

DISTRICT 12

Colorado
Montana
South Dakota
Wyoming

Outreach



Volume 11, No. 1
August, 2003

Governor's Message

Dear Zontians,

It has been a very exciting spring and summer. In recent months I have had the privilege of visiting many of your clubs to install your officers and induct new members. All of you are doing such a wonderful job. I am very proud of you! But, of course, it is Zonta business as usual and we must continue to keep on moving forward.

I was happy to attend the North American Zonta Summit and honored to be asked to be a presenter. I presented with Connie Deckert a Zontian from Canada. Our topic was Legislative Advocacy and Activism. It was a great topic and both sessions we did were very lively and animated with a lot of interaction and opinions. Elsewhere in the Outreach is my short report on this session.

I am sad to announce the resignation of Elaine Procter from the District Board as Status of Women/Z Club Chair. Elaine's dedication and good ideas will be missed. I have appointed Bev Morrow as the new chair. Bev is a longtime member of the Cheyenne Club and is very excited to participate.

I am sure by now all of you have received your CALL TO CONFERENCE. I am very excited about our Conference and look forward to seeing all of you in Billings. There is a detailed article elsewhere in the Outreach about the Conference. For those of you who have attended, you know how much fun it is so now you need to spread the word. There will be a bus starting in the southern part of Colorado and moving north picking up Zontians as it

goes. This will only be possible if we have enough participation so be sure to let us know. There is more information elsewhere in the Outreach.

I have received a letter from International President Margit Webjorn as the first half of her biennium comes to a close and an evaluation seemed in order. She reminds us to keep our mission to improve the Status of Women in our sights. She mentions several times the website which is an invaluable tool for all of us. We would be a lot more knowledgeable about Zonta if we used the website to our full advantage. The biggest challenge, and not a surprise, is the recruitment of members. Margit's advice is really on point and says it all, and I quote "To increase membership, Clubs must show that what they do is meaningful for women, locally and internationally."

Yours in Zonta,
Mary

GET ON THE BUS

If we are able to get enough passengers, there will be a bus going to Billings for the District Conference. It will start in southern Colorado picking up Zontians along the way.

We need to know who is interested in taking the bus no later than **August 15**. The cost will be around \$140-\$150. This may seem a bit expensive, but considering the wear and tear on both your body and your car, it should be well worth the money. Also, there is the opportunity of getting to know Zontians from all over the District.

Please contact either Mary Benoit at mary@mathiaslockandkey.com or 303-292-9746 or Debbie Squires at debbie.squires@rtd-denver.com.

Zonta International District 12 Mission Statement

Zonta District 12's purpose is to build, develop, and maintain strong clubs through support, leadership, and communication in order to further the mission of Zonta International.

A Report from The Summit!

I attended the 2003 Zonta North American Summit in St. Louis, Missouri, June 20 -22. About 132 Zontians gathered from the U.S. and Canada to network, discuss issues facing Zonta International today, and have fun!

There were eight session topics: Legislative Awareness, Building Leaders, Membership Potpourri, Women's Health Issues, Cookbook for Clubs, Putting a Public Face on Zonta, The Future of Zonta, and Incorporating International Projects into Local Clubs. Each session was two hours, and they were packed full of information. Session leaders were very qualified and prepared on their topics. I must say, Zonta is composed of a very talented and energetic group of professional women. Here are a few highlights.

The Summit began with keynote speaker and International Director Jackie Gudmundsen. Jackie is a member of the Zonta Club of Pontiac-North Oakland in Michigan. Jackie addressed several critical issues facing Zonta today. They include: declining membership, decrease in ZIF donations, scattered local service, and unclear global visions. Today we are struggling with organizing fewer new clubs, ongoing membership loss, aging membership, and recycling of leaders instead of succession planning—basically Zonta is struggling to survive. Jackie suggested Clubs need to look at why they are struggling, identify key issues, find out what needs to be done, and take action.

All throughout the conference I kept hearing how Clubs are struggling with membership retention and getting Zonta recognized in the community. Statistics include: Membership decrease of 6.4% between 1995 and 2000, club number has increased 3.7%, average club size is 28 down from 31.

Suggestions for membership include: trying new ideas in membership recruitment, such as a wine & cheese social at a Zonta member's home, getting the entire club to commit to recruiting members, addressing "What's In It For Me?"—this is especially important for young professional women who have children—increasing flexibility and networking, and making meetings fun and personal. Many Clubs have great ideas for membership. One club has a ten-year plan where a member who is 60 recruits, someone who is 50, a member who is 50 recruits someone who is 40 and so on. This helps keep the club strong and vital, utilizing the experience and knowledge of older members to mentor and train new younger members for leadership positions.

