try as I might, I didn’t get to do it all.

Rapid City was named the Most Patriotic City in the US. There are life-sized statues of all the previous presidents on the street corners downtown. There are lots of parks and lakes, even a park on the top of a VERY high hill that has life-sized replicas of Dinosaurs that can be seen for miles. They have a great Civic Center that hosts Broadway plays and concerts. There’s a trolley that you can take around to see the sights. There’s a Reptile Farm, a Botanical Gardens, and a Storybook Land. There were malls and lots of restaurants and the food everywhere was very good, especially at the restaurant in the hotel.

On the day before the Convention, Nancy Rohm, Mary Beth McLemore, Elisa Belsley, and I rented a car and drove less than a hour from Rapid City to see the Badlands, a geological wonder. Awesome! And we stopped in the quaint town of Wall for Buffalo burgers, and to see the famous Wall Drugstore – it’s like no other drugstore you’ve ever seen! Then we drove (again less than an hour) down to the Custer State Park in the Black Hills to drive the Needles Highway, and see more geological wonders and drive thru one-lane tunnels carved through the rock. We also thought we were going to see the wildlife, but it was in the 90s and the animals were hiding where it was cool. And then we drove up to Deadwood (of Wild Bill Hickok fame), which was very picturesque and not overrun with chain stores and restaurants, although there were plenty of casinos (just ask Mimi and Gypsy Jane and some of the other Altrusans, when they weren’t at Convention, of course). On the way back to Rapid City, we stopped in Sturgis, home of the famous motorcycle rally in August. And we did all of this in one day!

The optional event for Altrusans was a fun and patriotic chuck-wagon dinner and show at Fort Hayes, where we saw one of the sets from Dances With Wolves and other period buildings and crafts – Elisa knows how to make rope now! Then we were off to Mount Rushmore to see the lighting of the presidents faces after dark. Again, awesome!

On Tuesday, after Convention was over, I took a guided tour through parts of Rapid City and to see the massive carving of a statue of the Indian Chief Crazy Horse, which, when complete, will be the largest carving in the world, approximately 250 ft. tall and almost 450 ft. wide! Then we went to Mount Rushmore, where I had time (and daylight) to take the President’s Trail to the base of the carvings.

Then, on Wednesday, before my flight back home, I walked around downtown to see the president’s statues, have “bangers and mash” at the highly recommended Firehouse Brewery, and took the trolley to see the sights.

All of that was in addition to the Convention! And I didn’t get to see the second largest cavern in the US or the wildlife trail or lots of other things.

So if you think going to Convention is boring—you might want to reconsider. It’s time to be planning for 2013 in NEW ZEALAND! If it seems like it was fun in Rapid City just think what a Really Good Time that will be!!
CONVENTION DELEGATE REPORT

Changes to Bylaws and Election of Officers
By Mimi Tanner

My part of the delegate report is to inform the club of the bylaws and elections.

“The purpose of Altrusa International, Inc. is to promote better communities through service by an international network of people with diverse backgrounds and experiences.” This is the new purpose statement that was adopted, after much discussion and many amendments, by the delegate body at the International Convention in Rapid City.

Other decisions related to the bylaws included the rejection of proposed bylaws that would increase the size of the International Board and a change to the Altrusa Benediction. The discussion of the Benediction was very interesting; the members are anxious to honor the many years of Altrusa heritage by preserving the historical nature of significant documents. It seems that most people wanted the Benediction to be included. One of the delegates used her smart phone to report that the definition of “man” means mankind. The other proposed changes passed. Most of them related to the elimination of the classification system.

Of course, one of the important actions of the Convention was to elect officers, Nominating Committee and Foundation Trustees. The President-Elect is Ilona Kerby. We are very proud of past District Nine Governor Carolyn Rash who has been on the International Board and served in many international capacities. Other officers include Silvia Silverman, Vice President; Treasurer Leanne Milligan; and Directors Regina Lawson, Maureen Welch, Beverly Herzog, and Cynda Wright.

Our own Mary Osentowski was elected to the 2011-2013 Nominating Committee along with Cathy Baybutt, Phyllis Corman, Leslie Fountain, and Chair Peggy Lee. Foundation Trustees elected for the 2011-2015 term are Cynthia McRill and Connie McIntire.

MEMBERSHIP RECRUITMENT COMMITTEE REPORT

Sharing Altrusa is Easy!
By Bobbi Klein

Sometimes we forget what a gift Altrusa is.

The morning flight to Rapid City was full, and they asked for volunteers to take the afternoon flight. Since I usually HAVE to be where I’m going at a certain time, I’ve never been able to be that volunteer. So I took a chance and decided to wait for the afternoon flight and get a $300 travel voucher (besides I knew other Altrusans were on that flight). As it turns out, there was another reason I was supposed to be on the later flight.

