

FALL 2016

# red hatter *matters*

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of the Year  
Crowned!

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A QUARTERLY DIGITAL MAGAZINE FROM THE RED HAT SOCIETY



## FROM THE FOUNDER

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Dear Red Hatters,

This issue focuses on fitness. Good timing - considering that we were recently treated to incredible demonstrations of fitness by those amazing athletes at the 2016 Olympic Games. I'm sure that, like me, you were dazzled by their demonstrations of ability, endurance and determination there in Rio. Now THAT was fitness writ large! Personal fitness is valued by Red Hatters too – but not on that stratospheric level! It would be beyond foolish to measure any physical achievements we can hope for with the same yardstick used for Olympians. But, just knowing our own progress will be modest in the extreme compared with that of many others should not faze us.

Let's just allow those whiz kids to inspire us. We are not in competition with Olympic athletes, or anyone else - but with ourselves, with our natural desire to take life easier and easier as we age. Every one of us absolutely can make changes (even small ones) in our habits to improve strength, endurance and determination on a personal level. This is a battle that is totally winnable. In our case there will be no medals or cheers adulation by adoring crowds for any changes we may make. That's OK. The reward we can expect to win is our own satisfaction, sense of achievement and self-respect. That is no small thing! So go take a walk (maybe a block or two farther than yesterday). Then come home and play the theme song from "Chariots of Fire," pump your fists in the air and cheer yourself on!

In friendship,

*Sue Ellen*

Sue Ellen

Dear Hatters,

**Fitness.** It's been a big part of my life for many years. I believe that fitness is more than sweating at the gym. It's a commitment to yourself, your family and friends that you mean to stay on this earth a while and take part in as much "healthy fun" as possible! "Healthy fun" is what the RHS hopes you'll think of when you see our fifth "F" in our mission statement. So, in this issue, look for some real fitness tips from our new fitness contributor and Queen, Donna Martin—Hot Glama! Because she's also a nutritionist, I look forward to her food tips, too!

Speaking of exercise, the Hatquarters team has been exercising our creative talents. We hope you see the fruits of our work in this issue of Red Hatter Matters. We want this to be a tool for you to get the most out of your RHS Membership. We hope the tips we share will provide you an even better experience as a Red (or Pink) Hatter.

Our technology muscles have been working hard at building our new website, event app that launched during our convention, live chats on Facebook and our virtual parties! We hope you'll flex your technology muscles with us in some of these new ways to play. We know you won't be disappointed and you're sure to see the benefits of these new tools for fun and friendship. See you in the virtual parties!

Royally Yours,



Debra Granich,  
CEO & Queen Lady Bug



## FALL 2016



*On the cover:  
This issue's beautiful cover  
model is Queen Patty Stevens  
of Southern Belles (Houston,  
Texas.) Patty is the 2016 Hatter  
of the Year. Congratulations!*

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and click on **Red Hatter Matters**.

All the directions for ordering a  
printed copy are there.

# YOU SAID IT



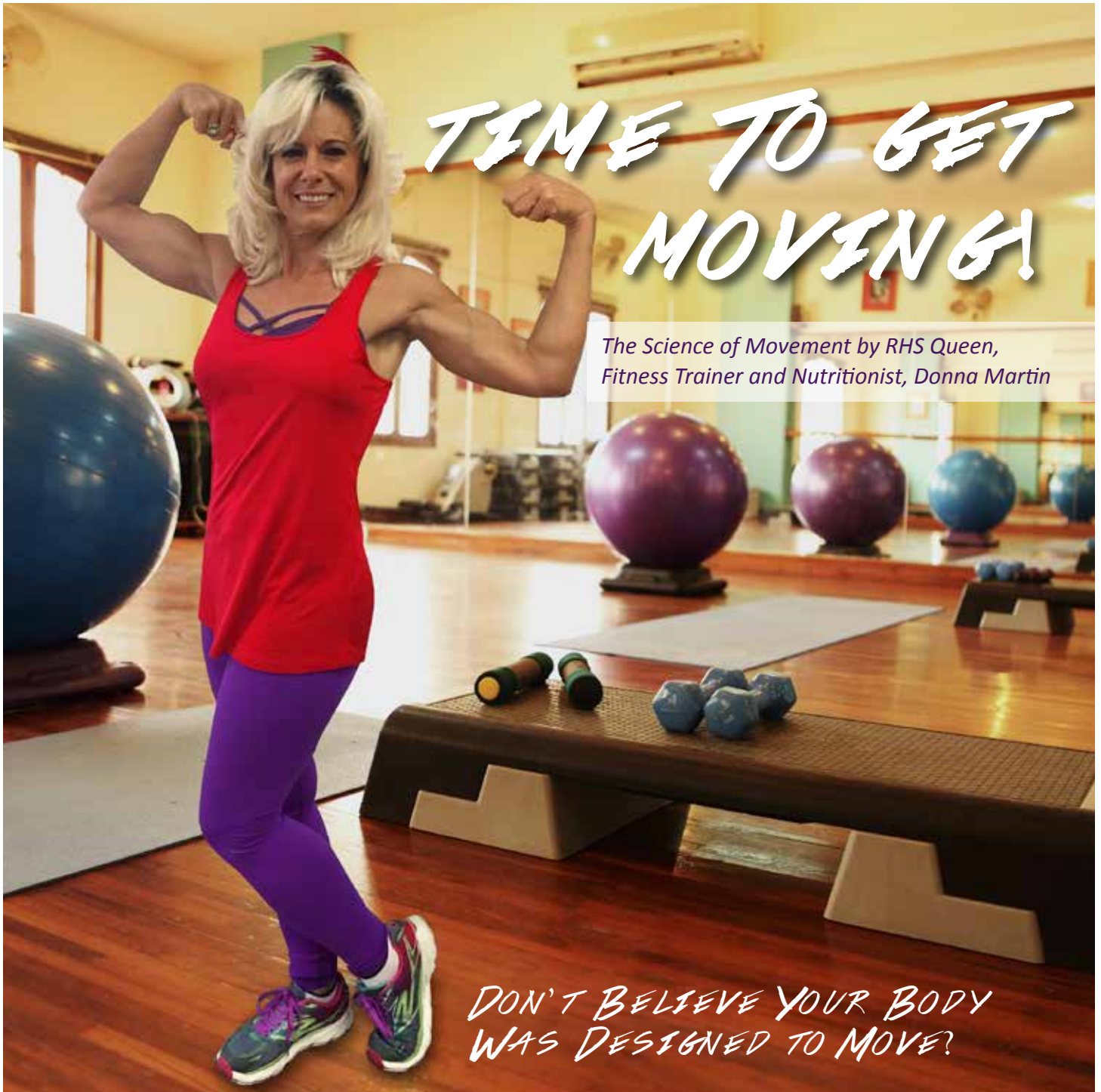
Ambassador and Queen Donna Henningson of the Purple Pears and Ambassador Queen Paulette Billingsley of the Queens of Everything, Fort Langley, British Columbia, Canada hosted a **“Fairy Dinner Party”** to celebrate Queen Donna’s milestone 65th Birthday. What fairy party is complete without zipping through the sky!



