

ALTRUSA IN ACTION

September 2011

Volume 56, Issue #4



President's Message

September 11 is *Patriot Day*, in remembrance of those who lost their lives in the terrorist attacks on September 11, 2001. Take a moment to remember them and their families.

Since we did not send a delegation to Convention this year, Past-Governor Ann Bauman, was kind enough to pick up materials for us regarding the new branding efforts and I

will be sharing information with you as it becomes available. This issue of our newsletter is the first one in which we incorporate the new logo (see *page 3 and the mailing panel*). The new colors are also reflected in the template. Good job Sandra.

Welcome to our two new members, Laura and Maggie! My wish for you is that you will come to love being an Altrusan as much as our heirloom — long-time, precious — members.

Service to the community is the reason for

Altrusa's existence. And raising money so that we may fund those service projects is our major objective. That being said, we are working hard to make our 7th annual *Day at the Races* fundraiser our most lucrative event yet.

We have only eight weeks to complete and execute our plans, and that time will just fly by (we all know this from past experience). So let's all step up to the plate and do our part. **GO TEAM ALTRUSA!**

Barbara



2011-2012 Theme

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New Branding Introduced! *Leslie Fountain, District Eleven Brand Ambassador*

Altrusa's new branding program was introduced at the 2011 International Convention and simultaneously posted on the website. The logo was designed by an advertising agency that provided extensive research into the Altrusa mission and image.

The artwork is a symbolic A, with four colored ribbons streaming from that. The four ribbons reach different angles, representing the diversity of our membership. It's a very modern and stylistic approach, which was well received at Convention. The 'old' logo is now being called our emblem, and that will remain on membership pins.

The new logo is to be used starting Aug. 1 on everything printed. That includes letterhead, envelopes,

Continued on page 3



Provides Life Changing Experiences!

According to our August luncheon speaker, Glendale YMCA CEO, George Saikali, this is because their mission hasn't changed in 170 years: *To provide a safe haven for children*. Several Altrusa members underscored his point by sharing their own experiences at the 'Y' – be it their own or their children's.

The 'Y's services and programs are in demand more than ever: in 2010, 537 'Y' campers visited Camp Fox; that number jumped to 730 campers in 2011. And, did you know, the 'Y' is the largest provider of low-income housing in the City of Glendale? Our 'Y' has realized the critical role of parents and has designed programming and fee schedules to encourage the whole family to participate.

Soon, the 'Y' will house the Police Activity League (PAL) program, along with a nutrition and cooking curriculum, in the remodeled basement of the hotel facility. Additionally, the 'Y' will assume responsibility for the "Youth in Government" programs at Glendale and Hoover High Schools. This program culminates in students visiting our state capital and sitting in on committee proceedings.

We were all left with the impression our 'Y' is adapting to meet the changing needs of the community, but still remaining true to its original mission: *To provide a safe haven for children*.

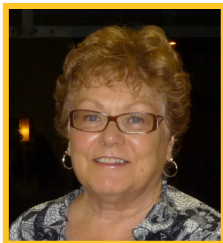
New Altrusans *Sandra Moore, Membership Chair*

Laura Perone: A long-time supporter of Glendale Altrusa, Laura was born and raised in the SGV. Married for 48 years to her high-school sweet-



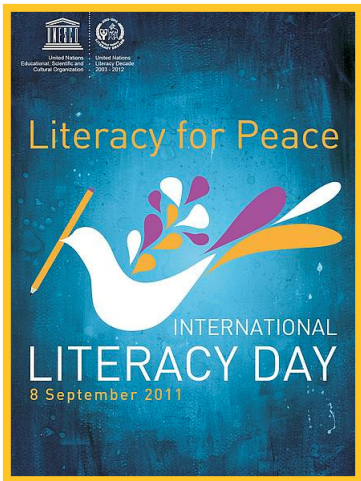
heart, Mike, she's mother of two and doting grandmother of four children.

Maggie Sweden: Maggie learned of Altrusa a few years ago when visiting Glendale's booth at a local event .



Just this past May, she retired from the manufacturing industry and is the proud mom of two adult boys.

Regretfully, we were unable to initiate our 3rd candidate due to an unexpected work conflict.



Altrusa Great Read – Sept. 8, 2011

The **Altrusa Great Read** project is aimed at promoting the importance of literacy skills in opening the gateway to future opportunities.

The basic concept is to have as many people as possible take time out to read for 10 minutes between **12p-3p** on **International Literacy Day**.

