



# American Association of University Women North Carolina Tar Heel News

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

Fall/Winter 2014 Vol. 62 No.1

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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](http://www.aauwnc.org)

## Annual Meeting in Burlington Takes Shape

The AAUW NC Annual Meeting is scheduled for March 28 and 29, 2014 in Burlington, NC at the Country Inns & Suites. The meeting will begin Friday at 3pm with the Presidents’ Council gathering. Dinner at the Village Grill will be followed by branch “wine and wisdom” conversations that evening. The meeting will be adjourned by 2pm on Saturday.

The theme of this year’s annual meeting is “A-B-C in AAUW NC: Activism in Branches and Coalitions.” How to make women’s voices heard in efforts to empower women and girls in North Carolina will be the focus of Saturday morning’s presentation and discussion.

Dana Jennings, former CEO of the NC Center for Women in Public Service, will present "Why We Need Women in Elected Government Positions." Jennings will give an overview of the status women elected at the state level; address issues of why women don't run for office; and comment on the importance of having women hold public office. Jennings will lead a discussion on how to encourage women who are supportive of AAUW issues to run for public office.

Kathryn Braeman, AAUW Board of Directors, will update members on new and ongoing projects at the national level. Some of the AAUW NC Fellows now studying in the state will also attend the meeting.

Kelly Starling Lyons, this year’s AAUW NC Juvenile Literature Award winner for her book *Teacakes for Tosh*, will be a guest at the annual meeting. The AAUW NC board has agreed to purchase one copy of the book for each branch registered for the annual meeting. Extra copies will also be available for purchase. (See page 5 for more information on Lyons’ award.)

Tar Heel Branch member Michelle Evans is coordinator of the weekend activities. Online registration will begin March 1. Branch presidents will receive a packet in the mail with all meeting details before registration begins.



North Carolina Annual Meeting  
March 28-29, 2014

Burlington, North Carolina    Country Inns & Suites

**A-B-C in AAUW NC:  
Activism in Branches and Coalitions**

## President's Message

*"It's Time to Share Your Talents"*



I am writing this the week before Christmas, the season of giving. While we often limit our thinking of giving to mainly family and friends, let's broaden our thoughts to include AAUW NC and your local branch. I have been in a leadership role long enough to observe and marvel at the many

talents of AAUW members in NC. Most of you have shared your talents with either or both your branch and AAUW NC; thank you for your leadership and enthusiasm to work toward empowering women and girls in our state.

Once again AAUW NC is asking you to step up and continue your outstanding work to help all women and girls. Do you remember the fall regional meetings when we decided to produce an AAUW report card on some of the bills the NC General Assembly passed in the 2013 session? In January we will be asking for volunteers from our branches to work on this project. We promised you training and easy instructions and AAUW NC leadership will deliver that; however, we need the woman power to make this project a success.

The President's Council is serving as the 2014 nominating committee. They need to present candidates to fill the role of Vice President and Treasurer on the state Executive Committee. These positions will be elected at the March 2014 annual meeting to serve for two years. We have meetings by teleconference calls. If you are asked, please consider sharing your talent with the state.

Approaching a new calendar year affords us more opportunities to serve all women and girls in NC through programs of education, equity and philanthropy. Whether or not you have previously volunteered, we invite you participate in as large or small a role as your schedule permits. Volunteering may seem inconvenient until you experience the intangible rewards. I encourage you to embrace these opportunities with passion and continue to provide leadership for AAUW in its varied and numerous NC roles.

Mary Peterson, President

## Report Card Project Update

Nancy Shoemaker

Did your holiday table have the rule of "no politics"? That makes sense for many families, but if we are to live the Advocacy challenge of the AAUW mission, sometimes we do need to talk about issues of public policy. When speaking as AAUW members, we must be strictly nonpartisan, but we are absolutely allowed to express opinions on issues – we can have an attitude!

The Report Card Project will be a tool to open these conversations and educate members and the public about how North Carolina legislators voted on AAUW issues. Over the next few weeks we will be selecting specific votes in both the NC House and Senate and then compiling the voting records of the legislators on those votes. To be sure there is a distinctive AAUW "flavor" to this, we expect that most of the votes will deal with education. We will also emphasize the impact on education of the votes on the state budget. The Report Card will be released at our Annual Meeting on March 29.

We will encourage branches to use the Report Card to start conversations with

- Other voters to emphasize how voting makes a difference
- Legislators to help start conversations on the AAUW issues
- The public via letters to the editor, op-ed pieces and forums

Your branch will be free to emphasize local data contained in the Report Card, but the full document with information across the state will be available from [aauwnc.org](http://aauwnc.org).

