

The Sertoma Club of Greater Sarasota



DR. TONYA STEED AND
SPENCER MAUK AT
ALL CHILDREN'S SPECIALTY
CARE OF SARASOTA.



50 YEARS OF SERVICE TO THE COMMUNITY

SERTOMA: 50 Years of Civic Charity

Welcome to the Sertoma Club of Greater Sarasota. Please join us in celebrating our 50th Anniversary as a charitable civic organization.

Until today, we have probably been one of Sarasota's best-kept secrets. But now the secret is out.

Sertoma is an acronym for "SERvice TO MAnkind" and is an international organization that's been in existence for almost 100 years. After 50 years of donating money to benefit children and families in Sarasota with hearing, speech, and language challenges, we thought it appropriate to make the general public aware of what we do.

WHY?

First off, we're proud to give back to the community. O.K. maybe we're also giving ourselves a pat on the back.



However, each and every one of our 116 members does whatever they can, in their own way, to help raise money through our three main fund raising events. Last year, we were able to grant \$104,000 to organizations providing services as well as to private citizens in our community.

Whether it be funding for a new audiometric suite to conduct hearing tests at All Children's Specialty Care Hospital, a cochlear implant for a hearing impaired child, hearing tests for newborn babies at Sarasota Memorial, or a speech synthesizer for the Oak Park school, we quietly, yet proudly, are giving back to our neighbors in the community who are in need.

Secondly and more importantly, we would like the community to be aware of Sertoma and what we do. Going for-

ward, you may find it rewarding to help support our efforts through your own donation of support or services. You might even be interested in attending one of our lunches and find you're interested in lending a hand. There isn't a secret handshake or any political, religious, or socio-economic affiliation. We're simply men and women in the community who feel it's important to give back in some way. Watch it come back to you in the goodness that comes with knowing you helped someone in need. I guarantee that it will warm your heart and mind. We hope you'll feel similarly after reading about Sertoma and our community activities.

A handwritten signature in black ink that reads "Allen Conrad".

Sincerely,
Allen Conrad
President

What is SERTOMA?

A curious word until it is realized that three very important words come together in unison: **SERvice TO MAnkind.**

Sertoma's primary service project is assisting the more-than 50 million people with speech, hearing and language disorders. Sertoma also sponsors community projects to promote freedom and democracy, to assist youth and to benefit a variety of other local community needs, as identified by individual clubs.



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50 Years of the SERTOMA Club of Greater Sarasota

By Bob DesRochers, Club Historian

The history of the Greater Sarasota Sertoma Club is one of growth and personality. First sponsored by the St. Petersburg Sertoma Club, it was chartered in January of 1956 with 53 members. Sarasota attorney Thomas F. Icard was elected the first president, with John H. Taylor, a local building contractor, serving as first vice-president.

Soon after, prominent Sarasotans of the time became members of the Club, including Bob Angers, Ralph Farrell, Jr., Dick Tesar, Cam Wilson, Clay Gardenhire, Ben Brown, Dick Sparrow, Dr. Harry Specht, Dick Taylor and many others. All of these men will be remembered as leaders in their respective professions, as well as leaders in their community during the decades from the 1950s through the 1990s.

During its formative years, the new club was very active in fundraising. In fact, in 1956, Sertoma generated over half of the funds of the county of Sarasota's Cancer Fund Drive. It achieved this through its Cancer Fund Charity Ball. This ball became an annual event, and in 1957, Sertoma added a car raffle for a 1957 Chevy Bel Air.



(L-R) ERNEST SMITH, DR. H. O. HARRY SPECT, DICK TESAR, BOB ANGERS ARE FOUR OF THE ORIGINAL MEMBERS OF THE SERTOMA CLUB OF GREATER SARASOTA.

LA SERTOMA

In July of 1957, many "wives of Sertoma" got together to organize a La Sertoma Club. This organization held separate meetings and had its own fundraisers and sponsorships, but it was also very involved in the activities of Sertoma. La Sertoma was known primarily for its fashion shows, but it was also instrumental in presenting the play, *The Drunkard*, as a fundraiser. Sertomans and their wives did the entire production and most of the acting.

The La Sertoma group continued as a sister organization until well into the 1970's, when family traditions changed and the advent of two breadwinners in the family so decimated their ranks that the group decided to disband.

