



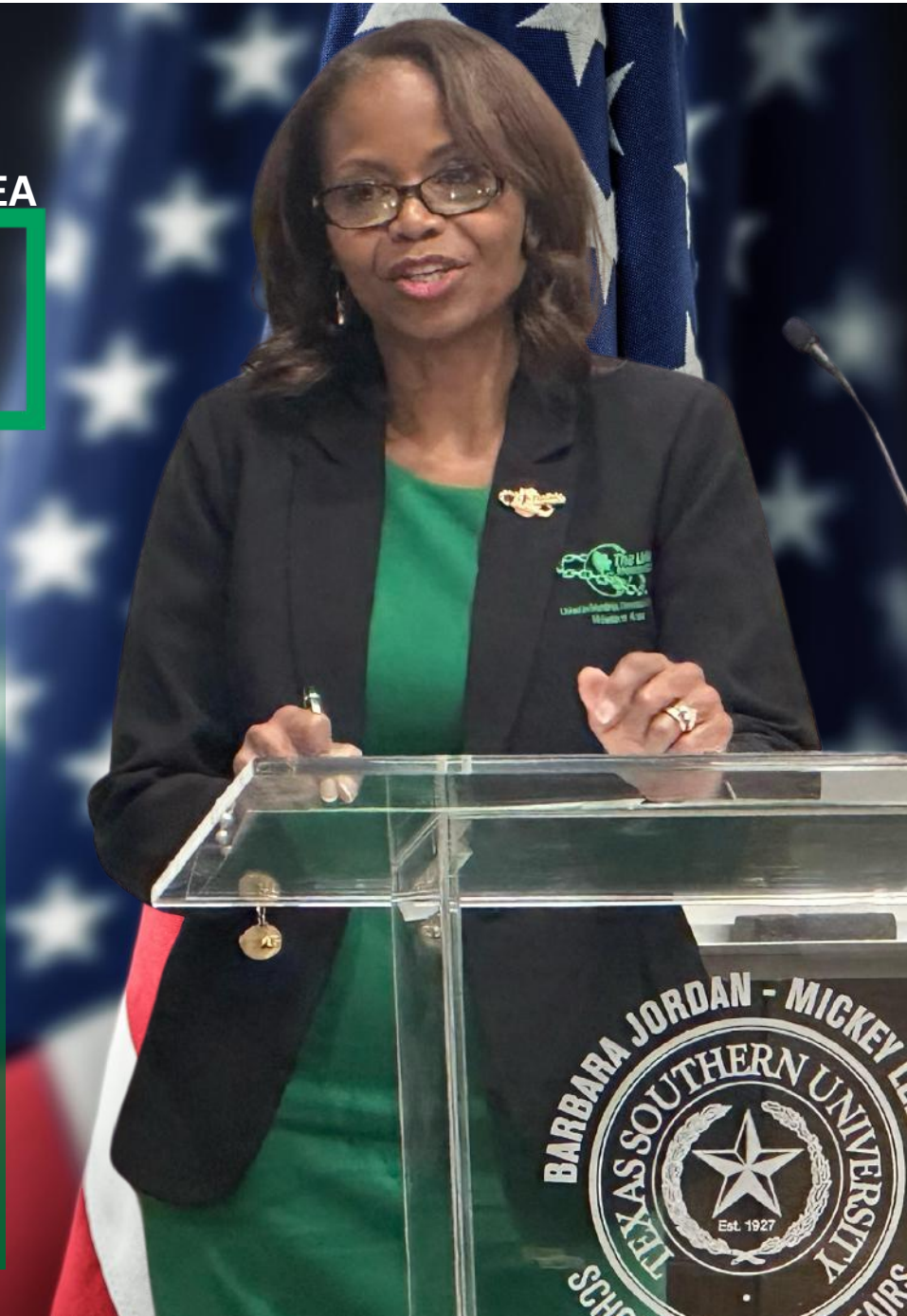
# The Chain

October 2024

**LINKED TO**  
*Connect, Create, Collaborate*



**Black Women and  
Attorney General Aaron Ford  
Leading the Fight to Defend Democracy**





SPECIAL EDITION

# Election 2024

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# Western Area Director's Message

**Dear Members,**

Greetings! Our two-day virtual Western Area Leadership Summit on October 18-19, 2024 was a huge success demonstrating our power Linked to Connect, Create, Collaborate, a wonderful opportunity for our link sisters to bond in leadership, friendship and service! We had over 600 Links sisters in attendance! Our theme "Cultivating Leadership Excellence" was the ultimate muse for success. We thank our National President Ethel Isaacs Williams and National Vice President Shuana Tucker-Sims for sharing their exquisite pearls of leadership, the uniqueness of leadership in this organization and sage advice. Thank you to our 16th National President Glenda Newell-Harris who gave a keynote address for the ages and challenged us to cultivate our gardens of leadership. Thank you to Team Non-Stop Excellence and all our presenters who planned and executed the outstanding workshops with zoom rooms full of members engaged and stimulated.



Congratulations to our five Opportunity Drawing winners!! We are looking forward even more to coming together and joining host Las Vegas (NV) Chapter at the 47th Western Area Conference June 11-15th for more engaging workshops, outstanding speakers and friendship fun! We will be sparkling "Diamonds in the Desert!" so sign up now to be a diamond while the spaces last.

All chapters are working diligently on LinkUpToVote efforts to meet the chapter goal set by National to register 335 new voters and expand an engaged electorate in the Western Area to over 20K. National early voting day is October 29th and we encourage and celebrate early voters. From collaborating at events with community partners, to designing and putting our yard signs that say VOTE, to writing and mailing cards to battleground states encouraging voter participation, we see you. We are demonstrating that we are doing all that we can to rally the highest ever voter participation locally in our communities and in the battleground states in the Western Area.

I was pleased to attend the inaugural "HBCU Community Trilogy," panel presentation spotlighting Student-Voter Electorate/Human Trafficking/Gun Violence working with members from the local Texas chapters on the ground with the support of our Western Area chapters. We had over 125 HBCU students in attendance, representing Huston Tillotson College, Jarvis Christian College, Prairie View A&M College, St. Phillips College, Texas College, Wiley College and Stanford High School, some of the brightest minds we have ever seen. It was a fabulous event!

Thank you to all chapters for your 100% participation in the Walk for Healthy Living 29th Annual Walk-A-Thon, September 28, 2024 as it was amazing to see on facebook all of us walking together for a common purpose that day. I enjoyed my fellowship with six of our local chapters in Los Angeles that day. We have experienced a fabulous year in STY Facet programming with the launch of Dr. Me! that heralds the Western Area's early student intervention to fulfill the STEM careers pipeline and increase a workforce inclusive of increased African American representation. We appreciate your support of our HBCU campaign as our goal is to make a significant contribution to our endowments at each of our nine institutions. You want your chapter's name on the list so Madam Presidents, make your donation today!

In the Western Area, The Arts Facet remains central to our offerings of addressing creative expression outlets that include writing, storytelling, and spoken word development. As one of our Friendship Month offerings, we support The Arts intergenerational movie partnership "Albany Road" opening night premiere featuring Renee Elise Goldsberry, daughter of Port City (TX) Chapter member Betty Sanders .

Our ITS Facet campaign to support the Mount Carey Baptist Infant School in Jamaica is moving right along as we finalize plans to support the school's improved water system.

As we sunset our Strategic Plans on October 31, 2024, we look forward to amplifying our culture of friendship and service and leadership in newer and better ways in 2025. Without doubt, we will continue to deliver impactful community service and impactful membership growth and engagement. And we will be firm in our commitment to each other in friendship and service, living our core values in all that we do.

All eyes now as we look forward to coming together at our 47th Western Area Conference in the beautiful Western Area diamond oasis in the desert of Las Vegas, Nevada as our journey continues -- Linked in Friendship, Connected in Service.

**Yours in friendship,**

Link Karen

*Link Karen*  
Western Area Director



# Links Boutique

[www.walinks.org](http://www.walinks.org)



New Products Launch  
Connect, Create, Collaborate in Style



Bags, Shirts, Accessories, Pins & More...





Linked in Friendship, Connected in Service  
Western Area

CELEBRATING  
*Excellence*  
IN FRIENDSHIP & SERVICE



**47TH WESTERN AREA CONFERENCE**

*Save the date*

**JUNE 11-15, 2025 | LAS VEGAS!**

*An Oasis of Diamonds In The Desert*



# OUR VOICE. OUR VOTE. OUR POWER

## Black Women and Attorney General Aaron Ford Leading the Fight to Defend Democracy



Nevada Attorney General Aaron Ford is on a mission to defend our democracy as a renewed wave of voter suppression threatens to undermine the very foundation of our country. In an exclusive, heartfelt conversation, AG Ford didn't hold back when describing the gravity of the situation. "These new voting restrictions aren't random," he said, his voice filled with urgency. "They are designed with one purpose—to make it harder for communities of color to vote. This is about silencing the voices that have fought the hardest for justice."

From stricter voter ID laws to the reduction of polling places, these targeted tactics are part of a calculated effort to strip power from marginalized communities. Yet, amid these challenges, Ford shines a light on a powerful force in the fight—Black women. "Black women have always been the cornerstone of our democracy," he said with conviction. "They're not just participants in this fight—they are the leaders. They are the ones registering voters, educating their communities, and turning out in numbers that shift elections."



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BY JASMINE C. HOUSTON  
WA Communications & PR Committee  
Beverly Hills West (CA) Chapter

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Nevada Attorney General Aaron Ford  
is married to Western Area Affiliate  
Member Berna Rhodes-Ford.





