



Winter 2002

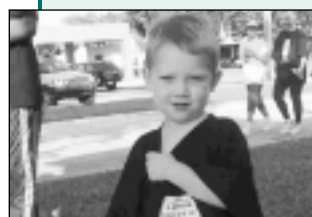
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# FloriVision

PUBLICATION OF FLORIDA AAUW

FOLLOW THE YELLOW BRICK ROAD:

## Convention Program Highlights

*Co-Director for Program Alice O'Keefe*

**T**his April be sure to follow the Yellow Brick Road (or I-75) to Tampa's University of South Florida and join us at FL AAUW's 72nd annual convention. There we will discover new and exciting ways to "Shape the Future" today and also look to "tomorrow" in order to assure a bright future for our organization and for women and girls everywhere. As usual the agenda is power-packed with dynamic speakers, provocative workshops, and fun activities.

For members who are neophytes to convention, a mini-preparatory session "First Timers" will be held on Friday night. The session will provide a road map of convention activities and procedures which we hope will be extremely helpful to those attending their first FL AAUW convention.

Past years' evaluations have indicated that members want hands-on, skill-based, mission-related workshop sessions. We promise workshop offerings in many areas.

There will be a panel discussion of AAUW and FL AAUW programming: Financial Independence for Girls, Sister-to-Sister, Tech-Check, Transitions,

and Woman-to-Woman. These will be repeated in separate time slots with different panelists. Coalition building will also be discussed.

If we are to assure the growth and health of our branches, we must establish effective communication among generations. An intergenerational approach to working within our branches will be the focus of a workshop.

We always need more money. A panel discussion will discuss how to select potential sponsors and donors, successful ways to approach them, the importance of good marketing and publicity materials, as well as describing several high interest fundraising events.

FL AAUW's progress towards educational equity can be hastened or impeded by lawmakers and the laws they devise. FL AAUW's lobbyist Charli Summers will be our guide through the maze of state legislative developments at a lobbying/public policy workshop.

The effective use of computer technology is an important component in increasing our efficiency quotient. For the first time, four hands-on computer

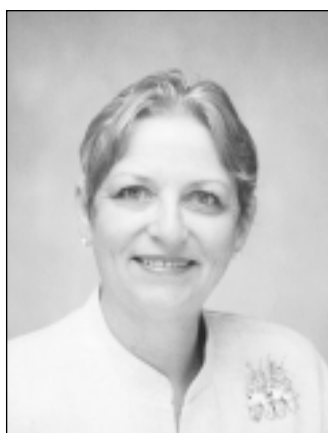
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## Results of Florida's First Walk/Run Events

**T**he four Palm Beach County branches held Florida's first Eleanor Roosevelt Walk/Run on Saturday November 10th. The event netted almost \$3000 in spite of competition from two other Walk/Runs that day. Sun City Center held their Walk/Run November 17th. They were equally delighted with the \$1545 they raised. The events increased community awareness about AAUW, the Educational Foundation, and the Eleanor Roosevelt Teacher Fellowships and Grants. Sponsors provided refreshments for the participants and volunteers at both events. In Palm Beach County the awards were also donated. Serious runners and walkers sped around the courses while others chatted as they walked at a more leisurely pace. Everyone enjoyed the morning exercise and camaraderie!



*Seen celebrating after Florida's first Walk/Run are Katherine Kehn (Boca Raton Branch), winner of the woman's run, and Tad Schmitz, her significant other, who was second in the men's run.*



## President's Message

By Leslie Henderson, Florida AAUW President

### Convention Program A Greater Sense Of Connection

Whether or not we were directly affected by the events of 9/11, those unthinkable acts of terrorism have touched the lives of us all, here and abroad. Nerves are frayed, insecurity abounds, and people don't seem as apt to laugh as much. Chaos and uncertainty

does that...it changes how we react to certain stimuli. It turns trust to suspicion, confidence to fear. Sadly, I speak from personal experience, one through which I previously had assumed few Americans would ever have to live. Although we will never be the same after September 11, we will find a semblance of normalcy. We will never be as innocent and trusting, but we will learn not to be as suspicious and fearful.

If one bright light has come out of the tragedy, it is a greater sense of connection. Our country is finally recognizing itself as part of a global community. People are more friendly and helpful. Even in AAUW, more and more branches are working together – holding joint meetings and projects with other branches. This cross-branch

cooperation is exciting, and crucial to the vitality and visibility of the organization. They say that competition is healthy; I say that cooperation is much healthier. Mentoring and cheerleading are the greatest gifts we can give to AAUW and to each other.

With this cooperation comes activism. In the darkest times of the last 120 years, AAUW has always been in the forefront, defending civil rights, women's equity, and freedom from violence and abuse. We face these same challenges today, and I know that we will rise to the occasion once again. My most cherished gift during the holidays was a calendar from my 23-year-old daughter – the Library of Congress' desk calendar called Women Who Dare. I am flattered and touched that she thought me worthy to receive such a gift. And, although I can't begin to compare myself to the selfless and courageous women noted therein, I am very proud to be part of an organization that faces challenges and dares. I leave you with an imperative from Gwendolyn Brooks, cited in the calendar's introduction: "This is the urgency: Live and have your blooming in the noise of the whirlwind."

