

The Zontian

Membership Voice of Zonta International

2010–2012 Biennial Issue Four October 2011



2010-2012 BIENNIUM

Advancing the Status of Women Worldwide



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ZONTA INTERNATIONAL HEADQUARTERS

Welcome from the Staff

Zonta International Headquarters, located in Oak Brook, Illinois, is a staff of fourteen full-time employees that manages the day-to-day operations of Zonta International and supports the Board of Directors in implementing policies and programs to further the Objects of Zonta International.

Our friendly, capable staff is ready to assist you!

Member Services

memberrecords@zonta.org

Communications

pr@zonta.org

Website

webmaster@zonta.org

Programs

programs@zonta.org

Foundation

contributions@zonta.org

General

zontaintl@zonta.org

If you are visiting the Chicago area, we invite you to visit Headquarters. Enjoy a tour of our offices and see artifacts from Zonta's 92-year history. To schedule a visit, please call 630.928.1400 or stop by our offices during regular business hours, Monday through Friday, 8:00 a.m. to 4:00 p.m. CST.

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ZONTA



INTERNATIONAL

World Headquarters
1211 West 22nd Street
Suite 900
Oak Brook, IL 60523-3384
USA

www.zonta.org

Jason Friske, Executive Director; Megan Radavich, Communications Manager; Sarah Stec, Graphic Designer
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PRESIDENT'S MESSAGE



Dianne K. Curtis

I hope all of
you will give serious
consideration to
joining us in Torino
next July for the 2012
Zonta International
Convention.

Dear Zontians and Friends of Zonta,

Over the last eight months, members of the Zonta International Board and I have had the opportunity to travel to conferences in each of Zonta's 31 districts and 1 region. I had the privilege of personally attending conferences, in Districts 2, 17, 18, 31 and 32. As a guest at these conferences, I was inspired by the energy and enthusiasm of our members all over the world and received similar reports from the international representatives to the other conferences. It is this collective enthusiasm and commitment to Zonta's mission that will help us achieve our goals and make positive and lasting changes in the lives of women around the world.

Internally, as we all know, our greatest challenge continues to be membership. This biennium, we challenged you, our members, to help our membership reach 33,000 members by the end of the biennium. Many of you personally recruited new members, shared your clubs' membership success stories, or made a commitment to address the issue within your club or district. With less than a year remaining in this biennium, we have a long way to go to reach our goal; however, I do not underestimate our ability to realize this goal if we all work together. To that end, this issue of *The Zontian* includes a number of membership resources, including information about the [membership incentive program](#), [club's use of social media](#) to aid in the recruitment process, and the [Club Achievement Checklist](#), to help you evaluate and improve your club activities and approach to membership. I hope you will all use this information to approach this challenge with optimism and enthusiasm.

I am also pleased to share an article about [violence against women](#), one of the key issues that Zonta International is focused on internationally, as well as locally through many of our clubs' activities. This biennium, we are supporting two projects through the [Zonta International Strategies to End Violence against Women \(ZISVAW\) program](#)—one on burns violence in Asia and another on gender-based violence in the recovery and rebuilding process in Haiti. We have also continued our support of the [Safe Cities Project in San Salvador, El Salvador and Guatemala City, Guatemala](#).

This issue also features a [profile of Past International President Harriette Yeckel](#). PIP Yeckel has made significant and lasting contributions to Zonta International and the Zonta International Foundation, and I am sure you will all find her Zonta story both interesting and inspiring.

I also encourage you to read on for an article on the [Jane M. Klausman Women in Business Scholarship Program](#) from Chairman of the Scholarship Committee, Karen Macier, and an interview with past recipient and current Zontian, Johanna Heta Reeta Lampinen of the Zonta Club of Helsinki I. It is wonderful to see how the Scholarship helped her reach her goals and to see her become a member of Zonta!

Finally, as I have said before, participating in club, district and international Zonta activities is essential if you want to truly experience all that Zonta membership has to offer. I hope all of you will give serious consideration to joining us in Torino next July for the [2012 Zonta International Convention](#). The enclosed Call to Convention includes all the essential information about the Convention; however, you can find even more information on the Convention website at torino2012.zonta.org.

I hope to see you there!

Dianne K. Curtis
Zonta International President
Zonta International Foundation President



Violence Against Women: How Zonta's Support is Helping to Break the Cycle

Globally, gender-based violence is the most pervasive and least recognized human rights violation. Rooted in inequality, it affects women of every race, class, culture, ethnicity, age and country. Although laws have been put in place to prevent the occurrence of violence against women (VAW), it remains prevalent and is often times ignored. According to UN Women (United Nations Entity for Gender Equality and the Empowerment of Women), "Globally, up to six out of every ten women experience physical and/or sexual abuse in their lifetime." The statistics on violence against women are staggering, and the cost of violence against women globally is equally shocking. According to the UN Women Say NO UNiTE campaign, domestic violence alone costs approximately US\$1.16 billion in Canada and US\$5.8 billion in the United States. In Australia, violence against women and children costs an estimated US\$11.38 billion each year. These statistics barely scratch the surface of the issue. Women and girls also make up a large portion of those affected by human trafficking, often times sexually exploited, and they are regularly targeted during warfare, with approximately 250,000 to 500,000 women and girls raped during the 1994 Rwandan genocide alone.

The prevalence of violence against women can be attributed to the many types of violence that exist, including emotional, sexual, psychological and economic abuse. The magnitude and pervasiveness of the problem make it hard to imagine a world where it would not exist; however, Zonta International is committed to supporting

programs and projects that promote and protect the human rights of all women and girls and reduces the incidence of violence against them. To that end, Zonta International established the [Zonta International Strategies to End Violence against Women program](#), also known as ZISVAW, in 1999. The program supports prevention and advocacy strategies locally and internationally; awards grants to United Nations agencies or recognized NGOs for projects that seek to change personal and/or political knowledge, attitudes and behavior contributing to gender-based violence; and increases awareness and actions related to preventing violence against women by encouraging Zonta club involvement in local and national advocacy initiatives and service projects. Since the program's inception, more than US\$2 million has been provided to support 40 projects in 23 countries.

