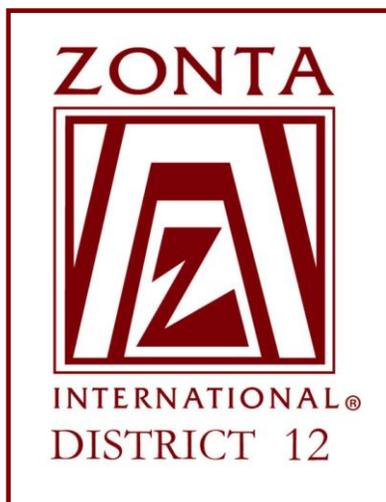


# OUTREACH

Volume 20 Issue 3

June 2013



## *Hello District 12 Zontians!*

Spring has been an especially busy time in the Zonta world! Area Meetings were held in April, new officers were installed in all 20 clubs in May, and planning for the new Zonta year is well underway. Many thanks to all Zontians who attended Area Meetings this year. They were educational, entertaining, and full of camaraderie with Zontians from near and far.



I've completed thirteen official club visits so far this biennium, along with performing several officer installations and new member inductions during May. It's so interesting to hear about each club's activities during the past year, and what's being planned for the coming year.

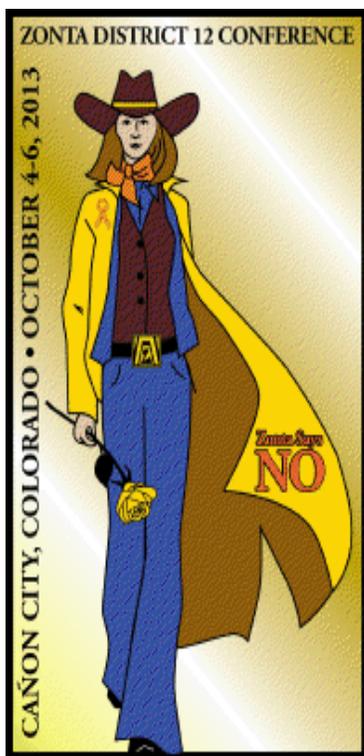
I've also been reading through the 2012-2013 club annual reports. I received a report from every club in the district! I'm very impressed with the fund-raising and service projects that each club has done. I'm also pleased to see that almost all clubs have plans for the **Zonta Says NO** campaign.

The really big news is that the Zonta Club of Greeley, CO, held their Charter Dinner on June 6th. It's unusual for new Zonta clubs to be chartered these days, especially in the US. I can't tell you how proud I am of the committee's co-chairs, Kathy Swafford and Marcie Woolworth, who worked tirelessly to get this club off the ground!

A District 12 board meeting was held at my home (saves money and it's more fun than a hotel meeting room) the weekend of June 7 - 9. It was inspiring to be with 20 bright, energetic and creative women who work to make our district effective and efficient. (The board's status reports will be posted on the District 12 website in the Members Only section.)

I'll be a very busy cowgirl for the remainder of the summer having attended the North American Inter-District meeting June 14-16, in Niagara Falls, Canada, and planning for the 2013 District 12 Conference the weekend of October 4-6 in Cañon City, CO. Please join me for an educational and fun-filled weekend hosted by the Zonta Club of Royal Gorge where we will Blaze Some Trails for Zonta's Future!

**Enjoy the rest of the summer,**  
*Sheila*



**Blazing Trails  
for Zonta's Future**

*Save the date and polish your boots....*

Come one, come all to the **2013 Zonta District 12 Conference** in Cañon City, CO, October 4-6th. We have lots of activities planned for you. Be sure to get here on Friday afternoon, in time for the Wine Tasting event at the Abbey Winery (from 6:00 pm to 8:00 pm) and fellowship with some great Zontians. On Saturday, you will receive some really good learning opportunities and hear interesting speakers. Start shopping for some **orange fashions or accessories** for Saturday night's banquet in honor of the **Zonta Says NO** campaign. Keep an eye out for more information coming soon to your email mailbox in August.

*Join us for blazing trails for Zonta's future.*



Holy Cross  
Abbey Winery



Tasting Porch



## Area 1

Reneé L. Coppock, Zonta Club of Billings  
Vice Area Director Teresa Forbes, Zonta Club of the Sturgis Area



With a theme of “Raise Your Voice—Service and Advocacy”, the Area 1 Meeting was kicked off at Simply Wine in Billings, Montana, on April 26. Those attending enjoyed good wine and food, fact or fiction, door prizes and fabulous company. On Saturday, the program featured four District 12 speakers, with Governor Sheila covering the Governor’s Report, archiving, officer training biennium goals, the upcoming District Conference and other D12 priorities. Lt. Governor Marcy re-enforced membership goals and ways to get and retain new members. Ann Hefenieder reported on Zonta International projects and the ZI Foundation. Advocacy Chair Jane Page gave everyone a better understanding of advocacy projects and the **Zonta Says NO** campaign, as well as the advocacy award.



The Keynote Speaker was Jane Roberts, Co-Founder of 34 Million Friends of Women of the World, author and advocate. Every attendee was given a copy of her book. She spoke about her frustration with budget cuts to the United Nations, using social and traditional media to start the 34 Million Friends campaign, and showed a power point of her work with the United Nations, travelling around the world to advocate for women’s rights, particularly responsible family planning. The Zonta Club of Billings donated a basket to raffle, with the proceeds, \$121, being donated to the 34 Million Friends fund.

