



# Volume 3, Issue 3 NEWSLETTER

AUGUST 2013

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## DIAMONDS ARE FOREVER

CELEBRATING 75 YEARS OF BRILLIANCE

NFRW 37th Biennial Convention September 19-22, 2013 Louisville, Kentucky

### NFRW SLATE NOMINEES 2013



Kathy Brugger  
President



Betty Poe  
1st VP



Carrie Almond  
2nd VP



Kay VanSant  
3rd VP



Becky Johnson  
4th VP



Eileen Sobjack  
Secretary



Lynne Hartung  
Treasurer

**Winning With Women Who Can**

**Are you attending the 2013 NFRW Biennial Convention?**

**Have you submitted your convention credentials form?**

**If not, it is available in this newsletter.**

**The deadline for club delegate is August 20<sup>th</sup> and  
for NvFRW delegates/alternates at large is August 30<sup>th</sup>.**

**Contact Sherry Dilley today ([sherrydilley@charter.net](mailto:sherrydilley@charter.net))**

**if you have not submitted the Voting Registration form.**

**This is not the convention registration form**

**LIST OF OFFICERS**

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**CHERIE WOOD—2ND V.P.**  
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=====  
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AND/OR SUBMISSIONS**  
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[MCS2577@YAHOO.COM](mailto:MCS2577@YAHOO.COM)

For Office Use Only:  
# \_\_\_\_\_

# VOTING CERTIFICATION FORM

**This is not a registration form.** Use the Convention Registration Form included in this packet to register for the Convention.

You must have paid dues for 2013 to your club by June 20, 2013, in order to be a member-in-good-standing and to qualify as a Club Delegate, Club Alternate, State Delegate-at-Large, State Alternate-at-Large or NFRW Voting Board Member.

This form must be postmarked no later than **August 20, 2013**, for Delegates / Alternates and **August 30, 2013**, for Delegates-at-Large / Alternates-at-Large and NFRW Board Members. Delegate, keep a copy and send original to the NFRW. A certification number will be issued to you and sent by e-mail or by postcard.

**Send original to:** NFRW, 124 North Alfred Street, Alexandria, VA 22314-2011, Attn: MEMBERSHIP  
Phone: (800) 373-9688 Fax: (703) 548-9836 E-mail: [membership@nfrw.org](mailto:membership@nfrw.org)

### Delegate Status

Check the appropriate box:

- Club Delegate  Club Alternate  NFRW Voting Board Member
- State Delegate-at-Large  State Alternate-at-Large  Past NFRW President

### Contact Information

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City State Zip \_\_\_\_\_  
Home Phone ( ) \_\_\_\_\_ Work Phone ( ) \_\_\_\_\_  
E-mail Fax ( ) \_\_\_\_\_  
Club Name Club Number \_\_\_\_\_

Are you a club president?  Yes  No

Are you a voting member of the NFRW Board?  Yes  No If yes, position? \_\_\_\_\_

Signature \_\_\_\_\_

### Club/State President Certification

*Club Presidents, certify and sign on behalf of Club Delegates. State Presidents, certify and sign on behalf of State Delegates. Voting Members of the NFRW Board of Directors may skip this section.*

I hereby certify that the above-named individual is a member-in-good-standing of the above-named club/state, having paid her 2013 dues, and is qualified to vote at the National Federation of Republican Women's 37th Biennial Convention in Louisville, Kentucky, September 19-22, 2013.

**Club/State President's Signature:** \_\_\_\_\_

**Date:** \_\_\_\_\_

## **Nevada Federation of Republican Women**

### **OFFICIAL CALL**

In accordance with our bylaws, I hereby issue the official call and cordially invite you to attend the 32<sup>nd</sup> BIENNIAL CONVENTION of the Nevada Federation of Republican Women. All interested Republican Women are invited to participate.

**Maraya Evans, NvFRW President**

### **32nd BIENNIAL CONVENTION**

**Friday, October 11, 2013**

**President's Roundtable and Committee Meetings**

7:30-8:30 AM

**NvFRW Executive Board Meeting**

8:30-9:30 AM

**NvFRW Fall 2013 Board of Directors Meeting – Valley Ballroom**

10:00 -12:00 AM

#### **Lunch on Own**

**First Plenary Session – Valley Ballroom**

1:30 – 2:40 PM

**Campaign Workshop**

3:00 – 5:00 PM

#### **Dinner On Own**

**Regents' Event (Regents, Guests & all Convention Attendees)**

6:45 PM in Lobby of Show Room

7:00 Premier seating at Nugget's famous "Gordy Brown Show"

### **Saturday, October 12, 2013**

#### **Breakfast on Own**

**Second and Third Plenary Sessions**

8:30 AM – 4:00 PM

**Cocktail Reception**

5:45 PM

**Banquet**

7:00 PM

### **Sunday, October 13, 2013**

**Memorial Service**

8:30–9:30 AM

**Incoming and Outgoing Executive Committee Meeting**

9:30 – 10:30 AM

**Golden Nugget Hotel & Casino - Las Vegas, Nevada**  
**129 E. Fremont Street, Las Vegas, NV**



## Nevada Federation of Republican Women CONVENTION REGISTRATION FORM

2013 Biennial Convention, October 11 - 13  
Golden Nugget Hotel & Casino – Las Vegas, Nevada

**This meeting is open to all NvFRW club officers, members and guests. We welcome you to meet women from across our state, to share the business of your Federation, your ideas and enthusiasm for our mission – to elect Republicans! Any questions call Sherry Dilley 775-267-3784**

Name \_\_\_\_\_  
Club \_\_\_\_\_ Position or Office \_\_\_\_\_  
Phone \_\_\_\_\_ E-Mail \_\_\_\_\_

**Full Registration for Delegates, Alternates, Members and Attending Guests:**

Early Registration: Received by September 30<sup>th</sup> **\$145.00**

Registration: Received after September 30<sup>th</sup> **\$160.00**

The registration package includes convention sessions, registration materials, meals (Saturday lunch, Saturday Dinner), voting materials, name badges and packets.

**Regents Event:** All Regents, Guests and Convention attendees are invited. Premier seating at group discount to the Nugget's famous "Gordy Brown Show." Reserve tickets now @ discount price of **\$25.00**.

