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# FALLS NOTES



AAUW-River Falls, WI  
Branch Newsletter Summer 2013

PRESIDENT'S COLUMN  
Ruth Lee, Branch President

The spring we have experienced has resulted in things perhaps developing slower than we sometimes want, but the lasting blooms of spring flowers with cooler, damper weather is powerful. Looking outside and viewing the various shades of green in the grass and trees makes one appreciate living in Wisconsin. Not only can we enjoy the beauty around us, but we also feel that energy continue to carry through in AAUW.

It gives me great pleasure to share that Suzie Danielson and Jeanne Zirbel have volunteered to chair the AAUW book sale again this year. They will be seeking two additional volunteers to work with them so when they call just say "Yes, I would be delighted to work with you on the book sale". Remember, all members have a large part in this event. Plan now to save books for the sale and save time in October to help set up, work, and take down the sale.

Anne Anderson has volunteered to be the historian for our branch. If you have collected news articles during the past few years these should be handed over to Anne. She plans to become involved with this task in September. She will advise us further in ways that we can assist her.

The 2014 AAUW-WI State Convention will be held in Eau Claire on April 25-26. District 4 will be hosting this event which means we will be involved helping with some aspects of this convention. Mark your the calendar and start to plan ahead.

My reflections of AAUW often go back to some wise words spoken by our very own past member Alice Pemble. There were times when some key women's issues (by AAUW standards) experienced positive forward movement, in other words success! Alice wisely advised us to never become complacent. Some issues which we worked so hard to achieve can quickly be taken away or altered to weaken the meaning. So we continue our journey focusing on how various situations affect women.

This promises to be another exciting year for the River Falls AAUW branch. Be prepared to give the magical answer when invited to become involved in an activity. Of course that is "yes I would be happy to do the best I can." Meanwhile, enjoy your summer and hopefully you will have the opportunity to soak up your fair share of vitamin D!

(My personal goal is to master—well, maybe just become more proficient with—Windows 8. Flying fingers have lost many documents that are here somewhere but not when needed. So it's time to end before this one gets lost.)



## EDUCATION

### PROGRAM NOTES

At the May branch meeting, the installation of the officers for 2013-14 was held. Pictured from left to right are President Ruth Lee, Co-Finance VP Kay Montgomery, Co-Membership VP Jane Matthews, Co-Program VP Lorraine Davis, Co-Secretary Karen Brohaugh, and Co-Finance VP Suzanne Hagen. They will assume their offices on July 1.



### INTERNATIONAL ISSUES

Yolanda Dewar, Chair

#### **Saudi woman makes history by reaching Everest summit**

Raha Moharrak, 25, not only became the first Saudi woman to attempt the climb but also the youngest Arab to make it to the top of Everest. Originally from Jeddah, Ms Moharrak is a university graduate currently based in Dubai. She is part of a four-person expedition that also includes the first Qatari man and the first Palestinian man attempting to reach the summit. They are trying to raise \$1m (£660,000) for education projects in Nepal.

Coming from Saudi Arabia - a conservative Muslim country where women's rights are very restricted - Moharrak had to break a lot of barriers to achieve her goal, her climb team said. A biography on the expedition website said convincing Ms Moharrak's family to agree to her climb "was as great a challenge as the mountain itself", though they fully support her now.

"I really don't care about being the first," she is quoted as saying "So long as it inspires someone else to be second."

#### **IFUW'S DAY, JUNE 1, 2013: MOBILIZING FOR HUMAN RIGHTS EDUCATION** **Human Rights Education (HRE) in schools proves easiest and most effective way to reach all children**

Geneva, Switzerland, June 1, 2013 — The International Federation of University Women (IFUW) based in Geneva, Switzerland, calls for Human Rights Education programmes in all secondary schools on the occasion of IFUW Day on June 1 as part of mandatory education in all countries worldwide.

"Human Rights Education in all secondary schools can go a long way to ensuring that girls grow up knowing that they have human rights that should be respected, protected and fulfilled. It is equally important that teachers and others involved in their education receive training at the tertiary education level," said Marianne Haslegrave, President of the International Federation of University Women. "IFUW urges governments, and more specifically Ministries of Education, to ensure that Human Rights Education is embedded in the curriculum at all levels of education."

#### ***U.S. Department of State Welcomes Female Pakistani Field Hockey Athletes on the 41st Anniversary of Title IX***

Washington, DC, June 13, 2013

The Empowering Women and Girls through Sports Initiative aims to increase the number of women and girls involved in sports. From June 17- 27, the U.S. Department of State's Bureau of Educational and Cultural Affairs (ECA) will bring ten teenage field hockey players and two female coaches from Pakistan to the United States for an international sports exchange. This program builds on the U.S. global commitment to advance the rights of women and girls around the world.

