

THE TORCH



*“...that those who follow
in our footsteps may be
guided by its light.”*

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Southeastern Regional Council

GOALS

- To serve** as a means of fellowship and unity among the membership of the member states.
- To serve** as a guiding light for member states with their problems and an exchange of ideas.
- To serve** as a way of growth for ESA within the member states through charter chapters and new members.
- To serve** as an aide for transferees from one member state to any state; and aide for transferees from any state to member states.
- To promote** closer relations and fuller cooperation between member states and International Council and International Headquarters.
- To promote** candidates from member states for IC offices.
- To achieve** one hundred percent paid IC dues within member states.
- To encourage** attendance and participation in awards and contests at the International conventions within the member states.

Adopted: November 12, 1960

SECTION I - THE WORLD OF ESA

The Southeastern Regional Council

HISTORY The Southeastern Regional Council (SERC) began as an idea, a dream of Barbara Kiley when she was President of the Georgia State Council. She told the Georgia Past Presidents of her Auxiliary of her dream. States were contacted to send representative to an organizational meeting chaired by Joyce Sexton.

On March 7, 1959, a date later referred to as “Southern Founder’s Day in ESA”, forty-three (43) representatives from 10 of the 11 Southeastern States convened. Barbara Kiley served as the presiding officer. The theme of the day was, “The South Shall Rise”. Bylaws were adopted and officers were elected.

The first officers of SERC were installed by Wilhemina Herbin, International Council First Vice President from North Carolina. During the installation, Mrs. Herbin stated: “Today is the Alpha and the Omega of the Southland – the beginning and the end. It is the beginning of a great new force in ESA, and definitely the end of the role we have been playing in the scope of things.”

With Joyce Sexton, Georgia, as President, the first officers began the process of laying a firm foundation for SERC growth. To state the purpose of SERC, the following resolution was presented and adopted at the first annual conference in Nashville, Tennessee in November 1959.

- Whereas, The Southeastern Regional Council is “something new” in the way of councils in our Epsilon Sigma Alpha International Sorority: and,
- Whereas, The purpose and the reason behind the organization of this Council have been questioned: and,
- Whereas, It is believed that the Council can reach new goals and new heights in the growth and strengthening of ESA in our region; therefore,
- Be It Resolved, That this Council favors the sharing of many of its states’ problems and of progress; therefore, be it further,
- Resolved, That this Council urges an all-out effort in increased membership among its states in ESA; therefore, be it further
- Resolved, That this Council has no desire to dictate to or interfere with the individual states’ rights at the annual IC Convention; therefore, be it further.
- Resolved, That this Council wishes to maintain true and loyal friendships and enjoy the fellowship of all our sisters throughout ESA everywhere; and therefore, be it further.

Resolved, That this Council intentions and purposes are most honorable, sincere and trustworthy at all times.

As the new organization continued to grow, the goals printed immediately before this section were adopted on November 12, 1960 and distributed throughout member states.

Today the Southeastern Regional Council is composed of ESA members in Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Maryland (joined in 1986), Mississippi, North Carolina South Carolina, Tennessee and Virginia. An annual one-day conference is held in late October or early November. The purpose is to elect and install officers, to receive officer and committee reports, and to conduct other business of general concern. Special effort is made to promote good will and fellowship among members.

SERC business is conducted through the year by the SERC Executive Board which is comprised of the Elected Offices and Junior Past President. Advising the Executive Board are the members of the General Board (i.e., Appointed Officers and Committees, Presidents of the Southeastern States' councils and Past SERC Presidents).

Communication with members is maintained primarily by newsletters sent by the SERC President and a semiannual bulletin called SERCH (Southeastern Regional Council Highlights). This manual, THE TORCH, is revised and published periodically to promote leadership training.

To finance SERC, the state councils pay membership dues each year to the SERC treasury. Other methods used by the Finance Director to raise SERC operating funds are: chapters are asked to make minimum donations of \$6.00 each; individuals make voluntary contributions through the "Penny for Inches" project; and a finance project is held at the conference. All projects' monies are sent to the Finance Director and credited to the contributors.

To promote closer relationships with and cooperation between member states, the International Council and ESA Headquarters, a SERC officer attends the annual convention of each member state; the President-elect attends the ESA Leadership Seminar; and the President represents SERC at the IC Convention in July. In return, IC Officers and ESA Headquarters staff are invited to the SERC Conference. Because many of these leaders are usually in attendance, number of new ideas and programs have been idea tested on the SERC membership.

SERC encourages full participation in all phases of ESA life. An extensive awards program stresses increased membership, donations to the ESA Disaster Fund, philanthropic activities in donations of time and money, good attendance at meetings, and educational program reporting. SERC members make important contributions to other organizations. St. Jude Children's Research Hospital was adopted as a SERC project in 1971 (SJCRH has since been adopted as an International Council project too). Participation in fund raising for SJCRH remains high in all SERC states.

SERC states also supposed to ESA Foundation. All state counsels are Foundation members. Individual members, chapters and state counsels have achieved special plateaus for financial support in the Foundation Hall of Fame. SERC is proud of its members in these various levels of

support to the ESA Foundation. The list is too long to include, but may be found each year in the ESA Foundation's annual report or in the September newsletter. The Stewardship Award is given to men who have worked for and supported the Foundation. SERC men having received the Stewardship Award are Cecil Harrison, Jack Robyn and Luther Williams, all from Georgia. Dixie Palmer ladies from SERC are: Francis Shugart, Florida 1985; Willow Gray (deceased); Rosagene Huggins (deceased); Marion Wise, Georgia and Anita Houstin, Alabama, 1986; Joyce Robyn, Georgia, 1987; Martha Strickland, Florida, 1989; Jean B. Pitzer, Florida 1990; Betty Thompson, Alabama, 1996; and Nancy Reece, Virginia, 1997. SERC members having been elected to the Foundation Board of Directors are: Francis Shugart, Florida, 1979-81; Rosagene Huggins, Georgia, 1985-90; Jan Lee, Florida, 1987-93; Betty Allen, Virginia, 1987-93; Joyce Robyn, Georgia, 1991-94; Betty Sanders, Florida, 1998-. Rosagene Huggins, Georgia, was the only SERC member to serve as Chairman of the ESA Foundation Board of Directors in 1988-89. There are numerous Life Active Members of the Foundation from SERC states.

The SERC Library Project was originated in 1995 to benefit the proposed ESA Home. When plans for the home work dissolved, the Library Project continued with the idea of material memorabilia in the ESA Foundation building. When this building was sold, SERC chose to continue the sponsorship of financing the binding of the annual set of the JONQUIL volumes to honor each retiring International Council President. At the presentation made in October 1998, 49 sets of bound JONQUIL volumes are on display at ESA Headquarters Fort Collins, Colorado. Also on display is a plaque to honor SERC's first president, Joyce Sexton Robyn, for her work on the Library Project and for her contribution to it.

In summary, SERC was created to form a "golden link of service" in the southeast between the International Council and the State Councils. Through the years, SERC has become an integral part of ESA. Many IC awards are won by SERC states each year, and the list of IC candidates and offices indicate our members' total involvement in ESA. But above all else that that has been, is or hopes to be, the greatest experience for those who participate is the true spirit of friendship and sisterhood that exists. This association of ESA women is highly prized in the Southeast Region.

SERCHETTES

The SERCHETTES are the Past Presidents of SERC. They became an organized group November, 1983. They are active, loyal ESA members who give advice and assistance as requested by the SERC Executive Board. The first SERCHETTES officers were: President, Joyce Sexton Robyn, Vice President Adalaide Smith and Secretary/Treasurer Tommy Hebert.

The following is a list of SERCHETTES, themes and the conference site where they presided.
(* indicates deceased)

March-November 1959

*Joyce Robyn

"The South Shall Rise"

Nashville, TN

1959-1960

*Joyce Robyn

"Rushing-Source of ESA Greatness"

New Orleans, LA

1960-1961

*Adelaide Smith

"Service Above Self"

Richmond, VA

1961-1962

*Sue Horton

"Sincerity, Enthusiasm, Responsibility & Cooperation"

Jackson, MS

1962-1963

*Eloise Collins

"Loyalty"

Birmingham, AL

1963-1964

*Mary Brown

"Love"

Greensboro, NC

1964-1965

Faye Bartlett

"Add a Golden Link"

Hot Springs, AR

1965-1966

*Betty Hill

"United with Treasurers"

Owensboro, KY

1966-1967

Lina Sue Miller Hess

"Friendship"

Atlanta, GA

1967-1968

*Barbara Wibberly

"Achievement Thru Action"

Norfolk, VA

1968-1969

*Patricia Wood

"Notes of Happiness"

Charleston, SC

1969-1970

*Jerry Tschumi

"The Time is Now"

Cape Canaveral, FL

1970-1971

*Joan Mason

"Do Something"

Charlotte, NC

1971-1972

*Mary Hemphill

"Woman Power in ESA"

Macon, GA

1972-1973

*Gennie Haralson

"Color Our World with Love"

Chattanooga, TN

*1973-1974 Tommie Simpson “ <i>Swing & Sway with ESA</i> ” Fredericksburg, VA	1983-1984 *Ernestine Roy “ <i>Friends of the Heart</i> ” Atlanta, GA
1974-1975 *Nancy Reece “ <i>Harmony</i> ” Tampa, FL 1975-1976	1984-1985 *Jean Freeman “ <i>Happiness is . . .</i> ” Biloxi, MS 1985-1986
*Betty Sanders “ <i>The Gift of Happiness</i> ” Jackson, MS 1976-1977	*Jan Lee “ <i>Let There Be . . .</i> ” Nashville, TN
Sandy Weston “ <i>Happiness of ESA</i> ” Louisville, KY	1986-1987 Romanda Talley “ <i>SERC, Flowers of Friendship</i> ” Charleston, SC
1977-1978 *Barbara Riley “ <i>And the Greatest of These</i> ” Myrtle Beach, SC	1987-1988 *Frances White “ <i>Love Makes Our World Go</i> ” New Orleans, LA
1978-1979 *Willow Gray “ <i>Golden Galaxy of Love</i> ” Charlotte, NC	1988-1989 *Nita Williams “ <i>World of ESA</i> ” Owensboro, KY
1979-1980 *Martha Beshears “ <i>Brighten the Corner Where you Are</i> ” Charlotte, NC	1989-1990 *Linda Moore “ <i>Reach for Your Dreams</i> ” Huntsville, AL
1980-1981 Frankie Poore “ <i>Believe in Miracles</i> ” Birmingham, AL	1990-1991 Judi Gregory “ <i>Where Dreams Come True</i> ” Gatlinburg, TN
1981-1982 *Tommie Hebert “ <i>Count Your Blessings One by One</i> ” Baton Rouge, LA	1991-1992 *Betty Snyder “ <i>Discover the Treasure</i> ” Biloxi, MS
1982-1983 *Thelma Waggoner “ <i>A Many Splendored Thing</i> ” Virginia Beach, VA	1992-1993 Judy Tomlinson “ <i>Touched by Melodies, Composed by Love</i> ” Myrtle Beach, SC

