

PRESIDENT'S MESSAGE

How did I get here? I'm sure that's a question many club presidents ask themselves especially when deadlines have to be met, agendas have to be written, reminders have to be sent and you are 60 something still trying to figure out how to scan and attach documents to e-mails. Thanks Linda England for saving me so many times. In spite of the challenges, I am honored to be here. At every meeting I am inspired, re-motivated and constantly amazed by the generosity, dedication and supportive spirit of our members.

Wow! It's 2012! Every new year brings with it reflection, evaluation and new resolutions.

As I reflect on 2011 SI Poway activities...

- Providing 18 months of transitional housing and mentoring for victims of domestic violence
- Violet Richardson Award recognizing a young woman from 14-17 that is engaged in volunteer activities that make the world a better place
- Women's Opportunity Award, Soroptimist's major educational program providing single mothers, with financial need, resources to continue their education

- Ruby Award recognizing women in the community that are improving the lives of women and girls through their profession or volunteer work.
 - Awards breakfast honoring awards recipients
 - Sponsoring Women's Day for senior girls at Abraxas High School focusing on self-improvement and abuse prevention.
 - Scholarship and support of students at Abraxas High School and students at La Esperanza school in Tijuana
 - Support of Bilateral Safety Corridor Coalition providing shelter, education, counseling and legal assistance to victims of human trafficking
 - Human trafficking awareness by sponsoring the free screening of the movie "CAR-GO" showing the horrors of sex trafficking.
 - District, Region and Federation activities, more info at www.soroptimist.org
 - Publicity, newsletter and website www.sipoway.org
 - Fundraising and Fun events, too many to mention
- I realize this is quite a list of



accomplishments for our small club of 30 members averaging about 15 active members at any one time. The above activities are made possible by countless volunteer hours devoted to organizing, planning and fundraising.

Fundraising of course, is the key to continuing these activities. For me personally, this is a challenge, I have a hard time seeing the fun in FUNdraising. The SIP members that keep the funds flowing are the special angels of this club. Thank you all! I want to give a special thanks to Karen Dunn and Poway Transmission for planning, coordinating and hosting 10 years of Motorhead Madness which raised approximately \$10,000 annually. I also want to thank Gina Storr for her grant writing efforts that have raised \$20,000 for our Transitional Housing program over the past 2 years.

SIP is dependent on increasing active membership and fundraising.

For our continued health I propose a club resolution for 2012, besides eating less and exercis-

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ing more, I propose we seek and implement new ways to incorporate both membership and fundraising in planning our events and activities. As STAR Donna Ronca emphasized at our Jan 18th program meeting, our best recruitment tool is conveying our "Mighty Mission" to other women at all our events in ways that will touch their hearts with facts and stories regarding women's issues, followed by what SIP does to make a difference.

Looking forward to our February 29th event at Café Merlot, "50 Women You Want To Meet"

Wishing you and your families love, health and prosperity

President Idel

Soroptimist International is a worldwide service organization for women. We are committed to a world where women and girls together achieve their individual and collective potential, realize aspirations and have an equal voice in creating strong, peaceful communities worldwide.

Educate to Lead

Soroptimists using advocacy, action, and awareness raising to increase access to education and leadership for women and girls

Educate to Lead is SI's new flagship programme of work, comprising of four primary areas:

1. Soroptimist clubs around the world using education, empowerment, and enabling opportunities to improve the lives and status of women and girls in need. Read all about these activities in our annual [Global Impact Report](#).

2. Our network of representatives at UN centres around the world advocating on behalf of the women and girls whom we serve, to increase access to education and leadership. Read more about these activities in our annual Global Impact Report and in [recent news articles](#).

3. The President's December 10th Appeals, starting in 2011, will benefit Soroptimist projects around the world using education, empowerment, and enabling opportunities to address a global priority issue threatening women and girl. The 2011 December 10th Appeal is ['Birthing in the Pacific'](#), training birth attendants to prevent needless maternal death and disability in Papua New Guinea.