Guests and elected officials are welcome to attend the following:

Saturday Lunch \$35.00 in advance \$40.00 on site

Saturday Banquet \$65.00 in advance \$70.00 on site

*Please note any dietary requests at time of registration:* \_\_\_\_\_

Registration: Name \_\_\_\_\_ \$ \_\_\_\_\_

Guests Names & Events: \_\_\_\_\_ \$ \_\_\_\_\_

\_\_\_\_\_ \$ \_\_\_\_\_

Regents event: Discount tickets at @ \$25 each \_\_\_\_\_ \$ \_\_\_\_\_

**REGISTRATION TOTAL (ENCLOSED) \$ \_\_\_\_\_**

**Make check payable to NvFRW and mail it and the form to  
Linda Colavechio, 1228 Kimbles Way Gardnerville, NV 89410**

## Election of Officers

### **TO ALL MEMBERS OF THE NEVADA FEDERATION OF REPUBLICAN WOMEN**

#### **Election of officers**

**At the October Convention there will be election of officers to the NvFRW Executive Board. The rules are as follows:**

**Article IV- Officers, section 1, Qualifications: Each elected or appointed officer shall be an active member in good standing of a club. A member in good standing shall be one whose current dues have been paid in accordance with the provisions of these bylaws and those of their club and who is not under disciplinary action. To be eligible for the office of NvFRW president a person shall have served at least two years as President of a Nevada Federated Club or two terms (4 years) on the board of Directors of the NvFRW. All other elected officers shall have served at least one year as an elected officer of a club.**

**The Offices are:**

**President  
First Vice President  
Second Vice President  
Recording Secretary  
Treasurer  
Chairman of the Nominating Committee  
Northern Director  
Southern Director**

**Please submit your resume (with a letter of intent as to the position you are running for) to the nomination committee. The deadline will be September 15<sup>th</sup>, 2013**

**Send to:  
Heidi Smith  
[prezheidi@hotmail.com](mailto:prezheidi@hotmail.com)  
(775) 8253313**

## Biennial Convention

### Nevada Federation of Republican Women 2013 Biennial Convention

October 11 - 13  
Golden Nugget Hotel & Casino  
129 E. Fremont St, Las Vegas NV

**Speakers:** One goal of the NvFRW Convention is to offer our attending members education in areas that could help elect more Republicans in 2014. The Democrats' Organizing for America mastered technology in the 2012 election. Their messaging including full utilization of all forms of social media aided them in grassroots organizing and getting out the vote.

The NvFRW is pleased to have a team of experts to help our party develop modern grassroots organizations and Get Out the Vote / communications. This is essential for the 2014 election and the 2016 Presidential election.



Michael Emerson and Dr. Joel Strom co-founded Dept 7 Production, producer of the Republican's' answer to the "throwing granny off the cliff" commercial by the opposition. Their motto is: "Where Madison Avenue and Hollywood Boulevard join forces to create effective conservative messaging." (More information on these speakers is included in this newsletter.)

**Regents:** Kay Butchko has a special treat for those Regents attending the NvFRW Convention. For \$25, Regents and their guests can attend the Gordie Brown show at The Golden Nugget Hotel & Casino. Impressionist, singer and entertainer, Gordie Brown is well known for his amazing comedy and celebrity impressions such as Arnold Schwarzenegger, Jack Nicholson, and Sylvester Stallone, as well as Las Vegas icons like Elvis Presley and Sammy Davis, Jr. Make sure to add this to your registration form.



Virginia Bear-Finnegan, 1st Vice-President of Southern Hills Republican Women, has offered to assist with some of the Convention duties. *Virginia will be handling the convention packets on my behalf. Please have any report or informational item you wish to go into the packet emailed to Virginia NO LATER THAN WEDNESDAY, SEPTEMBER 25, 2013. Any correspondence about the packets should go directly to Virginia at the following email address—* [virginiafaye@cox.net](mailto:virginiafaye@cox.net). Many of you will be attending the Louisville Convention just prior, so please try and get your report done before you leave!

**Hotel Reservations:** Code - GSDNVFR. The hotel asks that you reference the NvFRW Convention when making your reservation. The toll free phone number is (800) 777-4658, and the local number is (702) 385-7111.

Carson Tower: \$109/night plus taxes  
Gold Tower: \$129/night plus taxes  
Gold Tower Parlor Suite One-bedroom - \$185/night plus taxes

## Dept.7 Production



### Joel Strom

Joel L. Strom, D.D.S., M.S., Fellow at the Jess Unruh Institute of Politics at USC, is the author of the soon-to-be-released *Learn to Lead: Becoming the Best Political Leader You Can Be*. The book is a compilation of lessons he has learned from his numerous State grassroots leadership positions, including but not limited to:

- Senior Political and Health Care Advisor, Carly Fiorina for US Senate
- State Co-Chair for Rudy Giuliani for President
- RNC Delegate/Alternate Delegate/Whip/Spokesperson
- General Chair, Phil Kurzner for Insurance Commissioner
- State Coalitions Chair for Bill Jones for US Senate
- State Volunteer Chair, Bill Simon for Governor
- President and Founding Member, Republican Jewish Coalition, Los Angeles Chapter
- State Volunteer Chair, George W. Bush for President

As State Co-chair for Rudy Giuliani, he worked with Executive Director, Brent Lowder, to create a novel grassroots fundraising model that became the top donor team in California. Dr. Strom co-founded, Dept 7 Productions, a full service political media company. Department 7 combines Madison Avenue advertising talent with the genius of Hollywood to create award-winning productions such as their 2010 Gold Medal Pollie award-winning David Zucker spoof ad, "Call Me Senator."

Additionally, he is one of 7 founding members of the [National Board for Docs 4 Patient Care](#), a national organization of health care professionals united to help protect the doctor-patient relationship and reform our nation's health care system.

He is a regular speaker, focus-group participant and panelist on a wide variety of political topics and lectures widely including his political leadership course at USC Pharmacy School. After receiving his DDS degree from UOP School of Dentistry, Dr. Strom completed an NIH Post-Doctoral Fellowship at Columbia University Medical School where he also received an MS in Human Nutrition in 1981.

## Michael S. Emerson

If you're a fan of The History Channel, The Biography Channel, A & E or The Disney Channel, chances are, you're a fan of his as well.

While currently in pre-production on a series of new specials for A&E and The History Channel, Michael has completed work on the Emmy-Winning, critically acclaimed, ten hour mini-series "WORLD WAR II in HD," followed by the two-hour mini series "THE AIR WAR" and the seven hour mini-series "VIETNAM in HD".

He has also directed and co-produced numerous History Channel's award-winning, two hour television specials including "WHEN COWBOYS WERE KING", "HOLLYWOOD'S GREATEST VILLAINS", "70's FEVER" as well as the A&E, special, "CECIL B. DE MILLE" and "THE JAMES WOODS BIOGRAPHY" among others.

