

CALIFORNIA WOMAN

The Official Publication of the California Federation of Business and Professional Women

Special Points of Interest:

- *Call to Winter Board—Page 10*
- *Government In Action Page 12, 13, 14*
- *Task Force Report—Page 4*
- *Help for our Haiti BPW Sisters—Page 9*

PRESIDENT’S MESSAGE

Greetings and Happy New Year! Everyone survived the holidays and looking forward to a great 2010! A new decade, a new year and a revitalized California Federation of Business and Professional Women is starting as you read this message.

Winter Board and GIA will be upon us before we know it. The date is a little later this year, March 5-7 in Sacramento at the Hawthorne Suites. The call, registration and tentative agenda are included in this issue. You may also find all the information on the California Website, **bpwcal.org**. Everyone is looking forward to the Tasks Force report and recommendations on many aspects of our state structure. We will give them plenty of time to address all issues they have been working on and also as much time as needed to satisfy the membership questions we might have.

GIA will be informative, fun and a political shot in the arm. State Legislation Chair, Mary Ward has the knowledge and the expertise to make this day a must attend for all members. Legislation is what brought many into the organization and legislation is why we are still members. If your members can only attend GIA on

Saturday, please encourage them to do so.

I am looking forward to attending the joint Sierra Mar/Valley Sunset Districts Winter Conference on January 23. I know a great day is being planned and I would love to see all my “Southern California Sisters“ in South El Monte. EPW-USA and BPW Foundation will be a couple of the topics of interest that day.

Please mark on your 2010 calendar State Convention dates, May 14-16, in Culver City at the Radisson Hotel. My thanks to Joan Simmons for always thinking ahead and finding us great meeting places. Are the dates on your calendar yet?

Remember to always go on the website - **bpwcal.org** for the latest and greatest information on dates and events throughout the state. The website is your BPW line to all current happenings. Bev Young, our website manager, is always looking for suggestions and ideas to make it even better. Share with her your thoughts.

See you soon!

President Janet



*Janet Ramsey
President, 2009-2010*

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CALIFORNIA WOMAN

Schedule of Events

- February
 - 14—Proposed Resolutions Deadline
 - 19—Hotel Reservation Deadline
 - 26—Registration Deadline
- March
 - 1-12—UN Commission on the Status of Women
 - 4—Executive Committee
 - 5—Winter Board
 - 6—Government In Action
 - 8—International Women's Day
 - 14—Proposed Bylaw Amendments Deadline
- April
 - 17—Bay Capital District Annual Conference
 - 17—Sierra Mar District Annual Conference
 - 29—Proposed Resolutions Deadline (for Districts)
- May
 - 14—CFBPW Board of Directors
Radisson Hotel, Culver City
 - 15-16—State Convention
- September
 - 23-26—Regional Conference—Las Vegas Nevada
 - 26-28—Annual General Meeting EPW-USA—Las Vegas, Nevada



*Janet Ramsey, Marjory Hopper,
Sandy Thompson, and Lila Hines*

FEBRUARY 2010

SUN	MON	TUE	WED	THU	FRI	SAT
	1	2	3	4	5	6
7	8	9	10	11	12	13
14 Resolution Deadline	15	16	17	18	19 Reservation Deadline	20
21	22	23	24	25	26 Registration Deadline	27
28						

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Your Local Bylaws are the blueprint to running your organization.

LOCAL ORGANIZATION AND DISTRICT BYLAWS

Just a reminder that local organizations and districts may want to start working on their bylaws now. We realize that many are waiting on the state federation to vote on a revised bylaws at the annual conference in May, 2010, however it might be a good idea to look at your local and district bylaws (and policies and procedures) now. Find out from your members what changes

they would like to be made regarding meetings, officers and chairs, etc. While they will not be ready to complete until after the members vote on the state bylaws in May, there is no reason to wait to discuss issues and possible changes to the local and district bylaws (which might also bring up good ideas to discuss for the state bylaws). Remember that your state bylaws chair

is available to answer questions regarding the local organization bylaws and the state parliamentary is more than willing to answer and assist on the district, as well as the local organization bylaws.

Linda J Lucas

MEMBERSHIP TIPS

ATTENTION MEMBERSHIP COMMITTEE! If you're reading this, that means YOU. Enthusiasm is contagious. Always speak with excitement and pride when describing your local. Everyone you meet is a potential member. They won't join unless you ask them. **SO ASK THEM!** Announce membership updates at each meeting and remind people to bring guests to the next event. Preview what will happen at the next meeting and build excitement. Let your members know that recruiting is a top priority for the group. Recognize a new member in your newsletter, if no new member; recognize something special about one member every month. Host a special "bring a friend" event featuring an icebreaker exercise, a brief local orientation. Obtain testimonials of the value of membership from members and community organizations that have been the receivers of the benefits. Create a bulletin board to display in a prominent place (library, city hall, hospital,

college, public building) showing pictures from local's activities, membership information, and a calendar of coming events. Display business cards of members. Sponsor or co-sponsor a high visibility event to raise awareness of your local and its' activities. Hold a joint meeting with another organization; share a speaker who would be of interest to both groups. Plan local social events, in addition to educational activities. People like to join groups that are friendly and fun. Make each prospective member feel special. Make an effort to remember names and to smile and greet people by name when you see them elsewhere. Assign a specific person to do follow-up on guests, calling or sending a written note. (Written notes are more impressive than e-mails.) Make it easy to participate. Establish and publicize a regular meeting schedule. Provide a local contact name, phone number, and e-mail address on all your materials and then respond to inquiries

promptly. These should be available at your local Chamber offices, the College Community activities board, staff rooms for large businesses, etc. Send your e-mail newsletters to other organizations that have similar interests. Have a "join" button on the home page of your web site. Include recruitment information in every issue of your newsletter. Contact inactive or dropped members and get them involved again. Get them to re-instate. Your membership Team: A chair: select someone who converses easily with other people. Once the chair is in place put your plan and your time line in place. Who to contact/leads? The planning and what tools do you have to use? (Brochures, applications, newsletters, tip sheets, contact information) Involvement: The recruitment and retention of members is a team effort and should involve face-to-face conversation, direct follow-up, and networking. Recruiting and retaining members takes a lot of hard work,

creativity and communication to cut through today's intensifying competition. Everyone gets a little stale, and often we find ourselves in the same old trap of "this is how we've always done it". With our brand new state of reorganization, we can take our efforts to new levels. What to avoid: Never leave your membership recruitment and retention solely in the hands of your board, they have enough duties already. Take control of your membership, bring in the people you want to work with, who share your ideas and values. They're out there, waiting for you to **ASK THEM!**

Twila Stout



California is Gold—Fall Board

CALIFORNIA WOMAN

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Visit us on the web at www.bpwcal.org

