



DISTRICT SERVICE BULLETIN

Fall 2023

DISTRICT ELEVEN

CALIFORNIA, ARIZONA, NEVADA, SONORA MEXICO, HAWAII



GOVERNOR APRIL'S MESSAGE

So much has been going on these last few months! I know many of our clubs have been busy with club fundraising events, new member installations, and our two newest clubs will be having their Charter Ceremonies in October and in December. The board recently had our District Board meeting in the Sparks, Nevada and an area workshop with the Reno/Sparks Club, the Eastern Sierra Club and also members of the Southern California Virtual couple. For the past few years, we have become used to conducting business and workshops via Zoom meetings. Although this has been a great new way for our us to communicate and conduct business, there is nothing like coming together as

Altrusans in person.

The district board members have been busy lately and they are all doing a great job. I really want to acknowledge all the work that 1st Vice Governor Danielle Robello has been doing on our new District Website and Communications Co-chair Gail Swain on posting information on our District Facebook page. These are both important tools to help promote our clubs and entice new members to join us. I want to make sure they know how much their efforts and commitment mean to our District.

Remember all contact information for district board members and committee chairs is included in this DSB on the last page.



“A smile is the quickest way to brighten a room, so keep using those Altrusa Smiles!”

NEW DISTRICT ELEVEN WEBSITE

1st Vice Governor – Daneille Robello

The District Eleven website is now at districteleven.altrusa.org. The club pages are in the process of being updated. Look at your club's page by clicking on CLUBS at the top of the page. When you find your club, click on your club's name to visit your club's page. The information for each club includes meeting information and links for non-Altrusan visitors to contact your club.

On our new site, you can quickly find the latest DSB and log in to the Altrusa International website, where you will find a wealth of resources designed to help manage your club's activities.

Stay tuned for more updates! If you're interested in learning how to help our District maintain and update our new website, please reach out to 1st Vice Governor, Danielle Robello.

Thank you to David and Tess at the International office for all their help with this project.



ALTRUSA INTERNATIONAL PRESIDENT LINDA SMITH

Greetings District Altrusans,

I am excited to embark with all of you on this new Altrusa International biennium. With the theme – **Altrusans R.O.C.K. – Realize Opportunity, Create Kindness** we are off to a wonderful start.

The Convention in San Antonio was fabulous. It was so great to meet so many of you there and I look forward to working with all of you to make this a great biennium.

In addition to our International project of Days for Girls, we will focus on two other initiatives. We will continue the Literacy Challenge of **1 million books donated during the biennium, and 500,000 million literacy service hours**. I know that together we can achieve this goal. As in the past biennium, please report your book donations and hours on the service page of the Altrusa International website.

A new initiative is **Intentional Acts of Kindness**. Motivated by Wyatt, who gave us kindness stars at the Charlotte Convention, I am asking each Altrusan to commit one **intentional** act of kindness each week of the biennium. The acts can simple or complicated – you choose. Meeting this challenge will result in over 300,000 intentional acts of kindness each year of the biennium.

Together we will accomplish great things and I look forward to seeing everyone's progress. And now let's **R.O.C.K.!**



Linda K. Smith
President, Altrusa International, Inc.

Altrusa International, Inc 2023–2025 Biennium

**District One – Governor Mita Cole
Governor-Elect Susan Fioravanti**

Altrusa District One

**INCREASING OUR NUMBERS
THAT'S THE GOAL!**

**District Fifteen – Governor Marysue
Abby de Montigny – Governor-Elect
Margaret Millig**

**Refresh &
Revitalise**

Realize Opportunity, Create Kindness

And Now Let's R.O.C.K

District Four – Governor Jennifer Quinn

Do Something Good

District Six – Governor Angela Beck

**District Seven – Governor Ingrid
Christensen**

**District Eight – Governor Faye Ann
Brennan**

District Nine – Governor Shirley Brown

Hearts & Service

District Ten – Governor Ashley Mason

58th ALTRUSA INTERNATIONAL CONVENTION 2023 “VIVA ALTRUSA” – SAN ANTONIO, TEXAS



Governor April's Thoughts About Convention

It was really great to be at the convention this year and I was proud to represent District Eleven as the Governor. I am also excited to be part of the leadership team for this biennium and be able to work with International President Linda Smith and all of the other wonderful District Governors.

