

STARZ and Be WISE Application Deadlines Draw Near

AAUW/Ohio has announced the 2007 Be Wise Camp will be held June 17-22 at Denison University in Granville, Ohio. Be Wise is a mathematics, science and technology camp designed to develop interest, excitement, and self confidence in young women who are entering grades 7 and 8 in the fall of 2007. This week long residential camp can accommodate 130 young women. Tuition for the 2007 camp will be \$465.

Branch Presidents will be receiving brochures in December and should note the deadline to reserve a camper's spot is Feb. 20, 2007. Since 1990, Be WISE Camp's first year, over 200 girls have benefited from the program.

STARZ, is the award designed especially for Ohio Branches which replaced the Association's 21st Century Award in 2006. The new award rewards the goals that AAUW/Ohio is trying to implement, including participation in the state convention and conference, and taking part in a state project, such as the Be Wise Camp. Applications are due for STARZ consideration on March 10, 2007.

For more information about either program or to receive applications, contact JoAnn Beneseler, 147 Sandstone Loop East, Westerville, OH 43081. E-mail joannbenseler@yahoo.com.



Coming Soon! AAUW /Ohio's NEW website

Effective immediately, our website domain name has changed. The new address is - www.aauwoh.org. This is the first step in our plan to bring you a new and improved AAUW/Ohio website, slated for unveiling in the Spring of 2007. With the new site, you'll discover even more news, event, membership and programming information to help your branches grow! Look for more updates on the new site in the Spring Orbit!

Help AAUW via Your Holiday Shopping

Are you looking for unique holiday gift ideas? AAUW can help! Simply by going online to the national website, www.aauw.org, you'll find a multitude of items to choose from to satisfy all your holiday gift giving needs. Take advantage of discounts on books, music, jewelry and other great gift items, or shop for 125th Anniversary items. Your family and friends will be delighted to be the recipients of some unique gifts; and you'll be helping AAUW as partnerships with vendors, such as Amazon.com, help raise money for AAUW! For example, every time you order books, music, and more from the online discounter Amazon.com through

AAUW's website, a percentage of your sale supports AAUW's programs and services. So log on and start saving while helping AAUW foster equity for women across the nation!

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OHIO Orbit

Newsletter of AAUW/Ohio, Inc....Encircling Our 50 Branches



Save the Date!

Annual Equity Day Conference and AAUW/Ohio Convention to be held in Tiffin

By Mathilda Navias, Local Coordinator

This year's hosts for the annual Equity Day Conference and AAUW/Ohio Convention are delighted to invite AAUW members from across the state to Tiffin, in northwest Ohio, on April 20-21, 2007. All activities will be held at Camden Falls Convention Center and the Tiffin Hampton Inn, which share a property just off Route 224 south of Tiffin. Everything is within walking distance, including an Italian restaurant and a landscaped area with a pond and gazebos.

To add fun and interest to your stay, we are offering several optional forays into Tiffin before and after the AAUW activities. For those who can arrive Friday morning, we have arranged a tour of The Ritz Theatre and the Tiffin Glass Museum. For fans of the band Village People, we will be arranging a block of seats to their show at the Ritz Theatre Saturday evening. The Ritz, as it's known locally, was built in 1928 as a sumptuous movie palace in Italian Renaissance style. Completed in only nine months, the theater cost \$250,000 to build. When it opened, over 1,500 patrons packed the theater. Later in the century, however, it fell on hard times and the building was closed. In the 1980s, citizens of Tiffin came together to resurrect the waterlogged building. They purchased the property for \$35,000 and started a capital campaign to restore the theater to its original glory. The total cost of the renovation and annex totaled approximately \$5.3 million.

The theater provides a venue for nationally known entertainers such as Joan Rivers, Willie Nelson, and Bill Cosby, as well as lesser-known artists. Locally, it is used for a variety of school and college concerts, as well as neighborhood, yes neighborhood occasional movie. The restored building boasts a mosaic tile floor in the lobby, two marble staircases, and fixtures of solid brass. The auditorium features four



The beautiful Camden Falls Convention Center

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AAUW Celebrates 125 Years

AAUW is one of the oldest women's nonprofit organizations

The American Association of University Women celebrated its 125th anniversary surrounding the theme of a legacy of leadership with a museum exhibit and event at the Historical Society of Washington DC on Nov. 9. AAUW has its roots in DC, where its headquarters has been since the 1800s.

At the Washington event, AAUW President Ruth Sweetser honored the organization for its dedication to promoting equity and education for all women and girls. Sweetser, along with AAUW Educational Foundation President Barbara O'Connor and AAUW Executive Director Michele Wetherald, cut the ribbon to officially open the exhibit.

The packed audience heard an historic audio recording of AAUW founding mother Marion Talbot. The recording had not been heard publicly since the original speech was made in 1945. In addition to the recording of Talbot, Freda Kirchoway, then editor and publisher of The Nation magazine and the keynote speaker at AAUW's 1945 meeting of minds, not of persons' audio convention, was also heard speaking about AAUW and the need for women to protect democracy after World War II. Attendees had the opportunity to view the special AAUW exhibit, AAUW at 125: A Legacy of Leadership, which displays prominent artifacts, photos and memorabilia of AAUW over the years.

Throughout the course of AAUW's history, members have included many exceptional women, such as Coretta Scott King, former Congresswoman Patsy Mink, Brigadier General Wilma L. Vaught, and Dr. Johnnetta Cole. Today, AAUW numbers more than 100,000 members, 1,300 branches, and 500 college and university partners.

## Leadership

### 2006-2008 AAUW/OHIO BOARD OF DIRECTORS

Please contact board members for assistance

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**Our Mission:** AAUW advances equity for women and girls through advocacy education and research.

**Vision Statement:** AAUW will be a powerful advocate and visible leader in equity and education through research, philanthropy, and measurable change in critical areas impacting the lives of women and girls.