This local project extends the advocacy support that the AAUW national organization is providing to us:

- In 2013, we got information (at no charge to AAUW NC) on the detailed status of bills in the NC legislature related to AAUW priorities.
- In 2014, we will be part of AAUW's roll out of a "write to your state legislator" program that will support those "conversations" with your representative and senator.

We are still looking for volunteers to help choose the specific votes for the report card and to enter the data on how the legislators voted in the 2013 session. If you would like to devote a few hours to this important project, please contact Mary Peterson ([mapeterson2@yahoo.com](mailto:mapeterson2@yahoo.com)) or Nancy Shoemaker ([nancy.e.shoemaker@gmail.com](mailto:nancy.e.shoemaker@gmail.com)).

## AAUW NC Branches Launch Community Projects

### JACKSONVILLE

Jacksonville branch members shared and worked a booth with the Onslow County Council for Women during an Oktoberfest celebration. They distributed material describing Onslow County and surrounding areas, as well handing out specific information about AAUW. Their booth drew a lot of attention, with more people in their area now knowing there is an AAUW branch in their part of NC.

The format of the branch's holiday and FUNraiser in December was changed this year. Members now seed their scholarship fund with individual donations, then raise additional funds with an auction at their holiday gathering.

### SANDHILLS/SOUTHERN PINES

In the fall over twenty members and guests attended a lively workshop on the ERA. The workshop was presented by Nancy Glowacki and Roberta Madden, co-directors of RATIFY ERA-NC. Branch President Alice Shaughnessy reported that members left with a better understanding of the Amendment and the three-stage strategy to pass the ERA. 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 828.419.0730 (home), 225.315.0303 (cell) or [robertamadden@yahoo.com](mailto:robertamadden@yahoo.com).

### ASHEVILLE

Ruth Slawson, public policy coordinator for the branch, has organized a new activity group to increase voter participation in NC. The group will focus on a three-pronged strategy to affect voting process: voter registration, assistance to obtain a valid voter ID, and GOTV (Get Out the Vote) activities. The group's efforts will be targeted to minorities, the elderly and college students.

The branch has also formed another new group titled "Women Who Write." This small group meets monthly to critique short stories, memoirs, etc. written by branch members "in a positive environment" notes organizer Betty Paine.

### CHAPEL HILL

The Carrie Heath Schwenning Scholarship Fund was established in 1928 to help a female graduate student at UNC- Chapel Hill. At that time it was a loan of only \$100 a year. The fund now awards \$1500. Featured speaker at this year's fund-raising meeting was author Samia Serageldin who spoke about her first-hand experience living through the January 25 revolt in Egypt.

### RALEIGH

Members of the Raleigh branch joined other organizations to support the NCSU Women's Center's Chocolate Festival which raises money for breast cancer research. This was the 10th annual festival. The branch sponsored a table to share membership information and general information about AAUW. Terry Wall, membership coordinator; Janet Weber, branch treasurer; BarbaraAnn Hughes, branch president; and Denny McGuire, AAUW NC treasurer and branch member, attended.



Raleigh members Terry Wall and Janet Weber staffed the branch's table at the Women's Center Chocolate Festival in the fall.

### HENDERSONVILLE

Hendersonville branch members continued to sandwich study groups and book discussions between their annual December holiday luncheon, board meetings and monthly bridge gatherings. The Garden Study and the Art Study interest groups went on field trips, while the Thursday and Tuesday book readers discussed *The Dovekeepers*, *The Lady's Slipper* and *The Nine: Inside the Secret World of the Supreme Court*.

### STATESVILLE

Statesville celebrated its participation in Reading Is Fundamental (RIF) with a slide show that celebrates more than three decades of distributions by AAUW Statesville members: 30,000+ books to 10,000+ children every year since 1979, except 2011-2012. This year Macy's purchased the books for the long-standing Statesville AAUW project. Distributions continued throughout this fall at N.B. Mills elementary school.

## Branch Activities and Community Projects (continued)

### GREENSBORO

Greensboro is launching two projects this year. It is partnering with UNCG Women's & Gender Studies to host a \$TART \$MART Workshop on March 1, 2014. Forty junior and senior women students are expected to attend. Members plan to use this workshop as a model to introduce the program to other local AAUW C/U Partners. Students will be asked to complete two evaluations: one at the end of the workshop and one by email two weeks later. The second one will show how the skills learned in the workshop have impacted their lives.

