



CONVENTION UPDATE ISSUE

Our Governor's Message

There are so many exciting things to share with you all.

First, news from the International Convention and a BIG congratulations to those District Eight Clubs recognized. Distinguished Club Awards were given to Fayetteville, Greater Kansas City, Lawrence, Mexico, Salina and Sikeston. Little Rock was awarded a Letha H Brown Literacy Award, First Honorable Mention for their Homeless Children's Literacy Project. And last but certainly not least, a big congratulations and thanks to Karen Brines from Hot Springs Village, taking Second Place in the Membership Awards for bringing in 8 members. Please also join me in congratulating Past District Governor Cynda Wright on her election as an International Director, Linda Smith on her appointment as Chairman of the International Service Committee and Jane Hart on her appointment as Chairman of the International Bylaws Resolutions and Recommendations Committee. Thanks to all of you for making us so proud!

In regard to the introduction of our new marketing and rebranding - a lot of information was delivered with opportunities for questions and stating our opinions and concerns. I recently received a communication from International President Dona Garretson, in which she talks about how all the information gathered at Convention is being reviewed, such as the new logo color palette, using multiple logos, the new International website and the role that service plays in our identity. At the end of the day with the launch of the new logo and tagline, I must say I am quite anxious and excited to see what is still to come. You will hear much more on all the latest happenings from our District Brand Ambassador Marne Close and Associate Brand Ambassador Brenda Sailors.

Nothing comes close to the personal experience of Convention. Being able to visit Crazy Horse, Mt. Rushmore, eat Buffalo and hang out and spend time with District Eight Altrusans, priceless! We all had a great time getting to know each other, sharing a meal together and enjoying the beautiful countryside. All I have to say is ladies please start saving your money and your vacation days because you won't want to miss the International Convention in New Zealand.

With all the fun and fellowship of Convention, also comes inspiration. In thinking about our District Eight Summer Gathering for 2012, I wanted to come up with something that would increase attendance and bring attention to the event. With that in mind, I thought that perhaps the best thing we could do is the one thing that brought us to Altrusa in the first place - Service. Looking at our District, with thoughts of service, my eyes were drawn to Joplin, Missouri. With all the damage done to the city in the tornado, there are many opportunities for us to provide service. What I would like to propose, is to pick a date in July 2012 for District Eight Altrusans to gather in Joplin Missouri to do service. I would like to have several options to choose from on that date and will be in touch with Volunteer Coordinators in Joplin to set those options up. I would love your input regarding this District gathering and will have much more information to share in the future.

Club visits are well underway. Take advantage of these occasions to get information and answers to any questions you may have. Making Club visits is one of the best parts of being a Board Member - it's a great time for us to learn from each other and to renew and begin friendships.

Invite someone to join Altrusa today and let's build clubs together!

Governor Diane



Inside this issue:

Rebranding ASTRA	2
Strategic Planning	3
Leadership	4
Leadership (cont.) Service	5
New Club Building Membership	6
Welcome New Members BRR	7
International Convention	8-9
News from around District Eight	10

ReBranding of Altrusa

At the convention in Rapid City, South Dakota this past July, the attendees were presented the new brand for Altrusa International Inc.. There was some confusion as to whether or not our pins would be changing. The emblem that is on our pin will remain the same. This is our emblem. The brand is what we show to the world to give identity to Altrusa. Whether you are in India, New Zealand, or America, the logo will be the same. The new logo should be on the first page of this bulletin.

Each club will have it's own logo that will look like the International logo, but instead of International at the bottom it will have your club name. You will receive a jpeg copy of your logo in a few months as it will be created at the International office. There are some guidelines that need to be followed when using the brand and the data will be emailed to each club in the next several weeks.

Every member should take a look at the new International website and play around to see what it has to offer. The **new** site address is altrusa.org. Members will have to login, go to resources, then to membership materials. There will eventually be a template for club newsletters and websites.

