



Texas Federation of Republican Women PAC
13740 N Highway 183 * Suite J4 * Austin TX 78750-1832
Phone: 512-477-1615
tfrw@tfrw.org * www.tfrw.org

PRESIDENT
Theresa Kosmoski
8855 Merlin Ct
Houston TX 77055-4728
713 502 3527
president@tfrw.org

1ST VP SPECIAL EVENTS
Julie Faubel
3110 Golfcrest Dr
Montgomery, TX 77356-8900
918 519 1599
firstvp@tfrw.org

VP BYLAWS
Tina Gibson
911 Millpond Dr
Sugar Land, TX 77498-3034
713 412 1620
vpbylaws@tfrw.org

VP CAMPAIGN ACTIVITIES
Janis Holt
105 Magnolia Ln
Silsbee TX 77656
409 781 2130 (M)
vpcampaignact@tfrw.org

VP FINANCE
Karen Newton
7903 Thornhill St
San Antonio, TX 78209-2049
210 863 5540
vpfinance@tfrw.org

VP LEGISLATION
Michele Samuelson
14419 Robert I Walker Blvd
Austin, TX 78728-6701
214 995 0413
vplegislation@tfrw.org

VP MEMBERSHIP
Rhonda Lacy
3012 Moss
Midland TX 79705
432 553 1593
vpmembership@tfrw.org

VP PROGRAMS
Elizabeth "Besa" Martin
PO Box 2123
Boerne, TX 78006-3602
210 213 5257
vpprograms@tfrw.org

SECRETARY
Glynis Chester
14507 Pensham Dr
Frisco, TX 75035
214 923 5923
secretary@tfrw.org

TREASURER
Cindy Barberio Payne
177 Coral Cv
Spring Branch, TX 78070
830 980 7927
treasurer@tfrw.org

IMMEDIATE PAST PRESIDENT
Jody Rushton
4500 Barwyn Ct
Plano TX 75093
214 952 8668
pastpres@tfrw.org

PRESIDENT'S NEWSLETTER

February 2016

Volume 57

Issue 1

TO: TFRW CLUB PRESIDENTS
TFRW BOARD OF DIRECTORS
TFRW PATRONS
SUBSCRIBERS

FROM: THERESA KOSMOSKI, PRESIDENT

UPCOMING DATES

February 4-5, 2016 - TFRW 1st Quarterly Board Meeting, Houston TX
February 6, 2016 - TFRW Leadership Day, Houston TX

TABLE of CONTENTS

Elected Officers

President – Theresa Kosmoski	Page 1-2
Treasurer – Cindy Barberio Payne	Page 3
First VP Special Events – Julie Fauble	Page 4
VP Bylaws – Tina Gibson	Page 6
VP Campaign Activities – Janis Holt	Page 7
VP Finance – Karen Newton	Page 8-9
VP Membership – Rhonda Lacy	Page 10-11
VP Legislation – Michele Samuelson	Page 12

Standing Committees

PAC Chair – Patricia Harless – PAC Deadline	Page 2
Community Engagement – Mary Mayo	Page 13
Awards – Michelle Martin – John Goodwin Tower Award	Page 14-15
Public Relations – Barbara Tague	Page 16-17

Articles of Interest

Leadership Day Boot Camp – Karen Curnock	Page 5
Parliamentary Procedure is your Friend – Pam Meyercord	Page 18
Hospitality Co-Chairs – Belinda Frisk and Patti Johnson	Page 19
Americanism – June Rentmeester & Jeanee O'Neill	Page 20

POLITICAL AD PAID FOR BY THE TEXAS FEDERATION OF REPUBLICAN WOMEN.
PAC – A TAX EXEMPT ORGANIZATION UNDER SECTION 527 OF THE INTERNAL
CODE – CONTRIBUTIONS TO TFRW, PAC ARE NOT TAX DEDUCTIBLE AS
CHARITABLE CONTRIBUTIONS FOR FEDERAL INCOME TAX PURPOSES –
CORPORATE CONTRIBUTIONS ARE NOT PERMITTED –

NOT AUTHORIZED BY ANY CANDIDATE OR COMMITTEE

President's Newsletter: (USPS 019-146) is published Bi-monthly by the Texas Federation of Republican Women, 13740 N Highway 183 Suite J4 * Austin, TX 78750-1832. Annual Unit Club membership dues are \$20.00, of which \$5.00 is allocated for an annual subscription to the President's Newsletter. Individual Subscriptions are \$25.00 per year. "Periodicals Postage Paid at Austin, Texas."

POSTMASTER: Send Address changes to: President's Newsletter: 13740 N Highway 183 Suite J4 * Austin, TX 78750-1832



President's Newsletter

February, 2016

Theresa Kosmoski, President We Make It Happen!

Leadership Day 2016 is just around the corner – February 6th - and I am looking forward to the great fun, fellowship and learning that each of us will experience. My hope is that you will take all that you learn and use it to help your club grow and to support your members as effective advocates and campaigners.

As of today, only 30 days remain until the Texas primaries and we all need to be working on, and winning, Republican elections.

I know that so many of you are giving the best that you have to your candidate this primary season. We have a number of contested races going on and our candidates need you, because we are Republican women and we make it happen. When the primaries are over and the dust settles, we need to all get behind our Republican candidates and defeat any Democrat challengers.

