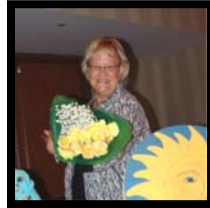




A community service organization dedicated to supporting speech & hearing, art, music, and literature

## Fall 2009 – Newsletter Margaret Larson National Editor

### FALL Message from National President Pat Kugler



We have barely had a summer and now we are heading into fall and our new Psi Ote year will begin. I hope those of you that attended the wonderful Seasons of Sharing Convention will share some of the great ideas that you took away with you with your chapter.

We hear a lot these days about the state of our economy. In these challenging times it is more important than ever to keep an open line of communication between our leadership and our members. We are here for you: please use us as a resource. You can find our information in the President's Directory, you can email Liz at the National Office and she will forward your request to the appropriate person. You can also try our website with its new, members-only password-protected pages at [www.psiotaxi.org](http://www.psiotaxi.org). The Login is psiote and the Password is YellowRose. Our website is a work in progress so please be patient.

This year instead of concentrating on raising more funds than ever, let's focus on our chapters. We need to promote sisterhood and strengthen our chapters so that we can continue to support our very important projects both locally and nationally. Let's try to work smarter, not harder and have some fun while we are doing it!

One of the new corporate buzz phrases used in self-evaluation is, "How could I have done that better?" Mentally think back to your chapter's last "all together" project. Did you have enough people to get things done in a timely manner? Were there enough resources and supplies or did you need to go out and get more? Were there any opportunities to have your fellow sisters invite neighbors or friends to help out and, seeing first-hand what goes on, perhaps interesting them in joining? Did it promote sisterhood? Did you have fun?

I mentioned sharing of ideas – the theme of this year's National Convention. Pick up the latest Helicon or a recent one before that and look through it. Discover what other chapters are having fun doing and then contact them. You might be interested in replicating

their work in your chapter. Maybe you would like to propose a joint meeting with them and learn more?

Your National Council has been working hard, preparing District Meetings where we can share ideas, promote sister hood, and have fun! I am looking forward to seeing many of you at District meetings and finding new ways to celebrate the success of our sisters and their chapters at next year's Convention - "Hats Off to Psi Iota Xi"!

### Important Dates to Remember

#### October 3, 2009

**Northeast** District Meeting  
Western Michigan University  
Health and Human Services Bldg  
1240 Oakland Avenue  
Kalamazoo, Michigan

#### October 10, 2009

**West Central** District Meeting  
Williamsport Christian Church  
20 East 3<sup>rd</sup> Street  
Williamsport, Indiana

**Southeast** District Meeting  
North United Methodist Church  
2235 Allen Street  
Madison, Indiana

#### October 17, 2009

**East Central** District Meeting  
New Testament Church of Christ  
752 West Main Street  
Hagerstown, Indiana

#### October 24, 2009

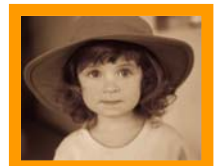
**Northwest** District Meeting  
Lansing Country Club  
18600 Wentworth Avenue  
Lansing, Illinois

#### November 7, 2009

**Southwest** District Meeting  
St. Ambrose Parish Center  
301 S. Chestnut St  
Seymour, Indiana

**Hats Off to District Meetings!**

**See You There!**



## CONVENTION EVERY YEAR???

Many of you have asked why we don't do a Convention every other year, as another well-known group is doing. The answer is that under Indiana State Law, a not-for-profit 501c(3) operating in the State of Indiana must hold an annual meeting to conduct its business, including by-law changes, election of officers and financial updates. We are abiding by the law.

## WHY DO WE HAVE A NATIONAL ORGANIZATION???

If there were no National Organization, each chapter would have to:

- Provide their separate Not-For-Profit status.
- File their own annual tax return.
- Secure their own liability insurance.

We supply a central organization point for the purpose of collecting and evaluating material of organizations needing funding. In making many annual donations together on a national level, we make a broader impact and are better known and this provides for additional opportunities and effectiveness.

We work diligently supporting, developing resources and assisting the individual chapters.