After lunch, attendees divided into groups and made blankets to present to the Billings Police Department for use in responding to domestic violence or sexual assault cases. For the afternoon session, Zonta Club of Billings member, Shelley Hayes, provided interactive leadership training with “Leadership with a Purpose.” She discussed the four core concepts of leadership and how to be in tune with yourself to use and be mindful of all four concepts when making decisions or leading a group.

The Zonta Club of the Sturgis Area and the Zonta Club of Billings both donated baskets to raffle for the District 12 Scholarship Fund, raising \$206. The next Area 1 Meeting will be held hosted by the Zonta Club of the Black Hills.

The Area 1 Clubs have been extremely busy, as could be seen from the lively club reports:

**Billings:** The Billings Club reported on its service and advocacy projects, including the showing of *The Invisible War*, **sponsoring and coordinating a statewide Anti-Trafficking forum/task force**, making blankets for victims of domestic violence and sexual assault, sponsoring two candidates’ forums during the election, working at Festival of Cultures and other activities. The main fundraiser was Trivia Night. Membership is on target to meet District goals.

**Black Hills:** The Black Hills Club gave an extensive report regarding its Expo, and the fundraising and exposure aspects thereof. The club has been very busy recruiting a record number of new members. A report was also given on the Girls, Inc. project building a motorcycle and teaching young women how to work together and learn design and mechanical skills, as well as self-sufficiency. The Club has been extremely busy and is working on its image to show the community that the club is much more than the “Expo” club.

**Glendive:** The Glendive Club began with a great increase in membership, but several of the members are resigning given family obligations. The Club has worked with the local domestic violence shelter as well as with the very active Z Club. The craft fair and pie sale was a good fundraiser.

**Pierre-Fort Pierre:** The Club has been very active in advocacy and member recruitment. The Club celebrated UN Day and UN's UNiTE to End Violence Against Women campaign by wearing orange at their October meeting to bring attention to the campaign. The Club also worked with the local domestic violence shelter and funding \$4000 in high school and college scholarships for young women. The Club also had a presentation by one of the people featured in *The Invisible War*, now a state legislator. The Club also distributes over \$8,000 annually in grants.

**Southern Black Hills:** The Club is working on advocacy projects and Service Projects involving the storehouse food pantry, the YMCA girls' scholarships, W.I.T. (Women in Transition), assistance to both the women's shelters and the youth correction facility, literacy assistance, Amelia Earhart poster contest, Relay for Life and the Yellow Rose Award for a woman in the community who advances the status of women.

**Sturgis:** The Club is still paints pumpkins and raises funds for Zonta in that endeavor. The Vice-Area Director, Theresa LaRue Forbes is from this Club. In addition to raising funds from painting pumpkins, the Club organizes the Festival of Trees, works with the local Crisis Center and awards grants. The Club is working on advocacy projects as well.

## Area 2

Area Director Deedee Boysen, Zonta Club of Laramie  
Vice Area Director Michelle Ammerman, Zonta Club of Cheyenne



### Area 2 Meeting - Painting A Young Woman's Future

Area 2 of Zonta District 12 held their annual area meeting in Douglas, Wyoming on April 19 - 20, 2013. The theme of the meeting, Painting A Young Woman's Future, was prevalent throughout the meeting, which was hosted by the Zonta Club of Converse County. Thirty two Zontians from the Laramie, Ft. Collins, Cheyenne, and Converse County clubs attended Friday night and the Saturday meeting. The cost to attend the Friday night event and the meeting was \$35.

The Friday Night event, held at the LaBonte Hotel in downtown Douglas, WY included a painting lesson from artists in the Converse County club. We had many opportunities for networking and meeting other Zontians from Area 2 clubs. Delicious sandwiches and desserts provided by the host club were a sweet addition to the evening.

The meeting was held at the Holiday Inn Express and ran from 9:00 AM - 2:30 PM on Saturday. Most speakers were Zonta District 12 leaders who focused on Zonta International and District 12 programs. Each club president offered insights and a brief report about their club's membership, advocacy and service programs that were completed in the past year. The keynote speakers, Richelle Keinath - Wyoming Womens Foundation, and Katie Boysen - SmartGirl, Inc., addressed the wage gap and pay equity over lunch. The presentations were relevant, timely and very well received by participants.

Other exciting details included a brief recognition of those attending for the first time, a District 12 Scholarship raffle that netted \$169, and raffles sponsored by the Converse County club to raise money for the Wyoming Women's Foundation. The budget was exactly on target.

The 2014 Area 2 meeting will be hosted by The Zonta Club of Laramie and will be held in Laramie, Wyoming.