It will be a lot easier to do that if we do not give the Democrats ammunition by waging bruising campaigns that focus on tearing down other Republicans - remember Reagan's 11th commandment. Urge your candidates to campaign by focusing on their best qualifications rather than exposing their opponent's vulnerabilities. We don't need to be doing the research for the Democrats, let them figure it out for themselves.

The end of our primaries is just the beginning of our quest to take back the White House. The next stop on the Red Super-Highway is the Republican Party of Texas Convention, May 12-14. **Every TFRW member should be at this convention.** Remember, one of our overarching goals for TFRW is to expand our influence.

If Chairman Mechler can look up from his podium onstage and see that a large majority of the audience is TFRW members, imagine his reaction (and, I hope, his delight). What influence we could wield. Consider some of the important things that are decided at the RPT convention: we adopt a platform, pass resolutions, elect our chair and vice-chair, and we elect our representatives to the RNC convention this summer where our Presidential Nominee is officially decided.

The epitome of influence is that those critical decisions could be swayed, if not determined, by our TFRW members. If the surest way to fail is to play small, then we must really show up in a big way to the convention.

There is a full explanation later in this edition of the process to become a delegate to the Republican Party of Texas Convention. Read it. Understand it. Just do it.

My challenge to each member of TFRW is to become a delegate to the RPT Convention in May. Let's be TFRW STRONG and show Texas exactly how much we care about our future. Let it be our women that take the driver's seat on that Red Super-Highway. We are, after all, better drivers.

Theresa Kosmoski

President



If your club has activity related to an election, two reports will be due in February. The 30th day before the March 1, 2016, primary election report due **Monday, February 1, 2016** and the 8th day before the March 1, 2016, primary election report due **Monday, February 22, 2016**. For more detailed information on periods covered, check the TEC website. Also, sign up to receive email reminders of upcoming deadlines from TEC. The TEC website is <http://www.ethics.state.tx.us/>. TEC is available Monday thru Friday from 8 AM to 5 PM to answer your questions by phone. Their number is [512-463-5800](tel:512-463-5800).

Patricia Harless * PAC Treasurer * pacchair@tfrw.org



Welcome New 2016 Treasurers! If this is your first year as a Treasurer, thank you so much for agreeing to serve. Do not be afraid! Do not panic! I am here to work with you to accomplish your goals. If you are a seasoned Treasurer, welcome back and thank you for agreeing to serve again. You are a valuable resource to your club and to TFRW.

As we begin a New Year, here are a couple of important items to remember.

BUDGETS

It is important to prepare an annual Budget at the beginning of every year for approval by your club Board and Membership. Budgets ensure that the Board is being fiscally responsible and that the club remains financially sound. Because TFRW clubs are Political Action Committees, Revenues and Expenditures can vary significantly between Election Years (even-numbered years) and Non-Election Years (odd-numbered years). A good starting point for the 2016 Budget process would be the Actual vs. Budget Statement of Revenues and Expenditures for previous even-numbered years (i.e. 2014 and 2012). Periodically review your Actual Revenues and Expenditures to be sure you are within budget.

FINANCIAL REVIEW

It is also important to complete an Annual Financial Review within the first three months after the close of the year. The Annual Financial Review verifies the supporting documentation for the club's books and records. It also assures the Membership that the club's resources are managed within the guidelines established for their use. This review should be performed by someone not directly involved with the club's finances for the accounting period being reviewed. The Annual Financial Review Checklist form included in the TFRW Leadership Handbook can be used for your financial review.

Cindy Barberio Payne * Treasurer * treasurer@tfrw.org



TFRW Leadership in Motion

Leadership Day February 6th, 2016

Like a ship's captain, a leader not only sets the direction, but also keeps the ship on course using every crew member. As important as the sextant was to the ships navigation, TFRW's *Leadership Handbook* is the one tool on which you will rely for smooth sailing this year and beyond.

TFRW's 2016-2017 Handbook is ready for you to collect at this year's Leadership Day in Houston, Saturday, Feb. 6th at the Westin Hotel Memorial City. For the first time, the handbook has been loaded to a thumb drive. Each club will receive one. How easy it will be to share everything in the handbook with your officers and board members. You are sure to remain on course!

This handbook is invaluable to new officers and committee chairs. It is also an important refresher for returning board members. TFRW's handbook clearly defines the expectations of all involved. Every board member owes it to her club to read and review each page and to reference the handbook throughout her term. If you haven't already registered, there is still time. Go today to the TFRW website www.tfrw.org and register. You and your club will be glad you did!

I am looking forward to seeing so many of you at TFRW's Leadership Day. We are excited about sharing all the plans that have been made - we have been in motion since the weekend after the 2015 Convention in November!

The Special Events Committee is looking for members to join us. If you would like to play a part in creating some truly memorable special events for our members, email me, call me, or speak to me at Leadership Day. Until then, enjoy this thought:

"Leadership is the art of leading others to deliberately create a result that wouldn't have happened otherwise." - Unknown (but wish I'd said it!)

