



# VIRGINIA DISTRICT GOVERNOR'S BULLETIN

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## 2007-2008 District Administrative Council (DAC)

Janet Cowell  
Governor  
15215 Burnt Mills Lane  
Windsor, VA 23487  
[jcowell@wittmares.com](mailto:jcowell@wittmares.com)

Terri Anderson  
Governor-Elect  
2715 Buskey Road  
Chesapeake, VA 23322  
[TerriFA@yahoo.com](mailto:TerriFA@yahoo.com)

Linda Salyer  
Treasurer  
19756 Spur Strap Road  
Bristol, VA 24202  
[lindasalyer9@yahoo.com](mailto:lindasalyer9@yahoo.com)

Deborah Banks  
Secretary  
305 Cannon Drive  
Carrollton, VA 23314  
[Deborah@easywriter.com](mailto:Deborah@easywriter.com)

This is the time of year that really makes me appreciate the beauty of the state we live in! As Governor-elect Terri and I have been making our Official Visits, we have had the added bonus of seeing Virginia's beauty along the roadways. I can't wait to see what awaits me on my trip across the state to visit with the Bristol Club in a few weeks!

More importantly, our official visits give us an opportunity to see you and the impact you have in your communities. We love being able to visit locations where you perform your service projects. While in Harrisonburg, I visited Camp Still Meadows where they have built a wheelchair accessible tree house. How cool is that?!

We also get to see how each Club structures their meetings and how the members interact with each other. Each Club is unique and I have learned something new at every meeting I have attended. I STRONGLY encourage each of you to plan a visit to another Club close to you! I promise it will make you see your Club in a new light!

I want to thank the 2007-2008 Presidents, Executive Boards and Coordinators for passing along District and International news to your members. It is important that they know they are an important part of the Pilot world and that we it is going to take all of us to complete our picture of friendship and service! I have seen the Governor's Bulletin, Membership Analysis and Club mailings from PI Headquarters at several meetings. You are doing a great job on this. Keep up the good work!

We will be meeting in a few weeks for Fall Council. We are pleased to see that so many of you will be joining us at the Hilton Garden Inn, in Suffolk. If you have not sent in your registration and would like to attend, it's not too late! The DAC, Coordinators and I are all very excited about this year's program and looking forward to seeing you there!

As always, I THANK YOU for all that you do in the name of Pilot.

October 27<sup>th</sup> is *Make A Difference Day*. Pilots **DO** make a difference and you are an important part of that!

Janet



### Upcoming Deadlines

**October 1, 2007:**

Last day to mail Grant Applications for District PIF Rep.

**October 15, 2007:**

Deadline for Grant Applications for be received by Foundation Headquarters.

**November 1, 2007:**

Deadline for Anchor Dues.

Anchor Club's Annual treasurer's Report due to PI Headquarters.

**November 15, 2007:**

IRS deadline for Club's required to file Form 990

### Dates to Remember:

**October 18, 2007:**

Founder's Day

**October 27-28, 2007:**

Fall Council- Hilton Garden Inn, Suffolk, VA

**March 14-16, 2008:**

District Convention- Newport News Marriott at City Center, Newport News, VA



## Message from Our ECR, Pat Jarvis:



It is hard to believe that September has come and gone. The days are actually cooler and the fall season is upon us. And, with October come thoughts of Fall Council.

Your Fall Council is scheduled for Oct 26-28. I can hear your question, "Why do I need to take my time from work/home/family and attend Fall Council?" Only you can truly answer that question, but your DAC and Fall Council Planning Committee have made plans for excellent training and Pilot fellowship. This is the fall opportunity to increase friendships as we increase knowledge of Pilot and how we can make our individual clubs the best they can be.