**Educational Foundation:** Provides Funds to advance Education, research and self-development for women, and to foster equity and positive societal change.

**Legal Advocacy Fund:** Provides Funding and a support system for women seeking judicial redress for sex discrimination.

**Diversity Statement:** In principle and in 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.

**To Join AAUW:** Membership is open to all graduates who hold associate's or equivalent, baccalaureate or higher degrees from a regionally accredited college or University.

To join, contact the AAUW/Ohio office at 800.910-7075.

Nov. 28, 1881: Marion Talbot and Ellen H. Richards found The Association of Collegiate Alumnae, AAUW's forbearer, with 15 alumnae from eight colleges as its founding members.

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## MARGE'S MESSAGE...

### 2007 Promises to be an Exciting Year!

By Marge Lee, AAUW/Ohio President

**Great news!** Following interviews with two very well qualified candidates, I have appointed an *Orbit* editor. **Donna McNamee**, a member of the Mentor-Madison Branch, will serve as our new editor, beginning with this issue. Donna is a communications specialist who does freelance writing, editing and desktop publishing. Many individuals, non-profits and small businesses have benefited from Donna's expertise in writing and editing a multitude of publications. For more about Donna, check out Jackie Evangelista's article on page 3. I am looking forward to working with Donna.

I have also appointed **Sue Leidtke**, past AAUW/Ohio President, as Legal Advocacy Fund chair. Sue is a member of the Delaware Branch and can be reached at leidtke.sue1@verizon.net. Sue will no doubt be in touch with branch LAF chairs soon.

The 2007 State Convention will be held April 20-21 at the Camden Falls Convention Center in Tiffin. Plans are well underway in the very capable hands of local arrangements chair **Mathilda Navias** and **Ginny Palmer**, State Program Co-chair. Be sure to mark the dates - in ink! - on your calendar as the convention promises to be another great networking and learning experience at which our members can gather. You'll find preliminary information in this issue on page 11. Detailed information and registration information will be forthcoming in the Spring *Orbit*.

The major focus of all AAUW state organizations and branches in 2006-2007 is our 125th Anniversary. Officially the anniversary date was November 28, 2006; but the celebration will culminate at the Association Convention *Expanding a Legacy of Leadership* in Phoenix, AZ, June 29-July 2, 2007. We hope you are planning to be there! **Roberta Mohr**, president of the Akron Branch, has written a series of 3-5 minute scripts to celebrate this anniversary year. The first features a telephone conversation between **Marion Talbot** and **Ellen Richards**, founders of the Association of College Alumnae, AAUW's forbearer. You'll find an article about the skits and some excerpts in this issue on our 125th Anniversary pages.

AAUW Keys to the Future: A Member-Get-A-Member Campaign. Your membership vice president should have a membership packet that provides detailed information on the new membership recruitment campaign being conducted in honor of the need for another 125 years of AAUW. **BECAUSE EQUITY IS STILL AN ISSUE.**

Please check your **STARZ** forms for pertinent dates. Several have already passed and I hope you haven't missed them. The STARZ program will increase communication between the branches and between the branches and the state. It will also make branch members more aware of their responsibilities to achieve the goals of AAUW.

As of this writing I have received directories/yearbooks from only FOUR branches. I really would like to receive a copy of the directory /yearbook and the newsletter from each branch. Some of you have already put me on your mail list. I appreciate that as I thoroughly enjoy reading the newsletters. You have so many exciting things happening. Keep up the great work!

Finally, please note the date for contributions to the Educational Foundation and the Legal Advocacy Fund. Both are due on December 31, 2006.

At this special time of year, I wish Peace, Love, and Joy to each and every one of you.

WINTER ONLINE BOARD MEETING: January 6, 2007

## Ohio Convention

1993: As a result of a landmark study, "Hostile Hallways: The AAUW Survey on Sexual Harassment in America's Schools," was released.

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### Purpose, Power and Progress

## Convention workshops and luncheon aim to inspire and celebrate AAUW's 125 years

AAUW/Ohio Convention organizers have been hard at work planning an outstanding program for this year's Convention to be held on Saturday, April 21, 2007. There will be a variety of workshops and activities we're sure you will enjoy and find helpful in working with your respective branches. They include:

- AAUW Great Lakes Regional Director, Pam Thiel, who has said, "The future depends on the strength of our branches and states." She'll join us on Saturday to guide AAUW/Ohio members through the Association's "Road Map for Change," an interactive discussion program on guiding the Association's evolution into the 21<sup>st</sup> Century
- Emily Resnick, Bowling Green State University student who attended (with AAUW/Ohio and Bowling Green Branch support) the June, 2006, National Conference for College Women Student Leaders, will be on hand to help us discover how to reach out to young potential members
- The first annual presentation of STARZ awards, the new AAUW/Ohio branch incentive program, will take place and a special surprise guest will appear during the gala 125th anniversary luncheon.

Additional information will be forthcoming in the Spring issue of *The Orbit*. But please mark your calendars now! We're sure this is a weekend you won't want to miss as we celebrate AAUW's 125 years of success while gearing-up for another exciting year as we continue to guide AAUW into a future of purpose, power and progress.

### All-Convention Read

## Book inspires Equity Day theme

By Ginny Palmer, co-Program Vice President

**Money, A Memoir: Women, Emotions, and Cash**, by Liz Perle, is AAUW/Ohio's 2007 selection for an All-Convention Read. The 2006 book, which is due out in paperback in December, was selected to tie in with "Money Matters: Financial Literacy for Women," the theme for the April 20, 2007, Equity Day Conference to be held in Tiffin immediately preceding the 83<sup>rd</sup> Annual Convention. It is also the April, 2007, selection for AAUW's Adelante! Book Club.

