



The Monthly Messenger
Indiana State Council, ESA International
Debbie Frazier, President

Special Edition - October 2009

Message from the President

I would like to say “thank you” to everyone for making Fall Conference a wonderful day....for those that attended & for those that prepared for the meeting, but were not available to attend. It was meaningful, educational, & a day filled with fun & fellowship for the ESA membership. There were 76+ members in attendance....Super!!!

I know several of you drove quite a distance to attend & that is dedication to ESA!!! ESA is a wonderful organization!! The friendships are endless & so meaningful. Everyone does so much & touches so many lives. There are so many people that benefit from the members of ESA. God Bless all of you & all the members of ESA!!

Epsilon Lambda Chapter – thank you so much for your outstanding hospitality at Fall Conference. We all know that you are a small chapter, but as many saw, it doesn’t matter whether a chapter is large or small in number, a wonderful meeting can still be hosted. The location was perfect & the food was great! The space was adequate. The only thing lacking was the sound system. I apologize that my karaoke machine did not provide the volume needed for the space.

ISC Board – your reports were excellent!!! You provided a lot of great information for the membership & you kept your reports short, when appropriate, & to the point in order to keep the meeting running smoothly & allowing us to get the meeting finished in the required length of time. Your leadership is a real asset to the membership. Also, thank you for your participation in the raffles.

Chapter Presidents – your raffles & participation were the best. It was great that so many of you & your chapters participated in the raffles. I know a lot of time & money goes in to preparing the raffles. A lot of money is not always made from the raffles, but every little bit helps. I know the membership loves to participate with buying tickets and/or merchandise. Although we may not all be winners, its fun just seeing who does win.

PIPs – your skit was awesome!! Thank you so very much for filling in during Peggy’s absence. A special “thank you” goes to DeEtta & Deana for putting together the skit & the questions for the breakout. One thing we can all say about the PIPs.....they are always there when we need them!!!! They have served their positions on the ISC Board, but even when they’ve finished

their term of office as State President, they are still very willing to provide the much needed mentoring, advice, recommendations, etc. when asked. Even at times when they're not specifically asked, they still share encouraging ideas and words of support.

Following are the results of the skit the PIPs conducted at Fall Conference. Please share & discuss these results with your chapter members at your next meeting. Please let me and Peggy know if any of the suggestions provided help you and or your chapter with your membership drive for new members. The ISC Board will discuss your responses at our Board meeting in February 2010.

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Thank you!!

ESA Love, Hugs, & Friendship,

ISC State President, Debbie Frazier

The Lord gave us two ends - one to sit on and the other to think with. Success depends on which one we use the most.

--Ann Landers

Membership Skit Results

Thanks to all of you who participated in finding the medicine and cure to make sure that ESA is alive and growing yearly in the state of Indiana. It will take everyone in every chapter to make sure Indiana ESA stays strong. It is in YOUR hands. The Indiana State Council and the Past President Auxiliary is ready and willing to help in any way to make this a reality this year to have net growth by June 1, 2010.

Here are the questions along with the answers that were done at Fall Conference. Please, Chapter Presidents and Membership Directors, make sure you go over this with your chapter in the next month. Stress the importance that we must get new members and establish new chapters in cities where we do not have a presence!

Here are the questions and your group answers:

1. Should we have formal structured rushes or just bring them in when they come to us?
 - Possible to have a statewide rush at an event
 - Get the information out, contract your friends and co-workers and invite them to come

Side note: If a structured rush does not work for you, bring them in when they come to you. Just make sure you educate them as each month passes prior to Jewel pinning them.

2. Where can we go now and get members? Are you or have you done this?
 - Contact sheet for collegiate chapters (all chapters in IN /in the country with contact information as to who they can contact if they move or make sure they have Headquarters information on who to contact if they do move
 - Church communities – go to churches and give presentation with cost info
 - “Rush Night” – everyone bring one friend to the meeting
 - Plan a community project, i.e. craft night and pass out flyers
 - Go to the YMCA’s, bingo halls, bowling alleys and leave flyers for whom to contact
 - Utilize the newspapers
3. Where can we go and get new chapters started and how would you do that?
 - Work place
 - Neighborhood Associations
 - Community Centers
 - Church
 - Parent Associations
 - Bowling Centers/Teams
 - Children Groups

How: send out invitations, plan gatherings (socials/rush parties), special project/events and just ask people!

4. Due to the state of the economy, what could you do in your chapter to raise money to get more members who are struggling financially to the state meetings?
 - Work at a project like the 500 track and use that money to pay cost and possibly 1 night stay
 - Pass hat at meeting for members to donate for upcoming registrations at meetings
 - Change jar using a calendar of events
 - Specific Ways & Means fundraiser for state meetings
 - Fine members for not wearing their pin at meeting
 - Raffle at meeting for funds
 - Personal savings envelope at meeting so you can now for future meetings (Envelope to be held by treasurer and you just deposit into it at meetings, NOT put in the chapter's checking account)

5. What is ESA's strongest selling point and how would you present it?
 - Giving back to the community
 - Raising money for Camp Riley, St. Jude and how we raise the funds i.e. events, raffles, etc.
 - Project fit with life and the connections we have
 - Have to have a life outside your family, servant leader
 - Donate to organizations – connections to donate
 - Publicized events
 - Energetic about event – have fun and show it
 - Invite people in
 - Word of mouth
 - Share details of time commitment – make sure they understand they do not have to do everything
 - What it cost – not as expensive as other organizations

6. What can we do within the state and your chapter to retain members?
 - Send out newsletter when chapter members aren't at meeting
 - Communicate one on one
 - Fund raise to help with cost
 - Make state meetings cheaper
 - Car pool to meetings and designate someone to call other members for a ride

7. If you were told ESA was going away tomorrow, what would you do to prevent it?

<ul style="list-style-type: none"> • Public Service announcements • Petition • Press Conference • Boycott/strike • Newspaper ad/article 	<ul style="list-style-type: none"> • News coverage • Contact groups to help • Contact MAL's to rejoin • Publicity – tell what we do and why we do it!!
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8. What can we do as a whole to get everyone to participate, i.e. use the state officers more effectively, or utilize the PIPs more, or talk more about successful projects?
 - Create a project plan book
 - Chapters that have successful projects should type up a “How To” sheet including dos and don’ts, problems and successes to share with other chapters
 - Share rush events

9. Do you think we need to educate our members better within the chapters? How would you do that and who could help?
 - Yes, we need to do better with educating members about ESA.
 - Have new girls paired up with an older member
 - Have each officer explain what their job consists of
 - Encourage each officer to attend Leadership (Footnote – remind officers to share all information with chapter members.)

Please let Debbie and Peggy know if any of the suggestions provided help you and or your chapter with your membership drive for new members.

Thanks and we love you.

DeEtta Charpie, PIP
Deana Walters, PIP