All those who register and participate will go into a special prize drawing. To register, visit the Altrusa New Zealand website and fill in the form. <http://www.altrusa.org.nz/AGR.html>

Glendale Police Department Speaks

Come be informed and empowered!

In lieu of our September luncheon Glendale is hosting a dinner program featuring speakers from Glendale Police Department. Our topic is *How to Protect Yourself From Fraud & Personal Attack*.

Our speakers are veteran officers who will share information and answer your questions.

We've invited Altrusans from Anaheim, Arcadia, Long Beach and Los Angeles, but this topic is relevant to all of us.

Make this a membership opportunity and invite a friend, neighbor, or colleague to attend!

Wednesday, Sept. 21; 5p-9p; Clancy's Crab Broiler, Glendale, CA; \$31/person for 3-course dinner. Call (818) 808-4993 for more info.

New Branding *Continued from page 1*

business cards, and other printed materials. It prints beautifully in color but can also be reproduced in black, if necessary.

Our Doc Morgan contract expires Spring 2012 and they are not working with the new logo, so there won't be any new products introduced until that time. As a result, clubs are free to work from the artwork to print paper products and other items locally and/or within the District until Altrusa announces otherwise.

However, and this is very important, all printed products must be approved by each District's Brand Ambassador in coordination with the International office and other Districts.

The office staff, headed by Dr. Harriet Lewis, says it's critical to create and maintain a strict logo usage so we don't "dilute" the brand. Every Club Brand Ambassador and/or President has a 39-page Branding Guide.

The District Ambassadors had



several meetings at Convention, have exchanged emails, and had a teleconference on August 11 to work out some 'bugs' in the introduction. They will continue working to resolve ongoing issues and facilitate answers to your questions.

Good Eats, Easy Entertaining Style

That's exactly what the ten participants had at our Easy Entertaining Cooking Class with GCC Chef Instructor Nancy Jordan and her sous chefs — Janet and Josue.

The light and refreshing Corn Salad was a perfect complement to our entree of NJ's Spicy Fried Chicken and Josue's wonderful



Class participant, Leigh-Erin Steitz

biscuits, drizzled with honey-pecan butter. And, we enjoyed our *Lazy Sunday Southern Picnic* themed meal as we sipped on Southern Comfort Punch Cocktails and Sweet Tea.

By the time our dessert of Easier Than Apple-Blueberry Pie arrived, we were all ready for a nap on the screened-in back porch.



Day at the Races at Santa Anita Park

Fall racing is back at Santa Anita and so is Glendale Altrusa! We'll host our 7th annual fundraiser on Saturday, October 22.

All Glendale Altrusa club members are asked to contribute to our opportunity drawing and assist with the sale of tickets — *at least 2 tickets per member!*

Go dust off your finest hat, call all your friends, and do your part to make this our biggest and most successful fundraiser, yet!

Along with her committee, Roberta Hagopian, Fundraising Chair, will spearhead this year's event, so if you'd like to help, let her know.



Upcoming Events

| | |
|--|----------------|
| "The Help" Discussion & Salad Potluck | Aug. 28 @ 3pm |
| Business Meeting | Sept. 1 @ 7pm |
| Int'l Literacy Day & Altrusa Great Read | Sept. 8 |
| BCR Fall Frolic | Sept. 9 |
| Patriot Day | Sept. 11 |
| Program Meeting | Sept. 21 @ 5pm |

September Birthdays

| | |
|----------------|------|
| Julie Vagts | 2nd |
| Maggie Sweeden | 4th |
| Joan Nellis | 29th |



Announcements

"The Help" Discussion & Salad Potluck

RSVP w/Julie and bring your best salad creation or the ingredients. Her kitchen is available for use.

September Program Meeting

Resist the urge to procrastinate – RSVP with payment by Sept. 15 and invite a friend!

Day at the Races

Members, please contribute to our opportunity drawing and be responsible for at least two (2) tickets.

International Literacy Day

Register and participate in the Altrusa Great Read <http://www.altrusa.org.nz/AGR.html>.

2011 – 2012 Officers & Board Members

Barbara Winsor, President ♦ Sandra Moore, Vice President

Carole Jouroyan, Secretary ♦ Ingrid Grewer, Treasurer

Directors: Julie Vagts ♦ Rose Tharp ♦ Joan Nellis

Roberta Hagopian, Immediate Past President

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