**Pool parties** can take place without a bit of water in sight! The Glitterazzi of Oakland made sure to show us how.



Wanta Cook shares, “Great day for a visit from red hat sister Deana Atchison from Athens, Texas. I have made so many friends across the US because of the Red Hat Society!  
**I’m too blessed to stress!**”



# TIME TO GET MOVING!

*The Science of Movement by RHS Queen, Fitness Trainer and Nutritionist, Donna Martin*

*DON'T BELIEVE YOUR BODY WAS DESIGNED TO MOVE?*

Our bodies are designed for movement. The adult human body has **640 muscles, 360 joints, 206 bones,** as well as ligaments and tendons.

### **3 Energy Pathways**

Let's go over the types of energy pathways so we better understand

how intricately our bodies were designed. The first pathway is called the **phosphogen** pathway. It is used for powerful, explosive movements such as in powerlifting, sprinting short distances, anything that requires explosive bursts for extremely

short periods of time. Next is **anaerobic glycolysis** where the body uses energy for the purpose of movement lasting 30 seconds - 3 minutes maximum. **Aerobic glycolysis** is used for endurance and longer bouts of movement to accommodate exercise lasting 30 minutes or more.

**We acquire energy from the foods we consume, and we require energy for movement and activity.** That requirement is supplied through an amino acid compound called ATP (Adenosine Tri-phosphate). ATP is the end product from a process called glycolysis. Glycolysis is the process by which foods are digested and broken down. If we weren't designed for movement there would be no need for this process to occur.

We need to make sure we are moving every day. Movement does not have to be highly intense every day. The most important thing to do is move as your body allows you to move.

Get your heart pumping for just 30 minutes a day, at an intensity where you are slightly breathless. It's important to listen to your body and do not do anything that will hurt your body's ability to move in the long run. For example, if someone has problems with their knees, it would not be wise to begin a jogging program. Find things that are within your realm of ability. Listen to your body. Improvement comes with time and consistency. But most importantly, you'll begin to feel better!

**A healthy Hatter is a happy Hatter!**

**Over time, humans have learned how to use their brain more and their body less. Here is how much we have evolved in comparison:**

EARLY HUMANS	MODERN HUMANS
Walked everywhere	Drives almost everywhere & attends a gym or exercise classes
Hunted & gathered food	Goes to the grocery store to shop or goes through the fast-food drive through
Built houses by hand	Houses are purchased and come ready made to move in
Farmed land & cared for animals	Gardening is mostly a hobby & no longer a necessary practical way of life
Washed clothes by hand	Washers and dryers now do the hard work of cleaning our clothes
Ran to safety, for hunting game & for play	Is not instructed to park further away or uses the stairs to get more exercise

**Who is Queen Donna, aka The Hot Glama?**



She's a 52 year old mother of a blended family with five amazing children ranging in age from 39 to 14 ½ and a grandmother to four beautiful grandchildren. Donna has been a personal trainer since 2000 serving the needs of women in Orange County, California, USA. She holds a Bachelor's of Science degree in Nutrition and Exercise Science, in addition to being certified through the National Academy of Sports Medicine with a specialization in Women's Fitness. Queen Donna will be sharing fitness tips, recipes, videos and more with us moving forward. We are delighted that she will be lending her talents to RHS!

**SAVE THE DATE!**



Join The Hot Glama and the Hatquarters team for a LIVE Facebook chat on **Tuesday, October 25th at 3:30PM PDT**. Tune in on the RHS Facebook Page at that time and have your questions ready!




**WANT EVEN MORE FITNESS IN YOUR LIFE?**

Sunny Mathews, Ambassador, Queen of the RHS and the Fabulous Fitness Facilitator of the Royal Fit Tips in the Friday Broadcast, is also the administrator of the Fit N Fabulous Group on Facebook, a group of RHS Members who embrace fitness in their lives. Sunny has been inspiring Hatters for years and we are happy that she will continue to contribute alongside Queen Donna. Sunny invites all Hatters interested in getting fit and staying motivated to join the group.

**WANT A PERSONALIZED NUTRITION PLAN?**

Live in Southern California and want to train with Queen Donna? She would love to see other Red (and Pink) Hatters achieve their fitness goals. Call Queen Donna!

**(714) 244-9826**



# HOW TO HOST A SHOP N SWAP

*A Shop N Swap, a clothing and jewelry exchange, is a fun and cost effective way for you and other local Hatters to build entirely new wardrobes for absolutely free! With the holidays quickly approaching and over half of RHS Members renewing their Memberships between January and April, Hatquarters thought it was the perfect time to share how to host a Shop N Swap.*

## 1 THE VENUE

Select a venue that has enough space for displaying clothing, jewelry and accessories. Be sure to also have a dedicated space for trying on clothing. The end result should look like the guests entered a department store!

## 2 MERCHANDISING

Ensure you have enough tables, hanging racks, etc. to showcase the clothing. The idea is to make it look as much like a store as possible. Merchandising is everything, you know!

## 3 ENTERTAINMENT SPACE

Have an entertainment space set up with plenty of chairs for Hatters to rest, congregate or sing Karaoke! Have an MC who raffles off local business items you've collected for the day.

## 4 THE INVITATIONS

Send them out 2-4 months in advance. This advanced notice allows guests enough time to find great items to contribute to the event. The invitations should instruct the guests to look in their closets for clothing, accessories (jewelry, handbags, etc.) that they no longer want or need. Let them know the donated items must be in good condition. Remind the guests that just as they want to find amazing "gently used" items, so do the others in attendance. Another key point is to NOT LIMIT THE EVENT TO JUST RED (OR PINK) HAT ITEMS! All clothing and accessories are welcome. Be sure to include an agenda for the day (drop off time, vendor shopping and Shop N Swap time).

## 5 CREATE A FACEBOOK EVENT PAGE

Invite other friends to come along and experience the fun of your local Chapter(s). Hatquarters loved the idea of using the Shop N Swap as a way to let women in the area experience just how much fun Red Hat Society Members have when we are together. Encourage others that are going to the event to share it with their Facebook friends, too!



## 6 RAISE SOME CHAPTER BUCKS

Invite local vendors to attend your Shop N Swap in a predetermined area away from the Shop N Swap area. This allows the local group hosting the event to raise funds for their next event or upcoming Membership dues.