Carolyn White, President Zonta Club of Converse County; Deedee Boysen, Zonta Club of Laramie and Area 2 Director; Sandy Hudson, President Zonta Club of Cheyenne



Mary Walker, Zonta Club of Cheyenne and District 12 Nominating Committee



Deedee Boysen; Katie Boysen, Smart Girl Inc.; Richelle Keinath, Wyoming Women's Foundation



Michelle Ammerman, Zonta Club of Cheyenne and Area 2 Vice Director; Bridget Masters, President Zonta Club of Ft Collins and District 12 Treasurer

### Area 3

Area Director Debbie Squires, Zonta Club of Boulder County  
Vice Area Director Laura McCutchen, Zonta Foothills Club of Boulder County



The 2013 Area 3 meeting was held at the Auraria Campus on Saturday, April 13. The Zonta Club of Denver hosted this event. The theme of the meeting was: Vision, Commitment and Transformation with an emphasis on visibility. Our main speaker was Melissa McKewen who is the Public Relations and Marketing Director of the Salvation Army, Intermountain Division Headquarters in Denver. She gave a presentation on how to be more proactive with public relations and become more visible especially for non-profits.

Jeannine Jeffries, a Metro State student, was the Zonta Club of Denver's Scholarship winner and talked about how her life has changed with help from the scholarship. Jeannie Ritter, who sits on the Board of PBS and former Colorado First Lady, also spoke during our lunch break.

District 12 Governor Sheila Davis spoke about the overall status of District 12; Marcy O'Toole, the Lieutenant Governor, spoke about the membership drive and ideas each club could use; Tommie Atanasoff, the District 12 Foundation Ambassador, spoke of the ZI Foundation and what individual funds do; and, Ann Hodgson spoke as the District 12 Scholarships Chair about the individual scholarships given during the year. Each president from the six clubs in Area 3 spoke about one of their fundraisers and one of their service projects and how successful their membership drive is.

The evaluations received from the participants were very positive about the meeting. The service project with VOA was received as a very worthwhile experience. It was felt that the main topic was excellent and the agenda flowed well. Also, the presentation the Area 3 Presidents gave was considered very beneficial. There were 41 attendants which included five from the newly formed Z Club of Foothills. The registration fee was \$35 per participant, except for the Z Club members whose fee was \$25 and paid from the Area 3 "Bling" money. The budget came out even with reimbursement to the committee members who bought items for the VOA service project.

We are now getting ready for the summer with some time off and then jumping back into our busy schedules of fund raising, service projects and membership building.

## Area 4

Area Director Janet Bergin, Zonta Club of Royal Gorge  
Vice Area Director Linda Hawkins, Zonta Club of Prowers County



The 2013 Area 4 meeting, April 5-6 was hosted by the Zonta Club of Pikes Peak. The theme of the meeting was literacy. The Friday evening get together was held at the home of Sharon Roggy and we had lovely snacks, drinks and conversation. We also watched several short movies by women from the Rocky Mountain Women's Film Festival Library in Colorado Springs. They were very entertaining and we all would have liked to see more.

There were 22 attendees at the meeting at the Penrose House, and we were treated to a tour of the beautiful building during our lunch break. We had reports from Sheila Davis, Marcy O'Toole, Tommie Atanasoff and Ann Hodgson. The meeting on Saturday was highlighted by the keynote speaker, Dr. Barbara Swaby, professor of education at the University of Colorado at Colorado Springs. She spoke on the state of literacy in our country, challenges to making improvements and the importance of literacy to the status of women worldwide. All of the attendees brought books to donate to her Literacy to Go project in lieu of a speakers fee.

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### **Zonta Says NO Campaign Resources Available To Districts and Clubs**

Please utilize campaign resources by visiting the [Campaign Tools page](#) on the Zonta Says NO website. You can also download templates for **Zonta Says NO** banners directly from [www.zontasaysno.com](http://www.zontasaysno.com).





## Advocacy/United Nations Chairman Jane Page, Zonta Club of Pierre-Fort Pierre



Join the Campaign to End Violence Against Women

The Zonta Club of Pierre/Fort Pierre was surprised and pleased to learn that the first quarterly Say NO – UNiTE Campaign E-News from UN Women included the club's poster project to Stop the Violence. It is mentioned in the article "Orange the World" on the second page of the newsletter. A picture of the poster is also featured on the Zonta Says NO action page on the Say NO – UNiTE website:

<http://saynotoviolence.org/join-say-no/zonta-international-launches-zonta-says-no>.



The project was a collaboration between the Zonta Club and the Pierre Fire Rescue Squad, Missouri Shores Domestic Violence Shelter and the South Dakota Coalition Ending Domestic & Sexual Violence. The club had decided on the project and composed the poster before ZI introduced the "Just Say NO" slogan, but the project fit right in. The firefighters are holding signs that say, "Real Men Raise Their Voice Against Violence". Emergency hot lines are listed on the poster along with violence statistics. The posters have been placed in schools, rest stops and other public places. The club is also working with a radio station to see if they will do a story on the project.

*We are highlighting another club's efforts to raise awareness of violence against women and the Zonta Says project. **This is a great project that any club could do.***

The Zonta Club of Fort Collins used a city council meeting to raise awareness of the issue of violence against women and girls. At this meeting, the mayor of Fort Collins read a proclamation opening the 16 Days of Activism Against Gender Violence. Club president Bridget Masters later presented information on Zonta, and specific statistics about victims of misdemeanor and domestic violence in their area. This opportunity helped bring additional awareness to the problems facing women and girls in Fort Collins. Fifty percent of the club members were involved and the picture was published in their local paper, furthering efforts to bring awareness to this issue.