## **Black Women and Attorney General Aaron Ford Leading the Fight to Defend Democracy**

During our interview, AG Ford’s reverence for Black women’s leadership was unmistakable. He recalled the trailblazers who came before us—Fannie Lou Hamer, Shirley Chisholm—and modern figures like Stacey Abrams, who continue to shape the political landscape. “Black women have always fought for justice,” he reminded me. “And now, once again, they are the key to protecting our democracy.”

As I spoke with AG Ford during our interview, his words stirred something deep within me—not just as an interviewer but as a Black woman. His message wasn’t simply a call to action—it felt like a rallying cry, a reminder of the battles our ancestors fought for the rights we enjoy today. Black women have always been at the forefront, and now, the stakes are higher than ever. If we don’t rise to this challenge, the voices of future generations could be silenced before they even have a chance to speak.





## **Black Women and Attorney General Aaron Ford Leading the Fight to Defend Democracy**

But this isn't just a fight for Black women—it's a call to everyone who believes in equality and justice. AG Ford spoke passionately about the importance of voter education in combating misinformation. "Misinformation is the enemy," he warned. "When people don't know their rights, suppression thrives. We must educate ourselves and our communities to ensure no one is left in the dark."

AG Ford stressed that voter suppression isn't just a distant threat—it's happening now, and it affects us all. "We can't afford to sit back and wait for someone else to act. This is the most critical election of our lifetime, and every single one of us has a role to play."

That role begins with action. AG Ford's message was clear: check your voter registration, help others register, and volunteer at polling stations. "We all have a responsibility to protect our democracy," he insisted. "Democracy isn't something we inherit—it's something we build and defend."

**Our VOICE. Our VOTE. Our POWER.** These words are more than just slogans in our campaign to Link Up The Vote —they're the tools we've inherited to shape our future. Our voice is the platform we use to demand change. Our vote is the power we wield to make that change a reality. And our power grows stronger when we stand together, informed, determined, and unafraid in the face of those who seek to suppress us.



## Black Women and Attorney General Aaron Ford Leading the Fight to Defend Democracy

Attorney General Aaron Ford's words echoed in my mind long after the interview ended. His passion was contagious, and as a Black woman, I felt a renewed sense of duty to continue the fight for justice. This isn't just about one election on November 5th—it's about the future of our democracy and our collective responsibility to protect it. As AG Ford said, "The decisions we make now will echo for generations to come."

What can you do to make a difference? Begin by ensuring your voter registration is up to date and that you are ready to cast your ballot. Next, spread the word—talk to your family, friends, and community members, because knowledge is the most powerful tool we have in fighting voter suppression. Then, take action. Assist others in registering, help organize transportation to the polls and motivate everyone you know to vote. Every effort counts.

Our ancestors fought and sacrificed for the right to vote. Now it's up to us to ensure that legacy continues. Let's make sure our voices are heard, our votes are counted, and our power remains undeniable.

*Jasmine C. Houston is also Beverly Hills West (CA) Chapter Press Secretary and Press Core & Community Engagement Chair.*



**Are you registered?**

**How To Confirm Your  
Voter Registration Status**

**Check your voter registration online to confirm your voter registration number and if you are still registered. Verify your name, address, political party, and polling place.**

**How to check if you are registered to vote:**

- 1. Visit Can I Vote and select "voter registration status."**
- 2. Choose your state. You will be taken to a page on your state's election website.**
- 3. Check to see if you are registered.**

**This is the link above (Can I Vote):  
<https://www.nass.org/can-i-vote>**

**TO LISTEN TO THE FULL INTERVIEW WITH NEVADA ATTORNEY GENERAL AARON FORD,  
[CLICK HERE](#)**



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BY CAROLYN J. VEAL-HUNTER, ESQ.  
WA Social Action Chair  
Sacramento (CA) Chapter

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## Our Work Is Far From Over

As part of The Links, Incorporated's LINK UP THE VOTE campaign, we've consistently provided tips in the Weekly Chain to help ensure you're registered and tracking your voter registration. More importantly, we've encouraged you to register new voters to support the national goal set by President Ethel Isaacs Williams to register 100,000 new voters. We've celebrated National Voter Registration Day and urged collaboration with partners like the NAACP, NCNW, the Divine Nine, and other community groups to host forums, rallies, and educational events to inform our communities about the candidates and key issues. However, with the election less than three weeks away, our work is far from over.



The LINK UP THE VOTE initiative has four core components: Voter Identification, Voter Registration, Voter Education, and Voter Activation. While each of these is critical, registering and educating voters is just the beginning. Now is the time for Voter Activation. Most voters have received their ballots, and it's crucial to engage them so they make their voices heard. Whether it's through direct mail, phone banking, text messaging, letter writing, or door-to-door canvassing, we must DO SOMETHING to LINK UP with voters and get them to the polls.



# Our Work Is Far From Over

**The 2024 General Election stands out as one of the most critical elections in recent history. It is vital that we use every tool at our disposal to ensure all voters, particularly those most vulnerable to harmful policies, make their voices heard.**

According to the 2024 National Black Voter Project (BVP) Survey - a longitudinal study of Black public opinion- it has been shown that in recent months new and nonvoter turnout is trending to increase in November. The survey revealed that Black Women ages 18 –29 are 175% more likely to vote and Latino Women of the same age are 160% more likely to vote.

When reaching out to voters, encourage them to make a voting plan, particularly by voting early in line with National Early Voting Day on October 29, 2024. One of our Western Area LUTV goals is to celebrate voters who cast their ballots early—and we all love a reason to celebrate!

The 2024 General Election stands out as one of the most critical elections in recent history. It is vital that we use every tool at our disposal to ensure all voters, particularly those most vulnerable to harmful policies, make their voices heard. The damage done in recent elections, particularly to communities of color and African Americans, pales in comparison to the stakes of the upcoming General Election on Tuesday, November 5, 2024.

This is our opportunity to move forward. Through The Links, Incorporated LINK UP THE VOTE initiative, we are committed to ensuring that We are Not Going Back.



## ***Western Area Link Up The Vote Call To Action!!!***

Each of our 61 Chapters sets a goal  
to register 335 New Voters.

*Potential Impact: 21,000 New Voters in the Western Area*

### **Ways Your Chapter Can Contribute**

- Partner with area high schools to Recognize Students Reaching 18 by election day
- Host at least one Voter Education Event with at least 100 Voters in attendance
- Make Personal Contact with at least 1,000 Voters via phone calls, postcards, or texts offering friendly, individual reminders to cast their ballots (Potential impact: 61,000 in the Western Area)

### **Key Date**

National Early Voting Day: October 29

- Plan a ballot dropoff event or celebration



## EL PASO (TX) CHAPTER FOUR VOTER REGISTRATION DRIVES



Since August 2024, the El Paso (TX) Chapter of The Links, Incorporated has been actively engaged in voter registration initiatives, partnering with the El Paso NAACP and the League of Women Voters. Together, we have successfully hosted four voter registration drives, resulting in the registration of 217 new voters. These efforts reflect our unwavering dedication to ensuring that every eligible community member has the opportunity to engage in the democratic process.



Our voter registration drives provide essential services such as updating voter records, checking voter status, assisting with vote-by-mail requests, and offering general election information. These events have proven to be invaluable resources, particularly for those navigating the complexities of voter requirements and processes. Tailored to support both first-time voters and long-time community members, each drive is designed to address various needs, whether updating information or clarifying voter status.

In addition, we have specifically targeted college and high school seniors with dedicated registration drives, further extending our reach to younger voters. Our efforts align with our mission to promote civic engagement and empower the community through participation in voting.





## HAWAII (HI) CHAPTER

### COLLABORATING WITH THE NAACP

The Hawai'i Chapter of The Links, Incorporated collaborated on a community event hosted by the Hawai'i Branch of NAACP Religious Affairs Committee. We partnered with Hawai'i community organizations to both educate and empower voters. The event included a panel made of state legal experts (including our very own Daphne Barbee Wooten) and included discussions on Project 2025 and the impact of recent U.S. Supreme Court Decisions.



## LOS ANGELES (CA) CHAPTER

### 'BLACK LIVES AND ELECTIONS MATTER' WORKSHOP

As part of the Link Up The Vote initiative, the Los Angeles (CA) Chapter Cotillion program included a workshop entitled, "Black Lives and Elections Matter." This workshop was presented by member Melissia Buckhalter Honore, senior attorney, former law professor, past Western Area Black Lives Matter Chair, and current Western Area Editor-in-Chief of The Chain. Melissia is also the Chair of the Cotillion Volunteer Community Service Project. The Cotillionettes received a presentation on how BLACK LIVES AND ELECTIONS MATTER, with the central message that "Voting is Your Civic Duty! Cotillionettes learned the history of how voting was not a default right for all Americans. They also learned about how the 15th, 19th, and 24th Amendments, and ultimately The Voting Rights Act of 1965 shaped our right to vote. They also learned how those rights have since been eroded with Supreme Court rulings and voter suppression tactics. The workshop took Cotillionettes through the historical steps that landed us where we are today with our voting rights.

As part of their community service project, each Cotillionette was responsible for registering/pre-registering at least ten (10) individuals to vote. In addition, they also took part in a post card voter mobilization activity. This activity entailed a collaboration with the League of Women Voters to mail out postcards to remind individuals to vote, as an effort to mobilize the "get out the vote" campaign. Studies have shown that personal messages on postcards to voters result in higher voter turnout—which was critical to success in the 2022 midterm elections.





## PASADENA-ALTADENA (CA) CHAPTER COALITION MOBILIZES TO GET OUT THE VOTE

The Pasadena-Altadena (CA) Chapter of The Links, Incorporated are thrilled to announce our partnership with the NAACP Pasadena Good Trouble Alliance, Altadena NAACP, Kappa Alpha Psi Fraternity, Inc., Alpha Kappa Alpha Sorority, Inc., the League of Women Voters, and local churches for our Get Out the Vote initiative.