## 7 PURPLE BUCKS

Purple bucks are what are given when a guest checks in to the event. These bucks are used to “purchase” other gently used items donated by other guests. Hatquarters kept it simple. For every item brought into the Shop N Swap, a purple buck was given to the guest. For example, if a guest brought 2 pairs of earrings, 1 suit (jacket and pants) and 1 handbag, she was given 5 Purple bucks in total. You will find a sample Purple Bucks page on the RHS Website under FUN STUFF.

## 8 THE DAY OF THE EVENT

### DROP-OFF TIME

Have guests drop Off of items 2-4 hours in advance of the event. This allows the set up team time to merchandise the items properly. Have a person at the front checking in items, counting them and providing guests with the appropriate number of bucks. In addition to the bucks, have a stack of numbered index cards. If you are expecting 100 guests, have 100 cards. The earlier they drop off their items, the better the number they will receive. These numbers will be the order that those attending will enter the Shop N Swap area. Invite the guests to peruse the vendor area of the space or enjoy some Karaoke while they wait for the Shop N Swap to begin.

### CHECK OUT LINE

Have at least two hostesses at the “check out” line. These are the ones who collect the Purple Bucks and ensure everyone is playing fairly. Want to really impress the guests? Have your hostess committee begin saving bags from their local grocery stores. These bags are used to “bag” their items at check out. Fun!

### SHOP N SWAP OPENS

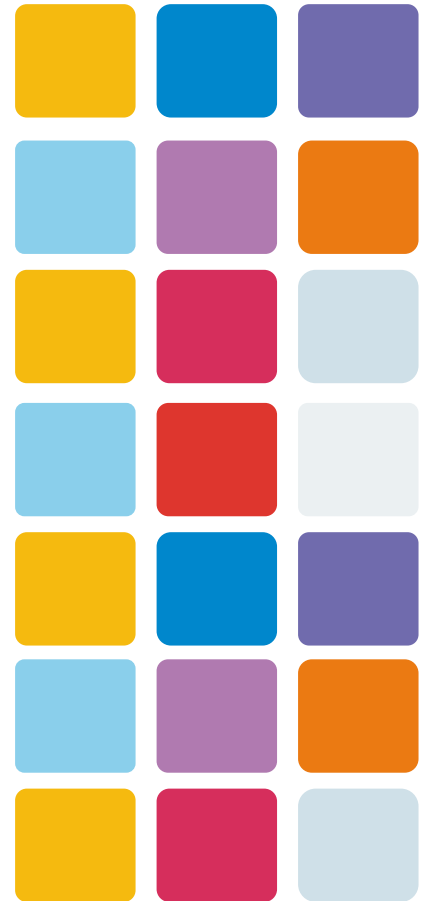
From the stage, have the MC ask guests with numbers 1-20 to line up for the Shop N Swap. Once all are lined up, release the women to find their appropriate number of items.

### KEEP IT MOVING AND KEEP IT FUN.

Be sure to have the MC keep the entertainment going during the Shop N Swap. For those waiting to shop (which should be more than 15-30 minutes) have special singing performances or give an item away from a local vendor.

### FEED ‘EM

Consider having a food vendor show up or a bake sale. No mess, no clean up and people who want to pay for food can!



*Although there are many ways to host a Shop N Swap, this is how Hatquarters hosted ours a few years back. We hope it sparks your creativity! If you do host a Shop N Swap, Hatquarters wants to see pictures and hear all about it! Send your photos and story to stories@redhatsociety.com*



# Mastering facebook

*Facebook has offered The Red Hat Society a whole new way to play and connect. Getting in on the fun is just a few clicks away.*

*Here are some RHS Facebook “must dos” to get the most out of your online Hatting experience:*

**Get involved!** You don’t have to share any information you don’t want to on your personal page, you don’t have to friend anyone you aren’t comfortable speaking with and you have the power to choose all security and privacy settings. Search the web for “Facebook Security and Privacy Setting Instructional Videos.” There are plenty of videos to choose from! Don’t let your fear of the internet prevent you from having a blast with Sisters from all over the world!



**LIKE** the Red Hat Society’s Facebook Page for up to the minute info on all things Red (and Pink) Hatting!



**SHARE** the content from the Red Hat Society’s Facebook Page with all of your friends on Facebook. Clicking the SHARE button directly beneath the RHS’s daily Facebook post is a huge way to support RHS!



Ask to **JOIN** the following RHS Facebook Groups:



### THE OFFICIAL RED HAT SOCIETY GROUP

This group is open to all who are interested in learning about our Society. The Red Hat Society shares important updates and opportunities for Members such as movie screenings, when to tune in for the next LIVE Facebook chat, when a Hatter has been in the news and so on. With over 3,000 group members, there's bound to be someone to chat with any time of the day or night!



### RED HAT SOCIETY AMBASSADORS PRIVATE GROUP

Created for official Ambassadors for the RHS, this forum is administrated by Jo Elliot and Donna Hempel at Hatquarters. These two women engaged regularly with this loyal group of Hatters. From PR opportunities to local events, this group is ready to represent the RHS! Interested in learning more about the Ambassador program?

Send an email to [ambassadors@redhatsociety.com](mailto:ambassadors@redhatsociety.com)



### RED HAT SOCIETY OFFICIAL QUEENS GROUP

This group was designed for Queens of the RHS. Here we share ideas, offer Queenly advice and Hatquarters shares important messages for Queens' eyes only. If you are an official Queen, ask to join the group. The RHS Administrator will add you to the group.



### OFFICIAL 2017 RED HAT SOCIETY CONVENTION

New York, NY: You are invited to chat it up with all the women who will be joining us in New York City for the Hats in the City convention taking place at the New York Marriott Marquis on February 16-19, 2017! This group is very active with monthly Live Facebook Chats with Hatquarters designed to answer all of your questions about how to get the most out of your convention experience. There is a world of fun happening in preparing for this convention. Get to know people BEFORE the convention. Who knows...your best friend may be in this group!



### RHS VIRTUAL FAIRY FANTASY BALL

Our fifth and final Virtual Party of the year, this free party is the perfect way to play. Virtual parties provide the RHS a new way to connect, play and find kindred spirits within the Society. From an action packed agenda to Sisters playing LIVE for 8 hours, its something you definitely want to be a part of. Did you know that RHS Virtual Parties have hosted over 2000 women?!!! Ask to join the group in advance, get to know the agenda and get in on the pre-party chat! Oh, and grab your favorite pair of fairy wings. You'll need them!

**NEED MORE ASSISTANCE?**

**Monday through Thursday from 8AM to 5PM PDT**, the Red Hat Society answers private messages on our page. We're here to help. We look forward to chatting with you online!

*Queen Patty Stevens*

IS THE 2016 RHS

# HatterYear

of the

The Nominate a Hatter project was devised because our Sisterhood is made up of inspiring women who deserve recognition for the impact they have made on the lives of others. This year, there were 40 women who were nominated for the title. Although only one can obtain the title, these women are all winners and the stories d about them are truly inspiring.