Since I’d given up my seat on the earlier flight, I was in the very back row right next to the lavatory (sounds fun, huh?). Now, I usually keep to myself when I’m traveling alone – just read my book and rarely speak to anyone around me. But across the aisle was a young lady, who it turns out had also “volunteered”. We started talking as soon as we sat down and didn’t stop until we got off the plane. Of course, one of our topics of conversation was why we were going to Rapid City. So the Convention and Altrusa came up. Chrisalyn, it also turns out, is a Captain in the Air Force and flies B-1 bombers. She lives alone in Rapid City and is surrounded by mostly men in her vocation, so she was really interested in hearing about Altrusa. I took a chance and invited her to come to the Opening Ceremony on Friday Night. And she came!! She had a chance to meet lots of Altrusans from all over and I was able to introduce her to a couple of the Rapid City Altrusans. Elisa and I had come up with an impromptu Pie Party, which we had in our room after the event, and Chrisalyn came to that, too. When she left, she intended to call the Rapid City Club and the rest, I hope, will be history. If I had done my usual, and buried my head in a book, I would never have made a new interesting friend ... and a new Altrusan (I hope).

And, if that story doesn’t confirm that there are lots of people out there just waiting to find Altrusa, Nancy Rohm spoke to the court reporter taking the minutes of the business meetings. She’d never heard of Altrusa before, and was interested in us after listening to our discussion of the proposed wording changes to the Altrusa purpose. Nancy got her business card and passed it on to the Rapid City Club. So sharing Altrusa is easy!! You just have to open your mouth!! Look what rewards there are when you do! And if we can do this for Rapid City, just think how easy it would be in our beloved Richardson!
It will be a very good year at Terrace Elementary school; we can already tell. Altrusans are already hard at work for the good of the children, and in support of their teachers. The School Supply Collection is underway, with conclusion and the awarding of the prize planned for the August dinner meeting. The prize, to be drawn from all participants, is a ticket for the OWT luncheon. The School Supply Collection kicks off a very busy school calendar.

The Elementary Education Committee currently consists of Altrusans Pat Hansen, Ann Payne, Hazel Weathers, Mary Osentowski, Elizabeth Smith, Mary Beth McLemore, Diane Thorpe, Carol Lester, Barbara Berthold, Linda Korn, and Andrea Rutledge. Dena Davis is the Board liaison. We have met twice for supper, a very good start. At our first meeting, we determined our schedule for the year, and at our second, we worked to update and refill the Pre-K backpacks that we developed last year. The committee welcomes new members. Terrace teachers appreciate regular help in their classrooms and there is a marvelous young librarian who would also welcome help in the library.

Projects for the coming year include the following:

- Teddy Bear Time for Pre-K in the Fall. This is our traditional eight-week parent-child reading program sponsored by RALC.
- In-school enrichment programs including a dance assembly and dance classes and drum assembly and drum classes, yo-yo/science assembly and classes, and the Bubble Lady.
- The Wednesday Club, a weekly enrichment program for selected kindergarteners planned and conducted by Pat Hansen and Andrea Rutledge
- Classroom work for writing and centers in the Pre-K by Andrea (morning) and Barbara (afternoon)
- Good Manners Party (directed by Hazel)
- Parent Expo Book Nook (At a Saturday Expo, parents attend lectures, and children visit our Book Nook to select books to take home. Approximately 500 books are needed.)
- Field Trips to the Arboretum (Pre-K) and Santa’s Village (Pre-K and Kindergarten)
- Read to Me for Kindergarten in the Spring. A second-year program based on the Teddy Bear Time model with great Scholastic books.
- Maintenance of the homework backpacks
- Joint project with the International committee to have a class at Terrace and a class in Haiti communicate with each other and perhaps do a crafts project.
- Book Nook Breakfast Club. Trips to collect books on Saturday morning from the Half Price Books warehouse for our Terrace projects. We decided to abandon our project of providing books to the NETWORK. Last year we collected 5000 books of which 3500 books went to NETWORK.

We think we have a busy year planned, and we WELCOME all Altrusans to join us. Contact Andrea Rutledge for more information.

HELP WANTED!

THE MEMBERSHIP RETENTION COMMITTEE IS SOLICITING IDEAS FOR A NEW SECOND THURSDAY MEET AND GREET LOCATION THE IDEAL VENUE WOULD
- HAVE CHEAP DRINK PRICES
- BE SMOKE-FREE
- BE NOT TOO NOISY
- BE IN RICHARDSON
- HAVE GOOD, REASONABLY-PRICED BAR FOOD

PLEASE EMAIL YOUR SUGGESTIONS TO BOBBI KLEIN BEFORE OUR NEXT DINNER MEETING ON THURSDAY, AUGUST 18.
The heart and soul of maintaining the membership of any organization is involvement. And, most of our members would agree that we are a very involved club both socially and actively within our community. But, perhaps the question each of us should be asking—especially of our new members—is how they define “involvement”.

The percentage of members that any organization consistently retains is usually the best indicator of how well the organization is meeting the individual needs of its members. Whether we are courting a perspective member or welcoming a new Altrusa sister, each of us should be asking...and learning...what is this member’s expectations, why did she want to join Altrusa, how she wants to be involved, when is her best time to be involved.

