

ALTRUSA TIDINGS



ALTRUSA INTERNATIONAL INC. OF RICHARDSON, TEXAS

SEPTEMBER 2011

WORKING TODAY – BUILDING TOMORROW

VOLUME 43, ISSUE 4

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PRESIDENT'S MESSAGE

BONNIE'S BASICS—LITERACY

September is Literacy Month and we are privileged to have RALC board member Jane Merz and interim executive director Katie Patterson at our September dinner meeting to present our program. It will be exciting to hear about their newly revised programs and other ideas they have for the future.

When I think about literacy, it always reminds me how I love to read! I have had books as long as I can remember and came from a family of readers. What a wonderful thing it is to enjoy books; to read them ourselves; to share them with others; to read to our children and grandchildren, and to discuss books with our friends.

Literacy month also reminds me of our Altrusa Club and how so many of our activities focus on literacy. Some of them we do every year such as Teddy Bear Time. I like to think of all the happy hours our members have made possible for teachers, parents, and children with this significant project of our Club. And it keeps getting better! This project, by itself can be life changing for the participants.

And there is Richardson Reads One Book. This is such an exciting event for our City. We are an integral part of it, not only supporting it financially, but working as ushers at the evening at Richardson High

School. This gives us an opportunity to meet the people who are excited to come hear the author of another Richardson Reads One Book!

To our list of literacy projects, we can add the Book Movers and our own Book Exchange. Shopping at the recent Friends of the Library book sale is another way we support literacy in our community.

Last year, the Club added a Book Discussion Group for our members and guests! This is a good and productive event for our members. We come with enthusiasm each month and leave each time knowing each other better as we share our thoughts and opinions about the book.

Make a Difference Day this year is collecting children's books for NETWORK which are really needed now! Hopefully, this will be something we all can do as we give another opportunity for children to read!

How privileged we are to spend so many hours on such wonderful events and projects!

I am glad I am a part of it!

Bonnie Perry,

President 2011-2012



WORKING TODAY – BUILDING TOMORROW

WE CELEBRATE LITERACY!

To observe and celebrate International Literacy Day, this issue of Altrusa Tidings focuses on literacy. You will find essays, facts, quotations, and announcements of book-related events. Enjoy!

Some books are to be tasted,
others to be swallowed,
and some few to be chewed and digested.

~ Francis Bacon ~

MEMBERSHIP RECRUITMENT COMMITTEE REPORT

RECRUITING NEW MEMBERS—IT IS AN EASY PROCESS!

By Sue McElveen, Co-Chair

Hello, Altrusa Sisters.

Just a note to let you know we are still waiting to get our first application to bring in a new member for this year. Several of you have let me know you are working on recruiting a new member, but so far, no applications have been submitted.

The process is: bring a guest to a meeting, follow-up with that guest and see if she is interested in joining our ranks. If she is not sure, then bring her to a function and let her get to know us better. After a few meetings/functions, ask again if she is ready to become an Altrusan. If you get a positive reaction, help her fill out an application for membership. It is simple and easy to do.

After the application is completed, get a copy of that online to Norma Hammerlund. She will in turn get it to the membership recruitment committee for approval. That only takes about 24 – 48 hours, and after the committee approves, it is given to the board members for their approval.

When those steps are completed, the corresponding secretary will send out a letter inviting her to become an Altrusan. Next thing you know we have a new Altrusan. Now isn't that easy?????

Hope all of you that are working with someone will start the process soon and we can have our first installation in October. Call either Norma or myself and we will be glad to help in anyway we can.



MEETING PREVIEW AND FOCUS ON LITERACY SEPT. 15 PROGRAM MEETING: RALC



The Richardson Adult Literacy Center has been invited to speak at the September dinner meeting. Barbara Berthold, RALC Board President, said: "It is wonderful to

be given the opportunity to present our newly revised programs and more ideas for our future."

RALC board member Jane Merz and Katie Patterson, RALC interim executive director, will speak about and for RALC.

The Richardson Adult Literacy Center is an accredited Pro Literacy America affiliate, non-profit, 501(c)(3) organization. It trains volunteer tutors, recruits adult students, and matches students to tutors. ESL instruction is provided at no charge to the student in a setting and using methods that meet the student's unique needs. The Center also refers students to other programs and services that may better assist them.

Nobody ever committed
suicide while reading a
good book,
but many have while
trying to write one.
~ Robert Byrne ~

MEMBERSHIP RETENTION COMMITTEE REPORT AND FOCUS ON LITERACY

BOOK SELECTION IS THE ELEGANT GATHERING OF WHITE SNOWS

By Kay George

Thanks to Bonnie Perry for leading our discussion of *The Paris Wife* by Paula McClain. This is the love story between Ernest Hemingway and his first wife, Hadley Richardson. It's a wonderful story about this remarkable couple and the fascinating world of Paris in the 20's, the fast-living, ardent and tremendously driven "Lost Generation". Thanks to Brenda Boston and Mary Osentowski for providing snacks, and Pam Kovacs for the soft drinks/water, and paper goods.

The selection for September is *The Elegant Gathering of White Snows* by Kris Radish. On a seemingly normal night in a small Wisconsin town, eight women begin walking the rural roads, attracting national attention. The eight women have been meeting every Thursday to drink wine and reveal secrets, becoming closer and closer as the time goes



by. They run the gamut in age, occupation and personality, but they have formed bonds stronger than any of them thought possible. This is a tale of friendship and love, loss and liberation. Gerry Carron will lead the discussion.

In October, we will discuss *The Guernsey Literary and Potato Peel Pie Society* by Mary Ann Shaffer and Annie Barrows. In January 1946, writer Juliet Ashton receives a letter from a stranger, a founding member of the Guernsey Literary and Potato Peel Society. This begins a remarkable tale of the island of Guernsey during the German Occupation, and of a society as extraordinary as its name. Kay George will lead the discussion.

As always, we meet at Friends Place Adult Day Services, 1960 Nantucket Drive in Richardson.