Membership is a great concern for each club and District. Recently we were emailed a chart depicting our new club growth over the past 10 years. In VA, it showed that 4 clubs have been organized while 7 clubs have disbanded. The August membership report indicates that VA District has had a net loss of 4 members since 7/1/07. Each individual club is encouraged to look at their club membership to determine the trend over the past ten years. Has there been membership gain, loss or has it remained the same? The next step is to determine how to change the negative trends and make positive changes. It has been said that positive thoughts result in positive actions. Therefore, let's look for all the positives and present them to each other and others outside Pilot as we work this year to reverse the trend and increase membership through our existing clubs as well as introduce Pilot opportunities into new areas of our District.

At the 2007 PI Council of Leaders, speaker Randy Snow encouraged us to take opportunities and take a risk. Each time we invite a prospective member to Pilot, we take a risk that they will say "No", BUT there is also the chance that they will say "Yes". We have to have purpose, and according to Randy, this means that we do our best, believe in what we do and have a willingness to do even more. October is Membership Month. Let us all take this opportunity to "take a risk" and invite the least likely person we know to join Pilot. They just might be looking for the opportunity to serve their community and join with Pilot members to fulfill their dreams of service.

## News from:



Pilot International is compiling a book on "**Success Tips**". Every club has at least one successful program. Share your club's expertise and Catch the Pilot Spirit.

The tips are your Club's proven recipe for a project, a club operations program, or a fundraiser. All good recipes include the four W's- who, what, where and when. Think your recipe through and include resources that are needed from the club-membership, funds, flyers, public relations, Anchor support, other community agency assistance, and/or any specifics for a project. Then add planning steps and follow through that would be useful for another club. Last of all, pat yourself on the aback for sharing.

The "Success Tips" are due to PI Headquarters by December 2, 2007.

The Club and District will receive credit for the tips that are selected for the book.

**Anchor Club Presidents** should have received their first Club Mailing. Please be sure to share this information with your Club!



### October is Membership Month!

Each new member initiated in the Month of October will receive a free New Member Packet!



## Notes from your Coordinators and Appointees:

### *Diane Arnold, Leadership*

#### Develop Passion

Last year I shared my very personal thoughts with many of you concerning a conversation I had with a client during a counseling session. She commented that it was evident I was optimistic, passionate about my job and that she sensed I cared very deeply about helping others. Her comments evidently came at the right time in my life because it caused me to stop and think about how we reveal ourselves to others by words and deeds.

Although I have heard others make similar comments over the years, for some reason this conversation caused me to ponder at length. I thought about the people to whom I am attracted and I realized that it is their passion, dedication and confidence that draw me in and inspire me. I came to the conclusion that it is a love and passion for doing something which translates to a radiant energy that is then magnified when pursued with dedication and confidence. We are naturally attracted to those among us who have a strong sense of purpose, optimism and confidence. Those who radiate that wonderfully magnetic energy!

People with confidence, purpose and radiant energy have the ability to become successful leaders. In particular I see in the faces of my Pilot friends the radiant energy that comes from truly being committed to helping others! These are women who expend their extra time, energy and money to help others and build our community. If we multiply their energy, passion and commitment by the number of clubs within District we can immediately see the size of the leadership pool available. Think of how that potential pool can grow as we form new clubs and expand our present clubs.

Leadership is not some grandiose garment that only selected individuals may wear. Real leadership is about ordinary people rising to extraordinary levels when they find their purpose and follow it with dedication and passion. The energy and beauty that develops within from a well-lived life will come to the surface and inspire others. Be brave, be bold and find your purpose. Follow it and revel in it and draw others to you. Be a leader. Whether you lead in your family or among your friends, in your job or in your community your words and actions will have far reaching and meaningful results.

### *Tammy Watson, Chaplain*

## Everybody Was Sure

Author Unknown

There was an important job to be done and  
Everybody was sure Somebody would do it.

Anybody could have done it, but Nobody did it.

Somebody got angry about that because it was  
Everybody's job.

Everybody thought Anybody could do it, but  
Nobody realized that Everybody would not do it.

It ended up that Everybody blamed Somebody when  
Nobody did what Anybody could have done.