1993-1994
 *Betty Stegall
"Discover the Treasure Inside You"
 Biloxi, MS

1994-1995
 *Bertha Warner
"Friends Making Dreams Possible"
 Raleigh, NC

1995-1996
 Karla Jordan
"Discover the Wonderful World of ESA"
 Mobile, AL

1996-1997
 *Lisa Files
"Believe in the Magic of You"
 Springdale, AR

1997-1998
 Brenda West
"Follow Your Dreams, Discover Life Possibilities"
 Bowling Green, KY

1998-1999
 Vicky Waggoner Jones
"On Wings of Angels"
 Charlotte, SC

1999-2000
 Linda Welch
"ESA A Light in our Friendship"
 Baton Rouge, LA

2000-2001
 *Gale Talley
"Music Lives in All"
 Norfolk, VA

2001-2002
 *Glenn Gay
"ESA – An Ocean of Love"
 Atlanta, GA

2002-2003
 *Diane Hills Woods
"Believers are Achievers"
 Pigeon Forge, TN

2003-2004
 Pat Fowler
"I Hope You Can Dance in Your Hat of Dreams"
 Paducah, KY

2004-2005
 Ginny Hales
"Carry the Light for ESA"
 Tampa, FL

2005-2006
 Betty Keeton
"Unlock the Treasures of ESA"
 Springdale, AR

2006-2007
 Frankie McKay
"Live, Laugh & Love"
 Charlotte, NC

2007-2008
 Sondra Kucklick
"Stars Shine Brighter When ESA Friendship Fills Your Cup"
 Florence, AL

2008-2009
 Sharon Larison
"Believe"
 New Orleans, LA

2009-2010
 Joy Lynn Tynes
"Joys of Southern Elegance"
 Louisville, KY

2010-2011
 Sue Williams
"ESA – Dare to be Remarkable"
 Charleston, SC

2011-2012
 Ennis Karns
"SERC – Wild & Wonderfully Southern"
 Memphis, TN

2012-2013
 Tammy Akines
"A Melody of Hope"
 Asheville, NC

2013-2014
*Robin Bussey
"From the Stars to the Seas . . . Endless Possibilities"
Savannah, GA

2014-2015
Rhonda Coy
"The Greatest Gift is . . ."
Little Rock, AR

2015-2016
Lynda Edwards
"Up Up & Away With ESA"
Glen Allen, VA

2016-2017
Denise Holdaway
"Ignite Footprints"
Huntsville, AL

2017-2018
Malinda Remington
"ESA & You – A Recipe for Success"
Lafayette, LA

2018-2019
Pinky Barbour
"Stars in the Crown of ESA"
Raleigh, NC

2021-2022
Terri Sayers
"Imagination Uncorked"
Orlando, FL

2019-2022
Mary Smith
"Endless Ring of Service"
Nashville, TN

2022-2023
Theda Hall
"See it, Believe it, Achieve it"
Pooler, GA

2023-2024
Laura Gnewuch
"Reach"
North Little Rock, AR

Past International Council Presidents from SERC States

The following is a list of IC Presidents from SERC States, their home state, themes and the conference site where they presided. (* indicates deceased)

1959-60	*Wilhemina Herbin North Carolina <i>"Let your Light Shine"</i>	Phoenix, Arizona
1961-62	*Becky Roger Louisiana <i>"Unity Thru God, Country, Home"</i>	Milwaukee, Wisconsin
1967-68	Velva Blaney Yeomans Kentucky <i>"A Mater Plan for Greatness"</i>	New Orleans, Louisiana
1978-79	*Gennie Haralson Georgia <i>"Love's Melody of Silver and Gold"</i>	Denver, Colorado
1981-82	Lou Wolfe South Carolina <i>"Hold High the Torch"</i>	Cincinnati, Ohio
1982-82	*Betty Sanders Florida <i>"Take Time to Love"</i>	Seattle, Washington
1990-91	*Phyllis Edwards Tennessee <i>"Come Walk Among the Stars"</i>	Salt Lake City, Utah
1992-93	*Martha Beshears Arkansas <i>"Dance to the Music"</i>	Atlanta, Georgia
1993-94	Kaye Genovese Georgia <i>"Embrace the Vision"</i>	Minneapolis, Minnesota
1999-00	Charlotte Garrett Arkansas <i>"Life is a Song...Come Sing with Me"</i>	Memphis, Tennessee

2000-01	*Flora Burns Virginia <i>"Journey to Awaken the Light"</i>	Albuquerque, New Mexico
2002-03	Pat Griffin Georgia <i>"Celebrate the Magical Moments"</i>	Salt Lake City, Utah
2006-07	Brenda West Tennessee <i>"Let Your Dreams Take Flight"</i>	Seattle, Washington
2013-14	Vicky Jones Kentucky <i>"ESA – Endless Possibilities"</i>	Portland, Oregon
2021-22	*Robin Bussey South Carolina <i>"Don't Just Fly - Soar"</i>	Indianapolis, Indiana
2022-23	Denise Holdaway Arkansas <i>"Stepping Together in ESA"</i>	Grapevine, Texas
2024-25	Lynda Edwards <i>"Bee Kind, Bee Present, Bee Engaged"</i>	Cary, North Carolina

The Organization of ESA

ESA Headquarters

Founded in 1929

ESA Headquarters is located in Fort Collins, Colorado. Established to provide membership services that could not be accomplished on a volunteer basis, they provide program information and guidance along with administrative support and management for ESA projects. The staff is dedicated to using ESA's resources for developing projects and programs that advance the mission of the organization.

ESA International Council

Founded in 1938

The International Council (IC) consists of elected and appointed volunteer member officers who host the ESA International Council Convention and support the efforts and activities of ESA state and regional councils, officers, and members. Chapters and councils pay dues to the International Council to help foster these programs and to receive voting benefits to elect IC officers. Chapters receive their 501(c) 4 not-for-profit tax status with the IRS through ESA's International Council.

The ESA Foundation

Founded in 1972

The ESA Foundation is ESA's own 501(c)3 charity. One of the most valued ESA Foundation programs are the college scholarship program available to domestic and international students. Additionally, the ESA Foundation awards grants supported by ESA Foundation memberships and endowers. Membership in the ESA Foundation is separate from ESA membership. However, many ESA members are also ESA Foundation members to show their support for the scholarships, grants, and other programs of the ESA Foundation.

ESA Membership Corporation Board

Formed 2007

The ESAMC Board of Directors oversees the budget for ESA Headquarters and sets priorities for program development. The Board also works to do strategic planning for the use of the resources provided by the membership and works to develop continuity in membership services for the long-term development of these resources.

SECTION II – General Information

Information & Services Provided by ESA Headquarters

ESA Headquarters is located in Fort Collins, Colorado. Headquarters was established to provide membership services that could not be accomplished on a volunteer basis. Headquarters provides program information and guidance along with administrative support and management for ESA projects. The staff is dedicated to using ESA's resources for researching and developing potential projects and programs that advance the mission and best interests of the organization. Headquarters also provides professional support for officer training, educational, membership, and philanthropic programming and functions as the central business office.

The ESA Membership Corporation, or Headquarters, also holds all ESA trademarks and is charged with protecting the unauthorized use of membership information.

ESA International Headquarters

2580 E Harmony Road

Suite 301-11

Fort Collins, CO 80528

970.223.2824 (Phone)

esainfo@epsilonsigmaalpha.org

For organizational information regarding ESA Headquarters and its governing body, the **ESA Membership Corporation**, see the Chapter and Council Management section of the Member Center on the ESA website.

ESA Membership Types

Community Membership

Community membership is open to anyone age 18+. Members may be invited to join an existing chapter, start their own chapter, or participate as an individual member (member-at-large).

Collegiate Membership

Collegiate membership is available to anyone age 18+ currently enrolled at a college or university. Collegiate chapters are limited to one per campus. Once a student is no longer enrolled at the university, they may transfer membership to their new university or to community membership (in the case of withdrawal or graduation).

Legacy Membership

Close relatives of currently active ESA members may join ESA at a reduced rate. Legacy memberships must be processed via paper application as the Legacy relationship must be verified. Both collegiate and community members are eligible to sponsor relatives as Legacy members.

Elón Membership

ESA's Elón Program is designed for members under the age of 18. Elón members may be individual members or part of a chapter working under the guidance of an ESA community member. A one-time membership fee covers an Elón member until the age of 18 regardless of their age at the time they join ESA. Upon turning 18, Elón members may select collegiate or community membership and receive their complimentary first year of adult membership.

Inactive Membership

Members who have been active in previous years but whose annual dues are not current are considered inactive. These members have been issued an ESA member number at a previous time. Inactive members who wish to regain active status may do so by reinstating through payment of their annual dues. During periods of inactivity, members are not eligible to accumulate years of service, awards points, or participate in ESA activities.

Member Benefits

1. Travel discounts: Members enjoy discounts with merchants in travel-related fields.
2. Skill share preview discount: Take a discounted online class in a huge variety of genres such as crafts, art, food, and tech skills through Skill share.
3. Audible preview discount: Get two free audio book downloads through ESA's partnership with Audible.
4. Journey Magazine published twice yearly featuring inspirational articles written by and about ESA chapters around the world (pictured below).
5. ESA monthly e-newsletters full of important reminders, upcoming event registrations, contact information, and even featured merchandise.
6. Retreats, Conferences, and Conventions: ESA chapters and councils sponsor many local, national, and international events.
7. ESA Skills Certificate Program: Get certified for the impressive skills you use in ESA for your résumé and marketable experience.
8. Connections to community leaders and premier volunteering opportunities helping individuals and organizations that you care most about.
9. Members-only access to program resources, personal development tools, and organization-wide events on the ESA website.
10. Pride and self-confidence derived from serving others and leadership participation.