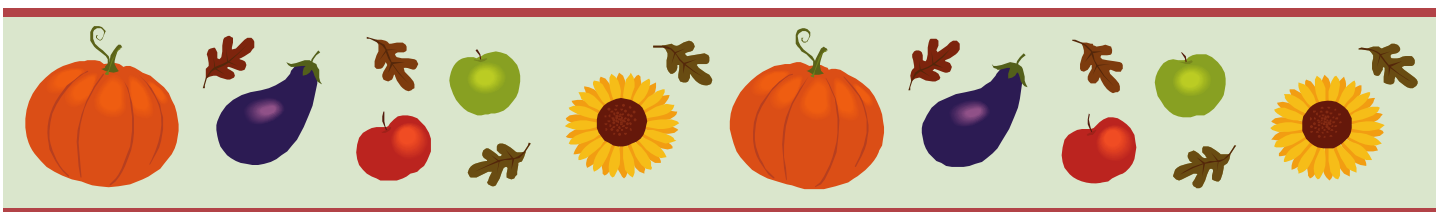
I am your Brand Ambassador for District Eight. Brenda Sailors is the Associate Brand Ambassador for the district. Brenda and I will be sending you information to your clubs explaining how the new Branding will be implemented. You should have received some of the information already and it will keep coming as this is new to everyone and we (International and all the Ambassadors) are still feeling our way as to how everything will fit together. It is planned that each club should have a Brand Ambassador to help with the distribution of information to their club as well as funneling questions and opinions back to the District Ambassadors. The club representative should contact either Brenda or me to have questions answered if she cannot answer. Please have your club Branding Ambassador email their name, club name and email address to marne_close@sbcglobal.net.

*Submitted by Marne Close,
District Eight Brand Ambassador
Altrusa International of Kansas City, MO*

Astra in our District and in our Future

At the Astra workshop at conference in April, I was able to share with some the exciting things going on with the four Astra clubs we have in our district. The four clubs are striving to continue their leadership skills with good networking and enthusiastic members. The newest club, Mexico, is starting their 4th year this month with 20+ members and lots of new ideas and projects and activities to keep them busy the whole year. Mexico girls now have a facebook page and their goal is to integrate other Astra clubs in our district so ideas and kudos can be shared. For those of you who don't know, Fayetteville, Arkansas, Moberly, Sikeston and Mexico, Missouri are the four clubs in our district with Astra Clubs. Yea Missouri! I would love to see a club in Oklahoma and Kansas in the future as well as others in our district. I am available to help in any way with questions, procedures or jump starts if any club is interested. If you live in an area where there are young people between the ages of 12-25, you can make it happen. You just need a few people to step up and do it. For general information on Astra visit the new Altrusa International website www.altrusa.org. Take note of all the Astra Clubs in Puerto Rico!! Having the wonderful opportunity to attend the Altrusa International Convention in Rapid City, SD in July I was impressed with how important Astra Clubs are to our organization. They are the future Altrusans. One of our own, Regina Reid, the District Eight Service Bulletin Editor, was in the Moberly Astra club several years ago. How many more girls out there are future Altrusa leaders? In 1966 Astra clubs were introduced to encourage youth to participate in community service. I truly believe that Astra clubs are our future and we must continue to grow and expand our knowledge to the youth so the Altrusa clubs can stay "forever young" in the eyes of all members. Please call or email me with anything involving Astra and I would be very happy to assist you. 573.473.0137 and leave message if I don't answer. I will get back with you. jheaston@wdemail.com

*Submitted by Jackie Heaston,
District Eight ASTRA Chair
Altrusa International of Mexico, MO*



Strategic Planning

Long Range Strategic Planning. Many cringe when hearing this phrase. Perhaps thinking of long, drawn-out meetings to dissect and analyze a Club's operations. Some may dread such activities because in their experience it's a time-consuming process undertaken once a year and then put in a drawer only to be brought out the following year when "that meeting" comes around again. This isn't how planning is supposed to be, right? But how do we change the perception?