4. The Annual December 10th Day of Action for Soroptimists, when all Soroptimists worldwide take part in an advocacy and awareness raising campaign linked to the December 10th Appeal, bringing the importance of education and leadership as tools to address issues facing women and girls to the attention of policy- and decision-makers worldwide. This year's Day of Action is ['Mobbing for Mums'](#).

Visit the online newsletter, [The Global Voice](#), to stay up to date on the latest international news for our organization.

February

- 1 Deadline for Clubs to submit Soroptimist Women's Opportunity Award honoree's applications to District Representatives
- 11 District II Winter meeting –Host club Soroptimist International of Capistrano
- 29 "50 Women You Want to Meet" 5-7pm at Café Merlot

March

- 8 UN International Women's Day

April

- 8 UN World Health Day
- 28 SIRB/SIP High Tea at Rancho Bernardo Inn—proceeds to benefit Transitional Housing

May

- 4 Region Public Affairs Summit—"Girls at Risk 2.0"
- 4-6 Desert Coast Region 2012 Spring Conference
- 16 SIP Awards Breakfast
- 30 SIP sponsors Women's Day at Abraxas

June

- 4 Desert Coast Region 2012 Soroptimist Leadership Academy
- 24 Installation of new SIP Board

July

- 1 2012-2014 Biennium begins
- 15-17 SIA Governor's Round Table—Hawaii
- 18-21 SIA 42nd Biennial Convention—Hawaii
- 29 SIP Planning Retreat

Soroptimist International of Poway meets the 1st and 3rd Wednesday of each month at Café Merlot 7:20-8:30 am

No breakfast meetings in July and December

UPCOMING EVENTS

SOROPTIMIST INTERNATIONAL OF THE AMERICAS

Visit the online newspaper and get all the information you need about our national and international projects:

<http://www.soroptimist.org/BestforWomenOnline.html>

As seen in the September-December print issue:

[Soroptimists STOP Trafficking Club Projects](#)

Learn about what several clubs are doing to end sex trafficking in their local communities.

[Meet Patricia Donohue, SIA's 2011-2012 President](#)

Get to know Pat! Read her SIA president's interview.

[SIA Welcomes Liz Lucas as CEO and Executive Director](#)

Read more about the unique skills and background Liz brings to SIA.

[Get to know the 2011-2012 SIA Board of Directors](#)

SIA welcomes its new board! Read their bios.

[A Message from SI President Alice Wells](#)

Soroptimist International welcomes Alice Wells as its new President! Read a message from Alice.

[Raquel Arreola Ruiz Named SIA President-elect](#)

View the full results of the SIA President-elect ballot.

[Reclaiming the Dream: 2011 Soroptimist Women's Opportunity Award Finalists](#)

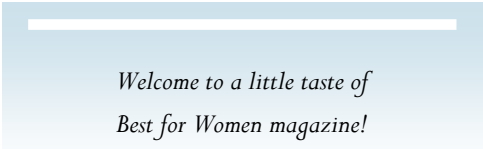
Read the amazing stories of Emilia Menegasso of Curitiba-Parana, Brazil, and Gladyn Minzey of Music City, Nashville, Tennessee.

[2011 Soroptimist Violet Richardson Award Recipient: Allyson Ahlstrom](#)

Meet Allyson and read about her inspirational project, Threads for Teens.

[2011 Soroptimist Ruby Award Finalist: Margarita Guillé Tomayo](#)

Meet Margarita and read about what she is doing to end domestic violence in Mexico.



[Changes to the Members' Area at Soroptimist.org](#)

Check out the reorganized program, membership, public awareness and fundraising sections!

[New Membership Article Conflict can have its benefits.](#)

Read "Mom was Right When She Said 'Play Nice with Others,'" by SIA Membership Director, Nicole Simmons, for tips on how to be more proactive and diminish "explosions" in your club.

[Soroptimist Celebrating Success! Entry Form](#)

Remember to tell SIA about your club's good work! Please report on exceptional club projects through the Soroptimists Celebrating Success! program. Download an entry form.