Let's Meet our 2016 Hatter of the Year, Queen Patty Stevens of the Southern Belles, Houston, Texas, USA through the eyes of those who nominated her:

- She's kind and considerate of others; very giving and generous
- She's always up for helping whenever needed
- A natural born leader
- She cares about RHS and our Legacy
- She is a devoted Red Hatter since 2004 who is committed to paid Membership
- She leads with a clear voice on RHS matters to those in her circle of influence
- She spreads joy wherever she goes with her great sense of humor
- She always up to something from planning events, driving floats, booking cruises, arranging parties, plays, and rodeos
- She holds the title of 2015 Social Butterfly, along with her daughter Suzanne
- As an Ambassador, she excels in mastering the PR game. When needed, she's always at the right place at the right time with the right Hattitude
- Her philosophy is "Go Big or Go Home!"
- She is a true RHS convention goer! Since 2007, she has pulled a trailer full of Red and Pink Hat decorations to conventions. She and her daughter decorate their suite in RHS colors, down to the bathroom rug. It's truly a labor of love for them. She throws an open house and welcomes all Hatters to pop in to celebrate fun and friendship.

*Kind and Considerate*

# HatterYear

of the

## WHO IS THE IDEAL CANDIDATE?

- She is a natural born leader
- She is an influencer
- She cares about the RHS Legacy
- She promotes paid Membership
- She spreads joy wherever she goes
- She is kind and considerate of others





# FEEL FREE TO HAVE FUN!



*by Barbara Hannah Grufferman,  
Positive Aging Expert*

One of the most wonderful things about being a Red Hat Society lady is getting to spend special time with other fabulous women who really know how to enjoy life to the fullest!

During the past few months, I've traveled around the country as spokesperson for Always Discreet, where I've spoken with women and given talks about living your best life after 50. At every event, I've had the great pleasure of meeting many Hatters. Aside from the gorgeous red and purple attire, hats, scarves and jewelry, you can always pick them out of a crowd. That's because more often than not, Red Hatters are in a group, walking together, smiling and laughing! Ladies, your joy is contagious!

Whether it's getting together for a local Sunday brunch or traveling to another part of the country to attend a national gathering, Hatters seem to instinctively know how to spark joy in themselves, and in others: celebrating life, reveling in relationships, giving back to those in need ('fun-raising'), and of course, having lots and lots of fun (which can often mean having dessert first!).

No question about it! The lovely women involved in the Red Hat Society have figured it out: the more time we spend with people who sustain us with their support, encouragement and wisdom, the richer and more rewarding our own lives will be.

“

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”

The truth is, not all women feel they have the freedom to venture very far from home, even if it means spending time with people they love. Many have stopped getting out there and having fun, often confused by how their bodies have changed throughout the years. One of the most common changes women can face is having a sensitive bladder – in fact, more than 40 million American women experience bladder leaks. Too often we give up our well-deserved freedom to have fun, because we might be concerned that a leak could happen while we’re out having a good time.

Having bladder leaks, even just once in a while after a hearty laugh or unexpected sneeze, can wreak havoc on our confidence. While one in three women experience bladder leaks, only one in seven women use the right product specifically designed for bladder protection. However, a recent survey from Always Discreet found that one of the biggest benefits to wearing the right protection is women will have more confidence! That confidence will help you break free from the bonds that hold you back from having fun.

I’ve teamed up with Always Discreet to encourage you to take back and fight for the freedom to have fun. If you have an occasional or even a frequent bladder leak, you can have fun again by taking a few simple steps:

1. Talk with your doctor
2. Do Kegel exercises every day to strengthen your pelvic floor muscles
3. Wear the right protection, such as Always Discreet, so you can live your life to the fullest

Always Discreet absorbs leaks and odors in seconds – and the best part is that the pads are so comfortable and surprisingly thin, you will barely feel like you’re wearing any protection at all. Always Discreet offers you the freedom to choose the product that fits your needs the best: liners, pads, and disposable underwear are all designed to help you feel like bladder leaks are **#NoBigDeal!**

*And remember this: We can’t control getting older, but we can control HOW we do it!*



Emily Yost's

CELL PHONE  
ETIQUETTE



MANNERS FOR THE 21<sup>ST</sup> CENTURY

American Etiquette Author, Emily Post, was a wealth of knowledge when it came to the fine art of dining and communicating with pen and paper. Having left the earth in the year 1960, Mrs. Post had no idea that in just nine short years, the way the world communicates and the channels in need of etiquette education would vastly diversify!

Although many of us wish we could return to a simpler time, technology is here to stay. So, since Emily Post is no longer with us, Emily Yost, Princess Southern Belle and Marketing Director at the RHS Hatquarters, has taken on the daunting task of highlighting how to have good manners when using your cell phone.



## Safety First!

**D**on't use your cell phone while driving, walking or dancing! Whether talking or texting, having a phone distract you from the road or the floor is not a good choice! If you must speak on the phone while driving, ensure you have a proper Bluetooth device that allows you to have both hands on the wheel.

## To Take A Call Or Not Take a Call...that is the question!

**O**dds are you've been in a theatre or public event and heard a cell phone go off. What went through your mind?! Yes, I know..."TURN THAT PHONE OFF!!" The worst thing to discover is that the phone is YOURS! Before entering a public location or event (i.e. movie theatre, library, church service, workshop, etc.), turn your ringer off. It's courteous and ensures you don't get those horrible stares from your seat neighbors.

## Here's Lookin' At You Kid!

**N**othing can be more irritating than being engaged in a face-to-face conversation with someone only to be interrupted by their cell phone and then that person you are having a conversation with TAKES THE CALL!!! Can't that call wait? Believe me, that's what I'm thinking in my head. Manners were taught by Emily Post and she was extremely clear when she stated, "Manners are a sensitive awareness of the feelings of others. If you have that awareness, you have good manners, no matter what fork you use." Have awareness of how this call may impact others around you. Your caller can wait five minutes.

## Voicemail is Acceptable!

**N**ot only do you need to be aware of how your behavior may impact those directly in front of you, you want to keep in mind the feelings of the ones that are calling you. If someone calls you at a time when you are eating, with someone else, on the treadmill

at the gym or in the middle of the check-out line at the grocery store, let it go to voicemail! If you take the call, it is likely that the caller will feel as though they intruded. Simply put, don't take the call if you can't really talk right then.

## Ringtones, Ringtones... which one should I choose?!

**A**lthough fun to find your favorite hit song and be able to make it your smart phone's ringtone, sometimes ringtones can backfire. You wouldn't want to be in the middle of the doctor's office waiting room only to have your phone play, "I'm Sexy and I Know It" by LMFAO—or even worse, your grandchild's piano recital! Discretion is important. To those of you who have individualized ringtones for certain friends or family members, make sure they aren't insulting or derogatory. Never in a million years would you want your husband to hear that you have set your mother-in-law's ringtone to play, "People Are Strange" by the Doors.

