

Soroptimist International of the Americas



**CELEBRATING 91 YEARS
Of
MAKING THE DREAM WORK**

**Soroptimist International of the Americas
91st Southern Region Conference
Marriott - Hollywood Beach Florida
April 28 – 30, 2017**

Official Call to Conference

**91st Southern Region Conference
Marriott Hollywood Beach
Hollywood Beach, Florida**



April 28– April 30, 2017

Denise Held

Governor 2016-2018



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**Soroptimist International Theme
“Educate to Lead”**

**Soroptimist International of the Americas, Inc. Theme
“Best for Women”**

**Soroptimist Southern Region Conference Theme
“TEAM WORK MAKES THE DREAM WORK”**



Clubs of the Southern Region

District I

Boca Raton/Deerfield Beach, FL
Coral Gables, FL
Davie, FL
Greater Ft. Lauderdale, FL
Homestead, FL
The Palm Beaches, FL
Pompano Beach, FL
San Juan, Puerto Rico

District II

St. Lucie, FL
Stuart, FL
Tampa, FL
Pinellas County, FL
Greater Daytona Beach Area

District III

Atlanta, GA
Montgomery, AL
Tuscaloosa, AL
Huntsville, AL
Music City Nashville, TN



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SOUTHERN REGION BOARD

2016-2018



Denise Held
Governor



Caroline Williams
Governor-Elect



Cathy Iho
Treasurer



Yvette Doherty
Secretary



Kathy Blanton
District I Director



Michelle Strawser
District II Director



Karen Karpinski
District III Director



Patricia McCay
Parliamentarian



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The 2017 Southern Region Conference is hereby called to meet in beautiful Hollywood Beach Florida for the purpose of transacting such business as may be on the agenda or may properly come before the conference.

Region Conference Chair

Yvette Doherty - SI Homestead, FL

Conference Committee

**Finance & Registration - Treasurer Cathy Iho—SI The Palm Beaches, FL
Kim Champion - SI Boca Raton-Deerfield; Debby Diaz – SI of Coral Gables**

Official Visitor Host - SI Huntsville, AL

Program Ad Sales

Caroline Williams, Governor-Elect & Skye Kent - SI Tuscaloosa

Leadership Development

Governor-Elect/Chair Caroline Williams – SI Tuscaloosa

District Directors

**District Director I Kathy Blanton, SI Davie, FL
District Director II Michelle Strawser, SI Tampa, FL
District Director III Karen Karpinski, SI Music City Nashville, TN**

Bylaws & Procedures Chair

Past Governor Mary-Jo Horton—SI Stuart, FL

Membership Chair

Adrienne Griffitts—SI Homestead, FL

Fundraising Chair

Chair Ms. Skye Kent – SI Tuscaloosa, AL

Public Awareness Chair

Chair Susan Coyle, SI Davie, FL

Program Chair

Chair Laurie Connor – SI Homestead, FL

Technical Services—Yvette Doherty & Family, SI Homestead, FL

“Celebration of Life” - SI St. Lucie, FL

First Timers’ Recognition - SI Davie, FL



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Dear Southern Region Members,

How awesome is it to know that today we can make a difference. It may not be an Oprah Winfrey or Angelina Jolie difference but we make a difference every day in the lives of women and girls. It is empowering to be a Soroptimist. It is inspiring to know that we are all contributing to the collective impact of improving the lives of women and girls. I am proud to be a Soroptimist. I am proud to work with the women of my club, with the women in this region, and with the women across the world to make a difference each day.

I am honored to be a part of the SIA 91st annual Southern Region Conference. We have so much talent and so much power amongst our more than 405 members. When I think about the perfect getaway, I can't help but picture myself on the beach enjoying the sunny warm weather and enjoying friends. That is what I hope we can deliver to you at the 91st annual SIA Southern Region Spring Conference in Hollywood Beach Florida.

Our Official Visitor this year is Dana Martin, Laws and Resolutions Chair of the SIA Board of Directors from British Columbia (Western Canada Region). Dana is also one of the five candidates running for 2016-2017 President–elect of SIA. She is passionate about her commitment to the Soroptimist mission and her enthusiasm for both our mission and her work comes through every time she speaks. I know that you will enjoy both her presentation and her visit with us.

