



Soroptimist International of Los Angeles

Growing our membership to increase our service

October 2012

Vol 4, Issue 2

Greetings!

October is here and with it our full commitment to leave summer and to get down to the business of our service for the year. We should all be finishing the planning so that at the November business meeting we lay out our plans and say "Yes" this is how we will accomplish our goals. If we can complete this in November, I would like you to consider a conference call business meeting in January. Other clubs do it and at least as an experiment it might be interesting.



It is wonderful to welcome our new member **Carol Dukes**. We greet her with open arms and I am sure she will bring a new flavor to our group. Remember, we are looking to increase our size substantially this year, so invite those other great women who will also add not only to our numbers but to our diversity of experiences and our ability to provide services to girls and women.

Joyce has planned a variety of wonderful program meetings so clear your schedule so you won't miss a single one. Start through your closet now so you can bring unwanted or unused professional clothing to the October 17th "Clothes the Deal" drive to empower low-income individuals to gain and sustain employment.

President Bev

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- Treasurer: Janet Elliott/Teresa Harvey
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- Director 2012-14: Diane Vernon

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Revised 2012-2013 Calendar



Mark your dayplanner now for the two SILA meetings in October:

Wed. Oct. 3rd 6:00pm at [Taix Restaurant](#): Program Meeting. **Naomi Carmona-Morshead**, SI Greater Santa Clarita Valley, on "Color Me Pink and Purple"

Wed. Oct. 17th 6:00pm at [Taix Restaurant](#): Program Meeting. **Friends of Griffith Park** on Soroptimist Grove.

To view the [complete 2012-2013 calendar](#) of Soroptimist meetings, workshops and conferences, revised as of 9/5/12, [click here](#). Note: two Programs Meetings will be held at NOONTIME to accommodate members who have trouble attending evening meetings. They will be on February 20, 2013 and May 15, 2013. Mark your calendar!

Welcome New Member Carol Dukes

A highlight of the program meeting on September 19 was the induction of **Carol Dukes** as a new member.

Carol was born and grew up in Long Beach, CA. Her mother was a Soroptimist for many years. Carol has been a business woman essentially all her life. Every summer, her parents were co-managers of Quaker Meadow Camp in the High Sierras, and starting at age nine, Carol managed the



New member Carol Dukes (center) with Membership Chair Emily Dell (left) and Pres. Bev Johnson (right)

camp snack and supply store, keeping track of individual camper's "spending money" accounts and buying the appropriate inventory of candy and snacks for each group of campers. She worked retail jobs during high school and college, then after graduating from Whittier College, worked at Buffums in a Retail Management Program that put her into the Jewelry Buyer's Office as an assistant - and started a life-long career in jewelry.

Working for several jewelry companies over the years, she became certified in diamond grading and evaluation, jewelry retailing and gem identification. She traveled to New York, all over the United States, and eventually to Europe, South America and Asia buying, and developing styles and presentations in silver, colored stones and gold jewelry for all of the major department stores.

In February 2010, she landed her dream job with [NOVICA](#), in association with National Geographic, which works directly with artisans around the world to help them bring their products directly to the consumer with no middlemen. It's mainly an online company, but Carol also works with QVC, Nordstrom and other customers. On October 18th, she's auditioning to be on QVC. If she passes, she'll have a one hour show on TV in January with jewelry from around the world. She's also helped start up NOVICA Live, a way to extend NOVICA through sophisticated home shows/parties. It's obvious Carol and NOVICA are a good match: "I've traveled to our offices in India, Thailand and Bali and cried over stories of life changes as a result of artisans being able to work with NOVICA," she says.



After living in Claremont for 27 years, she and her husband, Bill, who works in Human Resources for the County of Los Angeles, moved to Park La Brea in Los Angeles, right across from Farmer's Market and the Grove. They have two children, Tim, 26, and Beth, 23. She says her greatest strength and interest is in fundraising, after years of experience helping to raise funds for her children's schools.