Their time in the United States aligns with the 41<sup>st</sup> anniversary of Title IX, the landmark U.S. law, which afforded opportunity and equality for American women in sports and education. The lessons of Title IX will help young athletes increase the number of women and girls who participate in all aspects of sports worldwide.

## **NATIONAL CONFERENCE FOR COLLEGE WOMEN STUDENT LEADERS (NCCWSL)**

Elise Whaley

*Editor's Note: Elise Whaley is a member of AAUW-River Falls and a newly elected branch co-secretary who was among the 700 young women who attended the NCCWSL Conference at the end of May.*

I recently attended the National Conference for College Women Student Leaders at the University of Maryland in College Park, Maryland. The University of Maryland is only a few miles away from our nation's capital, Washington, D.C. which is where my tour began. I attended "A Morning on Capitol Hill," a woman-focused tour of the U.S. Capitol building. Women have had a wide range of roles in the United States Capitol and in Congress. We spoke of Jeanette Rankin, the first woman to serve in the U.S. Congress and one of the first women in the world to be elected to a major legislative body at a time when women couldn't even vote in most states in the United States.

We heard from a panel of women who have a diverse range of experiences working on Capitol Hill. These women discussed how they became involved in politics and policy, how their college leadership experience qualified them for their career, and what the day-to-day work of government entails. We sat in the room where the State of Union address is given by our President. To be in that room felt inspiring which is how the entire conference felt. I was sitting in the room where the President's legislative agenda is delivered and that room was filled with dynamic, intelligent women student leaders. I spent the entire conference getting to know or "networking" with women from all over the United States and abroad who have big dreams for their futures.

At our opening ceremony we dove right into the controversial topics. What were our views on gun control? Were we optimistic or pessimistic about the future? Did we think there would be a woman elected president during our lifetime? Had we ever been discriminated or mistreated because of our gen-



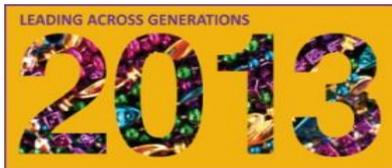
der? And many more questions like these. These were the questions we used in small group reflection sessions. Questions that are personal, questions that are controversial, questions that made us use our voice to explain our position on the matter. What is your voice in a position of leadership? These were hard topics to discuss when you've only just introduced yourself. But this was the beauty of the conference.

Our Thursday night was a night of distinction. We were all invited to attend the Women of Distinction Awards Ceremony, honoring Donna Shalala, the former U.S. Secretary of Health and Human Services; Reshma Saujani, the first Indian American woman to run for Congress; Deborah Owens, an advocate for women's economic empowerment; Lydia Villa-Komaroff, a trailblazing molecular biologist; Ritu Sharma, an activist for impoverished women all over the world; and Katie Miller, a former West Point cadet who resigned because of the injustice of "don't ask, don't tell." This was the advice I took away from these women: be persistent, be consistent, work hard, apply for jobs you're not qualified for, be ambitious, have a wealthy vision and appetite, see your potential, be humble, be humorous, inspire power, don't compromise until the situation is a win-win for both parties, be true to what it is you believe in, and decide how hard you are willing to fight for what you believe in. Truly inspiring!

Friday morning we opened with Rachel Simmons, an internationally acclaimed author and educator. Simmons develops programs for girls, parents, and educators that empower girls to be emotionally intelligent, assertive young adults. Simmons spoke of power and personal authority and listening to our internal voices. Simmons was an excellent public speaker full of character and I look forward to reading her books. The rest of Friday was spent in workshops. I am going to highlight my favorite two workshops. The first was "Marketing Yourself: How to Succeed in Your Job Search." We were given a 7-Phase Career Development Strategy: assessment, career choice, story building, networking, interview preparation, job search and offers. We worked on our individual story building and had to present our narrative to the rest of the women in the workshop. We were strongly urged not

to follow the herd and find a job that matches our strengths and passions. The session was incredibly resourceful!

My second favorite workshop was "Developing Your Negotiation Skills: Negotiation Do's & Don'ts". We were given specific statements and scenarios to practice when negotiating in an interview. We also discussed building our pitch and timing. Once again, I can take this information and apply what I learned to my professional career. Our final keynote speaker Nina Godiwalla, the CEO of MindWorks talked about exploration and what success looks like. She closed with a quote from Eleanor Roosevelt: "The future belongs to those that believe in the beauty of their dreams." This quote seems like a perfect, motivating note to end on. Thank you for sending me to NCCWSL!