SPEECH & HEARING

Since the national organization had taken on the recognition and treatment of speech and hearing disorders as its primary goal, The Sarasota Club followed suit. On September 16, 1959, the first Sertoma Speech and Hearing Clinic was chartered as a non-profit corporation. It opened for service in the Sarasota County school system's Special Services building on School Avenue on November 17, 1959. The first speech therapists employed by Sertoma included Mrs. Marcia Tesar, wife of charter member Dick Tesar, and Charles Bie, who later became a charter member of the Breakfast Sertoma Club.

The clinic remained in the school system's building until February of 1962, when it was moved to a renovated house, purchased by the Greater Sarasota Sertoma Club, at 2850 Hillview Street. The building was renovated as a speech clinic by the Club's

SERTOMAN MOMENTS

1956

First Chartered with 53 Members.
First Cancer Fund Charity Ball Fundraiser.

1957

La Sertoma Club formed.

1959

The first Sertoma Speech and Hearing Clinic opened in the Sarasota County school system's Special Services building on School Avenue.

1960's

Harlem Globetrotters Fundraisers.

1962

Clinic is moved to a renovated house, purchased by the Greater Sarasota Sertoma Club, on Hillview Street.

1966

Clinic moved back to school grounds.

members, led by John A. Hartenstine, a local contractor. In 1966, the house was sold and the clinic was moved back onto school grounds. Around that same time, a new speech therapist, Mrs. Stanley Gaye, was hired, and she directed the program for the next twenty years. In 1985, under the leadership of Jim Dean, the clinic was moved to a site at the First Presbyterian Church, and Mrs. Barbara Keys was hired as our speech therapist. The clinic continues under her care at that same site today.

SPONSORSHIPS

Over the years, the Sertoma Club has been involved with a number of major sponsorships, in addition to the Speech & Hearing Clinic. The first of these was a pledge in 1969, of \$25,000, to help fund the gym at the (then) new Boys' Club (now Boys' & Girls' Club) on Fruitville Road.

In recent years, the Club has donated \$50,000 to initiate and fund the first two years of operation of the First Sound program at Sarasota Memorial Hospital. It also donated \$40,000 to build a cottage



SERTOMA HELPS CHILDREN WITH HEARING AND OTHER CHALLENGES.

at the Dream Oaks Camp of the Foundation for Dreams in Bradenton and has made major donations to All Children's Specialty Care of Sarasota, Ear Research Foundation of Sarasota, The Florida Center for Child and Family Development, Sarasota Manatee Association for Riding Therapy, and the Sertoma Speech & Hearing Foundation of Florida, Inc.

FUND RAISING

In order to fund various sponsorships and grants, the Club has held numerous events. During the early years, the

In recent years, the Club has donated \$50,000 to initiate and fund the first two years of operation of the First Sound program at Sarasota Memorial Hospital.

primary fundraisers included the aforementioned balls and fashion shows. In the 1950s, it also sponsored a number of events at the Municipal Auditorium, including a performance of Li'l Abner, Arthur Treacher in a one-man show called Back to Methusela, and an appearance

of Stan Kenton and his orchestra.

In the early 1960s, two members, Chuck Stewart and Ed Straka, organized what was known as Radio Day. The club was given the gratis use of radio station WSAF for a day. Prior to the big day, the Club sold ads, and on the appointed day, took over the radio station. Club members did all the announcing, with Ed as DJ, and various members touting the ads. It also sponsored the Harlem Globetrotters, who appeared annually at Robart's Arena, and for many years were one of our primary fundraisers.

In the 1970s and 1980s our primary fundraisers involved the running of tennis tournaments. It started with a single tournament, which evolved into quarterly tournaments, capped off by a grand slam tournament, involving all the winners of the quarterly ones, plus the Club was commissioned as program sellers for the LPGA tourney at Bent Tree Country Club. But it wasn't all tennis. The Club sponsored a number of performers at the Van Wezel Performing Arts Hall, including Art Buchwald, the Kingston Trio, and the Sammy Kaye Orchestra. Then, of course, there



CLUB MEMBER AND SARASOTA COUNTY SHERIFF BILL BALKWILL (2nd FROM LEFT) AND HIS GOLF TEAM PARTICIPATING IN SERTOMA'S ANNUAL GOLF TOURNAMENT.

were the Christmas tree sales. These went on for a number of years and were always fun, but the long hours and the ever-present problem of tree theft, convinced the Club members to look for greener pastures. In the 1990's brainstorming led the club into starting the fund raising events that continue today, including the golf tournament, garage sale, art auction and fishing tournament. In addition, a new event – the "Texas Hold'em Poker Tournament – is being added as a fund raising venue.