[Live Your Dream Art Contest](#)

The fourth annual Live Your Dream art contest is underway! Download a publicity kit to help promote this fun contest.

[Club/Region Website Templates](#)

Learn more about how clubs can update the look of their sites or develop new ones by taking advantage of SIA's new website templates.

[Planned Giving](#)

Visit the new planned giving website to find out about many giving options that cost you nothing during your lifetime.

[Drive for Dreams](#)

Learn more about the Soroptimist Drive for Dreams sweepstakes and enter for a chance to win an Acura TSX or \$10,000 cash prize.:



Taking Action!

The feature article, "[Not So Pretty: Shattering Prostitution Myths](#)," in the September-December printed edition draws attention the realities of prostitution. As referenced in the issue's Taking Action section, below are links to the resources that clubs can use to support prostituted women in their local communities. Taking Action!

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SOROPTIMIST
Best for Women

COMMITTEE CORNER

SERVICE COMMITTEE

TRANSITIONAL HOUSING

July, August, September and December were busy months for our transitional housing program for victims of domestic violence.

First in July, one of our successful graduates had an unfortunate situation where she and her children had to move out of their apartment. We coordinated two moves and storage for their furniture for the period of time between moving out of their old apartment and moving into their new apartment. This mom was one of our first graduates and has always been supportive of what we do. One of her sons has helped us with several of our recent moves. To protect confidentiality, I am not using names for any of the families.

In August, one family successfully completed our program and a second was asked to leave by the apartment manager, thus we had two vacant apartments. The members of Soroptimist International of Poway and Rancho Bernardo went to work to transform the vacated apartments into welcoming homes for two new families. There was some overlap, but for the most part each club took one of the apartments to transform, and the results were magical. On the big move in date for the apartment our club



transformed, we had an excellent response from members including Mary Mitchell, her grandson and his friend, April Mitchell, her daughters and their boyfriends. Those young people worked tirelessly and never complained about the stairs for this second story unit. In the week after the move, Peggy Stewart continued to bring sparkle to the décor, painting some of the furniture and finding special artwork, comforters and pillows to make the apartment extra special. As we always do, the cupboards and refrigerator were stocked with groceries and gift cards were left for future needs.

A third apartment was vacated in September, by another successful graduate. Her move out date was delayed and another family was ready to move in so the transformation was somewhat rushed. The apartment manager was flexible, allowing us to clear trash and clean as they painted. We were about out of time when Linda

Richardson and her coworkers moved and stacked all the furniture into the kitchen of the unit because the carpet had just been cleaned. That Saturday, many of our club members arrived to arrange furniture, continue cleaning and stock the kitchen cupboards. Peggy Stewart again worked her magic, along with members of the Rancho Bernardo club. The RB club made beds, decorated, finished stocking the groceries and we had another beautiful home for a new family.

The three new families have 8 children between them from infant to teenagers. Our club members, Hoa Quach, Gina Storr and Marita Harmony are serving as mentors, each matched with a member of the Rancho Bernardo club. The mentors keep us informed as to the needs and progress of the families. The two clubs recently hosted a holiday party for the current families and graduates, which was well attended by Soroptimist members. It is our opportunity to meet the families and see the success of our transitional housing program. The mentors coordinated the family Christmas wish lists, which were filled by Soroptimist members and rounded out with a budget from the two clubs. A Girl Scout Troup provided live trees with stands and club members brought tree decorations, wishing our families the happiest of holidays!

Submitted by Linda England

AWARDS



The Soroptimist Ruby Award: For Women Helping Women

RUBY AWARD RECIPIENT

Deputy District Attorney Gretchen Means works in the Sex Crimes Unit and prosecutes pimping cases, sex crimes, sex-based homicides and criminal sexual exploitation. She was the

first to try a case in California using the new Human Trafficking statute and has dedicated herself to bringing justice to these victims. She is committed to developing bet-

ter legislation to more properly address the scope of this issue. She has written gang and school legislation to combat and punish sex trafficking. She has also developed state-wide sex trafficking training for law enforcement and

actively trains both law enforcement and prosecutors in the effective investigation and presentation of sex trafficking cases. With Human Trafficking being one of Soroptimist International's projects, we are very proud to recognize Gretchen Means for all her efforts and dedication to aggressively combat this problem in the courts.