LEADING ACROSS GENERATIONS  
2013 AAUW NATIONAL CONVENTION  
Ann Gustafson

The 2013 Biennial AAUW National Convention was held June 9-12 in New Orleans, LA. This year's program theme was *Breaking Through Barriers: Leading Across Generations*. Each of the days was packed with plenary sessions, multiple workshops and opportunities to share ideas and stories with each other, time to shop at Everything AAUW or at the displays of multiple vendors, or to get a book signed by one of the speakers.

Some of the highlights included:

**KEY NOTE SPEAKERS:**

Lilly Ledbetter, author and activist, often called the "Face of Pay Equity." She also was part of a panel discussion that addressed *Equal Pay 50 Years Later* and spoke at a luncheon event.

Robin Gerber, author of *Leadership the Eleanor Roosevelt Way: Timeless Strategies from the First Lady of Courage and Eleanor and Ike*. Ms. Gerber told the story of a very human Eleanor who overcame fear and despair by drawing

on the wisdom and strength of many people, regardless of their age or background.

Olympia Snowe, honored by AAUW as the 2013 AAUW Achievement Award recipient. Snowe is only the fourth woman in American history to be elected to both houses of a state and both houses of Congress. She is also the third longest serving woman in the Senate. During her tenure in Washington, DC, she served on numerous committees including co-chair of the Congressional Caucus for Women's Issues and provide leadership in establishing the Office of Research on Women's Health. She spoke about her efforts to build bipartisan consensus on key issues as a way to assure that the work gets done. It was that work that led her to earn a reputation as one of Congress' leading moderates.

Cynthia D'Amour, leadership strategist, who specializes in working with associations that want to get more volunteers involved and leaders who want to achieve "outrageous results." She spoke about *How to Get Beyond "We've Always Done it That Way."* She stressed the importance of making change the new normal.

**WORKSHOPS:** There were a total of 38 workshops offered 9 or 10 at a time during the four workshop time slots. Topics ranged from the various aspects of Membership to Branch Finances to STEM in your community, to Marketing Your Branch to On-Line branches to writing and pitching an Op-ed to fund raising. Needless to say it was difficult to choose which ones to attend.

**EVENTS AND SURPRISES:** The convention kicked off the first night by announcing the Carol Virostek Campus Opportunities Fund. The fund has been established to recognize Carol's dedication to the growth of campus leadership programs and the inspiration she has provided during her six years as chair of the national College/University Committee. Carol's daughters and sister surprised Carol by being in New Orleans and joining in the presentation. California member, Jo Harbison, offered to match any donation to the fund of \$100 or more at the Convention.

By the end of the convention, the donations and Jo's match added over \$12,000 to the fund. Carol responded by saying that she was "deeply honored, wildly surprised and forever grateful for the tribute" given to her.

A Style Show at an AAUW Convention? Indeed! Members and staff took to the catwalk to celebrate the new AAUW logo and colors. Never fear, everything still goes with teal.

Cocktails and Convos – the Membership Staff modeled a Cocktails and Convos event by having one at the Bourbon Street Grille. Anyone attending the convention was welcome to attend. The 'convo' topic was Pay Equity since it was held on the 50<sup>th</sup> Anniversary of the signing of the Pay Equity Law.

STEM Programs received a huge boost when Praxair, one of the world's largest industrial gases companies donated \$105,000 to AAUW to support the expansion of Tech Savvy, a program that teaches girls and their parents about STEM careers. AAUW will use the donation to create national Tech Savvy pilot programs at 10 new sites.

In typical AAUW style, this four-day convention was chocked full of opportunities to learn, to greet, to explore, and to grow. I could go on forever, but will save some thoughts for future opportunities to talk and write about the convention. At the closing session, AAUW-San Diego extended an invitation (complete with beach balls) to attend the 2015 National AAUW Convention at the Sheraton San Diego Hotel, June 18-21, 2014.