Each organization has taken the lead on a mobilization event, allowing us to join forces and collaborating, creating a more significant impact than we could achieve alone, thereby broadening our reach within the community.

Photos will depict The Pasadena-Altadena Links as they register students with Kappa Alpha Psi Fraternity, Inc. alongside the League of Women Voters at Pasadena High School. On September 17th, for the National Voter Registration Impact Day, our chapter worked alongside the League of Women Voters to register students at Pasadena City College.

On October 2nd from 6:30-8:30 pm, we co-hosted a forum and proposition overview, collaborating with our National Partner NAACP and five other organizations.

The Pasadena-Altadena Links are energized and ready to make a difference!





## SPOKANE (WA) CHAPTER THE POWER OF THE BLACK VOTE

On Saturday, September 28th, The Links, Incorporated, Spokane (WA) Chapter bolstered the message of the power of the Black vote for this upcoming election season by hosting a voter registration table at an event centered on the influence of Black history in the American West. Chapter members helped community members check their voter registration status and passed out stickers to reinforce the message to get out and vote in November. As we have seen the many strides made throughout history to level the playing field currently in debate between both political parties, what is often deemphasized in the larger national narrative is the impact that Black Americans have had on our society and democracy since the beginning. In keeping with the preservation of our history, “Trilogy” celebrated and elevated Black history in the Pacific Northwest at Liberty Park, a place that has historical ties and significance to the Black community in Spokane. Among the activities were an equestrian demonstration, a photo gallery of regional history, line-dancing, singing, and civic engagement. The Spokane (WA) Chapter also took the time to walk in honor of Healthy Living at this event.



## PORTLAND (OR) CHAPTER PARTNERING IN TWO-DAY EVENT

In partnership with the Portland, OR Soul District Business Association and their 13th annual MLK Dream Run, the Portland (OR) Chapter of The Links, Incorporated provided onsite voter registration and voter information for participants at the two-day event on September 21-22, 2024. This event culminated with a 5k, 10k, 15k run event on the second day of the festivities. Our goals were 1) Encourage voter registration and verification onsite; 2) provide important voter registration information to participants; 3) encourage participants who engage with us to participate in the elected candidate networking session that took place during the MLK Dream event on September 21, 2024, from 1:00pm- 3:30pm. We had 32 people register, update, or verify their voter registration.





## GREATER SEATTLE (WA) CHAPTER EMPOWERING THROUGH ACTION: HEALTH, VOTING, AND WELLNESS INITIATIVES

We are excited to share highlights from our chapter's recent activities, focusing on health advocacy, voter registration, and community wellness. These events demonstrate GSCL members' dedication to empowering individuals through education and civic engagement. On September 20, 2024, our chapter partnered with Fred Hutchinson Cancer Center to host a unique "Science Salone" event. With a stunning Seattle skyline as our backdrop, members learned about the impact of cancer in Black and minority communities. The event included tours of a mobile mammogram unit and endoscopy suite, offering a tangible experience of cancer prevention in action. Attendees left with calls to action: learn their family's cancer history, prioritize early detection, and share what they learned with others. Following this, on September 21, we hosted the #LinkUpTheVote initiative, where members wrote Vote Forward postcards to potential voters in key states, encouraging them to participate in the upcoming elections. We were pleased to remind everyone to check their voting status at [www.vote.org](http://www.vote.org) in preparation for Nov. 5. GSCL members were also active in the community, encouraging health, wellness, and voter engagement during our Annual Walk for Healthy Living on September 28 at Volunteer Park in Seattle. This event gathered members for a morning focused on physical well-being, reinforcing the importance of healthy living and civic participation. We are proud to share the impactful work we are doing and look forward to our continued work in the community.





## TOWN LAKE (TX) CHAPTER LINKING UP THE VOTE IN CENTRAL TEXAS



The Town Lake (TX) Chapter kicked off our programming year with an energized focus on Linking Up the Vote for the 2024 election season. Our National Trends and Services Facet has demonstrated an unwavering commitment to social action by actively engaging with the broader Austin community in support of our national areas of focus: voter registration, information, and identification. In the month of September, we held five voter registration drives in partnership with three local universities, including Austin's esteemed HBCU, Huston-Tillotson University, and the Austin Area Urban League. Members registered over 50 new voters and assisted many others with updating their existing voter registration information. Our Communications Committee has led an impactful social media campaign aimed at providing voter registration information to Texas voters. In the month of September, our voter registration content received over two thousand views across our social media accounts furthering our work to ensure members of our community are empowered to exercise their power at the ballot box. We are grateful to all of our members who have given their time in support of our Link Up The Vote initiatives and are excited to continue the work in the month ahead to ensure every eligible voter is informed and motivated to make their voice heard.





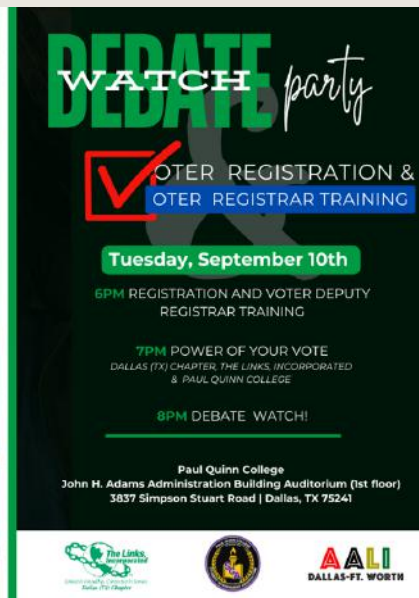
## DALLAS (TX) CHAPTER

# "EMPOWERING VOICES: THE LINKS, INCORPORATED AND PAUL QUINN COLLEGE UNITE FOR CIVIC ENGAGEMENT"

The Dallas (TX) Chapter of The Links, Incorporated recently partnered with Paul Quinn College for a dynamic evening of civic engagement on September 10th. The event, hosted on the PQC campus, brought together approximately 100 attendees, including students, faculty, and community members for a trio of activities focused on empowering voters and fostering democratic participation. Notably, members of the PQC Women's Volleyball team were present, showing their support in full uniform.

The evening kicked off with a voter registration drive, where attendees had the opportunity to register to vote or update their registration information. This was followed by a Volunteer Deputy Registrar (VDR) training session, equipping participants with the knowledge and certification to help register others to vote in Texas. The event culminated in a lively presidential debate watch party, allowing students to engage with current political discourse in real-time.

This collaboration between the Dallas (TX) Chapter and Paul Quinn College, supported by campus organizations including the Student Government Association, Collegiate 100, and the African American Leadership Institute, exemplified a commitment to voter engagement across four key areas: voter registration, voter identification, voter information, and voter activation. The success of this event underscores the power of community partnerships in promoting civic responsibility and ensuring that every eligible voter has the opportunity to make their voice heard at the ballot box.



## SACRAMENTO (CA) CHAPTER LINK UP THE VOTE - SACRAMENTO STYLE

As residents of the Capital region of the 5th largest economy in the world, the Sacramento Chapter of The Links Incorporated responded to the call of action with focus and intentionality to increase voters -both young and mature individuals- in the 2024 General Election. We kicked off a 50-day plan on the night of the Presidential Debate to Link UP the Vote with our Link sisters and partners to impact voters. To date, we have expanded our reach near, far and wide to over 6650 individuals. We partnered with neighboring chapters, nonprofits, community colleges, youth, festivals, newspapers, and schools to register, educate and Link UP the Vote. Our activities included:

- Distributed 1000 vote postcards to vulnerable congressional districts to churches, schools and parents during voter registration drives and Health Walk with Solano chapter.
- Mailed cards to Michigan, Alabama and Vulnerable districts.
- Picked up 50 hard copy voter registration forms.
- Provided QR code for easy access to registration.
- Tabled at Cosumnes River College and registered over 100 new voters.
- Participated in NAACP training and partnered with postcard campaign.
- 20 Black Achievers Creating Change (BACC) high school juniors and seniors collected at least 30 names each of family, friends and students to register and encourage to vote.
- BACC teams of 5 members created Link UP the Vote videos to post on Instagram.
- Link UP the Vote message on the big screen for six straight nights during the 3rd Annual Oak Park Black Film Festival to encourage a packed house nightly to make their vote count.
- Link UP the Vote message on Digital Board in the Forty Acres Complex.
- Partnered with the Observer Newspaper for an Election Forum for discuss ballot initiatives, hear from local candidates and discuss Disinformation and Misinformation.

We are not done yet. We will Link UP the Vote through the finish line on November 5th.





## EL PASO (TX) CHAPTER FOUR AREAS OF FOCUS

El Paso (TX) Chapter's National Trends and Services Facet structured our 2024 voting campaign to follow the four areas of focus identified by the Link Up The Vote component of the National Social Action Initiative:

1. Voter Identification
2. Voter Registration
3. Voter Information
4. Voter Activation

The last date of voter registration in Texas was October 7, 2024. We will continue to implement the other three focuses by sharing information, when possible, about voting including how an individual can confirm that he/she is registered to vote, identification needed to vote, early voting dates and locations, absentee voting, the importance of knowing the candidates and/or issues on the ballot and most importantly, voting. Our number one priority was to register voters. Our second priority was/is to dispense information in varying formats about the entire process of voting. We targeted young and new potential voters by setting up registration drives at our community college and the lobby of pediatric medical center. Other locations attracted more diverse individuals. To amplify our efforts, we partnered with other organizations.





## MID-CITIES (TX) CHAPTER

### OVER 300 ENGAGED IN VOTER REGISTRATION DURING GOTV BLITZ

To spark the interest of a Young Adult Audience in the race to register voters before election deadlines, the Mid-Cities (TX) Chapter of The Links, Incorporated partnered with the Kevin Kelley Concepts restaurant group to host GOTV registration at their popular sports venue Kanvas Sports + Social in Dallas, Texas.