Start by reframing our discussion. Change the phrase to Long Range SUCCESS Planning. Replace strategic with success. How does that roll off your tongue? What type of picture does that conjure up in your mind? Does your heart race a bit faster? This time not with a sense of dread and foreboding but instead with a sense of excitement and possibilities? We hope so! That's what Long Range SUCCESS Planning can do for Altrusa – for individual Clubs, for District Eight and for International.

Success Planning. Every Club in Altrusa is looking for success – successful club activities, successful membership growth, successful fundraisers and successful service to our community. But success doesn't happen by accident, or at least not very often. Success comes from purposeful and planned steps towards a goal. Identifying what you want to happen, and then determining how you wish to get there – the steps and processes that are necessary to reach that goal. That's all that Long Range SUCCESS Planning really is. Not so scary now, is it?

Over the course of the next biennium Diane McCreedy, District Eight LRSP Committee Chair, and Janet Horner, Chair of the International LRSP Committee, will be working with District Eight Clubs to review the Long Range SUCCESS Plans Clubs already have in place, helping to make those Plans active and workable all year long. Diane and Janet will also work with Clubs which don't have a Long Range SUCCESS Plan to help those Clubs use the tools and templates available from International to build a Club SUCCESS Plan which can guide the Club's activities to performing at the highest levels possible.

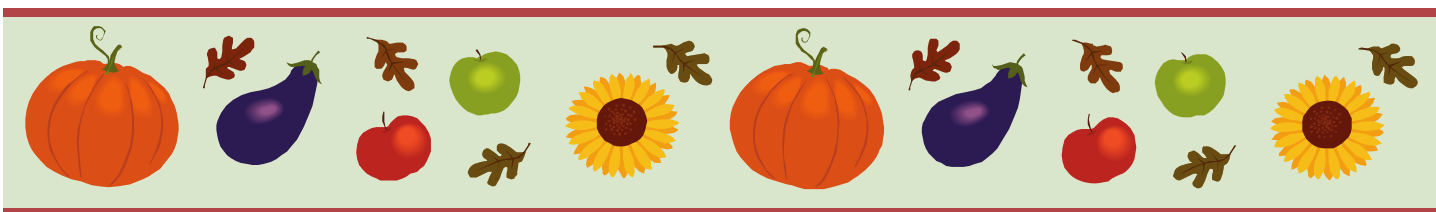


District Eight has adopted a new Strategic-Success plan for 2011-2015. Go to the District website and take a look at it. See how this fits into what your club goals are. Get excited about what you can accomplish for your community if you increase your membership by 10% per year for the next 5 years. How can the new branding help? Can you utilize it to promote Altrusa to a new generation? Let people know we are a global volunteer service organization.

Submitted by Janet Horner and Diane McCreedy

Janet Horner was initiated into Altrusa of Lawrence, Kansas in December, 2008 and serves as the Vice President/Program Coordinator for the Lawrence Club for the current Club year. In her short tenure as an Altrusan, Janet has served as Chair of the Membership Committee for two years and currently serves on the Membership/New Club Building committee for District Eight. Janet was elected to the International LRSP Committee as the District Eight representative for the 2011-2013 biennium. At the request of Donna Garretson, International President, Janet is serving as the Chair of the International LRSP Committee. As the Committee Chair, Janet will lead other committee members in developing, reviewing and recommending strategic to help Altrusa complete its mission around the world.

Diane McCreedy has been a member of Altrusa International of Springdale, Ar. since April 1997. Since becoming an Altrusan she has held the office's of President, Vice President and currently that of Secretary along with various committee chair positions. Having been asked to be the District Eight Chair for LRSP by Governor Diane, she joins Janet Horner the International LRSP chair in helping all District Eight Clubs develop and or re visit their plans for their clubs future and effectiveness.