ABILITY HOUSE COMMITTEE REPORT

A LONG AND REWARDING RELATIONSHIP WITH ABILITY HOUSE

By Mimi Tanner



In 1995, Altrusa International of Richardson "adopted" Ability House, a group

home in Richardson for adults with cerebral palsy. Members of Altrusa have been gathering ever since then to observe birthdays of the residents. Robert Salazar celebrated recently with his Altrusa friends; the cake, ice cream and special gifts were the highlights of the day!

Bill Knudsen, President/CEO of Ability Connection Texas (formerly United Cerebral Palsy) says that the ladies of Altrusa have become the extended, caring family of the residents of Ability House. Each person's life has been enriched by Altrusans who know what kind of soda each likes and select gifts especially for the individual. "Like family, the Altrusa members and the residents can tease each other, laugh easily when someone spills a soda, listen about each other's happenings since they last visited and hug warmly. This cherished gift of friendship lets each person know that others care for them deeply."

In 2000 Altrusa facilitated the gift of an accessible van which was desperately needed to provide renewed independence for the residents to travel safely throughout the community. Altrusa members have accompanied their

Ability House friends to the opera, the ballet, band concerts and to the mall, for example. They have even participated in the Richardson Christmas Parade together!

In 2008, the Richardson group was the United Cerebral Palsy National Outstanding Community Support Organization of the Year. Altrusa International's motto is "Leading To A Better Community;" one of the ways Altrusans contribute to the betterment of our area is through service projects. The club continues to support Ability House in many ways. A new refrigerator, couch and paying the monthly cable bill are some of the items that have been provided. Decorating the house for each holiday and celebrating together are activities that Altrusans and residents look forward to.

Club members are always invited to the Ability House activities. . . just look at the calendar and come!



COMMUNICATIONS COMMITTEE REPORT

COMMUNICATIONS COMMITTEE WAITING ON (FINAL) NEW LOGO

By Carolyn Swanson, Co-chair

Here is another issue of Tidings, and it uses our traditional emblem. So where is the new brand? Although we had been told it would be ready at Convention and that we should use it beginning August 1, it turns out to be Not Ready for Prime Time! See the letter from International President Dona Garretson elsewhere in this newsletter—she explains the delay.

Altrusa of Richardson is not letting a little delay hinder us in moving forwards with our planned improvements in communication!

Our new website, powered by Wild Apricot, is up and running thanks to website administrator Kimberly Kierce, and it will eventually help us with both our fundraising and administrative tasks. You should have received an automatically-generated email like the one at the bottom of this page. Kimberly has made great progress in porting the pages from our old website to the new one—it is a big job!

There are a number of functions the Wild Apricot software provides:

- Membership management, including a member director and automated membership renewals
- Website software with online communities (committees will love this!)
- Event management, including registration, maintenance of contact information, and online payments—a real boon for the OWT committee!

Dena Davis and Kimberly have populated the website—still named altrusarichardson.com—with the directory information for all of our members. (The directory is private and can be viewed only by your Altrusa sisters.) You will soon be getting a password, enabling you to make changes to your address, phone number, etc. Further work on administrative functions of the website will be slowed, while we prepare to take OWT reservations and payments online.

Printing of Outstanding Women of Today Luncheon invitations cannot wait on the International office. The OWT Committee chose to use our lovely “OWT lady,” shown at right, throughout the event, rather than mix in the multi-colored ribbons of the new logo.

Even after we receive the final branding materials and instructions, it will take a while for us to put them

to use. There will be guidelines about the size of the logo, where it should appear on the page, even the font that we should use with it. It may be relatively easy to change to the new logo for some things, but the re-design of Altrusa Tidings will be more challenging.

Kimberly, our Club Brand Ambassador, will have complete information on the rules for the new brand after she attends the re-branding workshop to be presented by Beth Blair and Debby Weber, District Nine Brand Ambassadors.



From: Altrusa International, Inc. of Richardson, Texas
<admin@altrusarichardson.com>
Sent: Monday, August 22, 2011 3:05 PM
To: Carolyn Swanson

Subject: Altrusa Richardson New Website - Phase 1 Complete

Follow Up Flag: Follow up
Flag Status: Completed

Dear Carolyn Swanson,
We have exciting news! Phase 1 of the new Altrusa Richardson website is up and running. Check it out at: www.altrusarichardson.com

We are still working out some details and would appreciate any feedback. This is your website, so please let us know what you think!

Membership Access (Phase 2) is not fully functional just yet. There are a few more administrative things we need to put in place before members can log in and see member only information. So....

Stay tuned for more information coming soon!

Altrusa Love,

Kimberly D Kierce
Altrusa International, Inc. of Richardson, TX
[Unsubscribe](#)

PROJECT PREVIEW AND FOCUS ON LITERACY

SPLASH DOWN AT THE BOOK EXCHANGE!*By Jane Merz*

We had such a good time at last year's event that our annual Pool Party/Book Exchange, sponsored by the Membership Retention Committee, will once again be held in Bobbi Klein's shady backyard on September 10, at 6 PM. This year's festive repast will include hot dogs with all the trimmings. Attendees are encouraged to bring their favorite beverage, along with a side dish, condiment or, for those kitchen-challenged (and you know who you are) paper products. We will have a sign-up sheet at the September business meeting or you may email Ellen Stevenson so she can coordinate. Husbands and significant others are welcome to this evening of

good food and scintillating conversation.

September is Literacy Month, and September 8 is the United Nations International Literacy Day, created to raise people's awareness of and concern for literacy issues in the world. You can participate in this initiative by bringing books you have finished reading to trade for others that catch your fancy in our annual Book Exchange. We always have the most fascinating collection to choose from!

So join us on September 10 for THE event of the month. Bathing suits are optional.

COMMUNITY OUTREACH COMMITTEE REPORT

OUTREACH COMMITTEE OFFERS OPPORTUNITY TO SERVE*By Toni Garrett*

You will have the opportunity to participate in a variety of projects this fall planned by the Community Outreach Committee. We hope you will find enjoy them! One of our goals is to involve 100% of our members.