Sincerely,
Governor Denise Held

Making a Difference

A woman was walking on the beach one morning after a storm. In the distance, she could see someone moving like a dancer. As she came closer, she saw that it was a young woman picking up starfish and gently throwing them into the ocean. “Young lady, why are you throwing starfish back into the ocean?” “The sun is up, and the tide is going out, and if I do not throw them in they will die,” she said. “But young lady, do you not realize that there are many miles of beach and thousands of starfish? You cannot possibly make a difference.” The young woman listened politely, then bent down, picked up another starfish and threw it into the sea. “It made a difference for that one.”





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Dana Martin

Our Official Vistor

Dana is currently serving her 2nd year on the SIA Board. She has been a member of her local club Soroptimist Tri Cities, BC , Canada for over 10 years.

Dana Martin has a Masters Degree in Counseling Psychology. She is a Concurrent Disorders Consultant/Therapist with Fraser Health Authority. Dana has been in this role for 10 years and works with youth under the age of 24. She also counsels families and runs groups for youth.

Dana has developed an innovative group for youth called M & M's (Music, Mood, & Substance use). Music provides youth with a non-threatening way to learn how to reconnect with emotions and to take responsibility for their own recovery. It helps youth make choices, take risks, and develop skills conducive to change in significant areas of their life.

Dana also facilitates a relationship violence group for men who have been convicted of assaulting their female partners.

In her spare time Dana enjoys geocaching and rock hunting with her grandchildren, making cards, jewelry, and reading. Recently, Dana and her husband spent an afternoon trying Pokémon Go. While it provided immense laughter, and some physical exercise, they have decided to delete the app.

Dana notes that her life experiences have brought her a richness of ideas, skills, and values. Being a member of Soroptimist has enhanced her life in ways too numerous to count. She joined Soroptimist because it speaks to what she believes in – making a difference. She enjoys being part of an organization that creates the opportunity to serve others in innovative ways, and has a vision of hope, empowerment, and strength.

She says: We are the authors of a magnificent story, and I feel privileged to be part of an organization that gives me the opportunity to contribute to writing a new page everyday.

The journey continues...



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Conference Registration Form – 1 of 2

Name to appear on Conference Badge: _____

Club: _____ District: _____

Email: _____ Phone No.: _____

CONFERENCE REGISTRATION FEES: Conference Package includes 2 meals & Reception (Breakfast included)

Soroptimist Registration

For Delegates by April 10th\$185.00 \$ _____

For Non-Delegates by April 10th\$210.00 \$ _____

Add late fee to registration after April 10th.....\$20.00 \$ _____

Soroptimist Meals Registration (Thursday & Friday Dutch Treat Dinners)

Dutch Treat Thursday Dinner @ Mama Mia’s \$48.00 \$ _____

Dinner Menu includes appetizer, salad, pasta, entrée, dessert (cash bar)

Thursday, April 27th, join Soroptimist for fine Italian dining at Mama Mia’s Italian Ristorante’. Mama Mia’s has been a landmark in the city of Hollywood for the past 25 years. With their fine wine list of over 150+ wines in-house and a walk-in wine cellar, your dining experience will definitely be memorable.

Thursday night is Lady’s Night at Mama Mia’s (5pm-8pm). The restaurant offers free wine for ladies. Cocktails are \$5 and drafts are \$3.

Friday Friendship Dinner @ Taverna Opa’s \$45.00 \$ _____
(cash bar)

Life is a celebration! Join us for delicious Greek authentic cuisine, drinks and meze. Taverna Opa is Fun, with a capital ‘F’. Experience a different approach that energizes and gives the diner a different dimension for his or her entertainment. Previous dining norms are broken, spirits are lifted, with every single broken plate and every single napkin in the air.