NEW CLUBS

Part of the mission of Sertoma is to



SERTOMA KINGFISH TOURNAMENT DIRECTOR SANDY BLOWERS (WITH MICROPHONE) ANNOUNCING WEIGH-IN RESULTS WHILE FELLOW CLUB MEMBER MICK DEAN PREPARES TO "HANG" ANOTHER BIG KINGFISH.

extend the spirit of the national organization by building other clubs. As a result of the efforts of members of the Greater Sarasota Sertoma Club, a number of additional clubs have been chartered. These include the Bradenton Club, the Fort Myers Club and the Venice Club. A few other clubs were chartered, including the Breakfast Club, Evening Club and Women's Club. The latter clubs were in existence for a number of years, but for various reasons decided to disband, and the remaining active members were merged into the Greater Sarasota Club.

SERTOMAN MOMENTS

1969

A pledge of \$25,000 to help fund the gym at the (then) new Boys' Club (now Boys' & Girls' Club) on Fruitville Road.

1970's

Fundraising performances at the Van Wezel Performing Arts Hall included Art Buchwald, the Kingston Trio, and the Sammy Kaye Orchestra.

1970's - 1980's

Christmas Tree Sales and Tennis Tournaments provided fundraising.

1985

Under the leadership of Jim Dean, the clinic was moved to a site at the First Presbyterian Church.

2006

Texas Hold'em Poker Tournament begins.

Who We Help

ALL CHILDREN'S SPECIALTY CARE OF SARASOTA

A \$60,000 grant from Sertoma made a world of difference for hearing-impaired children thanks to a state-of-the-art audiometric suite. Completed in 2004, the equipment helps All Children's assess children for potential hearing impairments. Being able to test infants was especially important in order to ensure that the children could receive proper care as soon as possible, thus limiting the problems caused by hearing impairment on social and learning experiences.

According to Jane Hutchins, Director of All Children's Specialty Care, "The positive impact of the new suite on the community has less to do with the increased number of children that can now be seen than it does with the timeframe in which they can be seen. Prior to having the second sound booth, children had to wait as long as six weeks for audiological services.

Now, they can usually be provided an appointment within the same week."

The equipment also enabled All Children's to hire an additional full-time audiologist to lessen the waiting time for hearing tests. "When a newborn has an abnormal hearing screen performed at the hospital, they are referred to us for follow-up testing. Limiting the amount of time that parents have to worry about their baby's development is the best gift we can give them."

Dr. Tonya Steed, audiologist at All Children's and a Sertoman herself, was instrumental in helping the facility gain the badly-needed grant. In addition, Sertoma provides ongoing financial help to families who cannot afford hearing aids for their child and funded the purchase of several hearing aids that are used

as loaners for any child whose hearing aid is out for repair so that they can continue to communicate.

Hutchins is emphatic that, "The positive impact that the Sertoma Club has had on All Children's Specialty Care of Sarasota is absolutely integral to everything we do to help families whose children have a hearing loss"

BOYS & GIRLS CLUB OF SARASOTA COUNTY

Sertoma's involvement with the Boys & Girls Club has been extensive, beginning decades ago when the service organization helped fund the Club's original gymnasium in 1970.

Today Sertoma continues to support the positive activities offered by the Boys and Girls Club that seeks to improve each child's life by implementing self-esteem, courage and positive values through educational programs including the arts, computer training and sports. Sertoma took a special interest in meeting the sports needs of the Club when they provided funding for the health and fitness center at the Roy McBean facility. And, they made an additional pledge of \$50,000 to help create a new weight and fitness center at the Lee Wetherington branch of the club which opened on Fruitville Road in 2004.



PAST CLUB PRESIDENT AND CURRENT STATE SENATOR MIKE BENNETT (LEFT) PRESENTING A \$60,000 CHECK TO JANE HUTCHINS (RIGHT), DIRECTOR OF ALL CHILDREN'S SPECIALTY CARE OF SARASOTA, FOR THEIR NEW AUDIOMETRIC SUITE. IN THE CENTER IS DR. TONYA STEED, CLUB MEMBER AND AN AUDIOLOGIST AT ALL CHILDREN'S.

