

PLAN AHEAD



The newsletter for Soroptimist International of Palm Desert for September 2018

-Doris Churry, Editor

NEW SIPD YEAR BEGINS WITH SABBY'S "STATE OF THE CITY"

VOTING ON MEETING PLACE AND MEAL COST

POWERPOINT SPRING CONFERENCE REPORT

CONSIDERATION OF PLANS FOR SERVICE ACTIVITIES

DISCUSSING NEW FUNDRAISING PROJECTS AHEAD

FALL MEETING PLANNING - NOW TO BE IN PALM DESERT

AN EXCITING YEAR TO COME!



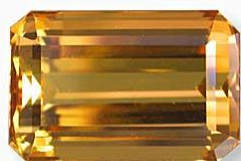
Aloha means “hello” and “goodbye”. Now it’s time to say so long to our endless summer. After avoiding Hurricane Lane and the rain from tropical storms, I’m ready to start our new club year. With that said, please join us on September 5th for our first speaker of the year, Sabby Jonathan, Mayor of Palm Desert. This city has lots of plans for the future. Bring your questions and concerns for Sabby to address. Also on the agenda is presentation of our 2018-19 club budget. Discussion and voting will take place at our business meeting on the 19th; please save your comments till then. Also for discussion on the 19th will be the interesting list of ideas we came up with at our President’s Retreat in July, and I’ll send it to you in advance.



On a sad note, SI Desert Cities of the Coachella Valley club has disbanded. An email vote was taken of our board and it was approved that we support SI Palm Springs and we agreed to co-host the District 2 Fall meeting with them, to fill the gap left by Desert Cities closing its doors. District 2 Fall Meeting will be held at Marriott Shadow Ridge, here in Palm Desert. More later on what is needed from us to develop an interesting and informative Fall Meeting that we will all want to support and attend.

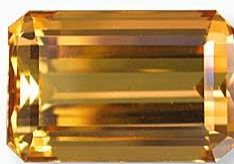
My flip-flops are drying out, umbrella folded up, and grass and red dirt dusted off the golf shoes. Mind adjustment is being made to be back on the Mainland. Aloha!

-President Betsy

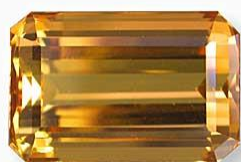


Wednesday, September 5, 2018 @noon
Soroptimist Speaker's Meeting
Sabby Jonathan, Mayor, City of Palm Desert
Desert Falls Country Club

Monday, September 17, 2018 @10 am
Soroptimist Board of Director's Meeting
Desert Falls Country Club, Women's Locker Room



Wednesday, September 19, 2018 @noon
Soroptimist Business Meeting
Desert Falls Country Club





Yes, we used to dress this way!

District 2 Fall Meeting: “Soroptimist Rollin’ to Rock Education!”

October 26 & 27, 2018 at Marriott Shadow Ridge in Palm Desert

Did I mention Poodle skirts and Saddle shoes are the dress attire for the day? Let’s have fun and learn while doing so!

Watch for the “Soroptimist Golden West Region Call to District 2 Fall Meeting” and then sign up. You’re gonna love what we have planned for you this year. SI Palm Springs and SI Palm Desert are co-hosting this event. Gloria Hill is our District 2 Host and she promised that she would get busy as soon as she returns from her Alaska cruise.

See you soon!

-Becky Goebel, District 2 Director



SPOTLIGHT ON OUR FINANCIALS

-Doris Churry, Treasurer



With the spotlights glaring on me and the treasurer's position, I will begin "The Treasurer's BLOG". I now find myself with the SIPD laptop in my office and accompanying materials which comprise the equipment to conduct the job of SIPD Treasurer for the year. I am thinking you might enjoy hearing how it goes, in a way to hopefully take some of the negativity off the job for future treasurer volunteering; meaning if Doris can do it, anyone can, lol. Plus I would like to share my experience with you! It will help me to know that you have some understanding of what I am going through, especially as to your empathy and support of my efforts to get the job done, albeit perhaps in a new and different way. My *forte* is organization and management and it is my intention to bring new ideas, to reduce the workload and to make inroads in making things easier for our treasurer. Me. Maybe you next time.

For two months now, I have made an extensive review of the procedures and manner in which we conduct and report our funds, and this I hope will result in lessening the load and perhaps showing members, in a different way than in the past, what our financial picture is as we move throughout the year. The displays will be your choice as to how you wish to see our standing. QB actually has a "dashboard" which I thought was pretty cool, and I'll show it to you soon. Previously we have had women in the accountancy field who have stepped up there to "mind the monies" for us. Now we have me. No, I won't be asking for your pity but I will be asking each of you to be understanding and give me your support and assistance so the job is easier for me. I will thank you in advance as I know I can depend on you, my Soroptimist friends.

First thing I'll ask you to do is to bring your lunch check WITH YOU to our meetings! Yes! We will be operating in real time now, not in arrears as we have always done. When we finally have our SIPD Board Meeting on September 17, I will be requesting board approval of my innovative proposals and then bring them to you at the business meeting for discussion and I hope your full backing.