This biennium, Zonta International is supporting two projects through the ZISVAW Fund. 'Towards a Comprehensive Strategy to End Burns Violence against Women in Cambodia, Nepal and Uganda' is a UN Trust Fund project that aims to pilot new and innovative, community-based approaches to prevent acid and other forms of burns violence by improving response from the justice, police and health sectors; mobilizing communities to monitor implementation of legislation and advocate for legislation reform; and encouraging individual responsibility to end this form of gender-based violence. Lack of regulation, combined with limited knowledge of how to prosecute these crimes, makes burns violence common in these countries. Zonta International's support is aiding the work of *Acid Survivors Trust International* (ASTI) and national Acid Survivors Foundations (ASFs) in Cambodia, Nepal and Uganda to conduct research, implement programs and inform communities of the danger of burns violence, and help people recognize the effect these crimes have on victims, families and the community.

An initial situational analysis was prepared by Leeds Metropolitan University combining evidence collected in all three countries. Surveys were also conducted in Nepal and Uganda, providing valuable data knowledge and attitudes of acid burns violence (ABV), common types of ABV, causes, incidences, knowledge of available legal and social services and prosecutions of perpetrators. Cambodia Acid Survivors Charity (CASC) is still awaiting government approval to begin its survey. The three country partners have reached out to the community to build grassroots support for the project and have already made some progress in raising awareness of ABV among men, women and children in their communities

In Cambodia, many incidences of acid burns violence go unreported. CASC is working to expand health services for burns violence and is engaging law enforcement authorities to improve women's access to justice in cases of ABV. So far, CASC has made significant progress in building collaborative relationships with government ministries—the most significant being with the Ministry of the Interior, which has actively solicited CASC's assistance in providing statistical information and awareness-raising material on ABV, as well as asking them to review and make recommendations on the draft law on acid violence. CASC has been instrumental in establishing a more stringent legal context and ensuring that new legislation specifically refers to acid violence

In addition to building relationships with government agencies, CASC is working to sensitize the community, key professionals and service providers and representatives of local government to raise awareness of ABV and prevent future cases. The community has been extremely receptive, and CASC has distributed 2,000 pamphlets, 500 t-shirts and 500 hats, all with anti-ABV messages and the CASC 24-hour hotline number.

The Government of Nepal has ratified CEDAW and the National Civil Code addresses ABV; however, no specific laws on ABV exist and the narrow interpretation of existing legislation prevents convictions in cases of ABV, resulting in little information and attention on ABV in Nepal. Burns Victim Survivors Nepal (BVSNS)

Zonta International's support is aiding the work of ASTI and national ASF's to conduct research, implement programs and inform communities of the danger of burns violence, and help people recognize the effect these crimes have on victims, families and the community.

Cambodia

Nepal

Continued on page 6...



Nepalese burns violence survivor engaging in community outreach

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Violence Against Women

is working to establish partnerships with national NGOs and organizations working with women and girls to raise awareness of ABV, build a network of support and position ABV within the wider gender-based violence context.

BVSN is also advocating for the inclusion of ABV in the government's gender-based violence agenda through the Ministry of Health and the Ministry of Women, Children and Social Welfare. They have introduced their program activities to an audience of 60 key stakeholders through a program titled 'Burns Violence: The Status of Care' in memory of Melba Devi, a well-known Nepalese musician who died of burns injuries. Despite some successes, BVSN's work has been hindered by the instability of the local political situation; however, work is continuing and contacts are being made via phone and email whenever site visits are not possible.

Uganda

Acid violence in Uganda is criminalized; however, the law is inconsistently applied by the judiciary or enforced by the police. In order to improve the legal system's efficacy in addressing these crimes and prosecuting perpetrators, additional training is required for justice and law enforcement officials. To that end, Acid Survivors Foundation Uganda (ASFU) strengthened their relationships with the Ministry of Justice and the Ugandan Police, conducting a review of the current reporting and referral system for acid and burns violence, and working with the police to improve the system for collecting and documenting acid and burns violence.

Acid Survivors Foundation Uganda (ASFU) built relationships with a variety of local stakeholders, including local council and religious leaders, women's groups and other community-based organizations, to raise awareness and expand their outreach. Interviews of 1,100 people showed that there is a wide range of levels of awareness of ABV throughout Uganda. The survey results also showed that knowledge of services and how to access them is lacking. These findings clearly indicate a need for more targeted awareness raising and prevention messages.

Haiti

The second ZISVAW project for the current biennium is UN Women's 'Security and Empowerment for Women and their Families: Ensuring a Gender-Responsive Humanitarian and Early Recovery Response in Haiti.' As a result of the January 2010 earthquake, Kay Fanm, one of the oldest women's organizations combating gender-based violence (GBV) and providing services to survivors in Haiti, incurred extensive damages, including loss of its building which housed shelters for adolescent and women survivors of violence. Although Kay Fanm continued to provide medical care, psychological assistance, mediation services and legal assistance for women and girls in the aftermath of the earthquake, the organization was not able to provide temporary shelter for victims of sexual or domestic violence.

With funding from Zonta International, UN Women is supporting Kay Fanm in constructing lightweight structures to house the shelter so the organization can resume offering safe housing for women and girls, in addition to their comprehensive support services. To date, Kay Fanm has identified and purchased a piece of land for the new shelter. A low-tech, environmentally-friendly and cost-effective construction plan that also meets engineering requirements for earthquake resistance has been finalized. Organized around a modular system, the project will be completed in phases as additional resources become available. The first phase is the construction of the safe house with the support from Zonta International, which is expected to be completed and operational by the end of 2011. Throughout the process, Kay Fanm has continued providing services to female survivors of violence, including psychosocial support and group work, medical care, mediation services, legal assistance, and accompaniment through the justice system. These support services have led to an increase in the number of women and girls who break the silence surrounding gender-based violence and make the decision to seek justice.