Michael began his media career in 1979 with the creation and hosting of the radio feature "FACE TO FACE", an issue oriented, nationally syndicated radio news program that aired Monday through Friday, on 126 stations in the United States and 697 stations in 41 countries around the world. In 1984, after some 1,400 broadcasts, he left radio to expand his horizons in the fields of television and feature films

Throughout his media career, he has been honored with sixteen (16) national and international awards for his film and television achievements as well as a being nominated for the Advertising Industry's prestigious Clio Award.

In addition to authoring the acclaimed book, "MASTERING the ART of MEDIA MESSAGING", his speaking and lecturing achievements have earned him an appointment as a "Visiting Faculty Member" at the celebrated, Leadership Institute in Washington, DC.

In addition to his work as an author, producer and director, Michael also has a passion for Public Speaking and lectures extensively on Media and its impact on our lives.

Michael is a member of The National Academy of Television Arts & Sciences.



# Honor Flight Program



**BOARD OF DIRECTORS**

Executive Committee:  
 Jon Yuspa, Chairman  
 Ken Santor, Treasurer  
 Kim Neiman, Col (ret)  
 Michael "Gunny" Rios

**LAS VEGAS HUB**

Belinda Morse, Lead  
 Richard Small, Fund Raising  
 Jim Brown, Team Lead  
 Katy Cole, Team Lead  
 Sue Morse, Team Lead  
 Dawn Walker, Team Lead

**MESQUITE HUB**

**HENDERSON HUB**

**WINNEMUCCA HUB**

**Honor Flight Nevada**

P.O. Box 21123  
 Reno, NV 89515  
 775.323.9955 North  
 702-530.8387 South  
 HonorFlightNevada.org  
 501(c)3 Non-Profit

1 April 2013

Lynne L. Hartung  
 Chairman, NvFRW Caring For America  
 1858 Deep Creek Drive  
 Sparks, NV 89434

***"Today, I feel like a King"***

*---WWII Veteran (how he felt on the Honor Flight trip)*

Dear Lynne:

There are no words to express how you and your Federation have helped to change lives. Over the past year Honor Flight Nevada has had an angel on our shoulders, called the Nevada Federation of Republican Woman.

Honor Flight was started in Nevada to honor our veterans for their service and scarifies they made for our *FREEDOMS* we all enjoy in this great country to this day.

Over the last year NvFRW's support has made it possible for at least 8-10 WWII veterans make this wonderful trip. In our area there are many great programs for veterans and the fact that you have been able to support our group in the manner in which you have is simply amazing.

I would like to invite you and your fellow NvFRW members to sign up as guardians on a future Honor Flight, and spend 3 wonderful days with these true American Heroes. You will get to see firsthand what your wonderful contributions mean to them and how they change their lives and those of their families and the community in whole.

You and NvFRW have helped changed lives in many ways and Honor Flight Nevada is truly grateful for you support.

On behalf of the Board of Directors of Honor Flight Nevada thanks you and NvFRW and remember what WWII veterans say "every day is a bonus".

Sincerely,

Jon Yuspa  
 Founder & Chairman  
 Honor Flight Nevada

## Caring for America

### NvFRW Caring For America Projects 2012-2013

#### Submission by the NvFRW to the NFRW Caring For America Committee

In 2012, the Nevada Federation of Republican Women approved a state-wide project with two components – both of which had their main objective to recognize and honor the veterans of World War II.

#### Honor Flight Nevada

The first objective was to support the Honor Flight Nevada project. This organization, though in existence in other states, was just being organized in Nevada. There were at least 126 World War II veterans who had already indicated that their desire to go on the Honor Flight to Washington DC to see the memorial established in their honor. The first flight was scheduled for October 2012.

In April 2012, the NvFRW Board of Directors voted to buy 500 patriotic wine/gift bags to sell to raise funds (see order blank). But the NvFRW did not just donate the net proceeds – the vote was to donate all the gross proceeds. The clubs purchased the bags from the Federation and those funds were to be donated to the Honor Flight Project. Eventually over 450 bags were sold and \$3,200 was donated from those funds. But the donation was augmented by an additional \$2,500 donation from the NvFRW Board of Directors. The President of the Honor Flight Nevada (see letter to Lynne Hartung), noted that 8-10 veterans were able to go to Washington DC because of the NvFRW donations.



Since the beginning of the project, there have been approximately 70 veterans flown to Washington DC by the Honor Flight Nevada organization. An additional two flights are already to be completed during 2013 – June from Reno and in the fall in Southern Nevada.

For those who have not heard about the program, all veterans are flown at no cost to them – that includes flights, hotel and meals. Most of the veterans are World War II age but some Korean War and Vietnam War veterans have also been included, especially when their medical condition might indicate a shortened lifespan. After each flight, members of the NvFRW were there to welcome the veterans home along with hundreds of other Nevadans including the Governor, Senator, and Congressmen.

## Caring for America (Continued)

The NvFRW Board of Directors invited the President, Jon Yuspa, to their 2012 Fall Board Meeting to tell them more about the project. As he thanked the NvFRW for the donations, he was surprised to be presented another check for \$2,500. His tears were reflected in Federation eyes throughout the room (in picture: Lynne Hartung, Caring for America Chair; Jon Yuspa, President of Honor Flight Nevada; and Maraya Evans, NvFRW State President).



When the Honor Flight Nevada scheduled a fundraiser in the north of the state, the President immediately contacted the NvFRW to help. The clubs in the Reno area sent the flyer out to all their members to help raise funds, attended the Memorial Day pancake breakfast; and some members volunteered to work alongside the members of the Honor Flight Nevada team.

One of our accomplishments is to help to advertise this wonderful program. With clubs throughout the state selling bags and talking about the project, we have been able to raise Nevada's awareness of the Honor Flight. And it has generated interest in those who did not know about the program to either go themselves or contact family members to apply. Many of our clubs have asked not only the officers of the Honor Flight Nevada organization to speak to their clubs but some of the veterans who have been on the flight have also been invited as guests of the clubs.

### **Mesquite Republican Women:**

Starting in 2012, they adopted the project as their club's Caring for America project. They made presentations to the local veterans groups and assisted WWII veterans in filling out their applications especially at Highland Manor, the local retirement home. They worked with the Veterans Service Officer (VSO) at the Mesquite Veterans Center, the local Rotary Club, and Jon Yuspa of the Honor Flight Program to assure that as many veterans as possible were informed of the program and able to sign up. MRW has been a very active partner in Southern Nevada to the Honor Flight Nevada organization.

