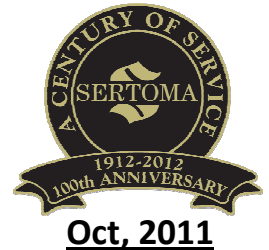


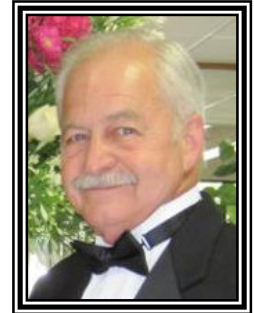


# Heart of America Sertoma Regional Newsletter



## Director's Log

They say time flies when you're having fun. For me, time seems to be in supersonic mode! So many great things are going on with Sertoma, especially right here in our own Region! Dozens of fundraisers, membership growth and even a new club! Our Region is up 15 members since July 1 – keep up the great work! Earlier this year we elected our new Regional Director, Roland Mendoza. Roland and his wife Wanda call Nederland, Texas, near Port Arthur, home. Roland is a great Sertoman and a true friend. I'm working closely with Roland in preparation of him taking office on July 1, 2012.



**Roland Mendoza**  
*HOA Director-Elect*

## 2012 National Convention - 100<sup>th</sup> Anniversary Celebration

Excitement for the 100<sup>th</sup> Anniversary celebration in Kansas City (April 26-28) is growing! With over 8 hours of dedicated training, this will be a great opportunity for Sertomans to learn and grow! For full details, including a registration form see [Sertoma.org](http://Sertoma.org).

## Welcome Code 3 Sertoma! The 1<sup>st</sup> New Sertoma Club of 2011!

The Springfield, Missouri clubs have established a great track record of building new clubs over the past few years. Earlier this year I talked with several Sertoma leaders in the Springfield area about the prospect of building a new club. They wouldn't rule out building a new club, but said it was doubtful. Fast forward to late this summer - out the blue I get word not only is their going be a new club - it was almost ready to charter! So how did this happen? Simply put, it was a group of Sertomans doing what we normally do - seeing a need in the community and working together to provide support. While attending a fundraiser, outside of Sertoma, a couple of Sertoma ladies heard about the need to help families of first responders (Police, Fire and EMTs) injured in the line of duty. Code 3 is used by emergency agencies to say help is needed quickly. These ladies reached out to the public safety sector and were quickly able to generate interest in Sertoma. Their initial thoughts to organize a fundraiser for the public safety personnel quickly turned into, "Hey, why don't we just build a club?" A relatively short time later they had 26 members signed - WOW!

The moral of this story, you never know when you'll see an opportunity to help others. I have heard about more great Sertoma sponsorships - and clubs built - because Sertomans were listening to the needs of their communities. Congratulations to all the Springfield Sertomans for taking action to meet the needs of their community and a very warm welcome to the new members of Code 3 Sertoma!

## Regional Awards – And the Winners are . . . .

With the change of the Sertoma calendar, the awards scheduled also changed. Normally the announcement of who won is made at the Regional Convention. As our next convention will not be until the fall of 2012 – I'm a pleased to announce the 2011-2012 Heart of America Regional winners!

### **Regional Sertoman of the Year - Susan Love**

South Missouri - H.O.L.A. Sertoma Club

### **Regional Service to Mankind - Kathleen R. Dechand**

Kansas - Topeka Evening Sertoma Club

### **Regional Serteen Advisor - No Submissions from the HOA Region**

### **Regional Serteen of the Year - Emila M. Vega**

Heart of Texas - Zoi Filos Serteen Club

### **Regional Serteen Club of the Year - No Submissions from the HOA Region**



**Susan Love**  
*HOA Regional  
Sertoman of the Year*

## 2012 Regional Convention

Although the location has not been officially set – the HOA Convention Committee is close to determining the location of our 2012 Regional Convention. Roland and I'm are working closely with the Governors and the committee and will forward information as soon as it is available.

Yours in Service – *John*


### Regional and National Calendar

Nov. 15	IRS form 990 Due – ALL CLUBS.
Jan 13-14	Sertoma Board Meeting
April 25	Sertoma Board Meeting
April 26-28	100th Anniversary Convention – Kansas City Registration forms are available at <a href="http://Sertoma.org">Sertoma.org</a>
July 1 2012	New Heart of America Regional Director takes office
Fall 2012	Heart of America Regional Convention – Location TBD

### By the Numbers . . .

As of Oct. 1, 2011:

- Current Sertoma membership: **12,726**
- National membership increase/decrease since July 1, 2011:  
Down **216** members.
- HOA Regional membership: **1,819**  
\* this includes the new Code 3 Sertoma Club in Springfield, Missouri.
- Regional membership increase/decrease since July 1, 2011: **UP! 15 members!**



**Celebrate our 2nd Century  
of Service in Kansas City, MO  
April 26-28, 2012**

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