*And here is another contribution from the Denver area Zonta Clubs:*

Empty Shoes in Denver

What happens when one voice becomes 30? When 30 voices become 3000? Area 3 clubs will join our voices to fight gender violence, with an event that takes place on November 25, 2013.

"Empty Shoes" represents the women lost or damaged by gender violence. The six Denver-area Zonta clubs will sponsor this event at a Denver gallery during cocktails. Contributing Artists will donate and display their work expressing the effects of gender violence and the resilience of survival. Sale of the art will benefit local efforts and ZISVAW. Local Zonta members will embellish and display actual women's and girls' footwear, along with facts and stories of gender violence and trafficking, that personalize the experience.

The U.N.'s Sixteen Days of Activism is kicked off by the International Day for the Elimination of Violence against Women on November 25. Zonta clubs in 64 countries around the world will observe "Zonta Says No," a Zonta International campaign to raise awareness and increase actions to end violence against women and girls. It will highlight Zonta's local partnerships and international efforts with the United Nations through ZISVAW (Zonta International Strategies to End Violence against Women).

Local service providers will also support the event, informing the public about their services and promoting their programs. Mark your calendars for November 25 so you don't miss it! For more information, contact Laura McCutchen, [Laura@pcraft.com](mailto:Laura@pcraft.com) or (303) 550-2465. (See announcement about Laura McCutchen later in this issue.)

By Mary Lou Edwards and Kristina Rose

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## Service and Scholarships Chairman Ann Hodgson, Zonta Foothills Club of Boulder County CO



### ZONTA SERVICE RECOGNITION AWARDS

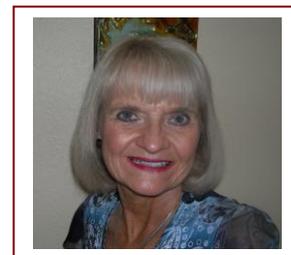
All Club Annual Reports have been received. The section describing Club Service Projects will be reviewed by a three-member committee to select the winner of the District 12 Service Award. This award will be presented to the winning club at the District 12 Conference in October. The competition is hot this year, with many excellent projects vying for the honor.

The Zonta International Service Recognition Award to recognize outstanding service projects benefiting women in our local communities will be presented at the 2014 ZI Convention in Orlando. Awards will be given for both Club and District projects. Clubs must submit application forms describing their projects to me by **December 30, 2013**. Two projects can be submitted, one improving the status of women in general and one related to fighting violence against women. Full details will be sent out to Service Chairs and Club Presidents in the fall. Information is also available on [www.zonta.org](http://www.zonta.org). (See Laura McCutcheon's article in Outreach for another idea.)

The District project has been selected. ***At a club business meeting in October or November, we are asking each D12 club to collect items needed by a local women's shelter. The items should be given to the shelter with as much publicity as possible. Our aim is for each D12 club to join in this effort. We will collect stories and photos to accompany our application to ZI.***

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Jane M. Klausman (JMK) Coordinator  
Evie Ashmore, Zonta Club of Denver



You will find all you need to evaluate your club's selection of the **Jane M. Klausman Scholarship** by going to the Zonta International website – [www.zonta.org/MemberResources/Tools/AwardsScholarshipFellowshipTools](http://www.zonta.org/MemberResources/Tools/AwardsScholarshipFellowshipTools). This includes the JMK Evaluation Criteria as well as the Evaluation Scoring Sheet. In my email of April 22 to Club Presidents, I attached the Jane M. Klausman Evaluation Criteria which provide further information to the Evaluation Scoring Sheet.

The website also contains sample news releases, Certificates for Clubs as well as a sample letter for applicants not selected. All you need is found on this website. Please make use of this valuable information.

Please submit your club's selection for Jane M. Klausman Scholarship by **July 1** to my email address – [jeashmore@comcast.net](mailto:jeashmore@comcast.net). After evaluation at the District level, the club will be notified of the winner who will receive \$1,500 (\$500 from District 12 and \$1,000 from ZI). In addition, the winner will be eligible to compete for an additional \$7,000 at the ZI level.

As clubs will be making decisions on service dollars to Zonta International during the next few months, I urge you to consider contributing to the Jane M. Klausman Scholarship fund. These funds are used to fund this valuable scholarship. To date, 7 clubs have donated! My goal is for 10 clubs to donate to JMK. Please add your club to this impressive list and help me meet my goal. Thank you!

Evie Ashmore, JMK Coordinator  
District 12 email – [jeashmore@comcast.net](mailto:jeashmore@comcast.net)  
Cell – 303-746-4608 Home - 303-617-0947



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**Young Women in Public Affairs (YWPA) Coordinator  
Laura Stamp, Zonta Club of the Pikes Peak Area**



**The 2013 District 12 Young Women in Public Affairs Award Recipient**

The goal of the Z I Young Women in Public Affairs (YWPA) Program is to encourage more young women to participate in public affairs by recognizing a commitment to the volunteer sector, evidence of volunteer leadership achievements and a dedication to the advancement of the status of women.

In order for more women to be represented in key decision making positions worldwide, we must encourage young women to pursue careers, or seek leadership positions in public policy making, government and volunteer organizations and further their education with these aims in view.

Public Affairs refer to all aspects of community life where decisions have to be made about issues that relate to and affect communities in which they work and live.

