



# ZONTA

CLUB OF  
QUABOAG VALLEY

MEMBER OF ZONTA INTERNATIONAL

EMPOWERING WOMEN  
THROUGH SERVICE & ADVOCACY

ZONTA BOG  
NEWSLETTER  
FEBRUARY 2017

## Important Dates for your Calendar

**February 13 Dinner Meeting \***  
**Hands-on Service program**

**March 8 International Women's Day**

**March 13 Dinner Meeting \***  
**Women's Health—Dr. Kathy Mahoney**  
**Menopause—The Essential Facts**

**April 10 Dinner Meeting \***  
**Service Project Updates**

**May 8 Silent "no more!" Auction**

**June 2-4 North American Inter-District Meeting – McLean Virginia Hilton**  
**Early registration ends 3/1/17**  
[www.northamericanmeeting2017.com](http://www.northamericanmeeting2017.com)

**June 12 Dinner Meeting\***  
**Year End Report, YWPA Award**

**\* 5:30 Social and 6:00 Dinner.**  
**Member reservations for the dinner meeting are assumed and payment of \$18 is expected unless notification is made in advance.**

Call Trish 413-626-5656 or email [info@zontaqv.org](mailto:info@zontaqv.org) with guest count and any regrets by the prior Wednesday. In an emergency, a member will have until noon of the day of the meeting to call without penalty.

**Collecting Toiletries** (Debbie) for local Cupboard and **Magazines** (Marge) for hospital waiting rooms.



Dear Sister Zontians and Friends,

We started out the second half of our Zontian year with great enthusiasm. January is Amelia Earhart month and we were delighted to have pilot Karen Fontaine as our guest speaker. We inducted Sue Williams at this meeting and welcome her experience and perspective! And we are full-steam ahead on the **Period Project—Distributing dignity to women and teens in need.**



Please continue to get the word out to your networks—we are seeking boxes of pads, tampons and panty liners; quantities of soaps, wipes or sanitizers; and new pairs of underwear—any size. **Send me an accounting of what is collected by 2/10, so we can purchase supplemental supplies with donations received.** We also are inviting members of the public to join us in putting the monthly menstrual kits together. We will start setting up at 5:30, break for dinner (\$18) at 6, and then resume assembly at about 6:45. Kim Lee from CHD and representatives from other shelters will be on hand to take delivery of the kits and remaining products. **PLEASE—get a head count of guests to Trish by 2/8 so we have plenty of food and beverages.**

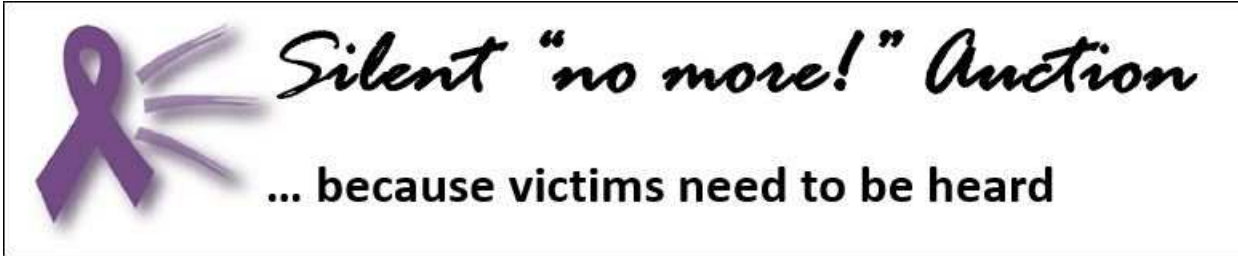
Our friends from Soldier On worked with us in January to create about 40 of the kits—helping us to determine a smooth workflow and the quantities to include. They were excited to be part of this effort to raise awareness about the struggle a period is for women living with homelessness or poverty, as pads and tampons are considered “non-essential” by the federal government.

At our March meeting we will celebrate women's health month by focusing on menopause—peri and post, and identify an organization which will benefit at this year's Silent “no more” Auction. Please give it some thought and submit proposals. It is not too early to start collecting baskets, items, services and gift certificates for the May 8th Auction. Also help us spread the Save the Date message—we need good attendance at this important event.

