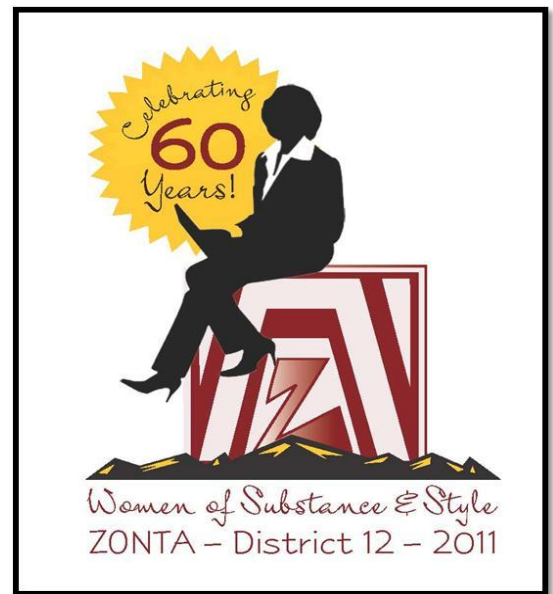


## GovnrGram –August 2011

Greetings, Club Presidents & Board Members!

This message includes:

- ☀ Read all about it –in *The Zontian!* (RC & PP featured)
- ☀ New PR Chair & D12 Marketing Plan
- ☀ Addressing Intergenerational Issues
- ☀ Instructions for District Conference
- ☀ 5th Feature Attraction @ 60th D12 Conference – Mingle with Memories
- ☀ Thoughts to end on.



### Read all about it – in *The Zontian!*

*'Find Inspiration!'* The Zonta Club of Rapid City & the Zonta Club of the Pikes Peak Area were featured in this article in the **July** issue of *The Zontian* on pages 18 & 19.

Congrats to both clubs! (And, please... *keep sending Susie & Anita those pictures!*) –Look to right]

### New PR Chair & D12 Marketing Plan

We're delighted to announce that Diane Twining will be our new External Communications/PR Chair for the coming year. This post has been vacant all summer while the members of the PR committee e-mailed various iterations of the District Marketing Plan. Many thanks to Laurie Anderson-Varner, Jill Kettle, Courtney Holt-Rogers, Ann Lucas, and new committee member Marie Kriss for the formation of a useful, doable plan. \$See the attached plan to learn how this committee can assist your club.

Diane brings experience in working on the District Board from last biennium, so we don't need to get her up-to-speed there. And, if any of you want a creative communications consultant, Diane usually has more ideas than i can keep up with!

### Addressing Intergenerational Issues

Numerous clubs in our district have noted challenges dealing with the varying needs of members with ages ranging from just under 30 to over 90! Although we are proud of this diversity, and it does indeed add strength, energy & wisdom to our organization, we wonder sometimes if we can 'be all things to all age



groups.' Just in, Ellen Dolsen's tally of the data generated by participants of the "Addressing Intergenerational Issues...What do Women in Zonta Want?" workshop at the North American Inter-District meeting June 3-5. \$Ellen's report is attached. [ I would like to see a discussion in each club about *how we can best help get our older members to this conference.*

### Instructions for District Conference

All District 12 Zontians should have received the *Call to Conference* by now. The nine D12 Zontians who do not have e-mail were snail-mailed hard copies.

I will soon be sending out two separate e-messages: (1) The Presidents' Conference Checklist, and (2) D12 Board Members' Conference Roles & Prep.

Presidents: here are some important items that require your & your club's attention to pull it together **within the next few weeks:**

- ☀ Elect your club Delegate(s). \$See the attached instructions.
- ☀ You can go online to nominate your club members who have been Zontians for 30 years or more for a very nice certificate from ZI. (We hope to award these at the Conference.)  
<http://www.zonta.org/MemberResources/Tools/ClubTools/LengthofMembershipAwardForm.aspx>
- ☀ Please send Lt. Governor Sheila Davis ([shedavis@comcast.net](mailto:shedavis@comcast.net)) the information regarding—
  - members who passed away this year, including a picture, Zonta service & other personal info so that we can honor them at the Memorial Service.
  - your Club's Zontian of the Year, including a short rationale for the award, and if the awardee will be attending the Saturday evening program.
- ☀ Please dig out those old pics now! ; we are working on the simplest means to gather & compile them. They will form a slide show all can enjoy. We also want to see those old scrapbooks & other memorabilia! We'll have tables on which you can display your club's memories at the Saturday evening 'Mingle with Memories'. \$See below.

### 5th Feature Attraction @ 60th D12 Conference – Mingle with Memories

Since this is our 60th anniversary as a District, we hope to celebrate with a visual retrospective on Saturday evening, during the social hour before dinner. The success of this Retrospective is your participation! PLEASE help us use this great opportunity to learn from & enjoy our 60 years of history!

Come to reminisce with old friends, come to compare today with yesterday, come to talk about tomorrow! (Become a part of the multimedia presentation that will be shown at the 70<sup>th</sup> District Conference!)

### Thoughts to end on

Peter Loscher, CEO of Siemens, was asked about the organizational culture he was trying to create. He responded, "When you talk about leadership culture, I very much try to implement an *execution culture* [...because it's not about the brilliance of strategy]. I think the speed of change has massively accelerated in all

aspects. So there's speed of change, and the world is also far more connected, and this has a massive impact in terms of how you lead. You can no longer rely on hierarchical structures. ... And, you have to recognize as a leader that you also make mistakes. I'm always telling people, 'Look, I make a mistake every day, but hopefully I'm not making the same mistake twice.' If you think you're not making mistakes, then you are not making the tough decisions that you should make as a leader." 'The Corner Office' *TNYT*, 7/31/11

~~Making different mistakes every day;

'hope you are too!

Your Gov, Kay Meyer