Sharing the experience of an International Convention with district board members and committee chairs was valuable. As district leaders it gave us the opportunity to share ideas with each other, pick up new concepts, hear other viewpoints, focus on district needs and be inspired. We got excited about topics and issues we are hoping to focus on in the next couple of years.

We were all so proud to see our Immediate Past Governor Melinda Aguirre installed on the International Board as a Director and Past Governor Pat Zoller was elected to the International Nominating Committee. District Clubs who were acknowledged included:

- Altrusa of Coachella Valley, CA was named as one of the five new clubs for 2021-2023.
- Altrusa of Golden Valley, CA – Club Net Gain Membership Award, Third Place
 - and Club Net Gain Per Capita Membership Award, Third Place.
- Altrusa of Long Beach, CA – Club Net Gain Per Capita, Second Place.



Recap of the Convention

District Eleven was represented by twenty Altrusans from nine clubs at the 58th International Convention held July 19-22, 2023, in San Antonio, TX. A total of 323 registered Altrusans were in attendance, representing 126 clubs and all 14 districts. Despite the heatwave, with temperatures reaching 106°, attendees were ready to conduct some business, acquire new information, rekindle longtime friendships, and have some fun!

The flag ceremony was conducted at the opening banquet, with flags representing seven countries, the United Nations, ASTRA, Altrusa International Foundation, and Altrusa International Inc. The banquet entertainment honored the Hispanic culture of San Antonio and featured an all-female Mariachi band followed by folkloric dancers.

In the business sessions, several bylaw changes were approved and have been updated in the Altrusa International Official Bylaws and posted on the website, www.altrusa.org. Friday night included a Texas style party showcasing “Piano Punch Dueling Pianos”. Attendees were encouraged to wear cowboy boots, hats, jeans, and bring some extra cash. A total of \$2,338 from the “Tip Jar” was donated to the International Foundation. This money was raised by tipping to have a favorite song played, tipping to outbid an unwanted song, or tipping to see your Altrusa BFF on stage.



Convention keynote speakers included:

- Alex Johnson, a business coach from Plano, TX, has been awarded accolades for his recruiting and leadership skills. He led his own Rotary club to become the fastest-growing service club in North America.
- Brian Floca, an author and illustrator. His book ‘Locomotive’ was the winner of the 2014 Caldecott Medal. Brian’s books have been selected for the annual New York Times Best Illustrated Books list.
- Susan Burkholder, a Director of Community Awareness for Ransomed Life and an active member of the Alamo Area Coalition Against Trafficking. Ransomed Life is a healing community for sexually exploited youth.
- Kent Julian taught us that the way we view things is the way we do things. He explained that the way we respond to life events can be the foundation of success. Despite starting out as an at-risk child with severe learning challenges, he went on to become the Executive Director of a national youth organization and launched two successful businesses.

The final night of the convention brought everyone together in a little fancier attire and ready to celebrate the installation of our new International President and her board.

The International Board of Directors:

President Linda Smith, Salina, KS
President Elect Chris DeVlieger, Dekalb County, IL
Vice President Kitty McElhaney, Lake City, FL
Treasurer Bettina Schempf, Corvallis, OR

Directors:

**Melinda Aguirre, Central Coast, CA
District Eleven**

Penny Daugherty, Mexico, MO
Ileana Pacheco, Cabo Rojo, PR
Linda Ring, Central Connecticut, CT



International Nominating Committee:

Colleen Duris, Chair, Ocala, FL
Carolyn Robinson, Thibodaux, LA

Pat Zoller, San Diego, CA – District Eleven

Linda Moore, Temple, TX
Judy Stubbs, Roswell, NM

International Foundation Board of Trustees:

Chair: Karen Robinson, Tampa Bay, FL
Anne Condran, Muncie, IN
LaVone Arthur, Downtown Dallas, TX
Dorothy Bowen, Pendleton, OR

Financial Chair: Jane Hart, Kansas City, MO
Phyllis Corman, Centre County, PA
Dona Garretson, Grand Junction, CO

International Committee Chairs:

BRR Chair – Kathy Surratt-States
Legal Advisor – Patricia Woodward, JD
Communications – Emily DeVlieger, Chair
Membership Development – Sylvia Juarbe, Chair
Service Program – Karyn Evans, Chair
Leadership Development – Brenda Smith, Chair
ASTRA – Tracy Squarcette, Chair
United Nations – Kathleen Schrein, Chair

Parliamentarian – Colleen Duris, PRP

Holly McCoy, Vice Chair
Nancy Morris, Vice Chair
Scott Tice, Vice Chair
Tammy Boyd, Vice Chair
Jeraldyn Rivest, Vice Chair
Megan Halloran, Vice Chair

*You can access all the PowerPoints for the convention workshops on the International website altrusa.org under the **EVENTS** tab.*

Convention Report from 1st Vice Governor – Daneille Robello

I had a great time at this year’s Convention in San Antonio! The hotel was right on the beautiful Riverwalk. Although it was boiling hot every day, I enjoyed walking along the river at least once a day. International did a wonderful job bringing the local culture to Convention for us. We kicked off with an all-women mariachi and a performance of ballet folklorico. We also enjoyed supporting local vendors in the little lobby marketplace and raised funds for the Foundation while having fun dancing to music by a dueling piano band. My favorite part of Convention is meeting members from other districts. Because I served as Expediter Chair and am a member of this year’s International Service Committee, I had the unique opportunity to not just meet, but work alongside Altrusans from all districts. This has been my favorite Convention yet. Congratulations to our very own Melinda Aguirre on becoming an International Director!



“Viva Altrusa” – 2ND Vice Governor & BRR Chair – Koni Shaff

“After 26 years of being an Altrusan, I finally made it to Convention!”

Such GREAT energy being surrounded by hundreds of Altrusans dedicated to leading to a better community and being of service.

Wonderful and inspirational speakers, educational workshops, celebrating club and individual accomplishments, shopping opportunities, great entertainment, meeting new friends to find out about what their clubs are doing (and bragging about what our club does) - so glad I was able to share this experience with

four of my club members. We had time to squeeze in some sight-seeing at the Alamo, Riverwalk, Fredericksburg, and wine tasting. I also rose to the challenge of driving a huge SUV in downtown San Antonio amidst construction, and after taking a few "scenic routes", we always arrived safely at our destinations.

Although not intentional, after a week without my cell phone, I realized how much we rely on our cell phone - but also how "free" it is to be off the grid! I have so many take-aways from my first Convention and will never forget our time in the beautiful city of San Antonio. Can't wait for the 2025 Convention in Quebec!



Parliamentarian & Past Governor 2003-2005 – Carol Latham

Ever since I attended my first Convention in Albuquerque many years ago, attending Conventions has always been a highlight for me. It's a wonderful time to learn and grow in Altrusa, reconnect with members from around the Altrusa globe and make new friends. Convention this year was a renewal of that!



There were inspirational keynote speakers who challenged us, excellent workshops, business was conducted in a very efficient manner. There was excellent shopping and an opportunity to see some of the incredible San Antonio Art in Public Places. I can't wait for 2025 when we will be in Quebec City – a city rich with history, art, great food and more. Another chance for Altrusans to get together.

From a parliamentarian perspective we were treated to a wonderful display of the process during the discussions, debate on the various Bylaws, Resolutions and Recommendations/BRR. Most of these passed easily with a show of hands as they were mostly 'house cleaning'. With the couple of BRRs that required more in-depth discussion, out came the timing cards that ensured everyone who wanted to be heard, was. Business was efficiently transacted.

International Parliamentarian, Colleen Duris, led a creative and informative workshop – 'Name That Tune' where she used recognizable songs to share the parliamentary process. For example, 'Let's Get Started' by the Black Eye Peas introduced: Call to Order, reminded us of the 1/3 quorum requirement; Agenda Items and the order of the same. Imagine what process would be included with such songs as 'Minute by Minute' by the Doobie Brothers, Little Eva's 'Locomotion', BTO's 'Taking Care of Business' and others? Parliamentarian process made fun and simple!!