Liz Perle is editor-in-chief of Common Sense Media, the nation's leading nonpartisan organization designed to help families make the best media choices for their children. *Money, A Memoir* is a bold and personal book that digs below the surface of one of society's last taboos - money. Perle realized that she and many other women have been raised with conflicting messages about money. Perle uses her own story as the framework for a look at women and the emotional side of making financial decisions. She weaves together her personal story with a society-wide view through anecdotes and insights of psychologists, researchers, and more than 200 "ordinary" women. The result is an insightful,

## Equity Day and Convention

(continued from page 1)

10 x 30 foot murals of gardens and statuary. A chandelier made of 20,000 Czechoslovakian crystal pieces hangs from a sky blue dome. Intricate plaster work, concrete forms, stone designs and hand-painted scrolls appear on the walls and ceiling. The tour also includes backstage areas not otherwise seen by the public, dished up along with stories of performers and volunteers. The theater maintains a web site at [www.ritztheatre.org](http://www.ritztheatre.org).

The Tiffin Glass Museum is a showcase for locally-produced glass tableware, particularly stemware, as well as blown and pressed ware. Opened in 1889, over the years the glass factory's products were sold through Montgomery Ward, Sears and Roebuck, Tiffany's, Macy's, Colony House, Royal Medallion, Nancy Prentiss, American Manor, and Reynolds Crystal. The museum and a glass shop, which opened in 1998, are run by the Tiffin Glass Collectors Club, which formed in 1985, the year after the factory closed its doors. They maintain a web site at [www.tiffinglass.org](http://www.tiffinglass.org).

The rock & roll band Village People is scheduled to bring their high-energy show to the Ritz Theatre Saturday night. After almost 30 years and with most of the band's original members intact, the one-of-a-kind band is synonymous with dance music. These six talented men combine energetic choreography with outrageous fun and lots of bumping and grinding, singing and dancing, providing great entertainment for all. Their combined LP's and singles have topped 65 million in worldwide sales with hits like YMCA, Macho Man, and In The Navy.

We look forward to hosting the 2007 Convention and Equity Day conference; and we hope you'll join us!



Village People



unflinching look at how and why we make financial decisions.

Further information on the book is available on the AAUW Adelante! Book Club website at [www.aauw.org/community\\_programs/adelante/06.cfm](http://www.aauw.org/community_programs/adelante/06.cfm), complete with a link to discussion questions. The book's website is [www.moneyamemoir.com](http://www.moneyamemoir.com) and you can listen to the author on The Diane Rehm Show (Feb. 14, 2006) at [www.wamu.org/programs/dr/06/02/14.php#10129](http://www.wamu.org/programs/dr/06/02/14.php#10129).

### Recruiting Members

(Continued from page 3)

cliques and when jargon like EF and LAF is used that they don't understand. And if they haven't attended for awhile, they might find it especially hard to return unless they are called and encouraged to attend.

Meetings need to be more streamlined since member

schedules are usually tight. Have an agenda, start and end on time, and note plans for the future before adjourning. At the same time, members should be made to feel involved in decision making. Ask for their opinions about ideas being considered within the branch. After members have attended for awhile, think about how they might become more involved in the group.



Conference presenters gather for a group photo

Ask them to take on a project or do part of a job. When it is time to ask members to renew their membership, be sure to send an envelope and be sure to ask them more than once to rejoin. If they eventually decide not to rejoin, be sure to find out why and determine if there is some way you can change the branch to address their reason for leaving.

From experience, Milhoff thinks that members want to know what AAUW does with their money so it would be a good idea to have an answer. The membership vice president should make sure that members are informed in some way about AAUW, its Educational Foundation, its Legal Advocacy Fund, its publications and its conventions.

### Voter Forums

(Continued from page 8)

The Logan County event aired live on WBLL-TV and was shown periodically on the Bellefontaine City Schools cable channel prior to the election according to **Jamie Ross**, forum chair. Assisting Jamie were **Ann Beck**, **Martha O'Connor** and **Susan Schultz**, who served as moderator. A committee of about 10 members helped Harper stage the Zanesville forum. They do the general planning before the summer break. The names of those running for office are obtained from the Board of Elections in August after the deadline for candidates to file. Candidates are then sent an invitation and notified they will receive a questionnaire in September.

Committee member **Ardath Danford** noted, "Probably one of the more onerous jobs is that of following up on those who do not meet the deadline. Our chairperson is a bulldog on that and has been known to go to homes or offices of those who can not seem to comply."

Congratulations to both branches for playing an important role in encouraging and informing citizens.

### Couldn't Attend the August Leadership Conference?

Handouts are available on the Ohio website at [www.AAUWOh.org](http://www.AAUWOh.org)!

The summer leadership conference was jammed with great ideas for growing and developing your branch. If you were not able to attend, log onto the AAUW/Ohio website and follow the link on the homepage locate to the information that has been posted about the conference.

- Outline of Michele Wetherald's speech including notes and statistics
- Outline of the two presentations on visibility one each on communicating externally and internally.
- Outline of two presentations on public policy one on integrating public policy into branch programming and one on how we take the measure of AAUW
- A Powerpoint presentation on recruiting and retaining members.

### Wetherald shares findings

(Continued from page 4)

to be people of color by 2015. The polarized political environment reduces our potential membership as does the fact that so many women are working today. We are competing both for their dollars and time.

• **Values Discussions:** Members who have been queried in surveys and at conventions say that we value education, formal and informal, and want to use it to make a difference in the lives of women and girls. We act, and we research. Our mission lies at the intersection of education, equity and action. Our declines result from lack of attention to our mission, which is what makes us different from other groups.

Wetherald said that at the national level, they are focusing on "change elements" such as narrowing our focus, branding, communicating that branding, and taking a more business-like approach among others. Programming around the new theme, "Education as the Gateway to Women's Economic Security," has been one result. Branches need to consider whether they want to preserve the institution (what we've always done) or the mission (what is really fundamental). "Change is the name of the game for every 21<sup>st</sup> Century organization," she said.

