

# California State Convention

Friday, April 23, through Sunday, April 25, 2004

## Sheraton Grand Hotel – Sacramento

1230 J Street • Sacramento, CA 95814  
 (916) 447-1700 (voice) • (916) 447-1701 (fax)  
 (888) 625-5144  
[www.sheraton.com](http://www.sheraton.com)



### HOTEL: Sheraton Grand Hotel – Sacramento RESERVATIONS MUST BE MADE BY MARCH 20, 2004

Reservations after that date cannot be guaranteed at the special AAUW Convention Rate. Please help AAUW-CA meet its room commitment (for which we get FREE meeting space) by reserving only through the AAUW-CA room block.

#### ROOM RATES:

**\$139.00 + 12% occupancy tax for double or single occupancy**

**Our contract does not include rates for Triple or Quad occupancy.**

**Triple and Quad occupancy are shared double beds. City ordinance restricts rollaway beds.**

#### HOTEL INFORMATION:

**Amenities include in-room dining, fitness center, on premises café, in-room coffee makers, hair dryers, ironing boards & irons, voicemail and data ports.**

**Check-in Time: 3:00 p.m. (Bell staff will store luggage for early arrivals)**

**Checkout Time: 11:00 a.m. (Bell staff will store luggage for late departures)**

#### TRANSPORTATION:

**AIR • Sacramento International Airport. Super Shuttle runs continuously from airport to hotel; \$11 each way.**

**TRAIN • Amtrak provides service to Sacramento. Cab service is available from the train station to the hotel, which is about 12 blocks. For further information on Amtrak schedules visit their website: [www.amtrak.com](http://www.amtrak.com)**

**CAR • A parking fee is charged by the hotel and will be added to your room bill. Current parking fees are: \$17 for valet (per day) and \$12 for self-parking (per day). Self-parking is located across the street from the hotel; hotel bell service is available in self-parking garage upon request.**

**DRIVING DIRECTIONS • Easiest access from all directions is via J Street off of I-5 in Sacramento. J Street is one way, eastbound. The hotel is located between 12<sup>th</sup> and 13<sup>th</sup> Streets on J Street. Please see Sheraton website for further details.**



# Convention Schedule in Brief

## Friday, April 23, 2004

Registration: 8:30 a.m. – 8:00 p.m.

Credentials: 8:30 a.m. – 6:30 p.m.

9:30 AM – 4:00 PM	Woman to Woman Summit
4:30 – 5:30 PM	Town Hall: <i>Gladys Brown, Association Director and Marie Wolbach, Regional Director</i>
5:30 – 7:00 PM	Dinner Buffet (separate seating will be available for Incoming Branch presidents and for Convention First-Timers; others may enjoy open seating)
7:30 – 9:00 PM	Business Session One
9:00 – 10:00 PM	Candidates Reception

## Saturday, April 24, 2004

Registration: 7:00 a.m. – 8:00 p.m.

Credentials: 7:00 a.m. – 1:00 p.m.

8:00 – 9:15 AM	Public Policy Breakfast
8:00 – 9:30 AM	Voting for candidates
9:00 – 12:15 PM	Website Design Workshop (Prepaid reservation only)
9:30 – 10:45 AM	Action Track A (Workshops)
11:00 – 12:15 PM	Action Track B (Workshops)
12:30 – 1:45 PM	Lunch Break (Box Lunch) Public Policy Briefing/Optional Interactive Sessions/ Connection Corner/Free Time
2:00 – 5:00 PM	Plenary: <i>“Breaking the Glass Ceiling – A Woman’s Journey into a Male Dominated Field”</i> : <i>Janese and Jackie Swanson</i> Business Session Two Installation of Officers
7:00 – 7:30 PM	No Host Reception
7:30 – 10:00 PM	Educational Foundation/Legal Advocacy Fund Gala Event <i>“All That Glitters”</i>

## Sunday, April 25, 2004

Registration: 7:00 a.m. -10:30 a.m.

7:00 – 9:00 AM	Cash Sales Continental Breakfast
8:30 – 9:30 AM	District Meetings
10:00 – 12:30 PM	March For Women’s Lives
12:30 – 2:30 PM	Closing Luncheon with Keynote Speaker (by reservation)

*Women Marching Forward*

## Action Track A – Workshops

### Saturday, April 24, 2004 – 9:30 – 10:45 a.m.

A1

#### **Web Design (Meets from 9 a.m. to 12:15 p.m.)**

Acquire skills to present your branch (or your business) online. Join Fresno web master, instructor, writer and entrepreneur, Patricia Mullaly in creating your own web page that is “Search Engine friendly”, launch it on the Internet, and register it with a major Search Engine. Learn about on-line ordering options, buttons, and more. Take home her book and software set, “How to Start Your Own Internet Business” (included). (You may bring your own laptop, though not REQUIRED for this class).

