



American Association of University Women North Carolina Tar Heel News

Advancing equity for women and girls through advocacy, education, philanthropy and research

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AAUW Values Statement

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, disability, or class.

If you have questions, comments, or need to request a particular form to be sent by regular mail, please call or fax the number below.

866-525-2155 phone/fax

www.aauwnc.org

New Logo...New Look...New Inroads

The decision to develop a new AAUW logo unfolded as the national website was in the process of being revamped and updated. The most recent logo, introduced in 1990, was starting to show its age, especially in an increasingly digital world.

A logo working group, composed of board members and staff, took on the task of creating the new logo. They wanted a modern, more readable typeface for the logo and a tagline that would instantly convey who we are and what we do. The new logo emphasizes the “W” as the central element of our name and work and has a more global look.

To develop the tagline, Association invited freelance writers from around the world to submit ideas. The process netted more than 2,000 entries and showed remarkable consensus around the themes of empowerment and AAUW’s extensive history. The working group quickly settled on “Empowering women since 1881” as the new tagline.

The new logo debuted on February 20, 2013 and complements the new website which is now more user friendly, provides a better experience for smartphone and tablet users, and creates greater visibility for AAUW. It’s easier to use the new website and share AAUW content across platforms such as Facebook and Twitter. Also the AAUW blog now has a home on www.aauw.org.

The new national logo and other branch and state resources are available on the [AAUW Branding Tool Kit](#) page. Branches and states are able to download their own customized logos; branch and state websites that use Site Resources will automatically be updated. If you have any questions about the new logo, contact editor@aauw.org or 800.326.2289. For questions about the new website, check out [FAQ](#) on the website, e-mail connect@aauw.org, or call 800.326.2289.

Compare the new look to the logo archives...



1898



1970
lowercase adopted



1982
uppercase variation



1990

President's Message



AAUW NC is Alive and Well !

I hope you were able to join us at our annual meeting on April 12-13 in Burlington. You could feel the energy and enthusiasm of members from 15 of our 20 branches as we gathered in the meeting room. Friday evening I listened to branches share their best projects during the past year

and it was evident that AAUW was making an impact for women in NC in many ways: by raising money for scholarships to educate women, sending middle school girls to STEM camp, teaching women how to negotiate their wages using \$start \$mart, training young women for student government using the Elect Her program, sending college women student leaders to NCCWSL, showing and discussing the movie *Miss Representation* on campus. All of these projects help to empower women and girls.

Julia Brown, serving on the AAUW Board of Directors, brought us greetings and news from the Association. Deborah Swerdlow, Public Policy staffer, taught us how to write a Letter to the Editor. Should it get it published, don't forget to send us a copy and we'll send you an AAUW pen.

Our new state structure seems to be working well. The Presidents Council accepted the task of serving as a nominating committee for the four state elected officers; two will be elected each year. Our bylaws were updated to reflect our new structure.

The Greensboro branch presented a skit telling us that past State President, Millie Hoffler-Foushee, is a candidate for AAUW President and why we should vote for her.

Hat's off to Doris Bernlohr for keeping us energized with delicious food.

It was a time of learning, sharing and enjoying being a part of AAUW NC. Thanks to ALL of you for your contributions to AAUW NC. We work as a team and that's what makes our organization so special.

Mary

Updates on the Public Policy Project

A few changes have been incorporated into the Public Policy Program (PPP) this year. Feedback from those who participated in PPP last year indicated that the project was trying to cover too many issues and that we were not getting the message out across the state when action was needed on various issues.

For these reasons the Executive Committee decided to form a state PPP Leadership Team. The team is composed of Susanne Rolland from Brevard, Mari Pino del Rosario from Greensboro, Judy Balsanek from Twin Rivers/New Bern, and Maggie Parish from Wilmington. President Mary Peterson has been serving as the facilitator for this committee.

The team met and decided on four categories of AAUW issues that would be tracked: Education, Health, Economic Security and Social Justice. Branches are encouraged to let this team know of bills they want their branch to follow. Branches are also encouraged to keep following federal issues using Alerts sent out by the Association PP staff.

On our website, www.aauwnc.org, under the box titled Advocacy, is a drop down menu and one item is "What's Happening in the NCGA." There you will find the following lists:

- A list of bills that we are actively tracking
- A list of bills that are of interest, but we don't actively track
- A list of bills that have been passed in the 2013 session and become law

The status of the bills are updated weekly. This information is from a long list called CQState Track and we have submitted key words for this service to use in selecting and following bills in our General Assembly. We also receive a weekly update from Robin Davis, a NOW member covering legislation in the GA this session.