The answers to these questions are going to allow us to better meet the needs as well as the expectations of our members. We’re usually pretty good about finding out rather quickly which projects they will be willing to work on or if they enjoy wine. Let’s also take the time to find out if they joined in hopes of meeting other people, networking to develop business relationships or expanding their opportunity to do good works. Do they like to jump right in and lead, help lead or would they simply prefer to be a follower for a while. Of course, we want everyone to lead heartily and joyfully, but we always need the worker bees, too.

Certainly, we are always going to lose some of our outstanding Altrusa sisters to relocation, demands of family or a new position or change in health. We can be proud. Our club is successful and with its great retention record deserves three cheers. Wouldn’t it be wonderful though if we could create a sense of a lifelong commitment to our club and the Altrusa principles in all our new members from the very beginning? People like to be successful and Aristotle said, “The only way to achieve true success is to express yourself completely in service to society.” It’s no wonder that as a member of Altrusa, we are successful...and hugely successful together.

Our June 15 program meeting centered on planning for the 2011-2012 year. To fall in line with the purpose of the meeting, the Seniors Committee met to sign up their members and to review the committee’s past activities. Pam Fitzgearl and Gloria Sandoval are the co-chairs for the Seniors Committee.

Gloria stated that the Seniors Committee will meet soon to discuss the scheduled events under the Committee. Some regularly scheduled events are Atria Bingo, monthly; Appletree Court Auction, semi-annually; the Richardson Public Library book rotation to seniors’ facilities, quarterly.

We plan to support the 2011 Walk to End Alzheimer’s on November 12 at the Court of Honor at Fair Park, and serve tea at the Mother’s Day Tea at Friends Place next Spring.

Suggestions for other projects are welcome. Projects are limited to those that provide service to the senior population of the City of Richardson.
Membership Retention Committee Report

Book Club Selection for August is *The Paris Wife*

By Kay George

Thanks to Jan Belcher for leading our discussion of *Water for Elephants* by Sara Gruen. Now a major motion picture, this book has remained on the *New York Times* best-seller list for many weeks. This book is well worth reading. Thanks also to Pam Kovacs for providing snacks, soft drinks/water, and paper goods, Cindy Martin for cookies, and Susan Fischer and Janie Jaquier for our necessary libations.

Please join us on Monday, August 22, at 6:00 PM when we will discuss *The Paris Wife* by Paula McClain. This is the love story between Ernest Hemingway and his first wife, Hadley Richardson. Most of us know or think we know who Ernest Hemingway was -- a brilliant writer full of macho swagger, driven to take on huge feats of bravery and a pitcher or two of martinis -- before lunch. But beneath this man or myth, or some combination of the two, is another Hemingway, one we've never seen before. Hadley is the perfect person to reveal him to us -- and also to immerse us in the incredibly exciting and volatile world of Jazz-age Paris. It’s a wonderful story about this remarkable couple and the fascinating world of Paris in the 20’s, the fast-living, ardent and tremendously driven “Lost Generation”. If you’d like to read ahead, the selection for September is *The Elegant Gathering of White Snow* by Kris Radish. On a seemingly normal night in a small Wisconsin town, eight women begin walking the rural roads, attracting national attention. The eight women have been meeting every Thursday to drink wine and reveal secrets, becoming closer and closer as the time goes by. They run the gamut in age, occupation and personality, but they have formed bonds stronger than any of them thought possible. This is a tale of friendship and love, loss and liberation.

As always, we meet at Friends Place Adult Day Services, 1960 Nantucket Drive in Richardson.

Meeting Highlights

July 21 Dinner Meeting: Our Friends from ACT

Bill Knudsen, President and CEO of Ability Connection Texas, and Becky Adams, COO, were guest speakers at our July 21 meeting. Bill and Becky told us about what is going on at their newly-renamed organization, formerly known as UCP or United Cerebral Palsy of North Texas. In 2011, UCP changed its name to Ability Connection to better define the scope of the organization’s mission and to focus on the Abilities that the people we serve have demonstrated. Although originally serving only individuals with cerebral palsy, today ACT serves individuals with all types of physical, cognitive, acquired and developmental disabilities. In fact, 80% of the children and adults served by ACT have disabilities other than cerebral palsy.

Meeting Preview

August 18 Dinner Meeting: The New Brand

Debby Weber, of the Downtown Dallas Club, is a Brand Champion for District Nine. She will speak to us about Altrusa’s new brand at our August 18 meeting.

If you would like to see what the new face of Altrusa looks like, visit the colorful new website: www.altrusa.org.

Based on feedback from Convention attendees, Altrusa International will probably continue to make revisions to the new brand. Depending on how long the process takes, the Brand Champions may not be able to share the “final version” until sometime later in the year.
**Membership Recruitment Committee Report**

**Hello, and Welcome, Both New and Seasoned Members!**

*By Sue McElveen, Co-Chair*

The Membership Recruitment Committee had its first meeting on June 16, 2011, at the June Dinner Meeting. Our current committee consists of Norma Hammerlund and Sue McElveen, Co-Chairs, Brenda Duckett, Mary Beth McLemore, Bobbie Klein, Brenda Boston, Debbie Simms, Gloria Sandoval, and Sandy Martin.