ESA Traditions

Crest

The crest of ESA is a flat-topped shield enhanced above by a lamp and below by a streamer featuring the letters ESA. The shield is divided through the middle by a wide chevron (an inverted “V”) containing six candles. The apex of the chevron is joined to the top of the shield by a bar dividing the upper half into sections. In the upper right corner is a Jonquil; the upper left corner features an open book; and below the chevron appear the clasped hands of friendship.



Watch Words

In ancient days, when students from many lands first sat at the feet of philosophers, they were able to meet on a common ground by speaking the classic language of learning – Greek. It is fitting, therefore, that the original members should have chosen the Greek alphabet and name Epsilon Sigma Alpha, which tradition holds translates freely as “Pursuit of Learning.”

A Alpha	N Nu
B Beta	Ξ Xi
Γ Gamma	O Omicron
Δ Delta	π Pi
E Epsilon	P Rho
Z Zeta	Σ Sigma
H Eta	T Tau
Θ Theta	Υ Upsilon
I Iota	Φ Phi
K Kappa	X Chi
Λ Lambda	Ψ Psi
M Mu	Ω Omega

The Meaning of the Jewels

There are 10 jewels surrounding the open book on ESA's Jewel Pin. These are pearls, ever synonymous with wisdom. Each pearl also has special significance and together they comprise 10 attributes which every ESA member strives to achieve in life. The Ceremony of the Jewels is a long-standing tradition still used in many chapters today in celebration of the culmination of the introductory period of membership, during which the meaning of the jewels is explained:



The First Pearl shall be for Wisdom, that sum of human experience which you will strive to obtain through the inspiration and guidance of ESA.

The Second Pearl shall be for Beauty, that loveliness of symmetry and line, rhythm and color, in nature and the magic word of the printed page, which you will endeavor to translate into your everyday life.

The Third Pearl shall be for Strength, that combination of courage and judgment with which you will be able to know conflict but also to overcome it.

The Fourth Pearl shall be for Truth, that sublime measure of knowledge which you must first feel, then know, and finally live, so that it enhances this essential part of your spirit.

The Fifth Pearl shall be for Fidelity, that dedication of purpose which will enable you to ever keep your pledge.

The Sixth Pearl shall be for Fellowship, that sharing of common interests through the warmth of family in ESA.

The Seventh Pearl shall be for Cooperation, that ability to work harmoniously and constructively with others for the advancement of a common cause.

The Eighth Pearl shall be for Loyalty, that dedication to a set of ideals which knows no discouragement or defeat.

The Ninth Pearl shall be for Vision, that ability to see past realities of the present into other possibilities of the future.

The Tenth Pearl shall be for Service, that cheerful giving of self for others – achieving not for any expected reward, but rather for the sheer joy of doing.

Membership Pins

Each new member receives the Lamp of Learning pin in their new member packet at the time they first join ESA. The Lamp is a symbol of our pursuit of knowledge. ESA's second pin, the diamond-shaped Jewel Pin, signifies full membership in ESA and is symbolic of the ideals of our organization. For community ESA members who belong to a chapter, a representative of the chapter may order their Jewel Pin when they are comfortable in the new member's understanding of the information contained in the Ideals book and if applicable, workings of their chapter. While the specific amount of membership time varies by tradition of each chapter, it is common for a member to be presented with their Jewel Pin near their three-month anniversary in ESA. Individual members may request their Jewel Pin after their third month of membership and a thorough review of the Ideals materials by using the order form in the new member packet. Members of collegiate chapters will receive their pin through their chapter president who orders for all new members of the student chapter.



Position of Jewel Pin and Lamp pin when worn alone



Position of Gavel Guard during presidency



Position of Gavel Guard after presidency

Wearing the Pins

The ESA Jewel pin is worn over the heart. Place the thumb in the hollow of the throat, extend the fingers downward, and the tip of the little finger marks the place to pin the Jewel pin. The lamp pin is always worn just above the Jewel Pin unless you are currently holding a presidential office in which case the Gavel Guard should be above your Lamp Pin. All other dangles and pins should be worn below.

The pin is never loaned to or worn by anyone except duly initiated members of ESA. It represents a pledge to a higher endeavor. The pin is a badge of honor and friendliness and may be worn at functions other than those sponsored by ESA. Remember in wearing the pin, it is permissible to wear the most current officer charm on the chain. Display it only on clothing showing a sense of dignity and worth.

Wearing the Emblems

Members of ESA are entitled to wear the letters, emblems, badges, and pins of the organization. The trademark of ESA is a legal trademark and all merchandise, clothing, jewelry, etc. must be obtained through an officially-licensed vendor. For information governing member use of ESA trademarks and a list of licensed vendors, visit the website or contact ESA Headquarters.

Benefits of Belonging to ESA International

1. Lifetime affiliation develops friendships that one couldn't gain otherwise. The common bond of ESA members makes friends.
2. Educational pursuits lead to increased knowledge, ability on public speaking, self-awareness, self-confidence and self-expression.
3. Joining together results in meaningful philanthropic service on the local, state and international levels.
4. Transfer privileges give ESA members "instant friends" wherever they move.
5. Disaster fund benefits are available in times of personal need.
6. State and International Conventions, as well as regional meetings/conferences, create new opportunities to travel, to lead, to meet new friends, to learn and to have fun.
7. Journey magazine keeps ESA members up-to-date on ESA activities and also explores issues of importance to help members succeed in many facets of life.
8. Special newsletters target areas of interest, involvement and leadership to keep the "idea wheels" turning.



ESA Foundation Programs & Services

Mission: Established in 1970, the ESA Foundation is dedicated to the promotion of continuing education and to altruistic activities that make a positive difference in the world community. Voluntary contributions of time and money from ESA members, ESA Foundation members, and friends of the Foundation are the ESA Foundation's sole sources of support. As a nonprofit, tax exempt corporation, the ESA Foundation supports the service and leadership programs and the philanthropic projects of Epsilon Sigma Alpha International.

Membership: The ESA Foundation is a public foundation for anyone who shares our goals. The membership fee is \$25 with \$15 annual dues thereafter. You may also opt to support the Career Enhancement Grant through a \$500 one-time Life Active membership. All dues are tax deductible. In order to vote at the annual meeting, the active member must have their annual dues before March 1.

Scholarships: The ESA Foundation annually awards numerous scholarships. The ESA Foundation has awarded more than \$3 million in scholarships and continues to award numerous scholarships annually. You do not have to be an ESA member to apply for a scholarship, and the application process is 100% online. The applications for each academic year are due by 11:00 PM MST on February 1.

Career Enhancement Grants: The Career Enhancement Grants are designed to help applicants attend workshops and seminars that help them increase their job ability or knowledge in their current field of employment or assist them in starting a new job.

Application money request is for Registration fees and actual materials needed to attend and study for the event. Travel and hotel accommodation costs are not included in this grant request.

Vocational Training Grants: The "Vocational Training" provides opportunities to applicants seeking to develop skills for a new career or to enhance their skills and knowledge for further advancement in their chosen career field.

Partnerships/Joint Venture Grants: To support other nonprofits who provide educational career training programs that meet the ideals and goal of the ESA Foundation or to support larger grant making entities who are able to support multiple clients for a single program that furthers the educational interests of the ESA Foundation.

Currently this grant is not available as the ESA Foundation has committed funds until 2024 to support the St. Jude Graduate School of Biomedical Sciences.

Visit <https://epsilonsigmaalpha.org/scholarships-and-grants/>

ESA Disaster Fund

The ESA Disaster Fund was officially begun and sanctioned at the 1956 IC Convention in Albuquerque, New Mexico.

THE PURPOSE of the ESA International Council Disaster Fund is to assist an ESA member whose home and/or personal belongings are destroyed or damaged extensively by one of nature's causes -fire, flood, etc. Assistance may also be given when a member incurs heavy financial responsibility due to a debilitating illness or accident, which involves the member or their spouse or immediate family who resides in the home due to physical or mental impairment whom they have legal guardianship over and are legally responsible.

WHO IS ELIGIBLE TO APPLY? (1) Active Members of 90 days or more (2) Members-at-Large who are in good standing with Headquarters (3) Life Active Members will be determined by the IC Disaster Fund Chair in agreement with the IC President and First Vice-President/President Elect.

AMOUNT OF ASSISTANCE: \$5,000.00 is the maximum amount given.

HOW TO APPLY FOR ASSISTANCE? The ESA IC Disaster Fund Application should be completed according to the guidelines which can be found on the ESA website. Once the Application Form is completed and has been signed by the member, the Application Form, **and any additional information** (e.g., proof of the reason for the claim) should be sent to the International Council Disaster Fund Chair (currently the IC Junior Past President).

ESA Founder's Day

Founder's Day is when we remember and celebrate the small group of women who were searching for more out of life than the routine of daily living. Founder's Day is observed the first week in May with the emphasis on the first Sunday. It helps remind us to hold fast to ESA's original goals and add worthwhile endeavors to keep ESA alive and its bonds strong.

Federal Tax Fax

The purpose of the federal income tax exemption is to preclude a chapter or council from having to pay federal income tax on monies raised for charitable purposes. The International council has a 501 (c)(4) designation which refers to civic leagues and social welfare organizations. This is not a tax-deductible designation. ESA chapters must report once a year before September 15th to ESA Headquarters to qualify under the council's group exemption. The information and form to report are sent to the chapter treasurers in April each year. If your chapter does not receive the form, you can contact ESA Headquarters to obtain one.

SERC Awards

JOYCE ROBYN RUSHING AWARD was first presented in 1960. This award is based on largest percentage of membership growth.

ADELAIDE SMITH DISASTER FUND AWARD was first presented in 1962 by Adelaide Smith. This award is given on the basis of amount of money per member contributed to the ESA Disaster Fund.

JEAN FREEMAN HAPPINESS IS PHILANTHROPIC AWARD was formally known as the Pat Wood Philanthropic Award. It was first presented in 1970. Jean Freeman began sponsorship in 1985. This award is given on the basis of the number of Philanthropic hours per member.