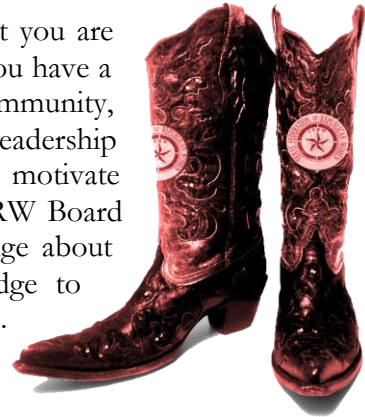
Julie Faubel * First VP Special Events * firstvp@tfrw.org

LEADERSHIP BOOT CAMP 2016

Saturday, February 6, 2016

The Westin, Memorial City, Houston, TX

Leadership Day is on the horizon, and here's hoping that you are registered, because, what a day we have planned for you! If you have a position of leadership in your Republican women's club or community, you will benefit from the variety of workshops offered. The Leadership "Boot Camp" sessions are designed to meet your needs and motivate you for working the upcoming elections. Taught by our TFRW Board members and other experts, you will gain practical knowledge about different leadership roles, and how to apply that knowledge to impact your members and community for Republican causes. You will also have the opportunity to meet club members from across the state, share ideas, and learn from each other. Be sure to bring a list of questions and get them answered!



Registration begins at 7:30 A.M along with the Sponsors Breakfast!
Come early! You won't want to miss a minute!

NETWORKING LUNCHEON

Come learn about the "Road to Convention" from leaders of the Republican Party of Texas!

- Tom Mechler, RPT Chairman
- Amy Clark, RPT Vice-Chairman
- Toni Anne Dashiell, National Committeewoman
- Rhonda Lacy, RPT Strike Force Director

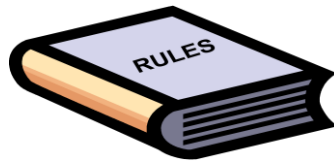
"BUSY WOMEN 'MAKING IT HAPPEN' IN POLITICS" PANEL DISCUSSION **Facilitated by National Committeewoman, Toni Anne Dashiell**

Maybe you have heard of "work/life" balance. But have you heard of "work/life/politics" balance? Come hear from a panel of professional women who are making an impact, each in different and unique ways. Learn how to prioritize what matters most, manage time, overcome obstacles, and seize opportunities to make a difference, despite your very busy life!

Featured panelists include:

- Dr. Donna Campbell, Texas Senator
- Patricia Harless, TFRW PAC Chairman, pro-business advocate and former Texas State Representative
- Elizabeth Cox, Executive Director of Herdacity, an initiative that seeks to be a place of connection *Where Women Dare*
- Rachel Woods, Leadership author, professor, working mom and political activist.

We Make It Happen!
Karen Curnock, Leadership Chairman



“We Make It Happen!” TFRW 2016-2017

Bylaws

My main goal this year is to work with and support new clubs to make sure their bylaws are in line with TFRW bylaws. TFRW plans to greatly increase the number of clubs over the next 2 years so I will be busy accomplishing this goal.

I am always available if you have questions or concerns in regard to your club's bylaws. Nominating committee questions are high on the list right now.

Make sure you add the bylaws amendments approved at the TFRW state convention to your club bylaws. You do not need to turn them in for approval but, if you do send your updated copies to me, your club will earn activity points.

See amendments below:

- Each club must now add the following to their bylaws under "Article III - Policies".
 - 1) In the subsection entitled "Candidate Endorsement", please add to the end of that subsection: "No candidate shall use the TFRW logo in any political advertising, and any political advertising shall contain the following disclaimer: "This endorsement is given by the individual(s) only, NOT the Texas Federation of Republican Women."
 - 2) Add a NEW subsection, and number accordingly, that states the following: "Candidate Fairness: After the end of the filing period for any office and ending the day after the final election for that office, it is the policy of TFRW that all Republican candidates for that office shall be treated fairly and equitably. When one Republican candidate for an office is invited to speak at a Federation or club meeting, then all Republican candidates for that office shall be offered equal presentation time at the same meeting or another meeting before the election."

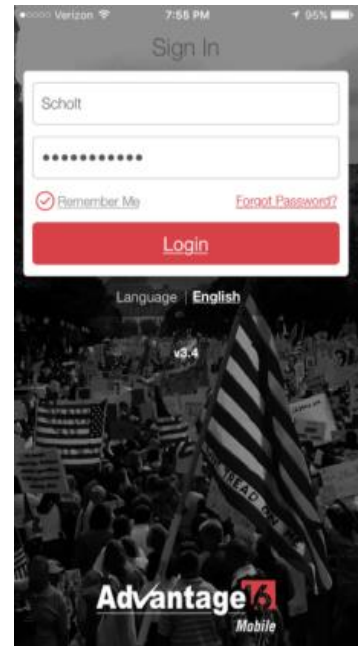
Tina Gibson * VP Bylaws * vpbylaws@tfrw.org

CAMPAIGN ACTIVITIES

Leadership Day is fast approaching! Have you downloaded the Advantage App to your iPhone or Android mobile device yet? The breakout session for Campaign Activities on Leadership Day will feature an overview of the Advantage 16 Voter Contact System developed by the Abbott Campaign. Be sure and bring your laptop, tablet and/or your phone to the session with the app downloaded and ready to go. (You can locate the app in the App Store on your mobile device.) In order to be ready for the training, please send an email NOW to Richard Costello, Deputy Director with the Texans for Abbott Campaign at Richard@GregAbbott.com asking him to add you to the TFRW Campaign Activities Team.