Leadership

Are you ready? Altrusans across the globe are being introduced to our new branding/marketing material so that we may successfully connect and invite others to join us in leading to a better community. In other words, **CHANGE** is a-coming.

The [Kansas Leadership Center's](#) curriculum indicates "functioning in today's changing world requires creative thought, flexibility, risk, and resilience. We each respond to this challenge differently. A person's learning style predicts the way he/she will respond to change. People in the left quadrants love experimenting, taking risks, trying new things. Reflective people appear more cautious and require more time to observe and figure out their response. Taking time to practice reframing ideas is helpful to all learning styles. With practice, all of us can be more ad-ept at creative thought."

This past month, I had an opportunity to improve my creative thinking skills as I spent 16 days traveling alone in Alaska. The trip was a reward to myself for successfully meeting healthy living goals. LOTS of lifestyle and habit changes were required to meet the goals, so I have steadily been increasing my ability to adapt to change.

FLEXIBILITY

I put great thought and planed my trip to stay within budget and still see and do exciting activities. Since I was traveling alone, I specifically selected accommodations where I could have a private bedroom, but share a living space to meet others. Upon arrival for a five night stay at a B&B, I learned that there were no other guests in the main house and my room was appointed with a single piece of furniture – a bed. In addition, there was a small shelf which held a clock near a wall lamp. With my chin-up, I opted to reframe the situation and be flexible.

Since I was the only guest upstairs, I relocated a chair and luggage rack into my room. I unplugged the clock so I could charge my phone – my new room clock *and* radio. I slept in silence, as no one else was making noise, and made sure I was at breakfast each day to meet guests staying in the outlying cabins.

Even with a great plan – things outside our control will require us to make revisions. Knowing this and being open to other options, getting creative and reframing the situation will help us move forward with less angst. As we are introduced to the Altrusa marketing details – I encourage you to be open and flexible.

RISK

Taking risks can be very challenging. Creating "smart experiments" is easier and just the rephrasing to "experiment" allows for the collection new data, not failure. During my trip I took several risks, but the most memorable was when at the Denali NP visitors center registering for a park ranger led [Discovery Hike](#).

Two guided backcountry (no trail) hikes are offered each day – moderate and strenuous. The strenuous hike had over an estimated 1,100 foot elevation change and some challenging terrain. Ugh. Should I do it? Will I slow down the group of hikers? Am I fit enough? I had all the recommended equipment – I should, I'd been reviewing the Discovery Hike list for TWO years! The "what to bring" list included a "positive attitude and flexibility" as hiking without a trail and a varied skill level group may require changes to the hike. I took a risk – a calculated risk – and signed up for the strenuous hike.

I joined eleven others and our ranger on the six hour backcountry hike. It was a physical challenge and a HUGE reward. I took lots of switch-backs to make it easier and just kept moving forward one step at a time.

A new Altrusa logo, new club descriptions, new marketing materials, new websites. Change, lots of change. We all still have the same values and desire to make our communities better. I challenge you to create smart experiments, go just beyond your comfort level. Invite someone, maybe even someone who said "no" before, to join you at an Altrusa meeting. Maybe there is a "different" way to ask? Maybe you could use our new marketing materials? Keep experimenting.



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RESILIENCE

Alaska was my reward, a wilderness I desired to “explore” not just view. Over two years ago, I decided that I would change my way of thinking. I was never someone who exercised; active yes, but not sweaty, get-my-heart-rate-up kind of exercise. I decided that had been who I was, but didn't have to be who I am. Anyone who has tried to change eating or exercise habits can understand the need for resilience.



My diet slowly progressed to mostly unprocessed organic whole foods. My exercise changed from daily dog walking to walk/jogs and regular visits to our community building in the cardiovascular and weight rooms. I used a personal trainer to teach me how to lift weights and educate me about the importance of weight training.