Most of Sertoma's grant money for the Boys and Girls Club is raised through special events that range from a kingfish tournament to a golf tournament to a giant garage sale. Doug Kerr, Vice President of Development at the Boys and Girls Club of Sarasota County, is proud that a cooperative relationship exists, with the Boys and Girls Club providing Sertoma

with space at the club to help raise funds. "They use our club for their biennial garage sale and proceeds go to all different types of community groups, not just us," says Kerr.

In addition, several members of Sertoma give their own time in support of the Boys and Girls Club as members of its Board of Directors.

The Boys and Girls Club of Sarasota appreciates the aid that Sertoma offers in helping it provide facilities, equipment and services for the children's programs. "Over the years we've had an ongoing relationship with the Sertoma club," says Kerr. "We are extremely grateful for their continued support and interest in the kids in our community. We wouldn't be in existence without these service clubs."

SARASOTA MEMORIAL HEALTHCARE FOUNDATION, INC.

Testing newborns for hearing deficiencies uncovers potential problems early. Sertoma support helped make an infant testing program possible at Sarasota Memorial Hospital and, in the process, provided the impetus to expand testing throughout Florida.

Dr. Jennifer Mayer, Medical Director of All Children's at Sarasota Memorial was the catalyst for starting a newborn hearing program. At the time, hearing tests were not required by the state of Florida but Mayer knew they were essential. She requested funding through the Sarasota Memorial Healthcare Foundation, an independent not-for-profit organization that supports the Sarasota Memorial Health Care System and other not-for-profit organizations that are dedicated to meeting local healthcare needs.

Alexandra Quarles, President and CEO of Sarasota Memorial Healthcare Foundation, knew Sertoma was a valuable resource for the community. "They look for projects they can hang their hat on for a long period of time. In talking with the



PAST CLUB PRESIDENT AND CURRENT STATE SENATOR MIKE BENNETT (LEFT) PRESENTING A \$50,000 CHECK TO MACK REID, PRESIDENT/CEO, BOYS & GIRLS CLUBS OF SARASOTA COUNTY, FOR A NEW WEIGHT ROOM IN THE DICK VITALE FITNESS CENTER AT THE LEE WETHERINGTON CENTER ON FRUITVILLE ROAD.

folks from Sertoma, they were not sure what to do but one of the biggest problems in the state was lack of a newborn hearing test. It was not required in the state [at the time] but if it's not done in the first few weeks in order to refer a child on, they can become years behind in growth and unable to communicate."

In two gifts totaling over \$61,000 Sertoma helped the Foundation provide sound testing equipment for Sarasota Memorial Hospital and match funds for other needs. "They worked so hard on fundraising and the program itself," adds Dr. Mayer. Some Sertoma members even volunteered their personal time to give the newborn test. They are specially trained like any of the other volunteers on how to use the equipment.

"The hearing program made a huge difference, not only at our hospital, but statewide," Quarles said. Thanks to the Sertoma gift, every newborn at Sarasota Memorial gets their hearing tested and, if needed, can be referred to an audiologist. And, the initiative led to a higher profile for newborn testing in the state. Now every infant reaps the benefit with mandatory testing.



SARASOTA MEMORIAL HOSPITAL VOLUNTEERS DONNA DAVIS (ON LEFT) AND ROSE COOSE TESTING A NEWBORN'S HEARING AS PART OF SERTOMA'S "FIRST SOUND" PROGRAM.

FOUNDATION FOR DREAMS

In 1996 Eddie Mulock had his own dream: To create a camp that could accommodate children with physical or mental disabilities, chronic or terminal illnesses.

The non-profit, grassroots organization, Foundation for Dreams, now operates Dream Oaks Camp and Sertoma helped the camp become a reality.

Andrew Romines, COO of the Foundation for Dreams, notes, "Sertoma was on the ground floor of our construction, as one of the first local organizations to pledge funds to build one of our cabins. That allowed us to go to other organizations and jumpstart the program to serve kids with disabilities."

The Dream Oaks Camp on Upper Manatee River Road in Manatee County opens up camping experiences to children ages six to eighteen with specially designed programs that range from day camp to weekend and weeklong stays. The cabin that Sertoma donated is designed to be accessible for disabled children. Children participate in the fun and games, learn to enjoy newfound independence, and participate in activities with other children in a barrier-free environment.

Thanks to the donation more children are able to enjoy the camp experience.

Romines points out that "A lot of these kids have never had the opportunity to go to camp before, especially a residential camp where they can stay away from home overnight." Despite the disabilities, the camp provides a place for children to participate in educational and fun activities they might otherwise never be able to enjoy, including horseback riding, arts and crafts, canoeing, fishing, swimming, nature programs campfires and cookouts. "Our camp is inclusive. We focus not on what that can't do but what they can do."