YWPA Recipients demonstrate:

- \* Active commitment to volunteerism.
- \* Experience in local or student government.
- \* Volunteer leadership achievements.
- \* Knowledge of Zonta International and its programs.
- \* Advocating in Zonta International's mission of advancing the status of women worldwide.

On behalf of the D12 Board and the D12 YWPA Selection Committee, it is with extreme pride that I announce this year's D12 Young Women in Public Affairs (YWPA) Award Recipient:

**Miss America Jocelyn Juarez  
Nominated by the Zonta Foothills Club of Boulder and Boulder County.**

Every one of the eleven applications received by D12 hold great merit and describes an individual who is truly an inspiration! Miss Juarez not only demonstrates all of the characteristics listed above, she LIVES them every day!



Hurray!!

Hurray!!

Hurray!!

Ms Juarez will study nutrition and medicine and hopes to use her "degree to work with girls in countries where their education is frowned upon. I hope to help them find the courage to break out of their culture and go to school..." In school she is involved with numerous activities including the Latino Leadership Group which helps integrate the Latino population into our school's community by encouraging Latino student's to participate in clubs, sports, and activities; and she is also the charter president of our newly formed Z Club, the Boulder PantherZ. Outside of school, she is involved with VOICE, Voices of Immigrant Children for Education and Equality. "When I joined last year, I felt like I belonged for the first time because I am passionate about helping documented and undocumented immigrants know their rights and move forward. We work tirelessly to effect change in Colorado and National immigration policy." Miss Juarez has used the obstacles she has faced as a first generation immigrant to strengthen her resolve to achieve her education goals and to advocate for others.

"A woman's status depends on the level of her education. I believe that the primary struggle of women around the world is attending school. Without an education a woman cannot support her family, educate her children, and perhaps most importantly, she cannot make her voice heard. Some cultures accept that young girls leave school to stay home and care for the family. My mother only attended school through sixth grade because family demands made it impossible to continue her education. Her struggles inspired me to work hard and pursue my education beyond high school; I will be the first member of my family to attend and graduate from college. By encouraging women of my generation to break free of restrictive stereotypes, I hope to inspire them to complete their education." Miss Juarez will be a phenomenal representative of D12 at the International Level!

The International YWPA Committee recommends ten International recipients from the District/Region applications to the Zonta International Board. After approval by the Zonta International Board, the Zonta International Foundation provides a US\$1,000 award for each District/Region recipient and a US\$4,000 award for each of the ten International recipients.

The District 12 YWPA Selection committee included a veteran Zontian and D12 board member, a former Zontian, and a "non-Zontian," all having had experience working with youth.

At the Club and District/Region levels, the YWPA program offers opportunities to generate publicity that projects the Club/District/Region and Zonta International as an organization committed to programs that work to advance the status of women. Clubs should follow their local recipient through to the District/Region and International levels to generate additional publicity. Clubs should stay in contact with their participants, offer them mentoring, and keep them interested in Zonta International to encourage future membership.

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I'm sad to announce that Area 3 Vice Director, Laura McCutchen, had to resign her position recently due to her husband's upcoming retirement and their plans to travel and see the world (someone has to do it). I'm happy to announce that Ann Hodgson, Zonta Foothills Club of Boulder County, has agreed to take on the Area 3 Vice Director position for the remainder of the biennium.



Ann is also the current District 12 Service Chair.  
What a woman!

*Sheila Davis, Governor District 12*

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**Nominating Committee**  
**Nikki Headlee, Chairman, Zonta Club of Denver**

The District 12 Nominating Committee is happy to report that we have a completed slate for District 12 voting members and nominating committee! Our goal had been to have at least two running for Lt. Governor, Treasurer, and Vice Area Director. Unfortunately, in spite of working diligently, there were too many “no” responses. We felt lucky to have at least one per position plus five for the nominating committee. We are extremely pleased, though, with the slate and know that in-coming Governor Marcy will have a great team!

Nikki Headlee, Zonta Club of Denver, email: [nheadlee@solucian.com](mailto:nheadlee@solucian.com)  
Sue Konstant, Zonta Club of Spearfish, email: [susankonstant@gmail.com](mailto:susankonstant@gmail.com)  
Mary Walker, Zonta Club of Cheyenne, email: [mkw1901@aol.com](mailto:mkw1901@aol.com)

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**Foundation Ambassador**  
**Tommie Atanasoff, Zonta Foothills Club of Boulder County**

**Update on Contributions to the ZI Foundation**

As of the end of April, our donation total to the Zonta International Foundation is \$77,775.81. Of this amount, clubs have given \$62,215.18 and individuals have given \$14,467.63.

Compared to figures in the 2010-12 biennium, our district has **surpassed** the amount donated at this time in that biennium.



Tommie Atanasoff  
D12 Foundation Ambassador

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**Archivist and Historian  
Barbara Pellegren, Zonta Club of Denver**

I would like all clubs to contact me as to their progress in archiving and in preparing their history for the District. I will be unable to complete the District history without some information from all clubs. For instance, I have dates of all clubs' charters but not their sponsoring clubs which is one item of information Zonta International has requested. I would really appreciate an e-mail address for each club's Archiver/Historian. It would also be fun just to have someone to contact and share information with in each club...I would really like to hear from each club as I am very interested in the history of all the clubs in our District.