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MARCH 2010

SUN	MON	TUE	WED	THU	FRI	SAT
	1-12—UN Commission on the Status of Women					
	1	2	3	4 Executive Committee	5 Winter Board	6 Government In Action
7 GIA	8 International Women's Day	9	10	11	12	13
14 Bylaws Deadline	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

REPORT FROM THE TASK FORCE ON THE FUTURE OF CALIFORNIA BPWC

Since our last report, published in the Fall issue of the *California Woman*, the Task Force on the Future of CA BPWC:

- Has determined certain topics to research and TF members have chosen one or two topics to pursue.
- The five members present at the 2009 Fall Board met twice there.
- We prepared starter or talking points to discuss at each table at the Fall Board luncheon. The topics were:
 1. Programs to retain, where to focus our energy?
 2. Structure of the state leadership.
 3. What should the mission/objectives be of this organization?
- We compiled the following questions posed to each Management Team at the Fall Board:
 1. Is your team pro or con on continuing Management Teams? [All said yes.]
 2. Identify chairs to be eliminated.
 3. How much would your team like to request in next year's budget and for what purpose?
 4. If not already begun, discuss a possible name change for the Individual Development and Young Careerist programs.

The Task Force members have the following assignments.

Anne Marie Johnson

What programs to keep, drop, or create.

What state chairs/roles to drop.

Geri Bergen

A Mission Statement and Objectives that are contemporary.

Kimberlee MacVicar

Ways to e-communicate with members – but we're not going to forget those members who need snail mail.

Linda Wilson

What are other states doing, to compare.

Barbara Davis

State structure, which includes officers and meetings.

Produce an organizational chart of our current, and proposed, structure.

Kathryn Hopkins

Contact a trademark attorney and the Attorney General's Office regarding use of name.

Trudy Waldroop

Membership categories – compare what other organizations and states are doing

Bylaws Revision—The Task Force agreed that a Bylaws Revision would be presented to the members at the 2010 state convention versus (numerous) by-law amendments. A Revision means that the entire document will be presented. Every word is subject to amendment in the revision along with additions. A draft will be presented to every member at the 2010 Winter Board.

T F Reports—Will be posted on the Web.

Logo Contest—Is on hold (or extended) until a new mission statement of who we are has been established and to include a new name if deemed necessary.

As of this writing, members are completing their assignments. Upon completion of the member's assignments we will begin writing our final report, which will be presented at the Winter Board meeting.

On behalf of the Task Force, we wish every member and their families a joyous and healthy 2010!

Trudy Waldroop, Task Force Chair



*Linda Wilson
Sierra Mar District President's theme for 2009-2010
is "Free to Be."*

Sierra Mar's Fall Conference was Saturday, October 24th at Coco's Restaurant in Covina. Our morning speaker was Rev. Bonnie Dickson from the Unity Church. Her topic was "Life Lessons From Nursery Rhymes."

Our luncheon speaker was Ana Interiano from the YWCA WINGS program, which is a shelter for battered women in Covina. Ana said that there are 23 shelters in Los Angeles County (two closed due to State budget cuts). WINGS is the only one that will take boys. They had to cut three staff in July due to cutbacks in State funds. A woman and her children can stay in a shelter for six weeks. They have lost many donors this year because the donors cannot afford to donate. They never get stuff for teens, so they would like donations of \$10 or \$15 gift cards for Target and Best Buy. Their services are free and confidential. The location of the shelter is confidential. They have a 24-hour help line. Their shelter has eight bedrooms and in each they can have four so they can have as many as 32 staying there at a time. The

SIERRA MAR DISTRICT

shelter is open 24/7. Sierra Mar BPW members brought nightgowns, pajamas and sweats in all sizes for those who reside there.

Vice President Marjory Hopper was the State Representative. She reminded us that October 24 is United Nations Day. The United Nations was formed in 1945 when representatives of 50 countries met in San Francisco to draw up the UN Charter. It actually came into existence October 24, 1945. She went on to talk about the Convention for the Elimination of Discrimination Against Women (CEDAW), which was held in China in 1979. There are 186 countries which have ratified CEDAW, but the United States is not one. CEDAW talks about voting rights for women, land ownership and sex education. Besides the U.S. the other countries which have not ratified it are Somalia, Iran and the Sudan. President Carter signed it in 1980, but Congress has yet to ratify it. Marjorie also talked about Project Five-O Conference, which Valley Sunset BPW District had co-sponsored (October 6) with Soroptomist International and AAUW. Project Five-O Los Angeles was established in response to the release of the UN General Secretary's report "In-Depth Study on All Forms of Violence Against Women" that delineated the extent and impact from a global perspective of violence against women. Using this report as a framework, their goal was to identify the policies in place within Los Angeles County that assist victims of violence and to advocate

for improvements to the current system that will help to alleviate all aspects of this problem. The seminar brought together professionals who worked in areas of advocacy, community development and renewal treatment, education, prosecution, and prevention to identify which societal responses to this crime work, which do not, what improvements are in process and what policy changes might be helpful to make a real impact on ending violence against women in Los Angeles and beyond.

Winter Conference will be a joint conference with Valley Sunset and will be at the Ramada Inn at Santa Anita and the 60 freeway on Saturday, January 23. The State Representative will be President Janet. In the morning Dionne Espinoza, Ph.D., Associate Professor of Chicano Studies and Liberal Studies and Coordinator and Advisor of Minor and Certificate Programs in Women's and Gender Studies at California State University, Los Angeles, will talk about the "Future of Feminism." For lunch, Valley Sunset will present their program on "Famous Women of the 20th Century." The afternoon speaker will be Sierra Mar's own Maryann Wesson, who will talk about "The Multigenerational Workforce." Sierra Mar had a short discussion on this at the June Training session so this will be a lively topic if members of all ages attend. L.O.s are being asked to bring a basket of food and other personal items for the centerpieces which will be given to El Monte/South El Monte Emergency Resources

Association.

The Sierra Mar Annual Conference and installation of officers will be Saturday, April 17 in the Board Room at the West Valley Water District, 855 W Baseline Rd, Rialto CA 92376. Gigi Andrew of El Monte BPW will be installed as President of Sierra Mar District. The rest of the program is not set.

I hope everyone had a happy and healthy holiday season.

Linda Wilson

President, Sierra Mar District.



*California
Gold—Fall
Board, Ontario*

CALIFORNIA WOMAN

MEMBERSHIP/MARKETING TEAM REPORT

1. Is your team pro or con on continuing Management Teams? Small focus groups can achieve more than discussion with the full membership. The "Team" allows members to channel their energy into their particular interests.
2. Identify chairs to be eliminated...no comment
3. How much would your team like to request in the budget next year and for what purpose? Printing costs for a new CA brochure and application forms. Printing costs to be investigated or put out for bid.
4. If not already begun, discuss a possible name change for the Individual Development and Young Careerist programs which should be submitted to the Bylaws Chair in December.