In addition to Kanvas Sports + Social, the Restaurant Group owns Kitchen + Cocktails By Kevin Kelley with dining locations in Dallas, Atlanta, Charlotte, Chicago and Washington DC. The Mid-Cities (TX) Chapter held six Voter Registration Drives at Kanvas Sports + Social during the months of September and October timed to capture patrons frequenting the restaurant during popular College and NFL football game viewing. Chapter members registered 110 new voters and confirmed voter status for an additional 250 potential voters during the GOTV drives. Additionally, voter registration education cards were developed and provided with key information and dates for registration and voting.

Chapter President, Vickie Mitchell's thoughts on taking this critical action were "We knew that we needed to meet our community where they are, thus bringing the GOTV message to a key audience and immediately providing them with the information and tools they needed to register and vote were imperative."

Over 50% of the Chapter's membership actively participated in the GOTV effort as Deputy Registrars who registered new voters onsite and GOTV Ambassadors who checked registration status and provided voter education materials.

Legislative Issues Chair, Kim Walker spearheaded the GOTV effort. She shared "The collaboration with Kevin Kelley Concepts was critical to the initiative's success in that they provided onsite access to their patrons during peak hours with a dedicated GOTV registration area." The impact was further extended with the restaurant group's inclusion of a QR Code on its To Go and Onsite Menus that linked to a Voter Education Toolkit developed by the Mid-Cities (TX) Chapter.

The GOTV partnership success between the Mid-Cities (TX) Chapter and Kevin Kelley Concepts has provided the foundation for future collaborations between The Links, Incorporated Chapters and the restaurant group's other national locations.

Mid-Cities (TX) Chapter members also participated in GOTV events at Libraries, Community Forums, and at Arlington High School where the Assistant Principal Jonathon Randle, provided access for a GOTV information and registration session.



## GREATER DENTON COUNTY (TX) CHAPTER

### VOTING TOWN HALL



On Wednesday, October 2nd the Greater Denton County (TX) Chapter of The Links, Incorporated held an exciting online Voting Town Hall that featured Tonya Veasey, former CEO of the Congressional Black Caucus Foundation, and inspiring student leaders Elle Grinnell (UT Austin), Vince Anani (NYU), and Mason Mackie (Yale). The Voting Town Hall can be viewed online by clicking the link here [Your Voice Matters, Quick & Easy Voter Registration Webinar](#).

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## QUEENS OF COLLABORATION BLACK FAMILY WELLNESS EXPO UMBRELLA STYLE

### **BLACK FAMILY WELLNESS EXPO UMBRELLA ANATOMY**

This year the Black Family Wellness Expo (BFWE) will be on March 15, 2025. As a reminder, National would like all chapters to hold this important impact day on the 15th, but if it is not feasible to do so, please hold sometime during the month of March for your day to be counted.

Remember, Impact Days such as BFWE are not programs but are **single activities**. As you plan your BFWE event, please make sure that it is a part of your greater chapter programming. And remember, the Western Area goal is to have 100% of chapters doing umbrella programming and having all our 61 chapters carrying out STEM Umbrella programs.

The BFWE experience organically creates an Umbrella framework with all Facets contributing.

Even though “Wellness” is incorporated into the name BFWE, we should involve all facets, not just HHS, contributing to its success. BFWE can be designed to be a day long display of all facets “umbrellaing” to serve the community. And remember too, that “wellness” isn’t just about the health of your body. Wellness can be interpreted as the wellness of communities through voter registration or saving the environment, or career wellness such as STEM education, or even financial wellness to name a few examples.

### **What should we do for our chapter’s BFWE and how do we get people to come?**

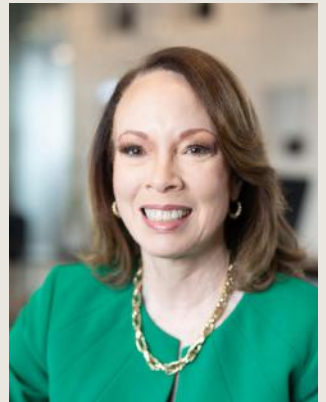
There are three levels of expos that chapters can carry out to serve the families in our community:

- 1) *Table displays, educational events, and health screenings*
- 2) *Table displays with educational events*
- 3) *Table displays only*

The “attendees”, or target community, are a critical element or key building block for your BFWE Chapters may dwell on those health and wellness issues that are particular to African Americans. However, the resounding question is, how do we get the turnout that compliments the enormous efforts that go into this much needed community engagement. As we look to our Service Delivery Model, understanding our target demographic is key to successful programming which includes the single activity of BFWE. Like planning a big party, where the guests are invited, we want to make sure our expo meets the expectations of our communities so everyone will show up!



BY CHRYSTLE SWAIN  
Western Area Program Coordinator  
Lone Star (TX) Chapter



BY MICHELE HALYARD  
Western Area HHS Chair  
Phoenix (AZ) Chapter

## BLACK FAMILY WELLNESS VIDEO MESSAGE



### **So how should we expand our thinking of attracting participants? Through marketing and collaboration?**

Answer: Partner, Partner, Partner! Market, Market, Market!

Who are the potential partner organizations that have years of offering successful public health services events that target the Black community specifically or may include our population within their events? Contact them and see how they have reached their participants. Find out what works and what doesn't. City, county, and state health departments are great sources of information.

If organizations want to partner with your chapter in putting on the event, so much the better! Think about what organizations you want to be a part of your expo and invite participants that align. For example, if your HHS facet has a table staffed by the Alzheimer's Association, invite caregivers or support groups to the expo to partake not only in the dementia related activities but to partake of the health screening and education activities.

Is your chapter going to continue to have voter registration or perhaps a financial wellness table? Invite students from your local colleges and universities to attend and also discuss Human Trafficking on HBCU campuses with NTS and STY facets spearheading these workshops. Also, as a part of your Umbrella Stem programs, all facets can present an Allied Health Careers panel working with Boys and Girls Clubs and high school guidance counselors. Does your ITS facet work with a refugee/ immigrant community? Plan an African Decent immigrant Women's Healthcare Education symposium and have breast cancer screenings. Invite the women to bring their husbands too for prostate screenings or prostate health workshops. You can market to caregivers, featuring AARP and Project Alert information and new mom's tables with infant giveaway items.

And don't forget the ARTS involvement. Why not have an art competition around some aspect of health and wellness with the submissions being judged and winners announced your BFWE. Additionally, this may be the ideal space to unveil your chapter's Dr. Me program.

Don't forget to use a variety of ways to reach participants including various social media, flyers, church bulletins, black newspapers, etc, etc, etc. Remember to advertise at every event you have leading up to the expo.

Lastly, don't forget to encourage attendees to come through the use of incentives. Can you provide free food, gas cards, grocery store gift cards, raffle prizes tied to attending sessions, screenings, and tables. I bet you can think of many ways to get people to your event!

Don't be the chapter that throws the party and those you invite don't come. Broaden that invitation list, use your creativity to reach the community, and show your community that the Links' BFWE is THE place to be!



## WACO CENTRAL (TX) CHAPTER MENTAL HEALTH: A KEY PART OF 50TH ANNIVERSARY PROGRAMMING

The Waco Central Texas (TX) Chapter of The Links, Incorporated partnered with several organizations during its 50th anniversary to offer programming for mental health awareness targeting the Black community, including film discussions, voter registration drives and workshops. Programming includes information on PTSD, depression, anxiety, suicide awareness, and processing trauma in our Black communities.

“With African American youth committing suicide at the highest rate in America since the coronavirus pandemic struck, it is time for us to band together as a community to address the global mental health pandemic that has emerged alongside the coronavirus pandemic, with both disproportionately affecting the African American community,” said Cris Houston, Waco-Central Texas Chapter’s Mental Health Chair.

“Mental Health programming is something I have long been passionate about with the hopes of a program launch in 2023, but Cris has truly been the spark needed to bring the program to where it is now,” Chapter Health and Human Services Chair Terri Woods-Campbell said.

“As a chapter, we strive to enhance the quality of life of individuals,” said Waco Chapter President Sandra Forsythe. “We provide programs that impact their health, education attainment, living conditions, and economic status by providing better education opportunities and advocating for legislation to improve overall quality life for all.”

The chapter will celebrate its 50th Anniversary with a lineup of events, including a sock collection-donation drive, community service activities, and a movie filming—culminating with a gala in May 2025.

Please visit [wacolinks.org](http://wacolinks.org) for more information about partnership opportunities or to become a sponsor of the 50th Anniversary event.

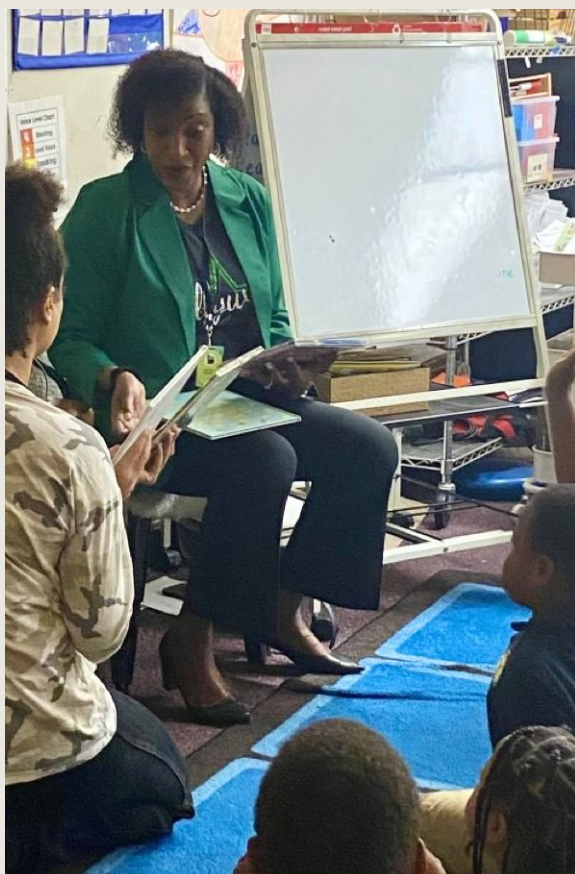




## PORTLAND (OR) CHAPTER NATIONAL READ A BOOK DAY & INTERNATIONAL LITERACY DAY



On September 9, 2024, members of the Portland (OR) Chapter of The Links, Incorporated read books to students at KairosPDX, a kindergarten through grade 5 public charter school, in Portland, OR. Chapter members also wrote messages in the 50 African American STEM Children's books that they donated to KairosPDX. The books were delivered to the school during a school-wide assembly on September 16, 2024.