#### *Sympathy and Get Well Wishes to:*

Mary Littleton - **PC of Bristol** - Still recovering from knee surgery and is doing well

Patty Wilson – **PC of Bristol**- will be having knee surgery on October 10th

Linda Wright – **PC of Bristol**- has recovered from a blood clot in her leg and is doing well

Teenie Archbell- **PC of Chesapeake**

Co-Pilot Don Melvin- **PC of Chesapeake**- pending surgery

Jane Foster – **PC of Danville**- Loss of her father, Edmond Thomas Glidewell, Jr.

Faith Stamps – **PC of Danville**- Loss of her uncle, Ray Lee Reynolds

Gweneth Barber- **Luncheon PD of Danville** – Loss of sister-in-law, Elsie Barber Belcher

Becky Bolton - **Luncheon PD of Danville**- Loss of her mother, Texie Herndon

**PC of Harrisonburg** – Loss of Emeritus Member, Evelyn Morris

Alice Bowman – **PC of Harrisonburg** - Death of her brother, Paul Bowman

Jane and Shelby Speight – **Nansemond River PC** – Loss of family friend, former NRPC member, Midge Nichols

Donna Eby - **Nansemond River PC**- Son-in-law, David , recovering from car accident



## District Coordinators and Appointees

**Lynn Moon**, Club Operations Coordinator  
1776 Pitchkettle Rd.  
Suffolk, VA 23434  
(757) 539-2597  
Dlminc01@hotmail.com

**Beck Ritter-Kelly**, Fundraising Coordinator  
4 West Creek Court  
Hampton, VA 23666  
(757) 826-8867  
rkelly@whro.net

**Patricia Haden**, Projects Coordinator  
1229 South High St.  
Harrisonburg, VA 22802  
(540) 434-9793  
pfhaden@comcast.net

**Diane Arnold**, Leadership Coordinator  
459 Berkshire Drive  
Danville, VA 24541  
(434) 822-2314  
arnoldjd@verizon.net

**Suzanne Langston**, Youth Coordinator  
3605 Labrador Lane  
Suffolk, VA 23434  
(757) 934-1346  
suzannesahokie@hotmail.com

**Janice Holland**, Parliamentarian  
541 Lake Kilby Road  
Suffolk, VA 23434  
(757) 539-3348  
rdfrdmom@aol.com

**Tammy Watson**, Chaplain  
21383 Terrace Drive  
Bristol, VA 24202  
(423) 340-1143  
tammyjwatson@bvunet.net

**Carole Jarvis**, Development Committee Chair  
1041 Hillwell Rd.  
Chesapeake, VA 23322-5815  
(757) 546-9102  
Boom757@cox.net

**Lee Robertson**, Development Committee  
229 Lady Astor Place  
Danville, VA 24541  
(434) 791-4747  
Lee2corgi@yahoo.com

**Mary Gentry**, Development Committee  
772 Baltimore Drive  
Norfolk, VA 23454  
(757) 340-6252  
marygentry@aol.com

## *Carole Jarvis, Development Team Chair*

### **ATTRACTING AND RETAINING PILOT MEMBERS**

Special thanks to each of the club presidents who responded to my letter asking for information on the ways your Pilot Club attracts and retains Pilot members. We hope that you and your members will find some new ideas which will be beneficial to you.

### *Attracting New Members*

Phyllis Cowan of the **Luncheon PC of Danville** expresses the sentiment faced by most of our clubs when she says we “need to attract younger members as many have retired and some struggle to make the meetings due to health problems.” Phyllis indicates they “invite prospective members not only to Share Pilot Meetings but also to ‘fun’ meetings, such as our annual Food Auction in November where we have more time to meet and greet.”

Marion Ritter of the **Nansemond River Pilot Club** says their most successful Share Pilot event is a covered-dish dinner on “Bring a Friend Night” in October. Each member is asked to turn in names and addresses for prospective members. They send out 25-50 letters. Some members have done very well and even earned PI dues paid for the year. Prospective members who could not attend are invited to another meeting or the annual Christmas party.