Our Apollo dining menu will include:

- Salad: Horiatiki (traditional Greek salad).
- Cold Pikilia : Melitzanosalata, tzatziki, taramosalata, kafteri, dolmades, & olives.
- Saganaki: Flaming cheese with brandy.
- Hot Pikilia: Spanakopita, ribs, keftedes, calamari & chicken wings.
- Meat Platter: Lamb chops, beef tenderloin kebob, chicken kebob, & pork
- Cash Bar*



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Conference Registration Form – 2 of 2

Non-Soroptimist Guests

Registration	\$25.00	\$ _____
Thursday Dutch Treat Dinner Mama Mia's.....	\$53.00	\$ _____
Friday Dutch Treat Dinner Taverna Opa's	\$50.00	\$ _____
Saturday Lunch.....	\$45.00	\$ _____
Saturday Banquet Dinner.....	\$66.00	\$ _____

Hotel Registration (see page 10 for details) *Come early stay late all for the great same rate!!*

Check in date: _____ Check Out Date: _____ Total # of Nights _____

Total # of Nights _____ x \$179.00 = Total Hotel \$ _____

Rooming with: _____

Total amount enclosed: \$ _____

Please indicate special dietary needs: _____

CHECK all that apply before mailing this Registration:

- | | |
|--|--|
| <input type="checkbox"/> Region Board Member | <input type="checkbox"/> First Timer |
| <input type="checkbox"/> President | <input type="checkbox"/> Laurel Society |
| <input type="checkbox"/> Delegate | <input type="checkbox"/> Guest |
| <input type="checkbox"/> Past Governor | <input type="checkbox"/> I would like to volunteer to help |
| <input type="checkbox"/> Non-Voting Member | |

Make Checks payable to *SIA Southern Region*. Mail registration forms and check to SIA SR Treasurer, *Cathy Iho, 509 Indigo Ave., Wellington, FL 33414*





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HOTEL RESERVATIONS



HOLLYWOOD BEACH MARRIOTT ***2501 North Ocean Drive, Hollywood, FL 33019***

Find your oceanfront getaway at Hollywood Beach Marriott and discover charming guest rooms, boutique-style amenities and easy access to the area's best attractions and activities. Our hotel is just steps away from the famous Hollywood Beach Boardwalk, and home to a variety of restaurants, shops and nightlife.

Hotel Information

We have a block of rooms held at the Marriott at the special rate of \$179 per night. All hotel reservations will be made by the SIA Southern Region representative to avoid additional taxes.

- ✓ Check-in: 4:00pm Check-out: 11:00 am
- ✓ Complimentary Wi-Fi available
- ✓ Please ask the Front Desk for locations of designated outdoor smoking areas.
- ✓ Hotel provides overnight self-parking @ \$9/per day

The Marriott Hotel will honor our room rate of \$179 per night 3 days post and prior to the conference and is subject to availability. Come early stay late all for the great same rate!!

Again, you must reserve NO LATER than April 10th (Monday), as the rooms will be released. The rooms are available on a first come, first served basis.

*For those who arrive by air, the hotel **does not** offer us a shuttle service. You will need a taxi or uber to the hotel. Carpooling with other Soroptimist club members is encouraged. The Ft. Lauderdale–Hollywood Airport is 5 miles SE of the Hotel.*



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PAYMENTS:

Please make checks payable to:

Soroptimist Southern Region; please write “Conference” in the “For” section of check.

Cancellation and requests for reimbursement must be received no later than April 15, 2017. There will be no refunds after that date.

MAIL:

Complete the registration form for each attendee and mail with your payment to:

**Treasurer Cathy Iho
509 Indigo Ave.
Wellington, FL 33414**

POLICIES AND FEES

Registration of \$25 is required for all non-voting Soroptimist.

Mandatory Conference Registration for Clubs is prepaid at a rate of \$200 per club.

Meal tickets are required for all meal functions.

Registration Badges are required for all conference sessions. All tickets and badges will be distributed on-site, at registration.

Full payment must accompany registration form. One form per registrant. Forms may be photocopied.

Check or money orders only (no bills issued).

Your cancelled check will serve as confirmation of registration.

A Late Fee of \$20.00 will be added to registrations received after April 10th, 2017.

Cancellations made after April 15th are non-refundable and are subject to a \$20.00 administration fee. No refunds will be made for “no shows” and cancellations after April 15th, 2017 prior to conference.

Full Package for Delegates includes all business sessions, Saturday lunch & dinner, and workshops.

Full Package for Non Delegates requires registration fee of \$25 and includes all business sessions, Saturday lunch & dinner, and workshops.

Vegetarian meals will be substituted if requested on registration form.