## TUCSON (AZ) CHAPTER MENTORING AND MIXING

On September 14, 2024, the Tucson (AZ) Chapter of The Links, Incorporated partnered with The University of Arizona Black Community Council at their 16th Annual Student Event, themed “Mentoring and Mixing.”

The University of Arizona Black Community Council recognizes the importance of students being welcomed into the community, and this is especially true for Black students coming to Tucson, where there is a much smaller Black population than most have experienced.

Additionally, many of the students are facing financial hardships and can barely cover their basic needs after paying tuition. Through this annual event the students have an opportunity to engage with local community leaders, participate in Speed Mentoring (a student favorite), win prizes, and enjoy delicious food.

Noting the importance of voting in this critical election and the “LINK UP THE VOTE” campaign, the Tucson (AZ) Chapter of The Links, Incorporated took this opportunity to partner with the local community and encourage college student voter participation by answering various questions and providing voter registration literature.

We love our University of Arizona students and our Tucson Community!



## SPOKANE (WA) CHAPTER BODY & SOUL AND DR. ME



In June, in honor of Juneteenth, the National Panhellenic Council sponsored a Body and Soul Health Fair at the Dr. Martin Luther King Community Center in Spokane, Washington. The Links, Incorporated, Spokane (WA) Chapter, along with other community organizations, partnered in this event. Activities centered around promoting and understanding the connection between mind, body, and soul within the Black community. Participants received information on healthy eating, wellness resources, healthy snacks, and goody bags were provided. Wrist blood pressure monitors and first aid kits were distributed. A representative from the Washington State Department of Health conducted an environmental health disparities session, with a gift card incentive for attendees who were interested in participating.

Jeanne Baynes shared that the Body and Soul Health Fair is an educational and interactive experience. "There is healing power in community and building relationships. Juneteenth has commissioned us to build a strong and healthy community for generations to come. A community empowers us to be seen, heard, valued, and respected. A healthy community impacts the quality of life for its members." Anna Franklin serves as the Chief Diversity, Equity, and Inclusion Officer for Providence Eastern Washington and Montana, with 30 years of experience in health care to include the role of Director of Clinical Effectiveness for Providence. She attended the health fair, representing Maji Rising. As passion project and labor of love, Maji rising is "a non-profit organization created to start a health care and education center in Spokane, Washington to serve our neighbors who are experiencing the most need." Focusing on lineage-based health care, Maji Rising aims to promote transformative community healing.



During the month of July, members of the Spokane (WA) Chapter collaborated to bring the Dr. Me! Program to youth at the Dr. Martin Luther King Jr. Community Center summer camp program. Exposing African American children in grades 3 through 5 to careers in the healthcare and medical fields. Deborah Cano, a retired nurse, and Mayah Eberhardt, an Eastern Washington University dental hygiene senior, were able to engage the students about their own respective jobs in the healthcare industry. Their visits helped make the possibility of a career in those fields attainable to the kids. Students were excited and motivated in the tactile components of the workshops, while wearing the white lab coats and using their medical kits. The lab coats were an instant hit, and helped students make a strong connection early on as role-playing provided great stimulation. Daughter of member Sian Armstrong supported the activities by assisting younger students and taking pictures. The week ended with the students receiving a certificate of completion and goody bag. One of the students left the program proclaiming that he was ready to complete his degree to become a doctor. Students expressed excitement for the next day's lessons and were motivated.

The Spokane (WA) Chapter of The Links, Incorporated hopes to conduct future workshops of Dr. Me! to youth throughout the Spokane area.



## DALLAS (TX) CHAPTER SWINGING INTO ACTION: EMPOWERING OUR YOUTH THROUGH GOLF AND STEAM



On Sept. 14, 2024, our Dallas (TX) Chapter's STEAM Academy partnered with the PGA of America in Frisco for a groundbreaking event that exemplifies The Links, Incorporated's commitment to enriching and empowering our community's youth. Over sixty (60) of our bright young sisters, primarily from the Dallas Independent School District, were introduced to the world of golf through an innovative lens of science and technology.

At PGA Frisco, our STEAM scholars experienced a day filled with both educational and athletic promise. PGA Golf Professionals, including women and people of color, led interactive sessions that seamlessly blended golf instruction with STEAM principles. Our girls learned swing fundamentals while discovering the fascinating scientific and technological aspects of the sport.

Key highlights of this transformative day included:

- Hands-on golf clinics infused with scientific concepts.
- An inspiring overview of Renee Powell's journey as the first Black woman PGA Member.
- Enlightening Q&A sessions about diverse career paths in golf.
- A powerful lunch panel featuring industry leaders who shared their experiences.

"This collaboration with The Links STEAM Academy allows us to expand inclusion in golf and inspire young women to explore careers in this industry," said Sandy Cross, Chief People Officer of the PGA of America. By bridging STEAM principles with golf instruction, we continue to pave the way for our next generation of leaders and innovators. This event is a shining example of how The Links, Incorporated remains at the forefront of creating opportunities and opening doors for our community's bright young minds.



# GET READY!

## IT'S OUR 75TH ANNIVERSARY



CELEBRATING  
*Excellence*  
IN FRIENDSHIP & SERVICE

**47TH WESTERN AREA CONFERENCE**  
**LAS VEGAS**  
**JUNE 11-15, 2025**





## SAN ANTONIO (TX) CHAPTER TRILOGY AT TEXAS SOUTHERN UNIVERSITY



The Western Area held an HBCU Trilogy Community Event at Texas Southern University on Monday, September 16, 2024, from 10:00 AM – 4:00 PM. The successful event was attended by our own Western Area Director, Karen Cole, and included many students from ten (10) HBCUs as well as twelve (12) Chapters from the Western Area. Several prominent speakers and presenters spoke on topics, such as: Student Electorate; Get Out the Vote, Human Trafficking, and Gun Violence. Panel discussions were enjoyed by all, and students participated in creating and presenting PSAs (Public Service Announcements), along with awards given to the top three winners.





# T HBCU COMMUNITY Trilogy



**If Not Us Then Who?**



**Human Trafficking**  
**UNDERSTAND, THIS IS**  
**NOT A DATE!**



**Gun Violence**  
**MAY I ASK YOU A**  
**QUESTION? WHEN DID**  
**KILLING EVER HELP?**



**Student Electorate**  
**YOUR ISSUES**  
**ARE REAL**



# HBCU WESTERN AREA SCHOOLS





# HBCU CAMPAIGN

## MEMBERS AND CHAPTERS ASKED TO SUPPORT WESTERN AREA SCHOOLS

LINKS  
LOVE  
HBCUs



LET'S DO IT AGAIN!



### Western Area HBCU FUNDRAISER

Join us in raising funds for Western Area HBCUs.  
In the words of the Western Area HBCU Trilogy.... "If Not Us Then Who?"  
Individual member donation request is \$61 minimum.

Chapters, we  
need your  
donations as  
well.

Use QR code or  
make your check  
out to The Links  
Foundation and  
mail to Western  
Area Financial  
Secretary Marcia  
Darden, PO Box  
5408 Chatsworth,  
CA 91313



JARVIS  
CHRISTIAN UNIVERSITY



PAUL QUINN  
COLLEGE



ALAMO  
COLLEGES  
DISTRICT

St. Philip's College



PRAIRIE VIEW  
A&M UNIVERSITY

WILEY  
UNIVERSITY



Please use this QR code to make a donation:





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# BREAST CANCER AWARENESS



## KNOW THE FACTS



BY MICHELE HALYARD, MD  
Western Area HHS Facet Chair  
Phoenix (AZ) Chapter

October is breast cancer awareness month but we need to keep breast health awareness top of mind each and every day!

Here are facts to share with your chapter members and also with the communities we serve.

Breast Cancer is the second leading cause of death in Black women behind cardiovascular disease.

The incidence of breast cancer is no higher in black one than in white woman.

Black women are 41% more likely to die of breast cancer compared to white women due to factors including poor outcomes with all subtypes of breast cancer, less access to high-quality care and high quality health information, and diagnosis and treatment delays.

### IMPORTANT FACTS TO KNOW:

- Most breast cancer is not inherited, so no family history does not mean you are not at risk for breast cancer.

- Know the screening recommendations From the American Cancer Society for average risk women. Average risk includes women WITHOUT a personal history of breast cancer, a strong family history of breast cancer, a genetic mutation such as BRCA gene which increases the risk of breast cancer development, or a history of chest radiation.

### ACS recommendations:

- Women between ages 40 and 44 have the option to start screening with a mammogram yearly.
- Women 45 to 54 should get mammograms every year.
- Women 55 and older can switch to mammography every other year or they can choose to continue yearly mammograms. Screening should continue as long as a woman is in good health, and is expected to live at least 10 more years.

Please note that mammography is the gold standard for screening. However, if a person is at higher than average risk of developing breast cancer, additional imaging, such as MRIs may be added to the screening routine. Imaging, such as an ultrasound may accompany a mammogram if indicated, but it is not the first screening tool of choice.

