

# Woman's Life<sup>®</sup> Connection

Chapter Officer Newsletter of Woman's Life Insurance Society<sup>®</sup>

Summer 2011 Vol 4 Number 2

## introducing... new favor items

The following new favor items are available beginning June 1st:

### Woman's Life Scarf

Custom-designed silk scarf featuring the Woman's Life signature swirl on a black background. (10" x 54")  
\$17.50/each

### Flexi-Vase

Folds flat for storage, fill with water and flowers to add a touch of color to your table or display.  
\$2.15/each

### Diva Mirror

Tuck into your purse... perfect for touch-ups on the go.  
\$1.00/each

Photos of all favor items are available on the ChapterWeb. Always be sure to use the current version of the Chapter Promotion Items Order Form (F-204), available on the ChapterWeb, or in the Leadership Guide at [www.womanslife.org](http://www.womanslife.org), or call Chapter Development.

## bag of cash challenge update

Chapter Officers...have you heard the criteria for the Annual Bag of Cash Challenge has been revised? Previously the challenge required all C-36 Monthly Treasurer's Reports to be submitted within 30 days following the end of the month. The new revision requires that all C-36s through December of the bonus year must be received by Chapter Development no later than January 31 of the following year. This should relieve some pressure regarding the Bag of Cash Challenge!

Please do keep in mind if your Monthly Treasurer's Report is 30 days or more past due, your chapter's access to Woman's Life financial support programs will be in jeopardy until they are brought up to date. This includes Matching Funds and Volunteer Service Grant checks.



## new c-36 now available

In April, 2011, a new Treasurer's Report (C-36) was unveiled. All chapters are asked to use the new form, C-36 04/11. The newest version can be found on the ChapterWeb for electronic submission, or a hard copy can be printed from the Leadership Guide on the Woman's Life website, or contact the Chapter Development Department to have a supply mailed to you.

Also available are updated instructions for completing the new Treasurer's Monthly Report (C-36i). Please review both the updated instructions and the report.

As always, details are important. Details on specific financial entries, as well as on chapter activities, other than a monthly business meeting, are required. Quarterly Activity Awards are earned based on information provided on your



Chapter 830 Port Huron, MI  
Treasurer, Cheryl Frank &  
President, Shelly Miller

chapter's monthly C-36. The annual bonus is based on this information as well, so don't miss out ... report all Woman's Life chapter meetings and events.

Please pay close attention to the In-Kind Donations section. If your chapter collects and donates In-Kind Donations, this section must be fully completed.

Don't hesitate to contact the Chapter Development Department at any time if you have questions.

## new chapters chartered

We are pleased to announce the chartering of the following new Woman's Life Chapters.

**Chapter 860 Flint, MI -- Charter officers:** President Carla N. Ross, Secretary Linda Smith and Treasurer Kay Buford. The Flint chapter was chartered on January 17, 2011 with thirteen members.

**Chapter 855 Memphis, MI -- Charter officers:** President Diana Zhang, Vice President Renee Manchik, Secretary Margaret Guoin, Chaplain Kathleen Mianecki and Treasurer Margaret Dehring. The Memphis chapter was chartered on January 21, 2011 with ten members.

**Chapter 859 Bad Axe, MI -- Charter officers:** President Lori Leppek, Secretary Renee Morell and Treasurer Karen Heleski. The Bad Axe chapter was chartered on March 7, 2011 with ten members.

**Chapter 865 Southfield, MI -- Charter officers:** President Joyce Snodgrass, Secretary Gwendolyn Owens and Treasurer Patricia Moncrease. The Southfield chapter was chartered on March 16, 2011 with ten members.

**Chapter 862 Dearborn, MI -- Charter officers:** President Paula Ratchford, Vice President Vicki Bohannon, Secretary's Luvina Morgan and Cheryl Thomas, Chaplain Dawn Baylis and Treasurer Christine Evans. The Dearborn chapter was chartered on March 29, 2011 with ten members.

