



The De Anza District Roadrunner

Proud Members of CFWC and GFWC

Donna Allosada, Editor



A Message From De Anza District President, Mickie Reed

Dear District Members,

On October 4, 2025, De Anza District hosted the Area D Conference. Hemet Woman’s Club members helped us get a great venue and helped with set-up. We had great attendance, 9 of our 12 clubs made an appearance and our district had the highest attendance. From all accounts a good time was had by all. We enjoyed a table membership game, a fun skit, two fabulous speakers, great shopping opportunities and fellowship with our San Diego, San Bernardino, Imperial and Riverside County members.



Remember, for a strategic plan to truly work, we must go beyond discussion. We need to choose an action, assign responsibility, and set a deadline. It doesn’t require a complete club overhaul. Even small, focused changes in the areas that need it most can lead to powerful outcomes.

I hope to see you all at the November Conference in Riverside. We will be focusing on the Environment and doing a hands-on project. We will hear what each club did to support GFWC’s National Day of Service.

So, let’s serve, dance, and enjoy being together in this uncertain world. Peace, love, and happiness to each of you. I look forward to seeing you soon.

Mickie Reed

Your De Anza District President

Continuing with my Connecting the Dots Strategic Plan, I have attached the checklist for Part 2. Part 2 is the action component of Part 1. Now that we have discovered gaps in our procedures, projects and conduct, what will we do to bridge those gaps. It means “What action will we take?” “When will we take it?” and “Who is accountable for making it happen?” Looking ahead to our November Conference, I will be inviting clubs that completed these two steps to share two things:

1. What they discovered
2. What specific steps they plan to take to bridge the gaps

Inside This Edition

President’s Message

Connecting the Dots Strategic Plan

De Anza District Club Calendar

Call to De Anza District Conference


History of Daylight Savings

ESO

CFWC Writing Contest

VOTE!

Events



Connecting the Dots Strategic Plan

Part 2: Bridging the Gaps – Action Planning Checklist & Worksheet

Now that you have identified the areas that need improvement or expansion, what will you do about it?

Membership Gaps

- Recruit new types of members
- Steps to attract and welcome them
- Mentor/follow-up assignments
- Inclusive meeting formats

Participation Gaps

- Flexible/small roles
- Match talents to tasks
- Ask members what kind of events that they want and what kind of service is important to them.
- Share responsibility across club

Communication Gaps

- Effective platforms/tools
- Assign digital communication lead
- Reach tech-shy members
- Use a communications calendar

Leadership Gaps

- Identify emerging leaders
- Mentorship for new officers
- Make leadership less intimidating
- Visible & achievable roles
- Send Members to Leads training

Federation Gaps

- Promote Federation resources
- Spotlight Federation at meetings
- Send members to events
- Celebrate Federation connection

For Each Action, assign a responsible person, set a deadline, and clearly identify the task. Ask?

Who: _____

What: _____

When: _____

2025-2026 District & CFWC Calendar

2025

11/09/25: (Sunday) November Conference
Riverside Woman's Club
Environment

2026

1/19/26: (Monday) January Conference
Woman's Improvement Club of Corona
Legislation & Public Policy

2/07/26: De Anza District Fundraiser
The History of the Wedding Dress

3/14/26: (Saturday) March Conference
Beaumont Woman's Club
Domestic Violence

4/18/26: (Saturday) Annual Convention
Palm Valley Country Club



Not Getting The Roadrunner?

Club Presidents:

Do you have new members? If so, please be sure to send your member roster changes so that all of your club members receive a copy of the *De Anza District Roadrunner Newsletter*.

Thank you!

Donna Allosada, Editor
Info.DeAnzaDistrict@gmail.com

Advertise in The Roadrunner!

Get the word out about your business by advertising in *The Roadrunner*. We publish five times per year, with direct emails sent to over 500 contacts from Temecula & Hemet to Holtville, Calexico & Indio and several communities in between.

- \$50 - business card; 5 issues/year
- \$75 - half page; 5 issues per year
- \$100-full-page; 5 issues per year

For more information, please contact:
Info.DeAnzaDistrict@gmail.com

Call to the November De Anza District Conference

You are invited to attend the De Anza District Conference on Sunday, November 9th, in Riverside. Meet members from other clubs, do an Environmental done-in-a-day project, and more! [The Call](#) to the De Anza District Conference is attached with all of the details.

The cost is \$30 for registration and lunch. Your club will register you and provide details about paying and the deadline for registration. Please specify your meal choice. See the menu below:

- Regular meal: chicken fajitas, rice, beans, green salad, and carrot cake for dessert
- Vegetarian meal: vegetarian fajitas, rice, beans, green salad, and carrot cake for dessert
- Drinks: ice water, iced tea, and coffee

Hope to see you in November!

Lois Bailey
Corresponding Secretary
De Anza District
loislc@sbcglobal.net

Have you registered?