We will once again collect hotel-sized toiletries for NETWORK. The need continues to grow, and any donations are greatly appreciated. You can bring these items to any Altrusa meeting and leave them on the sign in table or give them directly to a committee member.

We have a very special project that will begin the evening of September 30. Come to the September 1 business meeting to get all the details. Until then, use your imagination! What project have we never done before that could be a model for other clubs?

On Make a Difference Day, October 22, we'll deliver children's books to NETWORK. Between now and then, we have to collect books! You have three options for participation:

- Help us collect free books at Half Price Books on September 3 or October 8. We'll meet there at 7:30 AM and have breakfast afterwards. If you can help one of those days, please contact Sue McElveen or Toni Garrett.
- Bring new books for children to our meetings on September 1, September 15, and October 6. We want these new books to target children ages 1-6 if possible, but all children's books will be appreciated.

- Bring money to donate and we'll do the buying for you!

The bookshelf at NETWORK is bare, so our donations will make a huge difference right here in our community.



ABILITY HOUSE PROJECT REPORT

ALTRUSANS CELEBRATE ROBERT'S BIRTHDAY

By Bill Knudsen, President/CEO, Ability Connection Texas

Hello Altrusa of Richardson!

Robert is still smiling after his wonderful August 13th Altrusa Birthday party at Wentworth House! He loved his new Texas Rangers baseball hat...and his CD and BIG Happy Birthday button were big hits! And the rousing singing of "Happy Birthday" was even more fun than usual because the 13th was also Ginna's birthday!

And the cake and soft drinks were eagerly enjoyed by Robert, Shawn, Roberto, Mark, Robert and Henry! Both Robert and Shawn had fun showing their new rooms to their Altrusa friends.

A gigantic Ability Connection thanks to Jo Leeper, Ginna Coffey, Jane Merz, Janie Jaquier, Mimi Tanner, Kim Kierce, Barbara Cornelius and Jan Skinner for making Roberts birthday very happy and special!

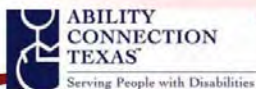
All of us at Ability Connection greatly appreciate your continuing support of our efforts to help people with disabilities strive for their highest level of independence – and as always we send our very best wishes,

Bill

President/CEO, Ability Connection Texas

Website: www.abilityconnectiontexas

Robert's Wentworth Birthday



THANK YOU ALTRUSA!



PROJECT REPORT AND FOCUS ON LITERACY

SCHOOL SUPPLY COLLECTION IS WILDLY SUCCESSFUL!*By Hazel Weathers*

Thank you, Altrusans!! The Education Committee collected school supplies for Terrace Elementary, our Partner in Education. All supplies were donated to the school's "supply closet" where teachers and school administrators will be able to select supplies needed for students or classrooms throughout the year. Economic pressures prohibit some parents from purchasing all the supplies needed by their children. And, with budget cutbacks in education, teachers in Texas are required to spend even more of their own money to purchase supplies that enhance the learning experience for their students. Terrace has a large percentage of minority students (78%); in fact, the school's motto is "Many Faces...One Family". Our donations benefit the entire family -- 27 teachers and 525+ students in pre-K through 6th grades.

The School Supply project was an overwhelming success! It's difficult to adequately express appreciation for the incredible generosity of Altrusans who purchased and brought school supplies to three consecutive Altrusa meetings in July and August. By the end of the project, 38 Altrusans had donated 1,011 items! Fifteen Altrusans brought supplies multiple times and some of them donated supplies at all 3 collection meetings. Several people donated cash which enabled us to purchase additional school supplies, especially the more expen-



sive items like facial tissues and dry erase markers. One Altrusan contacted OPI Office Products and they generously donated a case of copy paper, pencils and other supplies. Everyone who donated supplies received one chance drawing ticket for each time they donated. Congratulations to Sue McElveen who won the drawing for an Outstanding Women of Today luncheon ticket. And, kudos to all those who contributed. You are phenomenal women with the biggest hearts in the world!

The 1,011 items collected included: 128 reams of copier paper, 136 spiral notebooks, 167 pocket folders, 48 packs of filler paper, 55 boxes of crayons, 19 boxes of colored pencils, 57 packs of ball point pens, 67 boxes of #2 pencils (that's about 1,000 pencils!), 32 packs of erasers, 35 packs of dry erase markers, 44 bottles of glue, 20 packs of glue sticks, 52 rulers, and 44 boxes of facial tissues! We

also collected composition notebooks, index cards, felt markers, scissors, mechanical pencils, 3-ring binders, a backpack, and other items. Considering that most "packages" included anywhere from 3 to 24 items, we estimate that well over 3,000 individual items were collected.

Special cheers to Carolyn Swanson who searched out, copied, and distributed store ads each week so we could take advantage of sales; to Brenda Moreland, who purchased 60 reams of copier paper; and to Andrea Rutledge, who purchased and donated the Outstanding Women of Today Luncheon ticket for the prize winner.

The photo does not show of the donations! Additional items were stored at Linda Korn's home, and we understand some Altrusans are still braving the heat to shop for more school supply bargains.

Again, the Education Committee thanks you for all your support!

BOARD ACTIONS

- Decided to have the Finance Committee review software options to replace Quicken
- Chose Club members to be nominated for HASR awards
- Received reports from committee liaisons
- Decided on amount of OWT seed money

SPECIAL REPORT AND FOCUS ON LITERACY

BANNED BOOKS WEEK IS SEPT. 24 – OCTOBER 1, 2011

See <http://www.ala.org/bbooks> for more information.

Banned Books Week (BBW) is an annual event celebrating the freedom to read and the importance of the First Amendment. Held during the last week of September, Banned Books Week highlights the benefits of free and open access to information while drawing attention to the harms of censorship by spotlighting actual or attempted bannings of books across the United States.

Intellectual freedom—the freedom to access information and express ideas, even if the information and ideas might be considered unorthodox or unpopular—provides the foundation for Banned Books Week. BBW stresses the importance of ensuring the availability of unorthodox or unpopular viewpoints for all who wish to read and access them.