Leadership Development or LD; and Young Entrepreneur Professional Development - to improve our knowledge, skills and abilities, or Personal Development - for younger women who need help with resumes and interviews (Two tracks with some overlap, ID had too broad a curriculum); Young Business Women, or Young Enterprising Women

Fall Board Meeting Hilton Airport Ontario CA October 2-4 Twila Stout, (Chair) Linda Wilson, Michelle Husby, Bev Young Tami Cooper

1. Mission statement, what is the purpose of the organization and of the committees? EVERYONE IS ON THE MEMBERSHIP COMMITTEE, at every level or the organization.
2. The database of the membership needs to be up to date. We must reach out to any one we may have lost. We need an up to date directory.
3. Dues and bylaws should be discussed separately from a program meeting with guests, as these discussions tend to turn people away. Have a special business meeting to discuss these. Too many voices on this subject can run a meeting on indefinitely.
4. The State organization needs to provide support and attendance at the functions of the local organization.
5. Develop new membership brochure with a list of benefits: advocacy; education; networking; friendship; CEF scholarships, loans and

grants. The brochures should have a history of what BPW has done. Put brochure and information on website. Our website should list the legislation we support; our accomplishments, the fact that we are pro-choice, etc.

6. Ask potential guests what they would want from BPW At local level, remember to ask guests for their e-mail address and if they would like to receive your local newsletter or updates.
7. Our meetings should have luncheon speakers from 11:30 until 1 PM. Members could bring guests to attend this time frame only for a smaller fee.
8. What does the membership committee do between meetings? What are our responsibilities? We must always remember to: ASK SOMEONE TO JOIN!, the sale isn't complete until we ask the important question.
9. What can District Chairs do to support local chairs? We can help with follow-up communication within committees.
10. We need to acknowledge new member gain in locals. Provide information and



Just Do It!

referral names for local use. Acknowledge those who bring in the new members.

11. If those awarded a Woman of Achievement or a scholarship are interested, give them a year's complimentary membership.
12. Have a special event where everyone who joins at that meeting gets a discount. A fundraiser could pay membership dues. New members could pay quarterly with financial arrangements with the local.
13. Have good programs when guests attend.

There is a sample letter available to send to lapsed members. Twila will send out if she knows to whom to send it. Katherine Winans has a letter which she sends to new members.



Keep the information flowing—make sure Member Records has your current information.

CALIFORNIA BPW/EPW DATABASE

If your contact information changes, make sure you notify Member Records (Katherine Winans, Member Records, 1171 Chaparral Court, Minden NV 89423 or fax to 775 267 0539). Local Organization Presidents should also notify Member Records with (changes to) your leadership names. If you aren't already receiving

email announcements from State, please send your email address to jkw@gbis.com.

Having control of our own database gives us an opportunity to **save the state some money**. If you are able to receive the California Woman as a PDF file, please let jkw@gbis.com know.

Email allows us to get information out, quickly, between meetings. Please make sure to add jkw@gbis.com and mdhg@aol.com to your approved senders list so that you can receive your electronic updates.

For those without email, we will continue to produce a paper version of the magazine for you.

LOCAL ORGANIZATIONS

Dear Madam President Janet:

This message is to advise you, your Executive Committee, and other interested members that the members of the former Sacramento BPW Club have voted favorably to change the name of our organization to Sacramento Enterprising and Professional Women's Club (Sacramento EPW), effective immediately.

Happy Holidays to all of you,

BETTY FAYE CHAPMAN
KAUPALOLO

President, Sacramento EPW

It has come to our attention that there are some Locals that are using "BPW/USA".

California members voted to disassociate ourselves with the former BPW/USA organization plus this organization no longer exists. We need to stop using their trademarked properties.

Trudy Waldroop, Chair

Task Force on the Future of
California

Dear BPW Family,

As Isle City began to celebrate its 50th anniversary last year, due to people's lives taking them in different directions, we pondered whether or not to continue or fold saying "it's been great." We took the summer off to reflect. Our members met in September and voted to continue as a local until at least May, 2010 to give State our support as we all figure out our next steps as a statewide organization.



GET WELL WISHES FOR THE QUEEN OF BPW

Dee was able to return home in November after her second hip surgery, though needed assistance and couldn't get around easily. She was feeling much better and was more positive about the healing. However, I'm sorry to say she fell again and has two compression fractures in her back. With the holidays it's been hard for her to make connections for appointments, but she did have an appointment with one of her doctors on the Dec 29 to find out what's next. In the meantime she is flat on her back almost all the time and can't read or watch TV from that position. She feels not up to in-person visits but can do some telephone talking, though she's sleeping most of the time. She has been prescribed a medication

that is helping some with the pain. I'm sure cards and notes of encouragement would be helpful, addressed to her home at:

Dolores "Dee" Eldridge
111 Bawden Ave
Grass Valley CA 95945-6303

UPDATE: Dee called and said the shots in her back weren't effective so she is scheduled for back surgery February 1. She is in a back brace currently but it hasn't been helpful either. The surgery is expected to be about five hours long and she will be in the hospital for several days.

Attend Winter Board to have your voice heard. Call and Tentative Agenda on page ten and eleven

NORTHERN DISTRICT

The snow is on the ground in parts of our district. The pipes have frozen throughout our district, so we know that winter is truly here. Four seasons have their pleasures and have their displeasures, but we all have different likes and dislikes so all must like some part of the season's.

Our Fall Board Meeting in Chico was very informative and by having it after the

State meeting we got all the latest scoop. Chico State Campus is always a beautiful place to visit and we enjoyed the hospitality of the new Archeology Museum and the company of the director.

Winter Board will be held at Linda J. Lucas's home in Red Bluff on January 23. Our focus will be on the Legislative program as is and what we would like to see it evolve into. Pat

Long and Linda will lead this discussion and knowing Northern members it will be a lively discussion.

This President is looking forward to seeing everyone in Sacramento at Winter Board and GIA.

Carol Bethke, President



California Gold—Fall Board

CALIFORNIA WOMAN

FROM THE VICE PRESIDENT

The Sierra Mar District gave this officer a challenge as State Representative at their Fall Conference. I was asked to speak on the subject of CEDAW and Project 5-O. These two topics are subjects that I know...but never had spoken about them publicly. However, what a great day to discuss them....it was October 24, United Nations Day. As a librarian, researching a topic is necessary...so research I did. As I researched, I found some

interesting information. The name, "United Nations", was coined by President Franklin Delano Roosevelt. It was first used in the Declaration by the United Nations on January 1, 1942. The United Nations officially came into existence on October 24, 1945. So each year on the 24th of October, United Nations Day is celebrated.