JOAN MASON ST. JUDE AWARD was first presented in 1971 to stimulate interest in St. Jude Children's Research Hospital. This award is given on the basis of the number of Chapters participating in any project for St. Jude Children's Research Hospital.

GENNIE HARALSON MILEAGE AWARD was first presented in 1976. This award is awarded to the chapter whose members travel the most miles to SERC Conference. The winner is determined at Conference.

SERC EDUCATIONAL REPORTING AWARD was first presented in 1976 and was sponsored by Betty Sanders. This award is given on the basis of the percentage of Chapters in the State reporting at least six (6) educational programs.

BARBRA RILEY CIRCLE OF LIFE was first presented in 1978 to stimulate interest and financial support for St. Jude children's Research Hospital. This award is given on the basis of amount of money per member contributed to St. Jude Children's Research Hospital.

THELMA WAGGONER ESA FOUNDATION AWARD was first presented in 1983 to stimulate interest in and financial support for the ESA Foundation. This award is given on the basis of amount of money per member contributed to the ESA Foundation.

JAN LEE EASTER SEAL AWARD was first presented in 1988 to stimulate interest in and financial support for the Easterseals. This award is given on the basis of the amount of money contributed to Easter Seals.

ENNIS KARNS HOPE FOR HEROES was first presented in 2012. This award is based on money per member contributed to military interests.

Philanthropic Guidelines

The purpose of these Guidelines is to clarify that our philanthropic service is the time and money directed toward the betterment of mankind - to improve the condition and promote the welfare of those who are in need of it.

I. General Information

- A. Hours and monies donated by an ESA member in “the name of ESA”, can be counted.
 - 1. Hours represent the time spent from beginning to completion of a project.
 - 2. Monies represent cash donations from the chapter treasury or by a chapter member to a service project.
- B. Donated Goods are estimated by figuring 15% of the retail value on used items and full retail value on new items.
- C. Roundtrip mileage (for driver only) on an ESA service project may be counted. For current rates, use the current IRS rate as of August 1st which is noted on the attached form.
- D. Civic services are community projects, not necessarily related to ESA projects.
- E. Individuals can count volunteer service hours done in an education setting or group activity even if their child is involved. Church activities cannot be counted if a member is employed by the church. Activities done for an organization associated with a church can be counted provided the chapter members are doing their philanthropic works in the name of ESA and it is indicated as an official chapter project in chapter minutes.
- F. Service monies are the portion of ways and means projects donated to charitable and civic projects.
 - 1. If all the proceeds are donated, count all monies and total hours spent raising funds. If proceeds are divided among several projects, monies and hours should be divided on a percentage basis.
 - 2. If only a portion of the proceeds are donated, count only a portion of the hours and money. Figure which percent of the net proceeds is being donated, and count the same percent for hours.
 - 3. If a fundraiser event is specified or advertised as a “benefit” for any philanthropic project(s) total net proceeds must be donated to project(s).

II. **Hours and monies** for ESA Affiliated Projects (i.e., St. Jude Children’s Research Hospital-ESA for St. Jude, National Easter Seals Society, ESA Disaster Fund, and ESA Foundation) should be counted the same as any other project.

III. Special

- A. Babysitting-member may count hours on a project when sitting for an ESA member working on an ESA service project. (Do not count monies paid to a sitter)
- B. Aid to an ESA member - count hours/monies should a member be “in need or disabled” due to chronic/terminal illness or other disaster or extreme setback.
- C. Blanket Statement – At the beginning of the year, Chapters should indicate all of their major projects; members can count hours/monies donated towards these specific projects. All philanthropic projects are to be listed in the Chapter’s minutes.
- D. Snowbirds – If a member belongs to a different chapter while away from her home chapter for a period of time, she is allowed to report hours and/or monies for ESA philanthropic projects/events in accordance with the chapter that sponsored the project.

Philanthropic Year – June 1 - May 31 is the Reporting Period. These dates are for the IC Philanthropic year for reporting and competing in awards presented at the International Convention only. This should not be made a requirement for each State or Chapter to follow for philanthropic reporting.

IV. Clarifications

- A. Homemade Items donated to a philanthropic-service project – count time spent making, baking, etc. and the value of materials used in the items. Homemade items cannot be counted as cash until they have been sold.
- B. National Drives, Radiothons/Telethons
 1. When an event is totally organized by ESA, count all hours worked
 2. monies received, less expenses
 3. If a Chapter only performs part of the work, count hours only. The percentage factor on the ESA chapter's responsibilities, and mutual agreement between the fund-raising organization and the ESA chapter(s) prior to the event, will determine the monies credited to ESA.
- C. St. Jude Children's Research Hospital
 1. Reporting is counted the same as any other ESA service project. Count all hours/mileage and net monies donated.
 2. Do not count extra hours or monies spent or a complimentary room voucher for working in a distant city for a St. Jude event.
- D. National Easter Seals Society
 1. Reporting is counted the same as any other ESA service project.
 2. Check with your local Easter Seal Coordinator relative to the "Cartridges for Kids" Easterseals project.
- E. Bloodmobiles and Blood donations
 1. Count chapter hours for sponsoring the drive and registering donors, etc.
 2. Count ESA member's blood donation (whole blood = \$50 per pint & platelets = \$200 per pint)
- F. ESA Foundation Turn-Around Fund
 1. Make your chapter check payable to "ESA Foundation".
 2. A form can be found on the Foundation website www.epsilonsigmaalpha.org, or through your ESA Foundation Counselor or the ESA Foundation, 363 West Drake Road, Ft Collins, CO 80526. Telephone: (970) 223-2824.
- G. Cash Register Receipts
 1. Receipts redeemed for computers and other school equipment may be counted as a donation.
 2. Count only 12.5% of the total amount of the receipt, not the total amount
- H. Manufacturer's Coupons
 1. Count manufacturer's coupons donated as part of a service project as face value stated on coupon.
 2. Count chapter hours for preparing donated manufacturer's coupons.

International Council, ESA Headquarters and ESA Foundation Awards Awarded at IC Convention

For more information on these awards contact the IC Awards Chair.

Membership Growth Award (2 Awards given)

- Given to the top 3 states who have achieved the greatest growth by number
- Given to the top 3 states who have achieved the greatest growth by percentage

State Membership Director Honor Award (2 Awards given)

- Presented to the State Membership Director of the state with the greatest number of new members
- Presented to the State Membership Director of the state with the greatest percentage of new members

National Champion Recruitment Award

- Presented to an existing Community Chapter with the most pledges

BJ Clark Outstanding State President Award

- Presented to the State President who is considered to be under the IC President who is presiding at IC Convention who has been an outstanding leader in their state.

What ESA Means to Me Award (2 Awards given)

Participants write an essay and mail to ESA Headquarters. Contact ESA Headquarters for topics and more information.

- Presented to an ESA member who has been in ESA more than 1 year
- Presented to an ESA member who has been in ESA less than 1 year

Educational Awards

- Maie L. Wells Outstanding Educational Director Award is presented to the top 3 State Educational Directors
- Top ten outstanding educational programs are recognized

State News Bulletin (2 Awards given)

- Given to the top 3 states that have 4 issues or less
- Given to the top 3 states that have 5 issues or more

Philanthropic Awards

- Given to the top 3 states who have achieved the greatest monies
- Given to the top 3 states who have achieved the greatest hours

Outstanding State Website Award

- Presented to the top 3 states for their outstanding website

ESA for St Jude Awards

- ESA for St Jude Coordinator Award recognizes an outstanding state coordinator
- Presented to top 3 states donating most dollars per members
- Presented to top 3 largest individual events
- Presented to top 3 largest individual events excluding Dream Homes & Radio-thons

Disaster Fund Award

- Presented to top 3 states donating most money to the disaster fund

Easterseals Awards

- Presented to an Outstanding State Easterseals Chair
- Given to the top 3 states who have achieved the greatest monies
- Given to the top 3 states who have achieved the greatest hours

Youth Awards

- Outstanding Youth Award Senior
- Outstanding Youth Award Junior

Foundation Awards

- Presented to top 3 states donating most money (no Turnaround Funds)
- Presented to top 3 chapters donating most money
- Presented to top 3 states donating the most money to the Foundation Scholarship Award
- Presented to top 3 states donating the most money to the Turnaround Fund
- Presented to top 3 states donating most money to the Fantasy Event

Association of Arts Awards

- Division I – Visual Arts
- Division II – Photography
- Division III – Crafts (Painted Art)
- Division IV – Crafts (Mixed Media)
- Division V – Needlework (fibers)
- Division VI – Quilting
- Division VII – Holiday (Ornaments or Decorations)
- Division VIII – Composition (Literary or Musical)
- Division IX– Presidential Division

SECTION III – Leadership

Leadership Skills

Leadership skills can enhance one's chances for success in all areas of life.

These skills can be strengthened through systematic instruction.

Leadership is a function, not a title. A leader should use whatever resources available to help the membership reach its goals.

Members need to let elected leaders know their interests, goals and desires. Leaders need to be aware of techniques related to leadership training to meet the members' expectations.

Many materials are available on the leadership skills listed below. Remember that a leader isn't born, these skills can be learned through training, study and practice.

1. Decision making, problem solving. Don't leave important things to chance. Make rational, logical choices.
2. Goal setting - Develop a plan.
3. Listening - Learn from others-hear words and meanings.
4. Thought organization - Give clear directions verbally and in writing.
5. Communication techniques - Deliver in a way to attract attention. Concentrate on posture, timing, etc.
6. Time management. Organize your time wisely.
7. Leadership styles - Autocratic, democratic, and passive-be aware of the constructive and destructive uses of each.
8. Other - Distinguish between Leadership Training and How to Workshops.

Leadership training can easily be the function of ESA chapters, area or district councils or on the state council. Leadership seminars given by ESA Headquarters the ESA Foundation are

also available.

Elected leaders at all levels of ESA have the opportunity through their leadership training to:

1. Build members' confidence in their selected leaders.
2. Help members feel the need of chapter and council.
3. Build on existing strengths.
4. Increase "team spirit".
5. Improve weak areas.
6. Find solutions to existing or potential problems.

Some objectives of leadership training are.to:

1. Enhance confidence on the part of the attendees.
2. Develop and implement a plan for the coming year.
3. Show members how they, as a part of the working ESA team can advance in the state and nation.
4. Discuss "how to" promote goals;
5. Develop better communication skills. Promote better communication between levels of ESA
6. Give members something to share in their chapters and meetings.