Communication Co-chair – Gail Swain

I was scheduled to leave Bishop, CA on Wednesday, but my flight got cancelled so I didn't leave until Thursday, arriving very late at the airport. Danielle and Julie Robello were kind enough to pick me up at the airport since it was after midnight when my flight landed. I was able to register and vote first thing on Friday Morning.

The business sessions and workshops were well done and very organized. I was a guest presenter for the Membership Workshop because of my expertise with virtual clubs. I am a dual member of both of the current international virtual clubs, District Three Virtual Club and the Southern CA Virtual Club in our District. My primary club is Eastern Sierra. It was great fun to meet many of the other District Three members as well as hang out with my District Eleven sisters. Another fun thing was meeting and talking to Texas Altrusa members. I was sitting next to a lovely Texas member, and we joked about her being from Texas and me CA, we intuitively knew we could not talk about politics. As a rule, we don't do that at any Altrusa meeting, we are non-partisan. I said I probably wouldn't survive long in Texas given my beliefs, she said I would be just fine if I stayed in the cities and didn't venture into rural Texas. So, I asked her where she was from and she replied, "rural Texas." We had a great laugh over that. My take-away is that Altrusa members do good things for their communities and how they vote politically is not important. We are a force for good.



**FOLLOW US ON FACEBOOK AT ALTRUSA
INTERNATIONAL OF DISTRICT ELEVEN**

We are really trying to get District Eleven recognized through social media. Our Communications Co-chair Gail Swain has really been doing a great job of getting information, district and club events, inspirations, and announcements posted on our page.

Please be sure to send Gail gailmswain@gmail.com or Governor April your photos, flyers, invitations, etc. so we can help your clubs promote your events and activities.

**ALTRUSA OF SOUTHERN CALIFORNIA
VITUAL CLUB CHARTER CEREMONIES
Saturday, December 9th 1:00 pm PST on Zoom**

Everyone is invited to join the District's first virtual club, Altrusa International of Southern California for their Charter Ceremonies. The Zoom link will be shared with all District members. So put the date on your calendar and plan to attend.

MAKE A DIFFERENCE DAY – OCTOBER 28TH

Traditionally Make a Difference Day is observed on the 4th Saturday of October and this national day was created in 1992. As Altrusans we are making a difference in our communities all the time but by focusing our efforts on this one day, and by publicizing our projects accordingly, we can promote a greater awareness of Altrusa, and maybe even interest some potential new members.

Be sure to share pictures and details of your Make a Difference Day projects with our District Service Chair, Margee Neer, our Communications Co-chair, Gail Swain to post on our District Facebook page, and with Governor April to include in our next DSB.

*“At the end of the day, the only questions I will ask myself are. . .
Did I love enough?
Did I laugh enough?
Did I make a difference?”*

WELCOME TO OUR NEW MEMBERS

Chula Vista:	Oneida Sasa
Eastern Sierra:	Nancy Farber
Golden Valley:	Margot Lauterio
Long Beach:	Brandi Brown-Shock
Reno/Sparks:	Shenea Trader
Santa Maria:	Kimberley Painter
Southern Cal Virtual:	Jesus Ramos
Tucson:	Sharon Reilly-Dyer
West Valley:	Kathy Ulincy (Dual Member)

NOMINATIONS FOR NOMINATING COMMITTEE 2024-2026

Nominating Committee Chair 2022-24 – Sue Larkin, West Valley

Every two years your conference delegates elect a new Nominating Committee to serve for the next two years. The current nominating committee was elected at the Conference in 2022 and are serving until 2024. We are Sue Larkin, Chairman from the West Valley Club, Charlotte Perry from the San Diego Club, and Kathy Telleria from the Golden Valley Club. It is now time for us to replace ourselves! In order to do so, we are asking each club president to think about a member of your club who would be a great member of this committee.



The only clubs NOT eligible to put forth a member are the West Valley, San Diego and Golden Valley because the current committee members are from those clubs.

Qualifications:

- A nominee must have attended at least one of the two previous District Conferences.
- It is strongly suggested the nominee plan on attending the District Conference in 2024 where the election for the committee will be held.

Requirements:

- Committee members will serve for two years. The first year to manage nominations for the Slate of District Officers. The second year to manage nominations for the slate of the District Nominating Committee as well as nominations for International Committee positions that the district may be eligible to submit.
- The nominee for the committee with the most votes at the Conference will serve as the Nominating Committee Chair.