But back to the topic....what is CEDAW? It is the Convention on the Elimination of Discrimination Against Women. It is a United Nations Human Rights Declaration.

CEDAW has been ratified by 185 countries around the world, but not the United States. It is the foremost U. N. treaty that addresses sex-based discrimination. Defined: "any distinction, exclusion

or restriction made on the basis of sex, in the political, economic, social, cultural, civil or any other field".

It was drafted by the U. N. Commission on the Status

of Women Commission and adopted by the U. N. Assembly in 1979. The declaration lays out 30 articles that address everything from voting rights to land ownership to responsibility sharing in childcare to accessible education for girls to maternal health.

The United States, Iran, Somalia and Sudan are among the few remaining countries yet to ratify the women's declaration. Although President Jimmy Carter signed it in 1980, the decision to ratify the treaty as yet to be voted upon.

On Women's Equality many of our members and other women's organizations sent letters to our Senators to encourage them to think about CEDAW and put it into action.

On a positive note, I had the opportunity to share positive action in California. The city of San Francisco, in 1998 formed a CEDAW task force with a coalition from the San Francisco Status of Women Commission, launched an aggressive strategy of gender analysis. With this in force, San Francisco's model has attracted the world's interest. Everyone from Swedish government workers to Indonesian Human Rights organizers. So hooray for our California city to set an example.

Valley Sunset district was proud of their participation in the 2nd Project 5-O Conference. This year's conference was coordinated by BPW and Soroptimist.

Much of the details of the conference were handled by Sandy Thompson and Shirley Kellstrom. Keynote speaker Blair Underwood, President and CEO of the Los Angeles Urban League gave insight on how to work with the schools, gangs and residents of a particular community. He stressed the importance of education and the United States is losing its leadership in the world . . . Why . . . too many drop outs. A food for thought topic.

Luncheon speakers featured two outstanding elected women leaders...Wendy Gruel, Los Angeles City Controller and California State Senator, Gloria Romero. Each spoke on contemporary issues that pertained to women.

To end my challenge as a speaker, I referred to one exceptional woman who had spent many hours doing "her work" for the United Nations. Her name is Eleanor Roosevelt....such a great supporter of Human Rights. She achieved so much with her charm and her tea parties...and quoting her "WOMEN ARE LIKE TEABAGS, YOU ONLY HOW STRONG THEY ARE WHEN THEY GET IN HOT WATER".

It was a privilege to serve as a State Representative and the opportunity to discuss such important issues.

Marjory Hopper

Vice President

CFBPW



*California
Gold—Fall
Board, Ontario*

OUR NEWEST MEMBERS

LAST NAME	FIRST NAME	LOCAL ORGANIZATION	JOINED
Larsen	Barbara	BPW Nevada County	6/30/2009
Lyon	Beverly	BPW Nevada County	6/30/2009
Billeci	Christina	BPW Nevada County	11/30/2009
Mallery	Robin	BPW Nevada County	6/1/2009
Rockman	Sandra	BPW Nevada County	6/30/2009
Priller	Laura	Chico	6/1/2009
Jacobson	Cherrl Lou	Conejo Valley	9/20/2009
Escanuelas	Marta	East LA-Montebello	10/13/2009
Lisenby	Krystle	East LA-Montebello	3/6/2009
Wells	Jeanne	East LA-Montebello	5/31/2009
Bernal	Valerie	El Monte	5/31/2009
Cross	Linda	El Monte	8/15/2009
Flores	Tina	El Monte	5/31/2009
Adams	Laura	Hollywood	4/3/2009
Galabe	Margaret	Hollywood	6/30/2009
Northern	Kenesiha	Hollywood	6/30/2009
Pittman	Jeri	Hollywood	5/31/2009
Books-Williams	Lisa	Livermore Valley	11/20/2009
Johnson	Ellen	Livermore Valley	11/21/2009
Saunders	Evelyn	Livermore Valley	11/22/2009
Sangiunetti	Jill	Lodi	5/18/2009
Ricketts	Amber	Rialto	10/1/2009
Cole	Roberta	Sunland/Tujunga	2/25/2009
Fortner	Diane	Verdugo Hills	5/31/2009
Mooney	Lissa	Verdugo Hills	5/31/2009
Swain	Jennifer	Verdugo Hills	5/31/2009

EARTHQUAKE IN HAITI

As you are aware there has been a catastrophic earthquake in Haiti with very much devastation.

It is a terrible tragedy and we have sent communications to our members there but have not heard any news back so far. We will keep you advised on this.

BPW International is always very concerned about the wellbeing of our members in these cases of disaster and so

we have put in place a process for our affiliates and members worldwide to provide financial support to the affected club.

I can therefore direct you to our website on the "YOU CAN HELP" box on the right side of the homepage where you will be able, through PayPal, to make a donation for the cause if you choose to do so. See the link below where you can

also follow the news as we receive it. http://www.bpw-international.org/index.php?option=com_content&view=article&id=204&Itemid=209&lang=en

The collected, designated funds for Haiti will be distributed to the BPW Club directly from BPW International in a timely manner. The PayPal button for Haiti contributions will be operational by the time you read

this. Should you have any questions please contact the president's office.

Let us keep our sisters in Haiti in our prayers and hope that they are spared from the terrible devastation.

With Kind Regards

Liz Benham

International President
2008-2011

CALIFORNIA BUSINESS & PROFESSIONAL WOMEN

CALL: to Winter Board of Directors Meeting & Government-in-Action Conference

TO: CFBPW Board of Directors
Past State Presidents
Local Organization Presidents
Members

WHEN: Friday-Sunday, March 5-7, 2010

LOCATION: Hawthorn Suites - 321 Bercut Drive – Sacramento CA - 916.441.1200

DEADLINES: Hotel reservations must be made by **Saturday, February 19, 2010**
Conference registration must be received by Friday, February 26

RATES: Single/Double @ \$79 2-room Suite @ \$99 plus 12% Occupancy Tax

ABOUT THE HOTEL

Hawthorn Suites Sacramento is a deluxe all suite hotel just off Interstate 5. **All rooms are non-smoking.** There is a restaurant on property and several chain restaurants within walking distance. Hawthorn Suites offers a daily complimentary breakfast and evening social reception with complimentary beer and wine for guests.

ROOM RESERVATIONS

The Hotel requires a one-night deposit with your reservation—your credit card number or your check. Make your own reservations by calling 916.441.1200. Please identify yourself with CA Business and Professional Women to get our special rates. Reservations made after February 19, 2010 will be accepted on a space and rate available basis. If paying by check, your check must be received 14 days prior to arrival. Cancellations must be made directly with the hotel 48 hours prior to the scheduled day of arrival. No Shows will be billed.

Check-in time is 3:00 p.m. and checkout is 12:00 noon.