Carol Hart of the **PC of Harrisonburg** indicates they have two Share Pilots each year:

- A casual picnic at a local camp for individuals with special needs. This event is usually timed with the Governor's official visit. “A handicapped mounting ramp was purchased for the therapeutic riding program with a matching grant from PIF and Pilots have volunteered at fundraisers for this camp. It is a wonderful visual example of what Pilot is all about.”
- A Christmas tea at a member's house who puts up decorations early is held the first Sunday afternoon in December. Members bake dessert and make tea sandwiches. “We use the good china and crystal punchbowl and make it an elegant affair.” Invitations are more formal for the tea than for the picnic.

At each Share Pilot “a powerpoint presentation is shown about Pilot in general and our club specifically. We used to show a video provided by Pilot International, but we have found that pictures of us and our specific events is more effective than a movie about strangers. The Power Point is continually updated with photos from our recent fundraisers, projects, and conventions. Not only do the prospective members see what our club does, but members who did not participate in a particular event may decide it looked like fun and decide to participate next time.”



**District coordinators and Appointees Cont.**

**Jean Miller, Sr. Programs**  
330 Brambleton Ave., Apt. 1711  
Norfolk, VA 23518  
(757)622-4970

**Dorothy "Dot" Franklin, PIF Rep**  
308 Colonial Ave.  
Norfolk, VA 23507  
(757) 623-1029  
dotf@pinn.net

**Faith Stamps, Awards Committee Chair**  
205 Walnut Road  
Danville, VA 24541  
(434) 822-0826  
wellnton@sitestar.net

**Beth Chenault, Awards Committee**  
976 S. Dogwood Drive  
Harrisonburg, VA 22801  
(540) 432-0465

**Lucy Kachmarik, Nominating Committee Chair**  
107 Deer Spring Road  
Williamsburg, VA 23188  
(757) 784-1669  
lkachmir@utk.edu

**Mary Edna Boyce, Nominating Committee**  
3604 Pittmantown Road  
Suffolk, VA 23438  
(757) 562-3049  
menab@verizon.net

**Laverne Flythe, Nominating Committee**  
7437 Old Myrtle Road  
Suffolk, VA 23434  
(757) 934-0341  
wflythe@aol.com

**Anne Craig Stallings, Audit Committee Chair**  
4405 Woodberry Crescent  
Suffolk, VA 23435  
(757) 538-3934  
Anne\_craig@dom.com

**Faye Harrell, Audit Committee**  
1996 Kings Highway  
Suffolk, VA 23435  
(757) 538-2053  
fharrell@goodmanco.com

**Dottie Harris, Audit Committee**  
5056 Old Stage Highway  
Smithfield, VA 23430  
(757) 357-5222

**Fan Panton, Historian**  
115 Military Road  
Suffolk, VA 23434  
(757)539-8335  
pantonf@juno.com

The PC of Harrisonburg also has a club email account on Yahoo (since contact phone numbers change each year). This led to setting up a FREE website on Yahoo as well. Now the club email address and website are listed in all press releases and in local on-line directories for service clubs and organizations. On the website, info is published on upcoming events, meeting locations, and guest speakers. They emailed a link to their website to the various organizations the PC has supported in the past and asked them to include the link on their organization's website.

The **Luncheon PC of Chesapeake** invites prospective members as their guests to the luncheon Share Pilot meeting. Each person receives an application, dues info, and a brochure professionally printed by PI which includes info on PI and also a page for information on the local PC. The program includes background on PI and info about service activities as well as the fun and friendship aspect of Pilot membership. Pilots may bring a prospective member to other meetings as well. At each meeting, our hostess Marion Anderson greets each person to the meeting and gives application forms and brochures to any guest who may be interested in membership. Members wear their Pilot badges to meetings and other events and find that people in the bank, grocery store, clothing stores, etc., often ask about the Pilot Club. This is your opportunity to give info. Always have a Pilot brochure in your car to be ready to share with an interested party.