It has been decided by the committee that our goal for the 2011-12 year will be ten new members. If this goal is reached, it will keep our club at a consistent count of around 80-82 members. Given the fact that each year we lose some of our existing members, it is wise to keep recruiting new members to our ranks. That being said, we also would like to attract more younger members to our fold. That is one of the goals of our new “branding” efforts. We are looking forward to hearing more about this effort when our Convencioners report from South Dakota.

Last year, we held three new member initiations. One was in September, another in January, and the final in April. It is our intention to keep with the same schedule for this year. So far, we have had no new member applications. If we do not receive new member applications before the September business meeting, we will postpone the initiation to accommodate later applications.

Our Fall Orientation/Reorientation gathering (this is a required club make-up meeting) will be held on Saturday, November 5, at the home of Sandy Martin.

More information on this will be forthcoming in a later edition of Tidings. This meeting is for all members who wish to attend. It is especially helpful to new members to find out more about our club,—its goals, achievements and helpful information to guide you as an Altrusan.

The Membership Recruitment Committee is also seeking ways to involve our club with another Altrusa club to “Add an Altrusan Day.” It is our hope to come up with an idea that will increase community awareness about all the good things Altrusans accomplish through service.

Each member of our club is responsible for inspiring others to become Altrusans. Everyone knows at least one person who would make a wonderful Altrusan. You need to act on that and ask that person to join us at one of our meetings. A dinner meeting is the perfect opportunity to invite a guest, pay for her dinner, and let her see just what a great group of women we are. It is my bet that if you think she will fit in, she will be a great addition to our group. If you don’t ask, you will never know.

The Membership Recruitment Committee will be doing more throughout the year, so keep a watch in the Tidings for our articles.

If you have an application for a new member, just get a copy to Norma Hammerlund and she will quickly process the application. We look forward to hearing from each of you this year about prospective members.

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**Project Preview**

**Please Join Us in Celebrating Robert’s Birthday!**

*By Barbara Cornelius*

The first of our Ability Connection Texas events will be the celebration of Robert’s birthday on August 13 from 1:30 - 2:30PM. His actual birthday is August 4.)

Jane Merz and Jan Skinner are co-leaders for this event and invite all our Altrusa sisters to join us for our first visit to Wentworth House to celebrate with us. We will be having cake, ice cream and sodas .... plus the gift of Robert’s smile and the joy he has when celebrating his birthday!

The address for Wentworth House is 642 Wentworth Drive, Richardson, 75081. Hope to see you all there!

The photo shows Robert enjoying his 2010 birthday party.
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Community Outreach Committee Report
OUTREACH PLANS FOR NETWORK, RROB, AND PILLOWS
By Sue McElveen, Co-Chair

The Community Outreach Committee met on Aug 9 to discuss upcoming projects for the year and to allocate the budgeted funds for each project. NETWORK will be the biggest recipient this year with over $1,600 allocated. The committee will organize a NETWORK food drive in October and will deliver the food on a date near “Make a Difference Day”.

Nancy Rohm is heading the “pillow project” to provide new pillows and decorated pillowcases to a battered women’s shelter. The plan is to try for 100% member participation in decorating the cases with the new Altrusa logo and additional embellishment or inspirational words. Nancy has contacted Altrusa International for permission to use the new logo to create an iron-on decal for the pillow cases. The committee is hoping to donate this gift to mark International Prevention of Violence Against Women Day on November 25.

Janet Vance will be coordinating the Altrusa ushers to greet the public at the Richardson Reads One Book lecture on September 27, with Jamie Ford, author of *Hotel on the Corner of Bitter and Sweet*. Altrusa is a major sponsor of RROB and our Book Club held a discussion of the book in March.

The next meeting of the Community Outreach Committee will be August 18 at 6:00 PM before the dinner meeting.

Project Preview
ALTRUSANS ENCOURAGED TO PARTICIPATE AS INDIVIDUALS
By Jan Skinner

It is almost time for a stroll in the park.

We have created a team for the Run, Walk & Roll benefiting Ability Connection Texas (Ability House), August 13, 2011, at Reverchon Park in Dallas! The 2011 Run, Walk, Roll is a community event featuring a 5K Run on a certified racecourse, and a 1K Family Fun Walk & Roll through picturesque Reverchon Park in downtown Dallas.

This is NOT an Altrusa event, because (unlike years' past) we have not budgeted money for this. BUT we’re participating as individuals for the Altrusa Team!