The books featured during Banned Books Week have been targets of attempted bannings. Fortunately, while some books were banned or restricted, in a majority of cases the books were not banned, all thanks to the efforts of librarians, teachers, booksellers, and members of the community to retain the books in the library collections. Here are a few well-known books that have been targeted recently.



Frank, Anne

Anne Frank: The Diary of a Young Girl

Doubleday

Challenged at the Culpeper County, Va. public schools (2010) by a parent requesting that her daughter not be required to read the book aloud. Initially, it was reported that officials decided to stop assigning a version of Anne Frank's diary, one of the most enduring symbols of the atrocities of the Nazi regime, due to the complaint that the book includes sexual material and homosexual themes. The director of instruction announced the edition published on the fiftieth anniversary of Frank's death in a concentration camp will not be used in the future despite the fact the school system did not follow its own policy for handling complaints. The remarks set off a hailstorm of criticism online and brought international attention to the 7,600-student school system in rural Virginia. The superintendent said, however, that the book will remain a part of English classes, although it may be taught at a different grade level.

Gruen, Sara

Water for Elephants

Algonquin Books

Removed from a spring break elective course at the Bedford, N.H. School District (2010) after a parent complained about the novel's sexual content. The complainant further suggested that the school only allow "youth versions" of particular books or organize a parental review system over the summer that would look at books that students need parental permission to read. A checklist has been proposed that Bedford school officials would use to rate books and other instructional materials.

Lee, Harper

To Kill a Mockingbird

Lippincott/Harper; Popular Library

Removed from the St. Edmund Campion Secondary School classrooms in Brampton, Ontario, Canada (2009) because a parent objected to language used in the novel, including the word "nigger."

Merriam-Webster Editorial Staff

Merriam-Webster Collegiate Dictionary

Merriam-Webster

Pulled from the Menifee, Calif. Union School District (2010) because a parent complained when a child came across the term "oral sex." Officials said the district is forming a committee to consider a permanent classroom ban of the dictionary.

You can download a Banned Book Week brochure from www.ala.org that will show you how to stay informed and how to protect your right to read.

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Bookmark courtesy of www.proliteracy.org

FOCUS ON LITERACY

MY LOVE AFFAIR

By Kay George

Many of you know about my love affair, but for those who don't, I'm ready to tell all! Before you jump to the logical conclusion, let me clarify that this affair is with the *written word*. Since September is International Literacy Month, it seems like a good time to share with you a few details.

I love books, magazines, newspapers, product labels, and all else that is available to read.

I learned to read when I was four years old. My grandmother and I sat on the front porch swing and sang hymns from the Methodist hymnal. Before long, I was reading the words by myself. When I started first grade, my teacher had no idea what to do with me. "See Dick and Jane" and "Run, Spot, Run" didn't challenge me in the least and, of course, a child who is not challenged often gets into mischief. After deliberating with other teachers, she arranged for me to go to the school library and check out books that were more at my level – Third Grade! I was thrilled. I read, and read, and read. This one small act set the groundwork for my love of reading that exists to this day.

My "affair" has allowed me to travel through time and space, explore cultures in other eras, and witness historic (and romantic) events through the eyes of great authors. Does it get any better than Rhett Butler's infamous line - "Frankly, my dear, I don't give a damn"? Throw in Sherman's march to the sea and the burning of Atlanta and I've borne witness to part of

the Civil War. To me, Atticus Finch in To Kill a Mockingbird sets the bar for attorneys (no pun intended). I've discovered that, as a result of my passion, I have developed a talent for criminal investigations, solving mysteries, (without reading ahead), and am a hopeless romantic.

While this article has been all about "ME", I hope it serves as an example of the importance of literacy and the difference it can make in a person's life. I also hope that it will encourage each of you to honor International Literacy Month by introducing someone to the joys of an affair with the *written word*.

By the way, my father could neither read nor write, and I often wonder how it would have changed his life if someone had taken the time to sit with him on the front porch swing.



Very young children eat their books,
literally devouring their contents.
This is one reason for the scarcity
of first editions
of *Alice in Wonderland*
and other favorites of the nursery.

~ A. S. W. Rosenbach ~

FOCUS ON LITERACY

THE KINGDOM OF CAMBODIA BATRANG PRIMARY SCHOOL*By Jane Merz*

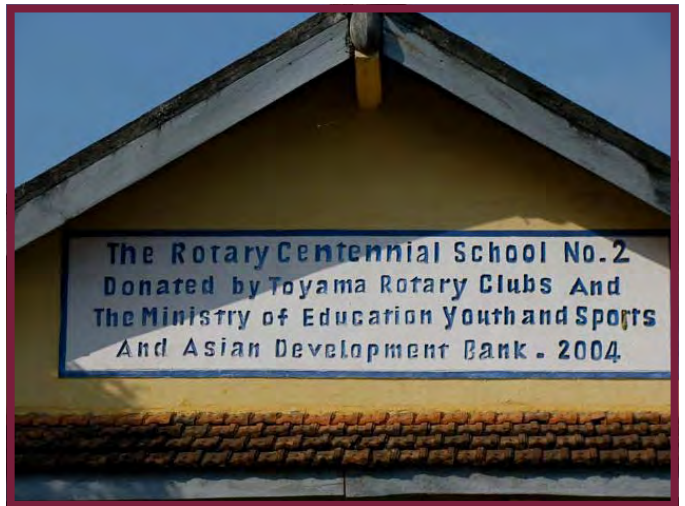
It was a very hot day in January. The playground was dusty, hard-packed earth where a big tree was home to the school bell, a rusted metal pot hanging from a chain among its branches. (Photo at right.) Thin, brown, bare-foot children flocked around the visitors, mismatched school uniforms – oversized or undersized – proudly worn.

Inside the compound, younger children sat at long desks reciting the lesson in unison while one child pointed it out with a long stick in front of the blackboard. Few of the students actually have pencils and paper.

The table on the porch held a big metal bowl of dirty water – the lavatory for washing hands. One little girl was toting her baby sister around until after lunch when she would attend afternoon class. It was unclear who the afternoon babysitter might be.