Business casual attire will be worn for all business functions. Saturday Banquet – Casual Elegance - Sunday - Casual (travel).



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Tentative Agenda

Thursday April 27, 2017

8:00 a.m. - 9:00 a.m.

9:00 a.m. - 5:00 p.m.

6:30 p.m.

4:00 p.m. - 5:30 p.m.

Southern Region Board Breakfast

Southern Region Board Meeting

Southern Region Dutch-treat Dinner - *Mama Mia's*

Arrival of Delegates, club members and guests

Registration Open

Friday April 28, 2017

1:00 p.m. - 4:00 p.m.

12:00 p.m. – 1:00 p.m.

1:30 p.m. - 2:30 p.m.

2:45 p.m. - 3:45 p.m.

4:00 p.m. – 5:00 p.m.

6:30 p.m. –

Registration Open

Past Governor's Lunch *Invitation only*

Human Trafficking – *Barbara Martinez, Chief US Attorney for Special Prosecutions - Miami*

**Public Awareness Tech Session & Fundraising
Breakout Session**

Guest Speaker –*Beth Azor "Fundraise like a Superstar"*

Friendship Dinner – *Taverna Opa*

Saturday April 29, 2017

8:00 a.m. - 9:00 a.m.

8:00 a.m. - 8:30 a.m.

8:30 a.m. - 9:00 a.m.

9:00 a.m. - 9:55 a.m.

9:55 a.m. – 10:00 a.m.

10:00 a.m. – 10:30 a.m.

10:30 a.m. - 10:35 a.m.

10:35 a.m. – 10:45 a.m.

10:45a.m. – 11:15 a.m.

11:15 a.m. – 12:00 p.m.

Breakfast

President's Meeting

President and Delegate Briefing *Parliamentarian Pat McCay*

**Opening Ceremonies & State of the Region
*Governor Denise Held***

Leadership Minute

Official Visitor *Dana Martin – What If?*

Leadership Minute

10 minute Break

Membership - *Adrienne Griffitts, Chair*

Governor's Service Awards presentations by District winners

Saturday April 29, 2017 - continued

12:00 p.m. – 1:00 p.m.	Lunch Break – LYD Award and Ruby winners Program)
1:00 p.m. - 1:05 p.m.	Leadership Minute
1:05 p.m. – 2:30 p.m.	Leadership - Governor- Elect Caroline Williams
2:30 p.m. - 3:00 p.m.	Public Awareness
3:00 p.m. - 3:05 p.m.	Leadership Minute
3:05 p.m. - 3:15 p.m.	10 minute Break
3:15 p.m. - 4:00 p.m.	Ruby Lee Minar Meeting
4:00 p.m. - 4:30 p.m.	Fundraising and Program Wrap Up
5:30 p.m. – 6:00 p.m.	First Timers Reception Hosted by SI Davie
6:00 p.m. - 6:30 p.m.	Happy Hour Reception
6:30 p.m.	Making the Dream Work - 91 Years Celebration Dinner & Talent – No Talent Lip Sync Contest and special entertainment provided by Vanessa Simpson

Sunday April 30, 2017

8:00 a.m. - 9:00 a.m.	Breakfast
9:00 a.m. - 9:45 a.m.	“Celebration of Life” Ceremony Hosted by SI St. Lucie
9:45 a.m. - 10:30 a.m.	Unfinished Business, Announcements & Raffle drawings, where we are going next?
10:30 a.m.	Adjourn
10:45 am – 11:30 a.m.	Post-Conference Board Meeting





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QUICK REFERENCE GUIDE

Arrive early—Hollywood Beach is waiting for you!

Rooms will be available at the Special rate of \$179.00 three days prior and post conference. For those of you flying in—the hotel does not provide a shuttle to the hotel from the airport or back. We suggest you coordinate with other members to carpool for taxis or use uber.