Kay Fanm volunteers meet with a woman in front of her tent in Camp Gheskio.

[Zonta's International Service Program](#), which also aims to help women in various areas, currently supports a program that addresses the issue of violence against women. The 'Safe Cities for Women Project in Guatemala City, Guatemala and San Salvador, El Salvador' aims to create safe areas in these countries, which currently experience a high rate of urban violence and violent homicides and where women are at greater risk of violence due to their subordinate position in society. Progress has already been made in empowering women in these communities to help them create environments safe and free of gender-based violence. Thus far, women in Guatemala have identified unsafe public spaces and as a result spaces have been cleaned, street lighting has been improved and there has been an increase in police protection in Guatemala. Other communities have also adopted the 'Safe Cities Methodology' and women have been encouraged to formulate proposals to influence local authorities in El Salvador.

In Guatemala, a course supported by the National University of Mexico was held to train 23 women of Livingston how to prepare proposals about improving city safety. Also in Livingston, the municipality and women's organizations have joined to develop 6 "Maps of Insecurity," which identify unsafe places to increase prevention in the localities of Palmita, San Pedrito, Santa Ana, La Labor, Arrivillaga and Vivibien. The governor of Izabal has expressed interest in incorporating the Safe Cities program into his Plan of Action, and women's organizations of the municipal government have been able to push for safety reviews, including police walks, in the Municipalities of Puerto Barrios, Morales, Amates and El Estor. As a tool to educate the public, the National Radio Program will produce a radio-novela that will address the issues of human rights and VAW as well as other programs addressing women's rights, citizenship and VAW. The ministry of education also organized a campaign, "Women for the City," to educate the public on the rights of women to live in a violence-free city which drew the participation of 300 girls and 200 adult women.

In El Salvador, the law on Prevention on Violence against Women, which was formulated by women parliamentarians and women's organizations, was approved by parliament. The Social Watch in San Salvador produced an annual report on violence against women which identified gender-sensitive indicators in municipal urban safety policies; and, as a result, El Puerto, Zaragoza and Olocuilta will replicate this plan at the local level. Women's organizations and the municipal government of Suchitoto have agreed to develop a "Plan on Safety and Security," encouraging the recognition of measures to increase women's safety and implement committees to develop proposals on women's safety in urban spaces. Public buses in El Salvador include signs to alert women of the most dangerous areas in Suchitoto, using maps created by the women's organizations. Proposals created by these women's organizations were also presented to local authorities, as well as the Minister of Justice and Public Security and the National Director of the National Civil Police, and resulted in their commitment to implement the proposed recommendations. There was also a Safe Cities International Seminar that resulted in the gender perspective being included in El Puerto, Zaragosa and Olocuitlta's urban safety policies.

Although violence against women may never be completely eliminated, Zonta International, in partnership with other organizations, is and will continue making strides in the prevention of all forms of gender-based violence. Locally, Zonta International clubs can support programs in their communities that work to inform the general population of violence against women and help heal victims. The combination of support coming from Zonta International locally and internationally can make a difference in the prevention of violence against women, provision of services to victims of violence and increase the safety of women globally. For additional updates on these projects and Zonta International's other international service and ZISVAW projects, please visit www.zonta.org. ■

Guatemala and El Salvador



Sara and Graciela are both participants in the UN Women Safe Cities leadership training program. Sara's participation has given her confidence to make decisions and face discrimination. Graciela has worked with other program participants to identify unsafe spaces for women and girls in their community and demanded that street lights be repaired.



Raquel combines her work with the Women's Municipal Office in Livingston and the Safe Cities Program to reach local authorities and effect change.

Scarred But Strong: Two Stories of Survival From Burns Violence

Chhean worked as cook in a restaurant in Siem Reap, the charming city in northwestern Cambodia known to the world as the gateway to the World Heritage site of Angkor. A widow, she was the sole provider for her four children. Chhean's sister, Baen, was married to a man who squandered the family's money and drank a lot, while Baen and her children endured daily life under his tight control. Then in 2008, in need for money for a new motorbike, he sold their two-year old daughter to a trafficking ring.

Desperate, Baen turned to Chhean for help. She vocally demanded her brother-in-law to get the child back, and encouraged Baen to file a law suit against him. He took no responsibility for his deed, but began to threaten Chhean's life. The threats turned real one day, when Chhean was working at her restaurant. The brother-in-law drove

by on his motorcycle and threw acid on her. It burned her face, eyes, shoulders, left hand, and the left side of her back.

Ponleu had been 18 when she had got married to an older man who was emotionally and physically abusive. Ponleu endured his abuse and gave birth to a daughter, before she gathered the strength to ask for a divorce. The man doused Ponleu with gasoline and lit her on fire, in front of their three-year-old daughter.

After the attacks, both Chhean and Ponleu found themselves in the dark. For Chhean, medical care at the local hospital was too expensive. Thinking that she would never be able to work again and support her family, she battled with thoughts of suicide. Ponleu spent all her savings on medical treatment and, ashamed of how she looked, stayed indoors at home as much as she could.

Acid and other types of burns violence are a widespread human rights violation that rarely kill but always destroy lives, causing severe physical and psychological scarring, and social ostracism. The victims, largely women and girls, are often left with limited access to medical or psychological assistance, no legal recourse, and no means of livelihood.

But many survivors can and will rebuild their lives when provided with the support they need. For Chhean and Ponleu, this support came through the Cambodian Acid Survivors Charity (CASC).

The only organization in Cambodia offering holistic support to survivors of acid burns violence, CASC runs a commune where survivors can access a range of services and support from medical treatment and legal assistance to skills training and peer support.



At CASC, Chhean and Ponleu receive continuing medical care, and assistance with employment. Chhean now crochets bags, purses and backpacks which CASC helps her sell. Ponleu has become a seamstress and works for CASC as an assistant pressure garment tailor. She also sews hospital scrubs and CASC regularly gets orders from hospitals around the area. Through CASC, she has also educational support for her daughter.