## EMILY WHO?!?

Emily Yost, aka Princess Southern Belle, is your Marketing Director at the RHS's Hatquarters. Born and raised in Marion, South Carolina (population 6,000), Emily's earliest memories are of her mother teaching her manners and etiquette. From table etiquette and how to write a proper thank you note to how a lady should walk properly (with toes pointed forward and shoulders back, of course), ensuring manners and etiquette were most certainly a part of her Southern upbringing. Not only is she well versed in etiquette, but our Emily Yost's name just happens to be very similar to the world famous manners expert, Emily Post! Now, how fun is that?!



# HATTER STORIES



Sue Ellen with her granddaughters Hannah (now 10) and Abby (now 8) from a 2011 photoshoot for GRAND magazine



# The Role of a Lifetime

*By Sue Ellen Cooper*

It's common for most of us to progress through certain roles in life in a sort of order. First we are children – and, concurrently, grandchildren. Because my own parents lost their parents so early, my sisters and I missed the grandchildren role completely. But I have enjoyed hearing my husband's reminiscences about his own years with his caring, nurturing grandparents.

He grew up in a rural area, with only an orange grove between his parents' and his grandparents' homes. He fondly remembers sitting in his grandpa's lap as he plowed the land; often being lulled to sleep by the rocking of the tractor and the steady hum of its engine. He spent hours sitting in their kitchen, watching his grandma cook her down-home type meals and delectable fruit pies (made from his grandparents' own fruit trees) and licking her mixing spoons, his mouth already watering in anticipation. Deep into his teenage years he continued to go to his grandparents for guidance, advice and hours of warm companionship and loving acceptance. They were like parents – only better.

While I am glad for my husband's happy memories, I usually feel a bit of an ache inside when I hear these stories, having missed the chance to know my own grandparents. For

years I had no particular reference for the word, "grandparent," other than the stereotypical images of grandparents in the media, and I couldn't have told you what it was that grandparents actually did. Apparently, they made their grandchildren's lives special just by existing.

But then – finally – I became a grandparent myself! To my surprise, I found that having no experience with grandparents wasn't the disadvantage I had thought it might be. Grand parenting isn't something you can prepare for, any more than parenting is. Suddenly you are there - and you have to immediately assume the mantle and start playing the role of grandma. Sounds like a recipe for anxiety!

Except that it isn't. Just as in the case of a new parent, one's lack of experience and knowledge hardly matters, because - along with that new child - comes an enormous overload of love which makes you long to serve this little person, to hold and love her, just to spend time in her presence and care for her. You will never have to over think your new role. You discover that this is hard-wired into you. All you have to do is plunge in, enjoy it, and follow your heart.

I can't think of a better role to play.

# HATS IN THE CITY



**S**tart spreading the news...we're leaving in just six short months! Can you believe it? The Red Hat Society will converge on the city that never sleeps very soon! We hope that you'll be among the Sisters who have decided to trade their summer convention regalia for layers as we change up the scenery and seasons for a winter wonderland of fun!

Here are a few tips for ensuring your trip to the Big Apple are filled with fun and friendship:

**Sign up for the convention!**

Talking about the convention is only fun if you are signed up for the convention and chatting it up with your Sisters. They are just as enthusiastic and excited as you are!

Tune in to all the **LIVE Facebook chats** on the 2017 Red Hat Society Convention: New York, NY page. The subjects, dates and times can be found under the Resources tab of the New York convention site.

Consider purchasing traveler's insurance. With so many different types of policies, you can look forward to a worry free travel situation. Now you don't need to worry about the weather!

Read your Friday Broadcast bi-weekly. Updates and fun contests are always announced here.

Open each and every Event Email that comes your way from the RHS. These dedicated emails give you the most comprehensive information about the NYC convention. Missed an email? Don't worry! You'll find a copy on the Downloads page of the New York Convention mini site.

Investigate the Resources tab on the New York convention mini site. From cheap eats to free attractions, the RHS has provided you ways to see the city on a budget.



SEE YOU IN NYC!

## A Brave New World: Introducing Event Apps



**T**he RHS has come along way from our humble beginnings when Founder, Sue Ellen Cooper, along with the Hatquarters team at “Sweet P,” placed the contact information of each Chapter on index cards lovingly stored in recipe boxes. Those were the good ‘ole days when mail was delivered to your door and the phone (found in your home) was the only way to actually speak to someone. Communication was simple, but restricted.

Today, the RHS is able to communicate instantly with women all around the world through the latest technology and Hatquarters strives to be at the forefront of new ways to make your Membership experience better and our world a little smaller. We may have been founded in the United States, but we understand and appreciate the needs of our Sisters in other countries and new communication platforms certainly make our engagement with these Members much stronger.

Those of you who joined us in San Antonio last month know just how far the RHS has come in our mere eighteen years of existence. Last month we were able to introduce a new way to enhance convention attendees’ experience with a RHS convention app that was downloadable from your smart phone’s app store! From this moment forward, event attendees will be able to look forward to downloading the app to unlock a whole new world of fun! From instant messaging other event attendees through the app to customizing your own agenda to sharing photos and watching them showcased on the convention screens during the ballroom events, it’s a new way to bring fun and friendship to Members.

We hope those of you who were with us in San Antonio enjoyed your first RHS Event App experience and we look forward to learning and growing with the technology to make the 2017 Hats in the City event in New York City even more spectacular!

***See you in the Big Apple!***

# #Share<sup>the</sup>Fun<sup>of</sup>RHS

## WINNERS



The Red Hat Society has been inviting Members all year long to join in with our yearlong theme by sharing the fun of Membership with new women in their circle of influence. This year we've seen many share those photos on our Facebook page with the hashtag, #ShareTheFunOfRHS.

We want to thank each and every one of you for playing with us and we're delighted to announce the first two winners of the year! They are Queen Betty Ann Cloninger and Queen Barbara Johnson. Pictured with their new members:



*Queen Betty Ann Cloninger (r) and newest Member of the Dogwood Dollies, Dallas, NC USA, her wonderful sister Cathy Moose (l).*



*These two amazing Sisters will receive a prize from Hatquarters, a limited edition collectible from The Red Hat Society*

### **Congratulations, ladies!**

*Haven't gotten in on the #ShareTheFunOfRHS challenge?*

*It's not too late! Simply assist a new woman in joining the RHS, snap a photo of the two of you, share it on the Red Hat Society's Facebook page and be sure to use the hashtag, #ShareTheFunOfRHS. That's it! All entries will be showcased in Red Hatter Matters and the final set of winners will be announced in our December issue!*



## *Actress Cindy Williams dons a Red Hat*

**T**he Red Hat Society is no stranger to celebrity encounters. From television to feature film stars, celebrities find themselves engaged in projects that feature the RHS. That's exactly what happened when Cindy Williams starred in the 10th Anniversary Celebration performance of *Menopause The Musical* at Harrah's in Las Vegas, Nevada, USA.

