



District One Altrusa International, Inc.
Bermuda, Canada, Connecticut, Massachusetts,
New Hampshire, Maine and Vermont

District Service Bulletin

Volume 10 Issue 2

September/October 2011

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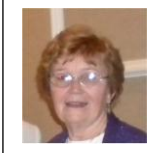
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GOVERNOR'S MESSAGE



Wow! That's the way I describe being an Altrusan! It surely is an exciting time. While at Convention we were given the new logo! Do you like it? Notice the "A" in it for ALTRUSA! I think it grows on you. In Rapid City, where there were four hundred Altrusans and guests, I was able to see Clarity, Flexibility and Inclusion at work. There were more than thirty of us from District One and every district was represented. Awesome! The By-Laws and Policies were changed to include everyone in the organization. No longer are there Classifications or references to "business", "professional" or gender. Keep your eyes on the International website! Some changes are already there and there will be more.

In August your District Board was invited to Past Governor Joanne Doherty's "camp" on Sebago Lake for a day of training. Ann Marie Snyer and Joanne trained us on Club Visits and District Policies to prepare us for the next two years. By now your club should have been contacted by the District Visitor assigned to your club. It should be a great opportunity for members to ask and learn from them when they visit.

The Altrusa year has begun with a bang! Clubs are at work again ready to provide service to their communities that depend so much on them. Make A Difference Day is Saturday, October 22nd. Be sure to send your project to International by November 10th to be included on the International website.

Included in the following pages is the information on Workshop on November 5, 2011 in Saco, Maine. Please make your reservations early. Altrusa International, Inc. of Biddeford-Saco is ready to host us at the Ramada and District has an exciting day of learning planned for everyone that attends.

This not to you all would not be complete if I did not mention the passing of Connie Rickett (Portland). She was a wonderful mother, aunt, sister and friends to many and we miss her. She was serving on the District Board as ASTRA chair and her shoes will be hard to fill.

Susannah

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A MESSAGE FROM YOUR BRAND AMBASSADOR

"Adding Some Positive Energy to our Mission"

What is the purpose of all this expense for a new brand – a new logo – a new image? Pretty basic – we want to project an image of a successful organization – energetic, vibrant, progressive and effective in our primary mission – service.

Have you seen the new logo yet? (Take a look at the front page of this DSB!) How do you like it? What does it say to you? Work is ongoing on the Altrusa International website. The international office staff are busy trying to add all the information we need to use our new logo and promote our new image.

The implementation date for transitioning to the use of the new logo is December 31, 2011. At that point, we all want to be using the new logo on communications going out to the public. This will bring an end to the multiple faces of Altrusa. From then on, our communities will see the new logo repeatedly and begin to associate it with the community service group they've relied on for years. We will continue to use the "world view" on our pins. We can continue to use our old materials internally until they run out or wear out. If your club would like to print or produce something new, now is the time to embrace the new logo. The website will have instructions on how to use the new logo on your letterheads, your e-mail signature, your facebook emblem, your newsletters, and your yearbooks. Detailed or hands-on help with those changes are available via e-mail, club visits or fall workshop thru your Brand Ambassadors, Denise Doyan (ddpills@maine.rr.com) and Sue Parker (sparker@familynurturing.com)

International has just recently put together a list of promotional items that will be available for purchase. You'll find Altrusa lapel pins, polo shirts, rubber wrist bands, pens, coffee mugs, travel mugs, tote bags, luggage tags, letterhead, envelopes, brochures, rack cards and note cards. Expect to see these listed soon – on the website.

As you start your Altrusa year with renewed dedication and energy, embrace the new brand and use it to your advantage. Keep your focus on our mission – service. Keep your eyes open for potential members – they will contribute to an increase in the amount and quality of the service we can provide.

Denise Doyon
Brand Ambassador

DISTRICT ONE ALTRUSA FALL WORKSHOP 2011
REGISTRATION

*A wonderful opportunity to see the possibilities for the
future of*
ALTRUSA

Welcome to WORSHIP 2011! Saturday November 5TH
9:00 A.M. – 3:30 PM

Sponsored by

DISTRICT ONE & THE BIDDEFORD-SACO CLUB

The RAMADA Saco Plaza in Saco, Maine

Early Bird Registration \$30.00 (postmarked by October 15th)

Regular Registration \$35.00 (postmarked after October 15th)

Name: _____ Phone _____

Address _____

E-Mail Address: _____ Altrusa Club of: _____

Make checks payable to: **District One Altrusa**
Mail this registration form and payment in full to:

Rita Cote

P.O. Box 729

Bar Mills, Maine 04004

Please try to pre-register 2 weeks before the date of Workshop (Oct
22nd)*There will be a free Conference
Registration drawn from the Early Birds at Workshop