This app will allow us to be more efficient in our block walking, as well as when we participate in phone banking. This system makes it simple to contact and mobilize voters. Get Out the Vote (GOTV) activities will be crucial to the 2016 Presidential election and the Advantage App will be a valuable tool to locate Republican voters and get them to the polls.

An exciting aspect of the app is that the hours you spend in these activities will automatically be calculated for you! If you choose, you can also manually enter hours that you spend on other campaign activities, such as volunteering at Republican headquarters and attending Federation board meetings. The Abbott team is committed to working with us, so don't be intimidated by the technology. This one tool can help us to mobilize like we never have before. Download the app and get started today!!!



CLUB PRESIDENTS: Has your club appointed a Campaign Activities Chairwoman yet? If so, please email her name and contact information to vpcampaignact@tfrw.org. If not, please appoint this important position as soon as possible.

DEADLINE PASSED: The deadline for submitting the previous quarter's campaign hours is the 15th of the month following the end of the quarter. If you have not submitted your club's campaign activity hours for the 4th quarter of 2015, please do so today. Either enter them on the TFRW website, or email them to me at vpcampaignact@tfrw.org.

There is a printable form on the TFRW website entitled "Individual Club Member Reporting Form" that can be distributed to club members to help with the tracking of campaign activity hours. Download yours today! Just as a reminder, Campaign Activities Chairwomen are prohibited from endorsing a candidate in a contested Republican Primary.

2016-2017 TFRW GOAL:

4,000,000 REPORTED CAMPAIGN ACTIVITY HOURS

Janis Holt * VP Campaign Activities * vpcampaignact@tfrw.org



Barely one month into the new term and your VP Finance is working hard to make sure that TFRW will have funds available to help our Texas clubs reach their full potential. Many of you signed up for the scavenger hunt and are hard at work collecting clues to bring to Leadership Day in Houston. If you missed the scavenger hunt, don't worry, there are more fun events planned for 2016!

Over the next few months I will be focusing all my attention on the Tribute to Women Luncheon, which will be held on Friday May 13, 2016 at the Omni Hotel in Dallas. Please start thinking about women that your club would like to honor. We are working on improving check-in and securing a dynamic speaker who will personally congratulate, and take a photo with each honoree that afternoon.

For more information on the Tribute to Women Luncheon please see the attached flyer.

It takes a team to successfully run all of these events. If you would like to be part of the Finance team, please email me at the address below.

Karen Newton * VP Finance * vpfinance@tfrw.org

Tribute to Women



TEXAS FEDERATION OF REPUBLICAN WOMEN

SAVE THE DATE



FRIDAY MAY 13TH

11:30 AM

OMNI DALLAS HOTEL
555 S. LAMAR, DALLAS, TEXAS

HONOREES PER CLUB

Small (10-30 members) 1 Honoree
Medium (31-60 members) 2 Honorees
Large (61-100 members) 2 Honorees
Jumbo (101-200 members) 3 Honorees
Super Jumbo (200+ members) 3 Honorees

Clubs will need to submit a short bio for each member honored.

More details and Registration Form will follow soon.



MEMBERSHIP – THE LONELY PURSE SYNDROME!

By the time you read this, you will have realized that we are already deep into 2016. I can't believe January is already over and that the first of the Presidential Primaries is knocking at our door. **Question for you? How is your purse doing these days?** (Lest you think I've totally lost it.....and I probably have..... keep reading.) Did you get your purse cleaned out from all the Christmas receipts and grandkid treasures to begin afresh for the New Year? I bet your purse is going through the **LONELY and EMPTY SPACE SYNDROME**.....I have good news, ladies. Fill that purse with your Club Business Cards and your Club Membership applications and info on all the primary candidates in your neighborhood. Your purses will thank-you! Your club will thank-you and the Republican party will thank you, too.....**BECAUSE**.....

The Texas Primary is only ONE month away and **ALL** 2015 TFRW members need to be re-upped! Yes, **ALL!!** At this writing, we have 3,500 TFRW members. **AND**, I hope by February 1 and our Leadership Day that we have at least 5,000 members. Have you personally called/emailed or texted your Club President and VP Membership to ask if you could have a list of members to contact about rejoining for 2016? This is **NOT** a job for **JUST** the membership committee. It's a job for **EACH** member.

Of course when we get everyone re-upped, we want **EACH** member to bring in **ONE MORE NEW** member during 2016. **WHY?** So we can be the largest Republican Women's Organization in the Nation by doubling our membership from **10,000 to 20,000**? That wouldn't be a bad thing. **Why?** For bragging rights at TFRW that you, too, have doubled your club membership [or in some cases tripled and quadrupled]? I'll be glad to brag on you!

The **REAL** reason for **EACH** member to bring in **ONE MORE NEW** member, and do it **SOON**, is because we need the masses of Republicans to come together to **LEARN**, get **TRAINED** and then **UNIFY** to fight for the biggest election challenge in the history of our Nation. People are frustrated and discouraged. They're wandering around in a daze just knowing that there has got to be 'something out there to plug into'.....**And in you swoop with your cape and your purse to save the day!** These wandering souls, of course, need to be at your meetings to see what is going on and learn of the plans that we have to ensure Victory in 2016.