**Chapter 863 Ypsilanti, MI -- Charter officers:** President Michelle Robinson, Vice President Nita Specht, Secretary Charice Hawkins, Chaplain Greshonda Hands, Auditor Brigitte Jackson and Treasurer Lolita Nunn. The Ypsilanti chapter was chartered on April 1, 2011 with eleven members.

**Chapter 853 Deckerville, MI -- Charter officers:** President Jennifer Rabideau, Secretary Jennifer House and Treasurer Suzanne Janowiak. The Deckerville chapter was chartered on April 5, 2011 with ten members.



Chapter 855 Memphis, MI

## a few words about... graphics, photos, artwork & logos

With images so readily available online, it's very easy to find, copy and paste a wide variety of pictures, logos, etc., to jazz up flyers, websites and other promotional pieces. However... just because you CAN, does not mean you SHOULD.

Not all photos are free, even if you find them on Google. It's possible to find (and lift) photos that may appear to be free, but in fact are copyrighted and require payment to the image owner for each use. Most organizations' logos are trademarked and cannot be used without the express, written consent of the organization itself for each instance. (This includes the Woman's Life logo, by the way.)

Recently, a Woman's Life chapter innocently copied and used an image from the internet only to find out later that the image was owned by someone else. The end result was the chapter was fined a substantial amount of money, which was devastating to their chapter treasury. Don't let this happen to your chapter.

Be certain that you are always, only using images you have permission to use. If you have Microsoft Word, you have a tremendous amount of free ClipArt right at your fingertips which can be used for most applications. If you feel you need to use someone's actual logo, be sure to get permission, in writing, before doing anything with it at all.

Copyright laws are very strong and the consequences of breaking them can be very serious, even when your intentions are the purest.

# Benefit Member Chapter Contest!

**Objective:** To grow Benefit Membership in each chapter throughout Woman's Life!

**Why:** Because Benefit Membership does have its advantages... not only for the member, but also for your chapter... Woman's Life is encouraging chapters to promote Benefit Membership to its social members, potential new members, family and friends.

**Grand Prize:** An all expense paid trip for two members of the winning chapter to the 2011 Girlfriends' Getaway. The Girlfriends' Getaway will be held on September 24 & 25 in Battle Creek, Michigan! The trip will include transportation, lodging and event registration expenses.

**Determining the Winner:** It's simple – The chapter adding the most Benefit Members during the contest will be the winner. In the event of a tie, we will draw for the winner.

## Program Guidelines:

- Contest period: May 1, 2011 through July 31, 2011.
- A new Benefit Member is a person who applies for a life insurance or annuity plan during the contest period and takes delivery of their new plan prior to August 31, 2011.
- Social members who purchase a life insurance or annuity plan will be considered a new benefit member for the purpose of this contest.
- Existing benefit members who purchase additional financial products during the contest period will be considered as a new benefit member for the purpose of this contest.
- Existing benefit members who transfer into your chapter during the contest period will not be considered as a new benefit member for the chapter.
- A chapter must add a minimum of three new Benefit Members to qualify for the Grand Prize.
- The winning chapter will select the two members from its chapter who will attend the Girlfriends' Getaway.



# Girlfriends' Getaway!

September 24 & 25, 2011  
Holiday Inn ~ Battle Creek



**G**irlfriends...it's time to get away, relax and have a blast with your Woman's Life friends!! We'll kick the party off on Saturday afternoon and enjoy a weekend filled with great music, new adventures and plenty of girlfriend fun together! Your per-person package price\* includes one night stay at the Holiday Inn, Battle Creek, MI and:

## Saturday:

Cocktail Reception & MOTOWN MADNESS/DINNER EVENT!

Get all gussied up in your glitziest, flashiest Motown apparel, enjoy a fabulous three-course meal, and boogie down with the HITSVILLE REVIEW BAND!!