A Tech Savvy Workshop is planned for March 29. More than 140, 6th-9th grade girls will attend a variety of hands-on workshops to learn more about science, technology, math and engineering professions. Afternoon workshops will focus on "savvy skills" such as negotiation and public speaking. The parents/adults attending the activities can participate in sessions to learn about how to support girls in STEM fields, including a program on Financial Planning for College.

### WINSTON-SALEM

The Winston-Salem branch will be working with Greensboro branch members to plan and participate in the Tech Savvy Workshop in late March. The trained facilitator for the AAUW-WAGE/ \$TART \$MART project in Greensboro in early March is Kathy Pearre, Winston-Salem branch president.

### BREVARD

Brevard members are adding a new dimension to their annual book sale in June 2014. The branch will work with the head of the Graphic Arts program at Brevard High School to sponsor a competition for advanced students to design a logo for this year's book sale, then adapt that logo to different marketing pieces: a poster, bookmarks, tee shirts, online events calendars and ads at the local movie theater. A panel of judges will select the winning logo design. Katrina Ronneburger, head of the graphics program, believes "this approach will give the students a more real world experience, something that they would be doing if they decided to pursue a graphic arts career after high school." Branch members see multiple benefits for their branch as well.

### TWIN RIVERS/NEW BERN

Branch members are looking forward to a trio of programs in early 2014. A panel will present a forum on NC Education from state, regional and local perspectives in February. The branch will design a Women's History presentation for March. "Human Trafficking" will be the focus of another program in the spring.

### CHARLOTTE

Under the leadership of co-presidents Diane Johnson and Lynne Bogguss, the branch celebrated their 100 year anniversary and the completion of a \$35,000 AAUW Research and Projects Grant. Cake and balloons were in order for the party which was held at the Wilora Lake Lodge.

### TAR HEEL

As a virtual branch serving all of North Carolina, the Tar Heel branch celebrated their five year anniversary in November, with AAUW National President Patricia Ho toasting the occasion. Ho is a member of the Tar Heel branch, though she lives in Massachusetts.



*Patricia Ho salutes the Tar Heel branch: "Thank you, Tar Heel Branch, for your five years of leadership as an active AAUW advocate for women in North Carolina. I have been proud to be one of your members."*

In honor of the milestone, the branch is having a membership drive — offering those new to AAUW membership through June 30, 2014 for \$40 instead of the usual \$65. AAUW members who hold primary membership in another branch can join the Tar Heel branch for just \$5 a year. Several AAUW NC branch members hold dual membership in the Tar Heel branch as a way to support efforts to connect women to AAUW NC through a virtual network. Find details about Tar Heel membership at [www.tarheel.aauwnc.org](http://www.tarheel.aauwnc.org).

### WILMINGTON

The branch plans to repeat its successful Chocolate Fantasy Wine Tasting Fundraiser in February. The event sponsors a student to attend the AAUW National Conference of Women Student Leaders which will be held at the University of Maryland in May. The student will be selected from those women who attend the \$MART \$TART workshop which the branch organizes every year in cooperation with UNC Wilmington.

## AAUW Offers Membership Bargains

### Half-Year Dues

One can take 50%-75% off national dues this time of year. Recruit new members right now at the half-off rate, and then submit membership dues after January 1 to get the \$24.50 discounted rate. This offer is valid through March 15 and applies to the current 2013-14 fiscal year. The membership will expire June 30, 2014.

If you use the Shape the Future campaign during this same period to hold or participate in an event that's open to the public, the deal doubles! That makes national dues just \$12.25. Regular student affiliate dues of \$17 are also eligible for these discounts.

### Recruiting National Members

Branch presidents can find a list of AAUW members in NC who don't belong to any branches in the Member Services Database (look for the heading "State MAL Roster"). You can download that and find people near your branch who might want to connect. Note that national members with an expiration date in 2014 who join your branch through 6/30/2014 don't owe any additional national or state dues -- sign them up for a half-year trial for free or whatever your branch charges them.

Contact [Connect@AAUW.org](mailto:Connect@AAUW.org) for help with the MSD or to verify national dues amounts. Nancy Shoemaker, [shoemaker@acm.org](mailto:shoemaker@acm.org), can also answer questions about the best times to recruit MALs with different expiration dates, and can filter the list by county and send you just the names in counties of interest.