Ladies, this reason alone should encourage, inspire and push you forward to talk to your next door neighbor, your Bunco gals, your tennis partner, your hairdresser, your friends in Sunday School, your friends at Temple, your workout partner, your vet, your banker, your doctor, your.....do I need to go on and on? You're afraid of rejection, you say? Get over it! YOU can DO this, ladies! The person who rejects your invitation to membership into one of the most informative, yet hilariously fun organizations is most probably one who has been in a **recent coma**. Move on to the next person. Talk to everyone. Give each person your club business card and application. Remember, your purse WANTS to carry these extra bits of fantastic Republican purse paraphernalia. Our purses CRY OUT to have **something** besides lipstick [which is very important], tissues, gum, nose drops, glasses and loads of money in them. (Mine is in the form of pennies!)

OK, now sit down during the 'quiet moments' that we all have in our balanced schedules [well \$%\$&*&^#! Yeah right!!!do it while you're in line at the bank or in your kid's pick-up line at school] and make a list of people you know, ***even the ones you don't like very much at all*** – because they still need to vote Republican. EVERY CLUB in this state has SOMETHING to OFFER to the general public about what is going on in the Republican Party and how incredibly organized TFRW, RPT and RNC are about this next election. I know this to be true but more about all of that in upcoming newsletters! Ladies, don't let your friends, neighbors, acquaintances and family members miss out on this election cycle sitting on the sidelines. It's going to take ALL of us.

AND Club Presidents and VP Membership Chairs, if you've read this membership message, then I want to hear from you. I am going to count and see how many clubs actually read these TFRW newsletters. Club members, if you've read this message, then give a head's up to your President and/or VP Membership and have ONE of them contact me, Rhonda Lacy at vpmembership@tfrw.org to let me know that they are indeed reading these newsletter submissions and are ready for all the fun we're going to have.

PLEASE USE THE CORRECT ADDRESS TO SEND IN YOUR MEMBERSHIP SUBMISSIONS AT LEAST ONCE A MONTH! Yes, once a month! Let's stay on top of our membership and build an army of 20,000 this year. I want to publish the names of those clubs who re-up at least 95% of their members in an upcoming Spring Newsletter Issue.

Mail submissions to: **TFRW, 13740 N. Highway 183, Suite J4, Austin, Texas, 78750**

Who is **YOUR ONE MORE!!** Ladies, y'all are great. See ya' on the campaign trail.

Rhonda Lacy * VP Membership * vpmembership@tfrw.org



At TFRW Leadership Day, one of the workshops presented will be about how to become an effective legislative advocate. From this workshop, I am working to build training modules – that is, presentations – that you can use in your clubs.

The first issue covered in the workshop will be “Why We Don’t Communicate.” Though we are all political activists, we still hesitate to call our elected officials, even when asked to do by a call to action.

Why We Don’t Communicate Effectively (Or, Really Bad Excuses)

“My {elected official} is a Democrat”

Even though we may not have cast our vote for the person representing us, it is still crucial to communicate with them. Many issues are non-partisan in nature, and there are times when you may need help from a congressional or legislative office when dealing with bureaucracy (such as the IRS, the VA, and so on). Think of it this way: a broken sidewalk knows no party, and still needs to be fixed!

“I don’t have time to pay attention to what’s going on.”

We all lead busy lives, it’s true. As a Republican Woman, this one really doesn’t work, because we all have a chance to stay informed via our clubs and the resources TFRW and NFRW provide. Once a week, check out the news or open those action emails you ignored – and then, if moved, take action! The truth is, we all have time – we just have to prioritize what we spend that time on.

“Every time I call, I only get to speak to a staffer/intern.”

Every staffer and intern is trained to listen to you, the constituent, and they can be important allies. If you’re talking to staff at the State Capitol in Austin, your calls are logged and the information categorized by issue. Staff are full-time, too, while your legislator probably has another job outside his/her work on your behalf. Work to maintain a good relationship with staff and you’ll have powerful allies when you need them later on.

“I don’t really care about ____.”

Often, the issue action items we get from advocacy organizations only marginally affect us; there are plenty of issues that aren’t going to move you to make that phone call. But there will be issues that you care about that you can take action on; don’t be discouraged, and find a way to make your voice heard about the things that you’re passionate about.

“We elected Jane Doe to do the work, and I shouldn’t have to tell her how to vote.”

Representative Jane Doe hasn’t made up her mind on an issue, so she has to weigh various factors before she votes. All other things being equal, if she receives 10 calls from her district against an issue, and only 2 for it, she may decide to vote a way you disagree with. Always communicate your position to your elected officials – be the encouraging voice from home!

Michele Samuelson * VP Legislation * vplegislation@tfrw.org



TFRW Community Engagement

Our Texas Federation of Republican Women President guards our legacy with a brilliant eye toward the future.

We, as part of the leadership of TFRW, committee chairs, or club presidents, all share in this legacy, which comes with responsibilities and duties.

Our loyalty toward our values drives us to victory this year. We realize one of the components for success is that we engage, and recruit, diverse members within our communities to attain our goals. However, membership in TFRW is also a wonderful treasure to enjoy and share with others. Friendships grow along with our membership numbers.

Reminder: Some of the "Rules" of Engagement:

- * Appoint a Community Engagement Chairman for your club, as well as a sub-committee, focused on working with your club Membership Chair, to promote membership to all women in the community, and establish a relationship with other Republican-affiliated groups in the area.