Planning a Leadership Seminar

"Plan your work and work your plan" is good advice. Know what you want to accomplish and plan accordingly.

Determine objectives with other officers; make out a tentative agenda.

Set lengths of time for each part of the proposed program giving the most time to areas needing the most attention.

Decide on effective methods to obtain your objectives. If an effective speaker could help achieve your objective, use one, but only if it best satisfies your objective.

Contact those who are to help with the programs. Explain thoroughly what you want to accomplish through their segment of the program.

Vary the pace of the program. Include group activities when members can move and talk together and not just sit still for the entire program.

Build in some fun and breaks. Singing, games, etc. Encourage members to relax, they build camaraderie. "The mind will absorb what the seat will endure," is a good adage to keep in mind.

Allow time for feedback questions from those on the program.

Revise and finalize the agenda.

Check with local hostesses to determine that all necessary arrangements have been made, that all props are available and that all needed equipment is working.

Send a copy of the agenda to all participants. Again, ask for questions. Clarify each person's role and specify the amount of time each has

Chapter President's Tips

The chapter president is the elected leader in her chapter. Following are some tips to help the president get organized for the year. It is suggested that as you read, you make notes on a large calendar to fit the "tips" into your sorority year at their proper time.

Call a meeting of the executive board immediately after installation to office. Hold other board meetings as needed with some regularity.

Name appointed officers and committee members immediately following your election

Know the duties of all officers and committee members. See that each has the files of her predecessors and understands her office. Read the bylaws carefully and make a list of how your office relates to every other elected and appointed officer.

Plan ahead. Plan the year's work well in advance. Have the membership, programs, socials, educational programs and philanthropic projects ready to present to the membership; put this information in the yearbook. Have the yearbook ready for distribution no later than the September meeting.

Plan each chapter business meeting thoroughly. Plan the agenda carefully and follow it during meetings. (See Section V Parliamentary Information.)

Begin meetings on time—a grace period of 10 minutes is the most time that can be allowed. End meetings on *time*.

Let the majority rule. Call for a vote on controversial matters and support the decision whether it agrees with your opinion or not.

See that financial obligations are met on time. Make a list of the dues, the due dates and to whom each is to be paid.

1. State Council dues.
2. State projects. (Is a contribution required in your state? Check State bylaws).
3. International Council dues. Due September of each year; payable to the IC Treasurer. Check IC bylaws in the *Journey* for the correct amount to be paid.
4. Southeast Regional Council (SERC). Chapters do not pay dues to SERC, but chapters' contributions are necessary to keep SERC financed. The SERC Finance Director is responsible for ways and means projects.
5. ESA Disaster Fund. Make checks payable to the "ESA Disaster Fund" and mail to the state Disaster Fund Chairman.
6. ESA Foundation. Make checks payable to the "ESA Foundation" and send to the ESA Foundation Headquarters, P.O. Box 270517, Ft. Collins, CO 80527.

Be well informed about ESA and keep your chapter members well informed. A well-informed chapter gets involved, and is more likely to succeed than one which tried to “to it alone”.

1. Attend city, district and state council meetings. As chapter president you are a member of the general board of the state council and should fulfill your obligation by attending meetings regularly.
2. Study the IDEALS. Read the *Journey*, your state's newspaper and the SERCH.
3. Keep abreast of all ESA projects and functions, not only within your town, but also in the state, region and internationally.

Correspond regularly with your state president and ESA Headquarters. See that each has a complete list of your new officers and their address.

ANSWER ALL CORRESPONDENCE within 10 days, sooner if at all possible.

Share with chapter members all information sent by state council officers IC Officers and ESA Headquarters. You are a vital link in the chain of communication, DON'T BREAK IT!

Prepare for ceremonies and rituals with care. Make these meaningful experiences for all members.

Encourage members to subscribe to state and regional news bulletins. Send the editors news of your chapter, and be sure to meet the editors' deadlines. Also refer to the *Journey* magazine for information from ESA Headquarters and the International Council.

See the checklist for ALL presidents (page 33) for a summary as you prepare for your monthly meetings. Use the list a guide during the year.

Encourage qualified members to run for state council officers. Then see that the chapter gives the member and the council full support.

State Council President's Tips

Announce appointments as soon as possible and see that all files are turned over. Avoid the crony system. Appointments made on any basis other than merit are a grave injustice to individuals and the future of your council. Send board letters to the general (elected and appointed officers, chapter presidents, and any others in accordance with your bylaws).

Use e-mail for correspondence whenever possible. However, don't neglect those that are not online. The success of your year depends largely on how well you correspond and communicate.

1. Keep members well informed of all state activities.
2. Share information from IC and SERC officers, and ESA Headquarters. Often the state president is the only person getting this information. Even if the information is duplicated, there's a better chance of all reading it, and it gives members confidence to know what you know.
3. Encourage chapters to pay IC dues, make contributions to the ESA Disaster Fund, the ESA and SERC. (See Chapter President's Check List.)

See that financial obligations of the state are met on time. **Make a** list of the dues, the due dates, and to whom each is to be paid. Check with the state treasurer to be sure dues have been sent to the SERC Treasurer and IC Treasurer. (See respective bylaws for dates due and amounts.)

Communicate regularly with chairmen. Let them know of interest in and appreciation for their work. If one becomes inactive in her duties, offer help. If all else fails, ask her to resign and appoint someone who is in a position to accomplish the necessary tasks.

Promptly answer all correspondence from ESA Headquarters, International Council, Regional Council, and of course, your membership. Comply in a hurry with all requests for information or help.

Visit with as many chapters and/or districts as possible during the year.

Be efficient and organized carrying out duties. A president should be conscious that she is setting an example for the entire membership. Don't expect others to do what you're unwilling to do.

Check with the elected and appointed officers prior to a meeting to make sure they are prepared to make reports.

Prepare a well-planned agenda for each meeting. Present a copy to the recording secretary and parliamentarian prior to the meeting. Good policy is to give a detailed agenda to every person at the head table and to those who have part in the business meeting being conducted, especially those who have been asked to approve the minutes at the meeting.

Be courteous to those in attendance. The members who are present are important, don't keep them waiting. Begin on time, never delay more than 10 minutes, and end on time.

Encourage qualified members to be candidates for state, SERC and IC offices. Be sure to place nominations for state, SERC and IC offices on your convention agenda. Be sure your members have these opportunities for leadership roles.

See the checklist for all presidents (page 33) for a summary as you prepare for your monthly meetings. Use the list as a guide during the year.

Check List for All Presidents

1. Has your treasurer submitted a proposed budget for the year?
2. Have the bylaws been reviewed? Does each member/chapter have a copy?
3. Has a membership campaign and new member orientation program been established?
4. Have you sent names etc., of new officers to ESA Headquarters and/or the state president?
5. Is your chapter/council receiving publicity in the local newspaper?
6. Is your secretary sending minutes to the proper places and to the proper people?
7. Are articles being sent to the ESA publications? (State newspapers, SEARCH, and the Journey).
8. Are officers sending reports to state or IC officers or chairmen with the correct information?
9. Are deadlines being met in advance?
10. Is the membership being kept informed?
11. Is each officer and committee chairman making a guidebook to give to the new officer next year?
12. Are you keeping relaxed and allowing yourself plenty of time to organize your thoughts and to make plans? Are you getting sufficient "rest" and tending to the "home fires" properly?

Take the Following to Each Meeting

1. Notebook containing the order of business for meeting.
2. Gavel to obtain and maintain order.
3. Watch by which to time the meeting.
4. Pencil to check each item of business as it is completed and make notes.
5. Copy of yearbook(s) (local and state), copy of bylaws, copy of reference on parliamentary procedure.
6. Copy of the TORCH.
7. Calendar to schedule future dates.
8. ESA Banner and other items to enhance atmosphere.

After reading all this good advice, it is hoped that you feel more confident and relaxed about the coming year as president. By making a calendar of duties or events by months, you have the year's work in small pieces that can be handled with a reasonable amount of time. Enjoy one of the greatest experiences of being an ESA member and have a good year?

SECTION IV – Protocols and Courtesies

What is Protocol?

The term “protocol” as used in most deliberative societies embodies the courtesies, amenities, and rules of etiquette used in the official life of an organization.

It provides a pattern for recognizing and honoring officers, leaders, and distinguished guests. It prescribes the courtesy and etiquette generally used to establish the order of introductions, presentations, speaking, seating at the head table, and positioning in a receiving line.

The presiding officer is generally responsible for directing the application of principles of protocol within a society. In many instances, however, this responsibility may be delegated to others.

In this section on protocol, we have made every effort to cover a number of areas with relation to ESA functions and meetings on all levels.

Procedure for Speakers and Special Guests

Invitations and follow-up communications:

- Contact is first made verbally with an immediate follow-up in writing. Establish the following:
 - ❖ Place, date & hour of event
 - ❖ Arrangements for hotel reservations, if applicable.
 - ❖ Name of contact person
 - ❖ Type of event and dress
 - ❖ General subject for speech
 - ❖ Hour expected to speak, allotted time, and approximate size & make up of audience
 - ❖ Information concerning ESA and your individual group
- Follow up with the speaker to see if there are any questions or concerns

Introduction of Speaker

- The introduction may be made by presiding officer, program chairman or another designated person.
- Secure speaker’s credentials in advance. Give brief background and qualifications.
- Name of speaker is mentioned LAST.
- If the speaker goes over time limit the president should give a reminder by note that “time is almost gone and two minutes for closing can be allowed”. Remember to be tactful.
- The presiding officer leads the applause.
- A brief thank you is given by the person who gave the introduction.
- The president may add a few words of appreciation.
- Thank-you note should be sent promptly.

Seating and Introductions/Presentations

Meetings:

President is seated to right of podium (facing audience).

Official representatives are seated to right of president, beginning with the highest rank.

A zig-zag pattern may be used to alternate elected officers and any other required to be at the head table.

Assemblies:

Pattern may be adjusted to allow parliamentarian and secretary to be positioned for convenience of presiding officer. Also, the secretary may require an electrical outlet.