NEAREST AIRPORT

Hawthorn Suites provides complimentary shuttle service to/from Sacramento International Airport between 5:00 am and 10:30 pm. Please call the hotel directly to arrange shuttle pickup at 916.441.1200.

PARKING

Self-parking is Complimentary.

DRIVNIG DIRECTIONS

Take Richards Boulevard Exit off Interstate 5. Turn left onto Bercut Drive at the light.

EXHIBITS

We have 4 tables available, please contact Sally McMahon @ daskm@aol.com or 626.339.6412

- Condolences to Manjul Batra, Berkeley BPW, on the passing of her husband, Kumar.
- Condolences to us all, on the passing of Mariwyn Heath.
- Condolences to Rosemary Enzer, Greater San Fernando Valley BPW, on the passing of her husband, David.
- Condolences to East Los Angeles-Montebello on the passing of Mary Eger.
- Condolences to Betty Faye Chapman Kaupalolo, Sacramento EPW, on the passing of her brother.

Board Meeting Tentative Agenda

Thursday, March 4, 2010

1 – 5:00 PM	Executive Committee Meeting	
6:30 – 8:30 PM	Registration and Reception	President's room

Friday, March 5, 2010

8 – 8:55 AM	Registration (other times during breaks)
9:00 AM	Call to Order
	Opening Ceremonies and Introductions
	Standing Rules
	Minutes Approval of Fall Board Meeting
	Treasurer's Report
	Correspondence
	First Timers
	Reports: Officers
	EC Action / Recommendations
	Standing Chairs
	Vice Chairs
	Special Committees
	District Presidents

If you are unable to attend the board meeting, please send a written report (preferably by e-mail to President Janet by February 22 to be included in the Board packets.

12:00 PM	Lunch
	Feminism and Us
1:30 PM	Task Force Committee Report
2:00 PM	Management Team Meetings
	New Business
	Opportunities and Announcements
5:00 PM	Adjourn
	Dinner – On your own with our BPW Sisters

CALIFORNIA WOMAN

Government In Action
Tentative Agenda

Saturday, March 6, 2010

- 8:30 AM Registration
- 9:00 AM: Welcome and Introductions
Brief GIA Orientation
Getting Past the First Response
Platform Review, Revise, Renew (ACTION REQUIRED)
Setting Lobbying Priorities in the Midst of Chaos
Tending the Grassroots in Your Community
- 12:15 PM Lunch
- 1:30 PM California List – The Importance of Electing Women for Equal Representation
CA Women Lead – How to Join in the Fray
iWAR – Injured Women After Reform
Deconstructing the Proposition Hype
State Legislation Hot Topics – Waiting speaker confirmation
Federal Legislation Hot Topics – Waiting speaker confirmation
Health Care Reform Panel Discussion
- 5:00 PM Recess
- 6:00 PM Hosted Social Hour for GIA Attendees
- 7:00 PM Dinner—BBQ Pork and Tri Tip Buffet Dinner and Political Fun

Sunday, March 7, 2010

- 8:30 AM Networking Breakfast (Free Continental Breakfast for Hotel Guests)
- 9:00 AM Shriver Report Panel Discussion
CEDAW Turns 30
Census and Redistricting Panel Impact
Bill Screening (ACTION REQUIRED)
Members' Resource Guide (Hardcopy to take back to LO)
- Noon Adjourn

BYLAWS AND RESOLUTION DEADLINES

Here are some important dates for submitting proposed State Bylaw Amendments and Resolutions. The above may be proposed by a Local Organization, District, Management Team, or by the State Board of Directors. The above are to be submitted by the appropriate deadline to the Bylaws/Resolutions Chair, Trudy Waldroop, to either ILoveBPW@yahoo.com [all lower case works] or 711 Carjon Way, Orland, CA 95963.

Trudy Waldroop
Bylaws/Resolution Chair
ILoveBPW@yahoo.com

February 14

Proposed Resolutions

March 14

Proposed Bylaw Amendments

April 29

Proposed Resolutions after a District's Annual Conference



Of course, if there are any questions just contact me.

ASSEMBLY MEMBER ALBERTO TORRICO, 20TH ASSEMBLY DISTRICT

Assemblymember Alberto Torrico serves as Majority Leader, the second highest post in California's State Assembly. Mr. Torrico, called a "rising voice" by the San Jose Mercury News, represents the 20th Assembly District, which includes Fremont, Newark, Union City and Milpitas, and portions of San Jose, Hayward, Castro Valley and Pleasanton.

Since his election in 2004, Majority Leader Torrico has held various leadership positions in the state Assembly. Immediately after being sworn-in, Mr.

T o r r i c o
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ployees, Retirement and Social Security (PERSS). Drawing on his experience as a union lawyer for nearly 10 years prior to joining the legislature, he successfully led the fight against Governor Schwarzenegger's ill-conceived proposals to privatize public pensions and to eliminate benefits to the widows of fallen police officers and firefighters.

In 2006, Mr. Torrico was appointed Chair of the Governmental Organization Committee, generally recognized as one of the Capitol's most powerful committees. Simultaneously, Mr. Torrico was named Director of Majority Affairs. In this role, Mr. Torrico was responsible for major Democratic legislative initiatives, and for Democratic Caucus Development. He also previously served two terms as Chair of the Asian Pacific Islander Caucus.

Since his arrival in Sacramento, Majority Leader Torrico has authored 47 measures that

were passed by the Legislature. Remarkably, 32 of them have been signed by our Republican governor.

Among the measures signed were:

Housing: AB 1169 – Provides 60 day notice for no-fault evictions of renters; AB 641 – Removes barriers to the development of affordable housing for working families

Healthcare: AB 1512 – Assures that foster children don't lose health care benefits
AB 1296 – Requires disclosure of payment data and amounts by health plans

Among bills vetoed was a bill to expand California's Baby Safe Surrender Law from 72 hours to 7 days. This measure would have prevented the abandonment and death of newborns in our state. The Governor also vetoed AB 527, which would have required the State of California to implement the latest, energy-efficient technology and resources in all state buildings.

Because of his effective advocacy on behalf of all Californians, Majority Leader Torrico has been named legislator of the year by a number of organizations:

- California State Firefighters' Association
- Peace Officers Research Association of California (PORAC)
- American Electronics Association (AEA)
- Neighborhood Grocers Association
- California Association of Bilingual Educators
- Asian Pacific Islanders Community Action Network

Majority Leader Torrico's parents are immigrants from Bolivia, and his mother is of Japanese descent. Because of his mixed heritage, he has been a member of the Legislative Latino Caucus and the Asian Pacific Islander Caucus, the first person to belong to two ethnic caucuses.