Knowing the reward for my diet and exercise habit changes would be hiking and kayaking in Alaska kept me going, even after setbacks. The life-long reward is that I am healthier. What rewards do we have for being resilient with our efforts in using our new Altrusa marketing materials? The obvious answer is more members joining us to make better communities. The not-so-obvious answer is we will have more children and adults reading, more children with backpacks filled with healthy food and/or supplies, more women free of emotional and physical abuse, more food in our food banks, more individuals with GEDs, more free glaucoma screenings, more low cost mammograms, more clothing for those in-need, and more free dental services – just to mention a few of our District Eight service projects.

I want to hear your stories. What smart experiments are you trying? Are you able to recognize when you go into “we've always done it this way” mode? Are you successfully challenging yourself and others to think/act creatively? Let me know.

*Submitted by Kassie Edwards,
District Eight Leadership Chair
Altrusa International of Lawrence, KS*

Kassie@LawrenceMassage.com

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816 Ohio Street
Lawrence, KS 66044

Service

The Altrusa Key says -
Because of amity, loyalty, reciprocity, and unity Altrusa develops service.

Because all of your clubs are beginning fall and winter fundraising projects and community service projects for the rest of the year, I want to encourage each club to track the progress of your service projects. It's very important to know how you have progressed. You can evaluate your project and see if it has developed as intended and you can allow changes to make the project more efficient in serving others.

I would like to encourage each club to make your projects known by applying for District Eight Awards. There are four awards given in District Eight: the Mamie L. Bass award for Service, the Letha H. Brown award for Literacy, the Nina Fay Calhoun award for International Relations and the Governor's Distinguished Service award for projects that have longevity. The deadline for submission is approximately March 1 each year. The applications and score sheets for Mamie L. Bass, Letha H. Brown, and Nina Fay Calhoun awards can be found at the Altrusa website and the criteria for the Governor's award are located on the District Eight website.

I hope all of you are busy preparing for **Make a Difference Day**. Make a Difference Day is **October 22nd** this year. Please be sure your projects have a literacy focus. Report the results of your Make a Difference Day literacy project by November 1st to Altrusa International, Inc. Make a Difference Day is a day for us to continue to do good things for others. Let's show the world that Altrusa is making a difference.

*Submitted by Sue Schumer
District Eight Service Chair
Altrusa International of Dexter, MO*



Planning For the Future

One trait a true leader posse's is the ability to look at where we are today and devise a plan for the future. Altrusa is an organization that is blessed with leaders who are focused not only on today but the future of Altrusa.

Establishing a new club or clubs within District Eight is a vital step toward our future. As we contemplate how to accomplish New Club Building keep in mind the resources International has provided us. The resources offered are our road map to guide us through our new adventure.

As "Leaders in Service" we can think of ourselves as forward thinkers, focused on the future and planning on a positive outcome with new club building. District Eights newly established Membership/ New Club Building Committee is looking for a few Altrusans to lead the charge for District Eight. Let's combine our forces to begin our adventure together.

There are three easy steps to get you started:

Make a connection by providing names in other communities.

Click on www.altrusa.com to find your road map to New Club Building.

Lead the charge.

Excitement for New Club Building can be felt throughout District Eight. The Sikeston Club has hit the ground running and are focusing their efforts on building a new Altrusa Club in Jackson/Cape Girardeau area. Barbara Britt, from the Greater Kansas City Altrusa Club, is leading the charge as their club looks toward the Lee Summit area as a possible community for an Altrusa Club. Janet Horner from Lawrence has provided a list of names for leads in many Kansas Communities. The Stillwater Club has connected with a young author in Enid, Oklahoma and is hopeful this will develop into a strong community connection and a possible new club in Oklahoma. This is an exciting time for District Eight.

As we press forward to meet the challenge of establishing two new Altrusa Clubs remember your District Eight Membership/New Club Building Chairmen and Committee is here to assist you. Desire more information, have questions or have a list of contacts in communities within District Eight please contact your committee members.