- * Be there – from a booth on the town square, to parades, festivals, ethnic celebrations and community events, and charity events.

- * Be visible – club members, wear your badges that identify your Republican club at events, or when you volunteer at community events.

- * Be friendly and inclusive. Establish a relationship with your local college or technical institute to recruit younger Republican Women.

We have an opportunity to grow our membership *and* influence the outcome of this election by forming strategic partnerships with Republican-oriented groups, while recruiting members of diverse backgrounds in our communities.

Share your community engagement stories with me so we can *celebrate* your club in future publications. *And* watch for details on upcoming opportunities to participate in the Champion of Freedom Award and Event.

Mary Mayo * Community Engagement * community@tfrw.org



John Goodwin Tower Award

First, I would like to applaud Beth Cathey and her committee for a fantastic job with the Awards program. I am so thankful to her for her guidance in this new role. I consider myself fairly new to the political world, even though I jumped in feet first and have served as several committee and board positions including president for the last two years for the Lake Conroe Area RW. I love the awards program, and how it helps guide our clubs to be the best RW clubs that attract active conservative women and men to join! My committee and I are looking at the current awards program and plan to update a few aspects and change some of the point systems. I hope you all have submitted your officer and required committee chair list. Please plan to attend the Leadership Day for more information on awards. My goal is to have an updated John Goodwin Tower application and checklist online by Leadership Day. But for now follow the 2014-2015 application.

- Has your club submitted your Officer List to TFRW Home Office by Jan 31st?
- Has your Treasurer submitted the 1st installment of dues plus the service charge by Jan 31st?
- Have your President distribute each board member a copy of her respective job description and corresponding section of the President's Leadership Handbook.

Just these three items will get you on the road for a successful Awards program. I look forward to working closely with all of you! If you have any questions please contact me.

LOCAL CLUBS' TFRW AWARDS CENTRAL

Please find info on the various awards offered through TFRW and NFRW. This is meant as a guide only. **Check the TFRW and NFRW websites often for updates and changes.**

Michelle Martin * Awards Chair * awards@tfrw.org

AWARD	CONTACT	ADDRESS/EMAIL	POSTMARK DEADLINE <u>Tentative</u>
Tribute to Women	Karen Newton VP Finance	TFRW/Tribute to Women 13740 N Hwy 183, Ste J4 Austin, TX 78750-1832 vpfinance@tfrw.org	April 13, 2016
Caring for America NFRW	Carol Hadley, NFRW Caring for America Chair	chadleycfrw@aol.com	June 1, 2017
Club Achievement Award NFRW	Julie Harris, NFRW Achievement Award Chair	3654 Tara St. Springdale, AR 72762 jjonharris@aol.com	June 1, 2017
John Goodwin Tower Award of Excellence	Michelle Martin, TFRW Awards Chairman	45 April Point Dr. North Montgomery, TX 77356 awards@tfrw.org	August 15, 2017
Americanism Recognition Award	June Rentmeester, TFRW Americanism Co-Chairman	440 Independence Park Way #2129 Plano, Texas 75075 johnren1936@gmail.com	August 15, 2017
Ten Outstanding Award	Carolyn Hodges Chairman	chodges@hodgessw.com	August 15, 2017
Kay Bailey Hutchinson Leadership Award	TBD		August 15, 2017
Best Newsletter Award and Most Improved Newsletter Award	Barbara Tague, TFRW Public Relations Chair	PO Box 20 Tomball, TX 77377-0020 pr@tfrw.org	August 15, 2017

PUBLICITY – Research and Planning!

A Plan and A Press Release

Your club's programs and speakers are the most effective publicity for your organization. However, you must publicize your programs and speakers in your community! *Be creative in your approach to accomplishing this goal.*



What are some factors to consider when you develop YOUR PLAN? *Research is the key to a successful plan. BUT... You have to have a PLAN! Use your Calendar to follow your plan!*

First:

- Determine what newspapers, community newsletters, HOA newsletters do your neighbors read.
- What local radio stations do you listen to and what programs on those stations have the largest LOCAL audience in your area?
- Is there a local cable channel in your community that would work with your club on cooperative ad programs? What could your group provide that would benefit their station?
- What free advertising, community sections, etc... are available that you can use?

Second:

- This is critical – then identify who are the key personnel/contacts at each of these newspapers, newsletters, radio and TV stations and the cable channel.
- Determine their schedule of deadlines. Many will have a “deadline”, others will also have a “drop-dead deadline”. Maybe there is a reserved section of the print media that they keep for those last minute announcements and stories.
- What are the requirements for their publication when you submit your press release, stories, and advertisements to them? These are very important.
- Determine for each one – How do they prefer you get the information to them and in what format?

Third:

- Develop as much information about each contact as you can.
- Establish rapport with political writers and media newscasters. Get to know them. Face-to-face contact is always best when possible.
- Create a system that works for YOU to track all of this information. Use Index Cards, excel spreadsheets, whatever system works best for you! You will need the ability to refer to your contact information quickly.
- Create a calendar with all your standard deadlines for sending or requesting information and articles.

Fourth:

- USE this research and information to cultivate a RELATIONSHIP with these individuals.
 - ✓ What is their “hot” button?
 - ✓ Preferred method to contact them?
- They are your secret weapon in your PLAN to your goal of a successful publicity resource for your club.
- Then respect the deadlines, the requirements for each organization when you submit your press releases to them.
- Send in complete information - Always include the Five W's: Who, What, When, Where, Why – Be informative, but brief.