Walk-in registrations will be accepted

**LEADERS IN SERVICE
LEADING TO A BETTER COMMUNITY**

**DISTRICT ONE ALTRUSA FALL WORKSHOP
NOVEMBER 5, 2011**

Ramada @ Saco Plaza

Host Club: Altrusa International, Inc. of Biddeford-Saco

Host Club President and Chair: Nancy Phillips

8:00 – 8:30 CLUB SET UP

8:30 – 9:00 REGISTRATION

9:00 – 9:30 WELCOME Susannah Leslie District One Governor
Nancy Phillips, President, Altrusa Int'l., Inc. of
Biddeford-Saco

ALTRUSA IDEALS-

INTRODUCTION OF WORKSHOP PRESENTERS

OVERVIEW OF WORKSHOP SCHEDULE

9:30 – 10:30 MEMBERSHIP WORKSHOP – Denise Martin

10:30 - 10:45 BREAK

**10:45 - 11:45 LEADERSHIP WORKSHOP – Sue Hawes, District
1st Vice Governor**

11:45 - 12:00 BREAK

12:00 - 12:45 LUNCH

**12:45 – 1:30 NEW ALTRUSA LOGO – Denise Doyon, District
Brand Ambassador Chair**

**1:30 – 2:30 “OUR ICEBURG IS MELTING” – Sue Parker,
District Brand Ambassador Co-Chair**

2:30 – 2:45 BREAK

2:45 – 3:30 TOWN HALL MEETING- District Board Members

NOTE:

**3:30 – For those wish to stay later we will offer a one-on-one
“HOW TO USE THE BRAND”**

DISTRICT ONE ALTRUSA WORKSHOP

SATURDAY, NOVEMBER 5, 2011

Directions to Ramada

Saco, Maine

TRAVELING SOUTH:

From I-95, take Exit 36 (Saco/Old Orchard Beach), take Exit 1 (Industrial Park Road), turning left onto Industrial Park Road. At Light at the end of Industrial Park Road, turn Right onto North Street (Rte. 112). Hotel is ¼ mile on the left across from the Shell Gas Station.

TRAVELING NORTH:

From I-95, take direct turnpike exit (Saco Hotel & Conference Center) located at Mile Marker 35 which is between Exit 32 (Biddeford) and Exit 36 (Saco/Old Orchard Beach).

FOR THOSE ALTRUSANS WISHING OVERNIGHT ACCOMMODATIONS:

Available November 4th and November 5th, 2011 by Individual call in to:

Ramada

352 North Street

Saco, ME 04072

207-286-9600

207-286-9696 fax

www.ramada.com/hotel/36788

ROOM RATE – SINGLE – DOUBLE – TRIPLE – QUAD \$74.95

2011 – 2012 District One Club Presidents

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CLUB REVITALIZATION GRANTS

By the time you receive this publication, all of the Presidents of under-charter strength will have received the Revitalization Grant Form.

Under-charter strength clubs include Central Connecticut, Fall River (MA), Merrimack Valley (MA), Quebec, Quincy (MA), Sanford-Springvale (ME), and Seacoast(NH). District hopes that these clubs will apply for some of the grant money that is available to help them increase their membership. These forms are due to Governor Susannah Leslie by September 30th, so take advantage of the help that District One is offering and let's bring these clubs back up to charter strength!

MEMBERSHIP COMMITTEE NOTES

We are starting a new year with a new opportunity to grow our clubs to new heights! And we, the District Membership Committee, are excited to help you in your recruiting efforts.

With a new look to stand behind, this is a great time to look in areas perhaps not previously considered for new members. There are many people excited to hear about our work and join us in our community service projects – we just need to reach them with our message and let them see all the good work that we are doing. Sometimes we are the community’s best kept secret – that needs to change!

Please remember that membership is every member’s responsibility – not just the designated membership committee’s “job”. Your enthusiasm for Altrusa, why you joined and why you remain, can be contagious. Remember being a new member . . . the excitement of when you first joined . . . the bonds of what keeps you engaged to renew . . . the pure joy of helping out in your local community. . . spread the enthusiasm and watch it take fire! And let us help you with fresh ideas, support, and tools that you can really implement today!

We look forward to a great year in service to the District – your District – Altrusa belongs to all of us.

Denise Martin
Membership Committee Chair

Altrusa International Biennium Goals

During this biennium, ALtrusans are moving forward in our efforts to implement Altrusa’s plan to become THE community organization. Each issue of the District Service Bulletin will focus on a different goal that we are striving to achieve:

International SERVICE Program Development Committee Goals

- Publish a downloadable Service Development Manual
- Increase reported involvement in service projects
- Increase award entries and provide “how to” on submissions and clarifications of awards procedural processes
- Promote increased involvement with Make a Difference Day projects
- Work with district counterparts to ensure information flow throughout the organization
- Provide tools via the website and articles in Altrusa publications.