## JEWELER

National Council is working with JL Small Company to provide a more complete range of items for our sorority. The limiting factor is the cost, \$150.00 for a cast die and \$500.00 for a strike die and trim tool. Right now, we are selecting items from the molds we were able to obtain from Dyer, Ratliff. Watch for announcements as each item is agreed upon. There is no mold for a year pin (e.g. 20 year pin) as several have requested

## MESSAGE FROM NATIONAL CONDUCTRESS CATHY ETZLER



As National Conductress I would like you to know that I have set a goal (using free cell minutes) of making a phone contact with each president this year. I will be asking each chapter to be thinking of items, questions or concerns that your chapter might have for National Council. The president might also be thinking in terms of extension, and if there are any names or leads for new members or chapters. I promise to find an answer if I cannot answer a question. National Council feels that direct communication is a great way to strengthen our National Organization.

## PIX SUPPLIES

Office supplies

### WILL NOT BE AVAILABLE

At the District Meetings

Throughout October and November!

Please place your orders through the Central Office. Liz Dale, our Administrative Assistant will forward your supplies directly to your chapter. Remember the supply order form can be found on the National Web Site.

## NATIONAL BY-LAWS

National By-Laws can now be obtained in 8½ x 11 by calling or e-mailing the National Office. National Council is aware that many chapters have gone to a larger binder and may find this size more appropriate for your chapter folders.

## President's Directory Changes

### Northeast District

#### Theta Theta Chapter – Ft. Wayne

Alissa Stalter - President  
Zip Code s/b 46809

### Northwest District

#### Eta Zeta Chapter – Nappanee

Maegan Duerksen – President  
1434 Golfview Drive  
Nappanee, IN 46550  
574.773.7225

#### Eta Gamma – Valparaiso

Julie Tegt – President  
1058 Mission Hills Ct.  
Chesterton, IN 46304

### West Central District

#### Eta Lambda – Beech Grove

Rebecca Hardin - President  
317.459.0355

#### Alpha Lambda - Zionsville

Jene Shelburne – President  
3876 Cornwallis Ln  
Carmel, Indiana 46032  
317.873.3720

## NATIONAL INSURANCE

Remember your insurance needs, forms and/or certificates are only an e-mail away:

[marcie@unitedins.com](mailto:marcie@unitedins.com)

or

[mike@unitedins.com](mailto:mike@unitedins.com)

**Welcome ideas that are not your own. Be open to what others have to say without getting defensive. Make it okay for others to share their ideas – even if those ideas conflict with yours.**



**John Baldoni**

## News from National Projects Chair Marcia Mohre

**National Project applications** have been sent to each Chapter's President and must be returned and postmarked **by November 1, 2009**. Send to:

Marcia Mohre – Project Chair  
04549 County Road H  
Edon, Ohio 43518

**All current projects will need to reapply as well.**

**Symphony Tickets** for students are available for the Indianapolis, Evansville and Fort Wayne Symphonies. A letter and request form were sent to your Chapter's President.



For questions, call Liz at 317-989-2980  
Or e-mail  
[Psi-Iota-Xi@sbcglobal.net](mailto:Psi-Iota-Xi@sbcglobal.net)

## **National Fees are due and must be postmarked by November 1, 2009**

Has your chapter received your National Fee Statement? If not please call IMMEDIATELY National Treasurer Janice Stagg 317.293.3766 or e-mail her at [jstagg@prodigy.net](mailto:jstagg@prodigy.net).

Remember the payment must be postmarked no later than **November 1, 2009**. If the postmark is later than November 1<sup>st</sup> your chapter will be assessed a **\$25.00** fine.

## Plan Now for 2010!

**March 13** – Kentucky State Meeting

**March 27** – Illinois State Meeting

**April 17** – Indiana State Meeting

**April 24** – Michigan State Meeting

**May is Better Speech and Hearing Month** – What is your chapter planning?

**May 10<sup>th</sup>** PCRs and Helicon Articles must Be postmarked!

**June 25, 26 and 27**

*Hats Off to Psi Iota Xi  
National Convention*



## PLEASE SHARE ME!

Each chapter receives this newsletter electronically. Please share with members of your chapter by e-mail so they have the opportunity to read at their leisure. If e-mail is not an option, then please print out a couple of copies to share at your next meeting!