CALIFORNIA WOMAN

GOVERNMENT IN ACTION

This year promises to be an exciting year for CFBPW. In addition to the transitions we are working through as a Federation, we, as citizens, are faced with historic health care reform legislation, historic state budget deficits and potential disasters for programs we feel are vital, not to mention that we are facing the impact of the 2010 census and redistricting.

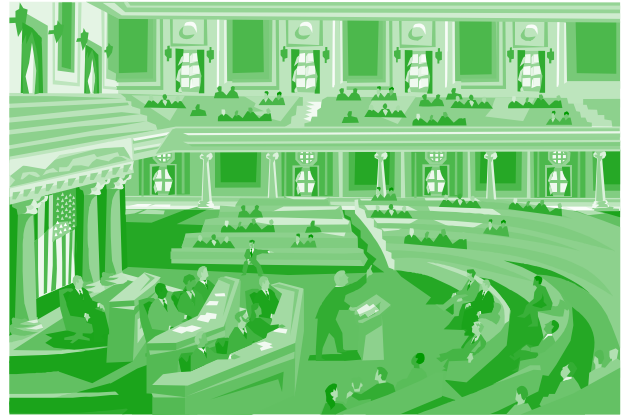
Please join us for an exciting GIA. Our platform will be reviewed and modified to meet our current priorities and we want as much participation as possible for the discussions to get a good cross section of opinions from the members. Later we will be screening bills to determine which legislation we will support or oppose.

However, in between those two bookend topics, we will have Bettina Duval from California List talking about the importance of having women

representation and how to get involved in getting women elected. We will hear from former Senator Martha Escutia about iWAR – Injured Women After Reform. That might sound strange but is a vitally important topic dealing with the legalized discrimination against women in the workplace who become injured on the job. We will take a look at propositions to get past the hype, the emotion, follow the money, and look at hidden agendas.

In the middle of budget wars and bloody slash and burn political dealings, we will set some priorities for which battles we will fight and learn how to strengthen our impact as a federation. We will look at the upcoming census and how the redistricting panel results could affect us and our lobbying efforts.

We will look at state and federal legislation from the perspective of legislators.



These two presentations will be the most fluid, fitting in where the legislators' schedules allow. You will see updated notices by email when the details are more confirmed.

We will look at the Maria Shriver Report that was presented at this year's Women's Conference. Does it tell us anything new? What impact will it have? These are just two of the questions we will answer.

There will be quite a few

short topics covered throughout the weekend. Plus you will receive a resource guide to take home with you for sharing with your locals.

We will be hosting a social before dinner and have a few surprises for you at dinner time. So please join us for GIA. Bring your opinions and be prepared to have a good time!

Mary Ward, Legislation Chair

FOCUS ON A 50 YEAR PLUS MEMBER—MEDORA ALLEN

When and where did you first join BPW? 1949 in Broken Arrow, Oklahoma

Why did you join BPW? I only had time for one organization. It was between BPW and a philanthropic sorority.

Why have you continued your membership? Because of all the things that BPW has done for working women and it helped me tremendously when I married.

What Local Organization do you belong to now? Downtown Capitol
What other Locals and

Federations have you been a member?

Broken Arrow, Oklahoma Federation; and California Federation Folsom BPW and Downtown Capitol BPW.

Have you served at more than the local level?

Where and in what capacities? Broken Arrow: International BPW Chair. Set up a display window on International BPW at a member's business. When they celebrated its 50th anniversary I was chosen to be on the float. I dressed as current Secretary wearing my green suit and yellow

scarf and helped decorate the float with the BPW's colors.

Folsom: President 1977-78 and Membership chair the following two years where our membership totaled 64. Woman of Achievement in 1989 and in 2003 awarded Woman of the Year. In 1989 Capital District presented me with their *Above and Beyond* award when Betty Faye Chapman Kaupalolo was president. Served Capital District as Membership Chair, Recording Secretary, PR and Nominating Chairs.

Downtown Capital: Corresponding Secretary, President's Aide, and reservations chair 2001-05.

State level: Advertising chair for the California Woman, which did very well monetarily, when Bessie Hironimus was A State President.

Two things about BPW you like (love) the best and one thing you don't like so much.

Like: Bettering the lives of working women. Friends.
Dislike: BPW/USA's financial mismanagement.

FIGHT FOR CHOICE IS STILL IMPORTANT

Thirty-seven years ago, January 22, 1973, the *Roe v. Wade* decision legalized the right of American women to abortion.

Today, thirty-seven years later, you and I continue our fight to make sure that this highly personal decision is made by women and their doctors — not by politicians, zealous religious leaders, or driven ideologues.

Marking this anniversary is always tinged with both gratitude and immense responsibility.

Gratitude for the women, doctors, lawyers, religious leaders, and others who did the hard work of making the case for the right to legal abortion, which the Supreme Court decided in favor of women. **And immense responsibility for protecting our rights in the face of considerable and increasing siege by those who seek to limit them.**

This year, our responsibility looms incredibly large. The past year has been tough in-

deed. Our opponents have demonstrated that they will not cease their attacks — from hijacking health care reform to the heartbreaking, brutal murder of Dr. George Tiller in Kansas.

Not all is bleak on this anniversary of *Roe*. **We know that the doctors and nurses at Planned Parenthood's 850 health centers help millions of women make the best medical decisions for themselves.** President Obama, on taking

office, repealed the global gag rule and ended funding for dangerous abstinence-only sex education.

Even with these victories, this is the time to remind ourselves of our critical responsibility to stand up today and every day for a woman's right to choose.

(From an email from Planned Parenthood)

*Attend
Winter
Board =
Have your
voice heard*

Do you know which state was the first to give women the right to vote? Did you know that New Zealand granted women the right to vote in 1893? When was the second wave of feminism? What does feminism mean today? You'll learn the answers to these questions and more at Winter Board when members of the Issues Management Team present a preview of the program they are developing for locals and districts

in the California Federation.

"Bloomers to the Board Room and Beyond: The Story of Feminism" will be a complete "turnkey" program that will be available to all local organizations and districts. Our committee, composed of Marjory Hopper, Katherine Winans, Anne Marie Johnson, Barbara Davis, and Rosemary Enzer is busy developing a facilitator's guide, member handouts, a PowerPoint pres-

entation, discussion questions, and a resource list. The goal is complete the package by Annual Convention.

The Issues Management team is also planning to develop a member survey to determine topics of greatest interest to our members. We welcome your input on both of these projects.