### Public Policy

(Continued from page 8)

level, where many important decisions are being made under the radar. The Ohio legislature, for example, impacts issues such as school funding, charter schools, vouchers, high stakes testing, abstinence-only education, anti-evolution curricula, access to emergency contraception and reproductive choice. Branches in larger cities might want to work on Ohio's charter school program, which violates at least two of the criteria AAUW lists in its position paper on the topic: 1. It's financial accountability has been questioned repeatedly, and 2. It allows private and for-profit entities to run charters.

If your branch is within an hour's drive of Columbus, your interest group might want to join the AAUW/Ohio Lobby Corps, a cooperative effort with the League of Women Voters. Contact Ruth for details. If you decide to form an interest group, spend a little time reading the Issues section of the AAUW website at There you can refresh your knowledge of our the AAUW Public Policy Program, which is approved by the membership at the biennial convention, read many position papers on key AAUW issues as well as issues of *Action Alert*. And, of course, Ruth and I are here to help you in any way we can.

*Membership vice presidents share ideas*

### How to Recruit and Retain Members

Ohio Co-Membership Vice presidents **Pat Milhoff** of Akron and **Cindy Grau** of Middletown shared ideas about how to recruit and retain members at the leadership conference. First, they noted that because of where



Grau

they live, Milhoff will serve as liaison to branches in the two northern districts of the state the Northeast and Northwest while Grau will work with the southern districts the Southeast,

Central and Southwest.

#### Recruiting Members

Grau suggested that branch boards need to work first with the membership vice president to set a realistic membership goal and create a plan. The plan should include developing programming perhaps around a theme or special project that will spark interest in the community and garner publicity. Meetings times and places



Milhoff

should be varied. Meetings should be held on college campuses when possible. Like-minded groups should be asked to collaborate on projects or programs when appropriate. Interesting outings should be planned, and interest groups started so that your branch offers diverse appeal.

The membership vice president should be enthusiastic, work to motivate activity by all members towards branch growth, and identify and build on branch strengths. Membership vice president should take advantage of the AAUW incentive programs "Shape the Future" or "Give-a-Grad-a-Gift," hold "get-to-know AAUW" events, and develop displays and brochures to promote membership.

Attention to detail is necessary. For example, the membership vice president should make sure that branch brochures

### Introducing our new Orbit editor

By Jackie Evangelista

I am so pleased to introduce **Donna McNamee**, our new *Ohio Orbit* editor and a most worthy successor. Donna brings to AAUW/Ohio a distinguished record in both publishing and advocacy on behalf of persons with disabilities.

A member of the Mentor-Madison Branch in Lake County, Donna is a communication/marketing specialist who works as an independent contractor. She is a writer, editor, and desktop publisher of newsletters, annual reports, news releases, brochures, flyers and invitations.

Donna was graduated with honors with a B.A. in business administration from Ursuline College in Cleveland. She also hold an AA and an AAB from Lakeland Community College in business management and accounting.

Donna played a critical role in the nationwide effort to pass the iTicket to Work and Work Incentives Improvement Act of 1999 (PL 106-170), a law which allows people with disabilities to pursue gainful employment without losing essential government-paid health benefits. She was present when President Bill Clinton signed the legislation at the Franklin D. Roosevelt Memorial.

She has also been an outspoken advocate for health care reform and most recently a nationally recognized advocate for public transportation. She is currently a member and immediate past president of the Laketrans Board of Trustees, a public transit company operating in Lake County. She also chairs the ADA subcommittee of the American Public Transportation Association.

Donna was inducted into the National Hall of Fame for Persons with Disabilities in 2000 and the Lakeland Community College Alumni Hall of Fame in 2006.

Please add Donna to your snail and e-mail lists. Receiving your newsletters and e-mail communications gives the editor ideas for articles in subsequent issues of the *Orbit*. Plus you are then automatically entered into the newsletter competition. Donna's contact information can be found on the back page of every issue.



McNamee

are placed on college campuses, libraries and anywhere else potential members may congregate. She should utilize a guest book so that she can follow up with notes or phone calls and place guests on the branch mail list. She should be sure to give guests a folder of information about AAUW. She should develop the branch mail list and continue contacting prospective members on it.

Membership vice presidents should utilize the latest technology to encourage younger members to join. Branches can develop their own websites or have a page on the Ohio website. Newsletters can be done electronically, which is quicker to do and free. Members can be asked to forward all branch notices to friends they think might be interested in AAUW. Grau suggests that branches spell out AAUW so that prospective members know what we are about.

Grau summed up her recommendations: "Figure it out, package it, and sell it."

#### Retaining Members

Milhoff noted that our mission is of interest, but the way branches are presenting it is not working. She challenged membership vice presidents to find out early on what members are expecting to get out of their membership, discourage practices that make new members feel left out, and encourage branch leaders to be organized so they don't waste the time of members.

Once membership vice presidents find out why a member chose to join, Milhoff suggests that she should find a small way to get that person involved that relates in some way to why they joined. If their motivations are social, for example, you might ask them to be a greeter.

New members will feel left out if they are not brought into existing

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## Wetherald shares strategic findings at summer conference

About 65 Ohio branch officers representing 29 branches were represented at the Ohio leadership development conference, *Alive and Thriving: Meeting the AAUW Leadership Challenge*, on Saturday, Aug. 19, at Ohio Wesleyan University in Delaware.

AAUW Executive Director **Michele Wetherald**, an Ohio member, drove from Washington DC to keynote the event, which featured segments on programming, membership, public policy, visibility and the new STARZ awards program as well as contributions from past Ohio presidents **Carol Leupp** and **Gail Conrad**. Immediate Past President **Alice B. Schneider** coordinated the event.



Wetherald

Noting that AAUW is the second oldest women's organization with the YWCA having a bit more seniority, Wetherald encouraged members to use our 125<sup>th</sup> anniversary to build pride among current members of our organization and to attract new members. The anniversary theme, *A Legacy of Leadership* sums up the influence we have had over our history.