Running or walking in race is strictly voluntary; there is even a "sleep-in" option (with T-shirt!) should you desire! The details:

- Website: http://www.runwalkroll.org/
- Team Name: Altrusa of Richardson
- Options:
  - $20 Runners until 8/12, then $25 race day,
  - $15 Walkers, rollers until 8/12, then $20 race day
  - $15 Sleep in (T-shirt to follow week after event)
- Race Day Schedule:
  - 7:00 am – Race Day Registration Opens
  - 8:00 am – 5K Run Begins
  - 8:15 am – 1K Walk & Roll Begins

9:30 am – Life Without Limits Awards Ceremony and Post Walk Party

- Location:
  - Map
  - 3505 Maple Avenue
  - Dallas, TX 75219
- Packet pick up: Run On!
  - Richardson, Aug. 9-11
- On-line registration is easy, or use this link to open up a PDF of the registration form and mail it to Ability Connection Texas: http://www.runwalkroll.org/pdf/2011RegForm.pdf

Register if you’d like! I am sure an opportunity to carpool to the event will arise; email me (Jan Skinner) when you register.
As you know, the Education Committee is collecting school supplies for Terrace Elementary, our Partner in Education. All supplies will go to the school where teachers will be able to select supplies needed for their classrooms throughout the year. Altrusans were asked to purchase and donate school supplies at Altrusa meetings in July and August. The first donations were collected at the Altrusa meeting on July 21st and once again, the big hearts and generosity of Altrusans was clearly demonstrated!!

As of the end of July, 19 Altrusans have donated supplies. Kudos to Jan Belcher, Deb Bourland, Toni Garrett, Norma Hammerlund, Linda Korn, Pam Kovacs, Liz Luthans, Susan Marsh-Taff, Gay McAlister, Cindy McIntyre, Mary Osentowski, Gloria Sandoval, Debbie Simms, Jan Skinner, Elizabeth Smith, Jean Stuart, Carolyn Swan- son, Diane Thorpe, and Jane Tucker. And, a large number of people were away at the International Convention and haven’t made their donation yet. Altrusans, you are the greatest!! (If your name was inadvertently missed, please just let Hazel Weathers know.)

So far, we have collected 517 items, including: 100 spiral notebooks, 40 packs of ball point pens, 68 pocket folders with prongs, 30 boxes of #2 pencils, 26 bottles of glue, 25 boxes of crayons, and more! We also collected 47 reams of copier paper, so we’re nearly halfway to our goal of 108 reams. And we collected filler paper, composition notebooks, index cards, felt markers, erasers, glue sticks, scissors, rulers, facial tissues, and other items. Finally, we received cash donations of $60 which will enable us to fill in the holes to buy anything we’re short of at the end of the school supply drive.

We will continue to collect supplies in both August meetings. Carolyn Swanson is graciously copying and distributing the store ads each week, so we can take advantage of sales. Any supplies are appreciated, but below is the list of requested supplies:

- Copier Paper
- Number 2 Wood Pencils
- Facial Tissue
- Spiral Notebooks
- Pocket Folders (with prongs)
- Pink Erasers (latex free)
- Dry Erase Markers
- Scissors
- Rulers

Remember, every time you bring supplies, your name will be added for another chance at the drawing for an OWT luncheon ticket. So, be sure to sign in on the collection sheet when you drop off your supplies. The drawing will take place at the August dinner meeting and you do not have to be present to win.

The Education Committee thanks you for all your support!

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**Project Preview**

**Mark Your Calendar for the August Lunch Bunch**

*By Ann Eisemann*

Lunch Bunch will meet on Friday, August 12 at 11:30 at Aboca’s (near the southwest corner of Beltline and Central).

We’ve met at Aboca’s in August for about the past two years and everyone seems to enjoy it. Hope lots of you can come!

I won’t be at the August business meeting so be sure and call or email me (Ann Eisemann) if you can come.

Editor’s Note: The Lunch Bunch has so much fun enjoying each other’s company that it is easy to forget that this is a “membership retention” event. You should join the crowd!
New Member
Barbara Berthold

I wasn’t born in Texas, but got here as fast as I could.

“Yeah, let’s do it. Let’s just live abroad for a year.” I am reporting the end of a conversation Karl, my husband, and I had five years ago. Ever since, we have enjoyed living in Richardson. Far away from home, we feel right at home.

Richardson, Texas… I anticipated cowboys, big steaks, and huge trucks. Well… you see those, occasionally. More importantly, however, I found the brightest and bluest sky, the crape myrtle became my favorite tree, and I met the most gracious and hospitable people.

Guess what, most of the people who have enriched my American life, who have fostered my personal and professional development, are Altrusans. I would love to list them all, but will name only my two sponsors: Mimi Tanner and Nancy Rohm. I could fill pages bragging about them alone. Mimi has continuously encouraged and supported me since I joined the Richardson Adult Literacy Center (RALC) as a student in March 2007. She encouraged me to start teaching for RALC and to take on various leadership roles. She had a hard time talking me into participating in Leadership Richardson. Having graduated in May, I cannot understand anymore why I was reluctant to fill in the application. Through Mimi I also met Nancy who has helped Karl and me find the most beautiful house—no easy undertaking—with first-time homebuyers coming from Germany. What’s more, even before we closed on the house, she invited me to serve as Science Fair judge at Canyon Creek Elementary School; a wonderful opportunity in my professional field.