Rosemary Enzer

Issues Management Chair

PTA ADDRESS GENDER ISSUES ONLINE

Please visit <http://www.pta.org/3732.asp> to read the following articles:

* Gender Bias is Alive and Well and Affecting Our Children

* Taming the Media Stereotypes that Make Kids Aggressive

* Cracking the Boy Code

* Gender and the Media

* Technology + Girls = An Equal Chance for Success

Helpful Websites

Linking Business Women Worldwide—globewomen.com

California Black Women's Health Project—<http://www.cbwhp.org/>

International Day of Peace—<http://www.internationaldayofpeace.org/>

ACCESS/Women's Health Rights Coalition—www.whrc-access.org

Not Under The Bus-A Campaign For Women's Health Care by the Women's Media Center—<http://www.notunderthebus.com>

Paper-Current Issues Facing Women Veterans— http://www.stp-sf.org/iraq_women_veterans_project

CALIFORNIA WOMAN

HANDBOOK 2010

Health:

1. Drink plenty of water.
2. Eat breakfast like a king, lunch like a prince and dinner like a beggar.
3. Eat more foods that grow on trees and plants and eat less food that is manufactured in plants.
4. Live with the 3 E's -- Energy, Enthusiasm and Empathy.
5. Make time to pray and read your Bible daily.
6. Play more games.
7. Read more books than you did in 2009.
8. Sit in silence for at least 10 minutes each day.
9. Sleep for 7 hours.
10. Take a 10-30 minute walk daily. And while you walk, smile

Personality:

11. Don't compare your life to others. You have no idea what their journey is all about.
12. Don't have negative thoughts or things you cannot control. Instead invest your energy in the positive present moment.
13. Don't overdo it. Keep your limits.
14. Don't take yourself so seriously. No one else does.
15. Don't waste your precious energy on gossip.
16. Dream more while you are awake.
17. Envy is a waste of time. You already have all you need.
18. Forget issues of the past. Don't remind your partner with His/her mistakes of the past. That will ruin your present happiness.
19. Life is too short to waste time hating anyone. Don't hate others.
20. Make peace with your past so it won't spoil the present.
21. No one is in charge of your happiness except you.
22. Realize that life is a school and you are here to learn. Problems are simply part of the curriculum that appear and fade away like algebra class but the lessons you learn will last a lifetime.
23. Smile and laugh more.
24. You don't have to win every argument. Agree to disagree.

Society:

25. Call your family often.
26. Each day give something good to others.
27. Forgive everyone for everything.
28. Spend time with people over the age of 70 and under the age of 6.
29. Try to make at least three people smile each day.
30. What other people think of you is none of your business.
31. Your job won't take care of you when you are sick. Your friends will. Stay in touch.

Life:

32. Do the right thing!
33. Get rid of anything that isn't useful, beautiful or joyful.
34. GOD heals everything.
35. However good or bad a situation is, it will change.
36. No matter how you feel, get up, dress up and show up.
37. The best is yet to come.
38. When you awake alive in the morning, thank GOD for it.
39. Your Inner most is always happy. So, be happy.

Last but not the least:

40. Be good to yourself.

FALL BOARD SPEAKER

Our morning speaker was Dr. Arnold Bresky, MD. He pointed out that about one in four families in the United States are affected by dementia problems. His mission to train care givers, and his website is: www.mybraintuneup.com. He has a program every Saturday from noon to 1:00 P.M. on KVTA 1520. He considers himself a memory doctor. Memory works through the five senses. Smell is the most important for memory. He has been in the field for twelve years. He was an ob/gyn doctor for 35 years and delivered 10,000 babies. On the west coast he was the one to start using the Bradley Method of childbirth which brought fathers into the delivery room. The babies he delivered will live to 90 to 100 years of age. It is not how long you live, but how well you live. To age gracefully you must keep healthy your –

- Brain

- Immune system

If everyone lives to 120 years of age, everyone will get Alzheimers. Alzheimers is a form of severe brain aging. Myelin (the insulation around the nerve cells) degradation causes Alzheimers. You need

to clear the plaque. Alzheimers start at the age of 50. Senior moments tell you that you are losing myelin. Forty percent of caregivers die before the person they are caring for. We still need 200,000 new caregivers starting today. There is a dementia diagnoses every six seconds, and a person dies of Alzheimers every six minutes. There are 1.5 million people with Alzheimers, and this figure will double every five years. There are 10,000 Baby Boomers who turn 65 every day. Fourteen million Baby Boomers will die of Alzheimers. One in 1,000 will have Alzheimers before age 65, one in 20 will have it at age 65, one in five will have it at age 80 and one in two will have it at age 85. The risks for Alzheimers are –

1. Age and genetic – There is a gene for Alzheimers. If a person's mother, father or sibling has Alzheimers, their risk doubles.
2. Obesity – The obesity rate is going up. One in five children is obese.
3. High blood pressure
4. Diabetes
5. High cholesterol. The solution is WORK. You can grow new brain cells up to age 120. Neural plasticity

means the brain can compensate for losses by rewiring the brain. He does cognitive behavioral therapy. Medicare covers his service. It is cheaper to keep people at home than in a nursing home. What is needed?

- Physical activity
 - Mental activity
 - Social activity
 - Good cardiovascular health
- Memory is life. You want to protect your brain. You want to start growing new brain cells at age 50. Every day you must do new, exciting, stimulating work. It is body, mind and soul. He started his wellness program with others in 1978. You need to walk 30 minutes a day, lift weights every day, do flexibility and stretching (e.g. Tai Chi) and have meaning and purpose in life. Depression kills brain cells. Do not be under stress. Financial wellness helps with eliminating stress. He has people knit caps, etc. for Rotary to deliver to hospitals. The whole person is the key. You must do every one of the following nine points –
1. Have fun and laugh – if you laugh, you cannot be depressed.
 2. Relax, meditate and pray
 3. Have music therapy – he



claimed that Mozart Piano Concerto #21 is best for this. On his website, he plays this.

4. Sleep – the brain heals itself between 11:00 PM and 7:00 AM in sleep. Do not take sleeping pills.
5. Do physical exercise
6. Eat the brave tune-up way – we are what we eat. Eat the Mediterranean Diet. This diet lowers the risk of Alzheimers by 40 percent. If you do this and exercise four hours a week, you lower the risk by 67 percent.
7. Keep hydrated – drink six, eight ounce glasses of water a day. The sense of thirst ends at age 50.
8. Do brain exercises – numbers and pattern exercises help the brain. After a person retires, the brain goes downhill. You must stay engaged with life.
9. Perform an act of kindness – you must do one act of kindness a day without expecting anything in return.

FALL BOARD MEETING

One of the activities of our Fall Board meeting was a dinner celebrating California. The theme was gold with a focus on history. Several people came as gold-miners and other great characters.

You can see a California

raisin (Katherine Winins) on page three, a stage coach robber (Gail Parle) on page five, a prostitute (Joan Simmons) and a farmer (Twila Stout) on page seven, and a Hollywood movie director (Marjory Hopper) on page eight.

Additional reports on Fall Board are found on page four, six, and 17 (above).

Join us at Winter Board and Government In Action for more fun, information, and federation business.