Many thanks for all that you do for AAUW.  
Leslie

#### FLORIDA AAUW

*AAUW promotes equity for women, education and self-development over the life span, and positive societal change.*

Founded in 1881, AAUW is open to all graduates who hold a BA or higher degree, as well as students.

We are represented by branches in 55 Florida communities, and 4,900 members in 2001.

Leslie Henderson, *President*

Alice T. O'Keefe

Sally Bailey

Shirley G. Haglund

Director for

Co-Directors for Program

Educational Foundation

L. Carol Newnam

Joy Lurken

Director for Finance

Director for Public Policy

Alex Stirling

Carol-Lynn Bevc

Director for Legal Advocacy Fund

Director for Communications

Renee Ramsay

Connie Davis

Director for Membership

Secretary

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**AAUW Helpline: 1-800-326-AAUW (2289)**

**AAUW Home Page: <http://www.aauw.org>**

**Florida AAUW Web site: <http://www.florida-aauw.org>**

## South Atlantic Regional Conference Comes to Florida!

AAUW members from Virginia, West Virginia, North Carolina, South Carolina, Georgia, and Florida will converge upon Tampa on June 7-9, 2002, for the biennial South Atlantic Regional Conference. The theme this year is "**Trailblazers.**" **Florida is planning a rip-roaring event, so be sure to save those dates!** More information and registration/hotel forms will be available at a later date.

### Moving? Changing Address?

If you change your address, you must change it with the Association in order to receive *FloriVision* (which gets all addresses from the association), *OUTLOOK*, and other AAUW mailings.

On the back page of *FloriVision* is the address to notify – AAUW Records Office, 1111 Sixteenth St. NW, Washington DC 20036.

Include your name, old address, new address, membership number and branch/state name.

## Shape the Future

Director for Membership Renee Ramsay

**M**embers at Large (MAL's) that have been invited to join local branches are stepping up to the plate and joining! Congratulations to the **Naples, Boca Raton, New Smyrna Beach, and Venice Branches** that have successfully

recruited MAL's. The Naples branch recruited 8 MAL's and earned two free Association and state memberships in the process. They are excited about their success and rightfully so. The branch did not stop there, as they recruited additional members to ensure a third free Association and state membership. Three is the number of free memberships any one branch can earn in one year, and Naples Branch has done it. Dedicated work by the membership results in wonderful rewards!

This is an exciting time for membership growth in our branches and within the state. Branches have the opportunity to earn free memberships, and new members are being given monetary incentives from Association. Women who want to join a branch in Florida are contacting the state to request specific branch information via the internet.

Intergenerational is not a new word, but it must become a new approach for Florida AAUW. This year at convention we will address intergenerational programming as a way to increase membership. We must bridge the gap between generations to ensure

AAUW in Florida is here to stay. Baby boomers are busy, working people; current traditional meetings and luncheons may not be "their cup of tea." Come to the 2002 Convention to learn how branches can recruit the baby boomers and form online and satellite branches to meet the needs of "another generation" of AAUW members.

Branch membership vice presidents, be sure to check out the Florida AAUW Web page [www.florida-aauw.org](http://www.florida-aauw.org) for information to help membership efforts in YOUR branches. Let's spread the word about the wonderful opportunities AAUW offers and thus ensure our growth.

And to all Florida AAUW members, let's continue to sing the praises of our wonderful organization so that we may continue to recruit new members.

Renee can be contacted via e-mail at [ramrey@ucnsb.net](mailto:ramrey@ucnsb.net)



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## Convention Program Highlights

workshops will be offered at a state-of-the-art computer lab adjacent to the hotel. Branch members, either beginners or veterans, can increase their computer skills at a workshop of this nature. Effective computer use provides FLAAUW members with a time saving tool as they work toward reaching their goals.

LaRonnie "Ronnie" Williams, South Atlantic Regional Director, will work with members on "cheerleading" and mentoring. Members will have the opportunity to meet and share ideas with Association Executive Director Jackie Woods in a workshop dedicated to opening communication between Association and the membership.

In addition to the workshops and business sessions, the vision of our honored speakers is sure to inspire us. Their break-through thinking and unique experiences make them particularly suited to encourage us to "shape the future, today and tomorrow." Dr. Judy Genshaft, President of the University of South Florida, will greet delegates on Friday night. Jacqueline "Jackie" Woods, former Director of the Community College Liaison Office of the U.S. Department of Education, is AAUW's dynamic new Executive Director. Jackie's workshop session will provide a perspective regarding the national scene and the proactive role of AAUW.

Another trailblazer is Ronnie Williams who has been named "Woman of the Year" in her own state of Georgia. Ronnie will speak Sunday morning on Inspiration, Information, and Inquiries. FL AAUW has once again been awarded a Legal Advocacy Fund plaintiff. We can be assured that she will be someone with

pertinent comments regarding her battle to win educational and professional parity.

Taste of Success Showcase will provide a visual display and information regarding the elements that produce positive outcomes for branch programs. It encourages branches to expand their menus of programming possibilities (see article "FL AAUW to Reprise Taste of Success Showcase".)

Convention especially affords the opportunity to reconnect with old friends and to make new ones. The networking potential is endless! We look forward to seeing YOU in Tampa this April. So, clear your schedules...mark your calendars to "follow the yellow brick road" to Convention 2002!