To receive background information on legislative issues, branch members (and the public) can subscribe to pp-info@aauwnc.org. To receive action alerts asking you to contact your legislator, subscribe to pp-alerts@aauwnc.org. Use our state website to subscribe to receive this information and/or alert bulletins.

By the 2014 NC legislative session, we hope to have a state program set up that is similar to the national AAUW program called "Two Minute Activist," making it very easy to contact legislators. Until that time legislators' contact information should be placed in branch newsletters or other avenues of branch communication.

"Tune In" at a Branch Program

Energize your branch meeting by singing this tune! The lyrics were created for members of AAUW PA.

The Equal Pay Song

to the tune of " The Caissons Go Rolling Along"

FIRST VERSE

Unexplained and unfair...inequality is there
Women's pay gap is still going strong.
Choose a field - choose a job
Doesn't matter we get robbed
Women's wages are crawling along.

For it's seventy seven cents to a dollar earned by men
Shout out the numbers loud and long!
To let them know that pay equity is slow
And that women deserve equal pay.

SECOND VERSE

It's not right...be aware. Women's pay gap is there
Causing hardships in our senior years.
Equal pay - every day - would chase poverty away
And the future could be without fear.

For it's seventy seven cents to a dollar earned by men
Shout out the numbers loud and long!
To let them know that pay equity is slow
And that women deserve equal pay.

Movies for a Branch Program

Could AAUW NC purchase movies such as *Miss Representation*, *The Invisible War*, *Iron Jawed Angels* and *Makers of America*, to lend to branches for fund raising and/or awareness raising? Would this be a good allocation of state resources? What copyright restrictions would have to be considered? How would this film lending library work?

These questions were posed at the annual business meeting. In response, a committee was formed to research the advantages and responsibilities of purchasing videos for state and branch use. The members of the committee include Kay White/Chapel Hill, Jane Terwilligar/Greensboro and Kathy Greene/Sandhills/Southern-Pines. If you have any experience or ideas to further develop this idea, send your suggestions to any of the committee members as soon as possible.

Brown Speaks About AAUW's Future

Current AAUW Board Member and candidate for AAUW 2013-2015 Vice President, Julia Brown, was a guest and participant at the AAUW NC April meeting in Burlington. Throughout the weekend she offered several thoughts on the future of AAUW.



First, she pointed out that the redesigned logo offers many opportunities for marketing AAUW to new audiences, given a fresh, new look to the logo and the website. In addition she made these comments on the future of our organization:

Julia Brown represented the AAUW Board at the annual meeting in Burlington.

- The newly created Diversity and Inclusion Working Group is a potential tool to better market AAUW to new audiences, especially disabled, culturally diverse and geographically isolated groups of women.
- All AAUW members -- branch and members-at-large -- should vote in the upcoming election. As a group with over 100,000 members in the US, less than 10,000 members voted in the last election.
- AAUW has been honored for excellence as a charitable organization, with a sound and well invested portfolio to fund scholarships and organizational operations. AAUW has recouped all its investment losses suffered in the economic down turn a few years ago.
- The Leadership Corps has been revamped and will soon be relaunched to better serve branches.
- AAUW is cognizant of the fact that 1/3 of all higher education students (about 4 million) are enrolled in community colleges; 57% of these students are women -- a rich pool for seeking new AAUW members.

Brown also commented on two fund raising ideas that proved successful from her experiences as a dual branch member in New Mexico and California. Her Las Cruces, NM branch raised funds for the Legal Advocacy Fund with a ticketed showing of *The Invisible War* at a mall theatre where the theatre rental fee was donated. Her Oakland-Piedmont, CA branch raises funds annually for LAF and scholarships by charging camp owners/vendors a fee to advertise at the branch's Children's Summer Camp Fair.

Brown's candidate profile is available at www.aauw.org or www.facebook.com/home.php#!/Equityin2013.



Catherine Battle and Molly Keeney
(Asheville)

Asheville

Asheville's GEM (Gaining Education Momentum) Fund continues to grow, with ten scholarships awarded this year. The Bling Bling Bash, held at a volunteer fire department, netted \$3400 from the public sale of purses, belts, hats, scarves and jewelry. Those who attended the branch's 'friend' raiser at the Governor's western mansion in Asheville brought children's books which were donated to women in prison who record book readings for their children to hear at home.