"I am looking forward to serving in Soroptimists and becoming as involved as I can. It was one of the most positive experiences in my mother's life and I can see that the fellowship, wonderful women and projects I will be involved with are just what I was looking for."

Welcome, Carol!

Report on SIA Biennial Convention

At the program meeting on September 19, Sandy Doughty, VP-Membership for SI Glendale, provide SILA members with an excellent report on Soroptimist International of the Americas 42nd SIA Biennial Convention. Held in beautiful Honolulu, Hawaii, July 18-21, it was attended by 1,033 Soroptimists from 435 clubs. It included four days of speakers, presentations and workshops featuring both personal and leadership development topics as well updates on Soroptimist programs and projects and recognition of outstanding clubs and regions within the SIA Federation.



At the opening session, SIA CEO **Liz Lucas**

unveiled the new SIA Strategic direction: Shaping the Future of Soroptimist Through Increased Collective Impact. This new direction is an evolution of SIA's Renaissance Campaign and its history of doing what is best for women and girls worldwide. She asked all clubs and members to do three things: (1) Continue helping women and girls gain access to education, primarily through the WOA program. (2) Visit the new [LIVE YOUR DREAM](#) website and join the online community. (3) All clubs make Soroptimist their cause

of choice by donating at least 10% of their fundraising to Club Giving so we can cohesively achieve collective impact.

The keynote speaker was Jennifer Siebel Newsome, actress, advocate and filmmaker of [Miss Representation](#). This documentary film explores how mainstream media contribute to the under-representation of women in influential positions by circulating limited and often disparaging portrayals of women. The 90 minute film which was premiered at the Sundance Film Festival in 2011 was screened at the Convention. Watch the 2:49 minute trailer here:





"Miss Representation": Official Trailer

In her presentation, Sandy noted that Camino Real Region received the most coveted "Renaissance Campaign Celebrating Success" award by excelling in all four areas of fundraising, inspiring, increasing active members and raising awareness for Soroptimist. Camino Real Region was also among the regions receiving awards for 100% participating in the Founder's Pennies and participating in Club Giving.

At the Closing General session and evening Recognition Dinner, participants welcomed the new 2012-2013 SIA Federation President **Raquel Arreola-Ruiz** and the new federation board.

The 43rd Biennial Convention will take place July 23-26, 2014 in Vancouver, British Columbia, Canada.



Sandy Doughty, SI Glendale; CRR Secretary & Former SILA President Ginger Cole; SIA Pres. Raquel; and CRR District 2 Director Liz Mirzaian, SI Glendale at SIA Convention in Hawaii

Supporting the Sparks



Go Sparks! SILA members **Diane Vernon, Bev Johnson, Teresa Harvey** and **Carole Oglesby** and their guests enjoyed a great game between the LA Sparks and the Phoenix Mercury on September 18 at Staples Center. Women's basketball is always a great sport to watch, but it was even nicer when the Sparks won, 101 to 76.

Go to CRR Fall District Workshop



SOROPTIMIST
Camino Real Region

Are you going? The 14th Annual Camino Real Region Fall District Workshop will be held on Saturday, October 13, in Oxnard. Hosted by SI Camarillo, it promises to provide a day of informative updates and interesting speakers that will further your knowledge about the Soroptimist organization. Early registrations (\$35 fee includes continental breakfast, lunch and materials) must be postmarked on or before Oct 1. After Oct. 1, the fee is \$45.

CRR Governor Linda Haines' motto for her two year term (2012-2014) is "Focusing on Our Goal: Helping Women and Girls." It reinforces Soroptimist International of the Americas' mission of "...improving the lives of women and girls...."

"My goal is that all clubs will ask themselves, as they go about business, "How does this help women and girls?" My logo shows a prism which symbolizes how a woman or girl's life can be improved (turned into a rainbow) by her connection with a Soroptimist individual or a club."





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