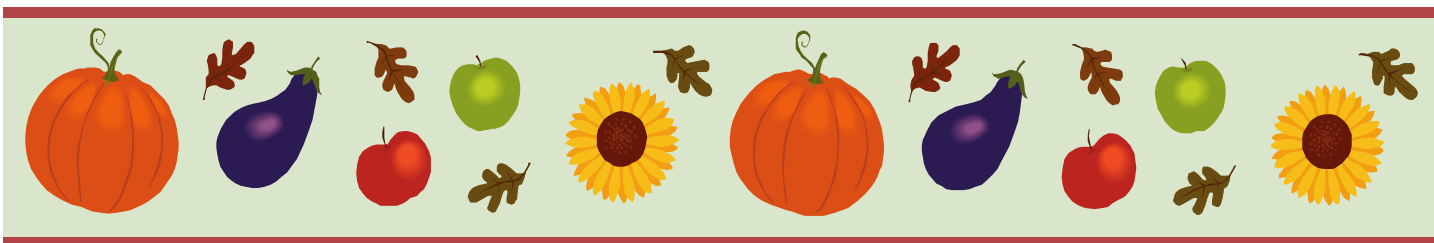
Debra Higgins-New Club Building Chair, Stillwater OK- higginsdebra58@yahoo.com- (405) 880-7772

Donna Day-Membership Chair, Chickasha OK- donnajeanday@hotmail.com

Janet Horner, Lawrence KS- janet.horner@prosoco.com

Martha Aughe, Norman OK- mmanners4u@peoplepc.com

Submitted by Debbie Higgins, Altrusa International of Stillwater, District Eight New Club Building Chair, and Donna Day, Altrusa International of Chickasha, District Eight Membership Chair



New Club Building

Calling all Altrusans in District Eight: Your contacts, your friends, and your relatives that live in the Lee's Summit area will hopefully be aware soon of a new club forming in this area. Lee's Summit is a thriving suburban community just outside of Kansas City. The Greater Kansas City club has accepted the challenge to launch a new club and we need your assistance. Please forward names, addresses, phone numbers and email address to Barbara Britt at mbritt5@yahoo.com or (816) 637-1305. Looking forward with your assistance to growing Altrusa District Eight.

*Submitted by Barbara Britt,
Altrusa International of*

Welcome to our New District Eight Altrusans!

Bentonville/Bella Vista

Marilyn J. Kruzich

Dexter

Sandi Beaudry
Mary E. Collier

Fayetteville

Susan Fox
Louise Sager
Tamara Sparrow
Shawna Thorup

Greater Kansas City

Judith M. Steffen

Hot Springs Village

Lee Ann Branch
Barbara Hicks
Nancy Kizer
Carole Thompson

Hutchinson

Wanda Bell

Jonesboro

Cathleen Branch—transferred from Tampa, FL

Lawrence

Edwina Glass
Rebecca Glass
Carolee Meseraull

Little Rock

Katherine Austen
Susan Dollar

Mexico

Dee Ragsdale
Miranda Trussell

Moberly

Tracy Egley
Jennifer Lawrence
Becky Mann
Parisa Stoddard
Jackie Thomas
Diana Wemhoff

Rogers

Jennifer Rogers

Salina

Phyllis Anderson
Joomi Bobbett
Brenda Gutierrez
Kay Quinn

Sedalia

Amy Carr
Deborah Williams

Springdale

Reanetta Edwards

St Louis

Andrea James

Stillwater

Rhonda Foote
Karen Morris

Affiliates

Maybeth Johnston, Conway, AR



Bylaws, Resolutions, and Recommendations (BRR)

Now that the Convention is over, there are changes that we all need to be aware of in regard to the Altrusa International, Inc. Bylaws and Policies. Some of the key changes included:

A new Purpose Statement that reads “The purpose of Altrusa International, Inc. is to promote better communities through service by an international network of people with diverse backgrounds and experiences.”

