



## ACCEPTANCE SPEECH

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Kappa Iota #5442, Golden

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There are a million organizations who do good works. But there are NONE like ours. Look at all we do! I mean, St. Jude does childhood diseases, Easter Seals does handicamps, Red Cross does disaster relief, Shiners do burn centers... What sets us apart from the others? What makes **US** special? I know what it is! I've centered my theme around it this year!

### It's MAGIC!!

No other service organization, that I know of, carries the weight of Philanthropy like we do! St. Jude, Easter Seals, Red Cross, United Way, food banks, homeless shelters, safe-houses, hospitals, libraries, scholarships, veterans and military affairs, animal shelters, wildlife refuges and so many more! We have contributed or helped **ALL** of them.

**THAT** is our Magic. And the fairy dust sprinkles on top are;

- \* The friendships we've made along the way
- \* The knowledge and opportunities we've been given
- \* The travels and adventures and the shiny new things we never thought we would do!  
I got to go to Australia, because of ESA!!! **AUSTRALIA!**

### I BELIEVE IN THE MAGIC OF ESA!

The **BIG** question is, do **YOU** still believe in the Magic of ESA? How dedicated are you to doing **WHATEVER IT TAKES** to continue the magic?

Two things have really stuck in my mind this year. Something Kathy said in her Founder's Day message and something Charlotte said at Leadership. (I Really do listen)

Kathy asked us "When's the last time you did something for the first time?" and Charlotte said "Make a change and OWN it!". I've always been kinda of a lightning rod when it comes to trying new things in our State. My Husband says he sees a Lightning storm a comin'!

Every year, the new State President stands before you and tries to impart how important new membership is for us. I've heard it for almost 35 years, now! I, again implore you all to hopefully, once and for all, help you realize just **HOW** important membership really is! In 1994 when Eileen and I held State Convention in Glenwood Springs, we had 325+ attendees. For the last two years, we've only had 60+! There are many reasons for this; cost, time requirements, health issues.. but the biggest reason is a decline in our membership! **Seriously!** This is crisis time! We can not afford to sit in this stagnation anymore.

One of my top priorities this year is looking at new ways to reach out and get new members. We need to have an open dialog about the **WHYS** of membership and be open to trying something new. I can hear the grumbles out there and for those who don't want to participate, you don't have to! But know that those who do get on board for the ride and help me, **will** be the saviors of ESA in this State!

I will be asking some of you to join our membership team, to come up with some new ideas for membership. I'm not going to put this all on Vickie. Anyone can submit ideas to the committee for consideration. Just email them to Vickie before June 9<sup>th</sup>.

Now, in order to get new members, we have got to update. We need to look at the way we do things and change them to match the times. We have to move forward. It **HAS TO HAPPEN!**

We need to think of new ways to get our name out there! No one knows who we are! Nancy and I have already started on that. We will have an ESA presentation Board at the Dream Homes here soon, and we can dedicate one of our many volunteers to promoting ESA during the Home viewings.

I run a lot of things about ESA by my Husband. He asked me if ESA has a mission statement. I told him we did and what it is. He said "GREAT! How can you put that on a bumper sticker? This is an instant gratification world now. Every time I try to explain to someone what ESA is about, a Service, Educational, Philanthropic ... to someone, their eyes kinda glaze over and their minds are already off to something new" **We need a bumper sticker, ladies!** Something that is witty, something that will instantly peak curiosity and something that hints at who we are and what we do! This, of course, will have to go through Headquarters, but we can start it and see where it goes.

So here is my first challenge that I am going to OWN! I want you ladies, to come up with a bumper sticker! I will award a **\$50 cash prize** to the top submission. We will narrow down the submissions to the top 5 by Spring Board next year, and here are your parameters.

- \* It must have ESA in it.
- \* It must be family friendly
- \* Deadline for submissions is February 1, 2019

You may enter as many submissions as you like. There is no fee to enter. Email them to my email address. All it takes is a little bit of thinking outside the box!

Your second challenge this year, is for every single person in this room, to **DO** something for the first time. Eat something you've never tried before.. go somewhere you've been curious about, change the color of your hair.. **ANYTHING!** Just make **ONE** change and let everyone know what it is/was!

In closing, I want to thank you all for all your support over these many years. As the song said last night  
**" I'll take you with me, if I can. Been dreaming of this since a child."**

Thank you all for making one of **MY** dreams come true!

*Leslie Stevens, President*  
*2018 - 2019*  
*Colorado Council of ESA*