WOMENS OPPORTUNITY HONOREE

Single mother with one 7 year old daughter

Attends California State University San Marcos

Program: Accelerated Bachelor of Science in Nursing

Target graduation date: August 2013

Her long term goal is to become a nurse practitioner and join Doctors Without Borders to help underdeveloped countries with health issues

such as AIDS and malnutrition diseases.

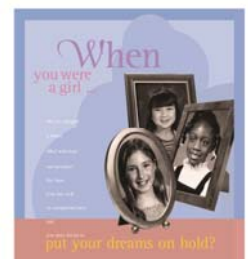
She volunteers at the Alliance for African Assistance and Unity for Orphans.

She moved to San Diego from the Central African Republic when she was 16 years old. It was a difficult transition but she graduated second in her class from Hoover High School.

Despite the complexity of being a single mother with no income and with \$10,000 of student loans to pay off, she is a happy person and has never been

depressed.

She likes to think that her sensitivity to these situations will help her to be an exemplary nurse that will help shape a new generation of nurses.



Violet Richardson Award

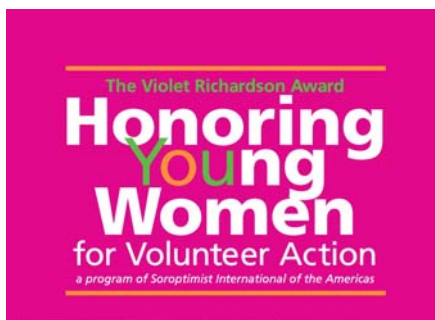
Parul Pubbi
16 years old
Junior at Torrey Pines High School
GPA: 5.0

Organization: *Girls on the Run*

The ***Girls on the Run*** program is a curriculum taught to girls in elementary & middle schools that culminates with a 5K race. The program is most directly beneficial for the at-risk preteens in inner city schools who might not otherwise have access to resources such as counselors and mentors. These girls are most prone to depression, suicide and aggression. *Girls on the Run* provides the program for free for the underprivileged and donates New Balance running shoes, water bottles, t-shirts, etc.

Parul volunteers by coaching and mentoring girls along with volunteering her time on the Development/ Marketing committee with writing grants and speaking to companies in order to receive donations for her not-for-profit organization.

Some of the reasons that she is so involved with this program is that she loves helping young girls feel empowered, gain confidence, and develop healthy habits that will last a life time. She is instrumental in helping young girls gain a sense of community, security and discover a positive self image contrary to the unhealthy images the media often portrays and markets to young girls.



FUNDRAISING/GRANTS

MOTORHEAD MADNESS

I want to say Thank You!! You all have worked so hard on our Soroptimist fundraiser 'MotorHead Madness'. Whether you're a car buff or not it's certainly an eye opening experience. Without your financial and physical commitment we could not have made it the great event it has become.



I'm so proud of what we accomplished for Soroptimist, this auto complex and its businesses, the classic car owners and the Poway community. It takes a huge amount of woman & man hours J contacting Corporate Partners, talking to Classic car owners at cruise nights and car shows, selling booth vendors, asking all our business donors for the silent and raffle auction items, stuffing goody bags and then setting up & running the event – and the Red Raffle ticket sales.

MotorHead Madness has accomplished a lot but we also believe it has run its course. It has taken a great toll on our time, our business and us personally. So after much thought and discussion, I regret to say we will no longer be able to produce this show.

Since this has become our main line of support for Soroptimist – we as members need to put our thinking caps on and come up with ideas for a replacement fund-raiser. We have a year if we're going to do it during Poway Days, and most successful events require about 9 months to produce. Considering this length of time for preparation, it is imperative that we arrive at an agreeable event as soon as possible.