Hollywood Beach Boardwalk

- 2.5 mile beachside Boardwalk
- Over 50 restaurants for any taste
- Over 30 boutiques and shops
- 3 oceanfront resorts
- Nearly 30 Superior Small Lodging hotels
- 3 oceanfront parks
- FREE weekly live music series

Nestled between Fort Lauderdale and Miami is Hollywood, a classic Florida beach town that's enchanted visitors since the 1920s. A trip Advisor Traveler's Choice Winner, Hollywood Beach features a one-of-a-kind oceanfront promenade called the Hollywood Beach Boardwalk that stretches nearly two and a half miles along the Atlantic. Named one of America's Best Beach Boardwalks by Travel + Leisure magazine, this brick-paved thoroughfare is a haven for joggers, bicyclists, roller-bladers and all who'd prefer to take in the action from the comfort of one of the countless eateries and cafés along the way.

The easy ocean access and village-like feel make this a can't miss destination with numerous highly-rated restaurants, small inns and hotels right on the Boardwalk adding to its yesteryear charm. Family dining becomes stress-free, as Moms and Dads kick back to enjoy a seaside meal while their little ones entertain themselves in the sand just steps away. Two Boardwalk parks attract kids of all ages to play paddleball at the historic Garfield Street courts or cool off in the whimsical dolphin play fountain.

The Clean Beaches Council, a national coastal group in Washington DC, has presented its first-ever "Most Innovative Beach" awards to Broward County. Hollywood Beach is among the first in Florida to be designated Blue Wave Beaches, a distinction that places them among the nations cleanest, safest and **most user-friendly beaches**.

QUICK REFERENCE GUIDE, continued

Hollywood Trolley

The Hollywood Trolley operates Friday thru Sunday and you can pick it up right from our Hotel. The hours of operation are: Friday • 7am - 11pm; Saturday • 10am - 11pm; Sunday • 10am - 9pm. It is a \$1 per ride and children ages 5 and under ride free. The trolleys depart approximately every 30-40 minutes from over a dozen locations throughout Hollywood Beach and Historic Downtown. Trolley Info: (954) 391-8234
<http://www.floridashollywood.org/trolleybrochure.pdf>

Registration Opens—Thursday, April 27th @ 4:00 pm

Look for the Soroptimist sign.

Thursday Dutch Treat Dinner

Thursday, April 27th, join Soroptimist for fine Italian dining at Mama Mia's Italian Ristorante'. Mama Mia's has been a landmark in the city of Hollywood for the past 25 years. With their fine wine list of over 150+ wines in-house and a walk-in wine cellar, your dining experience will definitely be memorable. Thursday night is Lady's Night at Mama Mia's (5pm-8pm). The restaurant offers free wine for ladies. Cocktails are \$5 and drafts are \$3. <http://miagrill.com/wp>

Friendship Friday Dinner

We invite everyone to join us for a Life is a celebration! Join us for delicious Greek authentic cuisine, drinks and meze. Taverna Opa is Fun, with a capital 'F'. Experience a different approach that energizes and gives the diner a different dimension of entertainment. Previous dining norms are broken, spirits are lifted, with every single broken plate and every single napkin in the air.
<https://www.tavernaopa.com/locations/hollywood-fl/>

Fundraising Club Raffle Items

Each club is being asked to bring a basket for our Southern Region fundraising. "Beach Party" is the theme so go crazy and have fun creating this special raffle basket!

Laurel Society Pre Sale

Club Presidents are encouraged again to pre sell the Laurel Society squares. ***You may purchase your chance to win a Laurel Society membership whether you are coming to conference or not*** so ask your Presidents for the information. Chances are only \$10.00 per square! Clubs are encouraged to buy a \$100 block of tickets for a chance to win a Laurel Society membership for one of their members.

Conference Attire:

Thursday – Casual or Travel Attire

Friday – Business Casual

Saturday – Business Casual

Saturday Evening Party – Casual Elegance

Sunday – Casual or Travel Attire



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QUICK REFERENCE GUIDE, continued

Friday's Interactive Workshops

Join us on Friday for some powerful and innovative workshops. Learn how to navigate through social media technology with hands on training. Learn how to fundraise the easy way! We also have an energetic guest speaker who will motivate and inspire you to put the fun back into fundraising.

Saturday night Talent – No Talent show is back!

Each club is encouraged to put together a Lip Sync group and enter into SIA SR Battle of the Lips! Work on your Moves! Get Funky! Pick a great song and have fun with it!