I'm also asking each club to bring one item from their archives reflecting the theme "Blazing Trails" to the 2013 District Conference in October. These items will be displayed during the conference and each club will be asked to speak briefly about the item during the banquet Saturday night October 5th.

Barbara Pellegren ([bgpell@aol.com](mailto:bgpell@aol.com))

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Calling all Zonta clubs to "Share Your Story" on Zonta International's website under the Local Service and Advocacy webpage or the 'Zonta Says NO' webpage. Just have your club's PR person write a short paragraph regarding your service or advocacy event and submit the paragraph and a picture on the following links (the same information as published on your Facebook page can be used). This is an excellent way to give your club and our district some publicity about the good work done in District 12!

<http://www.zonta.org/WhatWeDo/LocalServiceandAdvocacy.aspx>

or

<http://zontasaysno.com/>

**There are many stories already posted on these links by clubs around the world. It's a great way to get ideas for new club projects.**

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**External Public Communications  
Andrea Hovey, Zonta Club of the Black Hills  
Angela Ver Ploeg, Zonta Club of Laramie**



This is from our second monthly newsletter. This newsletter should come out monthly from this point forward! The objective of our newsletter is to bring a sense of direction and excitement to creating PR in your local club. We understand we have members of all levels of ability when it comes to various PR skills. **WE'RE HERE TO HELP!**

In the first issue, we gave points for each club to check off. Please find these at the bottom of *this* article.

In this article, we will cover the following:

- Promoting your Club
- Facebook - Where do I start?
- Promoting Zonta Says NO at the club level
- Templates and resources

## **Promoting your Club**

Promoting your club can be a bit scary, we know! Public Relations used to be simply having an "in" with your local newspaper. Now there are many avenues to publicize your club, your events, and your message. Here are several things you can do for your club:

1. Create a Facebook page (if you haven't already). Just having a Facebook page will not necessarily bring any attention to your club unless you're actively using it. We'll be sending a guidebook to using Facebook for your club. Stay tuned. Check out the Zonta Club of Laramie for a great example of an active club Facebook page.

2. Publicize your events and have your logo prominent on all advertising or promotional materials. Sounds simple enough, but I'm sure we've all been guilty of forgetting this detail. If advertising on the radio, make sure the commercial or shout out includes your club's correct title.

3. Network - Find the contacts that are going to help promote you. This could be your local newspaper as well, but think outside the box. Maybe the organization you provide services for locally would be willing to promote you on their Facebook page or website or do a shout out on twitter about your organization. If you're providing any sort of funding or in-kind services, most organizations are more than happy to help you.

4. Keep in contact with those who support Zonta - I'm sure every club has a group of loyal Zonta followers. They may be too busy to be in a club at the moment, but they certainly support the mission of Zonta and want to help in any way they can. Do you think they would like to stay informed about what you're doing? Of course they do! Keep track of those people. Our PR newsletter is created for FREE using Mail Chimp. Why not sign up for this free account and load these contacts and email them a fun email when you're having your annual fundraiser or you're going to be at an expo promoting a certain project. Even if they don't want to be members, they can absolutely be your sales force for promoting your club.

## **Facebook - Where do I start?**

First, give D12 some Facebook love and like us on Facebook.

Do you secretly "unlike" Facebook but are having to create one for your organization? We totally understand. It can be uncharted territory for even the most Facebook savvy and a frustrating challenge for those unfamiliar with Facebook. Commenting on your daily life is certainly different than promoting your organization. It needs to be done often and there is a strategy. Stay tuned - a guidebook for creating and/or managing your Facebook page is coming soon along with a future training session via conference call. In the meantime, we will do an inventory of the Facebook pages of the various clubs and assist with clubs personally.

## **Templates and Resources**

Guess What? You don't have to create all of this by yourself. There are resources out there to assist you. Both on the International level and the District level.

Templates - Go the Members Only portion of the District 12 website to access customizable templates like business cards, letterhead, and PowerPoint presentations.

Public Relations Tools - Zonta International offers tools as well. Go to: <http://www.zonta.org/MemberResources/Tools/PublicRelationsTools>. Don't have your Club's logo? You can be sent a digital file in various design formats. It's pretty cool; check it out.

*Note:* Not all PR tools are located under this section. Scholarships, for example, have various flyer templates for the International scholarships under the scholarship section.

Websites, Facebook, Oh My! - Follow our next PR newsletter for more helpful hints with regards to your club's website, Facebook, and other important public relations tools.

## Checklist

### *From the first newsletter:*

1. The Zonta logo has changed recently to include the registered trademark symbol. This new logo must be used by all US clubs. Logos can be requested from ZI and should be used on any letterhead or other promotional materials.
2. Is your website up to date? Take 30 minutes or so and really look through it. Remove content that's outdated and update it. Make sure contact information is correct. A potential member will probably stop searching if the email they sent went to someone who is no longer in the club.
3. **Zonta Says NO** - Does the PR person understand what this is? Are they working together with Advocacy to find opportunities to promote this and promote their club?
4. Check out resources! It's okay, they won't bite. Check them out, play with them. Give suggestions.

### *From this newsletter:*

1. Who is your PR contact at your club? Please let Andrea and Angela know!
2. Facebook - be prepared for an inventory of your Facebook presence.