It's important to know your body-look for changes in size, shape, feel of your breasts and report any changes to your healthcare provider ASAP.

Remember that men can get breast cancer too so they should also know what is normal for their bodies and report any changes in their breast that may be suspicious.

Remember, knowledge is power. Educate yourself about breast health and breast cancer.

Participate in clinical trials including breast cancer prevention, screening, and treatment trials. We need Black patients in trials to assure screening and treatment recommendations work well for black patients.

Early detection increases the chances of cure of breast cancer. Breast cancers that are diagnosed at an early stage can have up to approximately 90% survival. So take this information to heart, educate those around you about breast health, and remember it's breast pink 365 days of the year!



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## DONAR SABBATH RECOGNITION

# AFRICAN AMERICAN BLOOD DONORS

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BY L. CHARMAYNE MILLS EALY  
Western Area Health and Human Services  
Linkages to Life Lead  
Pasadena Altadena (CA) Chapter

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*In the spirit of Links Connected to Promote Black Family Wellness, November is Donor Sabbath Recognition month. We encourage all chapters to incorporate an activity as part of your chapter programming around solid organ and blood donation. Charmayne Mills- Ealy, our Western Area Linkages to Life lead, has prepared a wonderful article about the need for life saving donations. Share the information with the communities you serve! Please remember that Linkages to Life is part of our National programming and that Sickle Cell disease is now a new approved program. We encourage you to plan add a blood donation component to your chapter programming in November and/or as part of your Black Family Wellness Expo. Please work with your local chapter of the Red Cross to facilitate blood donation. Also, please let Charmayne know of your blood donation efforts and call upon her if you have any questions or need assistance.*

*Sisterly,  
Michele Halyard  
Western Area HHS Chair*

Today, we need more people of African American heritage to grow the number of blood donors with well-matched blood to help those with sickle cell disease. According to Dr. Dawn C. Ward, MD, medical director of the UCLA Health Blood & Platelet Center, "Blood donations overall have yet to bounce back from critical shortages during the COVID-19 pandemic." Dr. Ward also states the "The number of African American blood donors is extremely low," nationally. Given that the majority of people suffering from sickle cell are of African descent, it is essential to increase the collection of blood donations from individuals of African descent. The American Red Cross has launched a national campaign entitled, Our Blood Saves Lives "Closing the Sickle Cell Gap" to reach more donors who are African American, African, Caribbean and Mixed ethnicity to help patients with sickle cell and improve health outcomes in the United States. It is estimated that over 100,000 people have sickle cell disease and may require regular blood transfusions throughout their lifetime. Blood transfusions are critical in managing pain and the long-term health of those suffering from sickle cell. Blood donations from individuals of the same race or similar ethnicity and blood type are the most effective way to help patients who are experiencing a sickle cell crisis.

The Our Blood Saves Lives campaign serves to educate and increase blood drives across the United States, in the Bahamas and the United Kingdom. In addition, this campaign seeks to create a dialogue surrounding longstanding mistrust of the medical field within the African American Community, in hopes of rebuilding confidence and saving lives. The primary goal is to emphasize the importance of blood donations from African Americans to combat health disparities within the community, including but not limited to:

- a. Sickle Cell Disease
- b. Complicated childbirths
- c. Chronic illnesses, such as heart disease
- d. Trauma-related accidents, and violence

There is a great need for people of all communities to give blood to make sure that there is the right blood for everyone. Everyone can make a difference by supporting blood donations and recruiting new donors. The American Red Cross is looking to collaborate and mobilize resources in the most vulnerable communities. Through the national network, the Red Cross will support blood drives by providing educational information about the need for regular blood donations and donor eligibility, and/or active blood donor recruitment. They will also provide; planning assistance, recruitment tools, equipment & supplies, and trained staff to screen donors and collect donations. You can reach out to the Red Cross to 1-800-RED-CROSS to schedule blood donations or go to [www.redcrossblood.org](http://www.redcrossblood.org) to donation opportunities.



# WALK FOR HEALTHY LIVING



Los Angeles (CA)



Harbor Area (CA)



Inglewood Pacific (CA)



San Diego (CA) Chapter



Angel City (CA)



Beverly Hills West (CA)



# WALK FOR HEALTHY LIVING



## COLLABORATING FOR HEALTHY LIVING & LINK UP THE VOTE

Links from across the USA collaborated together at the 67th Annual Monterey Jazz Festival to support The Links, Incorporated's 29th Annual Walk for Healthy Living and Link Up the Vote. The Western, Southern, and Central Areas took time out to join in a show of unity to focus on the importance of health and the power of your vote. Shout out to the San Francisco, Alameda Contra Costa, Oakland Bay Area, San Jose, St. Louis, Gateway, Sacramento, and West Palm Beach Chapters.



## GREATER DENTON COUNTY (TX) CHAPTER

On Saturday, September 28th, GDCC President Vivian Johnson and GDCC members partnered with the Plano Metroplex Chapter President Michelle Moses Meeks and Plano Metroplex Chapter members for the "Walk For Healthy Living" event which also offered voter awareness education, empowerment and engagement. This was a fun and productive partnership for an important cause and we look forward to continuing to partner with the Plano Metroplex Chapter and other North Texas Cluster Chapters to continue to have a positive impact on our communities.





# WALK FOR HEALTHY LIVING



## LOS ANGELES (CA) CHAPTER

The Los Angeles (CA) Chapter of The Links, Incorporated, led by Chapter President, Lisa Nicholas, was joined by Western Area Director, Karen Cole as we participated in the Walk for Healthy Living and Link Up The Vote! Chapter members walked Reuben Ingold Park and Linked Up the Vote by handing out postcards/voting guide to registered voters. The postcards contained valuable information about a Voting Plan.



## LAS VEGAS (NV) CHAPTER

The Las Vegas (NV) Chapter, gathered for fellowship and healthy living, being Links on the Move at Kianga Isoke Palacios Park in the Historic Westside of Las Vegas. We donated fruit, water and healthy snacks to the local homeless community.

## SAN ANTONIO (TX) CHAPTER



The San Antonio (TX) Chapter had a record breaking 2024 Annual Walk for Healthy Living on September 28, 2024, from 8:00 – 10:00 AM. We had more members than ever before to attend this year's walk. Twenty-two (22) members, two (2) spouses of members, and four (4) children of members came out to make our walk an unforgettable Intergenerational Walk-a-Thon. Voter Registration was made available as well.

## HAWAII (HI) CHAPTER





# WALK FOR HEALTHY LIVING



## CLAREMONT AREA (CA) CHAPTER & SAN BERNARDINO VALLEY (CA) CHAPTER



September 28, 2024 was the 2nd National Impact Day for The Links, Incorporated, Walk for Healthy Living. The Claremont Area (CA) Chapter and San Bernardino Valley (CA) Chapter coordinated their walk and registering people to vote at Central Park in Rancho Cucamonga CA. The members met at 8:00 am for warm-ups and pictures. There were 4 different trails for members to walk. What a blast we all had. The weather was beautiful and a perfect setting for Friendship and Service.



## PORTLAND (OR) CHAPTER



On September 28, 2024, members of the Portland (OR) Chapter of The Links, Incorporated participated in the 29th Annual Walk for Healthy Living and Link Up The Vote event at the Salmon Creek Trail in Vancouver, WA from 8 am-10 am. Appropriately 50 community members, family, and friends participated in this event. Special guests included: Diana Perez, Councilwoman for the city of Vancouver, the Washington Chapter of the League of Women Voters, the WA state Parks Commissioner, and the US Forest Service Wildlife biologist. At this event, seven people registered to vote and 10 confirmed their voter registration.

## TOWN LAKE (TX) CHAPTER





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# WALK FOR HEALTHY LIVING



## PASADENA-ALTADENA (CA) CHAPTER



The Pasadena-Altadena (CA) Chapter had an awesome time promoting healthy living at the chapter's "Walk for Healthy Living, 29th Annual Walk-A-Thon" at Victory Park in Pasadena. The sun was shining, creating a perfect atmosphere as members laced up their shoes, ready to get moving!

The event began with a yoga-inspired warm-up, led by Pamela Weatherspoon, co-chair of the Health and Human Services Facet. Participants then choose between several walking paths—ranging from ½ mile to two miles—catering to different fitness preferences. In addition, the event featured voter awareness education, led by Chapter President, Pamela Cosse, in partnership with the League of Women Voters. This initiative blended health with civic engagement, encouraging participants to "Link Up the Vote," promoting both physical well-being, and community empowerment.

Following the walk, members, family, and friends enjoyed a social gathering filled with snacks, laughter, and camaraderie, strengthening community bonds. Debra Ward-Samad, Chair of the Health and Human Services Facet, highlighted, "This event is a reminder that small steps can lead to meaningful improvements in our overall well-being. Seeing so many members and guests investing in their health was truly heartwarming." The day was marked by enthusiasm, education, and community spirit, underscoring the Pasadena-Altadena (CA) Chapter's dedication to fostering a healthier, more informed community.

# WALK FOR HEALTHY LIVING



## BEVERLY HILLS WEST (CA) CHAPTER



The 2024 Walk For Healthy Living 5K Walk/Run delivered and promised to be a fun-filled morning of fitness and community spirit. We came together to improve our cardiovascular, kidney and mental health! We enjoyed the beautiful outdoors of Santa Monica beach and its community of fitness friends as we walked and/or ran for a great cause! The turnout for this exciting opportunity to support health and well-being was great. We had a blast with our membership, spouses and children, and members from other chapters. The event proved successful and full of joy. A voter registration table was set up, and we oversaw over fifty (50) people scan the QR code to check their voting status in the state of California! Let us continue to make strides towards a healthier lifestyle, one step at a time!