We also have a special guest for our Saturday Night's entertainment. We have **Vanessa Simpson** who will be performing. Vanessa is a solo vocalist, a 2014 American Idol contestant, the 2017 Palm Beach Film Festival entertainer, and the 2015 Rotary Future Star winner.

Sunday

We'll begin our Sunday morning as we always have with SI St. Lucie hosting our "**Celebration of Life**" Ceremony. Be sure to get your form to **President Ruth Davis** by April 20th at davisruth9078@gmail.com, 5889 Files Court, Port Saint Lucie, FL 34986.

Club Scrapbook Competition

If you are entering your Club Scrapbook into competition at the conference, please bring it to the registration table upon your arrival at Region Conference. Please review the rules in the Southern Region Procedures for eligibility. This will be the last year for scrapbook competition. The scrapbook award will be replaced with the Club Facebook award.

Club Facebook Award Competition

Please complete the Club Facebook Entry Form if you are entering your club's Facebook page into the award competition and send it to **Region Conference Awards Chair Betsi Lewis @ betsi.lewis1919@gmail.com** or mail it to 2141 Sarazen Drive, Dunedin, FL 34698; **Phone: 727-734-3730.**

Club Website Competition

Please complete the Club Website Entry Form if you are entering your club's website into the Website Award competition and send it to **Region Conference Awards Chair Betsi Lewis @ betsi.lewis1919@gmail.com** or mail it to 2141 Sarazen Drive, Dunedin, FL 34698; **Phone: 727-734-3730.**



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Where Would You Like To Go Next?

Region Conference City Proposal

Proposed City: _____ State: _____

Is there a local Club? ____ If yes, are they able to help and how?

Is there an Airport Nearby? Yes ____ No ____ If Yes, Name of Airport: _____

Sample Hotels:

Local Attractions and Entertainment:

Soroptimist International of _____

Club President: _____

Date: _____

Mail completed form with information by April 15, 2017 to:

Caroline Williams
SIA SR Governor-Elect
7603 River Ridge Rd. NE
Tuscaloosa, AL 35406
(C) 205-393-8566
cew4scuba@att.net



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“CELEBRATION OF LIFE”

The “Celebration of Life” service on Sunday morning at Region Conference honors and recognizes those Soroptimist members who have passed away since May 1, 2016.

If a Soroptimist member of your club passed away after May 1, 2016, please complete this form and send it along with a picture of the club member to President Ruth Davis at the address below.

Mail completed form with information by April 15, 2017.

Type or Print Name of Deceased Member: _____

Club Name: _____ District: _____

Club Contact Name: _____ Phone: _____

(This person is your club designee to speak about your club member at the Memorial Service.)

Email: _____

Please indicate all that apply:

*Our Deceased Member was a () Past President () Charter Member () Region Officer
() Federation Officer () International Officer () Other _____*

Comments: _____

Please send completed form to:

Ruth Davis
President Si St. Lucie
5889 Files Court
Port Saint Lucie, FL 34986
(C) 772-224-4006
[**davisruth9078@gmail.com**](mailto:davisruth9078@gmail.com)



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MARKETPLACE REGISTRATION FORM

Sales Tables will be available from Friday morning through Saturday afternoon (during breaks from the Workshops and Business Meeting), **April 28 to April 29, 2017** only. **There is a donation fee of \$10 for each Sales Table.** Please support your club & Southern Region by having a table. Send in your check made out to Soroptimist International of Southern Region along with your registration form. The Marketplace is provided for Soroptimist clubs and members only.

Due to limited space, each club will be allowed only 1 table. No electrical outlets are available. Members will need to stay with their tables and remove items when the table is not attended.

Please remember: If you have imprinted the Soroptimist logo on your sale items you need to get permission to do so from SIA Headquarters. The logo is licensed by them. Use of the logo for resale items must be permitted. You can find the proper paperwork on the SIA website.

You must preregister by April 10, 2017.

Please Print:

Club Name: _____

Contact Person: _____

Address: _____

Phone: _____ Email: _____

Describe the products you will have for sale at Region Conference: _____

Please send completed form to:

Yvette Doherty
Region Conference Chair
13 Bay Drive
Key Largo, FL 33037
Phone: 786-236-8158
Yvette@ysFloridakeys.com



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**ENTRY FORM
FOR
SOROPTIMIST CLUB WEBSITE AWARD**

Please complete this form and send it to **Betsi Lewis, Region Conference Awards Chair** (see contact information below). Your Club's Website entry form must be received **no later than April 10, 2017** to have your club's website officially entered in the Club Website competition.