In 2012, MRW raised and donated \$1,460 directly to Honor Flight Nevada. In addition they bought and sold 60 patriotic wine bags in support of the NvFRW donation. So far in 2013, \$4,078 in donations has been raised in Mesquite through the efforts of Mesquite Republican Women. On an ongoing basis, they have also committed a portion of their monthly Opportunity Drawing to the project.

In the spring of 2013, their members were instrumental in coordinating local activities for 6 Mesquite veterans chosen to participate in the May 3, 2013 flight out of Las Vegas. This included meetings in Mesquite and Las Vegas; a send-off gathering for the veterans on May 2 at the Mesquite Veterans Center; and a welcome home celebration May 5 at the Eureka Casino. The club was able to arrange for the proceeds of a charity dinner at the Eureka Club to be donated to Honor Flight Nevada.

Mesquite is now an Honor Flight Nevada hub that consists of Mesquite Veterans Center and Mesquite Republican Women. This will help to raise money for expenses associated with future flights for local veterans. They are working hard and looking forward to the second Las Vegas flight in September 2013.

## Caring for America (Continued)

### World War II Memorial Registry

But the Nevada Federation wanted to do more for World War II Veterans. The second component of the project was to make as many Nevadans aware as possible of another way to honor our World War II veterans. NvFRW members have been telling family members about the National World War II Memorial Registry, a method of recognizing the incredible sacrifice that the veterans made.

Family members can access the site and look up the registry to see if their family members have been registered on the site. If not, they can register their family member and eventually even post his/her picture to forever honor the veteran.

At the beginning, we recognized our job was to tell people about the Registry and we have been spreading the word for almost two years now. It is so gratifying to see someone's face light up when they realize they have a way to tell the world what their family member did. At one time, an NvFRW member asked another member to tell their friend about the project. She was so excited about the Registry that she immediately said she was going to tell her women's Air Force association about this project so they can honor even more veterans.

In addition to the state submission, the following clubs submitted their club's Caring For America Forms to the NFRW:

1. Active RW of Las Vegas
2. Boulder City RW
3. Douglas County RW
4. Fernley RW
5. Mesquite RW
6. RW of Las Vegas
7. Sierra Nevada RW
8. Sparks RW

### Fernley RW

### Connie Stevens

Our membership is holding steady at 26 members and 27 associate members. The members voted before our membership election for 2013 to add 2<sup>nd</sup> vice president to our elected officers list. Our Bylaws were reviewed, changed and were voted on to accommodate the change.

Peggy Gray was elected to that position and has done a wonderful job developing the foundation for this year and following years. With that change our 1<sup>st</sup> Vice President, Jane Lewis, has been able to devote her time to our speaker program. Jane is also the editor of our newsletter and she has re-designed our club membership brochure.

Our Achievement Awards Committee is finishing up

the details for submitting our entry to the NFRW. The committee, chaired by Peggy Gray, has reviewed the awards document line for line and we are very strong with what we have accomplished in the last two years. The committee suggested a couple of new programs that would make our club even stronger for the next cycle.

Now we wait. We watch the state legislative activity every day. What will the state look like after the session is over? How will our lives be affected. Our computers are ablaze sharing information and suggestions on who to contact with our comments.

Visit us on our website [fernleyrepublican-women.com](http://fernleyrepublican-women.com) or facebook Fernley Republican Women.

**News Release****Lynne Hartung****Leading by example: Amodei to return \$155,000 in unspent office funds to treasury**

Thursday January 24, 2013

FOR IMMEDIATE RELEASE Contact: Brian Baluta, 202-225-6155

January 24, 2013

**WASHINGTON, D.C.**— Congressman Mark Amodei (NV-2) today announced he will return approximately \$155,000 in unspent office funds to the U.S. Treasury to be applied toward national debt reduction. This represents nearly 11 percent of Amodei's budget for 2012. Last year, Amodei returned \$86,800 to the treasury or 18 percent of his prorated budget.

"While the President and Congress have thus far lacked the fortitude to take action to halt our ever-expanding \$16 trillion debt, I think it's important to lead by example and run a fiscally conservative office. My goal is to provide the greatest possible service to my constituents at the lowest possible cost to taxpayers," said Amodei.

Since Amodei was elected in September of 2011, he has supported provisions to cut his personal office's operating budget by 11.4%. He voted in favor of extending a pay freeze for Members of Congress and federal employees, and eliminated two vacant staff positions, one in his Washington, D.C. office and one in his Reno Office. Amodei also voted for the Balanced Budget Amendment and against the Senate's fiscal cliff deal, which raises \$41 in revenue for every dollar of spending cuts.

This year, Amodei voted for H.R. 6726, to eliminate pay increases for members of congress, the vice president, and federal employees, which were scheduled to occur after President Obama signed an executive order ending the pay freeze. The legislation would continue to freeze salaries of lawmakers and the nation's two million federal employees for the remainder of fiscal year 2013. The measure passed the House 287 to 129, with 55 Democrats voting with Republicans against the president's order.

"The last thing Washington, D.C. deserves is a raise," said Amodei. "The present administration vehemently opposes even the most modest spending cuts. And yet the President signs an executive order to give congress and the vice president a raise? We must start the job of returning to some semblance of fiscal sanity and it needs to start immediately."

***Lynne Hartung, Controller******KTVN Channel 2****4925 Energy Way**Reno NV 89502**Direct: (775) 861-4204**Fax: (775) 861-4205*[\*lhartung@ktvn.com\*](mailto:lhartung@ktvn.com)

## NFRW News Release

FOR IMMEDIATE RELEASE:  
March 12, 2013

CONTACT: Lisa Ziriak  
**495-596-3873** or  
[lziriak@nfrw.org](mailto:lziriak@nfrw.org)

### National Federation of Republican Women Urges Federal Government to Tackle Immigration Reform

*Adopts Resolution Calling for Guest Worker Program, Legal Status for Minors*

**ALEXANDRIA, Va.** – The National Federation of Republican Women (NFRW) is urging the federal government to expeditiously reform our nation's immigration system and to pass legislation and appropriate funds that will secure U.S. borders, create a viable guest worker program, and provide a path to legal residency or citizenship for those brought to this country illegally as minors.

The NFRW laid out its position in a resolution adopted by its board of directors on March 9. Read the full [resolution](#).

The resolution maintains that the federal government has "refused to commit the resources necessary to adequately secure our physical borders" and has "failed to modernize (our immigration) system with available technology." These failures have led to an increase in illegal immigration and an extremely dangerous border environment.