At the national level, CASC has contributed to draft legislation to regulate the sale of acid and to provide harsher criminal sentences to perpetrators. There is hope that the draft will be signed into law—the first of its kind in Cambodia—by early 2012.

Chhean's case against her brother-in-law, who threw acid on her, is still to go to court. The case is held back due to the difficulty of finding witnesses willing to cooperate. But she has become a powerful support to others, accompanying them in their battles for justice. While Ponleu's husband left after the incident and has not been found, she is committed to supporting her family, excelling at her job and being a role model for other survivors.

Despite the scars that run heavy on their skin, Chhean and Ponleu have



Ponleu showing her wedding picture.
PHOTO: PHIL BORGES.



Zonta's Jane M. Klausman Women in Business Scholarship Program—Helping Women Succeed in Business

BY KAREN MACIER, CHAIRMAN,
INTERNATIONAL JANE M. KLAUSMAN WOMEN IN BUSINESS SCHOLARSHIP COMMITTEE

Exceptionally skilled at making pressure garments for other burn survivors, Ponleu is one of only two people in Cambodia who can make these specialized medical garments.
PHOTO: PHIL BORGES.

(Left) Chbean supporting another acid burns violence survivor during the handling of her case in the court. PHOTO: DANIELLE PRINCE.

built strong confidence in themselves as survivors.

In 2010, Zonta International and Zonta International Foundation joined hands with the United Nations Trust Fund to End Violence against Women (UN Trust Fund) to respond to the needs of women and girls affected by acid burns violence, and to support efforts to prevent this egregious human rights violation.

The Acid Survivors Trust International (ASTI) is the only organization in the world focused on combating acid burns violence at the international level. Through the UN Trust Fund, Zonta International funds ASTI's programme that serves over 2,000 women and girls, including victims of acid burns violence, in Cambodia, Nepal, and Uganda. Building on successful strategies tested in Bangladesh and Pakistan, the programme is innovative in its establishment of 'model communities' to engage and mobilize key stakeholders—including community members and leaders, the justice, police and health sectors, and acid vendors—to prevent acid burns violence from happening in the first place and to bring perpetrators to justice. In Cambodia, ASTI works through its local partner, Cambodian Acid Survivors Charity. **August 2011** ■

The playing field for women in business remains far from level. In the United States, women make up just over 46 percent of the labor force, yet less than 16 percent serve as corporate officers. In Europe, women make up less than 13 percent of corporate boards. Worldwide, less than three percent of women serve as Global Fortune 500 CEOs; and, around the world, these numbers are similar, with women CEOs slightly outpacing those in the United States.

The Commission on the Status of Women reports that "While girls and women have made significant inroads in education, those gains have not translated fully into increased employment opportunities and better quality jobs. Women face specific barriers, including discriminatory laws, restrictive social norms, limited access to information and social networks, and unequal sharing of responsibilities within the household."

At the September 2011 Asia-Pacific Economic Corporation (APEC) Women and the Economy Summit, U.S. Secretary of State Hillary Rodham Clinton stated that the "structural and social impediments that stack the deck against (women in the workforce) must be removed to achieve global, shared prosperity."

Jane M. Klausman saw and experienced bias in the workplace firsthand. Jane, a member of the Zonta Club of Syracuse, NY, was a self-made business woman. Born in the early part of the 20th century, Jane went on to succeed in the corporate world and then as an entrepreneur. Yet, she never forgot how difficult it could be for women to be successful without encouragement, mentoring and support.

Jane was particularly passionate about Zonta on a number of fronts. She truly believed in advancing the status of women and felt that women united together could and would make a difference locally and globally. Furthermore, she saw Zonta as a leadership training ground for its members.

Jane felt that higher education provided a means for women to gather the business tools that they needed while creating lifelong networking opportunities to serve them later in life. Jane could always be counted on to lend a hand and mentor many an inexperienced Zontian.

In early 1996, Jane lost her battle with cancer. As part of her estate, she left Zonta a significant bequest to establish a scholarship program to help women in college who wished to enter the business world. The [Jane M. Klausman Women in Business Scholarship](#) began in 1998. Since its inception, Zonta International has awarded 237 Scholarships totaling US \$466,800 to 192 women representing 37 countries.

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Zonta's Jane M. Klausman Women in Business Scholarship Program

The scholarship programs of Zonta International are providing that helping hand to women. Your clubs and districts have a unique opportunity to connect with women of talent, vision and leadership. We encourage you to participate in the scholarship programs and connect with your scholarship recipients. Invite them to a meeting or a district event, and stay connected with them in the future. You'll be both pleased and amazed how your generosity is making a difference in the lives of so many.

Donations can be made to the [Jane M. Klausman Women in Business Scholarship](#) or any of Zonta International's educational awards or programs at www.zonta.org.

Johanna Heta Reetta Lampinen

2002 Recipient of the Jane M. Klausman Women in Business Scholarship

What did winning the award mean for you while completing your master's degree at the Helsinki School of Economics?

Of course, being acknowledged by a highly renowned organization was a great self-esteem boost. Also, the award was a valuable financial contribution to my exchange semester in New Zealand. Later on, mentioning the award was helpful in job hunting as a student. Actually, I still mention the award on my CV!

As a student, you were involved with student council and the student union and tutored first year students at your university. How have you continued impacting the lives of others in your transition from the academic to the business world?

In addition to being active in my local Zonta club, I volunteer about once a month through the Red Cross to babysit babies of teen age moms, depressed moms and other moms in challenging situations. I'm also happy to mentor and coach young women and peers in their personal and professional development.

While in college, you studied English, Swedish, German, French and Spanish. How has this knowledge impacted your career in business?

These days, English is the language I mostly use in professional situations. Also, especially while in management consulting, it was a great asset to be able to communicate in multiple languages.

What impact did your study abroad experience in New Zealand have on your education and your career?