At it's meeting in January, the Board finalized the goals for this biennium (page 4) and we ask that you review and vote on accepting them. We need 100% buy-in to achieve success.

Thanks for all you do.

Mary Knight, President  
413-219-8260  
[info@zontaqv.org](mailto:info@zontaqv.org)



**SAVE THE DATE** Monday, May 8 6:00 – 9:00  
**Ludlow Country Club, Ludlow MA**

Proceeds for this year’s *Silent “no more!” Auction* will go toward international projects aimed at stopping violence against women and children, and two local organizations:

**Soldier On Women Veterans** ~ Preserving the dignity, independence and quality of life of women veterans who have found themselves homeless since leaving military service.

**& An Organization to be voted in at the March meeting [Submit ideas to Trish]**

- Bid on a large array of valuable items/themed baskets donated by Zonta members, supporters, local businesses.
- Enjoy a sumptuous buffet of salads, veggies, pasta dishes, a carving station, plus appetizers, desserts, coffee/tea.
- Network with like-minded women and support causes that need attention.
- Enjoy a relaxing atmosphere and beautiful view at this private country club - a convenient, handicap-accessible location with free parking.

*"Thinking into  
 limitation means  
 you've got to do it  
 all on your own.  
 Thinking into  
 possibility means  
 you can ask for  
 help when it's  
 needed."  
 Mary Morrissey*

**Zonta Club of Quaboag Valley  
 District I, Area II,  
 Charter 1317 of Zonta  
 International  
 2016—2018**

**President:** Mary Knight  
**Vice President:** Patricia Pupek  
**Treasurer:** Joanne Turner-Chiacchia  
**Secretary:** Kristin Goold  
**Directors:** Debbie Wood  
 Dana Burton  
 Lisa Sedelow

**Website:** [www.zontaqv.org](http://www.zontaqv.org)

**Committee Chairs 2016—2018**

**Finance & Audit Chair:** Pam Albertson  
**Membership Chair:** Patricia Pupek  
**PR /Communication Chair:** Mary Knight  
**Advocacy/UN Chair:** Dana Burton  
**Service Chair:** Debra Wood  
**Scholarships Chair:** Dana Burton  
**Poinsettia Fundraiser Chair:** Liz Reeves  
**Golf Fundraiser Chair:** Debra Wood  
**Auction Fundraiser Chair:** Patricia Pupek  
**Archives Chair:** Marge Cavanaugh  
**Nominating:** Pam Albertson, Liz Reeves,  
 Marge Cavanaugh



# January 9, 2017 Zonta of Quaboag Valley Dinner Meeting

## Ludlow Country Club, Ludlow MA

**Present:** Pam Albertson, Dana Burton, Marge Cavanaugh, Kris Goold, Dianne Kidd, Mary Knight, Trish Pupek, Liz Reeves, Mary Ann Rubis, Shanique Spalding, Joanne Turner-Chiacchia, Sue Williams, Debbie Wood

**Absent:** Ann Cormier, Janet DaSilva, Tina Guinasso, Lisa Sedelow

**Guests:** Karen Fontaine, Patricia Mathieu, Patricia Marsh

President Mary Knight called the meeting to order at 6:00 PM, reviewed the agenda for the meeting, and welcomed members and guests. Dinner followed the Zonta Blessing.

### Announcements:

- The board meeting originally scheduled for Tuesday, January 17 has been changed to Monday, January 23. The location is yet to be determined.
- The Springfield Zonta Club has a special guest speaker scheduled for their January 16 meeting. Sharada Bhavanam is a Ph.D. candidate in Aerospace Engineering at WPI. We are invited to attend the meeting to hear this speaker.
- Several locations for drop boxes for the Period Project have been established. Mary announced that she will be visiting the Soldier On women next Monday and together they will put together packets for the Period Project. That same day, photos will be taken of the plaque honoring the items we donated to the Yoga Room.
- Trish announced that the February activity with the Soldier On women will be a trip to the Magic Wings Butterfly Museum in South Deerfield on Saturday, February 4. The group will meet at 11:00 AM and proceed to the museum. The day will include lunch.
- Mary referred everyone to the back of the agenda to the Sustainable Development Goals, in particular to Goal 5. She reviewed Goal 5 and explained Zonta International's focus on that goal with the intent that by 2030, we will have achieved that goal.