The library, however, was bright and clean but with pitifully few books neatly shelved. Two little market stalls had tiny, dime-sized cooked clams in a big bowl, candy, fruit, drinks, etc. for sale.

This was the Kingdom of Cambodia Batrang Primary School. In 2009-2010, with 688 students, 78% advanced a grade, 12% stayed in the same grade, and 9% left school.



FOCUS ON LITERACY

POEMS—A LITERACY ART FORM*By Pam Kovacs*

Often when we sit down to read to someone—young or old we simply reach for a book so we can read them a story. But, for something truly magical, we should be reading poetry.

Poetry has been described as a literacy art form where language is used to create wonderful imagery and evoking responses from many other senses as well, including the sense of rhythm. As evidenced by research, even a one day old infant responds to rhythm. And, in aging adults, the sense of rhythm is one of the last senses that we lose.

For some of us, thoughts of poetry readings might cause us to have flashbacks to a little corner in a local bookstore or a stage in a coffee house (way before Starbucks and the internet) where we might have spent an evening listening to readings in between sets of folk music.

Reading poetry to an adult, especially one with Alzheimer's or other related dementias is not only pleasurable but therapeutic as well. Poems not only evoke a flood of memories but have an amazingly calming affect. Due to both the memorizations from great works in our youth to nursery rhymes we've read countless times as mothers, words and rhythms

were planted deep into our long term memory. With just the right dramatic flair of delivery, even the most impaired person can recall where and how "Yankee Doodle" went, plainly see William Wordsworth's, "A host, of golden daffodils," and smile and feel good as they remember back to when they first heard about "The Owl and the Pussy-Cat" as they "danced by the light of the moon, the moon, the moon! They danced by the light of the moon."

People are always asking me about meaningful activities that can be done at home by a family member or when visiting a loved one in the nursing home. The answer is so very easy for any age, any where, any time... simply read some memorable poems with all the emotion you can muster.

And, for even more enjoyment, read the words of the poems interactively. As you begin reading the words from the first stanza, pause briefly at just the right place to allow the listener to successfully complete the line. What a great joy to begin reading Elizabeth Barrett Browning's poem "How do I love thee?" to someone we love and hear them lovingly recite back, "Let me count the ways." Truly, it is magical for all involved.

FOCUS ON LITERACY

THANK YOU FOR THE BOOKS, J.K. ROWLING*By Susan Frensfley*

"Mom, if there really was a Hogwarts School of Witchcraft and Magic, do you think I would get a letter that I could enroll there?" This query from my youngest son warmed my heart. You ask, "Why?"



One of the strongest longings I had, as a child reading, was the longing to be in the world of some of the books I read. Of course, this longing is bitter-sweet. While reading, you can have the marvelous experience of getting lost in a book, but the knowledge that you remain in the real world creates a feeling of loss, somehow. Both feelings are worth experiencing and I was grateful to J.K. Rowling for creating a series of books that brought out those feelings for my son.

Never read any book that is not
a year old.

~ Ralph Waldo Emerson ~

FOCUS ON LITERACY BOOKS

By Mary Beth McLemore

Since 8th grade, I wanted to be an English teacher. I love reading, yes LOVE. My Dad sold books for Follett Publishing. I always looked forward to the new boxes of books that arrived at our house. I love the smell, feel, and the wonder of the words, and, yes, pictures too (I love to read to children because I love their books.). I love all kinds of books. Books give a person the world.

Our high school band opened a new library and I was in heaven surrounded my new books! September use to be the start of school and as a former English and Public Speaking teacher, I always thought the tee shirt, "If you can read this, thank a teacher." was fitting. No matter what is happening in my life, I always find time to read. I'm proud to be a part of an organization that focuses on Literacy. (Don't forget to read with New Zealand.)



As we go forth with high ideals . . .

FOCUS ON LITERACY

BASIC FACTS ABOUT LITERACY

From <http://www.proliteracy.org/page.aspx?pid=345>

- Literacy is the ability to read, write, compute, and use technology at a level that enables an individual to reach his or her full potential as a parent, employee, and community member.
- There are **774 million** adults around the world who are illiterate in their native languages.
- **Two-thirds** of the world's illiterate adults are women.
- In the U.S., **30 million** people over age 16 — **14 percent** of the country's adult population— don't read well enough to understand a newspaper story written at the eighth grade level or fill out a job application.
- The United States ranks **fifth** on adult literacy skills when compared to other industrialized nations.
- Adult low literacy can be connected to almost every socio-economic issue in the United States:
- More than **60 percent** of all state and federal corrections inmates can barely read and write.

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MEMBERSHIP RETENTION PROJECT REPORT

AUGUST LUNCH BUNCH

By Mimi Tanner

The Altrusa Lunch Bunch and Lois' Mother, Alice Yetter, enjoyed a delicious meal at Aboca's Italian Grill for the August 12 Membership Retention activity. Attendees were Brenda Boston, Marj Ramsey, Ann Payne, Janie Jaquier, Andrea Rutledge, Lois Ferrera, Ginna Coffey, Ann Eisemann, and Mimi Tanner.

The Lunch Bunch meets quarterly at a lovely restaurant. All Altrusans are invited, of course, so make plans to attend the next luncheon, and bring a guest! A good time will be had by all.



MEETING HIGHLIGHTS

AUGUST 18 PROGRAM MEETING: THE NEW BRAND

Our guest speaker at the August program meeting was Debby Weber of the Downtown Dallas Club. She talked about the new Altrusa brand. See the Communication Committee Report elsewhere in this issue for the current status of the brand. Debby and Mary Osentowski are pictured at right.

A highlight of the meeting was celebrating with Barbara O'Dell as she received her Emeritus Member Certificate. The photo at the bottom of the page shows Mary Beth McLemore presenting the certificate to Barbara and Gloria Sandoval with the vase of roses given to Barbara.



MEMBER HIGHLIGHTS

BARBARA O'DELL IS OUR NEWEST EMERITUS MEMBER

By Mary Beth McLemore

Wasn't it great to see Barbara O'Dell at our August program meeting? Barbara received her certificate attesting to her new status as an Emeritus Member of Altrusa.