The following officers and guests should be seated at the head table:

- President
- First Vice President
- Second Vice President
- Recording Secretary
- Corresponding Secretary
- Treasurer
- Parliamentarian
- Jr. Past President
- Official Representatives
- Chaplain
- Convention Chair

If space available, the Credentials Chair and Past Presidents' Auxiliary Chair may be included.

Banquet:

Two Tables are usually required. Highest ranking guests and officers are seated at first table with others as secondary table.

The president sits to immediate right of podium with the incoming President to the immediate left. This will allow her easy access to the microphone to introduce family.

Members with special responsibilities, (i.e., chaplain, person giving welcome, hostess chapter representative, council president, installing officer and etc.), should also be at the secondary table if space is available.

Introduction of Guests and Dignitaries:

Persons not known to assembly are introduced.

Persons known to assembly are presented.

Presiding officer should indicate to those being introduced and/or presented if they should stand and remain standing until all are presented. She should also instruct the audience as to applause.

Official representatives are always introduced first unless one is the keynote speaker.

A presentation / recognition should be made as follows:

To my far right is our convention chair, Jane Doe and her husband, John.

Rank in ESA:

- ESA International Directors
- International Council Officers (Elected & Appointed)
- International Council Past Presidents
- ESA Foundation Board of Directors
- ESA Headquarters Staff
- Multi State Council Officers (Elected & Appointed)
- Past Multi State Council Presidents
- State Council Officers (Elected & Appointed)
- Past State Presidents
- City, Zone, Districts or Chapter Officers

In most cases, the Jr. Past President is part of the Executive Board and would be included with elected officers.

Decorum • Demeanor • Protocol

Applause

The presiding officer ALWAYS leads the applause.

When a speaker has concluded his or her message WATCH THE PRESIDENT. This is tricky. If she immediately gets up, faces the speaker and begins her applause, this is your signal to rise.

When the speaker is finished and the presiding officer feels standing is inappropriate, she waits a couple of seconds until the speaker steps back from the podium. She then begins her applause before she rises.

If a hotel representative gives a welcome, he or she is not a guest and standing is not in order.

If a lengthy convention has just concluded and the sales manager and staff is called out to recognize, then standing would be appropriate.

Invitations

It is very discourteous when you fail to respond to an invitation and on a timely basis. One can slip up occasionally, but don't make it a habit. People know who you are!

If an invitation is extended to all chapter members, address in this manner:

Alpha Alpha Chapter
Nancy Neverknow
123 Somewhere Steet
Anywhere, USA

If an invitation is extended to only the president and her spouse/escort, address in this manner:

Mrs. & Mr. Neverknow or Ms. Neverknow & Mr. Somebody
123 Somewhere Steet
Anywhere, USA

If reservations have been made for a meal function and you are unable to attend, be certain to cancel well in advance, as you will more than likely be expected to pay.

Miscellaneous

Carefully respect the opinions of others.

Seek to understand the experiences out of which others have arrived at their views.

Be a patient listener before formulating responses.

Be open to change in your position and patient with the process of change in the thinking and behavior of others.

Do not read negative thoughts into what is being said or written. Evaluate the matter before drawing a conclusion.

Parliamentary Procedure

Motions and Voting:

When making a motion simply state "I move," and state motion.

Always address the chair, as "Madam President" or "Madam Chairman."

Do not speak against your own motion.

When the vote is called, vote one way or the other. Don't be a "fence sitter" for fear that one of your friends will not like the way you voted. Being Sisterly is disagreeing agreeably!

Classification of Motions

Main Motions The object of a main motion is to bring a question or proposition before the assembly for consideration. Only one main motion can be considered at a given time by the assembly, and after introduced, excludes all other main motions until it has been disposed of.

Subsidiary Motions: Motions of this group have for their object the modification or disposition of the main motion being considered. Their existence as motions depends entirely upon the principal motion to which they are subordinate. Since they relate to the question being considered, it is "in order" to propose them when a main motion is still before the assembly and to vote upon them before voting upon the main motion.

Privileged Motions: These motions have no connection with the main motion before the assembly, but are of such importance that they are entitled to immediate consideration. These motions have the privilege of temporarily setting aside the main business before the assembly.

Incidental Motions: This group of motions have few general characteristics in common, but for convenience have been grouped into one class. The name "incidental" has been chosen because they arise only incidentally out of the business meeting.

Progression of a Motion

1. A member rises and addresses the presiding officer.
The presiding officer should be addressed by title, as "'Madam President.'" If the specific title is not known, it is always correct to use the term "Madam Chairman."
2. The member is recognized by the presiding officer.
The chairman recognizes a member by her name or by a nod to her. Having thus received formal recognition from the chairman, a member is said to "have the floor" and is the only member entitled to present or discuss a motion.
3. The member proposes a motion.
A motion is always introduced in the form, " *I move that*" followed by a statement of the proposal. This is the only correct phraseology. Aside from brief explanatory remarks, it is not permissible to discuss the merits of a motion either prior to, or immediately following, the formal proposal of the motion. All discussion must wait until after the chairman has stated the motion to the assembly and has called for discussion.
4. Another member seconds the motion.
Without rising or addressing the chairman, another member may say, "*I second the motion.*" Seconding the motion is an indication that the other member wishes the matter to come before the assembly for consideration. If no one seconds the motion, the chairman may ask, "*Is*

there a second to the motion?" If there is none, she may declare the motion lost for want of a second.

(Note: Rules of Convention sometimes require the maker of a motion and the person who seconds the motion to stand, give name, chapter and number, the city and/or state. The Rules may also state that the maker of the motion and the seconder cannot be from the same chapter/state.)

5. The presiding officer states the motion to the assembly.

When a motion has been properly proposed and seconded, the chairman repeats the motion to the assembly ("states the motion"). After it has been formally stated, it may be spoken of as a "question" or a "proposition" or a measure."

6. The assembly discusses or debates the motion.

After the chairman formally states the motion, any member has a right to discuss it. She must obtain the floor in the same manner as when presenting a motion. Normally the first person who asks recognition is entitled to speak, but when several members wish to speak or present motions at the same time, certain guiding principles should determine the decision of the chairman:

- a) The chairman should always show preference to the proposer of the motion.
- b) A member who has not spoken has prior claim over one who has already discussed the question, or who has proposed another motion.
- c) If the chair knows the opinions of the various members regarding the question before the assembly, she should alternate between those favoring the question and those opposing it.
- d) The chair should recognize a member who seldom speaks in preference to one who frequently claims the attention of the assembly.

(Note: Rules of Convention may be limiting to a speaker and total time of debate.)

The discussion must be confined to the question that is before the assembly.

7. The presiding officer takes the vote on the motion.

When all members who desire to discuss the question have done so, the chairman "puts the motion to a vote". Before taking the vote, she may inquire, *'Is there further discussion?'* or *"Are you ready for the question?"* If no one rises, the chairman presumes discussion is closed and she will proceed to take the vote by announcing, *"All in favor of the motion, (restate the motion) say 'A.ye'.* Following a response from the assembly, the chairman says, *"Those opposed say "No" . H* the chairman cannot determine from the volume of voices which way the majority has voted, she says *"The chair is in doubt. Those in favor of the motion please rise."* An alternate is to simply call for a show of hands. In a large assembly, the presiding officer may ask those standing for a vote to count off. Certain motions may be voted by ballot.

8. The presiding officer announces the result of the vote.

The chairman formally announces the result of the vote, saying, *"The motion is carried; therefore (state intent of the motion)."*

If a majority voted in the negative, *"The motion is lost."* As soon as the vote is announced, another motion is in order.

Amending a Motion

The purpose of the motion TO AMEND is to modify a motion that has already been presented in such a manner that it will be more satisfactory to the members.

Methods of amending:

1. By addition or insertion - To add something to the motion which it did not contain
2. By elimination or by striking out - To subtract or eliminate something from a motion.
3. By substitution - This method is a combination of the first two methods, since amending by subtraction, something is struck out and something is inserted in its place. The substituted portion may consist of a word, phrase, a clause or an entirely new section.

The most important principle to understand in connection with any form of the motion TO AMEND is that an amendment may be "hostile," but it must be "germane."

“Hostile” means opposed to the spirit and aim of the motion to which it is applied.

"Germane" means having direct bearing upon the subject matter of the motion; that is, relevant or relating to it.

An amendment may be opposed to the actual intent of the original motion and in (act nullify it, but if it relates to the same subject matter, it is germane.

Handling Amendments

Types of Amendments

Amendment of the First Rank-an amendment to a motion.

Amendment of the Second Rank-an amendment to the amendment. (The amendment to the amendment must modify and relate directly to the amendment and NOT to the main motion, otherwise it is out of order.)

NO AMENDMENT BEYOND THAT OF SECOND RANK IS POSSIBLE.

It is never in order to propose more than one amendment to each rank at one time. If one desires to amend two separate parts of a motion, this must be done by two amendments of the first rank, and one must be voted on before the other is proposed.

It is possible, however, to have a motion, one amendment to the motion (amendment of the first rank) and one amendment to the amendment (amendment of the second rank) before the assembly at once. Until the amendment of the second rank has been voted on, no other amendment of the second rank is in order. Until the amendment of the first rank has been voted on, no other amendment of the first rank can be proposed.

Order of Motions

Amendment is voted on in reverse order-that is, in order of precedence. Secondary motions, plus the main motion are frequently referred to as the “thirteen ranking motions”, They are:

Privileged Motions

13. Fix the Time at Which to Adjourn
12. Adjourn
11. Recess
10. Raise a Question of Privilege
9. Call for the Orders of the Day

Subsidiary Motions

8. Lay on the Table
7. Previous Question
6. Limit or Extend the Limits of Debate
5. Postpone to a Certain Time
4. Commit (or Refer)

3. Amend
2. Postpone Indefinitely
1. Main Motion - Lowest ranking motion-takes precedence of nothing and therefore can be introduced only when there is no other motion pending. Subsidiary motions, the next in rank, have positions as listed above. Privileged motions rank above all others.

Order of Voting

Amendment is voted on in reverse order-that is, in order of precedence. Secondary motions, plus the main motion are frequently referred to as the “thirteen ranking motions”, They are:

Privileged Motions

13. Fix the Time at Which to Adjourn
12. Adjourn
11. Recess
10. Raise a Question of Privilege
9. Call for the Orders of the Day

Subsidiary Motions

8. Lay on the Table
7. Previous Question
6. Limit or Extend the Limits of Debate
5. Postpone to a Certain Time
4. Commit (or Refer)
3. Amend
2. Postpone Indefinitely
1. Main Motion - Lowest ranking motion-takes precedence of nothing and therefore can be introduced only when there is no other motion pending. Subsidiary motions, the next in rank, have positions as listed above. Privileged motions rank above all others.