Cindy and the rest of the cast donned a Red Hat in the show's finale and invited the Red (and Pink) Hatters in attendance to join them on stage, in addition to joining them for a Meet and Greet after the show for photos. Although Cindy began the evening as the "star of the show," it was clear by the end of the evening who the true celebrities were—the RHS Members in attendance!

Thank you to our partner, *Menopause The Musical*, for helping make the night special for all the Members in attendance!

## *Becoming a Red Hat Lady Saved My Life!*

**V**ice Queen and Ambassador, Louise Barton of Oshawa, Ontario, Canada was dreadfully depressed. Trapped in a bad marriage and unable to find her way to peace, Louise happened upon a Red Hat Lady in the hospital who shared the fun of RHS with her. Soon, Louise's best friend saw to it that they joined the Sisterhood and shortly thereafter, were starting a Chapter of their very own--a new beginning indeed! Creativity, imagination and the freedom to unleash the little girl in her began to pour from Louise and she soon found she had a talent for hat making and styling fashionable clothing on a tight budget!

Louise' confidence began to soar! She shared that,

“*Because of this new-found talent, I got some of my old self-confidence back and was able to tell my controlling husband to leave. Since then, I haven't looked back!*”

Today, you'll find Louise leading her Chapter, administrating two Facebook Groups and co-administrating another! Her Facebook group, "Sisters All Over the World," began with a daily inspirational thought meant to inspire and uplift the Sisters in the group. Today, those daily inspirations can be found in a published book, ***Life Under A Big Red Hat!***



# Fascinators!



  
*Red Hat  
Society*<sup>®</sup>  
shop  
by Luke Song



**SAN ANTONIO  
★ TEXAS ★**

**★ AUGUST ★  
25-28, 2016**

*Remember the*  
**À LA MODE**

**AS PROMISED, WE  
ATE DESSERT FIRST  
AT RED HAT SOCIETY'S  
2016 INTERNATIONAL  
CONVENTION**

How do you sum up an experience like an RHS Convention? How do you properly convey what happened in San Antonio for over 1200 women? The joy, the exhilaration, the friendships, the euphoria--each one of those seems to merely tip the iceberg of fun had while we were together.

The team at Hatquarters received a lovely note from first time convention attendee, Mary Jo Fritz (aka Queen Crafty) of the Craft Red Hatters of

Wisconsin, USA. We think her words best sum up the experience. Thank you Mary Jo for sharing.

"I had a blast with [the Hatquarters team] and every other Red Hat sister in San Antonio! That was my very 1st BIG CONVENTION! I am so happy we met. I was overly excited to meet Sue Ellen, Linda, Debra and Emily, that made my entire week.

I don't think everyone at Hat Quarters realizes the

magnitude the Royal Ladies/men (Luke Song) has on everyone you touch. As we all know not every woman can get along well with everyone and at times there can be hurtles to overcome. Somehow the Red Hat Society soothes those hurtles to a point where those hurtles disappear.

The Red Hat Society not only gives us inspiration but teaches us valuable life lessons: to live life to the fullest, fun is underrated, kindness matters, forgiveness heals, age is just a number unless it's for colors, Red Hat Relationships rule and passion for the Red Hat Society improves life. Helen Keller once said, "Life is either a daring adventure or nothing at all." I enjoy the Red Hat Society and what it stands for because every day with my sisters is a daring adventure.

Thank you for making our lives daring adventures every time we cross paths. Without the Red Hat Society and these trips I might not travel to the exciting places Hat Quarters chooses for conventions. So I tip my Red Hat and say many thanks for not only making my bucket list shorter, but also to having excitingly daring adventures and teaching me life lessons the Red Hat way!

I am now looking forward to my next convention in NYC. I lived out east during 9/11 and it hits home every time I am reminded, as I worked in the City. Until San Antonio's convention, I wasn't sure I would be able to go back (I promised myself to never fly in an airplane again. Flying to the RHS convention in San Antonio and meeting my Red Hat Sisters changed all that. I am so grateful I went on that trip.

Because of their strength and me being daring enough to fly again, I will be attending the NYC convention. This is the #1 special reason I love Red Hatting. My Sisters give me the strength to overcome my fears with their love and support. Can't wait for our next convention in New York City! It will be great to go back home to the East Coast."

*Happy Hatting,  
Mary Jo Fritz,  
Queen Crafty*



EVENTS: 2016 RHS CONVENTION



**Social Butterfly Social**



Pinkie Gathering



International Attendee Gathering

EVENTS: 2016 RHS CONVENTION



2016 REDuation



Convention Photo DVD

*There is still time!  
Order here for only \$25.*



Convention Prints

You can view and purchase your images at:  
[www.dcp.PhotoReflect.com](http://www.dcp.PhotoReflect.com)  
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# Royal Court of Queens







2016 Coronation

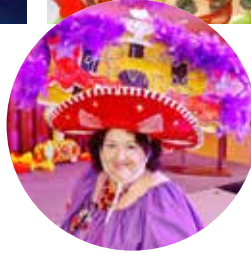


## EVENTS: 2016 RHS CONVENTION



### “COWBOY HAT” DECORATING CONTEST

Our Hatters are crafty and enjoy decorating unique creations for our convention themes. Their entries in the cowboy hat decorating contest included The Alamo sitting on big gallon Texan cowboy hats and haciendas on grande Mexican sombreros! Ole!!!



### “HATWALK” VENDOR FASHION SHOW

The popular Vendor Fashion Show offered exhibitors and vendors coveted stage time to be part of the show to hawk their wares and promote their product with Hatters modeling their latest lines of apparel while busting a few dance moves down the Hatwalk!

### TALENT SHOW-OFF SHOWCASE

Hatters showed off their skills, singing their hearts out like true divas! The bar was raised with show-stopping performances from Ginny Spillman of Indianapolis, IN who sang Patsy Cline’s “Crazy” and her other classics... to Margaret Forney of Lenore, NC who sang Etta James’ “At Last”... Then along came LaTonya Boston of Hatquarters who tore the roof off the house with her a capella rendition of Whitney Houston’s “I Will Always Love You!” Yes, there’s a lil’ showgirl in all of us!



### “A LA MODE BALL” COSTUME CONTEST

Before going to the opening gala, Hatters all dolled up for the ball strolled the Hatwalk in a costume contest for designer hat prizes provided by Kentucky Derby hat design winner Judy Sharpe. Special recognition was given to the Most Unique costume – a life-size piñata made by Kathleen Lewandowski of

Pottstown, PA. There were so many great costumes (i.e. last two photos) but with ladies rushing from tours, many didn’t have time to dress early and enter the costume contest before the Hat District closed and the ball began.