### Tax Information for 2013

Go to the AAUW website login page and enter your ID and password. If you do not know your ID or password, use the help features located below the login box. Then access the Member Services Database to view your AAUW membership and giving history for your 2013 taxes.

### College Undergraduates

Honor a winter graduate this season using the Give a Grad a Gift campaign. Give those interns or student teachers in your life a free, one-year membership to congratulate them on their accomplishments.

Undergraduates attending AAUW college/university partners join for free as e-student affiliates directly through our national website. Membership is automatically acknowledged and renewed each year at no cost for as long as the college or university remains a partner member.

## Literature Award Winner Announced



AAUW NC President Mary Peterson presented the AAUW NC Juvenile Literature Award to Kelly Starling Lyons in Raleigh in November. Treasurer Denny McGuire also represented AAUW NC at the ceremony.

For many years, AAUW NC has been the official sponsor of the Juvenile Literature Award in NC. This year's winner was Kelly Starling Lyons for her book *"Teacakes for Tosh."*

*"Tea Cakes for Tosh"* illustrated by E.B. Lewis, was inspired by Lyons' relationship with her grandmother. Lyons' book centers on a child's love for his grandma Honey and her delicious golden tea cakes. When she tells the story of how the cookies became part of their family, Tosh feels like he's flying back in time. But then one day, Honey starts forgetting things, even an ingredient for the tea cakes. With love for his grandma and respect for his family's heritage, Tosh finds a way to give Honey and himself a gift that keeps the memory alive.

Lyons, now a wife and mother, describes herself as "a child who dreamed large...My favorite spot to read was snuggled behind my bedroom door with my feet warmed by the heat from the radiator grate. I lost and found myself over and over in the pages of books."

Lyons conducts Black History programs, writing residencies and readers' theaters for youngsters in schools. She is also one of the founding members of the blog "The Brown Bookshelf," aimed at young African-American readers and featuring book reviews and author and illustrator interviews. Lyons makes her home in Raleigh, North Carolina.

Lyons will be attending the AAUW NC annual meeting in Burlington in late March.

## What Do Members Say? The Answer to Survey Questions

In past national convention years, a survey has been reproduced in the program magazine which is mailed to all members prior to convention. Members are asked to respond to a series of questions -- often ranking a set of predetermined responses to the questions based on their beliefs or values. All AAUW members have an opportunity to respond on-line or by mail.

At the 2013 national convention in New Orleans, the results from the most recent survey were presented at a membership workshop. Listed below are a few sample questions from that survey that have implications for member recruitment.

If you have a few spare moments, take the survey. Then compare your thoughts with the findings from all the AAUW members nationwide who returned their answers. All questions are true or false. The answers are printed below. NOTE: Thanks to the CA state newsletter, PERSPECTIVE, for organizing this information for other states to reprint.

1. Supporting the AAUW mission is the number one reason why members retain their membership in AAUW. (T or F)
2. Connecting with like-minded women is the main reason members 50+ join AAUW. (T or F)
3. AAUW NC has approximately 600 national members (MALs) living in the state. (T or F)
4. Shape the Future is a strategic plan developed by AAUW to provide stable financial growth for the organization. (T or F)
5. A person with a pet is more likely to join an organization such as AAUW. (T or F)
6. The main reason most younger members do NOT join AAUW is because no one ever asked them. (T or F)
7. AAUW NC now has 21 Community/University (C/U) partners in the state. (T or F)
8. National members have less favorable views of AAUW than state and branch members. (T or F)
9. Any member can give an unlimited number of free memberships through the Give-A-Grad campaign. (T or F)
10. If a branch retains a new member for at least two years, the likelihood of that member remaining a life-long AAUW member greatly increases. (T or F)

1. T. Supporting the AAUW mission is the main reason that both older and younger members continue to maintain AAUW membership. Branches should plan their programs and projects with this in mind.
2. T. A majority of members 50+ join AAUW to be in community with women of similar interests. If you are in this age group, encouraging your contemporary friends and colleagues to participate in AAUW is a good recruiting strategy.
3. T. AAUW NC has close to 600 national members living in the state. Branches should be actively reaching out to them on a regular basis.
4. F. Shape the Future is a campaign aimed at increasing AAUW membership and has nothing to do with financial growth of the organization. Shape the Future enables branches to give free memberships.
5. T. The next time you walk your dog or visit the vet, take some AAUW brochures with you!
6. T. It never hurts to ask.
7. T. Students at these schools are automatically enrolled through the C/U partnership. They are AAUW's future.
8. T. National members don't know as much about branches as branch members do. Be sure to include national members in branch activities.
9. T. There is no limit. Encourage your members to give an AAUW membership to a graduate!
10. T. Make special efforts to welcome and engage all new branch members.