### The IRS is Watching!

**If you are paying anyone to help with your projects, speech clinic, art camp, etc. – PLEASE remember if they are paid \$600 or more you MUST complete a 1099 form. Check with your chapter auditor to be sure your chapter is in compliance with this requirement!**

## Did you Know?

### Psi Iota Xi has many FIRSTS !

- FIRST** Greek letter organization of its kind in Indiana.
- FIRST** Women's organization to contribute to Riley Hospital.
- FIRST** Organization to recognize the need for oxygen therapy equipment.
- FIRST** Organization in the country to fund a speech and hearing mobile testing unit.
- FIRST** Women's organization to contribute to the Indianapolis Symphony.
- FIRST** Organization to provide speech therapy for pre-school age children.
- FIRST** Organization to start a recruitment program for speech therapists.
- FIRST** Organization to give financial support to the Metropolitan Opera Tri-State Regional Auditions

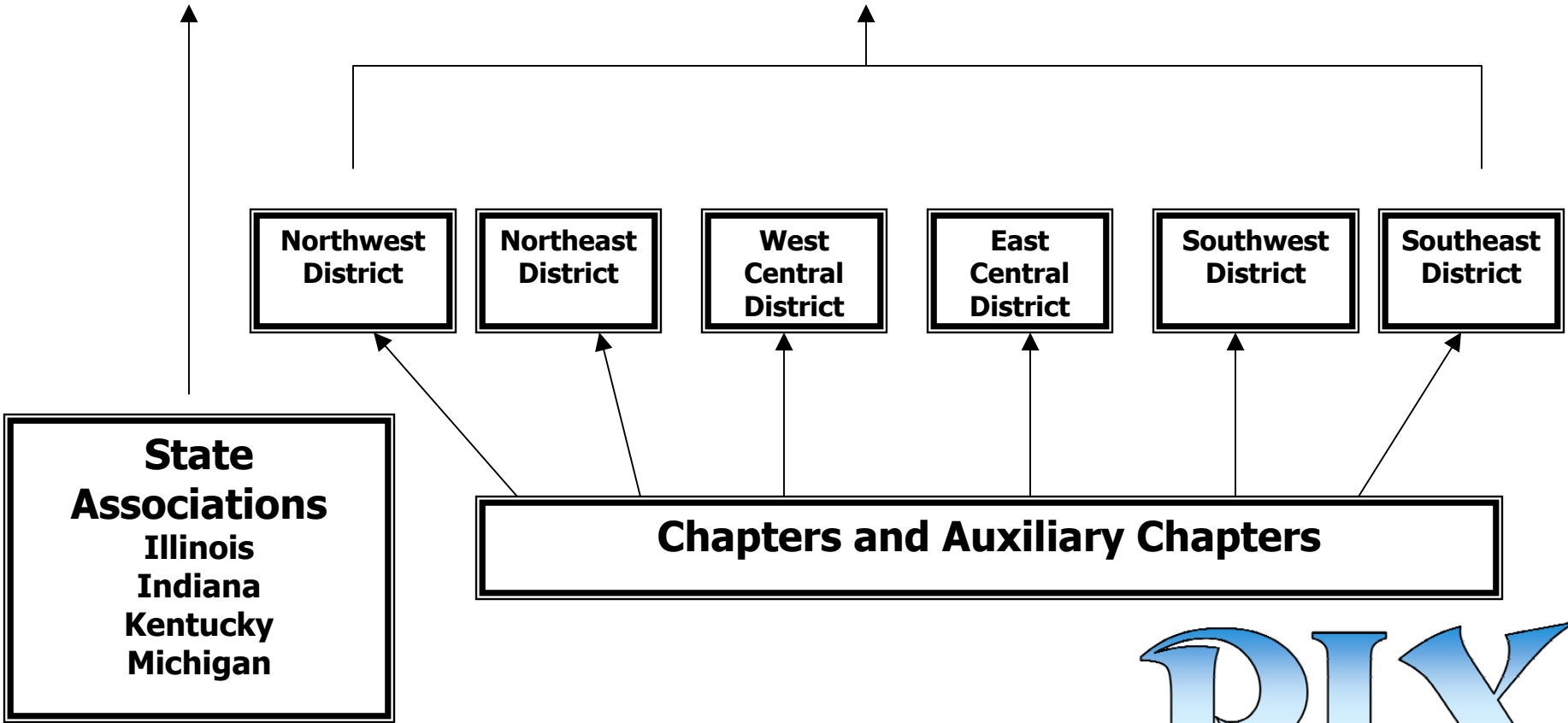
What FIRSTS has your chapter established in your community?