**New Member Induction:** Mary presided at the induction of new member Sue Williams. After repeating the Zonta Pledge, Sue was presented with her Zonta name badge, a Zonta pin, a Zonta yellow rose, an information packet, and a warm welcome by club members.

**Guest Speaker: Karen Fontaine, a pilot with American Airlines.** Karen graduated from Emory Riddle University, taught flying, and has been with American Airlines for 22 years although she has been flying for almost 40 years. She is a captain and flies 737-800 planes. Karen shared with us what a typical on duty day is like for her. She brought with her samples of the paperwork she used to have to cover before each flight and explained how much of it has been replaced with an IPAD. Being away from family and home is the hardest part of the job for female pilots she said. Karen shared that of the 15,000 pilots at American, only 600 are women. She went on further to state that women have a hard time making inroads into that profession. Karen closed her presentation by taking questions from the audience. She also brought a variety of items given to passengers for us to have.

## Business Meeting:

**Minutes:** The minutes for the December meeting were passed as published in the newsletter.

**Treasurer's Report:** Joanne reviewed the financial statement and stated there is a surplus of \$1,600 from the Poinsettia sale. She is working on a chart like the ones Pam produced and should have it available for next month. There were no questions and the report was filed for audit.

## Committee Reports:

**Membership:** Trish reported that there are wonderful membership materials available and said members are welcomed to take some. We still have T-shirts available for sale at \$15 and District Directories are available at \$5. Trish also explained that this is the last month that the calendars from the Berkshire club will be available. Trish said she would like to brainstorm ideas about how to publicize the Period Project and how to turn it into a membership drive event. She urged the members to invite friends, family, and colleagues to attend.

**Communication:** Mary said that she sent out the 25<sup>th</sup> anniversary edition of the newsletter for our review, and that she is still working on getting more pictures. She would like feedback from the members as she plans to have the final version available for the February meeting.

**Service Project:** Mary stated that three members are going Monday to Leeds for a photo of the new Yoga Room. If anyone else is interested, let Mary know.

## Other Announcements:

- Publicity is out for the YWPA award. If we know of any high school seniors, Mary encouraged us to share this information with them.
- Kris acknowledged thank you notes from several agencies to whom the club had made a contribution for the holidays.
- Dana announced that there will be a pot luck supper on MLK Day to promote equality. Contact her if you're interested.
- Pam said that she and Marge are going to Boston the day after the Inauguration to participate in the Solidarity March.
- Shanique will investigate key clubs in local high schools to see if there might be interest in helping with the Period Project.

**Closing:** Mary adjourned the meeting at 8:10 PM.

Respectfully submitted,  
Kristin Goold, Secretary

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***On January 21st several Zontians and family members participated in marches to show solidarity on issues important to women and girls. The Quaboag Valley club is taking a cue from the Women's Movement and sending letters to Senators and Representatives encouraging their support on key issues. See our website for pictures and information:***

***[www.zontaqv.org/advocacy/](http://www.zontaqv.org/advocacy/)***



Our January event with the women of Soldier On was a hands-on project: helping us figure out how to package the Period Project kits we are making for women in shelters. They were very helpful in the assembly process and wrote out inspirational cards to insert in the packets.



We were also presented with a plaque in appreciation for donating equipment for the Fitness/Yoga room!

February 4 we are meeting the women for an outing at Magic Wings Butterfly Conservatory in South Deerfield. Be sure to let Trish know if you will be joining us.



**Zonta Club of Quaboag Valley ~ 2016-2018 Strengthen Our Club.**

The following Club Goals parallel areas of focus for ZI and Zonta District 1. The Board asks that you be prepared to vote on adopting these goals for the biennium.