Barbara became a Richardson Altrusan in 1992, sponsored by Mimi Tanner. Barbara's love of Altrusa was evidenced by the large number of women—nine—that she sponsored, including former members Lynda France and Elizabeth Jekot, and present members Jean Stuart and Carla Weiland.

She held the following positions on the Board of Directors:

- Recording Secretary, 1994-95
- Vice President, 1995-96
- Recording Secretary 1996-97
- President-Elect, Service Chair and Ability House Chair, 1999-2000
- President, 2000-01

During her term as President, Barbara's goals were:

- Be Flexible and be prepared for change
- Have a project with 100% member involvement
- Have more social events to foster more bonding (membership retention)
- Bigger and better fund raiser- we can do it!
- Encourage all members to take leadership role
- Be open to new needs in our community

During her career as an Altrusan, Barbara has con-

tributed to the success of our club in a number of important ways:

- Extension Chair - Birthed Collin County Club
- Hole-Y Hose for cancer patients' pillows
- Treasurer for Conference, 1996-97
- Chair of Fundraiser Evaluation, 2002-2003
- Senior Committee Chair, 2008-2009
- Co-Leader, International Relations, 2010-2011
- OWT - organized Altrousers (including Larry who was a very supportive husband) to usher and was Sponsor and Underwriter for many years
- Often helped with tax filings and information

Barbara's health no longer gives her the energy to be so active in the community, but she has assured us that she will join us for meetings and activities whenever possible.



FOCUS ON LITERACY

BOOK LOVER BUYS EREADER!*By Jan Skinner*

Last year with my tax refund, I bought a Nook (Barnes & Noble version of an ereader). I bought because it was relatively cheap, and it was on sale. I didn't know if I'd like it because I love books! The whole ritual of browsing in a library or book store is nirvana – I even love the smell! So I thought, "It's a relatively small investment, and the Altrusa book club selection is available."

I absolutely love my Nook!! (After I was hooked, I wish I had invested in the color version.) I have read all kinds of books on it: book club selections, trash books (about the trashiest I'll stoop to is Stephanie Plum), old books (*The Big Sleep*), new books, cheap books (I figure if I don't like it, 99 cents isn't too much to lose). I even read *Hotel on the Corner of Bitter and Sweet* on it. Mind you, I have a sky scraper's worth of books to get to "someday".

The point is – however you get your lit fix, do it! I'm still in love with books – I just go to book stores for the smell and to find books that I might like to download for my Nook!



MEMBER HIGHLIGHTS

CHEERS

Let's all give a big cheer for::

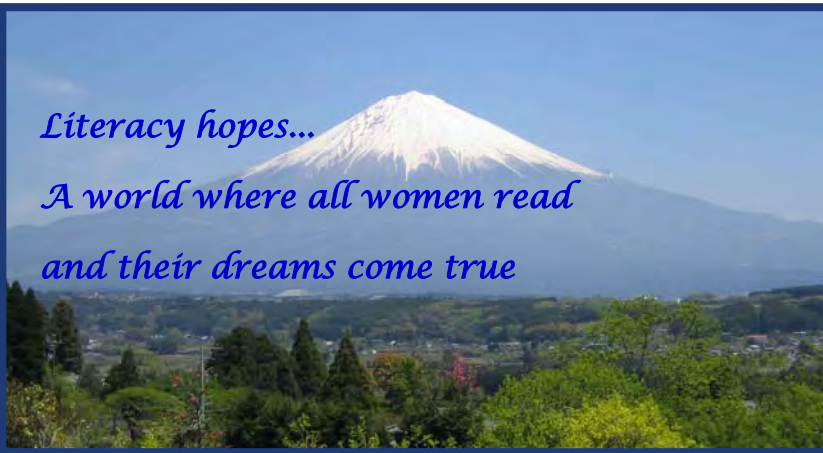
- Jan Skinner, Jane Merz, Jane Tucker, Kay George, Mary Beth McLemore, Pam Kovacs, Susan Frensley, and Bonnie Perry for writing such special articles about literacy for this issue
- Barbara Berthold for sharing websites that have tons of data about illiteracy
- Kimberly Kierce, who is doing such a fantastic job on our new website
- Mimi Tanner, for selling the first four tickets to OWT
- Everyone who braved the heat to shop for school supplies
- Hazel Weathers, for counting all those thousands of school supplies
- Carolyn Swanson, for her role in making the Terrace School Supply project wildly successful by emailing store ads each week
- Linda Korn and Hazel Weathers for hauling and storing those supplies
- Brenda Moreland, who purchased 60 reams of copier paper for Terrace Elementary
- Andrea Rutledge, who purchased and donated the Outstanding Women of Today Luncheon ticket for the prize winner.
- The OWT Committee members who have been busy for months, planning and doing preliminary work on fundraising Luncheon and Awards Ceremony
- Linda Olivera, for her expert proofreading

FOCUS ON LITERACY: A LITERACY HAIKU*By Paula Jo Amschler*

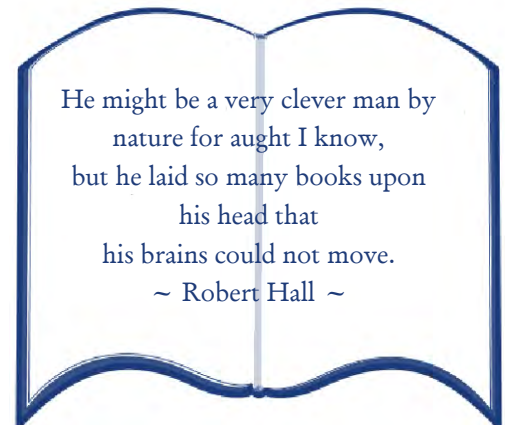
Literacy hopes...