**Does your chapter membership know** what happened in 1938 that marked the beginning of Psi Iota Xi's interest in the fields of speech and hearing? Be the first chapter to e-mail your National Editor, Margaret Larson, with the answer. [m22larson@comcast.net](mailto:m22larson@comcast.net)

# Psi Iota Xi – Organizational Chart

## National Council



**Psi Iota Xi (PIX) is a dedicated charitable organization helping others with speech, hearing and audiology, and enriching communities with art, literature and music.**



## PSI IOTA XI - SELL IT!

### Joy Myers, PRP, CPP-T

When was the last time you sold something? Anytime you attempt to persuade another person toward a particular course of action, you are selling. Recruiting a member, retaining current members, or even getting members to attend meetings are all examples of selling.

Busy schedules, family, and work responsibilities are often obstacles that prevent people from joining your chapter. So you must make a prospective member an offer she can't resist.

Here are some thoughts about the selling process, plus steps you can take whenever you want to persuade other people to embark on a course of action important to you and Psi Iota Xi.

#### Know what you're selling.

Consider what happens when you attempt to sell. If you're trying to recruit a new member, ask yourself why she should say "yes." Perhaps she is seeking a way to make a contribution to the community. What opportunities do you offer to meet her needs?

The average adult in the United States belongs to six organizations. Many want to give back to the community because they have received rewards from past experiences. Some want to pay forward for successes they anticipate in the future. Psi Iota Xi serves so many causes that improve the welfare of individuals and communities. This is a powerful organization. Sell the benefits and Psi Iota Xi will sell itself.

#### Know your audience.

If you are recruiting members, you have to look in the right place. If you are trying to retain members, provide programs that meet their needs. The more precise you can be in narrowing your audience, the more effective you will be in selling your product. Friends and fellowship are a strong motivation to become a part of a group.

#### General leads for new members.

"Leads" represent possible buyers. How can you scan your community for possible members? Try some of the following ideas:

- Obtain the names of people moving into your community. Look for newcomers at church or in your neighborhood.
- Ask your own members to identify at least three recruits. Look to school groups and new employees at work.
- Review the list of individuals who have been past members.
- Hold a community event such as an art show, a wellness clinic, or an open house at one of your meetings.

#### Sales contacts.

Now you are ready to make your contact. If you mail flyers, remember they should only take as much time to read as it takes to get to the wastebasket. Make them eye-catching in a bright color. Choose an exciting title. Use a "hook" (something to make them want to respond).

#### Follow up.

The sales process doesn't end with the contact. A good salesperson always checks back to see if there is interest or to offer assistance in any way she can. Like any good salesperson, you should aim for "repeat business" and to keep your satisfied "customers" coming back. Survey your current members to see what they want.

Keep your members happy. The enthusiasm of current members will pay big dividends. Your success will be guaranteed.

## PSI IOTA XI - SELL IT!



Left/Right – Lynn Clay, Beta Xi, Crown Point, Debbie Stemle, PNP, Zeta Mu, Jasper, Pat Kugler, National President, Eta Gamma, Valparaiso and Janice Stagg, National Treasurer, Iota Tau, Indianapolis

Pat Kugler, National President, had a lot of fun at Convention 2009 as her chapter, Eta Gamma, and Beta Xi gear up for the 2010 Convention in Merrillville!

### Share Your Fun!

Send a picture of something "fun" your chapter did along with a brief description of the activity. Please forward electronically to the National Editor – Margaret Larson, [m22larson@comcast.net](mailto:m22larson@comcast.net)



If it is not fun  
you are not doing it right!



Bob Basso