I am a teacher and a researcher. I love to create learning environments that enable students to explore subjects on their own. Observing them grow and supporting their development is most fulfilling to me.

Joining Altrusa fits right in. Volunteering for RALC, I discovered the joy that comes with serving the community. Becoming an Altrusan will enable me to do even more. I am willing to serve and to work hard for the causes Altrusa stands for. I am looking forward to growing into Altrusa’s sisterhood of wonderful women.

P.S. I love to run, to read, to eat, and I rarely say no to a glass of good wine.

New Member
Nancy Crowe

Nancy Crowe was born in Perth Amboy, New Jersey in 1957 to Irish German, Catholic parents. Dad (age 93) and Mom (age 88) still live in the same house she grew up in, in Colonia, New Jersey. Younger sister and brother also live in New Jersey.

Nancy moved to Texas to attend college at Texas Woman’s University to become a physical therapist in the late seventies. She graduated from TWU in 1981 with a BS in Physical Therapy, Summa Cum Laude. In 1988 she graduated from TWU with a MS in Health Sciences Instruction.

Previous professional experience includes physical therapist at Baylor Rehab, Adjunct faculty TWU, Director of Physical Therapy at Doctors Hospital, and Regional Vice President of Operations at RehabCare Group. In 2004, she joined the Visiting Nurse Association of Texas and in 2007 assumed the role of Vice President and Chief Operating Officer. She is Certified in McKenzie Manual Spinal Therapy.

Professional memberships include the American Physical Therapy Association, McKenzie Institute International, Texas Association of Home Care and Hospice, and National Association of Home Care and Hospice.

Community activities include being a Stephen Minister and Stephen Leader at St Joseph’s Catholic Church. Graduate of Leadership Richardson Class XXIII and serving on the Environmental Commission for the City of Richardson where she met the wonderful Jan Skinner who answered all her questions about Altrusa and was a generous and gracious sponsor!

Nancy is known for her high energy level and sense of humor. She loves to give professional talks to raise awareness of Parkinson’s Disease, Dementia, and Taking Care of our Caregivers. She is very excited to be an Altrusan and while getting to know a wonderful group of women better, also have the opportunity to serve with them in giving back to others those blessings that we are so fortunate to have.
New Member

Gay McAlister

Beaches, Bridge, Books, and burning up the kitchen (not really on the last one) are some of my favorite pastimes. I love the beach—any beach, and although the upper Texas coast is the one I am most familiar with, I have also visited beaches in Miami, Maine, California, Belize, Mexico, Italy, and St. Martin’s. My favorite vacation EVER was a one week cruise in a sailboat around St. Martin, St. Barth, and Anguilla. It was truly awesome.

I have recently finished rebuilding a beach house on Bolivar Peninsula after losing two beach houses to Hurricane Ike in 2008. That was quite the experience, and I am most fortunate that the loss was not my primary home like so many who lost everything. I am learning to play bridge all over again after twenty years and find that, like so many other things, bridge has changed, too! I enjoy reading including best sellers, nonfiction, biography, memoirs, as well as some heavier topics for the graduate courses in counseling that I teach at SMU. My all-time favorites are Gone With the Wind, Lonesome Dove and other Larry McMurtry novels, and I recently finished the last of Mary Kerr’s three memoirs of growing up in southeast Texas. Later this month a friend and I plan a road trip to Larry McMurtry’s book store in Archer City. My least favorite author is Cormac McCarthy, but why do I keep reading his work? Could someone help me analyze this over a glass of wine (or two)?

I have three children: son Rob (engineer for Shell) and his wife Christy live in New Orleans with Caroline (11) and Jake (9) and youngest daughter Ashley just relocated to Houston where she is an ocean engineer with a consulting firm whose clients include Texas Parks and Wildlife and the Port of Houston. She is loving Houston! My daughter Megan has just moved back to the US from Belize where she lived for six years and managed a restaurant; Megan is now working for Oschner Hospital system in New Orleans where she is developing a new electronic records system. I have one cat, named Lulu, or rather as they say, “dogs have owners and cats have staff.” I work for Lulu!

It is delightful to be a new member of Altrusa and I am very much enjoying meeting and getting to know everyone. I look forward to being a contributing member of this great organization.

P.S. I do make great chili, but in the summer, I concentrate on making Sangria!

Altrusa Accent

Altrusa and Make a Difference Day

For the eleventh year in a row, Altrusa International will be encouraging all clubs to conduct a literacy project in conjunction with Make A Difference Day.

Created by USA WEEKEND Magazine, Make A Difference Day is an annual event that takes place on the fourth Saturday of every October. The next event is Saturday, October 22, 2011.

There are several reasons why the project should be literacy-focused. The delegates at the 2001 Convention in Dallas adopted a resolution to make literacy the service focus for Altrusa International, Inc., and for many years, the Letha H. Brown Literacy Award has recognized outstanding literacy-related accomplishments of clubs at both the District and International level. Also, literacy continues to be a focus of the grants made to clubs by our International Foundation. Literacy is one of the most popular areas of service for clubs in all parts of the world, so by adopting literacy as the "theme" for our "Make A Difference Day" entry, the opportunity to participate is open to many clubs.