Brevard

Brevard is developing new projects to strengthen their college partnerships. Blue Ridge Community College joined Brevard College (BC) to host a forum for college-aged students on domestic violence. The branch continues to work with the Women in Leadership program at BC and will again sponsor a student at the NCCWSL conference. Profits from their annual book sale will support again a dozen scholarships for college, middle and elementary female students.

Chapel Hill

Chapel Hill proudly announced that the branch had tripled its contribution to the AAUW Ed. Foundation this year with a very successful Annual Tea fund raiser featuring NC writer Lee Smith. The branch sponsored a program in March with two AAUW fellows as guest speakers.



Denny McGuire (Raleigh/Wake) and
Diane Schneider (Charlotte)

Charlotte

Cheers were in order when the Charlotte branch announced that it had completed its Research and Project Grant this year. The branch has also been awarded a mini-grant to host a Start Smart program in cooperation with three other community organizations. Plans already are under way to celebrate their 100th anniversary this year.

Gaston Regional

For over twenty years "Fun for Fellowships" has remained a stable source of branch funding for Gaston Regional members. With a very reasonably priced \$15 ticket, the event attracts a loyal community crowd that enjoys a buffet and plays a variety of games throughout the afternoon.

Hendersonville

The branch is now discussing new projects which the branch could undertake. STEM activities are near the top of their list. The annual afternoon tea fundraiser for women's scholarships again provided more revenue for the branch awards.

Jacksonville

The branch participated in the Get Out the Vote initiative by writing letters to registered women voters. Their local publicity was updated and scrap-booked at the start of this year.

High Country

Branch members continue to sponsor a day-outing for Appalachian women enrolled in the Lees-McRae New Opportunity School for Women. The branch plans to host a math workshop for adults and are exploring other projects with a STEM emphasis.

Greensboro

"Looking Back - Moving Forward" was the theme of the branch's 100th anniversary celebration last fall. STEM activities this year will focus on young women in middle school in a continuing, 5 year partnership with UNC-G. The branch will be seeking mini grant funds to begin a project working with girls who live in domestically abusive households.

Salisbury

Salisbury Branch member Greg Alcorn was appointed by Governor McCrory to serve on the NC State Board of Education through March 2019. Board members are charged with supervising and administering the free public school system and the educational funds provided for its support. He will serve on a subcommittee focused on innovation. Alcorn is the founder and CEO of Global Contact Services.

Sand Hills/Southern Pines

Over 20 nonprofit organizations attended the branch's showing of *Miss Representation* (see article on p. 7). The branch begins its 26th year as a major sponsor of the Ruth Pauley Lecture Series and continues to support the Sally K. Ride Math and Science Awards, as well as an annual scholarship to a Sandhills Community College female student pursuing a four-year degree program.

Wine and Wisdom at the Annual Meeting

Members shared updates for 2012-2013 branch projects

Wine & Wisdom Continues at the Annual Meeting...



(L to R) Lill VanOrder, Peg Holmes, Pat Abell and Barbara Mueller discuss branch activities following dinner on Friday.

Statesville

Having lost the RIF (Reading is Fundamental) program because of federal program cuts, the branch is discussing other potential community projects. The branch has new, younger members who need to be involved in a project. Finding leaders to take officer positions has been a challenge but monthly program meetings are running smoothly.

Tar Heel

The Tar Heel Branch did a survey of its members to assess how well this new branch structure is working for its members. See www.tarheel.aauwnc.org for a summary of the results. It is grateful to AAUW of North Carolina for donating the SurveyMonkey account for this survey. Any branch that wants to run a similar survey should contact info@aauwnc.org for details on how to set it up.

Twin Rivers/New Bern

“Unsung Local Women” was the theme of the materials on display at the public library during Women's History Month. The new web site, developed in partnership with the national AAUW site resource team, is becoming a valuable tool for communicating within and outside the branch. PPP (Public Policy Project) continues to be driven by leadership in this branch.

Wilmington

“Lunch with Carolina Authors” and a vision screening program for elementary students in Hanover County involve many of the branch members. In partnership with UNC Wilmington, the branch will be presenting its fifth Start Smart wage workshop and third Elect Her conference. A UNC-Wilmington student will attend NCCWSL in June with a scholarship from the branch.

We're Growing in Membership!

February membership counts indicate that AAUW NC has increased its membership since 2011 from 902 members to 938 members as of February 1, 2013.

Several branches have increased their membership over the last year. These branches include Asheville, Chapel Hill, Gaston Regional, Greensboro, Raleigh/Wake County, Salisbury, Tyron, Twin Rivers and Wilmington.

Congratulations to all these branches but especially to branches in smaller communities where member recruitment can present a real challenge. Adding just a few new members energizes these branches and allows them to continue their successful community projects.