Andrea: [tcufrog@hotmail.com](mailto:tcufrog@hotmail.com)

Angela: [angela.verploeg@gmail.com](mailto:angela.verploeg@gmail.com)

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## **Caroline (Toni) Watkins** **July 23, 1920 – April 1, 2013**

"Toni was an inspiring leader for those of us in Zonta ..."  
- Laura McCutchen



**Past District 12 Governor Toni Watkins, (1986 - 1988), and long time member of the Lakewood/Golden club, passed away on April 1. All Zontians who knew her were very saddened by this news. A memorial service will be held July 23, 2013, 10:30a.m. at B'Nai Chaim Synagogue, 4716 S. Coors Ln., Morrison, CO 80465. Contributions can be made to B'nai Chaim, or to the JeffCo Action Center, 8755 W. 14th Ave., Lakewood, CO 80215.**

Following is a link to her full obituary.

<http://www.legacy.com/obituaries/denverpost/obituary.aspx?pid=164596836#fbLoggedOut>

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## **COMMISSION ON THE STATUS OF WOMEN**

*Reneé L. Coppock, Area 1 Director*

I recently attended the United Nations Commission of the Status of Women, CSW57. What a perfect opportunity to see Zontians at work on an international level! The United Nations has long been the champion in promoting actions to end all forms of violence against women and girls, but there were also over 6,000 participants in the NGO Forums, all working toward the same goal.

The Commission on the Status of Women is working from the Beijing Platform for Action (BPFA), which was adopted as a result of the UN Fourth World Conference on Women in Beijing in 1995. The 12 Areas of Critical Concern outlined in BPFA are:

1. The persistent and increasing burden of poverty on women.
2. Inequalities and inadequacies in and unequal access to education and training.
3. Inequalities and inadequacies in and unequal access to health care and related services.
4. Violence against women.
5. The effects of armed or other kinds of conflict on women, including those living under foreign occupation.
6. Inequality in economic structures and policies, in all forms of productive activities and in access to resources.
7. Inequalities between men and women in the sharing of power and decision making at all levels.
8. Insufficient mechanisms at all levels to promote the advancement of women.
9. Lack of respect for an inadequate promotion and protection of the human rights of women.
10. Stereotyping of women and inequality in women's access to and participation in all communication systems, especially in the media.
11. Gender inequalities in the management of natural resources and in the safeguarding of the environment.
12. Persistent discrimination against and violation of the rights of the girl child.

The non-governmental organizations (NGOs) held meetings beginning on March 3, with the Consultation Day. Michelle Bachelet, Under-Secretary-General and Executive Director, UN Women, presented a message, followed by keynote addresses, panels on trafficking of women and girls, the role of men, and best practices to prevent violence against women and girls. The day ended with training in communications and social media. Attendees left while singing "Keep on Movin' Forward", a great song of empowerment.

The next two weeks were filled with panel discussions and education given by the various NGOs, including Zonta International, which directed 3 sessions. Attendees could choose from almost 60 sessions per day. Themes of some of the sessions I attended were, Communications for Change: Emerging Tools for VAW Prevention; Investing in Peace? Violence Against Women, Militarism and Budgeting for Security; 16 Days Campaign; Implementing Laws Preventing Violence Against Women and Girls Successfully; Voices: The Views of Young People; Going Beyond Prevention of VAW:

Promotion of Access to Justice; Human Rights Activism Through Arts and Film; Stopping the Violence—Screening of “It’s a Girl” Documentary on Gendercide.

The documentary was very well done. I purchased a copy for our club to see, and **will gladly mail it to other clubs for viewing.** It is well worth the time. That session also had a panel that discussed femicide and a resolution to be presented to the UN this fall. The Resolution is quite lengthy, but a very important document. A summary is attached if you are interested.

There were also receptions for the 30 Zontians in attendance. It was a fabulous opportunity to talk to and learn about Zontians from around the world, including International President Lynn McKenzie and President-Elect Maria Jose Landeira Oestergaard.

I was unable to stay to the end, when the UN and member states were negotiating the final product of CSW 57. A final document should be available soon, and I will send it out to you.

Not only was this a wonderful learning and networking opportunity, it was a chance to see Zonta at work at the international level—making a difference worldwide. I would encourage everyone to attend at least once. The energy and knowledge evident at the sessions left me with the positive impression that we will end worldwide violence against women and girls.



Michelle Bachelet and Lynn McKenzie



Karin Nordmeyer, Chairman of Zonta International's Council of Europe Committee moderates Zonta's parallel event on human trafficking.

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# CSW PARALLEL SESSION

## FEMICIDE

### Background of Femicide Resolution

To date, the United Nations has not adopted a resolution directly addressing gender-related killings. According to the Declaration of the Elimination of Violence Against Women, violence against women “means any act of gender-based violence that results in, or is likely to result in, physical, sexual or psychological harm or suffering to women and girls, including threats of such acts, coercion or arbitrary deprivation of liberty, whether occurring in public or private life.” [General Assembly Resolution 48/104.] This definition fails to include explicitly violence that can lead to death and consequently misses an important component of violence against women.

On the International Day for Elimination of Violence Against Women, a one-day symposium on femicide was held in the UN office in Vienna. The participants agreed that There are at least 11 forms of femicide, and the UN must do more to conduct research on the extent of such killings and evaluate programs set up to combat femicide.