IN ADDITION, District Eleven is eligible to submit a nominee for Altrusa International Foundation Trustee. In order to select that nominee, we are requesting nominations from your club for members who meet the criteria. Those nominated by their clubs will be included on the official ballot at the 2024 Conference and the person receiving the most votes will be submitted as the nominee from District Eleven. Then that person will run for Foundation Trustee at the 2025 Convention.

Qualifications

- Must be an Active or Active Retired member in good standing of an Altrusa Club, including Clubs-at-Large.
- Must have current or prior experience with a charitable corporation or foundation, serving in an elected or appointed position with policymaking responsibility.
- Must have served a full term as president of an Altrusa Club or a full term as president/chairman of an Altrusa Club Foundation
- If elected and while serving as Altrusa International Foundation Trustee member must not serve as an Association (club) officer, board member, chair or member of Association standing or special committee or an Association special appointee. Service in such positions of the Association's Districts shall not disqualify a candidate unless during their term as Governor of a District.

Please return any nominations to my attention at larkinmsue@outlook.com by Dec. 1, 2023. (602) 377-7186 – please call and leave a message if you need to talk to me. I will return your call. Thank you for your cooperation and responses.

BRR – BYLAWS, RESOLUTIONS, RECOMMENDATIONS REQUEST FOR PROPOSALS FOR CHANGES

2ND Vice Governor & BRR Chair – Koni Shaff



konster.monster@comcast.net
Phone: 805-570-8417

DEADLINE TO SUBMIT PROPOSALS FOR BRR CHANGES JANUARY 1, 2024

Do you or your club have any proposals for changes or additions to the Bylaws of Altrusa International? Submitted proposals will be presented at the 2024 District Eleven Conference, scheduled for May 2-4, of 2024.

Submitted proposals will be provided in the Call to Conference District Service Bulletin (DSB) edition that will be available in February of 2024. All District Eleven members will have the opportunity to review these proposals and discuss them at their club level. Conference Delegates will be responsible for representing their clubs during the voting process. All proposals approved during the District Eleven 2024 Conference will be submitted to Altrusa International for consideration at the International Convention in 2025.

District Officers, District Committee Chairs, Past Governors, Clubs, and individual members are invited to submit proposals for change or additions to Bylaws, Resolutions, or Recommendations (BRR) to Koni Shaff, District Eleven Second Vice Governor, District BRR Chair.

Each proposal presented should include the following:

- *a history with background and rationale;*
- *an implementation date;*
- *a list of other bylaws or policies affected by the proposed bylaws, resolution, or recommendations;*
- *the fiscal impact, if any;*
- *and the suggested motion.*

If you or any members of your club would like to make one or more proposals to be considered by the voting delegation at District Eleven Conference, please email them to me no later than **January 1, 2024**. If you have any questions or comments, don't hesitate to contact me. Thank you!



CONFERENCE 2024
Courtyard Marriott Oxnard Ventura
May 2 - 4
HOSTED BY DISTRICT ELEVEN

ALTRUSA INTERNATIONAL FOUNDATION



Director & International Foundation Liaison *Cindy Mansfield*

There are a couple of changes on the Altrusa International Foundation Grants Programs and Awards. First is that clubs and districts are only eligible to receive one (1) Service Project Grant per fiscal year (June 1-May 31) for a maximum award of \$4000. Additionally, that the club or district cannot apply for an Individual Grant and a Service Project Grant in the same fiscal year. Thirdly, the Newly Chartered Club Grant for up to \$2000 now cuts into the Service Project Grant allocation, which would now max-out at \$2000 (for a total of \$4000 to the club). This information is spelled out on the page [Grants Programs and Awards – Altrusa International Foundation](#)

Cycle Two deadline for Grants is March 15, 2024. Applications and Guidelines (in English and Spanish) are available on the website referenced in the previous paragraph. Don't forget to fully complete the application. And those Grant recipients from Cycle One of last year have follow-up reports due really soon (12-months from the grant award).