Fund-raisers are unique! There are different theories as to what works. Our Service budget for SI-Poway yearly is \$13,000. To keep us giving back to the community we can: 1) Have a lot of little fund-raisers. OR 2) Hold one big fund-raiser. Anytime you hold fund-raisers you run the risk of whether it will be successful and will it make enough money to justify the work. We don't want to be known as the group with our hand constantly out for money, donations, gift cards or always selling something. They will run when they see us coming.

If we hold more events that educate the community and are enjoyable, we provide awareness of what their money is going toward. When we ask for money they will understand why and they will be emotionally tied to what we are doing. Not everyone can be a Soroptimist but most want to help our causes.

GRANTS:

For the second year in a row, SIP was the recipient of a very generous grant from the Verizon Foundation for their transitional housing program.

The Verizon Foundation funds a variety of community initiatives, with domestic violence being one of their areas of concern. This is the second year in a row that SIP has received this award.

In addition, SIP received a check for \$2300, as part of a first ever "GIVE BIG" day, sponsored by the San Diego Foundation. During a 36 hour period in December, sponsors were encouraged to donate to the charity of their choice with a pro-rated amount matching their donation. The event was a success and more will be planned for the future.

MEMBERSHIP

MEMBER SPOTLIGHT:

Marika Iler—Having an extensive knowledge of the loan process and years of experience in the mortgage industry, Marika Iler is a true financial professional. She is currently the Sales Manager of Primary Residential Mortgage, Inc. in Rancho Bernardo. She has an MBA from the University of San Francisco and a BA degree from the University of California Santa Barbara. Excellent customer service is a priority for Marika. Leisure time outside the office is spent biking, hiking and enjoying time with family and friends at the beach or mountains. Marika is a native of San Diego where most of her family currently resides. She also lists world travel as one of her main passions.

31 Prime Poway Women:

You know women that work hard and help make this community a better place to live.

Poway Patch is wanting to recognize these women with an article on their website in honor of Women's History Month in March.

Take a moment and send in a sentence or two about your nomination.

<http://poway.patch.com/articles/nominate-a-poway-woman-for-recognition>

E-mail your nomination to hoa.quach@patch.com with the following information:

Your name

Your e-mail

Prime Poway woman's name

Why does she deserve recognition?

How long has she lived or worked in Poway?

Her contact info

SOROPTIMIST INTERNATIONAL OF POWAY

Post Office Box 223
Poway, CA 92074-0223

Phone: 858-486-4435
Fax: 619-440-8914
E-mail: 2bznpoway@cox.net
Editor: Linda Richardson

Best for Women

We're on the Web!
www.sipoway.org



BACK PAGE STORY

Ever wonder how our transitional housing program started?

In March of 1997, Soroptimists members were serving on the local hospital's Health Care Advisory Councils. They became increasingly aware and concerned about domestic violence in the county. They decided to join with other Soroptimists Clubs to address the issue.

It was determined that the need was there for Transitional housing to be provided for women and their children who are homeless victims of assault. Generally, these women live in a secured battered women's shelter for a limited period of 30-45 days. At the shelter they receive counseling and their needs are assessed to determine what help is needed. It is not enough time to get them back on their feet.

Transitional housing is the next step in guaranteeing them a successful future. This program allows them the opportunity to get on their feet financially, locate a job, place kids in school, and generally stabilize the family. A joint Transitional Housing program was founded and grew into the program we manage today.

It is estimated that over 5,000 North San Diego County women and their children are victims of domestic violence each year. Not only do their children experience violence but they also learn to be violent. Without a long-term solution to their situation, these women and children return home from shelters and are victimized again. They deserve a safe haven, not just for the night, but an opportunity to rebuild their lives, in a positive environment. Violence continues to be a growing concern of society in general and the trend can only be stopped if we take active and positive steps to break this cycle.



Journey to Independence