ASIC INFORMATION ON MOTIONS

RANKING MOTIONS

These motions are listed in order of rank.

When any one of these motions is pending those above are in order and those below are not in order.

	<u>Privileged Motions</u>	<u>Require Second?</u>	<u>Can Debate?</u>	<u>Can Be Amended?</u>	<u>Vote Required</u>
13.	Fix the Time to Which to Adjourn	Yes	No	Yes	Majority
12.	Adjourn	Yes	No	No	Majority
11.	Recess	Yes	No	Yes	Majority
10.	Raise a Question of Privilege	No	No	No	Chair
9.	Call for the Orders of the Day	o	No	o	Chair

	<u>Subsidiary Motions</u>	<u>Require Second</u> ">	<u>Can Debate</u> ">	<u>Can Be Amended</u> ">	<u>Vote Required</u>
8.	Lay on the Table	Yes	No	No	Majority
7.	Previous Question	Yes	No	No	2/3
6.	Limit or Extend Limits of Debate	Yes	No	Yes	2/3
5.	Postpone to a Certain Time	Yes	Yes	Yes	Majority
4.	Commit or Refer	Yes	Yes	Yes	Majority
3.	Amend	Yes	Yes	Yes	Majority
2.	Place on File	Yes	Yes	No	Majority
1.	Main Motion	Yes	Yes	Yes	Majority

NONE-RANKING MOTIONS

Incidental Motions (procedural)

<u>Incidental Motions</u>	<u>Require Second?</u>	<u>Can Debate?</u>	<u>Can Be Amended?</u>	<u>Vote Required</u>
Appeal	Yes	Yes*	No	Majority
Close Nominations	Yes	No	Yes	2/3
Consider by Paragraph (Seriatim)	Yes	No	Yes	Majority
Request for Roll Call Vote	No	No	No	No
Division of the Question	Yes	No	Yes	Majority
Objection to Consideration of Question	o	No	o	2/3
Point of Order	No	No	No	Chair
Reopen Nominations	Yes	No	Yes	Majority
Suspend the Rules	Yes	No	No	2/3
Requests & Parliamentary Inquiries	No	No	No	Chair

Motions bringing a question before

<u>Council</u> al<1in	<u>Require Second?</u>	<u>Can Debate?</u>	<u>Can Be Amended?</u>	<u>Vote Required</u>
Reconsider	Yes	Yes	No	Majority
Rescind	Yes	Yes	Yes	Majority
Amend Some i g Previously Adopted	Yes	Yes	Yes	Majority
Take from the Table	Yes	No	No	Majority

***May** be diS<:Used but each member may only spe-ak once

so rce: Robert's Rules of Order, Newly Revised 11th Edition / 11/15/consin counties Association

Flag Protocol

The following diagram is based on an International Council presentation and can be adapted to Regional and State ceremonies.

U.S. Flag/Australian

PODIUM

*Host State Flag/IC Pres. State Flag
Flag of All Faiths
ESA Flag/Multi State
Council Flag (if one is
used)/ESA
Foundation Flag*

(Other flags at the discretion of the Presenter)

AUDIENCE

ESA Flag Protocol adopted by the International Council Executive Board February 18, 1999

SECTION V– Business Meetings

Order & Guide to Business Meetings

Order of Business:

1. Call to Order and Opening Ritual
2. Roll Call
3. Minutes of Previous Meeting
4. Reports of Officers and Standing Committees
5. Report of Special Committees
6. Unfinished Business
7. New Business
8. Programs (may be given immediately after Opening Ritual)
9. Adjournment

Guide to a Business Meeting

1. Call to Order
 - President: (rise if a large meeting) *“The meeting will come to order. Please stand for the Opening Ritual.”*
2. Roll Call
 - President: *“The Secretary will please call the roll.”*
 - Secretary: Calls roll. The Secretary directs the manner in which the roll is to be answered. In a small assembly, the president may ask the secretary to take a silent roll call.
3. Minutes
 - President: *“The secretary will read the minutes of the last meeting.”*
 - Secretary: Reads the minutes.
 - President: *“Are there any additions or corrections to the minutes? (Waits a moment). “If not, they stand approved as read” OR “The minutes will stand approved as corrected.”*
4. Committee Reports
 - Officers, board, or standing committees should be called to report in order in which they are mentioned in the bylaws. The presiding officer should check with officers and committee chairmen prior to the meeting about their reports. If no report is to be given, an officer may be omitted from the agenda.
 - Chair: *“Will the vice president please report?”*
 - Vice President: *“Madam President ...”* (If the report contains only a statement of fact or opinion, it is not necessary to have a motion for the acceptance of the report.)
 - Chair (to secretary): *“Is there any correspondence?”*

- Secretary: Reads pertinent correspondence, giving the name of the person writing the letter and then reads all or excerpts from the letter.
- Chair: *"Will the treasurer give us a statement (or report)"*
- Treasurer: Reads monthly statement (or report). She gives copies to the secretary and president for their records. No motion to accept the treasurer's report is necessary. The chair may ask for questions concerning the report, then say, *"This report will be filed for audit"*.
- When all officers have given their reports, the chairman calls for reports from committees.
- Chair: *"We will now have the report of Chairman"* (of the committee with highest rank-the first standing committee listed in the bylaws.
- First Chairman: *"Madam President, "* and proceeds with her report.
- If a report contains recommendations, they should be restated separately at the end of the report. The chairman says, *"I move to accept this recommendation..... "* and states each recommendation".
- Chair: *"Coming from a committee this motion requires no second. The motion is... (repeat motion). Is there any discussion?"* When discussion is concluded, *All in favor of ... (repeat motion), let it be known by saying aye, those opposed, nay"*. (Announce the vote) *"The motion is carried; the recommendation is accepted."*

The chair continues with the same procedure until all chairmen have reported.

5. Special Committee Reports

The same procedure is followed as with standing committees. The rank order of special committee is the order in which they were appointed. Once their special function has been completed, they cease to exist.

6. Unfinished Business

- Chair: *"We come now to unfinished business. Is there unfinished business to come before the meeting?"* (The president has a list of unfinished business on the agenda as supplied by the secretary from previous meetings' minutes. The secretary presents each of these items to the group for discussion and action.

7. New Business

- Chair: *"Is there any new business to come before the group?"* If there is, a member will present a motion and action will be taken according to parliamentary procedure.

8. Programs

The program is a part of the meeting and either the president or the program chairman presides.

- Chair: *'Will the program chairman please present the program?'* Or, *'Will the program chairman please introduce our guest speaker?'* (In ESA educational chairman usually presents the monthly program.)

9. Adjournment

- Chair: *"Is there anything else that needs to come before the group? If not, may I hear a motion to adjourn?"*
- Member: *'Madam President, I move to adjourn,'* The motion must be seconded and voted on.

or

- If a date is set for the next meeting the presiding officer simply states, *"the meeting stands adjourned until the date"*.
- If no date is set - she can simply state *"If there is no further business to come before the assembly, the chair declares this meeting adjourned"*.
- This is actually by general consent and is the most accepted way. If a motion is made, it is a privileged motion.
- The membership join hands and the President leads them in the Closing Ritual.

SECTION VI– Conventions

Roles & Procedures

An entire volume could be written on convention bids, planning and executing. Unfortunately, space does not allow for a detailed presentation. The following information is designed to assist you along the way. It will be well to remember that experience is the best teacher, so, if you are new to the game, don't be ashamed to ask. This will make you a better chairman. Remember too, consult with those in authority over you, they will give you guidance and helpful suggestions.

It's a good idea to check with you Chapter, State or Council to determine if a Convention Committee is already set up to help with the negotiations. There may also be an "outside" negotiator such as Helms Brisco that will work with the hotel on your behalf.

Keep in mind that various chairmanships are optional and needs will depend on each state, SERC and IC requirements. As stated, these are guidelines and this is why you should confer with others.

Designate various convention events to chapter or individuals well in advance.

Remember during the final year, as convention chair, you are working under the direction of the General Convention Chm, usually the Second Vice President, and President who has final authority on all convention/conference matters.

As convention chair, work with your treasurer and co-chair in establishing a realistic budget prior to meeting with hotel. Consider expected attendance, (underestimate), expected income from registration, ad sales other sources of revenue.

Set registration fee and have approved by proper authority.

Once budget is approved, you are ready to meet with hotel. It is helpful if all committee chairs have been appointed, but not totally necessary. Focus should be on hotel contract which in most cases, should be approved and signed at least eighteen to twenty-four months in advance. (Longer if bylaws require.)

Convention Bid

This is usually done two or three years in advance and a bid chair and co-chair should be selected/elected. It would be helpful if one of the two are experienced and knowledgeable as to convention requirements.

Determine if the facility in the chosen area meet convention/conference requirements. Meet with the hotel sales manager to begin negotiation. Rate, sate comp rooms/suite should be confirmed in writing at this time.

After bid is presented and your site selected, contact hotel Sales Manager to confirm that date is set.

Convention Chairman & Committees

Convention committees should be selected well in advance, which might consist of the following:

- Treasurer
- Registration Chair
- Secretary / Publicity
- Convention Program
- Functions (to include room set-up check)
- Decorations
- Association of Arts / Awards Room
- Courtesies
- Men's Activities / Hospitality
- Program Ad

Treasurer:

- Along with the convention chair and co-chair is responsible for drafting a convention budget for approval.
- Establish a bank account according to bylaw requirements.
- Furnish all committee chairs with a copy.
- Pay only those bills which are budgeted or approved.
- Keep up with vouchers and receipts.
- Submit a Profit/Loss Statement at the end.

Registration Chair:

- Work with convention chair in preparing convention packet for distribution to chapters or states. Registration form should also be printed in state and council publications.
- Have name badges using large print for easy reading. Identify officers, voting delegates, past presidents, and visiting dignitaries and other VIPs.
- Setup registration desk with a sufficient staff to move registration efficiently.