Altrusa International Foundation is celebrating its 60th anniversary with the development of the "6 for 60 Giving Campaign". (This replaces last year's Project Generosity Challenge.) Contributions to the Foundation over \$60 will receive a special commemorative ribbon, with the color designating the amount of the contributions during the fiscal year (June 1, 2023-May 31, 2024). \$60 light blue ribbon; \$160 white ribbon; \$260 teal ribbon; \$560 dark blue ribbon; \$860 maroon ribbon; and \$1060 gold ribbon. Your contributions may be designated to any of the standard designations of the Foundation (Grants, Lamplighter, Disaster Relief Fund, Endowment Fund, Club 21 Program, and/or Where Needed Most). Link for full information is: [Giving Programs – Altrusa International Foundation](#)

I'd also like to ask each Altrusan to consider making the donation of an item for the Silent Auction at the 2024 District Eleven Conference scheduled for May 3-4 in Oxnard, CA. Proceeds from the Auction go to the Altrusa International Foundation. If you need ideas, Danielle listed some of the most popular items from last year in the Summer 2023 DSB. It's always fun to see who's bidding on what and to get in a "bidding war" with someone from your own or another club. I'm looking forward to managing the Silent Auction, as well as the Tammy Fournier Fun & Fitness Event, and presiding at the Foundation Luncheon in Oxnard.

We are also happy to share that District Eleven submitted a request for Disaster Relief Grant for the Maui Fires that was approved. The Foundation sent \$5000 to the Maui United Way organization that was working directly with residents of the area to help them with their immediate needs. Thanks to Past Governor Pat Zoller who worked with Governor April to write the grant request.



ALTRUSA INTERNATIONAL OF LONG BEACH
SAVE THE DATE! SAVE THE DATE! SAVE THE DATE!

ANNUAL HOLIDAY PARTY WITH
AUCTION & ENTERTAINMENT

SUNDAY, NOVEMBER 26TH 11:30 a.m.
LONG BEACH YACHT CLUB

INFO: belinda4altrusa@gmail.com



THE DAY-TO-DAY LITERACY COMPONENT

District Service Chair – Glenda Hogg

First of all let me introduce myself. I am Glenda Hogg (yes, it is pronounced just like the animal) and I am District Eleven Literacy Chair. For those who attended our Conference in Santa Maria I am the one who made sure your swag bags were in order by color. I just couldn't help myself as my roots are in libraries.

Imagine you are new to a country and couldn't understand a thing that was said to you. You couldn't read signs, menus or anything. In this case you are not literate. There are likely people everywhere who aren't considered literate even in their own language. That to me is so sad.

There are all types of literacy, and some may have escaped your imagination. Literacy isn't just the ability to read and understand words. What about those who are directionally challenged, can't understand how to write out a check, change a tire much less drive a vehicle. I know that for myself I feel not literate using all of the processes on my computer nor the applications on my phone. My latest experience is learning things on my new car like getting my phone linked and using it to send texts and most recently how to have that cute little screen tell me how to get somewhere. What a challenge to finally learn how it all works and be able to turn on the voice mechanism so I could hear the directions all while listening to a radio channel or an audio book.

When you work on your projects this year, please add a literacy element to it. It's easy to do if you just spend a few minutes thinking outside of the obvious and remembering that it could be you in a different country trying to figure out the day-to-day things.

I look forward to next year's Conference and getting to read every club's submission for the Letha H. Brown award. Her birthday by the way is October 20th. Enjoy your projects and help your communities to become more literate.

A festive poster for ALTRUSA's Festival of Trees. The background is dark blue with bokeh light effects and Christmas decorations like a star, pine branches, and ornaments. The text is white and green. It says: "We're back! It's time for ALTRUSA's Festival of Trees Nov. 24 - Dec. 9 Santa Maria Town Center - next to the theater You could win a tree with up to \$2000 in gifts! Winners drawn Dec. 10th". At the bottom left is the ALTRUSA International logo with the tagline "Leading to a Better Community" and "Central Coast Foundation, Inc.". At the bottom right is a QR code with the text "SCAN ME FOR EVENT DETAILS".

We're back! It's time for
ALTRUSA's
Festival of Trees
Nov. 24 - Dec. 9
Santa Maria Town Center - next to the theater
You could win a tree with up to
\$2000 in gifts!
Winners drawn
Dec. 10th

ALTRUSA International | Leading to a Better Community
Central Coast Foundation, Inc.