*At the Branch Leaders Conference held on July 28, 2001, Donna Carty, Naples Branch, offered conference attendees a developmental model upon which to build - "Transitions: Using AAUW Research as a Selling Tool." With the aide of AAUW products - EF research, advocacy for women and girls, and LAF - Donna urged participants to take risks; the worse that can happen is that you fail. Donna's dynamic presentation - AAUW Outreach and Development: A New Paradigm - encouraged participants to take the first step to a developing an AAUW product to meet the needs of our community.*

# Gains for Girls in Education Bill

Director for Public Policy Joy Lurken

The passage of the Elementary and Secondary Education Act is praised by AAUW. This is a victory for expanding educational opportunities for girls.

AAUW worked in a bi-partisan manner in both houses of Congress to craft a bill that ensures that all girls' future choices and successes are determined, not by their gender, but by their interests, aspirations, and abilities. This bill provides real gains for girls.

The legislation re-authorizes the Women's Educational Equity Act, which funds research, development, and dissemination of curricular materials. In technology, the bill provides for teacher training and for the development of programs to encourage young women to pursue post-secondary degrees and careers in math, science, engineering, and technology.

The bill authorizes programs dedicated to dropout prevention and specifically targets high-risk pregnant and parenting teens through the creation of the Dropout Prevention Act. It widens the scope of drug and violence prevention to include all forms of harassment and reauthorizes the Safe and Drug Free School program.

In addressing hate crimes prevention, the bill maintains the federal government's authority to assist schools and local communities in developing and implementing critical anti-violence and bias crime prevention initiatives. It also provides civil rights protections for race, religion, national origin, color, gender, and disability.

Although tough standards have been set, the Elementary and Secondary Education Act is handicapped by the lack of adequate resources. But girls are the clear winners in this education bill as they are guaranteed opportunities to learn, to grow, and to be safe. Joy can be reached via e-mail at [jlurken@aol.com](mailto:jlurken@aol.com)

Don't forget Lobby Days 2002 in Tallahassee on February 23-26!



## “Get the Facts” E-mail Network is Inaugurated

Many FL AAUW members are accustomed to receiving “Get the Facts” alerts from the Association about pending federal legislation. Starting in January, branches have the opportunity to receive e-mail alerts about state legislative issues. These alerts, usually time sensitive, will be sent to one member per branch who will then disseminate the information to branch members.

These alerts, issue papers, and legislative up-dates will initiate from Charli Summers, our AAUW lobbyist in Tallahassee. All branches are urged to participate! This is going to be an active legislative session, and it behooves all of us to stay on top of what is happening to our public policy issues!



Recruit New AAUW Members With:

## AAUW's Voter Education Campaign

Make the AAUW Voter Education Campaign an advertisement for your branch. Your work to distribute Get the Facts, sponsor community forums, speak out at town meetings, and mobilize voters inspires women to care about issues and elections. Take it one step further. Inspire women to get involved by joining AAUW.

Here are a couple of ideas:

Speak to women's studies classes at your local college and university about issues at stake in upcoming elections.

Encourage students to attend your candidate forums, or ask them to help plan an event. Offer students the AAUW discounts to join on the spot, and consider waiving branch dues for new recruits.

Write a newspaper editorial on the issues at stake in the upcoming elections and publicize your issues forums. Include a phone number, e-mail and Web site for

readers interested in joining your branch.

To learn more about AAUW's Voter Education Campaign visit [www.aauw.org](http://www.aauw.org).

To learn more about AAUW's Voter Education Campaign visit [www.aauw.org](http://www.aauw.org)

# Florida AAUW Convention 2002

The Florida AAUW Annual Convention will be held April 5-7, 2002, at the Embassy Suites at the entrance to the University of South Florida. Rooms are \$104.00 plus tax for single or double occupancy. All the rooms are spacious suites, with an additional sleeper sofa, separate vanity/dressing areas, work or dining table, kitchen area with wet bar, coffee maker, microwave and refrigerator. Other amenities include two phone lines with voice mail and computer data ports, iron and ironing board. There is a complimentary full breakfast and evening cocktail reception each day. The reservation deadline is March 5, 2002. Call 813-977-7706 to make your reservation. Be sure to identify yourself as attending the AAUW Convention to receive this special rate. Make a note of your confirmation number.

The hotel facilities meet our needs exceptionally well. There are many meeting rooms for our workshops and group meals. The Mangroves Grille and Oak Tree Lounge are available for dinner and relaxation. Soak away the stress of the day in the whirlpool or sauna, or swim in the heated pool. A fully equipped fitness center, a

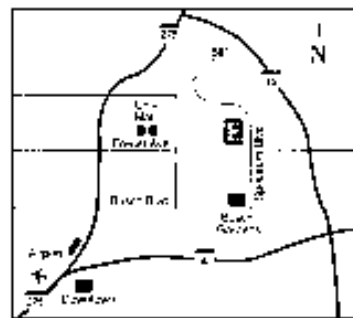
business center with free computer use and access to the Internet, and a game room are on the property.

Convention dress is casual; wear patriotic colors Friday night for the **Red White and Blue Treat**. Join us Saturday night for **The Colors of The Rainbow Banquet**. Show off your most colorful outfit.