PAST CLUB PRESIDENT DAVID HICKS OFFICIATING AT THE GRAND OPENING OF THE DREAM OAKS CAMP'S SERTOMA CABIN.

All About SERTOMA International

Headquartered in Kansas City, Missouri, Sertoma is a 501(c) 3 not-for-profit international organization dedicated to **"SERvice TO MAnkind,"** with 20,000-plus members in more than 650 clubs across Canada, Mexico, Puerto Rico and the United States. Every year Sertoma clubs raise more than \$20 million for local community service projects. Through these projects, as well as grants and scholarships, Sertoma clubs return those funds to their respective communities - and they have lots of fun doing it while building life-long friendships.

Some key points of Sertoma's history include:

- Founded by a group of men in Kansas City, MO who had common goals and dreams. They had been meeting informally for sometime and went by the name of the "Stand Together Club."
- On April 11, 1912, the group met at the Coates House Hotel in Kansas City and formally proclaimed themselves The Co-Operative Club of Kansas City. At the time, they had no intention of spreading, and certainly no intention of going National and International.
- Over the ensuing years, members moved throughout the Midwest with many of them forming other

Co-Operative Clubs. In 1920, the president of the Kansas City Club invited representatives from the other clubs to come to a convention the following Spring and to help form a National Co-Operative Club. June 21, 1921, 32 delegates met in Kansas City and unanimously agreed to create The Co-Operative Club.

- Over the next 20 years the club grew and flourished with little change in its original goals. One minor change occurred in 1926 when the slogan was changed from "Stand Together" to the "Make Life Worthwhile."
- In the early 1940's, confusion began to emerge between the Co-Operative Club name and consumer cooperatives, and a motion was finally made at the Albuquerque Convention in 1948 to change the name. Noble Hiatt, then President of the North Indianapolis Club, coined the name SERTOMA from the slogan, SERvice TO Mankind, and his idea was selected.
- Sertoma gained an International Focus in 1946 when a Sertoma Club was chartered in Windsor, Ontario, Canada. This was later followed by the formation of a club in Mexico City, Mexico in



1956. The first truly international convention was held in Mexico City in 1964.

- The first Sertoma Club to be established in the Commonwealth of Puerto Rico was the San Juan Sertoma club chartered on August 14, 1965.
- A club was chartered in Switzerland in 1980 but was later disbanded.
- As an adjunct, the Sertoma Foundation was formed in 1959 and a long search was conducted for an appropriate sponsorship. In 1963, it was agreed that Sertoma Clubs would be encouraged to help the than more than 50 million Americans who have speech and hearing disorders and that has been its focus ever since.

More about the SERTOMA Club of Greater Sarasota

- The Sertoma Club of Greater Sarasota is a subordinate club of Sertoma International, a not-for-profit service organization that was founded April 11, 1912. Sertoma International has clubs throughout the United States, Canada, Mexico and Puerto Rico.
- Greater Sarasota has been in continuous existence since its chartering in January, 1956.
- The club's primary focus is to provide support for the hearing-impaired youth of our community.
- The club operates a speech and language clinic for children who otherwise might not be able to afford the training.
- Last year the club raised over \$80,000.00 and returned all of it to the community in the form of grants and scholarships. Some of the organizations that benefited include: Boys & Girls Club of Sarasota, Big Brothers/Big Sisters, Oak Park School, and the Police Athletic League.

The club meets each Wednesday at 12:00 p.m. at the Sarasota Yacht Club.

SERTOMA CLUB OF GREATER SARASOTA MEMBERS

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Wachovia

2006 Social and Fundraising Schedule

February 5

Super Bowl Party

February 26

Tampa Bay Downs day trip

March 4

Texas Hold'em Poker Tournament

March 17

St. Patrick's Day Party

April 15

Carolina Hurricanes at Tampa Bay
Lightning

May 5, 6, 7

Sertoma Kingfish Tournament

May 20

Game Night/Card Party

June 24

Installation Banquet at Laurel Oak C.C.

October (date TBA)

Sertoma Golf Tournament

**TO LEARN MORE, AND TO CONTACT
THE GREATER SARASOTA SERTOMA CLUB,
VISIT [HTTP://SERTOMASARASOTA.COM](http://sertomasarasota.com)**