SCAN ME FOR
EVENT DETAILS

DISTRICT ELEVEN LONG RANGE STRATEGIC PLAN 2023-2025



Hillary Sloan, Governor Elect

Hillarysloan74@gmail.com



**Shauna Stokes,
Leadership Chair**

sstokes55@mac.com

Here is the Long Range Strategic Plan that has been reviewed and approved by the District Board for this biennium. Many of the clubs have also been finalizing their LRSP. Please send a copy to Governor April and Governor Elect Hillary so we can see all the great things you have planned for the next couple of years.

Altrusa International District Eleven Strategic Plan 2023-25

Vision: Altrusa is a leader among international organizations improving communities worldwide through a network of member clubs.	Mission: To improve communities worldwide by providing service, developing leadership, fostering international understanding and encouraging fellowship through an international network of dedicated volunteers.	Brand: Leading to a Better Community Brand Anchor: Flexibility, Inclusion, Clarity	Measures: 1. Number of members 2. Member satisfaction 3. Track attendance at leadership workshops and district training 4. Website hits/Social media connections
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GOALS	OBJECTIVES	ACTIONS
Service Inspire profile enhancing Service Projects. Continue 500 book/500 hours international challenge.	<ul style="list-style-type: none"> • Plan a District Wide Service Project • Share project ideas with other clubs and on social media. • Determine community needs. • Provide every child gets a free book. 	<ul style="list-style-type: none"> ➢ Support a District Service Project. ➢ Schedule and post community service activities on social media. ➢ Survey members and community organizations for needs in the community in regard to literacy and service. ➢ Focus on service/literacy projects to invite new members and strengthen clubs.
Marketing Build a strong network of local and global partners by enhancing the flow of Altrusa information.	<ul style="list-style-type: none"> • Develop and update printed materials. • Promote Altrusa Vision to the communities. • Increase knowledge of our mission. 	<ul style="list-style-type: none"> ➢ Develop and maintain updates for website. ➢ Increase visibility of club activities through social media and visiting other organizations in the community ➢ Utilize District Facebook page. ➢ Use online surveys for feedback.
Membership To increase our membership by recruiting two new club members per club and retain current members.	<ul style="list-style-type: none"> • To build, retain and support a diverse membership. • Orient new members about Altrusa. • Respond to members needs in a timely manner. 	<ul style="list-style-type: none"> ➢ Assign a mentor to each new member. ➢ Help involve members in their Altrusa journey. ➢ Promote "Add an Altrusan" month (April). ➢ Educate and motivate members. ➢ Expand ASTRA clubs with focus on joining Altrusa in the future.
Leadership Create, empower, foster, and support growth in leadership.	<ul style="list-style-type: none"> • Develop leaders at all levels of Altrusa within our District clubs. • Promote a vision and encourage each club to have a vision reflective of that club's mission. 	<ul style="list-style-type: none"> ➢ Provide District wide leadership workshop to include tracking attendance. ➢ Provide incoming board members with training, job descriptions and duties and an orientation handbook. ➢ Inspire others to become leaders. ➢ Allow and embrace different leadership styles. ➢ Help District Clubs to create and implement Long Range Strategic Plans.
Communication Communicating to keep everyone involved by informing, updating and educating.	<ul style="list-style-type: none"> • To Provide information and resources • Keep communication channel open. 	<ul style="list-style-type: none"> ➢ Share info through DSB, eg: fundraisers, club events, member recognitions; ➢ Place articles in local publication, District Eleven website, social media. ➢ Read the Governors Newsletter.

CLUBS

CONFERENCE 2023 CLUB PHOTOS

These club photos are currently being used for the club pages on the new District Eleven website unless you have already sent in a different photo to be used. If you would like to send a different photo to represent your club membership, please send it to either 1st Vice Governor Danielle or Governor April.