FUNDRAISING . . . NORTHEAST CONNECTICUT STYLE!

Fundraising is a challenge for all clubs. For some members, it is a wonderful opportunity for creativity. For other members, it is a necessary burden. The bottom line is we all need to make money to support our goals.

Altrusa of Northeast Connecticut has a history of successful fundraising. After many years of an annual auction with positive results, the diminishing profit coupled with numerous hours of effort caused us to look for an alternative project. We've chosen an annual raffle. We are fortunate to have forty members and a supportive community. Our raffle netted over \$18,000 this year! Here are some things we have learned:

- Concentrate on one major project
This minimizes the requests for support from your members and community.
- Think big
We charge \$20.00 per ticket and have ten prizes
- Seek community support
All of our prizes are donated

At the fundraising roundtable during the Spring Conference, it was inspiring to hear about all the wonderful club fundraising projects. We also heard that, despite working very hard, some clubs struggle to raise funds. Let's share our collective wisdom and help each other with this challenging task!

In Memory

District One is sad to announce the passing of Connie Rickett, a member of the Portland, Maine club and District One Astra Chair. Our thoughts and prayers go out to her family, as well as our fellow Altrusans who will miss her greatly.

Clarity, Flexibility and Inclusion

By Donna Johnson, International President

Miles Media, the marketing firm engaged by Altrusa about eighteen months ago has been instrumental in carrying out research designed to help us understand what current and potential members want and need in order to have a fulfilling relationship with Altrusa.

Through this research, which included information gathered from both members and non-members via online surveys, and focus groups and Conversation Cafés in Washington, Florida and New Zealand, we identified three key components that will lead us in the right direction so we can continue the great work we do for our communities and attract others that share our same values.

CLARITY

“You need a clear statement of what Altrusa is – if you can’t communicate clearly, I won’t trust you.”

Did you have any trouble the last time you tried to describe Altrusa to someone? I know I did. Through our research we found that Altrusa would benefit greatly by being clearer on who we are; what we are about; what we stand for and our Prissy organizational focus.

In order for Altrusa to be effective as an organization and gain trust, we must stand united on who and what we are truly about. A consistent message and a united presence will get more recognition within our communities and attract and retain members.

FLEXIBILITY

“Make it easier for me to volunteer – sometimes I only have an hour or two. Let that be OK. I can’t make it to every meeting or every activity, but I really want to help my community where I can.”

The research showed us that Altrusa’s target audience lists “flexibility of an organization” very high in their criteria for selecting an organization. For Altrusa to become the preferred choice for service in our communities, incorporating “flexibility” into our way of being is essential.

INCLUSION

“It would be great if there was an organization my whole family could be a part of – I want my kids to be involved in helping the community as well.”

We also discovered we would benefit from being more inclusive so members and prospects realize they help make a difference, that they are welcomed, appreciated and are listened to. People that want to do good in their communities will find an organization that will let them do that. There are many people (including men) who are interested in service and hold the same values as Altrusa. We want to offer them the opportunity to join us and not another organization.

CAMP SAFE HAVEN

In April of 1994, Dave Butler opened “The Vineyard Project”, a summer camp dedicated to youth living with HIV & AIDS. Sixteen years later, Camp Safe Haven Martha’s Vineyard continues to provide children and teens to week-long experience full of fun, creativity, and community.

The key mission of the Vineyard camp, as with all Safe Haven Project locations, is to provide a stigma-free environment that encourages openness and compassion. To achieve this goal, Vineyard campers are immersed in the community of the island, spending many days off-site participating in field trips and on-Island activities, which are often led by local artists and businesses.

Camp Safe Haven Martha’s Vineyard’s success is the result of an outpouring of support from a generous community, as well as work from a team of dedicated volunteers.



WENDY ROCKS
T-SHIRTS

\$25.00 each

Available at
Moultonboroughwear.com

SUPPORT ALTRUSAN WENDY WALLACE!

These shirts are being produced and sold to support Wendy Wallace, a Meredith Altrusan and mother of three who fell terribly ill in March. In a very short period of time, Wendy went from being an active, vibrant woman, to fighting for her life. Wendy’s life has forever changed, but still she is strong and moving forward.

Shirts are available in a pretty fitted fuschia or traditional boxy tee with “bling” for women/girls and in black Champion tee with black and white heat transfer for men/boys.

Profits from all sales will be donated to “Wendy’s Mustard Seed” at the Meredith Village Savings Bank.