## ADVOCACY

### PAY EQUITY

During the Convention marking the 50<sup>th</sup> Anniversary of the Equal Pay Act, Lilly said "If the Paycheck Fairness Act had been law while I was working, I wouldn't be here today. I'd be in Alabama reading books in retirement." The panel consisted of Ledbetter, Keith Hill, New Orleans field director of the U.S. Equal Employment Opportunity Commission; Lisa Maatz, AAUW vice president



panel  
sary of  
Ledbetter  
ness Act

of government relations; and Catherine Hill, AAUW director of research. AAUW Executive Director, Linda Hallman, moderated the panel. Ledbetter (shown at right) is not the only one who might be doing better if the US had stronger pay equity laws. An AAUW member told the audience how she was paid \$9000 a year less than a man who did not have as much experience as she did. She said "women aren't asking for something extraordinary. We're just asking for equal pay for equal work."



Catherine Hill read some negative comments about women in the work force from 1896 and 1996 AAUW reports and then asked attendees to guess when they were written. Many people were stunned to hear that some ideas about women in the workforce haven't changed in 100 years.

"We can't wait any longer," Executive Director Linda Hallman said at the end of the presentation. "We won't wait any longer."

Attendees were encouraged to take action on two separate matters while at the convention:

- To call Louisiana Governor Bobby Jindal and ask him to sign the Louisiana state Equal Pay for Women Act into law. It has taken nine years to get this legislation passed. He signed the bill on June 12.
- To call the White House and ask President Obama to issue an executive order barring federal contractors from retaliating against workers who talk or ask about salary information. See <http://www.aauw.org/files/2013/02/position-on-pay-equity-112.pdf>

## MEMBERSHIP

### MEMBERSHIP NOTES

Jane Matthews, Chair

River Falls Branch of AAUW has worked very hard and been very lucky to expand our membership as we have during the past two years. In order to maintain this kind of posi-

tive growth, I am asking members directly to consider becoming a part of the Membership Committee. I think it would be a very good thing if we could recruit between 4 and 8 volunteers. I do not envision numerous meetings but hope to be able to keep contact via email in order to find, contact and recruit new members.

I am especially interested in contacting college students and making them aware of the free e-memberships that are available to them. Other potential members might be former members or newly retired persons. I would love to hear from you regarding other ideas that we might utilize in order to raise our profile and attract new members.

If you are interested in this group, please contact me.

370 Page Lane, River Falls WI 54022  
715 425 2442

[jjmatthews@baldwin-telecom.net](mailto:jjmatthews@baldwin-telecom.net).

Thank you.

## PHILANTHROPY



### BOOK SALE 2013

Suzie Danielson and Jeanne Zirbel, book sale chairs for the 2013 event are already beginning their planning. The obvious first step is locating a site for the sale. They are asking that anyone who knows of a building (a main street location would be a huge plus) that is currently, vacant and does not have a tenant ready to move in next month, to let Suzie know by phone at 715-425-9082 or e-mail at [suzie40@hotmail.com](mailto:suzie40@hotmail.com).

### 125 Years of AAUW Fellowships and Grants

2013 marks the 125<sup>th</sup> Anniversary of Fellowships and Grants that have been awarded by AAUW. When the first fellowship was awarded in 1888, institutional support of women's higher education—much less postgraduate education—was virtually unheard of. Now, 125 year and \$100 million later, our fellowships and grants have helped more than

12,000 women reach their educational goals. AAUW has had a hand in the progress of some of the world's leading minds, from Nobel laureates and novelists to entrepreneurs and economists.

AAUW is grateful for individuals and branches that have helped honor more than a century of remarkable women, and looks forward to continue support to build pathways for the next 125 years. In 2013, \$4.7 million were given in fellowships and grants.

(Source: Convention Today, June 9, 2013).

### Wisconsin Recognized for Philanthropic Contributions

As part of the national convention, states and branches are recognized for their giving to AAUW Funds in 2012. Recognition is given to the Top 10 Branches, Top 10 States, and Top 10 States per Capita.

Wisconsin and several WI branches were among the ones recognized in the various categories:

- AAUW FUNDS: Branches - #6 Eau Claire; #9 Racine. States - #4 Wisconsin. States per Capita - #9 Wisconsin
- AAUW Action Fund: Branches - #6 Wausau; States - #5 Wisconsin.
- Educational Opportunity Fund: States - #6 Wisconsin; States per Capita - #9 Wisconsin
- Eleanor Roosevelt Fund – Branches – #7 (tie) West Suburban Milw; States - #2 Wisconsin; States per Capita - #1 Wisconsin
- Public Policy Fund – Branches - #4 Green Bay Area; States – **#1 Wisconsin**; States per Capita - #7 Wisconsin
- Combined Giving – Branches - #10 Racine; States - #5 Wisconsin; States per Capita - #9 Wisconsin



