

Sarasota Retired Educators Association Newsletter

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Carolyn Duncan and Lisa Schuerholz-Winters, Co-Presidents

Lisa Schuerholz-Winters, Newsletter Coordinator

<https://sara-retired-educators.squarespace.com>

Florida Retired Educators Association recently launched a membership drive entitled, ***Each One, Reach One***. Given the recent Happy Hour Gathering hosted by the Sarasota Retired Educators Association, our organization is certainly supporting this initiative. We had 13 guests and 30 members in attendance on Thursday, August 14th at Gecko's Restaurant on Clark Ave. in Sarasota. Attendees heard from the Co-Presidents, and viewed a Power Point of SREA experiences, met the Executive Board, mingled with guests, enjoyed appetizers and beverages of their choice and learned about the many opportunities SREA has to offer during their retirement.

Several attendees joined SREA at the event and several others stated they intended to mail in a check. This was a new event for SREA. Trying something new to match different tastes is important to keep our organization fresh and thriving. Compliments are extended to the event committee for their detailed organizing and time and effort. People are already asking when the next Happy Hour might be!

As we continue to grow our membership, please remember the membership drive is a GROUP EFFORT. We all need to step out of our comfort zone and invite others to meetings. To retain members, we also need to welcome new attendees and include them in our monthly luncheon conversations. Creating a welcoming sense of community is key to our organization's longevity. To that end, a hospitality committee has been formed by the board. Hospitality committee members greeted potential members at the door of our recent Happy Hour and will be reaching out to the attendees to see if they have questions or concerns about SREA and all we do.

As Harriet Jenkins, FREA President stated in the recent August 2025 FREA newsletter:

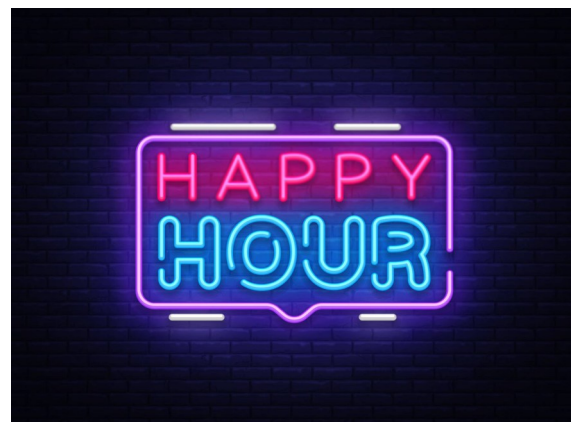
Each One, Reach One means:

- **Reach out to a retired educator who's not yet a member.**
- **Reconnect with someone who's stepped away from involvement.**
- **Recruit new life into our Units through personal invitations.**

Together we thrive when **every member** plays a role in keeping FREA growing and thriving. Our strength is in **our connections!**



SREA Happy Hour, August 14, 2025



Lesson for the Day

When thinking about our membership effort, reflect on why you joined SREA and/or FREA. As Co-President of SREA and a leader in another organization I belong to, I have been researching membership to learn how to attract members to organizations. I've learned that one of the most important points in membership drives is to find out what potential members want in an organization. What I want from my membership differs from what other generations seek. I share with you the following summary chart breaking down why different generations join groups.

	Boomers (1946-1964)	Gen X (1965-1981)	Gen Y (1982-1995)	Gen Z (1996-2009)
Common Values	<ul style="list-style-type: none"> • Loyalty • Dedication • Experience • Results 	<ul style="list-style-type: none"> • Work Life Balance • Honesty • Autonomy • Trust 	<ul style="list-style-type: none"> • Collaboration • Innovation • Return on Investment • Respect 	<ul style="list-style-type: none"> • Equality • Mental Health • Creativity • Problem Solving
Why they join membership organizations	Invested in membership organizations, value the opportunity to support and build a community.	Did not immediately move into membership, Became the first community to question the value of membership.	Slow to join and quick to leave if the return on investment is not deemed high enough.	Social impact and influence are important, seeking positivity/stability and opportunities that can guarantee a return on investment or benefit.
What they want from membership	Opportunities to lead and leave a legacy.	Opportunities to further their careers.	Opportunities to access new skills and information.	Opportunities to influence change.

Summary Chart by Sladek, Sarah. "Membershift: Why Members Leave and the Strategies Proven to Bring them Back."

SREA MEETINGS FOR 2025 – 2026

Executive Board Meetings

All at Fruitville Library

General Meetings

Mattison's 41, except Gecko's HH

The library had to move us to 12:15 for two meetings – August & October.

Mon. Aug. 11, 2025	12:15pm	Thursday, Aug. 14	4:00-6:00 Gecko's on Clark Rd.
Mon. Sept. 8, 2025	11:30am	Wed. Sept. 17	11:15am
Mon. Oct. 6, 2025	12:15pm	Wed. Oct. 15	11:15am
Mon. Nov. 10, 2025	11:30am	Wed. Nov. 19	11:15am
Mon. Jan. 12, 2026	11:30am	Wed. Jan. 21	11:15am
Mon. Feb. 9, 2026	11:30am	Wed. Feb. 18	11:15am
Mon. Mar. 9, 2026	11:30am	Wed. Mar. 18	11:15am
Mon. Apr. 6, 2026	11:30am	Wed. Apr. 15	11:15am
Mon. May 4, 2026	11:30am	Wed. May 13	11:15am

Thank you to Karen Shurley for setting up all these dates with the Library and with Mattison's!



The FREA Mission

- ♦ To safeguard the strength of the Florida Retirement System
- ♦ To support public education in Florida
- ♦ To provide fellowship opportunities
- ♦ To encourage community involvement
- ♦ To be a source of information and materials