The resolution recognizes the need for a viable guest worker program that "documents guest workers and their families and requires them to pass health and criminal background checks, to be self-supporting, including the purchase of health and other required insurance, to pay taxes and to demonstrate a working knowledge of English in a reasonable amount of time in order to obtain permanent legal resident status."

In addition, the resolution urges the federal government "to expeditiously establish criteria for young people in this country illegally through no fault of their own to earn legal resident status or citizenship when they demonstrate English fluency and knowledge of American civics, comply with all health requirements, have no criminal record, graduate from an accredited high school, and pursue a college degree, trade certification or enter into military service."

The resolution was proposed by the Texas Federation of Republican Women, which put together a committee of members who spent close to a year methodically researching the issue and carefully drafting the language of the resolution. The committee heard from and evaluated the positions of experts, recent immigrants, business and land owners, advocates, adversaries and law enforcement officials.

"The NFRW is committed to being at the forefront of finding solutions to our nation's most pressing issues," NFRW President Rae Lynne Chornenky says. "We are pleased that our members spent significant time researching, studying and evaluating immigration reform proposals, and provided the framework for this resolution."

Founded in 1938, the NFRW has thousands of active members in local clubs across the nation and in several U.S. territories, making it one of the largest women's political organizations in the country. The grassroots organization works to promote the principles and objectives of the Republican Party, elect Republican candidates, inform the public through political education and activity, and increase the effectiveness of women in the cause of good government.

For more information about the NFRW, visit [www.nfrw.org](http://www.nfrw.org).

## Membership Message

As we all promote conservative values traditionally found within the Republican Party to grow membership within our respective clubs, a great tool can be found in the following message:

*I read an interesting letter to the editor last week which quoted an article by the Reverend William J.H. Boetcker. The letter writer, a former teacher of the classics, was so inspired and intrigued by the article that he cut it out and has had in his possession for many years. It is very timely and appropriate for the society we are sadly becoming today.*

### *“The 10 Cannots”*

*You cannot bring about prosperity by discouraging thrift.*

*You cannot help small people by tearing down big men.*

*You cannot strengthen the weak by weakening the strong.*

*You cannot lift the wage earner by pulling down the wage payer.*

*You cannot help the poor man by destroying the rich man.*

*You cannot keep out of trouble by spending more than your income.*

*You cannot further the brotherhood of man by inciting class hatred.*

*You cannot establish security on borrowed money.*

*You cannot build character and courage by taking away man’s initiative and independence.*

*You cannot help men permanently by doing for them what they could and should do for themselves.*

*These are basic truths ALL Americans should believe in and live by. Most conservatives have this belief system by way of their political affiliation within the Republican Party. But in order for the Republican Party to believe in its members, The Party must embody these truths, as well. I believe it behooves all of us to inform as many of those who do not know or believe these statements to be true. We have our work cut out for us. Thank you, Mr. Salvatore J. Lamagra, Sr., for sharing your treasured classic.*

**WOMEN = RESULTS****NvFRW SPECIAL PROJECT**

As many of you have probably heard, we are embarking on a special project not to just increase membership but also increase the Federation influence. There was a time when a phone call from any national or club president got immediate results. Numbers count when getting the attention of elected officials. The NFRW used to be the largest woman's lobbying group in the country. That got their attention.

The most important thing we need to do to be a force again is to bring in new members. If each of us brought in a new member we would double our membership right away. This isn't just an NvFRW project it is an NFRW project also. By this, we mean you need to contact all Republican women outside of Nevada that you know and encourage them to join their local club. No club for them, then ask them join your club. It does not matter where they live as long as they are a registered Republican. Go after your mothers, daughters, granddaughters, sisters and sisters in law. Be sure you ask your friends and neighbors.

Make our clubs more productive:

- Get more young people and business people to join.
- Maybe rotate meeting times---lunch or evening.
- Do more leadership training.
- Form youth cadets or something similar for girls too young to vote. Set aside an amount in your budget for this cause.

We would need committees for:

- A welcoming package for guests and then a follow up with them.
- Invite all Republican women in your area to join you – list from county GOP?.
- Researching ideas and their feasibility – e.g., what would make our meetings more exciting to new members.

Women Candidate Recruitments:

- We need to find women candidates and support them all the way to their filing for the primary.
- We could have a woman in place by the next election in two years.
- Can any of you think of women that would make good candidates for any elected office?

As part of our project, the NvFRW Board of Directors has invited the Leadership Institute of Washington DC for two (2) all-day campaign leadership trainings – one in Reno on November 1, one in Las Vegas on November 2. Details are on the attached registration form. It's only \$25 for not only our prospective candidates but those of us who want to help the candidacies.

**REMEMBER!**  
**WOMEN=RESULTS**

We can do this if we really want to change the election results instead of sitting back and letting the establishment keep losing for us.

For more information or to have Sherry come speak to your club on this project please contact:

Sherry Dilley  
775-267-3784



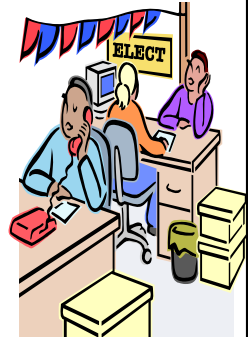
**NvFRW Training**

**Sherry Dilley**



**Nevada Federation of Republican Women  
Women=Results Committee Presents**

“Candidate and Worker Bees” Workshop  
As presented by:  
The Leadership Institute of Washington DC



**Open to all Republican Women**

Topics include: Deciding when to run, organizing a staff, fundraising, public speaking, and much more.

The cost is \$25.00 and includes lunch

**In the North** the workshop is: 9 am to 4 pm on Friday, **November 1, 2013**  
at ‘The Bosma Group’ Office, 401 Ryland Street, Reno

**In the South** the workshop is 9 am to 3 pm on Saturday, **November 2, 2013**  
at Spiedini Ristorante, in the Marriott, 221 N. Rampart Blvd., Las Vegas

For information contact: Sherry Dilley, [sherrydilley@charter.net](mailto:sherrydilley@charter.net)  
Or Linda Colavechio, [lrcal1@aol.com](mailto:lrcal1@aol.com)

Space is limited for both events so please register early.