We also need to get prospects interested in Zonta before they are invited to join. Ways to achieve this through public relations include: building a good relationship with the media, wearing Zonta pins all the time to invite questions, utilizing press kits, having business cards for

members, having auxiliary memberships for spouses, honoring a woman of the year, focusing on issues specific to your community, teaming up with local city council, getting a Mayor's proclamation for special events, developing a website, maintaining a courtesy list for special mailings to congratulate women in the news.

Of course, the big buzz was the Zonta International Convention in New York, July 3-8, 2004. The convention will be at the Marriott Marquis Hotel located near Times Square. Zontians will be able to register on line beginning in January. Hotel rooms are \$163.00—single, \$168—double, \$189—triple, and \$209—quad. Spouses and guests will have a hospitality section, and there will be an American Market where Clubs can sell items.

The Summit was a great experience and will benefit me both personally and professionally. I had the opportunity to network with Zontians from all over, including meeting and networking with International Board members and learning more about Zonta. I highly recommend Zontians attend conferences whenever the opportunity.

There was so much information that I cannot even begin to cover all of it. I have handouts available on all the sessions. I will send them to you if you e-mail me at tmanningegge@gpgnlaw.com.

The following is a list of websites with Summit information:

Leadership Institute	www.zontadistrict2.org
International Convention 2004	www.zontadistrict3.org
Keynote Address by Jacqueline Gudmundsen	www.zontadistrict15.org
Public Relations	www.zontaoakville.com
Rose Garden Program	www.zontastcharles.org

Tracy Manning-Egge, Zonta Club of the Black Hills

ADDITION TO ZI WEBSITE

If you are in the habit of visiting Zonta International's website, you will find that there is a new addition ... on the member resource center pages. You need a user ID and password.

The user ID is: **zontainternatl**

The password is: **amelia**

After you enter the user ID and password, it asks you for your name, e-mail, and club name (for the first time only). It is as simple as that! Enjoy visiting the website—there is a wealth of information on it.

—*Julie Bradley, Public Relations Chairman/Historian*

DISTRICT 12 CLUB WEBSITES

Log on to <http://zontadistrict12.org> to view your Club's website. Contact Webmaster Susie Nulty, Zonta Club of the Pikes Peak Area, nulty@money.org, for assistance with your Club's website or if you have any questions.

**DISTRICT CONFERENCE
BILLINGS, MONTANA
SEPTEMBER 26, 27 & 28, 2003**

Billings, Montana, is a beautiful location for a District Conference. We are very lucky to have the Zonta Club of Billings as the hostess club and Area 1 as the hostess area. They are a wonderful, dynamic group, and they are working very hard to make this a great conference for all of us. This is also a great opportunity to plan a mini vacation for yourself and your family. There will be childcare during business sessions for you moms with little ones. There is great shopping very close to the hotel and lots of sightseeing opportunities. And speaking of the hotel. The Historic Northern Hotel is right in downtown Billings. It is a grand old facility small enough that the conference will be the only event there and large enough that I am sure everyone will be extremely comfortable. I look forward to seeing everyone. Here are some highlights:

THURSDAY

There will be a fellowship dinner at Rockpile Restaurant in the evening at 6:00 pm. This is just one block from the hotel. Your district board will need to leave right after dinner for a board meeting.

FRIDAY

On Friday you will be on your own for lunch with the opening session at 2:00 pm. After all of the opening ceremonies, we will have a series of workshops. The workshops will be arranged in such a way that everyone will be able to attend every workshop. The topics are service, fundraising, membership, and a potpourri of topics. There will be leaders and scribes, and you will be able to take home notes on each workshop. The notes will be distributed on Saturday. The evening social event will be a trip to the Yellowstone Art Museum with hors d'oeuvres and a trivia night complete with prizes.

SATURDAY

Saturdays are always busy and fun filled at Conference. There will be speakers, a fundraiser, elections, voting issues, and our very special guest

Betty Jane Bourdon. B.J. as she is affectionately called is the District 12 Representative and International Vice President. She is also a candidate for International President-Elect. It will be wonderful to hear from her. Be sure to bring your International questions. The Zonta Club of Glendive has had a Z Club since 1969. How impressive! They will bring their valuable knowledge for a panel discussion about Z Clubs. I am sure all of us will learn a lot. The evening event will be very festive in dress, entertainment, and the presentation of the Zontians of the Year.

SUNDAY

This is the day of our annual memorial service. Please be prepared to remember Zontians and past Zontians that have passed away in the last year. Then we will have the wrap up, awards, and brunch. We will all say farewell and make plans for next year.