Make A Difference Day is the most encompassing national day of helping others -- a celebration of neighbors helping neighbors. Since we are an International organization we can impact millions of people all over the world. Make A Difference Day is a unique way to help others. Through our combined efforts, we have the power to combat illiteracy from city to city, state to state and country to country. Although we are separated by many miles, we are always united in service.

Altrusa received $10,000 as one of 120 honorees for its participation in “Make a Difference Day, 2001” with literacy projects submitted by 96 clubs.
Member Highlights

JANET VANCE IN neighborsgo

Janet Vance’s interview of Jamie Ford, author of this year’s Richardson Reads One Book selection, <i>Hotel on the Corner of Bitter and Sweet</i>, was in the July 29 neighborsgo. Janet says to be sure to read the book, attend Jamie Ford’s lecture on September 27, and consider volunteering to be an usher at the event!

Member Highlights

JULIANNE CELEBRATES 7 DECADIES

Julianne’s Younger Friends hosted a lavish party to mark the 70th birthday of Ms. Lovelace. At right, Courtenay Tanner looks on in amazement as Julianne solves the problem of putting out all those candles. We understand that Julianne’s wish for a new hip came true just as this newsletter was going to press.

Member Highlights

CAROLE BUFFINGTON’S GRANDSON

Carole Buffington’s daughter and son-in-law, Elizabeth and Rich Knott, adopted 14-month-old Michael Charles. They have been foster parents of Michael since he was 20 days old. The adoption was celebrated on Sunday, July 31. Michael and his proud mom and dad are pictured at right.

Special Report

INTERNATIONAL YOUTH DAY


On 17 December 1999, in its resolution 54/120, the United Nations General Assembly endorsed the recommendation made by the World Conference of Ministers Responsible for Youth (Lisbon, 8-12 August 1998) that 12 August be declared International Youth Day.

This year’s International Youth Day is a particularly important day for youth around the world. In December 2009, the United Nations General Assembly adopted resolution A/RES/64/134 proclaiming the Year commencing on 12 August 2010 as the International Year of Youth.

In line with the theme for the International Year, the theme for this year’s International Youth Day is “Dialogue and Mutual Understanding”. The choice of theme reflects the General Assembly’s appreciation of the value of dialogue among youth from different cultures as well as among different generations.
In the media

From August Richardson Today

Altrusa seeks nominations

Altrusa International, Inc. of Richardson, Texas is accepting nominations for its 2011 Outstanding Women of Today...Builders of Tomorrow Awards Luncheon being held Oct. 21 at the Hyatt Regency North Dallas/Richardson. The nomination deadline is Sept. 9.

Outstanding Women of Today is a distinguished honor for professional accomplishments. Categories for nomination are: Corporate, Education, Government, Non-profit, Small business, and Outstanding Women of Tomorrow (under age 35 in any category). Nomination forms are available online at www.altrusarichardson.com.

For more information about nominations, please contact Cindy McIntyre at contact@altrusarichardson.com.

This awards program benefits the projects and scholarships of Altrusa International, Inc. of Richardson Foundation, a 501(c)3 organization. For a listing of the projects supported by Altrusa International, Inc. of Richardson, please visit www.altrusarichardson.com.

In the media

From July 29 neighborsgo

There was a recent posting to the neighborsgo website by The Eisemann Center which began with:

RICHARDSON, TX – David Clayton-Thomas comes to the Eisemann Center, for one performance in the Hill Performance Hall on Saturday, July 30, 2011. Formerly the front man of Blood, Sweat & Tears, David Clayton-Thomas has launched a 10-piece band under his own name and performs throughout the U.S., Canada and Europe.

It ended with:

Sponsors for the 2010-2011 Season include The Dallas Morning News, WFAA-TV, ViewPoint Bank, Friends of the Richardson Library, Five for Five sponsor Opportunity Bank, the Altrusa International of Richardson, Texas, Inc., Richardson Woman’s Club and ticket sponsor PegasusNews.com.

Posted by EisemannCenter Jun 16, 2011 2:03 PM, Comments (0)

Member Highlights

Let’s all give a big cheer for:

- Elisa Belsley for driving a van of Altrusans all over South Dakota
- District Nine, with 21 Clubs at Convention, more than any other district
- Suzanne Cotton for answering the call for Greeter Coordinator. Please support her in her new role and sign up to be a greeter at a future meeting. Having that friendly face welcoming each member and guest at all our meetings is what we are all about - great fellowship!
- Cheers for Jan Blecher for filling in at the last minute and leading us in an interesting and engaging discussion of Water for Elephants
- Hazel Weathers, for counting the hundreds of school supplies; and Carolyn Swanson for compiling the sales ads and emailing them to the Club
- Liz Luthans, for accepting the role of Parliamentarian
- Jan Belcher, for taking it in stride when she was erroneously reported as being Parliamentarian (Editor’s note: Please accept my apology!)