Now you have the bones of a plan.

What do you need to do next? Write a press release which includes the appropriate information!

Press Releases

Content:

- Always include the Five W's: Who, What, When, Where, Why – ***Be informative, but keep it short.***
- Make your story as accurate and impartial as possible. State the facts only.
- Include your name, title, phone, fax, and e-mail address as the contact person at the top right of each page.
- Always include a short paragraph about your club, when and where it meets, and a contact person for more information.
- Review your press release and see if you should include a disclaimer in it.

Format:

- Typewritten, double-space, pleasing to the eye, and neat.
- Limit your story to one page, no more than two pages.
- Read your press release aloud before you send it. If it sounds awkward, it's most likely awkward. Keep editing and reading until you are comfortable with it.

Inclusions:

- Hard copy photos - labeled (not written) on the back with identifying name(s) and article it is accompanying. Do not expect photos to be returned.
- Emailed photos – identify the people in the file name. Send pictures as a separate file from the document.
- Send photo of speakers/participants with a bio for their information as separate files.
- Names of local people will create reader-recognition.

Action:

- Know media deadlines. Dates and Times – make sure that you follow these.
- Use the format they prefer: e-mail, fax, mail.
- Use the size and type of file they prefer.
- Remember that frequent publicity is more effective than occasional large articles. Break your article down into several short releases.
- Start sending short releases early and build up to the big event, ending with a follow-up story.
- Invite media to attend your meeting, event.

Here are some publicity “don’ts” to keep in mind:

- Don't try to disguise advertising as news.
- Don't beg, plead, wheedle, or shed tears before the editor.
- Don't argue with the editor or try to go over his head to the publisher if he rejects your story.
- Don't send your material to the wrong person. Make sure you know the right person and department.
- Don't rush in with a routine story five minutes before deadline. You have had plenty of time to get it in.

Barbara Tague * Public Relations Chair/ Texas Star Editor * pr@tfrw.org



Presidents: Parliamentary Procedure is Your Friend

As a new or returning president, you are overloaded at the beginning of the year. There's so much to think (*worry?*) about. Are all the board positions filled? What are we doing for the first program? What do I need to know to do my job? How do I conduct my first meeting? Help!

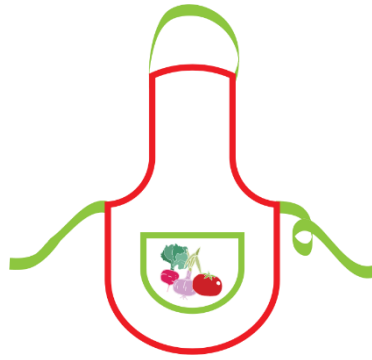
With all that on your mind, it's no wonder that you're not even thinking about Parliamentary Procedure at this point. However, when you stand up in that first meeting, you'll understand why it is important.

How do you and your club benefit from knowing how to properly conduct an effective meeting?

1. The meeting is orderly. With a well-prepared agenda, the business flows easily. The board members are prepared to give their reports.
2. The rights of the members are respected. Members are treated fairly. They have an opportunity to participate in the business but no one is allowed to dominate the meeting.
3. The Bylaws are followed. Meetings are held according to the day specified. Required activities (i.e. elections, installations, etc.) are placed on the appropriate month's agenda.
4. Motions are conducted in the proper manner allowing members to voice their opinions and to vote correctly. No one leaves the meeting wondering what they voted on.
5. Members want to come to the next meeting. When members attend a meeting that is organized and efficient, they want to come back. They don't leave saying, "Well, that was a waste of my time" or, "No one knew what they were doing." They feel good about their club and want to participate. And, they want to bring a friend with them.

As we are all trying to attract new Republican women, remember that first impressions count. Conduct your meeting so that women want to come back and so that your members are proud of their club.

Pam Meyercord * Parliamentarian * meycord@aol.com



HOSPITALITY

The Hospitality Committee strives to help make TFRW Board members a little more comfortable at their meetings by providing some “extras” in the way of snacks, an unbudgeted pot of coffee, a warm blanket and a welcoming smile. Since, after all, we are fiscal conservatives, we need your club to help us fulfill our mission.

The John Tower Award offers bonus points for each club that provides either the small snacks provision for a meeting, or donates a minimum of \$25.00 toward these items. Your club will be publicly acknowledged at the meeting as well as in a subsequent *President's Newsletters*.

The members of the Texas Federation Board, who are the leaders of the women of the Republican Party, serve without compensation and must pay their own expenses in travel, lodging and visiting their designated clubs and events. They do it because they love our great state and our country. We just try to help make their hard work a little more comfortable.

And we invite YOU to visit our board meetings. You will meet the leaders of the state, hear from our elected officials and dedicated Republicans. We hope you will be inspired become one of these leaders. We want to help you make your visit a memorable event.

We want to get to know you and to help you become more involved in the Federation. Please plan to join us. When you do, we will do our best to make sure you want to attend every meeting. We hope you will soon become an integral part of our great organization.