A2

#### **ABC’s of Fundraising**

Want to raise money for your branch for EF, LAF, Tech Trek or a Local Scholarships but don’t know how? Come learn the basics from a professional fundraiser on identifying revenue sources, cultivating donors and other fundraising tools.

A3

#### **We are All Leaders: Partnering with Other Organizations to Make a Difference**

Discuss and share opportunities to work with other community, civic and service organizations. Learn about finding common ground in order to make our resources work harder and more effectively.

A4

#### **Conversations in Color**

We can only achieve our goals by working together. To do that we must find common ground. Come join the conversation about racial/cultural differences. Explore our similarities and celebrate our diversity. Cross the cultural bridge to meaningful dialogue and understanding.

A5

#### **Eleanor Roosevelt Fund**

This workshop will showcase the AAUW Educational Foundation’s Eleanor Roosevelt Fund for Women and Girls with a spotlight on the Teacher Fellowship Program. Participants will discuss strategies to identify potential applicants, to disseminate application materials, and brainstorm innovative project ideas to share with potential applicants.

A6

#### **Growing Membership: Branch Successes**

A diverse panel of representatives from different branches will share their innovative ideas and successes in recruiting or retention of members.

A7

#### **International Activism: Adventure and Service**

An international activist will describe ways in which one can reach out and connect with others around the world to effect changes in health and education, using specific examples from personal forays into Latin America and Africa to illustrate possibilities. A handout of contact organizations could help you find your own adventure.

A8

#### **Spoken Word**

What does the future hold for spoken words of women? There is so much hunger out there in the world, and women writers need to be courageous enough to improvise, collaborate and cross disciplines, boundaries and cultures to get the art of spoken word out into the community. Come hear the spoken words of a cross-cultural panel of four women artists speaking for equality, freedom and choice.

A9

#### **Life Coaching**

Seeking to improve the quality of your life? Are you ready to take action in pursuit of your life goals? Coaching is a partnership created to forward and enhance the lifelong process of personal development. In this experiential workshop, you will learn what life coaching is all about and participate in exercises to jumpstart your quest to live a more fulfilling life.

A10

#### **Women’s Health: What’s the News for California?**

Learn about the status of health for California women. What should we be concerned about? What’s happening NOW to improve access for all women to good care? How do we maintain quality of care as we live longer?

Action Track B – Workshops  
 Saturday, April 24, 2004 – 11:00 a.m. – 12:15 p.m.

B1

**Seal the Deal**

Take those white gloves off, let that shy inner self out. Reverse all those years of socialization and learn from a “pro” to “seal the deal”. This workshop builds on the A,B,C’s of Fundraising and prepares you to ask others for donations.

B2

**Diversity: Embracing Change**

This Diversity session will explore ways of creating a more diverse membership at branch level. Hear what others are doing to learn more about diverse populations and how some have increased membership by attracting younger members, ethnically diverse members, etc. Hear about the activities for diversity chairs at the branch level. Learn how to get started, what works and what has not worked. Bring your own ideas and let’s create action plans.

B3

**Grantwriting for Rookies**

Looking for money to fund your special branch project? Are your branch members tired of trying to collect money from each other? Grant funds may be available to support that project. Shelley Mitchell, a professional grant writer with over 30 years experience, will show you how to research and contact funders and share some tips on how to pitch your idea to a potential funding partner.

B4

**Newsletters: The Transition to On-line**

Is your branch newsletter prepared on a computer? Do you have members who would like to receive it via email? Have online newsletters attracted new members? Learn of the experiences of branches that have made the transition. What are their recommendations? Join the discussion.

B5

**The Emerging Issues in Public Policy**

Get ready for November 2004 election: a preview of the ballot initiatives. Find out how the proposed California state budget may impact education and healthcare. Discover ways to join the march for positive societal change.

B6

**Leadership: Partnering for Excellence**

International leadership trainer, Dr. Fran Mayeski will present an interactive workshop focusing on two aspects of leadership: decision making, including consensus, and both the task and people aspects of project management.

B7

**Image Consulting**

The Perception of Image: It’s not only how the world sees you, it’s how you see yourself. Is this image keeping you from creating change, raising your voice, sharing your vision or fulfilling your mission?