## SMOKIN' HOT TASTE OF TEXAS

Archie Bell, lead vocalist of Archie Bell & The Drells of Houston, Texas ("Tighten Up") headlined the A La Mode Ball. Greg Esparza, lead vocalist of Thee Midnites ("That's All") and former lead vocalist of Cannibal & The Headhunters ("Land of 1,000 Dances"), repped the "San

Antonio Sound" of Chicano Soul, hailing from sister city East L.A. Both international artists were backed by Larry Lange & His Lonely Knights with The Imperial Starlighters, two of the most popular bands from Austin, TX. The ladies kicked off their heels and danced all night long!



## "STICK HORSE" DECORATING CONTEST & RACE

Most attendees galloped into the convention with creative entries for the stick horse decorating contest. Forget the golden carrot awards... these gals won bottles of wine sponsored by Glemma Wine (who sent two cases of Bubble Bling California Sparkling Wine). Since there were so many spectacular entries, winners were recognized in three places for Win, Place and Show in categories ranging from

Most Beautiful to Most Creative... Most Representative of RHS, Most Representative of San Antonio, and Best of Show. Special thanks to exhibitors Todd Stallbaumer and Charlie Wallar of Oklahoma Tourism & Recreation for creating the categories and judging the contest – a daunting task as most of the stick ponies were blinged out enough to blind wild horses. Whoaa!!!

## A BIG THANK YOU TO OUR SPONSORS, PARTNERS, AND VENDORS

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 Red Hat Regalia  
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 Simply Yours  
 Traci Lynn Fashion Jewelry  
 Unique Cloth Dolls

# to am·bas·sa·dor

/tə am'basədər/

*verb*

Ambassador is not just a title. It's a **VERB!**

What does that really mean "to Ambassador?"

Have you wondered what it's like to be an Ambassador?

If you are chosen to be one of our incredible Ambassadors, here is what you can expect.

- After being properly dubbed with a flourish of our wand, each new Ambassador is sent information on how to access Ambassador areas of the RHS website, a care package with brochures, etc., and Ambassador pin to get started.
- Every Ambassador needs an Embassy, so we created one especially for RHS Ambassadors. The RHS Embassy is filled with handy advice, printable tools, videos, more; everything an Ambassador needs to succeed.
- Virtually, Ambassadors gather in a private Facebook group. At each RHS International Convention, we throw an in-person party to celebrate the successes of the past year and to explore the possibilities for the next. Ambassadors receive their own monthly communication called the RHS Diplomatic News.
- Ambassadors are the Society's go-to women in their communities.
- Nearly every day, Hatquarters is approached with variety of requests from the public. They find us fascinating! As one of the largest women's groups in the world, our focus on the power of play and how important it is to women of all ages remains unique among women's organization. Let's face it, as a highly visible group of out-going women, we're interesting and have a certain mystic. (Oh, yes, and we have clout.)
- Not every inquiry passes our review, but when they do, we make the most of them.
- We are asked to review movies because our opinions count.
- We are asked to speak about the RHS at community events because the public wants to know more about us. We can't blame them. Just seeing us out and about having fun makes them want some of that magic, too.
- We are asked to appear on TV and may be heard on the radio.

- Sometimes, we develop fun programs with partners, sponsors and advertisers. These programs help them, are exciting for Members (with prizes, perhaps) and assist the RHS to grow Membership by expanding our reach. Women really do need the chance to see us in action to understand what it means to be part of the Red Hat Society.
- With opportunities popping up daily, this is where Ambassadors from all over the world play their part and really shine. The Ambassador's role at times, can be a little glamour, and Hattitude, all rolled up in one or as simple as handing our card to a potential new Member. Our best Ambassadors didn't get their great reputations overnight. Patience is one of the keys to their success. That, and faith... Ambassadors are the Joanna Appleseed's of the Society; planting seeds wherever they go!
- Sometimes, our Ambassadors grow to be great just by being there when needed. For example, Hatquarters receives call from an organization asking for someone to come speak about the RHS. In turn, we contact the local Ambassadors and one or two usually step up to happily fill the role. Chapters and partnerships are created from this personal touch.
- But, our best Ambassadors don't sit back and wait for a call, they continually look for ways to promote the Society. The thrill of being an Ambassador can take many forms. They write blogs, have tables at community fairs, speak at multi-Chapter events, hold Meet and Greets at libraries, coffee shops and in their homes. They put on Hoots, support partnerships, engage in social media, and help introduce new women in the virtual parties to the RHS Membership.

---

**“To ambassador” is fun, exhilarating, rewarding, and pushes the boundaries of our experience. Hundreds of Ambassador stories prove how one touch influences the touch of the next. All from a small gesture from someone who cares.**

**Thank you, RHS Ambassadors, the Society is better because you are you!**

***We tip our Hats to you, Ambassadors!***

***If you think you are up to the challenge of being part of one the most dynamic groups within the RHS, love to engage in social media and are ready to perhaps step out of your comfort zone, contact us at [Ambassadors@redhatsociety.com](mailto:Ambassadors@redhatsociety.com). Please include your picture, we can't wait to speak with you.***

# YOU: SLIM &



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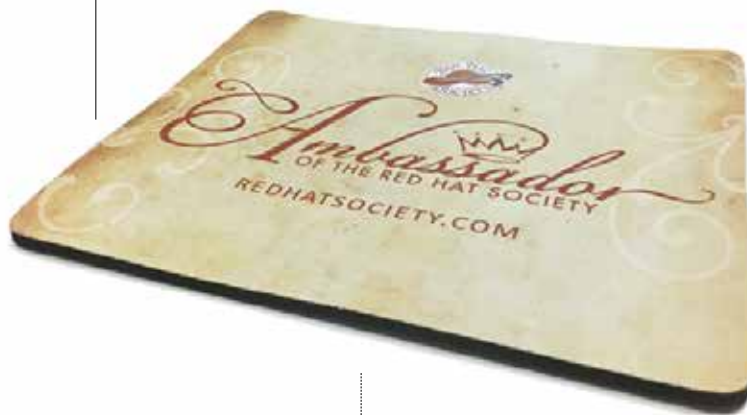
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# Brand new for YOU

The Red Hat Society (RHS) has always touted their official sport—shopping! What could be better for RHS Members around the world than providing a new venue for their sport of choice? **Royal Splendor**, an online retailer, continues to expand their product lines to include customized and personalized items especially for RHS Members, Chapters and their events.



[ROYALSPLENDOR.COM](http://ROYALSPLENDOR.COM)







# Oh, the places that will see YOU

As an official partner, **Royal Splendor** supports the Society by promoting RHS events, attending other special events and sharing the Red Hat Society's message of Fun and Friendship on their website. Every item purchased on **RoyalSplendor.com** supports The Red Hat Society.