Secretary/Publicity:

- Optional position depending on needs.
- The convention may have an administrative assistant to take notes and she herself may take care of publicity,
- If this function is a SERC Conference or IC Convention, a secretary and publicity chair is suggested.

Convention Program:

- Using previous year's program as a guide, compile a draft and furnish copies to president and convention chair for review.
- President will furnish convention agenda outline for inclusion.
- Work with ad chair to determine approximate number of pages needed.
- Secure estimates or bids from printing sources.
- Check with ESA sisters as there are those who can furnish paper and maybe printing.

Event/Functions Chairman:

- Work with convention chair as overall assistant to all events.
- The convention chair should give specific responsibilities depending on size of convention and requirements.
- You may be asked to handle place cards; however, the convention chair will clear through the President.

Decorations:

- Arrange for decorations throughout the convention ONLY if this has been assigned as one of your responsibilities. If not, you may be asked to make arrangements for head table flowers, corsages, special flowers, etc.

Display Room:

- Ask convention chair if she can make photo of this room in order to get an idea of how much room will be needed. Let her know number of tables required, and if table cloths are needed.
- Make certain this room is locked when no one is in attendance.
- When open, worker should be careful to watch for unauthorized people entering the room. LOOKFORNAMEBADGES!
- Keep list of all entries received and have member sign for them when taken from the room.

Hospitality Room:

- This is optional depending on size of meeting and if hotel will comp a room.

Gifts and Courtesies Chair:

- Arranges for basket of goodies to be placed in VIP rooms. Usually the President, President-elect, SERC, IC and Headquarters representatives.
- Determine if she is to be official escort to and from airport.

Convention Program Ad Chair:

- Determine size and cost of ads and give instructions to chapters and individuals.
- Encourage chapter ads promoting secret sisters, birthdays, recognitions, and appreciations.
- Work with convention chair and program chair.

SECTION VII– Ceremonies & Rituals

About Ceremonies & Rituals in ESA

A ceremony can be a beautiful and inspiring event in the life of an ESA member. The memories of receiving one's pledge and jewel pin should be a cherished one. Others mark progress in ESA and the member receiving an award or being installed in office should feel that her sisters know this is an important step and appreciate her for her accomplishments.

For these reasons, great care must go into each ceremony. Prepare the table carefully - beauty enhances the dignity of all occasions. Be familiar with the ceremony to be used. Check the pronunciation of unfamiliar words. Be sure that the people who have a role understand what they are to say and /or do well ahead of time. Quiet and attentiveness are expected of all who witness the ceremony.

Familiar traditions of ESA can be used to build around a theme. Some ceremonies are long and elaborate and others are short and simple; all contain the essentials and serve a need.

Ceremonies you have seen can be a guide for you to write your own ceremony. Be Creative. Observe how table decorations, colors and appointments may change to carry out a theme. A poem, phrases of a song, etc., can make an occasion or ceremony "special." Look for an idea that catches the eye and imagination of those viewing the ceremony. Example: Each person taking part may place a flower in a basket of greenery to complete a lovely arrangement; participants are joined together by lengths of golden chain.

Some parts of ESA ceremonies are considered essential and should be included no matter how much the writer wants to be innovative or creative. Always include the right to be of service" phrase: the aims of ESA; the significance of the Lamp of Learning and Open Book; the flower of ESA; and the pledge in the pledge ceremony. In the jewel pin ceremony, be sure to include the lesson of the pearls and the statement of dedication to their principles.

If you don't want to write your own ceremonies, or if you want some of the special ones (Pledge, Jewel Pin, Pallas Athene, etc.) there are sources from which you can obtain ceremony books.

Sources of Ceremonies & Rituals

- "THE IDEALS OF ESA" available on the ESA website.
- RITUAL BOOK, available on the ESA website.
- ON WINGS OF EA LES, VOLUMES II AND VOLUMES III are no longer available from the ESA Foundation but you could borrow one from a chapter or state sister.
- 30TH ANNIVERSARY BOOK from the ESA Foundation

The next time you see a ceremony, listen carefully to the words and observe the decorations, music and the little extras that made it a special occasion for you and your sisters. Then go ahead and try writing one of your own, using some of the suggestions given. If you have copies of any of

the books mentioned you can easily adapt the ideas from one of their ceremonies to the theme you'll be using.

When you have finished, you'll no doubt find that the ceremony is "yours", even though you originally started out by using someone else's idea and decoration theme. As you go along, your individual creativity will come out and you will have written a special ceremony for one of your sisters. TRY IT!

SERC FLAG SALUTE

I am your SERC Flag.
Born on November 9, 1968
Of much more than cloth shaped into a design -
I am the emblem of twelve Southeastern States
I am the dream of an ESA State President in 1959,
I am the inspiration of those who saw the vision,
I am the challenge for those who blazed the path
And laid the cornerstone of the Southeastern Regional Council.
Oh, SERC Flag of Blue and Gold - we salute "The twelve Golden Links"
To clasp friendly hands with ALABAMA
To share sisterly love with ARKANSAS
To carry the Lamp of Knowledge with FLORIDA
To light candles along the way with GEORGIA
To follow the pursuit of Happiness with KENTUCKY
To plant the seeds of Wisdom with LOUISIANA
To treasure the growth of Fellowship with MARYLAND
To nurture the Jonquil flower with MISSISSIPPI
To keep the heritage alive with NORTH CAROLINA
To strengthen the leadership with SOUTH CAROLINA
To serve "All For One - One For All" with TENNESSEE
To unfurl the "Achievement Thru Action" with VIRGINIA
Keep our SERC folds waving,
Oval of "Golden Links" -
Held high with pride, you carry on
As a "Golden link" in the tradition

Written by Joyce A. Robyn, SERCHETTE, Georgia
March 1985, revised November, 1989

ESA FOUNDATION FLAG SALUTE

I am the Flag of the ESA Foundation.

Adopted in the year of 1986.

A symbol of the dynamic Epsilon Sigma Alpha International

Embracing service to the Community -

Enhanced by the seal of thirty - nine states

Carrying its message of "Serving the World Community ... Because We Care

With folds waving in colors of beige and brown,

My background of beige representing loyalty

My brown symbolic of stability - and - purpose.

Held high - with pride,

Unfurled from the mountains to the sea -

Whence the rivers roll -

An emblem of continuing service to others

My spirit the spirit of my membership

My history - one of courage and distinction

An important part of the heritage ... and the greatness of

Epsilon Sigma Alpha International

Reaching our - "Serving the World Community ... Because we Care".

Written by Joyce A Robyn, ESA Foundation State Counselor, Georgia - ESA
May 1990

ESA FOUNDATION FLAG

I am the flag of the ESA Foundation, a non-profit, tax-exempt part of ESA pledged to "Serve the World Community ... Because We Care. My beige color represents loyalty and my brown is symbolic of stability and purpose. The Foundation, established in 1970, continues to add to the philanthropic and educational endeavors of ESA. Its principal support comes from the members of ESA and enable it to award scholarships, grants, honorariums, present workshops, speakers and various programs and service where a need is found. As long as you care enough to share, I will ever wave in honor of the ESA Foundation. (Servant Song played in background.)

SOUTHEASTERN REGIONAL COUNCIL FLAG

I am the flag of the Southeastern Regional Council of Epsilon Sigma Alpha International. On my field of blue are the eleven original golden links and one additional representing the twelve states that _make up the council. There is also the Lamp of Learning, the ESA shield and the motto •All For One and One For An•. This council was created to be a "golden link of service" in the southeast between the International Council and the state councils and to encourage full participation in all phases of ESA life. It is an opportunity to experience an additional plateau of education, service, friendship and sisterhood in ESA. Because of you, the members, I shall ever wave as a symbol of the rich heritage of the Southeastern Regional Council, the first of its kind. (Dixie played as background.)

EPSILON SIGMA ALPHA FLAG

I am Epsilon Sigma Alpha, the heritage of you all. I am the flag of blue and gold. I pay tribute to the handclasp, to our founders who made possible the opportunity to clasp friendly hands across the seas, plains, mountains and valleys. I pay tribute to the Golden Lamp of Learning, the Open Book unfolding a wealth of knowledge. I pay tribute to the candles on the Crest, our compassion for others, our jonquil. I shall ever wave for Epsilon Sigma Alpha, symbolizing our rich heritage and lofty principles because you, my sisters, care for each other and the world. (America The Beautiful as background).

FLAG OF ALL FAITH

I am the Flag of All Faiths. I stand for no particular creed or denomination but am a symbol for all. In Jewish temples I hear the worshipers chant "Hear, o Israel, the Lord our God, The Lord is One", in Catholic churches I hear them repeat "Hail Mary, full of grace, the Lord is with thee" and in Protestant churches I hear them sing What a Friend We Have In Jesus. My green represents growth of our spiritual lives and a circle of never-ending friendships. My white dove represents love and peace among mankind. I pray you never forget In God We Trust.

{Glorify Thy Name played as background}

THE FLAG OF THE UNITED STATES OF AMERICA

I am Old Glory, born amid the flames of America's struggle for freedom. I am a symbol of my country's motto "E Pluribus Unim" meaning "one from many". My stripes honor the little group of thirteen colonies whose fight for freedom inspired so many in countries around the world. My stars in their blue sky point proudly to our growth -- from sea to shining sea. Through dark hours, as well as triumphs, I have been looked upon as a symbol of national unity. So long as Americans love liberty more than life itself, so long as principles of truth, justice and charity for all remain deeply rooted in human hearts, I shall continue to be the enduring banner of The United States of America. {It's A Grand Old Flag as background}

FLAG OF ALL FAITHS

The ESA Flag of All Faiths is symbolic of all faiths without regard to denomination, creed or sect. The green represents the spiritual growth in our lives while the white dove of peace serves as a reminder to keep within our hearts, a prayer for peace and love throughout the world. The International Circle

represents all ESA women who have joined hands, working together in harmony and friendship. May this symbol, representing one of our great freedoms, freedom of religion, give us continued strength, courage and faith to serve mankind and one another.

Written by Gennie Haralson when this flag was first used at the 50th anniversary convention in 1979 in Denver, Colorado where she was presiding *IC* President. The flag was designed by Gennie and made by she and Sarah Jones Monsour.

THE TORCH

A PUBLICATION OF THE SOUTHEASTERN REGIONAL COUNCIL

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