In New Zealand, I got truly up to speed with my supply chain studies. Nowadays, I apply many of the lessons learned during that time in my day-to-day work. Another great thing is the international friends I made in New Zealand with whom I still remain in frequent contact.

What advice would you have for other young women looking to pursue a degree in business management?

A senior female executive said to me years ago that it is at least as important to have a good boss as to have a good husband, and she may well have been right. It is very important to find people to work for that you respect, trust and can learn from, and that take you and your development seriously.



Johanna Heta Reetta Lampinen

“...being acknowledged by a highly renowned organization was a great self-esteem boost...the award was a valuable financial contribution to my exchange semester in New Zealand.”

Continued on page 13...



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Advancing the Status of Women Worldwide

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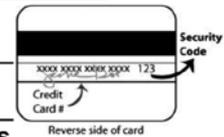
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“Being part of a multi-talented community and getting to meet wonderful Zontians from various walks of life is a great pleasure. It is very rewarding to work for the goals of Zonta International.”

GOING GREEN?

You now have the option to read *The Zontian* magazine online! To be removed from the print distribution list, simply send an email to pr@zonta.org with your **name**, **club name** and **preferred email address**. When a new issue is available online, you will receive an email with a link to the new issue.

You can also read past issues of *The Zontian* on the Zonta International website at <http://www.zonta.org/MediaNews/Publications.aspx>.

Please note that Zonta will continue printing and mailing *The Zontian* magazine to those members who wish to continue receiving a printed copy. You do not need to take any action to remain on the distribution list for the printed version of the magazine.



What is your current occupation?

I work as a Senior Manager, Demand Supply Balancing at Nokia, focusing on securing material availability.

What are your career aspirations?

Like I probably wrote already in my scholarship application in 2002, I still dream of entrepreneurship. Setting up a business that allows me to work according to my values and interests, such as photography, would be a wonderful adventure.

What are challenges you find as a woman in the world of business?

It can sometimes be harder to gain credibility as a young woman but that can be achieved over time with competence and high quality work. Curiously, the hardest challenges are often not related to the work per se but to the “extracurricular” social events. For instance, as a woman, it is not self-evident that one can join the company’s soccer team for men, although such teams are important for bonding with colleagues and building networks.

What are key traits you find help women pursuing a career in business?

You have to be courageous, especially by daring to be yourself and by welcoming unexpected opportunities. The most important thing might be to stop stopping yourself.

What does your Zonta membership mean to you? How are you involved in club activities?

Being part of a multi-talented community and getting to meet wonderful Zontians from various walks of life is a great pleasure. It is very rewarding to work for the goals of Zonta International. Both the international projects and the local activities have been selected spot on!

Since I joined the club in 2008, I’ve been active in fundraising, for example, by organizing, together with Zonta sisters, annual concerts with opera singers. This is my second year as the Treasurer and Member of the Board for Zonta Club Helsinki I.

Anything else you would like to add?

I would like to encourage all club members to actively promote the Jane M. Klausman Women in Business Scholarships and other Zonta International scholarship programs to young women around them. These programs are an excellent way to encourage talented individuals in their endeavors and also to increase awareness of Zonta International among new generations of potential club members. ■

Zonta Focuses on Strengthening Membership and Local Clubs

This biennium, Zonta International President Dianne Curtis has made increasing and strengthening Zonta's membership and revitalizing local Zonta clubs two of the primary focuses of her presidency. To that end, President Curtis continued the [Membership Incentive Program](#) from last biennium and instituted the [Club Achievements Checklist](#). The Membership Incentive Program is intended to encourage members to take an active role in recruiting new members to the organization while the Club Achievement Checklist is designed to encourage club leaders to self-evaluate their club activities and identify both club achievements and opportunities for improvement within their club.

Zonta's Membership Incentive Program

A strong membership is the foundation of Zonta's ability, as an organization, to meet its mission to advance the status of women worldwide through service and advocacy. Zonta International President Dianne Curtis emphasized this concept early in her term as international president. "Membership is vital to our ability to influence the status of women in the future," said President Curtis in the [July 2010 Program Issue of The Zontian magazine](#).

Recognizing that Zonta's current members are the best ambassadors for the organization, the Zonta International Board, under President Curtis' leadership, continued the Membership Incentive Program from last biennium to encourage Zontians to actively recruit new members to the organization. Those members who successfully recruit two or more new members between 1 June 2010 and 31 May 2012 receive a special membership pin and will be recognized at the 2012 Zonta International Convention in Torino, Italy.

As of September 2011, thirty-two Zontians recruited 82 new members. Zonta International would like to thank the following members for their enthusiastic efforts to help strengthen Zonta's membership.

NAME	CLUB	NEW MEMBERS RECRUITED
Pam Antill	Zonta Club of Auckland West	2
Melody A. Atwood	Zonta Club of Lansing	2
Sandra Burns	Zonta Club of Bendigo	4
Leatta Dahlhoff	Zonta Club of Olympia	3
Connie Deckert	Zonta Club of Kitchener-Waterloo	2
Grace Farenbaugh	Zonta Club of Burbank Area	2
Joan Gallimo	Zonta Club of Utica	2
Mary Hayes Gordon	Zonta Club of Utica	2
Lilia U. Hao	Zonta Club of Greater Rizal II	2
Fay Hertle	Zonta Club of Toowoomba	2
Toy Kay	Zonta Club of Olympia	4
Helene Lanz	Zonta Club of Oberschwaben Area	3
Divina Lupe M. Lazaro	Zonta Club of Greater Rizal II	2
Sofia Lee	Zonta Club of Manila II	2
Farica Lu	Zonta Club of Taoyuan	2
Judith Lucio	Zonta Club of Brownsville	2
Cassandra Mandeville	Zonta Club of Irvine Area and Saddleback Valley Area	4
Lisa Marsalek	Zonta Club of Defiance	2
Deb McGrath	Zonta Club of Utica	3
Betty O'Brien	Zonta Club of Batavia Genesee County	2
Jill O'Brien	Zonta Club of Manawatu	2
Sally O'Neal-Lucas	Zonta Club of Akron, Barberton and Cuyahoga Falls	4
Patti Pacino	Zonta Club of Batavia Genesee County	3
Yu Hwa Peng	Zonta Club of Taoyuan	2
Carla Percia	Zonta Club of Utica	2
Cheryl Retterath	Zonta Club of Austin, MN	2
Patti Riner	Zonta Club of Batavia Genesee County	6
Helen Scott	Zonta Club of Manawatu	2
Judith Strand	Zonta Club of Everett	2
Lolita Abrera Sy	Zonta Club of Greater Rizal II	2
Sunnie Watts	Zonta Club of Bendigo	2
Judy Wray	Zonta Club of Marietta	4



“Membership is vital to our ability to influence the status of women in the future.”