**Goal 1: Service – reflect and enhance Zonta’s mission**

New service initiatives we select will reflect on and enhance Zonta International’s mission and vision, and focus on women’s issues (see objects of Zonta). Cooperative projects will be undertaken only with like-minded organizations. We will continue hands-on service projects: working with Soldier-on Women Veterans and collecting /disseminating something valued by women in Domestic Violence and Homeless shelters.

**Goal 2: Advocacy – advance the status of women and their human rights**

New advocacy initiatives we select will be in-line with Zonta International’s mission and vision, focus on women’s issues (see objects of Zonta) and/or Sustainable Development Goal #5 – to achieve gender equality and empower all women and girls. We will continue to participate in the Zonta Says NO! campaign and the 16 Days of Activism, and regularly share advocacy information with members.

**Goal 3: Membership – achieve a net increase of 4 members**

We will enhance marketing communication efforts of our club; engage and mentor individuals who are willing to actively support our mission; retain members by maximizing the ‘value-quotient’ of being a Zontian; and offer growth and leadership opportunities tailored to individual members.

**Goal 4: Fundraising – raise money and awareness for Zonta’s vision**

We will continue signature fundraising projects: Poinsettia sales, Silent “no more!” Auction and Golf tournament – and contribute 1/3 of profits raised to Zonta International Foundation in support of its goals for the biennium. We also encourage individuals to support the Foundation with personal donations.

**Applications Being Accepted for YWPA \$1000 Award**

The Young Women in Public Affairs Award recognizes young women for their demonstrated leadership skills and commitment to public service. We are looking for women in the Quaboag Valley and surrounding towns who are high school juniors or seniors and have an active commitment to volunteerism, experience in local or student government, demonstrated leadership skills, and dedication to advancing the status of women throughout the world.

**The club offers an award of \$1000 to be used however the recipient chooses,** to the most outstanding YWPA applicant. The application is available at the club’s site: [www.zontaqv.org](http://www.zontaqv.org) and must returned to **Dana Burton by March 15, 2017.** The local winner’s application will then be submitted for competition at the Zonta District 1 level (New England states of the U.S. and Nova Scotia, Canada). The District 1 winner goes on to compete internationally. District and International awards are funded by the Zonta International Foundation.



## ZQV Membership Corner

Trish Pupek, Membership Chair ~ [patpupek@comcast.net](mailto:patpupek@comcast.net)

Membership recruitment and retention is the focus of the 2016-2018 biennium. There are many tips and techniques that can be utilized by reading the newly revised Marion de Forest manual. However, the best source of advice comes from our own members. During the 2016 Fall Convention in Truro Nova, Scotia a robust conversation was held to discuss ways to increase membership, retain members and promote the work of our clubs. The result of this conversation and brainstorming session are summarized below. Some of the tips will sound familiar but there are many we have not tried. Let's consider one (or several) of these recommendations in our club! **Choose your top three to share at an upcoming meeting!**

### Meeting Strategies-How to make your meeting more interesting, inclusive and efficient.

1. Consider changing the time of meeting to better accommodate members (e.g., breakfast, lunch). There is no "rule" that meetings must be held over dinner.
2. Consider using consent agenda at meetings to get the business of the club done prior to meeting so the focus can shift to service and speakers
3. Be considerate of "introverts" by developing strategies to help them mix with and become comfortable with club members.
4. Assign mentors for new club members
5. Have Membership Chair regularly have a member spotlight to highlight contributions of members in the community or send note
6. Utilize happy/sad dollars (anyone with anything to share contributes a dollar to the club) as a way to share and learn more about what is going on with members
7. Encourage members to sit with those they don't normally sit with by having a meeting where seating arrangements are assigned so as to be inclusive. Consider asking board members to sit at different tables to have more conversations with members
8. Make sure everyone can hear what is going on by having speakers use podium and microphone
9. If membership consents, work through dinner to keep meetings from going too late.
10. Have a raffle to defray costs for flowers or cards to send to members who are ill or for sympathy.