Wetherald reported on a strategic process the Association has been engaged in for some time designed to discover where we are and where we want to go. Here are some of the findings:

- **Internal Trends:** 72 percent of our members are over 60 while only two percent are under 39 and eight percent are women of color. Membership declines have averaged five and one-half percent for a number of years, and the national office staff has been reduced (*Continued from page 4*)

- **External Trends:** Declines will continue. Since 9-11, women are not joining organizations unless they see value added, and social organizations are deemed irrelevant. The population is changing with 50 percent expected

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## AAUW Member Orientation Folder distributed at leadership conference

Branch officers attending the summer leadership conference each received a sample AAUW Member Orientation Folder, which contained a wealth of information designed to inform new members about the organization they have joined.

AAUW is a complex organization. We have the feeling that many members are not receiving any kind of orientation about what our organization stands for, said **JoAnn Benseler**, former Ohio president and Leadership Committee member, who put the folder together.

The New Member Orientation Folder came with a sheet explaining where all the pieces were obtained—from the teal folders (ordered through Staples) to the contents (ordered online from shopaauw@aauw.org or by calling 800-225-9998). The folder included brochures, a bookmark and sticker that explained all aspects of our organization.

It was also suggested that branches include a copy of *Outlook* and the *Ohio Orbit* (recycled from members) and items pertaining to their branch such as a Yearbook and schedule of programs. Branch officers were encouraged to obtain these materials and put together the orientation folders.

The Ohio Leadership Committee believes that informing members more fully about AAUW will help develop pride in the organization and encourage membership renewals, Benseler concluded.

## What attendees said about the leadership conference

Of those attending the summer leadership conference, 47 filled out the evaluation form. They were queried about whether they preferred holding leadership training in the summer or at convention, and a large majority said they preferred the summer meeting. Attendees pointed out that the convention agenda is too jam-packed to give the topic the attention it needs. Here is a look at two of the other questions asked and a sampling of the replies.

### To what extent has the Leadership Conference met your expectations?

- Several said that it exceeded expectations.
- I have been to several prior leadership events, and it was much more helpful with tools plus ideas and inspiration.
- Glad I attended; will take back tools I've learned for attracting/retaining members.
- Lots of new ideas.
- Michele was perfect. Energized and equipped!
- So many valuable ideas from so many creative women.
- Enjoyed the contact with other members.
- Handouts were helpful.
- Should have conference for new branch leaders.

### What one idea to create change are you going to use in your branch?

- Several said, mission based programming.
- Use technology to reach out to prospective members. It would also increase visibility.
- Create round table discussion among college campus leaders of Women's Studies Programs.
- Follow up with guests.
- Read mission statement at every meeting.
- Going to work on publicity.
- Realized there is no branch in the county north or south of us. Will look for new members there.
- Be more visible to local colleges.
- Need programs for younger women.
- Evaluate strengths and plan around them.
- Publish newsletter, conduct orientation and induction of new members.
- Increase diversity.
- Look for a college intern.

## Reaching Out to Local Media

By Deborah Shaar, AAUW/Ohio Communications Director

**EDITOR'S NOTE:** Expanding our membership base on the local level is crucial to AAUW's long-term survival. At the August Leadership Conference, Deborah Shaar shared her ideas on how to work with local media to increase visibility and promote AAUW's mission and vision in the community. In future issues, we'll explore some of these and additional ideas in greater depth.

A good relationship with your local media can be a valuable asset for branches of all sizes. Publicity in the community not only helps your organization promote AAUW's mission, but also is vital for recruitment of members and successful fundraising. Bottom line—it gets your name out there! That's why the coordinators of the August Leadership Conference set aside a session specifically to deal with communication strategies that branches can start doing TODAY! The three areas of action in communications: Determine what you want to promote; decide the best placement; and deliver the message. What to Promote:

- **Branch Programming:** As the planning begins for the upcoming programming year for your branch, it is important to think about promotion. Who will be the best speakers at meetings this year? Which event will draw a big crowd? What session offers timely, relevant information that is needed in the community? Are you partnering your fundraiser with another community group? The answers to these questions and others will help guide you in determining a strategic plan for your branch communications with local media.

- **Feature Stories:** Do you have a member who just won an award within her career or industry? How about the founding member of your branch—how did she do it? Did your branch win awards at the state convention? These are some examples that could be developed into feature stories for use throughout the year as needed to keep your branch in the news.

- **Special Events:** Your branch probably counts on annual coverage in the local newspapers and broadcast media (if you are lucky) for that one event that makes your branch special in the community be it a book sale, house tour or tutoring book for students. Capitalize on this interest to keep your branch in the spotlight. Which Media to Use:

- **Newspapers:** Chances are newspapers are your best source of promotion for your branch. Consider the community listings for upcoming branch meetings. The news department may want to cover your speakers or events. The business section is a good place for announcing officer elections, member accomplishments or results of your fundraising. \*Radio station: Beyond the news department, why not look to a radio station's community affairs programming for in-depth coverage of your branch. Most stations air advertisements for non-profits as a community service. Others offer an on-air community calendar of upcoming events that could list your branch functions. Find the host who conducts community profiles or interviews and request to feature your branch.

- **Television stations:** Television coverage of branch activities would be great! Your branch must have some visual elements to the meeting/event/function, in order to make a good TV story beyond covering a set event, most stations have some local interview segment in certain news shows, and are always looking for topics and guests. This could be a great way for a branch to get coverage prior to an event or meeting, or where visual elements might be limited. \*Websites: There are many opportunities online to get the word out about your branch. Contact your local chamber of commerce or convention/tourists bureau and try to get your branch listed on their websites. Many Internet service providers also offer a directory of sorts on their home pages with local listings. Local media all have websites, so even if the media isn't directly interested in doing something with your branch, they may be willing to post the information online. Ask other related community groups to include links to your branch (as well as AAUW/Ohio and AAUW) on their websites. Deliver the Message:

- **News Releases:** News releases are the easiest way to get the attention of local media. \*Interviews: Branch officers or communication chairs can serve as spokesperson for the branch during interviews for any media.