Club Achievement Checklist

President Curtis, with the help of Zonta International Vice President Maria Jose Landeira Oestergaard and Zonta International Director Berly McMillan, developed the Club Achievements Checklist as a tool for clubs to evaluate their club activities and achievements during the 2010-2012 Biennium.

The Checklist includes 50 questions in eight different categories. Clubs answering yes to the minimum number of questions, as outlined in the table below, will be recognized at the 2012 Zonta International Convention in Torino. This form is not mandatory; however, if your club chooses to participate, please email your completed form to Margaret Ingram at Zonta International Headquarters at mingram@zonta.org no later than 1 May 2012. A copy of the [Club Achievements Checklist](#) is included in this issue of The Zontian for your convenience; however, you may also complete the form electronically on the Zonta International website under [Member Resources/Forms](#).

CATEGORY	NO OF QUESTIONS	MINIMUM NO OF YES ANSWERS		
		FIRST PRIZE	SECOND PRIZE	THIRD PRIZE
Club Overview / Organization and Governance/ Leadership Development	11	11	10	10
Finance	4	4	4	3
Credibility and Visibility / Public Relations	9	9	8	8
Membership	11	11	10 and answer to Question 26 is Yes	10 and answer to Question 26 is Yes
United Nations (UN)	2	2	2	2
Advocacy	3	3	3	2
Service—Projects and Programs	7	7	7	6
Zonta International Foundation	3	3	3	2 and answer to Question 48 is Yes
Total	50	50	47–49	43–46



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Please check (✓) under YES or NO as appropriate in the following table and send it to Mingram@zonta.org no later than May 1st 2012.

Club President Name				
Zonta Club Name	Area	District	YES	NO
CLUB OVERVIEW / ORGANIZATION AND GOVERNANCE/ LEADERSHIP DEVELOPMENT				
1. Club bylaws are up to date and in accordance with ZI Bylaws.			<input type="checkbox"/>	<input type="checkbox"/>
2. Club officers and committee chairmen know their responsibilities, how to carry them out and report.			<input type="checkbox"/>	<input type="checkbox"/>
3. Leadership training is conducted for new board members and committee chairmen.			<input type="checkbox"/>	<input type="checkbox"/>
4. Our club president participates in training opportunities at area and district levels.			<input type="checkbox"/>	<input type="checkbox"/>
5. Our club has biennial goals.			<input type="checkbox"/>	<input type="checkbox"/>
6. Our club has the necessary member resources to achieve our goals.			<input type="checkbox"/>	<input type="checkbox"/>
7. Our meeting programs are worthwhile, timely and related to Zonta's mission.			<input type="checkbox"/>	<input type="checkbox"/>
8. Our club suggested nominees for area, district or international office.			<input type="checkbox"/>	<input type="checkbox"/>
9. At least 20% of our club's members attend area meetings/workshops each year.			<input type="checkbox"/>	<input type="checkbox"/>
10. At least 10% of our club's members attended the district conference in 2011.			<input type="checkbox"/>	<input type="checkbox"/>
11. Our delegate(s) and at least 1 more club member have registered/plan to register for the 2012 Convention.			<input type="checkbox"/>	<input type="checkbox"/>
FINANCE				
12. International dues and accurate member lists are submitted to ZI by 1 June each year.			<input type="checkbox"/>	<input type="checkbox"/>
13. District (and area if appropriate) dues are paid by the required dates each year.			<input type="checkbox"/>	<input type="checkbox"/>
14. All club board members have access to the club's financial reports as often as needed.			<input type="checkbox"/>	<input type="checkbox"/>
15. Club members review and approve the financial records and the budget once per year.			<input type="checkbox"/>	<input type="checkbox"/>
CREDIBILITY AND VISIBILITY / PUBLIC RELATIONS				
16. Zonta information is disseminated at club meetings.			<input type="checkbox"/>	<input type="checkbox"/>
17. Our club website (or the club section in the area or district website) is up to date.			<input type="checkbox"/>	<input type="checkbox"/>
18. Club service projects enhance the visibility and positive reputation of Zonta locally.			<input type="checkbox"/>	<input type="checkbox"/>
19. Our club cooperates with other clubs and/or in partnership with other like-minded organizations.			<input type="checkbox"/>	<input type="checkbox"/>
20. Our club sends media releases on local or international Zonta activities.			<input type="checkbox"/>	<input type="checkbox"/>
21. Zonta material is distributed at public places such as libraries, community centers, etc.			<input type="checkbox"/>	<input type="checkbox"/>
22. Our club has submitted at least one success story to the ZI website.			<input type="checkbox"/>	<input type="checkbox"/>
23. Members wear their Zonta pin in the community.			<input type="checkbox"/>	<input type="checkbox"/>
24. Zonta flags or banners are displayed at all club meetings and functions.			<input type="checkbox"/>	<input type="checkbox"/>
MEMBERSHIP				
25. Our club has conducted specific activities to attract new members in the past biennium.			<input type="checkbox"/>	<input type="checkbox"/>
26. Our club has achieved a net gain of at least one member since May 2010. (ZI goal)			<input type="checkbox"/>	<input type="checkbox"/>
27. Our club has achieved a net gain of 5% or greater in membership since May 2010.			<input type="checkbox"/>	<input type="checkbox"/>
28. Orientation meetings for prospective and new members are conducted at least once a year.			<input type="checkbox"/>	<input type="checkbox"/>
29. All new members are assigned a mentor or 'buddy'.			<input type="checkbox"/>	<input type="checkbox"/>
30. Members who miss meetings are contacted soon afterwards to maintain contact.			<input type="checkbox"/>	<input type="checkbox"/>
31. Our club recognizes and publicizes the achievements of our members.			<input type="checkbox"/>	<input type="checkbox"/>
32. Exit surveys (written or verbal) are used to identify reasons for leaving.			<input type="checkbox"/>	<input type="checkbox"/>
33. Member satisfaction has been measured this biennium through member surveys / specific club discussions.			<input type="checkbox"/>	<input type="checkbox"/>
34. Our club has sponsored/organized a new club during the biennium.			<input type="checkbox"/>	<input type="checkbox"/>
35. Our club has a Z club or Golden Z club.			<input type="checkbox"/>	<input type="checkbox"/>
UNITED NATIONS (UN)				
36. Our club knows the status of Zonta at the UN and the role and importance of UN Women.			<input type="checkbox"/>	<input type="checkbox"/>
37. Our club participates in UN Days/Observances.			<input type="checkbox"/>	<input type="checkbox"/>
ADVOCACY				
38. Club members understand the meaning and importance of advocacy.			<input type="checkbox"/>	<input type="checkbox"/>
39. Our club members are aware of legislation relevant to women in our country.			<input type="checkbox"/>	<input type="checkbox"/>
40. Club projects include an element of advocacy.			<input type="checkbox"/>	<input type="checkbox"/>
SERVICE—PROJECTS AND PROGRAMS				
41. Reports of the International service projects (ISPs) are made at least twice per year.			<input type="checkbox"/>	<input type="checkbox"/>
42. Our club (or in cooperation with the area) seeks candidates for Amelia Earhart Fellowships.			<input type="checkbox"/>	<input type="checkbox"/>
43. Our club (or in cooperation with the area) seeks candidates for JMK Scholarships.			<input type="checkbox"/>	<input type="checkbox"/>
44. Our club (or in cooperation with the area) seeks candidates for YWPA Awards.			<input type="checkbox"/>	<input type="checkbox"/>
45. Our club has selected a YWPA or a JMK winner who also won a district award.			<input type="checkbox"/>	<input type="checkbox"/>
46. Members know how to contribute to district, area or club projects with time, talent or money.			<input type="checkbox"/>	<input type="checkbox"/>
47. All club service projects relate to advancing the status of women.			<input type="checkbox"/>	<input type="checkbox"/>
ZONTA INTERNATIONAL FOUNDATION				
48. Our club donates one-third of local funds raised to ZIF.			<input type="checkbox"/>	<input type="checkbox"/>
49. Our club president has encouraged club members to make individual donations to ZIF.			<input type="checkbox"/>	<input type="checkbox"/>
50. At least 5% of our club members have donated individually to ZIF.			<input type="checkbox"/>	<input type="checkbox"/>