Remember to mail the convention registration form to the address on the form by March 25th. Make a copy for your records.

Embassy Suites Hotel, 3705 Spectrum Blvd., Tampa 33612 (on USF campus); 813-977-7933

Directions: From I-75 (north or south), take exit 54 (Fowler Ave.) Travel west 4.5 miles. The hotel is on the corner of Fowler Ave. and Spectrum Blvd. From I-275, take exit 34 (Fowler Ave.). Travel east 2.4 miles



## FL AAUW to Reprise Taste of Success Showcase

*Co-Director for Program Shirley Haglund*

Convention 2002 will see a repeat of the Taste of Success Showcase that has been held in the past. Branches are asked to submit a summary of successful programming ideas which will be shared with branches at convention.

Project submissions should be made on 8 1/2 X 11 paper, with a 1 1/2-inch left margin, copy-ready, and limited to 2 pages. Content should be focused on the concept of the program and the "how-to." These can be submitted via snail mail or e-mail. Due to limited space, eight (8) of the submitted projects will be selected for display outside the convention hall. All submissions will be incorporated into a binder for each branch to take home.

For those projects selected for display, a 2' x 6' table will be provided. Your branch must arrange staffing of the table and provide any necessary audio-visual equipment. Further information about times and locations will be sent to those branches which send submissions.

This is an excellent opportunity to mentor each other with dynamic and relevant programming ideas and also to "toot our own horns." Send your project reports by March 1, 2002, to Shirley Haglund, Co-Director for Program, 300 Lynn Avenue, Satellite Beach, FL 32937 or to sh7788@aol.com.

## Convention Counterpart Sessions

Branch leaders and potential leaders, **Sunday morning** of Convention 2002 you have the opportunity to attend a counterpart session specifically designed for your position's skill needs! Take advantage of this chance to hone the skills necessary to do the job as well as to obtain pertinent handouts and forms! If you are a vice president for membership or program, a secretary, treasurer, Educational Foundation or Legal Advocacy Fund coordinator, or would just like to learn about any of these positions, plan to attend the counterpart session.

These sessions will be held concurrently with the branch presidents' breakfast.



*Counterpart sessions at the Branch Leaders Conference held on July 28, 2001 specifically designed for each position's needs were well attended by both new, experienced and potential branch officers.*

# “Shape the Future With AAUW – Today and Tomorrow” Florida AAUW Convention, April 5-7 2002 Overview

## Friday, April 5, 2002

- 2:30-7:45 p.m. **Registration and Credentials**
- 3:00-4:00 p.m. **Executive Committee Meeting**
- 4:00-5:30 p.m. **State Board Meeting** (all candidates for office are invited to attend)
- 5:00-8:00 p.m. **Dinner on your own** (Hotel will have a buffet available to registrants for \$11)
- 8:00-9:30 p.m. **Convention Opening: Introduction of Candidates** Dr. Judy Genshaft, President of the University of South Florida, will greet delegates  
Election of unopposed candidates
- 9:30 p.m. **First Timers:** Those attending Convention for the first time will be able to meet with “veterans”, for information on convention procedure
- 9:30 p.m. **Red, White & Blue Treat:** Coffee and dessert. Branches are requested to bring a dessert to share. Use your creativity to go along with our patriotic theme. Please leave dessert at Registration table.

## Saturday, April 6, 2002

- 7:00 – 9:00 a.m. **Eleanor Roosevelt Walk/Run**
- 7:30-10:00 a.m. **Registration and Credentials**
- 7:30-11:30 a.m. **Voting**
- 8:30-10:00 a.m. **Networking**
- 10:00-11:30 a.m. **Workshops**
- 11:45-1:15 p.m. **LAF Luncheon**
- 1:30-3:00 p.m. **Workshops**
- 3:00-3:30 p.m. **Break**
- 3:30-5:30 p.m. **2nd Business Session** Association Executive Director, Jacqueline Woods, speaker
- 6:30-7:30 p.m. **Reception**
- 7:30-9:30 p.m. **Colors of the Rainbow Banquet** Installations of Officers; Entertainment

## Sunday, April 7, 2002

- 8:00-9:45 a.m. **Presidents Breakfast**
- 8:45-9:45 a.m. **Counterpart Sessions**
- 10:00-Noon **3rd Business Session**  
Regional Director, LaRonnia Williams, speaker  
FL AAUW Lobbyist, Charli Summers, speaker
- 12:30-2:30 p.m. **New and Old Boards Meet**

### Registration Form

Florida AAUW Convention 2002, April 5-7, 2002  
Embassy Suites, 3705 Spectrum Blvd., Tampa, FL 800-362-2779



First Name _____	Last Name _____	Early Registration _____	\$40.00 _____ (Postmarked by 3/25/02)
Badge name _____	E-Mail _____		
Tele.(Home) _____	(Work) _____	On-Site Registration _____	\$45.00 _____
Address _____		Meals: (Include non-member guests)	
City _____	Zip Code _____	Saturday Luncheon _____	\$17.00 _____
Branch _____		Saturday Banquet _____	\$27.00 _____
		Total Meals: _____	\$ _____
Branch Position _____	Branch Delegate? Yes _____ No _____	<b>Total Payment Enclosed: \$ _____</b>	
Branch President's Signature _____		(Required for all branch delegates)	
State Board Position _____	State Board Delegate? Yes _____ No _____		
Past State President? Yes _____	Member-at-Large? Yes _____		
College/University Representative? Yes _____	Name of College/University: _____		
Special Needs (other than dietary) — Please be specific: _____			
_____			
Vegetarian Meal? Yes _____ No _____ Medical Dietary Restrictions (Please be specific): _____			
_____			