- **Email Announcements:** create and maintain an email distribution list of local media, community organization, city leaders, civic groups, etc. to use when releasing information about your branch.

- **Letter to the Editor:** Consider submitting a Letter to the Editor or Opinion page editorial in your local newspaper related to an issue featured in your branch programming. Also, consider having your branch respond to current events reported in the news related to the AAUW mission.

## ATTENTION ALL BRANCH NEWSLETTER EDITORS!

Our new *Orbit* editor, **Donna McNamee**, needs your help! Please let her know your editor's name and contact information. We would like to add her to our e-mail newsletter listserv and/or mail list. If you have a newsletter and just have never let us know, please add Donna to your regular or e-mail list. Reading your newsletters gives her article ideas and helps keep her informed about AAUW happenings around Ohio. Plus you are then automatically considered for a newsletter award so long as you publish at least three issues per year.

You may contact Donna at: 5025 Willoughcroft Rd., Willoughby, OH 44094 or by e-mail [DPMWRITE@aol.com](mailto:DPMWRITE@aol.com). Please Add the word "Newsletter" to the subject line. Many thanks - we know she's looking forward to hearing from you!

## We have Branches!

Recently we have noticed in communications from around the state that some branches are incorrectly identifying themselves as chapters. We will greatly appreciate your help by correcting your copy for your future publications.

## Are you a political animal?

By Jackie Evangelista, Ohio Public Policy Co-Chair

**EDITOR'S NOTE:** This is the first of a new regular public policy column designed to highlight advocacy and issues of interest to AAUW members.

Is supporting the AAUW Public Policy Program one of the main reasons you belong to AAUW? Are you happy to pay Association dues because you know that they support AAUW lobby for our policy priorities on Capitol Hill? Do you enjoy reading and talking about policy issues? Or do you like advocating for them either through writing letters to the editor or contacting legislators? In short, are you a political animal?

If you are, consider volunteering to start a Public Policy Interest Group in your branch. Why start an interest group instead of simply addressing public policy as a branch? Three reasons.

First, a Public Policy Interest Group provides a safe environment where your like-minded members can freely study or advocate for our issues. It is my observation that many branches have reduced their involvement in public policy work in order to avoid offending the minority of members who do not agree with a few AAUW positions. While there are many projects branches can adopt that are politically neutral such as putting on voter forums or developing voter guides, in a political environment where even support for public education is viewed as liberal, strong advocacy for our issues can open a partisan divide.

Second, your Public Policy Interest Group can be a recruiting tool. You can involve non-members in interest groups. If you organize your interest group to be project based, research shows that it will appeal to younger women. It could be a way to reach out to a demographic sorely needed in AAUW. Also, research shows that members-at-large join primarily to support the public policy program. While they generally become MALs because they don't want to attend local meetings, they might be enticed to join a public policy interest group that has a

specific focus. Contact me for the list of Ohio MALs.

Third, an interest group on any topic facilitates in-depth work, be it study or action. Regular branch meetings are program based, and AAUW has many diverse program interests. Many branches never schedule a single meeting on a topic related to public policy. An interest group allows you to focus in laser-like fashion on one area.

What might a Public Policy Interest Group do? That might depend on the age of those who join. At present, 72 percent of AAUW members are over 60. Members in this group would most likely enjoy studying issues. You could select an issue you want to study, or you could review current books related to our issues. You could agree to be responsible for one or two regular branch programs per year presenting the results of your study. However, if you want to interest a younger demographic in AAUW, you should consider making your interest group project or activity based. The Association offers project ideas periodically. For example, it recently urged branches to get involved in encouraging drop off voters to go to the polls. It also offers guidelines for sponsoring Pay Equity Day projects, which many Ohio branches have carried out in late April. You could develop your own projects, which might be carried out in cooperation with a Women's Center at your local college. If you were to meet with them, they might have project ideas to suggest.

Lobbying is another example of an active approach to organizing your group. My co-chair, Ruth McGaha, handed out a folder of materials to help you with lobbying at the summer leadership conference. If you weren't there, you can obtain one by contacting her (see page 2). Federal issues of interest to AAUW members include Social Security modification, the No Child Left Behind Act, Title IX, pay equity and federal support for higher education.

You might want to focus on the state

(Continued on page 10)

## Zanesville and Logan County sponsor well-attended voter forums

Two Ohio AAUW branches in Zanesville and Logan County helped local citizens become informed about the candidates running for office this year by staging voter forums in October



OVER 140 CITIZENS attended the Zanesville voter forum. At the podium is Zack Space, a candidate for Ohio's 18th Congressional District

and received a lot of visibility in the process.

About 140 citizens came to hear 16 candidates share their qualifications and platforms at the Zanesville forum held at the John McIntire Library. Among them were several high visibility candidates running for state level office such as Jennifer Brunner, Marc Dann, Richard Cordray, and William O'Neill.

The Logan County debate, which was entitled 'The Political Mix of 2006,' attracted dozens and featured candidates for both the U.S. and Ohio House of Representatives as well as a number of local office seekers. It was held at the Hi-Point Career Center.

A voter forum is an ideal vehicle for developing a good relationship with local media. Both branches obtained co-sponsorship of their local newspaper or television station or both.

In its fifth year, the Zanesville forum was publicized on the front page of the Zanesville *Times-Recorder* both before and after the event according to Helen Harper, forum chair. The follow-up coverage occupied much of page one and half of page three. The newspaper also published a comprehensive voter guide. WHIZ-TV provided a moderator and did interviews with all the candidates.