In the media

From August Issue of Richardson Today

New discount ticket program offered for 2011-2012 Eisemann Center Presents season

The upcoming season of Eisemann Center Presents includes the MainStage shows (formerly Spotlight Series) and a new ticket program that features significant savings determined by the number of shows ordered. Due to the artistic diversity of the MainStage shows, ticket prices vary. The Eisemann Center is located at 2351 Performance Drive and is accessible from Highway 75 north taking the Galatyn Parkway/ Benner Road exit going north and the Galatyn Parkway/Campbell North light rail station at Galatyn Park/Altrusa.

Art Alliance (MAA), Altrusa International of Richardson and the Richardson Woman’s Club.
The July issue of Altrusa Tidings introduced Harriet Lewis, PhD, the new Executive Director of Altrusa International. Others in the Altrusa International office are:

- Tanika Wilson, Director of Member Services - Oversees all areas of member services to Clubs, Districts and members; supervises collection of International dues and fees; coordinates Sister Club Program, member incentive awards and Membership Reports. With the Executive Director, produces Altrusa’s official publications and International mailings to Clubs; maintains and updates Altrusa’s Website.

- Bill Howard, Membership Associate - Maintains membership database, assists with the annual International dues billings and maintains Club files. Fulfils orders and handles shipments of Altrusa merchandise.

- Josie Lucente, Foundation Administrator, International Foundation, Inc. - Administers the daily activities of the Altrusa International Foundation, Inc. including fundraising activities, grants, Club 21 Program, Lamplighter Recognition Program, Endowment Fund, record-keeping; facilitates Board of Trustees’ meetings and Foundation activities at International Conventions.

- Adriana Navar, Administrative Assistant - Provides administrative and secretarial support for the Executive Director and Management Directors, and assists with the communications and coordinates special projects where needed.

At the recent Altrusa International Convention, District Nine Clubs and individuals received brought home a number of awards.

- Most new members sponsored (tie for second place with 10 each): Shirley Raymer of Garland and Sylvia Zamora of San Antonio

- Most new members sponsored (first place with 12): Linda Gomez-Whitener of San Antonio

- Net club membership gain (first place): San Antonio

- Letha H. Brown Literacy Award (first place): DFW Club for their Assembling the Pieces of the Literacy Puzzle project

- Mamie L. Bass Service Award (first place): Waco, for their Operation Military Support project

Representatives from 21 District Nine Clubs were present to celebrate these awards.

Shown at right is the lovely jewelry commissioned by club members, crafted by Jean Stuart, and donated to the silent auction at International Convention.

The necklace with its two matching pairs of earrings helped raise more than $10,000 at Convention for the Altrusa International Foundation.
**Club Calendar**

**August 2011**

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Thurs., Aug 4 (7:00 PM) Business Meeting (Clubhouse)
Mon., Aug 8 Bridge at Janie Jaquier’s home
Tues., Aug 9 OWT Committee at Courtenay Tanner’s home
Thurs., Aug 11 (5:30 PM) Meet & Greet, Doubletree Hotel
Mon., Aug 15 (Noon) Reservations due for Aug 18 meeting
Thurs., Aug 18 (7:00 PM) Dinner Meeting (Founders Hall)
Mon., Aug 22 (6:00 PM) Book Club at Friends Place
Mon., Aug 22 (6:00 PM) Tidings Deadline
Thurs., Aug 25 (6:30 PM) Board Meeting at Bonnie Perry’s home

**August Birthdays**

1 Kimberly Kierce
11 Brenda Boston
12 Linda Olivera, Kathy Chavarria
13 Ginna Coffer
18 Jean Stuart
19 Linda Korn
20 Samantha Slaight, Courtenay Tanner
26 Brenda Duckett
29 Cindy Murray
30 Freda Hanley

Remember, if you choose, you may bring a gift to the dinner meeting in the month of your birthday. There will be an opportunity to put our names in a drawing (only $1 per chance!) to win a birthday gift. The guideline is that the gift should cost around $5.

**Meetings**

**Business Meeting**
7 PM, August 4
Clubhouse
at Richardson Woman’s Club

Dinner Reservations
due by Noon, Monday, August 15
Contact: Jean Stuart

**Dinner/Program Meeting**
7 PM, August 18
Founders’ Hall
at Richardson Woman’s Club

**Board Meeting**
6:30 PM Thursday, August 25

**Membership Retention Book Club**
The Book Club will meet 6:00-7:30 PM on Monday, August 22, at Friends Place Adult Day Services, 1960 Nantucket Drive in Richardson. Refreshments will be served.

**Monthly Meet and Greet**

August 11, 5:30 PM to 7:00-ish
at the Richardson Doubletree Hotel
Happy hour drink specials and ½-price appetizers!
Bring someone interested in Altrusa!

**Membership Retention Bridge**

Monday, August 8
6:30 PM Schmoozing
7:00 PM Let’s play bridge
At Janie Jaquier’s home