The elimination of references to classification and to better describe Altrusa membership

A procedure to fill vacancies on District Boards and to remove District Board members for cause

The deletion of automatic forfeiture of membership upon relocation
Allowing District Boards the option to have Directors

Permitting email and fax meeting notifications

Not approved, included the proposal to expand the International Board to include Directors from each District and the proposal to change the Altrusa Benediction.

Keep an eye out for the newly revised Bylaws and Policies.

*Submitted by Dorine D. Harter
District Eight BRR Chair
Altrusa International of
Emporia, KS*

52nd Altrusa International Convention—Rapid City, S.D.

Raring with Altrusans ready to see
A new logo and tagline unveiled.
Partnering in leadership and friendship for an
Inclusive Altrusa—one which honors all.
District Eight bonding & sharing.

Clarity in our unified message in
Imacting our communities for the better.
Taking time to make new friends.
You should have been there, too!

What's next? Rotorua, New Zealand of course!

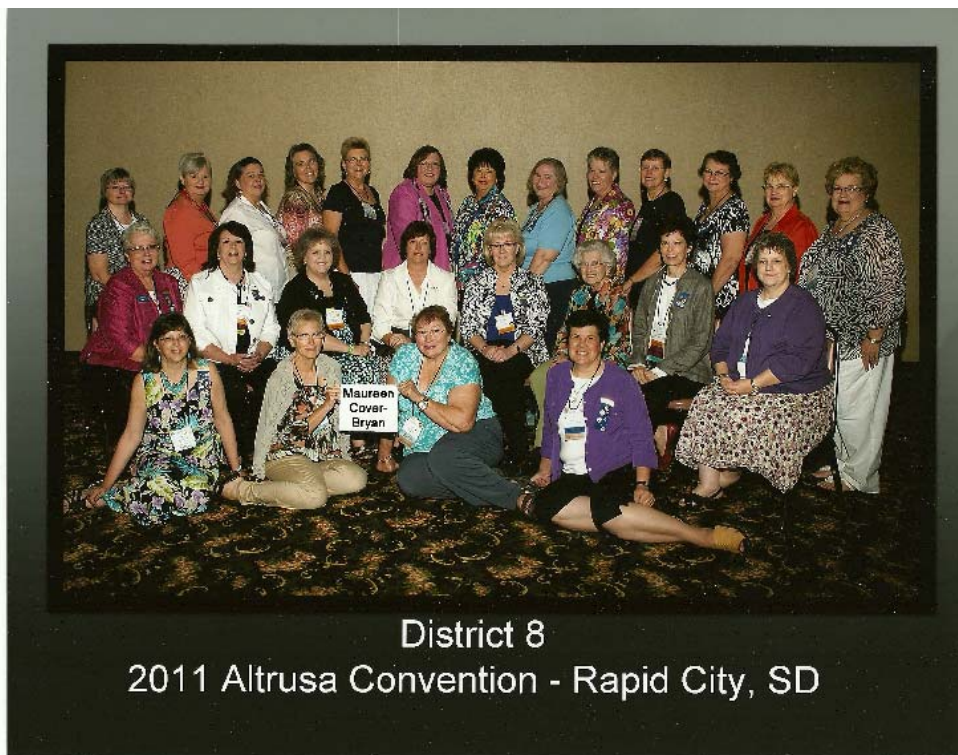
*Submitted by Janet L. Horner,
 Vice President/Program Chair,
 Altrusa International of Lawrence, KS*

"Conference was exciting and we certainly enjoyed being with District Eight Altrusans. The District Suite is a great idea and the ideas and thoughts shared there were heartfelt and freely given." - *Carolyn Mireles*