**NOW DIDN'T THAT GO FAST!
THINK ABOUT HOW SAD YOU
WILL BE IF YOU MISS THE
FESTIVITIES!**

ZONTA STORE

In January of this year the Board of Zonta International voted not to continue with the policy of sending Zonta merchandise to clubs and districts on consignment. I know this is a disappointment for some of you, but it is easy to order from International on the website or by faxing an order. This is a great opportunity for all clubs. Bring all of your Zonta goods to sell and raffle items as well. Please contact Stephanie Seymanski with the Billings Club at sseymanski@msn.com or 406-656-2608. She is in charge of the Zonta Store. She will need to know how much space you will need. Please remember that it is your responsibility to take care of your table and goods. The Billings Club cannot be responsible.

ARCHIVES

In January of this year your board gave me permission to appoint someone to research a place for our district archives. I appointed Elizabeth Clinton a member of the Denver Club. She did a great job, and the final decision was to place the District 12 Archives at the Denver Public Library in the Western

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History Department. I will bring all of the scrapbooks and archives to the Conference so you may look at them. After a period of discussion, we will vote on the archiving issue.

BUS

Many of you have requested a bus for the journey to Billings. The bus will start in the Southern part of Colorado on Interstate 25 and continue north into Wyoming and then on to Billings. The time is getting short to make the commitment to the bus company, and of course unless we have sufficient passengers, it will not be possible to get the bus. The deadline has been extended to August 14. The cost should not exceed \$150. That does seem a bit expensive, but

when you consider the expense of driving and the wear and tear on your body, it puts it in another light. If you are interested in the bus, please contact me at mary@mathiaslockandkey.com or Debbie Squires at debbie.squires@rtd-denver.com. Please do this soon since if there is not enough interest, we will have to let the bus idea go.

One more thing! The 2003-04 Directory will again be available in two formats, bound hardcopy and CD. Each Club is asked to order at least one hardcopy and one CD for their Club's general use. Advance orders will be taken again this year. See the coupon elsewhere in the newsletter.

This is our conference and the highlights. I look forward to seeing all of you.

FINAL REPORT LEGISLATIVE AWARENESS & ADVOCACY IN NORTH AMERICA ZONTA NORTH AMERICAN SUMMIT 2003

**WHAT WILL YOU TAKE HOME WITH YOU?
&
WHAT WILL HELP YOU TO BE ACTIVE?**

Education on both Zonta LAA policies and pertinent women's issues.
Affiliate with like-minded organizations.
Call LAA social activism rather than political activism.
Get information from knowledgeable non-partisan organizations.
Have the 4 "Ps"—Passion, Patience, Persistence, Preparedness.
Making officials in positions of authority responsible and accountable.
Monitor legislation.
Have an all-candidates event based on women's issues.
Write personal letters.
Be personally grounded and willing to take a risk.

It was a great experience presenting at the Summit.

If you have further questions or comments, please contact either:

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Golden, CO 80403
mary@mathiaslockandkey.com

2002-04 DISTRICT 12 BOARD

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Status of Women / Z Club Beverly Morrow

WANTED! INFORMATION TO COMPLETE 2003-04 DISTRICT 12 DIRECTORY

The efforts of the 2002-04 Directory Chair continue to be focused on **encouraging active Club level reporting of members' information**. The continued expansion of the Directory is designed to enable all Zontians in District 12 to develop networking contacts.

If your Club has not yet forwarded up-to-date information (changes since sending in your Club's dues forms) on all members (including the new Classification Code for each member), as well as a listing of current officers and committee chairs, please send information (by September 1) to:

Anita M. Zastrow, District 12 Directory Chair
 PO Box 1005, Pierre, SD 57501-1005
 605-224-2559 (R) 605-224-7554 (W) 605-224-0282 (Fax)
 anitazastrow@pie.midco.net amzastrow@aol.com Anita.Zastrow@sdbar.org

ORDER FORM

2003-04 District 12 Directory

Bound Booklet @ \$5.00 each _____ booklets = _____
 CD @ \$2.00 each _____ CDs = _____

Mail Advance Order Form to: Anita M. Zastrow, PO Box 1005, Pierre, SD 57501-1005 by September 12. Directories will be available in Billings at District Conference. Shipping and handling charges are extra!

NAME _____

Address _____

City, State, Zip _____

E-Mail _____

Club Order _____

Individual Order _____

CALENDAR OF EVENTS



September 13-14 Antique Show, *Zonta Club of Cheyenne*
September 26-28 **District 12 Conference**, Billings, Montana, at the Historic Northern Hotel

October 9 EXPO, *Zonta Club of the Black Hills*
October 24 United Nations Day!

November 15-16 Fall Craft Show, *Zonta Club of Pierre-Fort Pierre*
November 28-29 Craft Show, *Zonta Club of Cheyenne*
(tentative)

July 3-8, 2004 **57th Zonta International Biennial Convention, New York City**

Check out these websites:

www.zonta.org
www.ZISVAW.org
www.zontadistrict12.org

www.un.org
www.womenact.org
www.unifem.undp.org

PO Box 1005
Pierre, SD 57501-1005