USE SOCIAL MEDIA TO BUILD YOUR DISTRICT OR CLUB'S ONLINE PRESENCE, RECRUIT NEW MEMBERS AND RAISE AWARENESS OF ZONTA'S MISSION

Social media sites can be powerful tools for Zonta clubs and districts; however, for many of you, getting into social media may also be a somewhat daunting idea. Social media is simply another resource for you to use to promote your club and its activities, recruit potential new members, and connect with Zontians and members of the public who share your commitment to improving the lives of women around the world.

Here are a few helpful tips to get you started in using social media or help build and expand your existing social media presence. You will need to determine which sites are most appropriate for your club or district; however, remember that to reach the largest possible audience, you should use more than one social media platform. Just make sure your message remains consistent across all your pages and your website.

Facebook—Getting Started

- Create a page, not a personal profile. Name your page so people can easily find you—use your club name or district and number whenever possible.
- Keep the page public so everyone can see and like your page. If you

have content that you want only the members of your club to have access to, create a private group that people must request to join.

- Make sure your page looks professional. [Request your official club or district logo](#) from Zonta International Headquarters.
- Do not include your private contact information. Use a public email address and/or phone number for your club or district. Be sure to include a link to your club and/or district website, as well as a link to the [Zonta International website](#).
- Designate an administrator(s) to monitor the page on a daily basis, post new items at least once a day, and respond to posts from other people. Do not let your page become stagnant.

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Social Media



“...remember that to reach the largest possible audience, you should use more than one social media platform...make sure your message remains consistent across all your pages and your website.”

- Promote your page with a link from your club or district website.
- Promote upcoming club events, post photos from your service projects and other events, and share club achievements.
- Use questions, discussions, videos and photos to make your page more dynamic and interactive.
- “Like” the [Zonta International Facebook page](#) and other Zonta club and district pages to build your online community, connect with other Zonta clubs and stay informed about news and information from Headquarters.

Twitter Basics

- Create a Twitter account, using your club or district name and email address. When you set up your account, you will need to choose your Twitter handle. A Twitter handle is how you will be identified on Twitter and is the at sign (@) and the name you select. Your Twitter handle should be your club or district name whenever possible. For example, the Zonta International Twitter handle is [@Zontaintl](#).
- Promote your Twitter page with a link from your club or district website.
- Designate an administrator(s) to tweet on behalf of your club or district. Tweet at least once a day.
- Tweets are limited to 140 characters. To shorten links, use a service like [bitly \(http://bitly.com/\)](http://bitly.com/). Create an account on Bitly and you can track the number of clicks you get on links you share.
- Follow Zonta International ([@Zontaintl](#)), Zonta club and district pages, your club members, local organizations your club supports and local media. These people will likely follow you in return.
- Reply to tweets that mention you and retweet to help expand your Twitter audience.
- Tweet about your club or district events and mention your event sponsors. Their followers could become your followers.

