



OLDER WOMEN'S LEAGUE OF CALIFORNIA

1230 N Street, Suite 201, Sacramento, CA 95814 PH: (916) 444-2526
FAX: (916) 441-1881 E-mail: owlcalif@gmail.com Web: www.owlca.org

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PRESIDENTS MESSAGE

At our recent Council meeting in Burlingame, Claire Lachance from Inspiration Quest led us in an informative, soul-searching discussion regarding where we are now in our organization and where we would like to go. It was generally agreed that we are in a declining phase or the latter portion of the maturity phase. To keep from declining, we must get more active in many areas.

Ashley Carson, OWL's Executive Director, joined us in the workshop led by Lachance on "**Strategic Visioning and Action Planning for OWL**". The report was hopeful and has given us some direction for moving ahead to keep OWL a vital and viable organization for the future. It involves reinventing and innovating to ensure long - term sustainability. Check with your Council member for the results of that workshop. We have a shared vision: **Expand and broaden membership; increase visibility; build leadership and plan for succession.** In dealing with Membership and Visibility we need to consider the identity of OWL – our brand – a strong organization with a national image. To that end we need to move toward the national look in our brochures, web sites and dues structure. National has done an excellent job in modernizing our image. This approach will give us a Brand, more Visibility and Impact. We need to communicate more with National via conference calls, email and on the web. We are one organization. To this end, each chapter was offered funds to send a representative to the OWL National Annual meeting on October 30th. Three chapter members were able to go. We encourage those who have been sent by OWL to conferences and trainings to step forward to request **succession planning**. How wonderful it would be to know today that there will be new people ready to take leadership of the organization next year! It is essential to OWL's survival. **YOU ARE OWL'S FUTURE.**

An essential task is to increase membership greatly. **Can we take up the challenge for each chapter to increase its membership by 10 new members by the next Council meeting in February?** *Cont. next page*

WHAT'S INSIDE:

Page 2	Upcoming events	Page 9	Resolution
	CA Public Policy Report		Treasurer's Report
Page 4	OWL National Report	Page 10	Chapter Reports
Page 5	SW Regional Report	Page 11	Donors
Page 6	Owl National Annual Meeting		
Page 7	Mary Lembke Report		
	Scam		
Page 8	Summary of OWL-CA Annual Meeting		