Make check out to **NvFRW** and mail with the form below to:  
Linda Colavechio, 1288 Kimbles Way, Gardnerville, NV 89410

-----  
**Name** (print) \_\_\_\_\_ **Amount included \$**\_\_\_\_\_

**Phone number or email contact** \_\_\_\_\_

**Event location you will attend: Las Vegas or Reno** (circle one)

**Any special meal requirements?** \_\_\_\_\_

**Are you a club member?** Yes / No (circle one) **If yes, which club?**\_\_\_\_\_

**Club membership is not required to attend**

**Additional persons may be listed on the back**

**Mesquite RW****Sue Tribble Smith**

Mesquite Republican Women have been busy in 2013! Although it is tempting to feel discouraged about the political scene in both Carson City and Washington, D.C., our ladies are showing determination and commitment to building our organization for the future. After winning the NvFRW top Membership Award for 2012 club growth will be a challenge! But we are focused on keeping our elected officials accountable, and increasing our membership and treasure to win upcoming elections in 2014.

We were honored to have Maraya install our new board in December 2012; and to have Kay Butchko speak to us in January about Regents and Leadership Day. We had 12 members attend Southern Leadership Day. We were able to hire a van for the 1.5 hour trip from Mesquite. ("MRW Leadership day picture" near here)

Membership Chair Janey Castro spearheaded our attendance at Mesquite Off-Road event with a booth in February. Although the weather blew us away and closed things down early, it was a great "dry run" for the Clark County Fair in April. There we joined with three other southern clubs, Active Republican Women (ARW), Spring Mountain Republican Women (SMRW), and North Vegas Valley Republican Women (NVVRW), to have a booth under a beautiful new club banner designed by Gudrun Fruehling and donated by Joan Dimmitt, President of SMRW. While giving Republican Women a presence at the fair, we registered voters, talked with women about membership and had fun with our NvFRW sisters. ("Booth at CC Fair" here)

Mesquite Republican Women brought the Nevada Honor Flight project to Mesquite last year as our Caring for America project. Under the leadership of Chair Carol deGanahl and Immediate Past President Carol Klasen we are still heavily involved with our local veterans' groups in 2013: coordinating, raising money and helping 6 local veterans and 1 guardian participate in the May 3 flight out of Las Vegas.

We are looking ahead with enthusiasm to meetings over the next several months planned by Program Chair Debbie Schwob. Brenda Flank, Assistant Executive Director of the Conservative Alliance for Community Growth, will be with us in May. Plans are in the works for a panel discussion on Hispanic outreach with David Zavala and Zaira Valdovinos in the fall. We hope many of you will plan to visit us in Mesquite for these events as we hone our skills and work to strengthen our clubs and our communities for the future.

**Washoe RW****Ruth Ann Schwarze**

Washoe Republican Women started 2013 off with heavy hearts over the Presidential election; we all worked hard to get Mitt Romney elected and it was a terrible blow to lose. We did take solace in the fact that Dean Heller and Mark Amodei were re-elected to the United States Congress and that Greg Brower was elected to the Nevada Senate. Our members made phone calls, walked, stuffed packets and staffed offices as well as hosting fundraisers.

Phyllis Westrup, Washoe County Secretary, is a member of WRW and eight of our members are also on the State Central Committee. Three of our members are on the Washoe County Finance Committee, and thanks to everyone's hard work our Lincoln Day Dinner made the most money ever this year!

Three of our members ran for office last year and one of them, Marsha Berkbigler, was elected to the Washoe County Commission. We are now working to encourage more young people to run for office. Two years ago we donated funds to help start the UNR College Republicans and this year their Faculty Adviser is Patricia Miller, a new member of our club. Patty worked hard on the Romney Campaign and like everyone else was crushed when he didn't win. Instead of giving up she decided to work even harder, and advising the College Republicans was a perfect fit for her. Our club donates two lunches at each meeting for these great young people and many of our attendees also sponsor them for lunch. At the first meeting they attended, two of the young women came up to me and asked what they could do to help us!

On April 17th our special guest speakers will be Sue Lowden and Sherry Dilley. Sherry is encouraging more women to run for office and Sue will be speaking about her experience as a woman in politics, as well as on Maggie's List. We are very pleased that our 1st Vice President, Lisa Krasner, is going to be running for office here in Washoe. Lisa is a Constitutional lawyer who does know the Constitution, unlike someone else I will not name... She is a young mother dedicated to her family and her country and is a wonderful representative for all Republican women. Washoe Republican Women are very proud to have her as a member and as one of our 1st Vice Presidents.

Last year Palkin Zed set up our Website and this year Sylvia Meyers became the Editor of our First Newsletter. I could be biased but I love our Newsletter!

As always, WRW is a strong supporter of our Veterans and we continue to be proud of our support for our member and Veteran Advocate Linda Haigh and the Adopt a Vet Dental Program. Linda works tirelessly for these poor vets and it is our privilege to help, by having an annual fundraiser, by recruiting dentists to volunteer and by hosting parties for the poor veterans at the Carville apartments. This year WRW member Kim Bacchus, Chairman of the Doctors Spouses Rummage sale once again donated clothing, bedding and towels from the sale to the Veterans. She has also convinced the Doctor's Spouses to donate funds to the AAVD. Linda started her program for the Vets with four dentists and she now has 74 participating!

Many of our members and husbands joined Georgia Navarro in front of the Courthouse in Reno on March 30th to Celebrate Vietnam Veterans Day. We all had a WONDERFUL time waving flags and holding up signs. Lots and lots of cars made it a point to drive by and wave and honk, one man walking by even stopped to join us for a while.

I am so honored to be the President of such a fine, dedicated group of women, women who strive every single day to do their best for their families and their Country.

## Assembly News

Darryl Ann Sulliman

It began when I was given an Invitation to join Senator Barbara Cegavske!

Virginia Bear Finnegan, Lynn Armanino, Rana Goodman and I traveled to Carson City March 28<sup>th</sup>. Rana is one of our SHRW members, our Legislative Chairwoman and a Lobbyist. We left Rana at the legislative building so she could 'protect our interests'.



Assemblywoman Michele Fiore invited us to join her during the Legislative Session. I felt honored to be a part of the session on March 28<sup>th</sup>. I was able to speak to our Governor and meet many of our legislators. U.S. Senator Dean Heller was introduced by Lt. Governor Brian Krolicki. The 'pomp and circumstance' creates a wonderful aura for anyone privileged to be 'on the floor' to observe our political process and legislative leaders.

We joined a large group of Democrat and Republican Women for an 'informal gathering' of dinner at a lovely restaurant on Thursday evening. We clipped our nails and put our best 'face' forward as we chatted with many Democrat women. The goal of this joint meeting was to learn how we can help recognize, recruit and retain women who are interested in serving the people of Nevada by securing an office at the local, state or national level.