A world where all women read

and their dreams come true



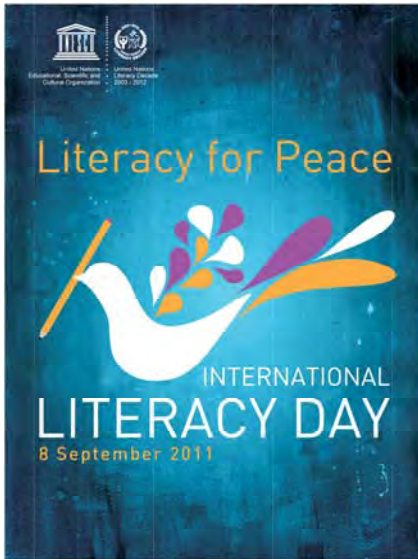
He might be a very clever man by
nature for aught I know,
but he laid so many books upon
his head that
his brains could not move.
~ Robert Hall ~



SPECIAL REPORT AND FOCUS ON LITERACY

INTERNATIONAL LITERACY DAY, AND YOUR PART IN IT!

By Jane Tucker



International Literacy Day was designated in 1965 by the United Nations Educational, Scientific, and Cultural Organization (UNESCO) to underline the significance of literacy and bring awareness of and concern for literacy problems within countries. It has been observed every year since then on September

8th. Since its inception, International Literacy Day has become a special occasion to mark literacy awareness and highlight the many educational programs featured by UNESCO. According to UNESCO, one-fifth of adults in the world cannot read, and millions of children never attend school. Two thirds of those who can't read are women and girls. Because reading is vital to economic development the problem perpetuates poverty. For this reason, the UN General Assembly proclaimed United Nations Literacy Decade which started September 8th, 2003 and continues through

September 8th, 2012.

To aid in worldwide focus on the improvement of literacy the Altrusa clubs in New Zealand have started a project called "The Altrusa Great Read" which is aimed at promoting the importance of literacy skills in opening the gateway to future opportunities. The concept of this project is to have as many people take time out to read 10 minutes between 12 noon and 3 P.M; on Thursday ,September 8th, 2011-- International Literacy Day.

This is the second year our club has joined in the New Zealand clubs' endeavor. Last year our club members were part of over 16,000 people who participated worldwide in this event, and we hope to exceed that number during this year's Altrusa Great Read. Anyone can register by going online to <http://www.altrusa.org.nz/AGR.html>.

Solving the problem of literacy continues to take renewed efforts toward educating people. Especially in these days of economic crisis when community leaders and politicians seem eager to cut funding anywhere they can, including education, we must look for effective win-win solutions to tackle this crisis. Hopefully, the Altrusa Great Read can generate a worldwide response, and thereby publicize the need for improving literacy.

SPECIAL REPORT

INTERNATIONAL DAY OF PEACE IS SEPTEMBER 21

From Wikipedia, the free encyclopedia (www.wikipedia.org)

The **International Day of Peace**, also known as the **World Peace Day**, occurs annually on September 21. It is dedicated to peace, and specifically the absence of war, such as might be occasioned by a temporary ceasefire in a combat zone. It is observed by many nations, political groups, military groups, and peoples. The first year this holiday was celebrated was 1981.

To inaugurate the day, the "Peace Bell" is rung at UN Headquarters (in New York City, United States). The bell is cast from coins donated by children from all continents. It was given as a gift by the United Nations Association of Japan, and is referred to as "a reminder of the human cost of war." The inscription on its side reads: "Long live absolute world peace."



ALTRUSA INTERNATIONAL NEWS

PRESIDENT GARRETSON EXPLAINS DELAY IN BRAND IMPLEMENTATION

[Editor's note: This letter was emailed to all Altrusans for whom the International office has a mailing address.]

**WHAT HAPPENS NOW THAT CONVENTION IS OVER?**

We've been telling you to wait for the rollout of the new logo at the convention to get started, right? Well that has come and gone, so something should be happening and it doesn't seem to be. And you're anxious to get going with the new brand and revitalizing Altrusa. So am I.

Many things are happening at the International office as a direct result from input you provided during and after the convention. Several critical areas were identified for consideration and enhancement based on member feedback. This was not unexpected, and it is essential adjustments be made and approved by the board prior to moving forward. We must be sure that every step we take is in Altrusa's best interest.

NEW LOGO COLOR PALETTE

Feedback on the new logo and the new tagline were very positive but there were different feelings about the color palette. Those thoughts ranged from "I love it", to "It's not vibrant enough", and to "It must use 'Altrusa blue.'" Executive Director Harriet Lewis and I have been working with graphic designers to synthesize those sentiments with the new Altrusa message, the various mediums in which the logo will be utilized (print, web, video, banners, etc.) and the thought and care with which the original logo design and palette was developed. We are working as quickly as possible, but we must be sure we have considered all aspects of this most important choice before making a decision whether the palette should change. Once this decision is made many other things will be able to move forward.

MULTIPLE LOGOS

An unexpected thread of conversation arose during the Convention related to the introduction of customized logos for Districts and Clubs. This resulted in beginning a review of all the issues related to having multiple logos. Obviously we need to come to closure on this subject before moving forward with the rollout of the new logo.

THE NEW ALTRUSA WEB SITE

The overall feedback on the new website was that you liked it, especially the new simpler navigation, but it lacked somewhat in "pizazz" and seemed a bit too "basic" for an organization of our stature. Simultaneously with the review of the logo palette, the Executive Director is working to present a couple of enhanced

designs for consideration by the International Board of Directors shortly. Since part of the marketing plan involves "reintroducing" ourselves to our communities, clarity demands a website that reflects the vibrant and diverse organization we are.

SERVICE

We heard you say you wanted the word service to be used more prominently in the marketing materials. We are working on integrating that concept into the brochure and club insert card before finalizing them for your use.

I expect these closely related items to be resolved within the next month. Once this decision is made we will move forward quicker. You'll receive information on ordering your new marketing materials by September 15th and Phase Two of the marketing plan (implementation) will be in your hands by September 30th. Bear with us. We've got to get it right from the outset if we are to be successful.

YOU

You are the important part of this process and the heart of positive step by step progress. We want to work hand in hand this biennium while we focus on what is in the best interest of Altrusa. We will respect our past while focusing on the wonderful service we perform in the name of Altrusa. Together we will celebrate this important implementation.

