2013 Western Area Conference
Western Area Director’s Report

Link Constance M. Smith, Western Area Director
Link Margot James Copeland, National President
WESTERN AREA EXECUTIVE COMMITTEE

- Constance Smith  
  Area Director
- Jacqueline Howard  
  Area Vice Director
- Janice White  
  Area Secretary
- Roxann Chargois  
  Area Treasurer
- Johnnie Brown-Swift  
  Parliamentarian
- Vivian Ryan  
  Area Nominating Chair
- Cora Robinson  
  Financial Secretary
- Barbra Ruffin-Boston  
  Immediate Past Area Director
MISSION

The mission of the Western Area is to serve as an administrative arm of The Links, Incorporated and in that capacity, promote its mission of Friendship and Service.
PURPOSE

Implementation of operations and program functions, at the Area and Chapter levels, ensuring alignment with the vision and Strategic Plan of The Links, Incorporated.
AREA THEME
(2011-2013)

Seize the Moment........

Strengthen the Chain
The Western Area Executive Council will take the Area to even greater heights, because it is as simple as ABC:

Alignment

Balance

Civility
Area Director’s Wish List

Each Link of the Western Area will:

• Demonstrate an understanding of The Links, Incorporated’s Documents by adhering to the organization’s rules and regulations as presented in the Constitution, Bylaws, Manual of Procedures, and supporting documents.
Area Director’s Wish List

Each Link of the Western Area will:

• *Practice the ABC’s of the Western Area Mission.*

• *Participate fully and cooperatively in Chapter programs and activities.*
Area Director’s Wish List

Each Chapter of the Western Area will:

• Maintain alignment with The Links, Incorporated’s Constitution and Bylaws, Priorities, Programs, and Initiatives.

• Develop and operationalize a Strategic Plan that reflects the Chapter’s guiding principles.

• Value each member’s talents and utilize them appropriately.
Area Director’s Wish List

Each Chapter of the Western Area will:

• **Implement sustainable, transformational programs.**

• **Incorporate elements of STEM, Childhood Obesity, Heartlinks, and Anti Bullying in their programming.**

• **Support the HBCU’s**
Major Accomplishments

• Served over 73,000 individuals in our respective communities

• Spent two and one half million dollars ($2,500,000) on programming.

• Donated six hundred thousand dollars ($600,000) in scholarships.

• AD represented the Western Area on the historic 2013 sojourn to Liberia & Ghana.
Major Accomplishments

• Awarded 43 HBCU Scholarships.
• Received Best Practices awards in every programming category.
• Installed our 56th Chapter, The Greater Denton County (TX) Chapter of The Links, Incorporated.
• Kicked off one of our chief initiatives: fund development for HBCU’s in the Western Area.
• Appointed 10 Scott-Hawkins Institute Participants.
Major Accomplishments

• Received a high percentage of the Heart Links and Childhood Obesity Grants awarded.

• Incorporated STEM into all aspects of WA programming.

• Published an informative, beautiful Executive Directory.

• Published an outstanding, informative Programming Glossary (authored by the Program Team).
Major Accomplishments

Enhanced communication:

§ AD's Monthly communique: The WA Times
§ The Chain
§ Webinars
§ Western Area Website
§ Executive Council Meetings
§ Conference Calls
§ Completed Western Area Wall at National Headquarters
Major Accomplishments

• Held a well attended, well organized, informative Leadership Summit (September 14-16, 2012).

• Celebrated the 60th Anniversaries of the Denver (CO), Phoenix (AZ), and Sacramento (CA) Chapters.

• Celebrated the 50th Anniversaries of the East Texas (TX), Tucson (AZ) & Angel City (CA) Chapters.
WESTERN AREA
THE LINKS, INCORPORATED

• SEIZE THE MOMENT

STRENGTHEN THE CHAIN
THE WEST IS ALIVE AND WELL!