(Continued on page 10)

## Wright State University Professor is Recipient of AAUW Grant Designed to Spark Girls Interest in Science, Technology

Thanks to an AAUW Community Action Grant, when the school bells tolled in the Dayton area in September a new program targeted toward junior high school girls was about to get underway. Spearheaded by Kathleen Koenig, Ph.D., Assistant Professor of Physics at Wright State University, Dayton, over 300 6th and 7th grade girls, over the course of the next two academic years (2006 and 2007), will have the opportunity to learn about careers in science in a hands on atmosphere.

According to Koenig, who as project director is also the successful recipient of the AAUW grant which funds the project, 'The purpose of the program is to stimulate girls' interest in science, technology, engineering and math (STEM) disciplines and encourage girls [to continue] to take science and math courses in high school when they become optional.' The program was modeled from a similar and highly successful program created and partially supported by AAUW-Cincinnati. AAUW/Ohio strongly encouraged the implementation of the second program in Dayton and is in fact the grant agent for the project. AAUW/Ohio will also collaborate with this program next summer though its linkage to the BEWISE summer camp for 7th and 8th graders interested in science and math.

Koenig's program will help introduce young women students to various careers in the sciences. Students will have the opportunity to make eight monthly after school visits with female scientists who will engage the girls in hands-on activities while portraying various careers and fields of study within the STEM disciplines. In addition, the girls will be invited on a Saturday field trip to a local university for a 'Tour of Women Scientists' to observe firsthand their laboratories and research. There, the girls will spend an hour in each of four laboratories which belong to women faculty. There, the girls will conduct various experiments while learning about the research of the women scientists. This event will allow the girls and their mothers the



Learning about electrical engineering while taking apart a curling iron.

opportunity to see research in action as well as those educational opportunities in STEM that are available on the college level. The program's success will be measured in part by the girls' participation in a study utilizing pre- and post-questionnaires and surveys to determine the program's effectiveness in increasing girls' attitude and interest in science, science-based careers, and intent to take science classes in high school.

Koenig, who played a major role in the creation and implementation of both the Dayton and Cincinnati programs, commented, 'The goal is to motivate the girls to challenge themselves and continue in science and math in their future school years. We hope to foster this by increasing the girls' confidence and stimulating their interest in science and math and creating an awareness of the broad range of career choices available in the STEM fields.' She also stresses the importance of educating parents of girls so that they can provide support for daughters who show interest in future careers in the STEM disciplines.

Koenig, whose research background and Ph.D. are in physics education, indicated her success comes from working with the program since its inception four years ago, an effort which has propelled her to program chair. She has been a

classroom teacher and for the last four years a scientist presenter for GSP-Cincinnati. Koenig has worked with classroom teachers for 15 years by conducting summer in-service teacher institutes in physical science. She has been invited to speak at multiple conferences and has presented her research at national and local conferences.



This student is gaining experience working in a university lab



Building a spaghetti and gum drop bridge is part of a construction engineering activity during Showcase of Women Scientists Day.

## Ohio AAUW Educational Foundation Fellowship and Grant Awardees Announced

Among the 224 recipients of this year's AAUW Fellowships and Grants, six Ohio Women have been named. The diversity of their fields of study would make these women great guest speakers for a branch program. Anyone interested in inviting one of these women to a meeting should contact Mary Lee Powell. You'll need to provide her with your program chair's contact information. The 2006-2007 Directory of Fellowships and Grants may be found online at [www.aauw.org](http://www.aauw.org). The directory contains biographical sketches of each recipient and more information on their course of study.

### AMERICAN FELLOWSHIPS

Moria E. Casey, *English Language and Literature*, Miami University-Middletown

Susan A. Paulson, *Anthropology & Archaeology*, Miami University-Oxford

Maria H. Kohlman, *Sociology*, Kenyon College

### CAREER DEVELOPMENT GRANTS

Joan M. Steidl, *Psychology and Counseling*, John Carroll University

Lorri L. Tipton, *Radio/TV/Film*, University of California, Los Angeles

### 2006-2008 COMMUNITY ACTION GRANTS

Kathleen Koenig, Wright State University, Dept of Physics, 'Fueling Girls Interest in Science and Math: A Program for 6th and 7th Grade Girls'

## Into the Future

By Pam Thiel, Great Lakes Regional Director

Writing down goals is the first step in making them a reality. The Association Board outlined five attainable goals to help move us into the future. To make these goals happen, we all have to partner together at the three levels of our organization—branch, state, and national—and focus on accomplishing each element.



Thiel

Here are the five partnering goals:

1. Work with College/University members and other institutions of higher learning to identify, encourage, and support (possibly financially) students to attend the National Conference of College Women Student Leaders (NCCWSL), AAUW's signature project. Students are our future so let's make it possible for them to attend the June Conference, learn about issues important to them and us, and in the process create a new AAUW member. One student leader from this year's Conference said that she was most impressed with the Women of Distinction Celebration; and she vows to be an inspiration to others like the awardees are to her. Support the Conference and make a difference in the future of a student leader.

2. Education as the Gateway to Women's Economic Security is our new programmatic theme and has three areas of emphasis: equity in education; equity in the workplace; and lifelong learning, including financial and technology literacy and women's status worldwide. Use this broad theme for at least two programs or projects in your state and branch this year.

3. Make sure that you have a full delegation and at least one more for the Association Convention in Phoenix this June 29-July 2. There are terrific incentives for regions, states, and

## AAUW 125th Anniversary Celebration

(continued from page 1)

Officially, AAUW celebrated the 125th anniversary on November 28, 2006 however, activities honoring the organization began with the Washington, DC event and are being planned throughout the remainder of 2006 and 2007 across the country as branches work on creative ways to pay tribute to one of the oldest nonprofit organizations dedicated to women's rights. Let us know what your branch is doing to honor AAUW's important legacy as the leading advocate of education and equity for women and girls and/or send a photo to DPMWRITE@aol.com. We will publish as many activities and tributes as space permits in future issues of *The Orbit*.