## BRANCH BUSINESS

### FINANCE REPORT

Kay Montgomery, Co-Finance Chair

### AAUW-River Falls Finance Report June 18, 2013

Checking balance: 5/22/2013 \$2507.31

#### Receipts:

Dues 2013/14	\$ 462.00
AAUW Funds Donation	<u>25.00</u>
TOTAL	\$ 487.00

#### Disbursements:

None

#### Balances: 6/18/2013

Checking:	\$2,994.31
Savings:	<u>1,953.76</u>
TOTAL	\$4,948.07

#### Restricted Accounts

UWRF Scholarship	\$ 0.00
RFHS Scholarship	\$ 0.00
AAUW Funds	\$ 297.00
LAF	\$ 55.00
Travel	
State	\$ 0.00*
National	\$ 631.10*

\*Funds left in State travel after State convention are added to the National travel fund.

### MINUTES OF BRANCH MEETING

May 14, 2013

The meeting was called to order by President Ann Gustafson. She welcomed Toni Velure, a returning member who was chosen to receive one of the free memberships from the branch. The secretary's minutes of the March 12 meeting were approved as printed in the newsletter. There were no changes in the treasurer's report from what had previously been reported in the newsletter.

Ruth Lee and Lorraine Davis, Co-Program VP's, handed out a survey for members to fill out. Ann Gustafson commented on the good programs we have had this year and that the timely topics and excellent speakers were instrumental in aiding to the increase in membership.

Co-Membership VP's are Jane Matthews and Bonnie Jones-Witthuhn. Jane was present and explained that there should be a least four persons on the Membership Committee next year. Members are to let her know if they are interested in serving. She also expressed her desire for a Kick-off at UWRF at the beginning of the new academic year modeled after the Fair Pay Equity Day held this year. The students were very interested and appreciated the information. This would be a good opportunity to inform them of free e-memberships available to them and would be a way for us to increase our visibility and membership, too.

Yolanda Dewar reported on International Relations. Ambassador Susan Jacobs is special advisor for children's issues. Concerns are about children being abducted, human trafficking and adoption. Yolanda informed us that in Saudi Arabia girls will be able to participate in sports in private schools for the first time. Strides are being made in obtaining more freedoms for females in many countries of the world.

Membership was discussed again. The branch has earned six free national memberships to be given to individuals. Toni Velure and Erin McNiff are recipients of free memberships for the coming year. It was also recommended to give a membership to Helen Stoltz-Wood. Three more recipients must be identified and designated by June 30th.

Ruth Lee talked about fund raising to support the person who will be representing us at the National Convention. She encouraged members to donate to the Un-Bake Sale fund raiser. Kay Montgomery reminded those needing to pay dues and that she would accept dues during the meeting.

One Member, One Vote voting was discussed by Ann Gustafson. How to vote was explained and a review of the background of candidates for the Board positions at National level covered.

There was no new business.

Under Other Business, the named gift recipients from our Branch were announced. They were Ruth Lee, Lorraine Davis and Ann Gustafson. Profits from the Book Sale enabled our Branch to contribute to the Eleanor Roosevelt Fund in honor of the three named.

Installation of officers then took place. First, officers of 2012-2013 were recognized for their work in making this a successful year. New officers for 2013-14 were then installed by Suzie Danielson. The new president is Ruth Lee; Co-Treasurers are Kay Montgomery and Suzanne Hagen; Co-Secretaries are Karen Brohaugh and Elise Whaley; Co-Program VP's are Lorraine Davis and Elaine Baumann; and Co-Membership VP's Jane Matthews and Bonnie Jones-Witthuhn. The new officers were presented with flowers.

Lorraine Davis made an announcement informing members about an Endowment for Tom Westerhaus and Elaine Baumann who are retiring this year. The money contributed in their honor will go to the Forward Foundation which provides money to teachers who need supplies to enrich classroom projects that would not otherwise be covered in the school budget. Everyone in the community can contribute to this worthwhile cause.

Suzie Danielson was thanked for hosting our May Pot Luck meeting. The meeting adjourned.

Respectfully submitted,  
Ethel Johnson, Co-Secretary

**CALENDAR OF EVENTS**  
**ENJOY YOUR SUMMER!!**

July 1	2013-14 AAUW Program year begins
July 11-14	River Falls Days
August 1	Newsletter Deadline – September issue
September 10	Branch meeting – Fall Kick-Off



**AAUW's MISSION STATEMENT**

AAUW advances equity for women and girls through advocacy, education, philanthropy, and research.

**AAUW's VALUE PROMISE**

By joining AAUW, you belong to a community that breaks through educational and economic barriers so that all women have a fair chance.