Belinda Frisk *BFrisk@gvtc.com &

Patti Johnson * PattiHJ@gvtc.com * Hospitality Co-Chairs



AMERICANISM

February is the month of Presidents' Day commemorating the births of George Washington and Abraham Lincoln. Also William Henry Harrison and Ronald Reagan were born in this month. This is a theme that can be turned into a great program.

Flying our Flag:

February 12 Birthday of Abraham Lincoln
February 15 Presidents' Day and George Washington's birthday (observed)
February 22 George Washington's Birthday

Celebrations:

February 01 National Freedom Day
February 02 Groundhog Day (Punxsutawney Phil)
February 08 Chinese New Year
February 10 Ash Wednesday
February 14 St. Valentine's Day

Unusual Historical Facts for February Presidents:

- **George Washington** (1st) born February 22, 1732 in Westmoreland County, Virginia and was Commander of the Continental Army. He headed the convention that drew up our Constitution. Washington decided to achieve treaties with Native American Nations bordering the new country. At the invitation of the president, he held a reception in the presidential mansion with a large East Indian pipe in the middle of the hall. The tube was twelve to fifteen feet in length and after of couple of whiffs it was passed around to others. What a peace pipe!
- **Abraham Lincoln** (16th) born February 16, 1809 in Harden County, Kentucky. He is best known for freeing the slaves after the Civil War, the Gettysburg Address and establishing Thanksgiving. He is also enshrined in the National Wrestling Hall of Fame with a record of winning all but 1 of 300 matches. Just hours before his assassination, he signed the law that created the U.S. Secret Service. Its mission was to curtail widespread counterfeiting and it was only after the assassination of two more presidents that protecting the President was added to its duties in 1901. In 1876 a gang of Chicago counterfeiters decided to kidnap his body and hold it for ransom in Springfield, Illinois. The Secret Service moved the body to an unmarked grave. He never slept in the Lincoln Bedroom.
- **William Henry Harrison** (9th) born February 9, 1773 in Berkley, Virginia. Unfortunately, he died of pneumonia after only 32 days in office from the cold weather on inaugural day. His nickname was "Old Tippecanoe".
- **Ronald Reagan** (40th) born February 6, 1911 in Tampico, Illinois. He was known for his acting, radio and television careers. He became Governor of California in 1960 and President in 1980. Yes, he liked jelly beans (licorice) and pizza.

June Rentmeester & Jeannee O'Neill * Americanism Co-Chairs



2016 Calendar and Deadlines

Feb. 4-5, 2016	TFRW 1 st Quarter Board Meeting, Houston TX
Feb. 6, 2016	TFRW Leadership Day, Houston TX
March 1, 2016	TFRW 1 st Submission and Club Dues are Delinquent
March 17, 2016	NFRW Legislative Day at the U.S. Capitol, Washington, D.C.
March 17-19, 2016	NFRW Spring Board Of Directors Meeting, Arlington VI
April 29-30, 2016	TFRW 2 nd Quarter Board Meeting, Austin TX
May 1, 2016	2 nd Quarter Membership Dues to NFRW
May 13, 2016	Tribute to Women, Dallas TX
July 8-9, 2016	TFRW 3 rd Quarter Board Meeting, Austin TX
August 1, 2015	3 rd Quarter Membership Dues to NFRW
October 28-29, 2016	TFRW 4 th Quarter Board Meeting, Austin TX
October 31, 2016	4 th Quarter Membership Dues to NFRW
November 1, 2016	TFRW Membership 2016 Begins

• 2016 •

January							February							March							April												
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S						
						1	2																				1	2					
3	4	5	6	7	8	9		7	8	9	10	11	12	13		6	7	8	9	10	11	12					3	4	5	6	7	8	9
10	11	12	13	14	15	16		14	15	16	17	18	19	20		13	14	15	16	17	18	19					10	11	12	13	14	15	16
17	18	19	20	21	22	23		21	22	23	24	25	26	27		20	21	22	23	24	25	26					17	18	19	20	21	22	23
24	25	26	27	28	29	30		28	29							27	28	29	30	31							24	25	26	27	28	29	30

May							June							July							August												
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S						
1	2	3	4	5	6	7					1	2	3	4						1	2						1	2	3	4	5	6	
8	9	10	11	12	13	14		5	6	7	8	9	10	11		3	4	5	6	7	8	9					7	8	9	10	11	12	13
15	16	17	18	19	20	21		12	13	14	15	16	17	18		10	11	12	13	14	15	16					14	15	16	17	18	19	20
22	23	24	25	26	27	28		19	20	21	22	23	24	25		17	18	19	20	21	22	23					21	22	23	24	25	26	27
29	30	31						26	27	28	29	30				24	25	26	27	28	29	30					28	29	30	31			

September							October							November							December												
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S						
					1	2	3						1							1	2	3	4	5				1	2	3			
4	5	6	7	8	9	10		2	3	4	5	6	7	8		6	7	8	9	10	11	12					4	5	6	7	8	9	10
11	12	13	14	15	16	17		9	10	11	12	13	14	15		13	14	15	16	17	18	19					11	12	13	14	15	16	17
18	19	20	21	22	23	24		16	17	18	19	20	21	22		20	21	22	23	24	25	26					18	19	20	21	22	23	24
25	26	27	28	29	30		25	26	27	28	29					27	28	29	30								25	26	27	28	29	30	31

PERIODICALS
POSTAGE PAID AT
AUSTIN, TEXAS