## Sunday:

Southern Exposure Herb Farm ~ Tour the Farm & Grounds  
Gourmet Lunch

Create an Herb-Inspired Gift to take with you

Registration will begin July 1. Space is limited, so register early to avoid disappointment. Girlfriend...we'd miss you if you didn't attend!!

\*Pay one price:

Double occupancy: \$200/person

Triple occupancy: \$180/person

Quadruple occupancy: \$170/person



# news you can use

## is your chapter website sanctioned?

The Chapter Website Bonus was created to encourage chapters to promote their activities and accomplishments through their own customized website. Please note that only Woman's Life sanctioned chapter websites are allowed. Other non-sanctioned websites created independent of the Woman's Life website design tool are not allowed.

Woman's Life provides a basic website design tool to assist chapters in the creation of their own chapter websites. The tool includes a standardized home page while allowing the chapter webmaster the opportunity to customize the site with additional pages and chapter-specific information and photos.

Chapters that are interested in creating their own sanctioned website should first assign webmaster duties to a member of their chapter. The webmaster's name should be communicated to the Chapter Development Department. Once security has been updated, the webmaster can logon to the ChapterWeb and begin the design process.

Once your chapter's website is complete, the one-time \$100 Chapter Website Bonus will be paid along with the next Quarterly Activity Award.

## woman's life logo usage

Usage and placement of the Woman's Life Insurance Society's logo is determined by Home Office.

The Woman's Life logo cannot be used to promote your chapter or chapter events without express consent from Home Office for each instance. This includes any ads placed in programs or newspapers, posters, banners, flyers, signs or apparel (other than from Lands End).

The Society's logo should not be used on chapter Facebook pages or other internet sites created to promote your chapter and/or chapter events.

Please keep in mind that all chapter advertising using the Woman's Life name must be approved by Home Office in advance of placement, whether it includes the Society's logo or not. As a Fraternal Benefit Society and life insurance provider, Woman's Life is subject to legal rules and regulations related to advertising that we must follow to stay in compliance.

If your chapter is currently using the Society's logo without specific approval, please remove the logo from use. If your chapter is considering using the logo in any form of advertising, or if you have any questions, please contact Karen Deschaine in the Chapter Development Department for assistance.

## Woman's Life webinars...tools for your tool box

The Chapter Development Department has created a series of webinars that are intended to make being a chapter officer a little easier! The best news of all is the live webinars have been recorded and are available on the ChapterWeb. Webinar topics include:

- C-36 Treasurer's Reports,
- Woman's Life National Cause ~ Answering the Call to Fight Homelessness and Hunger in America,
- Keeping the Fun & Frivolity in Your Chapter Meetings, and
- Promoting the Good Works of Your Chapter.

Simply log on to the ChapterWeb, click on the Forms/Instructions/Webinars link, scroll down to the bottom of the page and choose the webinar you would like to view. Each webinar is less than 30-minutes yet offers useful information. A lot of information in a short period of time. It doesn't get any better than that!

## Woman's Life Connection



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**Woman's Life Insurance Society**<sup>®</sup>  
A Fraternal Benefit Society

## answering the call

### how you can help

The challenges of homelessness and hunger may seem insurmountable, but there are things your chapter can do right in your own community to help. Here are a few suggestions for volunteer opportunities. For more ideas, visit the National Cause page on the Woman's Life website: [www.womanslife.org](http://www.womanslife.org).

- Donate money. Because food pantries purchase food in mass quantities they can often purchase food less expensively than we can.
- Grow a vegetable garden and donate some of the vegetables.
- Plan a meal, purchase ingredients and prepare food for residents of a homeless shelter.
- Donate fast food gift cards.
- Collect items for infants and small children such as diapers, baby food and toys.
- Donate transit tickets, such as city bus tickets, to a homeless shelter.
- Volunteer to work at a homeless shelter. There is a lot of behind the scenes work such as administrative support, preparing food and distributing clothes.
- Contact the agency that you wish to support and ask them what their specific needs are.

## Woman's Life Connection

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