*"We're delighted that Royal Splendor has joined an exclusive group of retailers that believe in The Red Hat Society and offer quality products geared for RHS Queens and Members active and fun lifestyle,"*

said Queen Lady Bug, Debra Granich, CEO of The Red Hat Society.

So, shop away, ladies and support the retailer that supports RHS!



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“My heartfelt thanks... RHS allows me to go to cities I wouldn't have gone to before. RHS provides outstanding experiences- it makes me happy to see the smiles on the faces of my Red Hat Sisters.”

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February 16-19, 2017

THE INVITE A FRIEND

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IS HERE!

SIGN UP 15 NEW SUPPORTING MEMBERS TO GET FREE MEMBERSHIP!

EVERY MEMBER COULD BECOME A WINNER!

Red Hat Society  
INVITE  
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Super

CONTEST

The  
Grand Prize

is attendance to the spectacular RHS International Convention (a \$1,000 value!) but now there is so much more!



## HOW DO I PLAY?

It's easy! To get started, simply Invite A Friend or two or ten to join the Red Hat Society using your Member number to automatically be entered into the contest. The more women referred the more you can win!

## WHAT ELSE SHOULD I KNOW?

We are proud to acknowledge levels of participation through what we are fondly calling the Amethyst, Ruby and Diamond Clubs. Prizes range from Society-wide recognition, to FREE annual Membership and a custom Diamond Club badge acknowledging your efforts!

RHS Membership has always grown most successfully through the word of mouth of energetic Sisters of the Society. That is why the Invite A Friend concept is so vital to RHS's future. This year, those amazing Hatters are being recognized for their efforts in ensuring our Legacy of Fun and Friendship. Carry On!



### AMETHYST CLUB

REFER 5 NEW MEMBERS TO BELONG TO THE AMETHYST CLUB.



### RUBY CLUB

REFER 10 NEW MEMBERS TO BELONG TO THE RUBY CLUB.



### DIAMOND CLUB

REFER 15 OR MORE NEW MEMBERS TO BELONG TO THE DIAMOND CLUB.



See all the details at [redhatsociety.com](http://redhatsociety.com) under FUN STUFF/Invite A Friend SUPER Contest. See you in the Diamond Club!

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**To find a show near you visit  
[www.menopausethemusical.com](http://www.menopausethemusical.com)**



## Have you entered the Flu Shot Challenge yet?

Jeanne Packard from California, Nancy Tobin from Illinois, Judith Darling from Texas, and Carolyn Ray-Barnett of Detroit, MI, have already won 4 of our 10 prizes! There is still time to win, so what're you waiting for? Enter 6 times for a chance to win \$500 or admission to the Hats in the City convention\* in New York City, February, 16-19, 2017, simply by signing up to share flu information with your friends on social media.

### ELIGIBILITY FOR THIS CHALLENGE:

1. You are a Supporting Member of The Red Hat Society
2. Winners may only receive one prize.

# HOLD ON TO YOUR HATS, FLU SEASON IS COMING.

Join the Flu Shot Challenge



## How to participate

Sign up to post flu information on your social media channels.

**CLICK** on ALL of the 6 links below to sign-up and enter the Flu Shot Challenge

1. September 28 - <http://thndr.me/F7fS1v>
2. October 2 - <http://thndr.me/SC6vZ9>
3. October 6 - <http://thndr.me/sTzS8B>
4. October 10 - <http://thndr.me/sN8HuP>
5. October 14 - <http://thndr.me/Splh0U>
6. October 18 - <http://thndr.me/qJ5E6g>

**CLICK** "Support with Facebook" or "Support with Twitter" and/or "Support with Tumblr," to agree to raise awareness among your followers and friends. You can enter on each of the three channels to increase your chances of winning!

**THAT'S ALL YOU NEED TO DO FOR A CHANCE TO WIN!** Watch as the messages are automatically pushed out via your preferred social channels now through October. Be sure to get an annual flu vaccination to help maintain your health this flu season.

*Click on each of the links above and sign-up for the message to post on your social channels. Each time you sign-up you will be entered to win your choice of \$500 or free admission to the Hat in the City convention in New York City next year. Then, tell your Sisters about this opportunity to win and encourage them to sign-up!*

\*Main convention package valued at \$499. Hotel, transportation and tours excluded. Official Rules can be found on our website at [redhatsociety.com/fluplusyou](http://redhatsociety.com/fluplusyou)



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Presenting to you our national women's magazine that is full of reminiscing, recipes, jokes, crafts, inspirational, educational, and much more.

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The Online Lifestyle Magazine for *Awesome* Grandparents



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*Shopping is the Official Sport of the Red Hat Society, and Hatquarters has partnered with some fabulous companies and corporate advertisers who we feel will resonate with our Members. We hope you'll support these great products and partners by shopping from the wonderful offers they have created just for you!*

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- [Red Hat Society Shop by Luke Song](#)
- [The Official Name Badges of the Red Hat Society](#)
- [Menopause the Musical](#)
- [SAS Shoes](#)
- [Amtrak Train Service](#)
- [Dell Computers](#)
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**For more information about these and other partners,  
visit [www.RedHatSociety.com](http://www.RedHatSociety.com) and click on the Shopping & Offers tab.**

## Red Hat Society®

### HATquarters – RHS Main Office

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E-mail – General: [info@redhatsociety.com](mailto:info@redhatsociety.com)  
Membership: [memberservices@redhatsociety.com](mailto:memberservices@redhatsociety.com)

### RHS Sponsored Events

[events@redhatsociety.com](mailto:events@redhatsociety.com)  
(866) FUN-AT50 (toll free in U.S.)  
(866) 386 - 2850 (toll free in U.S.)  
(714) 738-0001 (main)  
(714) 738-0005 (FAX)  
Online Event Calendar:  
[RedHatSociety.com/eventcalendar.html](http://RedHatSociety.com/eventcalendar.html)  
E-mail: [eventcalendar@redhatsociety.com](mailto:eventcalendar@redhatsociety.com)

### Red Hat Society ONLINE Store

9am - 5pm EST  
Website: [RedHatSocietyStore.com](http://RedHatSocietyStore.com)  
E-mail: [sales@RedHatSocietyStore.com](mailto:sales@RedHatSocietyStore.com)  
(877) 733-4288 (toll free in U.S.)  
(248) 652-2993 (International)  
(248) 652-3118 (FAX)

### Business to Business

Inquiries including advertising, event sponsorships, and partnership programs  
Website: [RedHatSociety.com/b2b](http://RedHatSociety.com/b2b)  
Email: [vendors@RedHatSociety.com](mailto:vendors@RedHatSociety.com)  
Direct Phone: (714) 888-8123

### Red Hat Society ONLINE Community

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