LinkedIn—Start Making Connections Now

LinkedIn is a professional networking site where people can connect with business and professional contacts. LinkedIn groups enable groups of people with similar affiliations to connect and network within that group. For example, Zonta International has a LinkedIn group where members can post questions or comments for other members to respond to. Topics that have been discussed recently in the [Zonta International Official Group](#) include the use of social media, membership recruitment strategies, district conferences, club websites, and much more!

Join the conversation to start connecting with Zontians around the world and learn from the shared knowledge and experience of Zonta’s diverse membership. Your club may find new strategies for membership recruitment or ideas for a successful, new club fundraiser. In turn, you can share your expertise in an area with another Zonta club or member who may be looking for assistance.

Photos and Video

Photos and videos are also great resources for conveying your club or district’s mission and activities to a larger audience, and there are many online video and photo sharing sites available. Zonta International has an official [YouTube Channel](#) and [Flickr account](#) to share videos and photos with members and the general public alike. If your club or district has videos or photos to share, post them on YouTube and/or Flickr. Those pages can then also be linked to your Facebook page.

These social media suggestions by no means encompass everything you can do with social media or all the social media sites available; they are simply intended to familiarize you with some of the most popular sites and to give you an idea of where to start. Make a plan, assign responsibilities, and get started using social media to build your club or district’s online presence today.



Harriette Yeckel

Past International
President 1972–1974

Harriette Yeckel's first experience with Zonta International wasn't being recruited as a member of the organization; she was a local service project. Her affiliation with the organization started with a Zonta Club of Denver scholarship and the inspirational women who awarded it. Harriette, only 16 years old, received a US\$300 scholarship—a substantial amount of money at that time—from the club to go to university. She wanted to study medicine and was inspired by a member of the Denver club who was a successful, professional female doctor and the head of health services in Denver. This Zontian became an inspiring mentor and represented everything Harriette hoped to be. It was through this experience with the Zonta Club of Denver that Harriette learned what service was all about.

Harriette joined Zonta International in 1958. She was a member of the Zonta Club of Kansas City I before organizing and becoming a member of the Zonta Club of Kansas City II. She embraced the challenge of expanding the Zonta community into the middle portion of the United States, serving as District 7 Governor for one year before she was encouraged to run for international vice president. She was subsequently elected by an overwhelming majority and served as Vice President and after, at a relatively young age, served as President of Zonta International from 1972–1974. During her presidency, Harriette put an emphasis on the international in Zonta International. The theme of her biennium was, "My Home is the World: My Family is Mankind." She recognized that clubs were doing local service and that they were successful in contributing on a local level; however, she also realized that in Europe and Asia, service is not the same as in the United States. Many of the local programs that US clubs support, in other countries are often funded by government agencies. It was this realization that drove her concentration on the world. Her goal was to really give Zonta an international identity. She gave up her professional career as a child and family psychologist during this time to travel all over the world, speaking to and writing for other organizations and meeting and making friends with Zontians everywhere. She spoke to members every chance she had, in every district and club. The Zontian friends she made internationally kept her aware of what was going on in different parts of the world. Some of the members she became best friends with internationally had a real effect on her growth in Zonta. Past International President and Assistant Secretary General of the UN for Social Development and Humanitarian Affairs Helvi Sipilä was a great support and friend for Harriette and her quest to make Zonta truly international. Harriette sees herself as a citizen of the world.

As President of Zonta International, Harriette was a very effective fundraiser for Zonta and was instrumental in raising the money for the purchase of the Zonta International world headquarters building in Chicago. Other international organizations had a headquarters and she felt Zonta also needed that identity. She embraced the challenge of convincing people in other countries that the organization needed a home base and no matter the tone of the audience spoke with passion and was successful in this endeavor. As president, she also proposed that 25% of Zonta's funds be directed to international service projects, a substantial increase from the traditional 6 to 7 percent. By the end of the biennium, more than US\$260,000 had been raised for international service, compared to US\$50,000 in 1972. Zonta also awarded 28 Amelia Earhart Fellowships that biennium—8 more than in any other biennium. The main service project during her biennium established mobile medical units in Accra and then rural Ghana. The first Zonta-supported UNICEF project, these mobile medical units provided every day medical care to those who could not access it. The project has continued and thrived during subsequent biennia.

Harriette believes that for Zonta to continue to thrive, new, younger members must be recruited. She believes young people will feel connected if they can understand the service projects Zonta International supports and feel like they can truly make a difference. Harriette Yeckel has been a part of and held leadership roles in many organizations, but Zonta is the love of her life and she has tried to give back to Zonta what Zonta has given to her. Zonta International made her a real world citizen. ■



Zonta International

Advancing the Status of Women Worldwide

1211 West 22nd Street | Suite 900

Oak Brook, IL 60523-3384

USA

www.zonta.org



Welcome New Zonta Clubs

The Zonta International community extends a warm welcome to our new Zonta clubs.

Zonta Clubs

- Zonta Club of Erfurt, Germany, District 14, Area 3
- Zonta Club of Galati, Romania, District 30, Area 5
- Zonta Club of Nessebar, Bulgaria, District 30, Area 5
- Zonta Club of Pasay and Environs, Philippines, District 17, Area 2

Z Clubs

- AIC Z Club, New Zealand, District 16, Area 1
- Chamberlain High School Z Club, USA, District 11, Area 4
- Sir Allan McNab Secondary School Z Club, Canada, District 4, Area 2
- Sta. Catalina College Z Club, Philippines, District 17, Area 5

Golden Z Clubs

- Muntinlupa and Environs, Philippines, District 17, Area 5
- Polytechnique University of the Philippines, Philippines, District 17, Area 5
- Keisen University Golden Z Club, Japan, District 26, Area 2
- Nara Golden Z Club, Japan, District 26, Area 3



Zonta Clubs

Members of Zonta International

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