Make your check payable to: **Florida AAUW Convention 2002**. By March 25, mail both check and registration form to:  
Janet Spurlock, 23 Cherrytree Court, Palm Coast, FL 32137, Phone: 386-446-0690, Fax: 386-446-6080 No refunds after March 28, 2002

## Walking for Teacher Fellowships

**W**ant to do something different at convention? Register for the Eleanor Roosevelt Fund walk/run that will be held first thing on Saturday morning, April 6th. You won't miss any regular convention activities or breakfast—and there will be ample time to shower and change. We'll have prizes for the branch with the greatest number of non-AAUW sponsors, the highest dollar amount raised by a branch, and for the most walkers from one branch. One objective of the walk is to increase awareness and support for the teacher fellowships from outside AAUW. Registration and sponsor forms with more details will be mailed to branch EF chairs so ask yours for one. Join us to have fun and raise money, too!

For the serious walkers we'll have prizes for the top three finishing times. If enough runners register we'll have prizes for those winners, too. If you want to walk just for fun there will be time to chat with friends as you stroll around the course. You must run, walk, or stroll to be eligible for any prize. Now's the time to find non-AAUW members to sponsor you in the 3rd Eleanor Roosevelt Walk/Run to be held in Florida. All the funds raised by each walker will be credited to her branch. It's important to contribute to the Eleanor Roosevelt Fund every year because what's donated one year is distributed in fellowships and grants the next!



*Emulate three-year old Thomas Moore (son of a friend of the Palm Beach County Branch) who helped raise \$405 for the first Walk/Run event.*



## Dynamic Jacqueline Woods at Convention

**F**lorida AAUW is honored to have as a special guest for the 2002 Convention Jacqueline Woods, Executive Director of AAUW.



Ms. Woods has been actively involved in a number of associations that have supported issues for girls and women. She was one of the founding members and a past president of the Women Administrators in Higher Education. She also has been a member of the American Association of Women in Community Colleges and served as a speaker and consultant for the National Institute for Leadership Development (A Community College Women Presidents' group). In addition, she has been a speaker and consultant for the White House Office of Women and for executive women groups across the country.

A native of Detroit, Michigan, Ms. Woods received her B.A. degree from Michigan State University. She received her M.Ed. and completed her doctoral coursework at Wayne State University.

With more than 30 years of experience as an educator, her professional experiences range from classroom instruction to program development and management activities. Her areas of expertise include early childhood education, adult and vocational education, resource development, and higher education administration, management, and governance.

Prior to joining AAUW as the Executive Director, Ms. Woods served as a presidential appointee in the U.S. Department of Education as the Director of the Community Colleges Liaison Office. In this role she was a major policy advisor to the administration on national public policy issues affecting the nation's 1,200 community colleges.

Ms. Woods has had numerous volunteer board affiliations and as a result has received a number of professional and community service awards and honors.

Come to Tampa April 5 – 7 for the special treat of meeting this dynamic leader of AAUW!



# Meet the Candidates

The Nominating Committee is proud to present the following slate of candidates for the Florida AAUW State Board. Elections will be held during the Convention in April 2002. The position of Florida AAUW Secretary is open. Nominations for all Directors will be accepted from the Convention floor.

## Co-Directors for President

Two-Year Term

### Leslie M. Henderson Sally Bailey

Leslie is the current FL AAUW president and Sally is the state Director for Educational Foundation. Together they plan to increase the visibility of FLAAUW, oversee ongoing improvements to FL AAUW Web page, employ various communications techniques to keep Florida AAUW interconnected, help develop future leaders at all levels, increase board responsiveness and accountability to the branches, continue and improve annual leadership conference, and celebrate and publicize successful AAUW activities throughout the state.



Leslie M. Henderson



Sally Bailey

## Director for Educational Foundation

### Beverly Kelly

A Life Member of AAUW, Bev joined in 1984 and is Co-Chair of the 2002 Convention along with Sally Lewis. As Director, Bev wants to seek additional Educational Foundation grants for Floridians, to personally communicate with the branches via the Directors-at-Large, and to seek to increase donations to Educational Foundation by individuals, legacies, branches, and fundraisers. Bev earned a Master degree at Seton Hall University specializing in education of exceptional children.



## Director for Communication

### Irma Daniels

Irma joined the Melbourne Branch in 2000. In addition to editing and publishing the branch newsletter, she has maintained their Web site while working on her neighborhood newsletter. Irma's objectives as Director include promoting AAUW programs and issues to the general public and informing AAUW members in other states of what Florida is doing. She is a graduate of Georgia State University and is retired.



## Director for Membership

### Barbara Schwartz

Barbara last served FL AAUW as Branch Presidents Rep from the Southeast Cluster. Her goals as Director include recruiting younger members, working with colleges and universities to increase the number of student affiliate members and to project a more positive image of AAUW and its objectives. Barbara has been a member of the Miami Branch since 1987, and earned a Master degree from Barry University. She is a retired chemistry and biology teacher.