IN MEMORY OF OUR BRANCH MEMBERS WHO HAVE PASSED AWAY

How important it is for us to remember our heroes and she-roes (adapted from Maya Angelou)

ASHEVILLE

Rikki Tannen
Martha Waterman
Dr. Margaret Burns
Patricia Richardson
Polly Cody

BREVARD

Kay Wolf
Nancy Gibson

CHAPEL HILL

Isabel Fowler
Sydney Elstran

GASTON REGIONAL

Meg Silvo

SALISBURY

Elizabeth Pearson Fields
Hilda Goodman Foreman

HENDERSONVILLE

Mae Chandler
Amy Foster
Kay Moorhead
Mary Alice Houston
Dr. Carol Kaiser
Sherrie Raker
Carolyn Gay

JACKSONVILLE

Pauline Joos

WINSTON SALEM

Irene Hairston
Barbara Smith
Jeanne Rudy
Barbara Graybeal

GREENSBORO

Lola Spease
Willa Lawrence
Charlotte Hurwitz

RALEIGH/WAKE

Audrey Benrud

RATIFY ERA-NC Reorganizes

At the annual April meeting in Burlington, AAUW NC ratified a resolution and pledged financial support for new efforts to introduce the ERA in the NC General Assembly.

Formerly called Equal Rights Amendment NC Citizens Task Force in 2011, a group has reorganized under the leadership of Nancy Glowacki, past president of the Henderson County League of Women Voters, and Roberta Madden. Madden is a member of the Asheville branch with a background in working 40 years for passage of the ERA in Louisiana. They will serve as co-directors of RATIFY ERA-NC.

RATIFY ERA-NC is focused on the three-state strategy, rather than the "start-over" strategy. (It's been take 90 years since Alice Paul introduced the ERA in 1923.)

Given the new strategy, the organization will urge our Congressional delegation to cosponsor amendments to eliminate the original 1972 deadline. Thirty-five states have already ratified the ERA. If the deadline was lifted, only need three more states would need to ratify to make ERA part of the Constitution.

The House resolution, which will be introduced soon by Rep. Robert Andrews (NJ), will be similar to HJR 47 in the last Congress, introduced by Rep. Tammy Baldwin (WI) who has since been elected to the Senate. The Senate resolution, which will be introduced soon by Sen. Ben Cardin (MD), will be similar to SJR 39 in the last Congress.

Madden and Glowacki expect bipartisan sponsorship. After Congress passes these deadline resolutions, RATIFY ERA-NC plans to introduce the ERA in the North Carolina General Assembly in 2015.

RATIFY-ERA is currently in the process of obtaining a 501 (c)3 tax-exempt nonprofit status which should attract more financial support for the organization.

AAUW branches in Boone and Brevard have already been updated on plans to pass the Equal Rights Amendment. Other branches that may be interested in scheduling a program or obtaining a copy of the RATIFY ERA-NC resolution can contact Roberta Madden at robertamadden@yahoo.com, 828.419.0730 (h) or 225.315.0303 (cell).

AAUW NC Bylaws Changes

Proposed amendments to the AAUW NC bylaws were approved at the annual meeting. The new structure was incorporated into the text to reflect the four offices of President, Vice President, Branch Advocate and Treasurer.

Election of these officers will be rotated, with the President and Branch Advocate elected in even years and the Vice President and Treasurer elected in odd years. All current officers will remain in office until 2014.

The most significant change to the bylaws was reflected in the addition of the Presidents Council to Articles X and XI and the responsibilities of the Branch Advocate outlined in Article VIII.

The Presidents Council will now act as the Nominating Committee for AAUW NC officers, replacing the former process of appointing a different nominating committee each year.

A copy of the new AAUW NC Bylaws are posted on the website (www.aauwnc.org). NOTE: Local branch bylaws are NOT impacted by any of these changes and need no revision at this time.

How to Write a Letter to the Editor

AAUW NC was pleased to have Deborah Swerdlow, AAUW Grassroots Advocacy Coordinator, as a guest at the annual meeting. She outlined these tips for writing a letter to the editor in a letter-writing exercise.

- 🎯 Research the guidelines for the length of a letter allowed by the paper
- 🎯 pick a timely topic
- 🎯 find a local angle
- 🎯 assume nothing -- your readers are not informed!
- 🎯 identify yourself as part of AAUW
- 🎯 avoid form letters - don't send the same letter to two different newspapers
- 🎯 edit your document -- have fresh eyes take a look at it

Once you are comfortable with your letter, throw a letter-to-the editor party for branch members. Incorporate letter writing activities in branch programs that focus on timely topics such as school vouchers, living wage or pay equity.