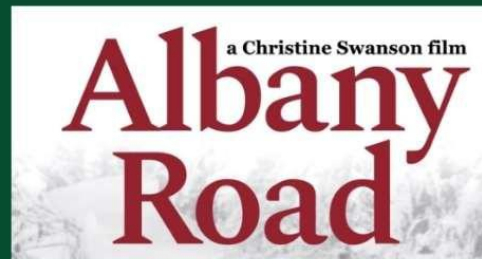
## INGLEWOOD PACIFIC (CA) CHAPTER ALBANY ROAD SCREENING

Inglewood Pacific (CA) Chapter International Trends and Services attended a private screening of Albany Road. The screening was hosted by the AIDS Healthcare Foundation AHF at the theater located at 6500 Sunset Blvd., Hollywood, CA. Michael Swanson, producer and his wife Christine Swanson, filmmaker were in attendance. We also had an opportunity to meet Rene Elise Goldsberry, (heir-o-link), who played the starring role of Celeste. The film was inspiring, engaging, and educational.



# Plan For FRIENDSHIP MONTH

WITH YOUR CHAPTER AT THE PREMIERE OF



**Support Opening Weekend for this  
Empowering, Intergenerational Movie**

**OPENING NOV. 15**

**Renee Elise Goldsberry**

**Tony Award Winner, Hamilton Star and  
Daughter of Betty Sanders, Port City (TX) Chapter**

**STARRING**



*Lynn  
Whitfield*



*Renée Elise  
Goldsberry*

**FRIENDSHIP  
&  
SERVICE**

**A Western Area Collaboration  
of The Arts Facet & Membership**



**Watch the Trailer**



## CHAPTER RETREATS

### CLAREMONT AREA (CA) CHAPTER



### HAWAII (HI) CHAPTER

The Hawai'i Chapter of The Links, Incorporated is grateful to share a few chapter updates on our chapter retreat. Our goal for the retreat was to re-engage our chapter in the areas of fellowship, friendship, and important committee work. We made sure to have a little fun at our amazing retreat location as well. Our retreat included a photo shoot experience, with a few pool side pics, reports from our 44th National Assembly delegates (members Camonia Graham-Tutt and Sandra Simms), a breakout friendship activity where we asked each other our "friendship language" (an adaptation of the 5 love languages with materials supported by member Jeanette Jenkins). It was simply a joy to see everyone sharing stories about their summer, laughing, smiling and working on the business of Links together. Truly an atmosphere of friends linked in service.



## CHAPTER RETREATS

### LAS VEGAS (NV) CHAPTER

The Las Vegas (NV) Chapter started our return from summer with our Sisterhood Escapes. Each month, the Membership Committee hosts opportunities for friendship and fellowship. Our first event was a Happy Hour at The George Sports Lounge at the New Durango Casino. Our second event was a Sisters Swim and Sip at the Cabanas at Palm Resort. Many more great Sisterhood activities are planned for the coming months!





# CHAPTER RETREATS

## BEVERLY HILLS WEST (CA) CHAPTER

Beverly Hills West (CA) Chapter Retreat: Cruising to Capture Our Essence: All Aboard! The 2024 Chapter Retreat, themed "Cruising to Capture Our Essence: All Aboard," united members of the Beverly Hills West (CA) Chapter of The Links, Incorporated (BHW) for a day filled with learning, inspiration, and community engagement. Held on August 17, 2024, in Marina del Rey, California, the event emphasized service and empowerment under the leadership of President Zna Portlock Houston, who encouraged members to "Bring forth your best intentions and positive vibes." The Retreat opened with a Friday evening wine-tasting social and dinner in Manhattan Beach, setting a lively tone for Saturday's activities. BHW Members, Platinum Alumna Charter member La-Doris McClaney, and alumna members enjoyed the White Rose Cafe networking breakfast before diving into workshops on strategic planning, committee efficiency, and a programming showcase, providing valuable tools to support their chapter roles. Western Area Director Karen Cole delivered inspiring words emphasizing being "linked to connect, create, and collaborate." Interactive sessions, friendship activities with games and prizes, and a literacy initiative also made an impact, with members donating books for the chapter's upcoming event for September's International Literacy Day. The Retreat concluded with a celebratory closing, where a mindfulness session, led by Alumna member Cynthia Oredugba, fostered deep connections among members. Attendees expressed gratitude for the opportunity to reconnect, learn, and grow together. The Retreat not only strengthened bonds of friendship within the chapter, but also reinforced a collective commitment to leadership, service, and community impact as members prepared to "sail forward" into the upcoming year.



On August 3, 2024, the Beverly Hills West (CA) Chapter Links convened our Executive Board Retreat at the Hotel Erwin, overlooking the beautiful Venice Beach. Our theme: Leading the Way to... Renew...Our Commitment Refresh...Our Knowledge of Our Governing Documents Rejuvenate... Our Friendships We navigated our Restricted and Unrestricted Vouchers and all that is required to receive reimbursements, learned more about our Governing Documents through a fun game of Bingo, and culminated our Retreat with a beautifully executed Friendship Ceremony. Our member presented "Mixologist with a Message" and served delicious Margaritas with our tasty Mexican cuisine! Guest speakers, Rev. Judi Wortham presentations of "Prayer and Renew Our Commitment" and D'Shaun Booker's "Riding the Waves of Difficult Conversations," encouraged and energized our Executive Board for the calendar year. The beachside escape and Link Roses were simply exquisite!

## CHAPTER RETREATS

### LOS ANGELES (CA) CHAPTER

On August 17, 2024, The Los Angeles (CA) Chapter kicked off the program year themed “Striving for Excellence in Friendship and Service” at the chapter retreat held at the Environmental Learning Center at Hyperion in Playa Del Rey, CA. Stepping into the day with energy and flair, chapter members donned green bandannas and smiles and learned to line dance to Beyonce’s “Texas Hold ‘Em,” under the direction of two dancing phenom members. The dancing underscored the relationship between fitness and friendship, and set a focused, joyful tone that persisted for the duration of the retreat. In this spirit, members enjoyed breakfast and sweeping views of the Pacific Ocean, while participating in a friendship ice breaker with questions such as: “If you could participate in any Olympic sport, which would it be?” and “If you could choose any singer to perform at an event, who would you choose?”



A robust discussion ensued as the chapter reviewed the results of the chapter needs assessment survey, the strategic plan, and the transformational programming with the Facets. The warmth of friendship punctuated the business of service at every interval. Members enjoyed friendly competition in two rounds of Links trivia and mingled over lunch prior to ending the day with a toast to our new leadership team. Like the group photo taken against the backdrop of the mighty Pacific Ocean, the chapter retreat modeled the spirit of friendship and the vast possibilities for service in the new year.





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## MISSOURI CITY (TX) CHAPTER HONORING FOUNDING MEMBERS



The Missouri City Links paid tribute to two founding members who are celebrating their 90th birthday. Delores Smith and Jerelyn Gooden founded the chapter forty-five (45) years ago as part of the chapter's 27 member inaugural class.

Incredibly, the two women met in 1952 while freshman at Texas Southern University. In 1977 Delores moved to Missouri City, and along with her friend, Pamela Gaskin, began recruiting friends to start the Links chapter there. Jerelyn served as the chapter's 3rd president and Delores served as the chapter's 7th president. Delores describes their relationship as being "like sisters." Jerelyn's birthday is September 23, Delores' birthday is in October.



## DIAMONDS IN THE DESERT AT THE WESTERN AREA CONFERENCE

### Greetings Members,

Because of your support of the Western Area through the years, you have been our Real Stars and champions as Capitol Stars in Sacramento, Denver Diamonds, Texas Stars in Austin, Portland Roses in Oregon, and Hollywood Stars at LA Live! The Western Area owes you a debt of gratitude for making it possible to come together at our area conferences in Friendship and Service!

Now, it's on to Las Vegas in 2025, where our Diamonds in the Desert! will sparkle as VIPs throughout the 47th Western Area Conference as we celebrate our 75th Diamond Anniversary. As dedicated supporters who make a tax-deductible donation of \$1,500, you will receive exclusive, red-carpet treatment, a commemorative 75th Anniversary gift and so much more. We're planning a Western Area takeover at an exclusive resort -- An Oasis for Diamonds in the Desert!!! It's going to be an epic opportunity to escape, activate, and celebrate.

### Here's How You Can Become a Diamond in the Desert

Make checks payable to The Links Foundation, Incorporated.

Mail to: Western Area Financial Secretary Marcia Darden  
P.O. Box 5408, Chatsworth, CA 91313

Email your picture to Maria Jackson, Western Area Technology Chair,  
[linkmariajackson@gmail.com](mailto:linkmariajackson@gmail.com)



**JOSIE DANIELS**  
WA Fund Development  
Committee Chair  
[valuepeace@aol.com](mailto:valuepeace@aol.com)

Join Area Director Karen Cole,  
and Past Area Directors Lorna  
Hankins, Sandra Dorsey Malone,  
Barbara Lord Watkins, Barbra  
Ruffin-Boston, and Constance  
Fitzpatrick Smith to support our  
conference by becoming  
Diamonds in the Desert!