## Directors-at-Large

### Jennifer Walker

Jennifer's goals as Director include expanding state-branch communications and cooperation, provide resources for branch activities and programs, and increase FL AAUW's impact within the state and at the national level. Jennifer has served as president, communications director, and recording secretary for the Naples branch. She holds a Master degree in international relations/African Studies from UCLA and retired in 2000 from an international public relations firm.

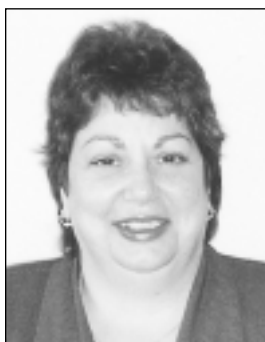




## Directors-at-Large

### Marcia Hill

Marcia has been a member of AAUW since 1983. She has served the Bradenton Branch as president and Educational Foundation chair. Since earning a Master degree in reading at USF, Marcia has worked as a curriculum specialist for the Manatee County School District.



### Joan Rinaldi

Joan is active in the Orlando/Winter Park Branch having served as president and program chair and currently serving as Legal Advocacy Fund chair. She has been a member of AAUW since 1979. In the 1980's, as a member of the Waterbury (CT) Branch, Joan developed a program for girls which continues today. She earned a Master degree in elementary education at Central Connecticut State University and as Director wants to continue her efforts on behalf of women and girls.



### Margaret L. Hyde

Margaret last served FL AAUW as Director for Public Policy. Her goals as Director include attracting younger members to AAUW, establishing more communication between the state and branches, and bringing the values and goals of AAUW into the 21st Century. Margaret has been a member of the Clearwater Branch since 1990 and earned a Master degree from St. Francis College. She is also a member of the League of Women Voters.



## Branch Eligibility for Nominating Committee 2002-2003

It is once again time to think about candidates for the 2002-03 Nominating Committee. The nominees are nominated from the floor at the state convention. Below please find a list of those branches eligible to nominate a branch member to the committee. According to the FL AAUW Bylaws, consent of the nominee must be obtained, and the nominee must have been a member of FL AAUW for three (3) years prior to serving on the committee.

The nominating committee, in effect, charts the course of FL AAUW by virtue of the members it nominates for offices. Thus, in many ways, it is the most powerful committee we elect, and the one that has the most impact on the future of our organization. At FL AAUW, elections are held at the business meeting Saturday afternoon, and we owe it to Florida to put up an outstanding slate of members.

### Branch Eligibility for Nominating Committee 2002

- |                     |                            |
|---------------------|----------------------------|
| Boca Raton          | Marco Island               |
| Boynton Beach       | Mid-Pinellas               |
| Bradenton           | New Smyrna                 |
| Brandon             | Niceville/Valparaiso       |
| Central Brevard     | North Tampa                |
| Deltona             | Ocala                      |
| Flagler             | Palm Beach County          |
| Ft. Lauderdale      | Pensacola                  |
| Ft. Pierce          | Port St. Lucie             |
| Greater Naples      | Pompano                    |
| Highlands           | Punta Gorda/Port Charlotte |
| Key West            | Tallahassee                |
| Kissimmee/St. Cloud | Tamiami                    |
| Lake/Sumter         | Tampa                      |
| Lake Wales          | Venice                     |
| Manatee             | Vero Beach                 |

## Convention 2002 Ads

Show your support for our 72nd Convention by placing an ad in the Convention program. Branches and members can use an ad to thank friends, offer congratulations, etc. To promote a personal business, attach a business card with the payment and it will become part of the Convention program distributed to all attendees.

### Prices for Program Ads:

1/8 Page (business card size)	\$35.00
1/4 Page	\$70.00
1/2 Page	\$90.00
Full Page	\$150.00
Cover - Inside front, inside back or outside back	\$250.00

It's fun and easy to become a Convention Program Booster. Any member can submit her name, branch name, or business to be included in the Booster section. A Memorial section will also be available. Booster and Memorials are listed in a special section and cost \$15.00 per line.

It's easy - just send copy (camera ready art for ads) and a check payable to Florida AAUW 2002 Convention to Janet Spurlock, 23 Cherrytree Court, Palm Coast, FL 32137 by March 5, 2002. Any questions call Sally Lewis at 813-960-8513 or e-mail [sallya@tampabay.rr.com](mailto:sallya@tampabay.rr.com).

## Proposed Bylaws Change

**A** proposal to add a president-elect has been suggested by your FL AAUW Board of Directors. As a result there will be a proposed bylaw change for delegates to vote on at the 2002 Convention.

There are many positives for adding a president-elect (who would be elected in the odd year; presidents are elected in the even year.) Perhaps most importantly it would allow a smooth transition and provide continuity as the president-elect would have one full year to learn procedure and become familiar with policies and programs of both the state and Association.

The president-elect would serve one year and then automatically become president for the next two years. (Should the president-elect leave office before becoming president, the nominating committee will include the office of president in the next election.) A president-elect would have a vote on the board and act as presiding officer if the president was unable to do so.