Jan Reynierse of the **PC of Chesapeake** stressed the importance of "follow up" after Share Pilot. "Follow up is made with a personal note instead of the 'form' Share Pilot note, followed by a phone call." Members are also attracted by the publicity this PC receives. Pictures in the newspaper include info on "school supplies donated to Chesapeake schools and bears we make and donate to the hospital. One current member saw a picture, recognized a member, called her and asked about Pilot, and is now a member."

### *Retaining Pilot Members*

Phyllis Cowan of the **Luncheon PC of Danville** indicates that "the most important thing to me in retaining our members is keeping them informed and making sure they feel a part of whatever is going on." This was echoed in most of the responses received. Jan Reynierse of the **PC of Chesapeake** indicates that it is important not to overload members. She states in her newsletter that "No one can do everything, but everyone can do something." Marion Ritter of the **Nansemond River PC** says that communication is most important in retaining members. She says, "We want to make each one of our members feel that they are valued and are missed when they are not with us."

Several responding clubs indicate that members who are absent receive phone calls or emails letting them know they were missed. Members who have been out for a while due to illness or personal problems will also be mailed minutes and newsletters to keep them up to date on club events.



## Club Happenings:

**Luncheon PC of Danville-** Danville Alzheimer's Memory Walk October 20th.

October 19<sup>th</sup> - You are Here Film, sponsored by the Alzheimer's Association.

**Chesapeake-**Yard Sale October 6<sup>th</sup> – Faye Archer's Home

November 3<sup>rd</sup> – March of Dimes Walk/water station

November 10<sup>th</sup> – Craft Sale at Hickory Ruritan Club-Accepting applications for crafters.

**Nansemond River-** Fall Fair and Pansy Sale October 6<sup>th</sup> -Kings Fork Ruritan Club.

## Congratulations!



**Danville-** Anne Riddle on the birth of her son, Richard Scarce Riddle, III.

**Luncheon Danville** – Gweneth and L.B. Barber, 50<sup>th</sup> Wedding Anniversary.

**Nansemond River** – Marsha Duncan-Ordination as Gospel Minister

Carol Hart said this year was a difficult year for the **Pilot Club of Harrisonburg** as they lost their permanent meeting place and have been meeting at a variety of restaurants around town. She says, "I had feared this was going to cause us to lose a few members at the start of the new year. As the incoming President, I called each member individually and talked to them about my vision for the coming year, allowed them to share any concerns about the club, promised to address those concerns (and I am) and personally asked them to stay on as members. I am happy to report that all of our members renewed for another year."

Carol says she is "also trying very hard to make our club's monthly newsletter informative and inclusive. I want members who were unable to attend a meeting to feel like they know what is going on. I am also enclosing notes to Pilots who missed a meeting when I mail their newsletter. I want them to know that they are important and that they were missed."

The **Luncheon PC of Chesapeake** also has a monthly newsletter to keep members apprised of club happenings such as service activities, birthdays, upcoming events, member accomplishments, etc. Letters, calls, or emails are sent to members who miss two or more meetings. Cards are sent to members who are ill, and flowers are sent to members in the hospital. All members serve on one division—service, youth, fundraising, or operations—and then actively participate in all club events they choose. Social events (such as the International Dinner, Christmas Party, and bunco nights) permit member interaction and give one an opportunity to forge new friendships. GETTING TO KNOW YOU TALKS are given each month by one member. Members sign up for their month the first of the year and talk for about 5 minutes regarding their personal background, family, occupation, hobbies, etc. Carole Jarvis indicates "these talks have been delightful and helped us to know each other so much better. "

We hope the information shared by these Pilot Clubs will be beneficial to you. If you have information you would be willing to share regarding the attracting and retaining of Pilot members, please contact the District Development Team at [boom757@cox.net](mailto:boom757@cox.net), or my telephone numbers are 757-546-9102 (home) or 757-286-6516 (cell). We can then share these in an upcoming newsletter.