CALIFORNIA WOMAN

INTERNATIONAL BPW & EPW-USA

Happy New Year to you all. 2010, is BPW's 80th Anniversary Year as an organization, it reflects how much we have achieved. BPW is proud of its solid foundation, however, BPW must continue to update and upgrade its growth for the next 80 years! The empowerment of women is BPW's continuous goal moving forward and all members' worldwide need to be fully engaged to accomplish this mission. Please stand up and be counted! BPW is working diligently to provide value and service to its members so that the benefits of belonging to an International network are highly visible!



Elizabeth Benham

BPW International President 2008-2011

Dear California Members,

On behalf of the EPW-USA Executive Committee I extend our most sincere and warm wishes for a prosperous New Year. We hope that 2010 brings you much health, love and success in your lives.

Bessie R. Hironimus, President

EPW-USA

Dear Members,

We are pleased to inform you that pre-registration for the 54th session of the Commission on the Status of Women 2010 is now open.

The 15th Anniversary of the Beijing Conference is an important milestone in the history of the women's movement. UN Commission on the Status of Women will be held from 1st – 12th March in New York.

Given the significance of the CSW54 as well as 15th anniversary of the Beijing World Conference on Women, we are expecting up to 10,000 participants attending next year's CSW events!

Planning for the 54th session of the UN Commission on the Status of Women (CSW54) is well under way and we are preparing many exciting BPW activities and events to mark our 80th birthday celebrations next year! Most of the details in terms of venue and programs are still being finalised. We will provide regular updates via the BPW International United Nations Status of Women Forum.

All accreditations for CSW54 will be handled by our UN Administrator Ann Swain, email address: administrator.un@bpw-international.org

To ensure that your request for accreditation is handled efficiently and to avoid disappointment, please ensure that Ann Swain is emailed directly and put the Presidents Office is cc on all email correspondence. Members following this procedure will be handled with priority; failing to follow this procedure may experience delays, particularly in the event that we have an overwhelming number of applications to process. Late accreditations may also risk not meeting deadline cut off times.

This is a very exciting time in the history of the women's movement and I hope to see as many of you in my home town of New York City in what promises to be history in the making!

On behalf of the Executive, we look forward to building on our rich legacy and welcoming you all to 54th session of the UN Commission on the Status of Women at the United Nations in New York February 27-March 12, 2010.

With Kind Regards, Liz Benham, International President 2008-2011

"BPW International develops the professional ,business and leadership potential of women on all levels, through our advocacy, mentoring, skill building and economic empowerment programs and projects around the world"

www.bpw-international.org

We make our members visible

www.bpw-business.org

*California
Women's Com-
mission Ap-
plauds Attorney
General's Opin-
ion
On LGBT Mili-
tary Veterans'
Right to Benefits*

LGBT MILITARY VETERANS' RIGHT TO BENEFITS

Sacramento, CA: In response to a request by the California Commission on the Status of Women, Attorney General Edmund G. Brown concluded in an opinion (attached) released December 31, 2009 that "under the laws of California, neither military veterans nor their registered domestic partners may be discriminated against in the provision of state-funded veterans benefits on the basis of their gender or sexual orientation, the federal Don't Ask Don't Tell policy notwithstanding."

Lesbian, gay, bisexual and transgender (LGBT) veterans of military service often assume that it is legally permissible for them to be denied benefits available to other veterans, particularly if they served under the military's Don't Ask, Don't Tell policy,

which permits military personnel to be excluded from service based on their sexual orientation, or were discharged pursuant to that policy. As a result of the Don't Ask, Don't Tell policy, there is a widespread belief among military veterans that discrimination against LGBT individuals is acceptable in any military setting. According to the California Attorney General, that is not the case and LGBT veterans may not be denied state-funded military benefits.

Commission Chair Elaine Suranie stated "We are extremely pleased with the Attorney General's opinion. We have over 137,000 lesbian, gay, bisexual, and transgender veterans in California alone. It is my sincere wish that this legal conclusion extends assurance to these soldiers that their devotion and vital ser-

vice to their country will be honored without prejudice. The undo burden of threat, secrecy, and exclusion that LGBT military service members have had to endure during their active duty cannot and must not be condoned once they are in need of accessing their military benefits, including housing."

This important opinion by the Attorney General clarifies that the federal Don't Ask, Don't Tell policy does not affect the rights of LGBT military veterans to state-funded benefits and will result in more of these deserving veterans applying for and receiving essential aid, including housing and education assistance.

CANDIDATE'S STATEMENT



I am Lesa Rasmussen and I am running for CFBPW President. I offer over 25 years of BPW membership, over ten years serving on the State Board of Directors and State Executive Committee and a professional career covering management

of social services, non profit administration, senior staff to the California State Assembly and elected offices on school board and city council, including two years as Mayor ProTem.

So why am I running and what do I hope to achieve as your State President? I'm running because I want to be part of a leadership team that achieves stability and direction for our organization as it undergoes the formidable changes ahead.

California BPW is undertaking a rebuilding and rebirthing process; the new BPW must be relevant, adaptable and valuable to its members. We will **all** need to be fear-

less in pursuing our goals; while being sensitive to the emotions that come with such dramatic change.

What lies ahead for us is not for the faint of heart. CFBPW once again finds itself on the frontier of changing women's lives. We are, once again, pioneers. Together we will open up new territory while carving out our place in today's society.

While it is important to remember where we come from, it is vital to know where we're going. As we do that, we must acknowledge that we are standing on the shoulders of giants. Courageous, committed and

determined women who lit the way for us. Now that torch is passed to us to light the way for others.

What they started in 1920, we will not let die. We will make our organization stronger, more relevant and more valuable today than ever before.

We will NOT settle for anything less than full recognition of CFBPW as California's first and best **Voice of Working Women**.

I offer you my commitment, my fearlessness and my determination. I respectfully ask for your vote for Lesa Rasmussen for CFBPW State President.



THE OFFICIAL PUBLICATION OF
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California Federation of Business & Professional Women
c/o Michelle Husby, Co-Editor
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[www.bpwcal.org]

BPW Spirit—A Grass Roots Heritage

EPW-USA

SAVE THE DATES!

Our North American Regional Meeting will be held in **Las Vegas, Nevada, USA September 23 to 26th, 2010**. It will be hosted by **EPW-USA** who will hold their annual general meeting immediately following. I am also delighted to announce that our **Young BPW International** members will have their International meeting in conjunction with the regional meeting. We will celebrate **BPW International's 80th birthday** together with a gala banquet. September 26 and 27, 2010, will be

the dates for the first Annual General Meeting of EPW-USA. Same location, no additional travel required. Come work hard and play a lot in Las Vegas, NV!

Details for room and registration will be provided by January 31, 2010.

*The XXVII BPW International Congress
Helsinki, Finland June 17-21, 2011*

BPW INTERNATIONAL 1930-2010