A Brief History of Daylight Saving Time

Daylight saving time (DST) was first implemented on a national level by Germany in 1916 as a wartime energy-saving measure, with many other countries following suit during World War I. The modern concept was previously proposed by George Hudson in 1895 and William Willett in 1907. In the United States, DST was introduced in 1918, repealed after the war, and later made permanent and standardized by the Uniform Time Act of 1966.

Early proposals and implementation

- Early concepts:

The idea of adjusting clocks to make better use of daylight was proposed by New Zealander George Hudson in 1895 and later by British builder William Willett in 1907, who argued it would save energy and allow for more afternoon recreation. A satirical essay by Benjamin Franklin in 1784 also suggested that rising earlier could save on candle usage.

- First national adoption:

Germany was the first country to implement DST nationwide in 1916 during World War I, with the goal of saving coal and energy. Other countries, including the United States in 1918, followed suit during the war.

Turn your clock back!

Date: Sunday, November 2, 2025

Time: 2 a.m. local time

Action: Set clocks back by one hour

US History

- Wartime and post-war periods:

The US adopted DST in 1918 but repealed it after the war. It was briefly reinstated nationwide as a "War Time" during World War II. Without a federal law, states had the freedom to observe it or not, leading to a confusing patchwork of time zones across the country.

- The Uniform Time Act (1966):

Congress passed the Uniform Time Act of 1966 to standardize the practice, establishing a consistent start and end date for DST across the nation.

- Subsequent changes:

The start and end dates have been adjusted several times since 1966, notably during the 1970s oil crisis and again with the Energy Policy Act of 2005, which set the current timeframe of the second Sunday in March to the first Sunday in November.



De Anza District ESO

A Message From Marlon Carrier, De Anza District ESO Chair

From: Marlon Carrier
October 2, 2025, 11:15 AM

Club ESO Chairs & Presidents,

Attached is Reggie's CFWC ESO Newsletter for October along with her message below. Also, take note of the following Zoom Information you may have received previously from Reggie:



Hi Zoomers!

I am sending this out to all that I have on my zoom listing. First we have a time change. I am hoping by changing to an afternoon, 3 p.m., we will have more members in attendance. Secondly I have an outstanding author that will be speaking on October 23rd. William Kent Krueger, the author of This Tender Land. which is the book we reviewed at the last zoom meeting. This will be announced in Quick Bytes and in the Newsletter that will be sent out on Tuesday.

Secondly, the code—please keep this so you will be able to sign in properly. Pass it on to others in your club that may be interested. E-mail me if you have questions.
Reggie

CFWC ESO BOOKCLUB (Reggie Mattox)

Time: 3:00 pm (Pacific Time)
Dates: Thurs, Oct 23, 2025
Thurs. Jan 22, 2026
Thurs. April 23, 2026

Join Zoom Meeting:

[https://us02web.zoom.us/j/85889305843?
pwd=V1ZrTOUVmtrGHqWd9A3TahWGMcgYxc.1](https://us02web.zoom.us/j/85889305843?pwd=V1ZrTOUVmtrGHqWd9A3TahWGMcgYxc.1)

Meeting ID: 858 8930 5843
Passcode: 951507

Marlon Carrier
GFWC Woman's Club of Indio, Past President #76
De Anza District, Epsilon Sigma Omicron Chair
C - 678-656-2511

CFWC DE ANZA DISTRICT

SAVE THE DATES

2025-2026

CONNECTING THE DOTS

MONDAY, SEPTEMBER 15, 2025
ELSINORE WOMANS' CLUB
FOCUS: ADVOCATES FOR CHILDREN
"RECOGNIZING YOUR DOTS"



SUNDAY, NOVEMBER 9, 2025
RIVERSIDE WOMAN'S CLUB
FOCUS: ENVIRONMENT
"BRIDGING THE GAPS"

MONDAY, JANUARY 19, 2026
WOMAN'S IMPROVEMENT CLUB OF
CORONA
FOCUS: LEGISLATION AND PUB. POLICY
"CONNECTING THROUGH COMMUNITY"

SATURDAY, MARCH 14, 2026
BEAUMONT WOMAN'S CLUB
FOCUS: DOMESTIC VIOLENCE
"LEAVING A CONNECTED LEGACY"

CFWC / GFWC Writing Contest

By Kay Masonbrink, De Anza Writing Contest Chairperson

kmasonbrink@roadrunner.com
Fri, Oct 17, 11:13 AM

Dear Club Presidents:

It seems that our District website, on which I have been relying, is experiencing some serious issues, so I need your help in distributing the directions to your club members for the 2025 Writing Contest, including both adults and youth. I handed out a few copies at the September conference, but could you please assist in forwarding them on to your members who might be interested in entering? Entries must be completed in the calendar year. Also, each club does its own elimination, so submit only one entry per genre/category from each club, i.e., one adult poetry, one adult short story, one 5th-grade short story, etc. Submit your final entries directly to me for district judging.

