

Governor Pat's Monthly Newsletter



January 2020



Welcome to 2020. A new decade. A new year. Where do we see our clubs in the next 10 years? Now's the time to plan. A new decade opens the possibilities of discovering new ways to make a difference in our communities, new service projects that address issues not yet known and new ways to increase membership. Membership growth will not only strengthen our clubs and District Eleven but will ensure the continuation of Altrusa for decades to come.

The arrival of a new year provides an opportunity for reflection of the past and envisioning what the future may look like. Whether we are looking ahead with a sense of excitement or the fear of the unknown, let's take the time to consider the following as we move into the new year:

1. Show grace in the face of adversity with acts of kindness and genuine concern for others.
2. Practice warm-heartedness, an antidote to the swirling contempt that we may find around us.
3. Reach out and connect with others that may not act like us, think like we do, or look like we do. By doing so we're better prepared for and may actually enjoy the everyday encounters that we're bound to have.
4. Disagree with others constructively, which means listening to what a person has to say and acknowledging what we've heard. It doesn't mean we're in agreement, only that we've heard them. When an argument is repeated over and over it means a person feels they have not yet been heard.
5. Move beyond labels, whatever or however they are perceived.
6. Provide a guiding light for the next generation. Talk about the hard issues like racism, bigotry, intolerance. Listen to their experiences and share our own. Practice the 12 principles of Altrusa.

Wishing all of you a joyous, prosperous and healthy New Year.

In Altrusa Service, Pat

Inside this issue:

2019 - 2021 Biennium Goals	2
Reminders - Bragging Rights	3
January - February Calendar	4
2019 - 2021 District Eleven Leadership	5

2019-2021 Biennium Goals

Membership

- Build on the New Club Building momentum.
- Expand on the club revitalization efforts.
- Achieve a net gain of at least 2 new members per club.
- Create at least one Virtual Club.

Service

- Develop membership recruitment strategies that clubs can use at their service projects.
- Encourage clubs to partner with other community service organizations.
- Consider a District wide service project.

Marketing

- Expand the use of social media to improve communication and market the Altrusa name.
- Encourage clubs to use the marketing information available on the International website.
- Consider membership with the local chamber of commerce to market the Altrusa name.

Governor's Contact Information:

Pat Zoller
2425 Valley Mill Road
El Cajon, CA
pzoller@sbcglobal.net
H 619-457-0550
C 858-882-7789

Do Something Today

Today will never come again. So, do something special.

Be a blessing. Be a friend. Encourage someone.

Take the time to care. Let your words heal, not wound.

Be kind. Be gentle. Give love.

Kevin Dillon