Dona

Dona M Garretson,
International President, Altrusa International, Inc.

DISTRICT NINE NEWS**DISTRICT NINE AND RE-BRANDING**

The District Nine website is undergoing revisions to accommodate re-branding, so no changes are being made—such as posting new issues of News of Mighty Ninth—to www.altrusadistrictnine.com until the newly refurbished website is available.

The District Nine Brand Ambassadors, Beth

Blair and Debby Weber, have not yet received updated branding information. For that reason, the workshops for Club Brand Ambassadors scheduled for August were cancelled. They will be re-scheduled after International finishes reviewing comments and possibly implements changes to the brand materials.

FOCUS ON LITERACY

BUNS AND ROSES ROMANCE TEA FOR LITERACY*By Jane Merz and Jean Stuart*

Grab your fancy hats and white gloves for the annual **Buns & Roses Tea for Literacy**, Sunday, October 9, 3-6 PM, at the Renaissance Hotel. Even if you aren't a romance reader (and don't own a fancy hat or gloves), a bevy of romance writers will provide an afternoon's delight and laughter. The event has been described as one of the most fun fundraisers in Richardson, and it benefits the Richardson Adult Literacy Center and the Richardson Public Library. The website is <http://www.bunsandroses.org/>

We have reserved a table with author Liz Lipperman. We have nine seats available, and tickets are \$40. Of course, we can always have a second table as well. It is also



possible to buy a general admission ticket for \$35, but then you would be in open seating - not with the rest of us gorgeous gals.

If you haven't been, be aware that it is lots of fun. You can wear your lovely large flowery hat if you wish—or not. Candace Havens will MC again. The featured author is Jodi Thomas. She lives out in the Panhandle of Texas and writes with a western theme, both historical and current themes. Again this year, the main raffle prize is a week at Corydon Lodge in Scotland - thanks to Chris Simmie, a former

Altrusan.

Who wants to join us for tea and fun on Sunday afternoon, October 9th from 3:00 to 6:00 PM? Jean Stuart will take reservations and collect checks.

ALTRUSA ACCENT

WHY WE OBSERVE SPECIAL UNITED NATIONS DAYS

One of the criteria for the Dr. Nina Fay Calhoun International Relations Award is observance of at least five from a list of eleven United Nations dates:

- World Day of Social Justice – February 20th
- International Woman's Day – March 8th
- World Health Day – April 7th
- International Day of Families – May 15th
- International Youth Day – August 12th
- International Literacy Day – September 8th
- International Day of Peace – September 21st
- World Food Day – October 16th
- United Nations Day – October 24th
- International Day for the Elimination of Violence against Women – November 25th
- Human Rights Day – December 10th

Our Club usually observes all of the days., sometimes with an Accent at a meeting, or a special project or meeting. Each issue of Altrusa Tidings has articles corresponding to the days we are supposed to observe. In this issue, you can read about International Literacy Day and International Day of Peace.

INTERNATIONAL FOUNDATION NEWS

GRANT APPLICATION DEADLINE

Applications for November grants from the Altrusa International Foundation are due to the Foundation Office by September 15, 2011.

Through the Foundation Grants Program, the Altrusa International Foundation provides assistance to individuals and helps Altrusa Clubs carry out the inde-

pendent programs of community service with funds for vocational assistance, graduate school assistance to international students from developing countries, literacy projects, and community service projects sponsored by local Altrusa Clubs. Grants range from \$250 to \$2,000, based on needs and funds available, and are subject to specific selection criteria as described on the altrusa.org website.

CLUB CALENDAR SEPTEMBER 2011

SU	MO	TU	WE	TH	FR	SA
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

Thurs., Sept 1 (7:00 PM) Business Meeting (Clubhouse)

Thurs., Sept 8 (5:30 PM) Meet & Greet, Main St. Bistro in Shire

Sat., Sept 10 (4:00 PM) Splash down/book exchange at Bobbi's

Mon., Sept 12 (6:30 PM) Bridge at Location TBD

Mon., Sept 12 (Noon) Reservations due for Sept 15 meeting

Thurs., Sept 15 (7:00 PM) Dinner Meeting (Founders Hall)

Mon., Sept 19 (6:00 PM) Tidings Deadline

Thurs., Sept 22 (6:30 PM) Board Meeting at Bonnie Perry's home

Mon., Sept 26 (6:00 PM) Book Club at Friends Place

SEPTEMBER BIRTHDAYS

- 1 Gay McAlister
- 2 Carole Buffington
- 6 Genevieve Hamulak, Pam Kovacs
- 11 Marguerite Anderson
- 16 Norma Hammerlund
- 17 Lois Ferrara, Debbie Simms
- 18 Ellen Stevenson
- 20 Elizabeth Smith
- 27 Wilma Oliver
- 28 Kay Hopper
- 30 Marj Ramsey



Remember, if you choose, you may bring a gift to the dinner



meeting in the month of your birthday. There will be an opportunity to put our names in a drawing (only \$1 per chance!) to win a birthday gift. The guideline is that the gift should cost around \$5.

MEETINGS

Business Meeting

7 PM, September 1

Clubhouse

at Richardson Woman's Club

Dinner Reservations

due by Noon, Monday, September 12

Contact: Jean Stuart

Dinner/Program Meeting

7 PM, September 15

Founders' Hall

at Richardson Woman's Club

Board Meeting

6:30 PM Thursday,

September 22

MONTHLY MEET AND GREET



September 8, 5:30 PM to 7:00-ish

at Main Street Bistro, 3600 Shire Blvd.

Happy hour drink specials and good appetizers!

Bring someone interested in Altrusa!

MEMBERSHIP RETENTION BOOK CLUB

The Book Club will meet 6:00-7:30 PM on Monday, September 26, at Friends Place Adult Day Services, 1960 Nantucket Drive, Richardson. Refreshments will be served.



MEMBERSHIP RETENTION

BRIDGE

Monday, September 12

6:30 PM Schmoozing

7:00 PM Let's play bridge

Location TBD