To help you get into the spirit of the celebration, you may wish to check-out the following websites for ideas and inspiration:

- For more information about AAUW's 125th anniversary, visit <http://www.aauw.org/newsroom/presskits/aauw125th/index.cfm>.
- To hear audio excerpts of Marion Talbot and Freda Kirchway, visit <http://www.aauw.org/aauw125th/history.cfm>.
- For more information about the history of AAUW, visit the AAUW online museum at [www.aauw.org/museum/index.cfm](http://www.aauw.org/museum/index.cfm).
- To sign in on the Online Anniversary Guestbook visit the new 125th anniversary website at <http://www.aauw.org/aauw125th/index.cfm>.
- Need help with your anniversary celebration? Get great assistance with the event planner tip sheet at <http://www.aauw.org/newsroom/presskits/aauw125th/index.cfm>.

branches to encourage participation. You won't want to miss the Strategic Process discussion that will move AAUW into the future, as well as many informative workshops and outstanding and remarkable speakers. Association conventions are always energizing, thought provoking, and fun!

4. Participate in the new Member Get a Member (MGM) campaign by personally recruiting at least one new member to AAUW. Who is your friend, colleague, or family member that would benefit from joining our organization? Just do it! You are the key to a better and brighter future for women and girls.

5. Celebrate our 125th Anniversary and purchase mementos that support the Leadership and Training Institute, AAUW's 501(c)(3) organization within the Association and the only resource for

program funding. Look for Lucinda Anniversary pins and other products on the web. The official anniversary is November 28, but we will be celebrating all year with the big event at Association convention.

Review the five goals and make a mental note on how YOU can contribute to their implementation. By translating the goals into action, you will be launching AAUW into the future.

**The page header quotes in this issue celebrate AAUW's 125 years of accomplishments and contributions on behalf of women and girls.**



## Akron president shares skits she wrote to celebrate AAUW's 125th anniversary

Akron Branch President **Roberta Mohr** was looking for a dramatic way to celebrate AAUW's 125th anniversary and decided to put her skills to work writing five skits, each of which portrays a period of our organization's history. "I write plays for school and church so it seemed appropriate to do it for this occasion if I could find enough material," she explained.

She says the website didn't provide enough information, but AAUW Executive Director **Michele Wetherald** came to the rescue recommending a book, entitled *Degrees of Equality* by Susan Levine. While the book is no longer in print, Mohr found it secondhand on Amazon.com. Levine drew some of her material from *The History of the American Association of University Women: 1881-1931* by Marion Talbot, one of AAUW's founders, and Lois Rosenberry published in 1931, which Mohr says she was unable to locate.

Three of the skits have already been presented, and Mohr says they were well-received. "At least they got laughs at the right parts," she explained. The first, presented in September and entitled "Let's Celebrate," is set in 1891 and portrays a telephone conversation between Marion Talbot and Ellen Richards, founders of the Association of Collegiate Alumnae, an AAUW forerunner.

The second, presented in October, depicts a meeting at which AAUW's 40th anniversary celebration is being planned. A third skit was presented at the November meeting. Mohr notes that skit presenters did not dress for their parts but agreed that costumes would be a good idea. The internet would no doubt be a source of information about what women were wearing in the time periods covered by the skits.

## Athens Branch participates in parade to celebrate AAUW's 125th

Ohio University's homecoming parade on October 21, 2006 was the setting for the Athens Branch to highlight AAUW's 125th Anniversary. According to branch member Mary Lee Powell, who participated in the parade, "Back on the Brick" was the theme chosen by the Homecoming Parade committee. All units had to use this theme because Athens' downtown and campus areas have brick streets so when OU Alumni think of Athens they remember the brick streets. Judy Daso, a member of the Athens Branch AAUW, was the brainchild behind the idea of getting all the

## Excerpt of "Let's Celebrate!"

Here is an excerpt from Roberta Mohr's second skit. This portion is a conversation between Marion Talbot and Ellen Richards.

**Marion:** We should think about publishing a new directory. *The Census of College Women* that we compiled in 1918 is so outdated with this merger.

**Ellen:** I remember the first time I saw the names and occupations of all the members of ACA in that issue. It was a real morale booster to see all the ways our members were contributing to society.

**Marion:** And that book didn't begin to cover all the things our members do in addition to their jobs. These past few years during the war, our members have contributed greatly.

**Ellen:** We've worked for the Council of Defense and organized War Savings Stamp campaigns and Food Conservation campaigns and Liberty Loan drives.

**Marion:** We can't even begin to list all the things our branches have done in their own communities.

**Ellen:** The one thing that ALL women can be proud of - not just our members - is achieving the right to vote!



## Celebrating 125 Years ~ "Athens Style!"

**Honoring past women's marches, Herstory committee member Judy Daso dressed as a suffragette. Daso organized the march for the Homecoming parade.**

Mohr is happy to share her creativity with other branches who may want to observe the anniversary in this novel way. With her permission AAUW/Ohio has posted her skits on the Ohio website at [www.aauwohio.org](http://www.aauwohio.org) for all to use. Just be sure to credit her and the Akron Branch. And if you do a skit in costume, take a photo and send it to the *Orbit*. In future issues we'll be highlighting Ohio branches celebrations of AAUW's 125th Anniversary.

Herstory's women's groups together for the parade to honor the women who have marched on the brick streets of Athens for many issues and causes. The different groups came together to honor foremothers who hit the bricks, and worked for societal changes, said Daso. Planning for this event began in late August, mostly done by email.

The Athens County Herstory Committee groups have been presenting a women's history month program each year in March since 2000. Planning for the parade event began in earnest in late August when Daso sent out her idea on the AWE (Athens Women Engaged) listserve, followed by many e-mails to coordinate all of the groups ultimately involved in the parade. As the above photo shows, it was a resounding success!