# Diamonds in the Desert



(In The Order In Which They Became Diamonds)



**Josie Daniels**  
Texas Spring Cypress (TX)



**Karen Cole**  
Beverly Hills West (CA)



**Lorna Hankins**  
Gulf Coast Apollo (TX)



**Michele Halyard**  
Phoenix (AZ)



**Jennifer Kelley**  
San Antonio (TX)



**Sharyn Holley**  
Trinity (TX)



**Beverly Ann Jones**  
Anchorage (AK)



**Alane Lillie**  
Texas Spring Cypress (TX)



**Joyce Ballard**  
San Bernardino Valley (CA)



**Jakaria Stewart**  
Peninsula Bay (CA)



**Antrece Baggett**  
Greater Pearland Area (TX)



**Tammie Brown**  
Town Lake (TX)



**Joan Sherwood**  
Texas Spring Cypress (TX)



**Carmen Mayo**  
Greater Seattle (WA)



**Maria Jackson**  
Portland (OR)



**Felicia Garrett Herring**  
Town Lake (TX)



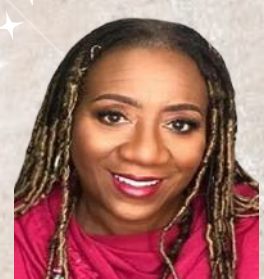
**Eula Saxon Dean**  
Phoenix (AZ)



**Tecoa Turner**  
Orange County (CA)



**Marsha McFadden**  
Hawaii (HI)



**Stephany Powell**  
San Fernando Valley (CA)





# Diamonds in the Desert



(In The Order In Which They Became Diamonds)



**Chrystle Swain**  
Lone Star (TX)



**Angela Glover**  
Inglewood Pacific (CA)



**Mattie Compton**  
Fort Worth (TX)



**Marcia Darden**  
San Fernando Valley (CA)



**Kimberly Brandon**  
San Francisco (CA)



**Brenda Kennedy**  
Austin (TX)



**Patricia Titus**  
Harbor Area (CA)



**Jean Davis**  
Beverly Hills West (CA)



**Karen Rea**  
Stockton (CA)



**Teresa Aldridge**  
Sacramento (CA)



**Anita Castille**  
Inglewood-Pacific (CA)



**Sandra Dorsey Malone**  
Dallas (TX)



**Lynne Hobbs**  
Los Angeles (CA)



**Jeanette Washburn**  
Tucson (AZ)



**Mitzi S. Willis**  
Greater Denton County (TX)



**Marcella Foreman**  
Texas Spring Cypress (TX)



**Beth James**  
Gulf Coast Apollo (TX)



**Yasmin Barnes Jones**  
Southern Metroplex (TX)



**Betty Patterson**  
Channel Islands (CA)



**Angela Henderson**  
Austin (TX)





# Diamonds in the Desert



(In The Order In Which They Became Diamonds)



**Angela Hilliard**  
San Diego (CA)



**Pamela Chavira**  
Claremont Area (CA)



**Sandra L. Forsythe**  
Waco Central Texas (TX)



**Tracy Tillman**  
San Bernardino Valley (CA)



**Dawn Belton**  
San Bernardino Valley (CA)



**Janice Hall**  
Gulf Coast Apollo (TX)



**Monet Daniels**  
Beverly Hills West (CA)



**Barbara Lord Watkins**  
Dallas (TX)



**Thelma Day**  
Inglewood-Pacific (CA)



**Adell Walker**  
Beverly Hills West (CA)



**Barbra Ruffin-Boston**  
San Francisco (CA)



**Carla Wicks**  
San Francisco (CA)



**Zna Houston**  
Beverly Hills West (CA)



**Sherril Rieux**  
Beverly Hills West (CA)



**Constance Fitzpatrick-Smith**  
Stockton (CA)



**Felicia McLeod Abram**  
Fort Worth (TX)







# Diamonds in the Desert



(In The Order In Which They Became Diamonds)



**Marcia Page**  
Mid-Cities (TX)



**Florence Franklin**  
Phoenix (AZ)



**Jennifer Davis**  
Fresno (CA)



**Gena Avery Knowles**  
Orange County (CA)



**Kathleen Hall**  
San Bernardino Valley (CA)



**Anise Wiley-Little**  
Phoenix (AZ)



**Vivian Johnson**  
Greater Denton County (TX)

**Diamonds  
in the Desert**

**75<sup>th</sup>  
ANNIVERSARY**

**LAS VEGAS 2025**  
**47TH WESTERN AREA CONFERENCE**  
**JUNE 11-15**



# Links In The News

## STELLAR ACHIEVEMENTS

### Briana Johnson and Ida Gaines



The Women's Democratic Club of Clark County recently held their Spotlight Dinner. One of the honorees was Las Vegas (NV) Chapter member, Briana Johnson. Briana currently serves as our Clark County Assessor. In addition, our Alumna member, Ida Gaines received the Bonnie Bryan Award. Congratulations, everyone!

### Latoya Silmon



Kudos to Latoya Silmon, Las Vegas (NV) Chapter, for hosting the National Academy of Television Arts & Sciences Emmy Ceremony. Latoya did double duty as a Host and Winner this year. She has earned eight Emmys, which includes the two she received at the ceremony.

### Cassandra McKinney

We are so proud of our Executive Vice President, Executive Director of the Retail Bank, **Cassandra McKinney**, who was named one of **American Banker's** Most Powerful Women to Watch.

Cassandra drives profitability at Comerica through strategic business execution focused on partnerships and collaboration. Her passion for serving our customers is evident in the way she delivers products and services that bridge the gap to satisfy customer needs, allowing them to meet their goals and objectives.

Read all about Cassandra's remarkable contribution to Comerica Bank here: [https://lnkd.in/ge\\_ZArZg](https://lnkd.in/ge_ZArZg)

**#ComericaBank #AmericanBanker #RetailBanking #WomenInBanking #MPWIB**



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# Links In The News

## STELLAR ACHIEVEMENTS

### MODERATING THE VENTURE ATLANTA SUMMIT WITH DAWN STALEY

At the 2024 Venture Atlanta Summit, Nzinga Shaw of the Los Angeles (CA) Chapter had the privilege of moderating a powerful closing keynote with Dawn Staley, Head Coach of the 2024 NCAA Championship South Carolina Gamecocks women's basketball team. As a former WNBA player, Olympian, and standout collegiate athlete at University of Virginia, Dawn shared her compelling journey from player to coach, offering the audience invaluable leadership insights.

One of the most surprising revelations was when Dawn candidly admitted, "I never wanted to be a coach!" Yet her deep commitment to the game and a passion for mentoring young athletes guided her into that role. As a coach, she highlighted that "Sometimes you gain by losing," emphasizing that setbacks can be opportunities for growth and learning.

Dawn also touched on the importance of discipline, stating, "The disciplined person can do anything," a mantra that fuels both her personal and professional life. She stressed the necessity of tough leadership choices, saying, "As a leader, I'm unafraid to make the unpopular right decision." Her transparency and grounded nature resonated deeply with the audience, offering both practical advice and personal reflection. In addition to her achievements, what stood out was her warmth, humility, and ability to connect with people on a personal level. The conversation was a historic moment for Venture Atlanta, as it was the first time two Black women—Dawn Staley and Nzinga Shaw — graced the main stage together, leaving the audience inspired by her authenticity and unshakable values. It was a transformative experience for all in attendance.







## Jelynnne Jamison

The San Antonio (TX) Chapter was ecstatic and thrilled about the Girl Scouts of Southwest Texas America honoring Jelynnne Jamison. We celebrated this honor on September 26, 2024, at 11:30 AM. A host of members showed up to support this prestigious honor. Our Alumna member, Aaronetta Pierce delivered wonderful words on behalf of Jelynnne Jamison.

## Literary Links

### Kenyatta Neal

Kenyatta Neal is a member of the Las Vegas (NV) Chapter. Her book, *Mookie's Miracles* is the story of a disabled nine-year-old girl who overcomes obstacles keeping her from walking. Against all the odds, and after many failed attempts, she uses her inner strength to overcome challenges and achieve her goal to walk. Through encouragement, love, and support from family and friends, Mookie harnesses the will powHER to triumphantly walk on her own. Kenyatta's book is available on [amazon.com](https://www.amazon.com) and you can reach her for readings and panels at [mookiesmiracles.com](https://www.mookiesmiracles.com)



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# Parliamentary Pointers

## STANDING RULES: YOUR KEY TO EFFECTIVE CHAPTER MANAGEMENT

Best chapter management practices include having both chapter bylaws and chapter standing rules to effectively manage the business of Links. Standing rules are rules (1) which are related to the details of the administration of a society rather than to the parliamentary procedure, and (2) which can be adopted or changed upon the same conditions as any ordinary act of the society. RONR (12th ed.) 2:23. For example, a rule setting the time when meetings will begin is a standing rule. Standing rules are adopted as the need arises. Unlike bylaws and special rules, standing rules can be temporarily suspended for a session. See NAP Pathways to Proficiency, What Does It Say in the Bylaws? at pg.3. Please note: A chapter standing rule may not conflict with or amend any governing document of The Links, Incorporated or the chapter's bylaws.

Chapter standing rules help members know what is expected of them and may cover a wide range of topics. In a recent survey of Western Area chapters with standing rules, the following topics were among the top 10 included in a majority of them:

1. Ads and Philanthropic Donations
2. Attendance credit/Sign-in process and procedure/Absence Notifications
3. Chapter Delegate and Alternate: Selection process and Expenses Covered
4. Courtesies and Acknowledgments (Cards, Flowers, Gifts)
5. Handling of Emergency Expenditures
6. Hostess Requirements, Expectations and Schedule
7. Limits on Debate during meetings
8. Meeting Notices, Date and Time
9. New Business: Requirements for introducing new business
10. Officer/Facet/Committee Reports: Advance written reports required

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BY PATRICIA J. TITUS, RP  
WA Parliamentarian  
Harbor Area (CA) Chapter

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If your chapter has not yet adopted standing rules or updated them in recent years, I invite you to consider adopting a set of them to assist your chapter in functioning more efficiently and effectively going forward.

For a more comprehensive list of common topics covered in standing rules, please visit the Parliamentarian's page on the Western Area website, [www.walinks.org](http://www.walinks.org).



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**Jasmine C. Houston**

Beverly Hills West (CA) Chapter

**Rhonda Cotton**

Inglewood-Pacific (CA) Chapter

**Sheila Hill**

Los Angeles (CA) Chapter