Altrusa of Anaheim



Altrusa of Central Coast



Altrusa of Coachella Valley



Altrusa of Chula Vista



Altrusa of Eastern Sierra



Altrusa of Glendale



Altrusa of Golden Valley



Altrusa of Indian Wells Valley



**Altrusa of San Diego
North County Coastal**



Altrusa of Long Beach



Altrusa of San Diego



Altrusa of Santa Maria



Altrusa of San Luis Obispo County



Altrusa of Southern California



Altrusa of Tucson





PROJECT HOPE



Who You're Helping

- Orphans
- Women & children receiving treatment for cancer
- Inmates & their families

Items Needed

- Gently used clothes, shoes, or blankets
- Pillows & sheets
- Travel size hygiene items
- School supplies
- Hard candies

About the Eudist Servants

The Eudist Servants of the Eleventh Hour is an association of sisters who have families and decided to serve the poor and needy in the remainder of their time on Earth.



DONATE

Mail To

Dr. Julie Robello
601 E Palomar St #C-356
Chula Vista, CA, 91911



Altrusa International of Southern CA Virtual Club

Árboles de navidad mágicos
RIFA PARA RECAUDAR FONDOS
Magical Christmas Trees
RAFFLE FUNDRAISER

Open November 27th - December 9th
Abierto del 27 de noviembre al 9 de diciembre

Daily Hours / Horas diarias
Mondays-Saturdays / Lunes - Sábados
10:00 am - 6:00 pm
Sundays / Domingos
11:00 am - 5:00 pm

at Kia Santa Maria / en Kia Santa Maria
located at / situado en 2175 South Bradley Ave.

Visit us for a chance to win one of 40 amazing trees and gifts. Raffle tickets are \$1 each or 6 tickets for \$5. / Visitenos para tener la oportunidad de ganar uno de los 40 increíbles árboles y regalos. Los boletos de la rifa cuestan \$1 cada uno o 6 por \$5.






ALTRUSA DISTRICT ELEVEN BOARD OF DIRECTORS AND COMMITTEE CHAIRS

DISTRICT BOARD

Governor	April Smith	San Luis Obispo Co	aprilaltrusa@gmail.com
Governor Elect	Hillary Sloan	Chula Vista	hillarysloan74@yahoo.com
First Vice Governor	Danielle Robello	Chula Vista	drobello.altrusa@gmail.com
Second Vice Governor	Koni Shaff	San Luis Obispo Co	konster.monster@comcast.net
Director Foundation Liaison	Cindy Mansfield	Tucson	sw_cindy@cox.net
Treasurer	Andrea Shallcross	Eastern Sierra	andrea@shallcrossassociates.com
Secretary	Sandy Pfefferkorn	San Diego	Pfeffy50@gmail.com
Parliamentarian	Carol Latham	Anaheim	lathamaltrusa@yahoo.com
Imm. Past Governor Team Liaison	Melinda Aguirre	Central Coast	melinda.aguirre84@yahoo.com

DISTRICT COMMITTEE CHAIRS

ASTRA	Melinda Aguirre	Central Coast	melinda.aguirre84@yahoo.com
Communications	Kathy Girard Gail Swain	San Diego Eastern Sierra	kathy.girard3@gmail.com gailrmswain@gmail.com
Service	Margee Neer	Eastern Sierra	1neerhope@gmail.com
Membership	Beverly Mueller	San Buenaventura	bevmjewel@gmail.com
District Service Bulletin/DSB	April Smith	San Luis Obispo Co.	aprilaltrusa@gmail.com
New Club Building	Michelle Bell	Coachella Valley	Bellmichelle4089@gmail.com
Leadership	Shauna Stokes	Chula Vista	sstokes55@mac.com
Literacy	Glenda Hogg	Chula Vista	grbh@cox.net
Webmaster	TBD		

CLUB LIAISON ASSIGNMENTS

Imm. Past Governor – Melinda Aguirre	Coachella Valley, Monterey, Reno/Sparks, Eastern Sierra
Governor Elect – Hillary Sloan	Glendale, Long Beach, Oxnard, San Buenaventura
1 st Vice Governor – Danielle Robello	Central Coast, Golden Valley, Santa Maria, San Luis Obispo County
2 nd Vice Governor – Koni Shaff	Indian Wells Valley, Southern California (Virtual), Tucson, West Valley
Director – Cindy Mansfield	Anaheim, Chula Vista, San Diego, San Diego North County Coastal