All the information you need is in the attachment but let me know if you have questions. Please encourage your members to participate, as writing provides numerous intellectual, emotional, and physical benefits that are useful to our human condition. Thank you for your assistance.

Kay Masonbrink
De Anza District Writing Chair

DeAnza District Fundraiser - The History & Celebration of the Wedding Dress



The History and Celebration of the Wedding Dress Our District Fundraiser is set for February 7, 2026, and we are looking for members to share their wedding pictures, display their gowns on mannequins, and have their gowns modeled on the runway. It is a great way to relive how wonderful you felt on your special day.

Let's live a day in a dream of satin and lace.

If you are willing to participate, email deanzacfwc@gmail.com or text (760) 668-7018. One day, one dress, millions of memories!

It's Our Civic Duty!

Make sure your voice is heard - vote!
You can vote by mail or in person on November 4, 2025.

Statewide Special Election

Tuesday, November 4, 2025

Don't Delay, Vote Today!

Early vote-by-mail ballot voting period is from October 6 through November 4, 2025.

Polls are open from 7:00 a.m. to 8:00 p.m. on November 4, 2025, Election Day!

CALIFORNIA TRUSTED INFO

Every registered voter in California will receive a vote-by-mail ballot.

Vote-by-mail ballots are mailed on or before October 6.

Vote-by-mail ballots can be voted and returned as soon as they are received.

Vote-by-mail drop boxes open October 7.

In-person voting options will be available in all counties.

Official Voter Information Guide

Certificate of Correctness

I, Shirley N. Weber, Secretary of State of the State of California, do hereby certify that the information included herein will be submitted to the electors of the State of California at the Statewide Special Election to be held throughout the State on November 4, 2025, and that this guide has been correctly prepared in accordance with the law. Witness my hand and the Great Seal of the State in Sacramento, California, this 17th day of September, 2025.

Shirley N. Weber

Shirley N. Weber, Ph.D.
Secretary of State

Mobile-Friendly
SCAN ME

MARK YOUR CALENDAR!

(Get your event in *The Roadrunner* - send your PDF flyer to info.deanzadistrict@gmail.com.)



Bring:
Size 1 diapers
Baby Books
Small baby items

Beaumont Woman's Club

We will be supporting the young, growing families of our U. S. Marines stationed at 29 Palms, by making baby shower cakes out of diapers!

**Saturday
November 8, 2025
1 pm - 3 pm**
Beaumont Woman's Clubhouse
306 E. 6th Street
Beaumont, CA. 92223

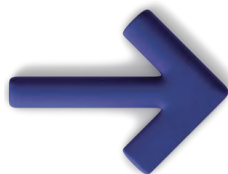
Service + Friends + Crafting + Refreshments

BEAUMONT WOMAN'S CLUB
SINCE 1908

November 2025
Event



December 2025
Event



Join us for ...
GFWC Woman's Club of Indio's
Annual
HOLIDAY BOUTIQUE
And, Let's Shop!

The Details:
December 3, 2025
11:00 am - 1:00 pm
Palm Valley Country Club
39205 Palm Valley Drive, Palm Desert
Cost: \$35 Meal / \$25 Vendor

★
RSVP to Attend or to be a Vendor:
by November 28, 2025
www.WCIndio.org

*Get your holiday shopping started early.
There are gifts for everyone!*

February 2026 Event

DE ANZA DISTRICT FUNDRAISER
**A CELEBRATION
AND HISTORY
OF THE
WEDDING DRESS**



- Current Wedding Fashions
- Member Fashions
- Vendors
- Lunch

Detailed Schedule Coming Soon -
Check back on
December 1, 2025 for the full
line-up and times



To buy tickets or get more info, contact:
deanzacfwc@gmail.com or text (760) 668-7018

How Your Club is Part of the De Anza District

The De Anza District is one of six districts in Area D (SoCal). Our District has 12 dynamic women's clubs, and we hope to expand by including more clubs in the future. We strive to unite and empower our club members to promote education, uphold moral values, and embrace club projects and initiatives.

Did you know...

- **Your Club** is part of the De Anza **District**, and Mickie Reed is our current President
- The District is part of the Southern California **Area D**
- Area D is one of 4 Areas in the California Federation of Women's Clubs (**CFWC**)
- CFWC is a member of the General Federation of Women's Clubs (**GFWC**)
- GFWC is an *international* women's organization dedicated to community improvement by enhancing the lives of others through volunteer service



Page 11

To submit articles, please contact Donna Allosada at beesum1@sbcglobal.net.

From:
CFWC De Anza District Women's Clubs
Info.DeAnzaDistrict@gmail.com

Thank you for reading!

TO:



To learn more about CFWC De Anza District Women's Clubs, visit: www.cfwcdeanzadistrict.org.