Senator Barbara Cegavske invited Republican Women to a breakfast that was co-sponsored by Assemblywoman Bustamante Adams. "Getting Ready to Run" was presented by Lisa Mayo and the 'Next Step' was presented by Erin Bilbray-Kohn. These women hold seminars to assist women who wish to run for an office. There will be a meeting in Las Vegas for Republican women in the near future and I know you will enjoy participating in the program. Rana and I were seated with Kate Marshall who serves as our State Treasurer and Attorney General Catherine Cortez-Masto. Marilyn Kirkpatrick was recognized by all in attendance. She is the Speaker of the Assembly and a Past President of Girl Scouts of America.

I would encourage you to visit our capital and to make advance plans to visit with your Legislators. Senator Cegavske was elected to the assembly in 1997, served on the Finance Committee and was elected to the Senate in 2004. Her interests include serving as Vice Chair of the Education Commission and Council to Establish Academic Standards for Public Schools.

Please consider spending a day at the Capital. Surround yourself with the information and power that you have as a leader of your neighborhood and community and that is offered to you at a state level. Southern Hills Republican Women's Club offers you the support you would need to 'get ready to run'.... and Senator Barbara Cegavske's efforts to promote women in government will empower you to take that 'next step'.....

I enjoyed my visit to Carson City and encourage you to reach out and get involved.

**Mesquite RW****Sue Tribble Smith****Rationale for Positions on Guiding Principles****WE DO NOT SUPPORT**

- ◆ Any additional taxation to the people or businesses of Nevada.
  - \* Already extended the tax increases in 2012 session.  
\$237M in payroll taxes, \$60M in business licenses, \$265M in sales taxes.
  - \* Nevada is the 4th highest taxes state in the U. S.
  - \* \$10M in unfunded liability in Public Employees Retirement system.
  - \* State needs to make tough decision by prioritizing and reducing costs.
  
- ◆ Deferring the education reforms passes in the last session.
  - \* Trying to defer until election hoping Sandoval will lose.
  - \* Teachers need to be held accountable. The compromise on the reforms bill only addressed:
    - \*\* 1 to 3 year probation before granted tenure
    - \*\* Teacher performance when making layoffs
  
- ◆ Gun sales tied to mental health or additional fees/taxation to support mental health.
  - \* HIPAA (Medical Privacy Act) precludes others from getting health care information; how can gun dealers get this information when relatives and spouses can't?
  - \* Just another way to raise taxes which avoids the issue of spending/taxation.
  
- ◆ The State paying for the building and administering the exchange(s) under Healthcare Reform.
  - \* No one has any idea of the real costs—either now or in the future. The State needs to do its homework first.
    - \*\* Projections range from \$5M to \$50M on cost to administer exchange. Similar ranges up to \$50M to build the exchanges.
    - \*\* Federal guidelines increase those eligible for Medicaid 133%, not 100% of the poverty level. Some estimate an additional \$78,000 people will qualify for Medicaid, but applications have already exceeded the estimated numbers.
  - \* Real reforms need to be determined and implemented before the State accepts responsibility for all administrative costs and some medical costs in the future.
  
- ◆ The State legislators deciding social issues, such as gay marriage, smoking ban. The voters should decide, regardless of the outcome.

**WE DO SUPPORT**

- ◆ Joining with the other Republican governors opposed to the Exchanges and requiring reforms before implementing any Exchanges.
  - \* Doctors and facilities need reasonable/fair reimbursements, especially from government-sponsored plans. Nevada already has a shortage of doctors.
  - \* Need to maintain taxpayer choice, such as Medicare Advantage and other alternative plans.
  - \* Medicaid participants need to be required to pay some portion of their bills as all others do. At least they need a bill to see the actual cost of the services. Currently, they get nothing and have no idea of the costs.
  - \* Need to identify real solutions to monitor and resolve fraud in the system, especially the government plans.
  - \* How will they ensure people here illegally are not provided these services?
  - \* Need to address frivolous lawsuits.
  - \* Need to address the pharmaceutical industry and rising drug costs.
- ◆ Reducing/eliminating unnecessary restrictions on licenses and other requirements that strangle business and economic growth, such as the prevailing wage.
- ◆ The voters should decide social issues, not the legislators.
- ◆ Maintain some equity of services between the large cities and the rural areas. Setting up centers of excellence in different areas, not just Las Vegas and Carson City.
  - \* If exchanges are only built in Las Vegas and Carson City, this will not do the rural citizens any good, especially without a transportation system.
  - \* Justices of the Peace should not be eliminated in rural areas. They can perform certain functions without clogging up the bigger courts and without everyone having to go to Las Vegas in Clark County.
  - \* As it occurs today, most of the people who live in the rural areas are excused from any jury duty because of the distance and cost associated with serving, in Las Vegas, for example. This also diminishes the jury pool and defendants the opportunity to be judged by their peers.

## Memo

**To:** Nevada Federation of Republican Women (NvFRW)  
**From:** Paula Farrell, Legislative Chair  
**CC:** All Clubs  
**Date:** August 23, 2013  
**Re:** Legislative Guidelines to Legislators

As many of you know, you cannot read or react to every piece of legislation that the 2013 Nevada State Legislators may address. However, we can address many of these bills by developing a set of guiding principles as a part of our overall strategy to influence the legislators to pass bills that are consistent with our values. Summarized below are what WE BELIEVE Nevada Republican Women do & do not support, which should serve as guiding principles when the Legislators consider any bill on behalf of the People of Nevada.

You may choose to expand on these principles; send them one at a time or all together without explanation to the various legislators. (See my attached document with reasons for the positions.) This approach, however, will not replace some of the actual bills that we each want to target, and comment on, but may be more beneficial & efficient to the legislators in knowing our overall position.

### WE DO NOT SUPPORT:

- Any additional taxation to the people or businesses of Nevada.
- Deferring the Education reforms passed in the last session.
- Gun sales tied to Mental Health or additional fees/taxation to support mental health.
- The State paying for the building & administering the Exchange(s) under Healthcare Reform.
- The State legislators deciding social issues, such as gay marriage.

### WE DO SUPPORT:

- Joining with the other Republican governors opposed to the Exchanges and requiring reforms before implementing any Exchanges.
- Doing your homework on the Exchanges to determine real costs & need.
- Reducing/elimination unnecessary restrictions on licenses and other requirements that strangles business & economic growth, such the prevailing wage.
- The voters should decide social issues, not the legislators.
- Maintain some equity of services between the large cities and the rural areas. Setting up centers of excellence in different areas, not just Las Vegas and Carson City.