This summer has found me, with the club laptop, practicing on how to use the darn thing! Nope. Never used one. It is really different but we are becoming friendly and possibly leaning towards functional. Then there is the finance program on the computer: QuickBooks Pro 2014, desktop edition (which does not include tech support). Have mercy. Manipulating it is somewhat of a nightmare. I did attend a QuickBooks Training Workshop for Beginners--3 hours well spent, and it has helped me navigate quite a bit. Then there has been the generosity of Brenda Langford and Barbara Grode who have pledged to help me wade through it. I have had one session with each of them so far. I am now due for a second session as I close August and anticipate starting to take in your lunch checks and pay Desert Falls for lunch costs. I look forward to September activity challenging me. Please remember to be empathetic as I greet you at the door and sign you in at our September 5th meeting and receive your check as you arrive.





Why Growth Stocks Have a Long Runway

-Cathy Brown, Owner, CB Wealth Management

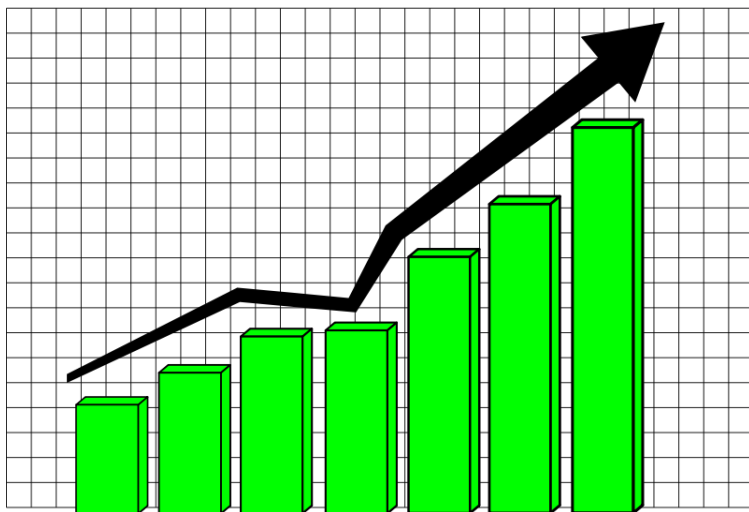
Between artificial intelligence, cloud computing, modern medicine, and the ever-dynamic consumer sector, transformative innovation should continue to drive growth leaders.

In Brief:

- While investment styles go in and out of favor, and volatility comes and goes, several secular growth trends have the ability to drive market leaders dramatically higher over the long term.
- Massive investments “in the cloud” and artificial intelligence are helping a number of companies reach new heights. And the trend remains strong.
- In the fast-moving field of genetics and genomics, ground-breaking innovation has expanded the potential for substantially more effective medicines against a wider variety of diseases.
- While the proliferation of e-commerce continues to hurt brick-and-mortar retailers, the confluence of innovation and seemingly insatiable consumerism has presented long-term growth opportunities for the most agile companies.
- The runway for companies levered to transformative innovation is long, and the potential for their stocks may be underappreciated by the market.

Yet, despite the tremendous impact to our daily lives, it seems likely that investors are still not fully valuing the vast potential of companies driving this innovation. My recommendation is that long term investors would be wise to maintain consistent exposure to the secular trends that are disrupting the world and the fast-growing companies that are capitalizing on them.

For instance, Artificial Intelligence has the potential to see exponential growth. From answering questions on our phone (Siri), to playing music we request (Alexa and the Amazon Echo), to eventually driving our cars for us, we are just at the beginning of a multi-decade revolution. About 2 billion was spent on AI in 2015 and it is projected to grow to \$127 billion by 2025.



Or consider the rapid advances in genomics. Since the sequencing of the human genome was completed in 2003, the costs of sequencing a genome have decreased significantly, from \$95,263,072 to about \$1100. That should significantly benefit companies looking to help people with genetic issues and prolong our lives. Think about the benefit of investing in companies that can solve some of our perplexing medical issues!

While we have seen a market that has rewarded growth for many investors since 2009, the future looks just as bright—as long as you invest in the correct sectors. Contact me if you’re interested in specifics.

Only the Lowly

The official SIPD BLOG

-Lori Oliver



“...though I have looked everywhere, I can find nothing lowly in the universe...”
These are words from the poem “Still” by AR Ammons.



While the poet was profoundly struck by this revelation, I remain unstruck. For I am a killer. A brutal murderer. I take no less than 10 lives a day. Deliberately. Swiftly. As there is no other way than swiftly...to kill a fly.

The mosquitoes are gone, and the flies have taken over. As the weather in Minnesota cools, the flies seek refuge indoors. Desperate for any kind of warmth, they hover near the door waiting for a chance to bolt inside. They dance around on the window screens pretending to get out. When in fact, I can hear them calling to their compatriots...

“Over here! There’s food and warmth. And the human with the flyswatter is as slow as molasses. No, no, I didn’t say there was molasses, I’m just saying she’s super slow with the flyswatter. She misses, like, eight out of ten times. But she appears to be quite persistent. It’s almost like she has nothing else to do. But come on in anyway. I could use the company. My buddies are dropping like, um, flies, I guess. How is it that I am only now just realizing the full meaning of that expression? Ah, never mind. Just get in here.”

When actual winter arrives, the flies will magically turn into mice. And that’s when things get real serious, real fast. I simply cannot abide rodents in the home. Though I have looked everywhere, I cannot find anything in the universe lowlier than mice.