A publication, which is the result of the symposium, was given to those at the parallel session wanting to know more about the resolution to be presented to the UN.

### Vienna Declaration on Femicide

The publication is the first UN document to focus on gender-based killings and sets forth the Vienna Declaration on Femicide. The Declaration lists the 11 forms of femicide as follows:

1. Murder of a woman as a result of intimate partner violence.
2. Torture and misogynist slaying of women.
3. Killing of women and girls in the name of “honor.”
4. Targeting killing of women and girls in the context of armed conflict.
5. Dowery-related killings of women.
6. Killing of women and girls because of their sexual orientation and gender identity.
7. Killing of aboriginal and indigenous women and girls because of their gender.
8. Female infanticide and gender-based selection feticide.
9. Genital mutilation related femicide.
10. Accusations of witchcraft.
11. Other femicides connected with gangs, organized crime, drug dealers, human trafficking and proliferation of small arms.

The Declaration emphasizes that traditions and culture cannot be used as justifications for the violation of women’s human rights, in particular, the right to life and the right to be free from violence. It urges Member States, in respect of their due diligence obligation, to protect women as well as to prevent and prosecute femicide; to undertake institutional initiatives to improve the prevention of femicide; and, to design, implement and evaluate comprehensive strategies and programs aimed at removing obstacles that prevent women and girls from enjoying their full rights, as well as sensitizing men and boys to change the mindset of societies, and conduct research on the role of gender related causes of femicide. The Declaration further urges Member States to support the introduction of a goal on ending violence against women in the post-2015 development agenda with a specific target of reducing by half the number of femicides by 2025.

The Declaration also encourages the appropriate UN agencies to assist and support Member States in developing and adopting measures and strategies to prevent and respond to femicide as a grave and unacceptable violation of women’s and girls’ most basic human right to life and to conduct relevant research on femicide.

The Declaration invites the UNODC to identify relevant civil society organizations and facilitate Member States' cooperation with civil society organizations in order to create synergies and make use of all available resources to design implement, and evaluate programs to end femicide.

Finally, the Declaration calls for the creation of a platform where lawyers, prosecutors, judges, law enforcement officials, academics, feminists, NGOs, UN agencies, governmental and inter-governmental institutions, and other relevant actors could share their expertise and good practices, in order to transfer knowledge across regions.

The publication also includes speeches made during the symposium, information about each type of femicide and reports from various countries regarding actions taken and best practices.

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**Marcy O'Toole, Lieutenant Governor  
Zonta Club of Denver II  
Membership Committee**



Membership Report: Zonta, did you meet your number?

Each club has a goal of a net +1 per year over the 2 year biennium. That means a **net** of one increase in membership each year (or a net of 2 increases over 2 years).

How did you do?

As a District, we increased 17 members from June 1, 2012 to June 1, 2013 (from 534 members to 574). However, we did not meet the goal of adding 23 members - or a net +1 goal per club. We've really got our work cut out for us for this second year of the biennium.

Area 1: Black Hills, Glendive, Pierre Ft. Pierre, Spearfish and Sturgis Met Goals!

Area 2: Greeley is a new club with 21 members!  
Cheyenne is the STAR of the District with 9 new members this year!!!  
Converse and Laramie also met their goals.

Area 3: Douglas County met the goal

Area 4: Prowers County met their goal.

The District 12 membership committee (consisting of the Vice Area Directors and me) are here to help you. We've identified topics and are working on Leadership Training sessions. The first one will be "mentorship programs." Stay tuned. Meanwhile, 'the numbers' are below for clubs and their membership drives. It's a good news/bad news report.

Clubs	Paid Members as of 6/1/2012	Paid Members as of 6/1/2013	GOAL net 1 per Year by 6/1/2013	Net	Meet Goal?
<b>Area 1</b>					
Billings	44	42	45	-2	No
Black Hills	65	67	66	2	Yes
Glendive	13	15	14	2	Yes
Pierre-Ft. Pierre	20	21	21	1	Yes

<b>Clubs</b>	<b>Paid Members as of 6/1/2012</b>	<b>Paid Members as of 6/1/2013</b>	<b>GOAL net 1 per Year by 6/1/2013</b>	<b>Net</b>	<b>Meet Goal?</b>
So. Black Hills	18	16	19	-2	No
Spearfish	42	43	43	1	Yes
Sturgis	19	20	20	1	Yes
<b>Area 2</b>					
Cheyenne	24	33	25	9	Yes
Converse County	17	19	18	2	Yes
Fort Collins	13	13	14	0	No
Greeley	0	21	20	21	Yes -NewClub!
Laramie	50	51	51	1	Yes
<b>Area 3</b>					
Boulder County	18	17	19	-1	No
Denver	39	32	40	-7	No
Denver II	24	23	25	-1	No
Douglas County	17	21	18	4	Yes
Foothills-Boulder	28	27	29	-1	No
Lakewood-Golden	12	9	13	-3	No
<b>Area 4</b>					
Royal Gorge	22	15	23	-7	No
Pikes Peak	28	24	29	-4	No
Prowers County	21	22	22	1	Yes
<b>District Totals</b>	<b>534</b>	<b>551</b>	<b>574</b>	<b>17</b>	<b>No</b>

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**Registration is now open for the International Convention in Orlando**



***And for the big "Joy in June" – see below***