**NFRW**  
NATIONAL FEDERATION  
OF REPUBLICAN WOMEN



## *NFRW Membership Committee*

### **NFRW CLUB MEMBERSHIP RETENTION**

For all NFRW clubs, recruiting new members is a priority for success. But does your club recognize that retention of members is just as important as recruiting new members?

You've heard the saying: **"A bird in the hand is worth two in the bush."** This is true also for our NFRW Clubs - it will take two new members to grow your club when the club loses a current member. Although recruiting new members is certainly important, it is equally as vital to maintain your membership in order that your club can thrive.

Many clubs may not realize that they are losing members until meeting attendance has declined. And some clubs only start retention efforts when renewal letters go unanswered in January. Is that your club?

So the question is when should your club's member retention efforts begin? **Immediately! The first day a member joins!** Recognize that first year of membership is critical. So what can your club do to retain the new as well as the current member?

#### **Welcoming the New Member**

New members need to feel included and welcomed as soon as they join the club

- Orientation – New members want to know about the club and the organization that they have joined. Does your club provide the new member with a welcome packet?
  1. Does it include a personal welcome letter from the President thanking the new member for joining?
  2. Does it give the new member an idea what the NFRW is, its mission, the benefits of belonging, and its projects?
  3. Does the packet provide the list of current officers and contact information?
  4. A membership directory with committee assignments and responsibilities?
  5. The club bylaws and a history of the club? Information about Club goals and projects?
  6. A copy of the latest newsletter – club, state & NFRW? Information on the State Federation including bylaws?
- Mentor Program – Does your club have a mentoring program to help new members during their first year? Remember the first year can be a very confusing, bewildering



experience and as such, the mentor can make the difference in renewal or the new member leaving

1. The mentor, a current member who is active in the club, can help the new member to understand what the NFRW and the club accomplish in the American political process.
  2. The mentor can introduce the new member to other members and help the new member to become actively involved in the club.
- Communication with the new member is vital. There's no such thing as too much communication!
    1. Demonstrate personal interest in the new member; pay attention to attendance and follow up with new members with a personal phone call.
    2. Make sure that new members are immediately added to your member lists to begin receiving club bulletins, club and state federation newsletters and other messages. Follow up with the members to ensure that they are receiving these communications.
    3. Ask new members where their interests lie. Some clubs add this to the initial application but get disappointing answers back. Remember that this is a new member – she does not yet know the club and what she might be interested in. Ask her again after being a member and then get her signed up on a committee as soon as possible. Once a person joins, it is very important to keep them engaged to find value in their membership.
    4. Reach out to your new members with targeted communications during the first year that would include information on specific programs that might be of interest to them. Club officers should make an effort to communicate personally with new members at least four times during their first year.

### **Retention of Members**

A member will pay her renewal dues only if she feels she is receiving value for her time and money. So how can your club make your retention efforts successful?

- Our members join an NFRW club to learn about the political process and to become involved in it.
  1. Our clubs, our activities, our projects should reflect the mission statement of the NFRW. Why are we part of the NFRW? What is our mission? Are our programs, our speakers, our communications developed to help its members understand and fulfill the NFRW mission?
  2. Make sure your members enjoy your Club and are having fun -don't let your club's activities, fundraisers, and meetings become stale.

3. Do your officers regularly talk to the members about the NFRW and your State Federation? Do the officers and members know what can be found at both your State Federation's website and at [www.nfrw.org](http://www.nfrw.org)?

- Communicate!

1. Communicate with members regularly via newsletters, email, updates, etc - email and today's social media make inexpensive and easy ways to keep communication lines open.
  - a. Encourage members to provide an email address for the ease of communication. But, for some members, email is not available so don't forget to stay in touch with those members too.
  - b. If you are a club officer, network with ALL your members. Keep up to date contact information for all members. Is your monthly announcement list kept current with new members?
  - c. Has your club treasurer provided current address and email information to the State Federation so the member can receive both State Federation and NFRW communication?
  - d. Keep an up-to-date calendar of events on your website and in your publications.
2. If you are a club officer, network with ALL your members, not just the Executive Committee. Before meetings, club officers should walk around the room - make both members and visitors feel welcome.
3. Try surveying your members at the beginning of the year. This survey can cover what members like, dislike and what topics would be most helpful to them from a program; and what events and volunteer opportunities might interest them, etc. To keep members, clubs must find out who members are, understand their expectations and make every effort to serve them well.
4. If you can't figure out why certain members are not participating, contact them! Reach out to them and ask them to get involved. Many will not have time to act as a committee chair, but would be happy to take on one small project per year.

- Ask Current Members to be Mentors – This program is not only good for the new member but being a mentor will also get and keep current members more involved in club activities.

- Say thanks.

1. Recognize and say thank you to your members for attending.
2. Give a public thanks to members who have volunteered as an officer or committee; for working on fundraising or Caring for America projects. Recognition can make the difference in a member stepping up again.

3. Always make members aware that they are appreciated – recognize birthdays with cards or notes or recognition of membership anniversaries (1, 5, 10, 20 years).
4. Institute a thank you column in your news letter or magazine to recognize members for their leadership and involvement.

### **Time for Renewal**

- Renewal notices should be sent on a timely basis but make sure that the renewal notice gives the member a reason for renewing:
  1. Letters that just ask for renewal dues do not particularly inspire members to come back for another year!
  2. Say thank you for being a member.
  3. Summarize what the club has accomplished during the last year – its speakers, its functions, and its fundraising efforts. Remind the member of how the club helped the community through its Caring for America and Literacy projects.
  4. Tell them what the club is planning for the following year – let her know the club needs her commitment for the next year to achieve even more, to make a difference in her community.
- Contact non-renewals immediately.
  1. Send a "We Miss You and Want You Back" letter.
  2. Call the member and ask why. LISTEN to her concerns and make a note of them to provide to the President but also be sure to ask her to reconsider.
  3. Have your Club President send a note or call the member and ask her to reconsider again and address her concerns. Additionally, be sure to let her know that the Club values her membership and wants her to continue to grow with you. Make sure you exhaust all three of these methods before giving up. The personal contact always has tremendous power in retention.
  4. Sincere follow-up leaves the member with a good impression of the Club and the former member will be more likely to renew in the future. Consider sending them an Exit Survey. This may help you determine why you are losing members.
- Revisit your old member lists and reconnect with members who have dropped in the past five years. Send them “We miss you” post cards or emails, an invitation to an event, etc.

### **Is your club successful at its membership retention efforts?**