AAUW policy staff will even proof your letter for you if requested. Contact advocacy@aauw.org for assistance.

Sandhills/Southern Pines Begins a Community Conversation

The Sandhills/Southern Pines Branch screening of *Miss Representation* drew leaders from more than twenty local organizations to discuss solutions to the problem of negative, stereotyped images of girls and women. Leaders from Alpha Kappa Alpha, Delta Sigma Theta, First Health, The League of Women Voters, Moore County Schools and Sandhills Community College (SCC) were among those who participated in the roundtable discussion.

According to psychologist Dr. Christine Ganis who led the roundtable discussion, “the goal of the discussion was to seek solutions by working in collaboration with other organizations within our community.” Ganis discussed how self-esteem is formed and modified over time, how cultural conditions contribute to this environment, and how community leaders help to actively structure that environment by activities such as modeling and mentoring.

Throughout the discussion, clips from *Miss Representation* were shown to prompt deeper discussion. Following the event, the branch donated a copy of *Miss Representation* to the Boyd Library at Sandhills Community College.

The event set the stage for future collaborations to address issues young women face today. Several organizations expressed a desire to join forces and work together to bring a full screening of the movie to Moore County. The Sandhills/Southern Pines Branch, an integral part of the area for 38 years, will continue to spearhead these conversations.

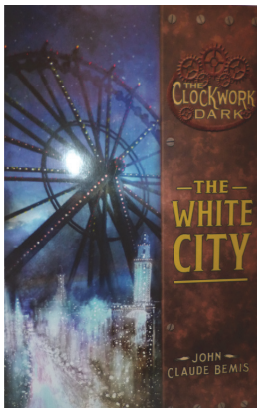


(L to R) Jane McPhaul, branch co-founder; Dr. Christine Gains, facilitator; Jordan Willett, Sandhills Community College student government president; and Dee Fordree, event chair, welcomed community organization leaders at the showing of *Miss Representation*.

AAUW Juvenile Literary Award Winner

The White City by Jean Claude Bemis, the third book in his Clockwork Dark trilogy, was awarded the 2012 AAUW Juvenile Literary Prize by the NC Literary & Historical Association. The epic fantasy appeals to young adult readers and takes place during Chicago’s World Fair in 1893.

This year AAUW NC used award funds to purchase one copy of *The White City* for each AAUW NC branch to present to their local library. A unique book plate was designed for AAUW NC and placed inside the front cover.



The White City by Jean Claude Bemis

The books were distributed to the branch presidents at the annual meeting by treasurer Denny McGuire who was able to get a discount on the bulk purchase.

This is Bemis’ second AAUW Juvenile Literature award, having won the prize in 2010 for *The Nine Pound Hammer*. Bemis commented that he very much appreciated this year’s “invested” prize.

Fall Regional Meetings Scheduled

Branch Advocate Sandra McLaurin has arranged three regional meetings for branches this fall. Meetings will be held in Charlotte on Oct. 12 and in Wilmington on Sept. 28. Branches in western NC will meet in Asheville and contacted soon by McLaurin with the specific date.

Among the topics to be covered are

- continuing evaluation of Public Policy Project
- development of a Nominating Committee process which the Presidents Council will assume under the new state Bylaws
- reports from convention in New Orleans
- connecting with groups for branch projects.
- webinars
- getting involved with STEM activities

Branch presidents and other key branch leaders should plan to attend one of these regional meetings. Branch presidents are urged to contact McLaurin with other ideas that can be included on these regional agendas. McLaurin can be reached at 910-392-0395 or scmclaurin@ec.rr.com.



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When & Where!

Branch Regional Meetings
 Wilmington - September 28, 2013
 Charlotte - October 12, 2013
 Asheville - TBD

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Greensboro, NC

Hoffler-Foushee Gets a Nod of Approval

The Greensboro branch opened the business session of the April annual meeting with a rousing tribute in support of Millie Hoffler-Foushee as a candidate for President of AAUW. Branch members praised her grassroots involvement in AAUW as the Greensboro branch president, AAUW NC president, and Vice President for Finance at the national level and cheered her candidacy. Millie's profile and video, along with profiles of other candidates for national offices and Board of Directors, are posted on www.aauw.org.



Charlotte Divici (aka "Flossie") raises her pom poms at the business meeting to lead a cheer for Millie Hoffler-Foushee as a candidate for AAUW President.