A second proposed bylaw change concerns the Nominating Committee. It is a logistic nightmare to keep track of which branches have been represented when (currently the branch can be represented only once in each 5 years.) The overriding concern for the Nominating Committee is that we do have fair representation throughout the state. Therefore, the proposal is to change "more than once in five years" to "No branch shall be represented on the Nominating Committee in two consecutive years."

A third proposed change concerns interim voting by the Board of Directors. The current bylaws call for a mail ballot. As mail costs continue to increase and as email and fax are as accurate, quicker, and basically cost-free, the word "mail" should be eliminated. Email and fax could be used for those with access to one or the other; mail could be used for those without.

The specific bylaws changes will be sent out to branches in the *March Branch Update*. Please ask your branch president for a copy of the proposed changes.

### Buttons, Bows, Bears — and A Plaintiff!

Florida AAUW members are invited to attend this year's Legal Advocacy Fund luncheon on Saturday of convention. It will feature AAUW bears made especially for the event, which will be available for purchase – of course, all proceeds going to LAF! We have also been awarded a plaintiff, who will speak to us about her legal battles. As of this printing, LAF had not announced her name, but our plaintiffs' stories are always compelling, and remind us why fundraising for LAF is so critical!

## Building Support by Building Donors

By Linda Warren, LAF Development Committee

**W**e are living in a time where fundraising is difficult for many worthy charitable organizations. LAF needs to make adjustments to be successful in its campaign.

What can you do to help? The number one adjustment we individually must make is in our minds. WE are the fundraisers. We cannot leave that task only to the staff at the national office in Washington, DC. A grassroots campaign is the secret, and we are the grassroots campaign: state liaisons, state LAF chairs, branch chairs, and potentially each one of our members.

Many of us are more than a little reluctant to ask anyone to give, so here are some tips given by Robbie Ross Tisch, a fundraising consultant who has worked for large nonprofits such as the Children's Defense Fund. She facilitated a workshop at the LAF board meeting in Washington a year ago.

Begin any visit, meeting, or request with your personal story of what attracted you to LAF. Explain that there REALLY is a glass ceiling for university faculty, including those we support as EF fellows, and for our own granddaughters. If relevant, give examples of discrimination you faced in your own life. Ask your potential donor how many female professors she had at her institution. Help the donor connect with our cause and watch something positive happen.

The potential donor may identify with the idea that she can help to create a new reality for women, that discrimination is a problem larger than any one person, but that there is hope for change. Remember that the reason you are making a request is because of your own commitment to women and how they are treated. Tell the person why you give. Have a specific amount in mind to request — an amount that you expect they could give.

Let the donor do the talking. If you are truly interested in what they have to say, that is what they will respond to. Regardless of their answer, they are gracious enough to talk to us, and they need to feel our genuine appreciation. You may have to accept that "no" is the answer, and it may take more than one visit before you even ask for the donation. Most importantly, never forget to say thank you. A personal note thanking a donor for their time is a necessity, and begins a personal relationship with you, the donor, and the organization that may last a lifetime.

How many ways are there to say thank you? Acknowledging a gift in a public way may motivate some. A more personal gift of an LAF mug filled with candy for the donor's desk is another way to show appreciation. In either case, let the person know that they are valued, regardless of the size of the gift.

Hopefully, you now have a person or business in mind that you can contact. Good luck, and thanks for your continued enthusiasm!

## Creative Writing Contest Info

Deadline for the 2001-2002 Creative Writing Contest is **February 28, 2002**. Entries received after that date cannot be considered, according to Kay Heimgartner, contest chair. All entries should be unpublished, recent works. Do **NOT** send your only copy: **no entries will be returned!** Please note this year's categories and maximum word limits:

- Short Story for Children, to 12 years of age: 900 words
- Short Story for Youth, 13-18 years of age: 900 words
- Short Story for Adults: 2500 words
- Humor: 2000 words
- Non-Fiction Articles (for magazines or brochures): 2000 words
- Memoirs: 2000 words
- Rhymed Poetry: 30 lines max
- Free Verse Poetry: 30 lines max

### Follow These Rules To Enter:

1. Manuscripts must be TYPED double-spaced, one side, on 8 1/2 x 11 white paper, top margin at least 1 1/2 inches, sides and bottom 1 inch.
2. EACH entry must include a COVER SHEET with entrant's name, address (with zip code!), telephone number, branch, and category & title of entry. The WORD COUNT must be written on the top right-hand corner of the first page. Each succeeding page must be NUMBERED (by pen, typing, or computer).
3. A total of 3 SUBMISSIONS is allowed per member, regardless of category. Entry CATEGORY should be typed on the upper right-hand corner of the manuscript.  
**Remember to proofread!!!**
4. A CHARGE of \$5 PER ENTRY is made to cover cost of printing a booklet of winning entries to be given to winners, all Branch Presidents, and the State Board. Make check to FL State AAUW.
5. Mail to Kay Heimgartner, 15-B Florabunda Circle, Orange City FL, 32763, to be received on or before **February 28, 2002**.

## The Wind Beneath Our Wings

Director for Legal Advocacy Fund Alex Sterling

The Spruce Creek Country Club was the setting for a Legal Advocacy Fund and Awareness Day on November 10. Daytona Beach, Flagler County, St Augustine and New Smyrna Beach Branches were all represented. Red, white and blue was the theme and flags flew everywhere. Florida AAUW president Leslie Henderson spoke of many important up and coming events such as Lobby Days and the April convention in Tampa. Leslie graciously answered questions on legislative issues especially those that affect AAUW.