Please Print

Club Name: _____

Club Website URL: _____

Club Contact Name: _____

Address: _____

Phone: _____ Email: _____

Judging Categories and Points Awarded

1. Content will be based on Soroptimist-specific information included on the website (LYD, VRA, Governor's Service Award, SI, SIA and club news, etc.). 25 points
2. Creativity will be based on innovation, overall layout, and design of the website, including use and creative placement of pictures and graphics. 25 points
3. Overall Appearance of the club's website will be based on overall presentation, color scheme, visual appeal and neatness. 25 points
4. Use of Internet Tools will be based on the effective use of links within the website, how interactive the website is, use of Pay Pal, Facebook, Twitter, LinkedIn or other similar tools, availability of forms (such as membership application forms), etc. 25 points

Mail completed form to:

Betsi Lewis
SIA SR Conference Awards Chair
2141 Sarazen Drive
Dunedin, FL 34698
Phone: 727-734-3730
betsi.lewis1919@gmail.com



**CELEBRATING 91 YEARS
Of
MAKING THE DREAM WORK**
Soroptimist International of the Americas
91st Southern Region Conference
Marriott - Hollywood Beach Florida
April 28 – 30, 2017

**ENTRY FORM
FOR
SOROPTIMIST FACEBOOK AWARD**

Please complete this form and send it to **Betsi Lewis, Region Conference Awards Chair** (see contact information below). Your Club’s Facebook Award entry form must be received **no later than April 10, 2017** to have your club’s Facebook page officially entered in the Club Facebook Award competition.

Please Print

Club Name: _____

Title of the Facebook page: _____

Club Contact Name: _____

Address: _____

Phone: _____ Email: _____

Judging Categories and Points Awarded

- | | |
|---|-----------|
| 1. Originality in presentation of the club’s stories | 20 Points |
| 2. Dynamic use of content and layout | 20 Points |
| 3. Frequency of Facebook postings | 20 Points |
| 4. Incorporation of current Soroptimist mission, themes, activities, and projects | 20 Points |
| 5. Incorporation of current club publicity | 20 Points |

Mail completed form to:

Betsi Lewis
SIA SR Conference Awards Chair
2141 Sarazen Drive
Dunedin, FL 34698
Phone: 727-734-3730
betsi.lewis1919@gmail.com



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**PLACE AN ADVERTISEMENT IN
THE SOUTHERN REGION CONFERENCE
KEEPSAKE PROGRAM**

Are you ready to join us on the beach for some sun and Soroptimist fun?
Be a part of this inspiring event by placing an ad in our
Southern Region Conference Program

Send us a club picture that demonstrates how your club members are making a difference through **Team Work**.

And, as in past years, your club could win a prize for the best themed picture!
Members, you can also advertise your business! It's a great way to highlight and showcase your success. Let's make this a Soroptimist Networking Keepsake Program!

Advertisements for the **Keepsake Program Book** are as follows:

Business Card	\$25.00	Inside-Back-Cover (SOLD!)	\$175.00
1/2 Page Ad	\$50.00	Back-Cover (SOLD!)	\$200.00
Full Page	\$100.00		

To submit an ad, simply follow the directions on the separate Ad Payment Form below. If you have questions, contact Caroline Williams, 205-393-8566.



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**Southern Region Conference Keepsake Program
Ad Payment Form**

To place an ad, do the following:

1. Choose your ad size
2. Complete the Ad Purchase Form below
3. Mail the Ad Purchase Form with your check made out to **Soroptimist Southern Region by March 24, 2017** to:
 Caroline Williams, Governor-Elect
 7603 River Ridge Rd. NE
 Tuscaloosa, AL 35406
4. Send in all **Ad Art Work** in jpg or gift file format by **March 24, 2017** to Past Governor Pat McCay at pmccay@tts-llc.com

Cut form below

.....

Name_____

Club Name_____

Company_____

Email: _____ Phone: _____

Address_____

Ad Size_____

Enclosed is my check made out to Soroptimist Southern Region for