## Make a Lifetime Gift to AAUW

Neola Waller, Legacy Circle Leader



Have you considered making a legacy gift to AAUW? Your gift will help the work of AAUW continue into the future. By providing for AAUW in your estate plans, you can become part of the distinguished AAUW Legacy Circle.

Our multi-state Legacy Circle Chair, Neola Waller of the Virginia Beach (VA) Branch, represents Virginia, West Virginia, North Carolina, and South Carolina. She has become a Legacy Circle member in part because she found the process to be an excellent way to provide for AAUW for years to come. "Providing for AAUW through my will is one way I can show my commitment to the AAUW of today and tomorrow. Our future is bright because of our leadership and the generosity of our members."

The simplest form of a legacy gift is a bequest, or a gift left to a charity in your will. Bequests often can allow donors to make a sizable gift to a charity that may not have been possible during their lifetime. In a simple bequest, the donor gives a stated amount to a non-profit group without attaching any conditions.

You can also name AAUW as the beneficiary of your life insurance, bank account, stock account, or retirement plan. In addition to bequests, charitable gift annuities are available that can provide you with income during your lifetime.

For more information, call Catherine Heffernan at the AAUW Planned Giving Office at 877.357.5587 or email [heffernanc@aauw.org](mailto:heffernanc@aauw.org). Neola Waller can be reached at 757.217.2356 or [wallerwn@wcbeach.com](mailto:wallerwn@wcbeach.com).

## Regional Meetings Draw Comments

Three regional, AAUW NC meetings were held this fall in Asheville, Wilmington and Charlotte. Each branch was invited to send from two to five members to attend one of the meetings. Thanks to Catherine Battle/Asheville, Sandra McLaurin/Wilmington and Lynne Bogguss/Charlotte for making all the arrangements for these fall meetings.

The agenda for each meeting was similar. The first half of the morning was spent approaching advocacy as an effort to impact legislation. The Public Policy Project and CQ State Track were points of reference. The general consensus regarding the CQ State Track system was that the CQ State Track list was too lengthy, with many bills of little interest to branch members.

The idea of an AAUW Legislative Report Card was introduced. Support for the project was unanimous. This project will begin in early January and hopefully completed by the annual meeting. (See the article on page 2 for more information on the report card project.)

Informal voting among those attending the meetings identified that these issues should be included on the report card findings: pay equity; education issues such as funding public schools, charter school vouchers and teacher pay; Voter ID; Medicaid expansion; restrictive health services for women; and unemployment benefits.

In addition to the branches represented in the photo below, officers and branch members from Asheville, Brevard, Statesville, Charlotte, Hendersonville, Greensboro, Gaston Regional, Salisbury and Sandhills/Southern Pines participated in the regional meeting discussions.



Representatives of the Jacksonville Regional, New Bern, Tar Heel, Wilmington and Raleigh/Wake County branches met at the Sept. 28, 2013 AAUW NC regional meeting in Wilmington.



132 Years: 1881-2013  
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### When & Where!

#### 2014 Annual Meeting

March 28-29, 2014  
 Burlington Country Inns & Suites

### AAUW NC Tar Heel News

Post to [www.aauwnc.org/blog](http://www.aauwnc.org/blog)  
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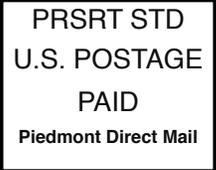
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## Tar Heel News

### POSTMASTER:

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Greensboro, NC

## Vermont AAUW Downsizes to Address Leadership Issues

AAUW VT has four active local branches with a total membership of 165. The state also has approximately 150 national AAUW members in the state who are not associated with a branch. Given the unanimous vote by the branches this fall, AAUW VT will now be managed by the branches.

State dues will no longer be collected. State dues collected to date will be returned to the branches. The state newsletter, conferences, and scholarships will be suspended. Election of two state officers (the minimal number required by AAUW) will be state-wide but managed by the branches.

Vermont Board's acknowledged "...ongoing challenges of recruiting new leadership and filling empty positions on the state board... that branches have vacant positions in their own officer slates... We focused on restructuring our statewide organization by downsizing..."

AAUW NC has already completed the "downsizing" process. See President Mary Peterson's message on page 2. AAUW VT already has candidates to fill their two state positions in the 2014 spring election.

Will we?