### Marketing/Outreach-Increase visibility in your community

1. Increase public awareness of Zonta in your community. Let the community know who we are, what we do, where we meet and how to become a member
2. Make sure to let your community know when the club meets by advertise details of meeting times and any speaker details in local papers and social media
3. Get Zonta Club business cards made for the club with meeting place and time
4. Wear Zonta bling, foundation pin and/or new member pin to start conversations
5. Have Zonta pamphlets, information and Zontian Magazine at your office
6. Develop a high profile project (e.g., Halifax flower bed, fill a purse)

Continued.....

7. Invite members of the community to participate in your club's service projects
8. Think about having a project on a Saturday morning to encourage participation by folks that cannot participate during the week.
9. Emphasize international and local service projects to prospective members
10. Partner with the girl scouts for a service project
11. Collaborate with like organizations or complimentary organizations – similar missions. Ex: Partner with the Girl Scouts or Girl Guides – include them in events where they can play a meaningful role
12. Use local colleges for free services – such as marketing classes if materials are needed for events. Great for the students and one could end up with a year's worth of PR materials.

### **Technology-Use technology as a tool for recruitment**

1. Utilize the District 1 website to keep the District informed of what is happening in your community.
2. Use technology – skype or teleconferences to enable members to attend meetings when they are away or at a distance. This will keep members connected and engaged.
3. Launch a Facebook page for your club

### **General Recruitment**

1. Develop a system to track and follow-up with those (e.g. friends and supporters) interested in Zonta
2. Follow-up with past speakers; they may be interested but would like an invite back to learn and experience more.
3. Consider prospective member's interests when recruiting. See handout for matching benefits to interests. This will help keep them interested, connected and engaged.
4. Investigate starting Young Professional category.
5. Start a letter writing campaign to targeted audience; 250 words or less, emphasizing the value/benefits with a call to action
6. Emphasize the personal benefits of membership
7. Investigate starting an e-club
8. Have an open house for the public to learn more about Zonta
9. Have small group "coffee" meetings with potential new members
10. Use membership incentives for recruitment
11. Include all club members as extensions of committees to get work of committee done
12. Meetings or events with potential new members need to be action-oriented; do something hands-on or just do something so folks are doing rather than just meeting.
13. Offer incentive to members for bringing in a new member that stays at least a year – at the end of the 12 months, 'reward' that member with something, a token, yellow roses, half conference registration.....whatever works for the club.



## THE PERIOD PROJECT

For women living with homelessness or poverty, having a period is more than a hassle. It's a financial burden. Basic menstrual hygiene products are costly, especially for women struggling to support themselves and their families.

But pads and tampons are considered “non-essential” by the federal government, so they are not covered by SNAP and WIC programs. What’s more, women and teens who are homeless often lack consistent access to hygiene products or safe sanitary spaces.

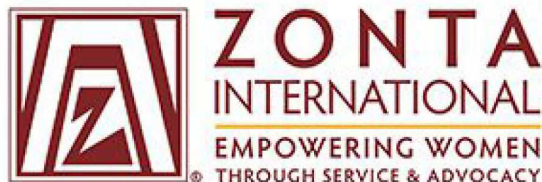
### **You can help by supporting The Period Project!**

Join the Zonta Club of Quaboag Valley in distributing dignity to women and teens in need.

- We are collecting items to create monthly menstrual kits for homeless women and to stock supplies at local shelters.
- We are assembling kits on **February 13th** at the Ludlow Country Club in Ludlow. **5:30pm Set up 6:00pm Dinner (\$18)**

RSVP by 2/6/2017 to Mary 413-219-8260 or [info@zontaqv.org](mailto:info@zontaqv.org)  
Learn more at [www.zontaqv.org/period](http://www.zontaqv.org/period)

**Together, we can make a period just a little easier  
for women and teens in need.**



**DONATIONS  
NEEDED by 2/10/17**

**Sealed Boxes of  
Pads or Tampons**

**Cleansing Wipes**

**Hand Sanitizers**

**Soap**

**Panty Liners**

**New Pairs of  
Underwear  
(Any Size)**

**Assistance with  
Filling Kits on 2/13**

**Collection Boxes  
for The Period  
Project are located  
throughout  
Hampden and  
Hampshire  
Counties.**

**Find drop-off  
addresses  
and maps at  
[zontaqv.org/period](http://zontaqv.org/period)**