"While Convention is always a time to renew my Altrusa spirit and catch up with old friends, I enjoyed this convention for the opportunity to get to know a few members of our district that I didn't know very well. We had several first timers and I was excited to get to know them. They were engaged in the convention, participated in the district event and shared their thoughts and opinions openly. I had a great time learning more about them which helped me see our district has lots of leadership ahead of us. Thanks to all those who attended convention and a special thanks to our first timers."
 - *Cynda Wright*

"I was pleased to attend the historic Altrusa International Convention held in Rapid City, S.D. Every convention truly brings home the realization that we are honestly an international organization. I certainly enjoyed the opportunities to visit with Altrusans from New Zealand. Their invitation to the 2013 convention was awesome. It was exciting to see the new logo for Altrusa and to watch democracy in action as we hammered out a new purpose statement for Altrusa. Those of us who have been in Altrusa for a number of years have some re-learning to accomplish and new mind set to embrace but I am so looking forward to the future of this organization."
 - *Barbara Britt*

"Diane, I enjoyed what portion of the Convention that I was able to attend. Our Membership Committee was great! I do mean great — we had a good program and all of our members of the committee were very enthusiastic. I was simply fascinated by some of their service projects we shared with each other. I am looking forward to working with them for the next two years. Would recommend that everyone attend at least one Convention in their Altrusa life..." - *Shirley Davenport*



District 8
 2011 Altrusa Convention - Rapid City, SD



**Looks like a good time was had by ALL!
Sorry you missed International Convention? Well...
Make plans to attend District Conference in
Hot Springs Village...April 27-28, 2012**

NEWS FROM AROUND DISTRICT EIGHT

ARKANSAS **Bentonville/Bella Vista** Club is in the middle of their Dictionary Project for all the 3rd graders in Bentonville, Bella Vista, Pea Ridge, and Centerton schools. The club members deliver and usually have a nice presentation as they give each child their own dictionary.

Fayetteville Club recently raised \$11,250 (net) to fund the summer feeding program at the Boys & Girls Club of Fayetteville in their Battle of the Badges.

KANSAS **Hutchinson** Club has started their preparation for the 2014 conference—"Sock it to Me for 2014" is the theme. They recently assisted with the local GED graduation ceremony.

Lawrence Club had a lot of fun Summer activities: Book Club each month, Visit to a winery, Game night, Cocktails on the Terrace of the Oread Hotel. They are looking forward to their first meeting on Wednesday, September 7th and an exciting new Altrusa year.

Salina Club's December Service Project is "Adopt A School" providing mittens, hats, gloves to children in need. Of interesting note, recently Brenda and Linda Smith received a notice via Facebook of volunteer needs for the Back to School Fair.

MISSOURI Barbara Britt, of the **Greater Kansas City** Club, continues to work with the Lee Summit area in building a new club in that area. The club is preparing for their garage sale on Sept 9 & 10 to benefit Catherine's Place.

The **Moberly** Club is busy serving in the Community Soup Kitchen while preparing the paperwork for the formation of a club foundation.

The **Poplar Bluff** Club's new service project is the Head Start Library at the Karen West Center. Accomplishments thus far include cleaning and painting (with the help of the Housing Authority). Books have been carded and returned to the shelves.

The **Sikeston** Club is preparing for World Literacy day on September 8th. They will restock books and magazines to established locations that they have donated to previously and are looking into setting up a donation site at the hospital surgery/ICU waiting room.

OKLAHOMA **Norman's** Club's Annual Membership Dinner is September 8th, when prospective members are invited. On September 22nd, District officials, Governor Elect Sue Hart and Marne Close, District Brand Ambassador, will make their official visit to Norman.

Your club's news can be included here too...submit your club newsletter to District Eight Governor at jredle@swbell.net to be posted on the District Eight website or provide club updates to the DSB Editor at regina.reid@sbclglobal.net



**The mission of District Eight is to
develop leaders, create opportunities for members to improve community life
and to foster understanding of our world.**