Marion Hassel, president of Flagler County Branch, suggested we use our own members to relate their gender discrimination in the work place. They did not have the help of Legal Advocacy Fund and wished there had been such an organization in the sixties and seventies. Special thanks to Doris Mates, Jo Kelton, Laura Schwartz and Marie Armstrong for "the wind beneath our wings" with their assistance.

The northeast branches did very well in raising funds for the Legal Advocacy Fund. For all of you who participated in the Legal Advocacy Fund Awareness Day and who remember Dinah Shore and her kiss salute, I send the same in print to you. Alex Sterling can be reached via e-mail at alex17@n-jcenter.com



Pictured from (left to right) are some attendees at the Legal Advocacy Fund and Awareness Day: Brenda Axelsen, President Daytona Beach; Nancy Smith, President Northeast Interbranch; Leslie Henderson, President FL AAUW; Marion B. Hassel, President Flagler County; Janet Hutson, President St. Augustine; Cindy Lovell, President New Smyrna Beach.

## Florida's Web Page: One-stop Information Shopping

Florida AAUW's Web site [www.florida-aauw.org](http://www.florida-aauw.org) is in the process of being revamped and updated, thanks to our new Web manager Susan Bailey. It is definitely worth a weekly trip to check out our cyber page where members will find information about everything from fund raising tips to updates on membership and programming, as well as timely messages from the President, important forms, back issues of *FloriVision* and *Branch Update*, and links to other sites that share our mission. It is still a work in progress, so members are asked to be patient and send any comments or suggestions to Susan (a direct link to her e-mail is available on the home page).

Our Web site will eventually replace the Branch Update which is currently sent monthly to all branch presidents with information to

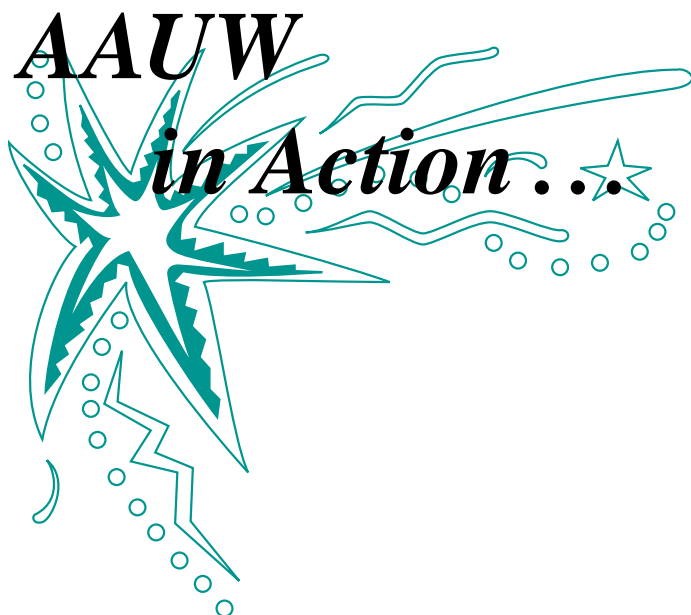
be distributed to her officers. Branch officers will now have direct access to information from their state counterparts without having to rely on these Board mailings. The changeover from the *Branch Update* to the Web is slated to be complete by July 1, 2002.

Those members without Internet access are asked to either buddy with a branch member who does or to explore free use of computers at their local libraries. We are renting the computer lab run by Tampa Electric's Technology Resource Center to provide four workshops at Convention 2002 on computer savvy and how to "surf the net." The lab is adjacent to the hotel and holds 20 state-of-the-art computers. Since space is limited, a sign-up sheet for the workshops will be available at convention registration.

American Association of University Women/Florida  
 Director for Communications: Carol-Lynn Bevc  
 1511 Black Bear Ct.  
 Winter Springs, FL 32708

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 1111 Sixteenth St., N.W.  
 Washington, DC 20036



*On November 17, 2001, the Sun City Center Branch co-sponsored a Walk/Run benefiting the AAUW Educational Foundation – Eleanor Roosevelt Teacher Fund. Fifty-one members of the community including participants from Ruskin Elementary and the Sun City Center Amateur Radio club walked the 5K (3.1 miles) course. More than \$1500 was raised for EF. Looking very proud are Sue Bat (pictured to the left of the AAUW sign) and Gerry Smarr co-chairs of the Walk/Run.*

The **American Association of University Women** promotes equity for all women and girls, lifelong education, and positive societal change.

The **AAUW Educational Foundation** provides funds for advance education, research, and self-development for women and to foster equity and positive societal change.

The **AAUW Legal Advocacy Fund** provides funding and a support system for women seeking judicial redress for sex discrimination.

In principle and practice AAUW values and seeks a diverse membership. There shall be no barriers to full participation in this organization on the basis of gender, race, creed, age, sexual orientation, national origin, or disability.



*Members of the Miami Branch have been meeting monthly for informal luncheons for almost 20 years. In AAUW, we can enjoy many benefits – investing in our future, savings on magazines/books, and even health insurance - in addition to making good friends and promoting education and equity for women and girls.*