B8

**Women and Peace Workshop**

Why are requests increasing for women to formally participate in peace negotiations? Should women act as “citizen” as well as use maternal rationales and gender, age and class to legitimize their activism for peace? The dynamic participants of this workshop strive to respond to these questions to reflect their differing viewpoints.

B9

**Smart Marketing**

Discover the secrets of successfully selling the mission of AAUW by creative branch members in their community and on the college/university campus.

B10

**F.I.S.H. “Fresh Ideas Start Here”**

Come and share new ideas to get your members energized and excited about belonging to AAUW! FISH is about stereotyping and gives us tools and self-confidence to stand up for ourselves and others against biased ideas and discriminatory behavior.

# CONVENTION REGISTRATION

AAUW CALIFORNIA REGISTRATION FORM • April 23 – 25, 2004

Note: Each person attending must complete a separate registration form and attach payment for the total amount due.  
**Registration Postmark Deadline – March 20, 2004**

Name Tag Information: **(Please Print)**

Name \_\_\_\_\_

Branch \_\_\_\_\_ First Time Attendee?  Yes

Leadership Position: \_\_\_\_\_

for the (check one):  Branch  State  Association  Convention Local Arrangements

Voting Status Delegation Chair:  Yes  No  
 Branch President  State Officer/Committee  Association  
 Branch Delegate  Past AAUW-CA/President  None

Voting Status for Members-at-Large (MAL) (One MAL in 25 will have voting status)

Would you like to be a voting delegate for AAUW CA MALs?  Yes  No

Please have the Special Needs Chair contact me about: wheelchair access; interpreting for the deaf; assistance for the visually impaired (including workshop handouts in large type); dietary needs; other

Mailing Address: \_\_\_\_\_

City/State \_\_\_\_\_ Zip \_\_\_\_\_

Phone Number (days) (\_\_\_\_\_) \_\_\_\_\_

Phone Number (evenings) (\_\_\_\_\_) \_\_\_\_\_

E-mail Address \_\_\_\_\_

Emergency Contact: (Name) \_\_\_\_\_

(Phone) (\_\_\_\_\_) \_\_\_\_\_

I am registering to stay at the hotel during convention:  Yes  No

If you are registered for the convention and plan to bring guests to one or more of the meals,  
please provide name(s) below and which meal(s) they will be attending:

Name \_\_\_\_\_ Meal \_\_\_\_\_

**PLEASE COMPLETE THE COST WORKSHEET ON THE REVERSE SIDE AND  
SEND THIS ENTIRE FORM TO AAUW-CA OFFICE, PO BOX 808, SACRAMENTO 95812  
Do not wait until the last minute to register. Seating may be limited during some sessions and meals.  
If you wish confirmation of registration, please enclose a stamped, self-addressed envelope.  
All refund requests must be in writing, and accompanied by a self-addressed stamped envelope.**

# REGISTRATION FEES

<b>Registration (Postmark by March 20, 2004)</b>	<i>Member</i>	<i>Guest/Non-Member</i>
Convention Registration including Friday Woman to Woman Summit (incl. lunch) . . . .	\$125 . . . . .	\$140
Convention Registration without Friday Woman to Woman Summit . . . . .	\$100 . . . . .	\$110
Convention Package (Convention Registration & all planned meals – see below) . . . . .	\$225 . . . . .	N/A

**Late Registration** (Postmark after March 20, 2004 through April 15, 2004)

Registration including Friday Woman to Woman Summit . . . . .	\$150 . . . . .	\$175
Registration without Friday Woman to Woman Summit . . . . .	\$125 . . . . .	\$150

**(Meals only if available at additional charge for the following)**

On-Site Registration (anything after April 15 – Do Not Mail!) . . . . .	\$150 . . . . .	\$175
*One Day Registration . . . . .	\$65	

Friday       Saturday       Sunday

Convention Worker . . . . .	\$70
Student (all students whether a student affiliate or not) . . . . .	\$25

**YOUR REGISTRATION FEE** . . . . . \$ \_\_\_\_\_

\*To register only for Friday’s Woman to Woman Summit, use One Day registration.

Cancellation by April 10, 2004, a \$25 processing fee will be deducted. Cancellation after April 10, 2004, a \$50 processing fee will be deducted. All refunds must be in writing, and accompanied by a self-addressed stamped envelope.

**NO REFUNDS AFTER APRIL 15, 2004.**

# MEALS

I prefer vegetarian selection for all meals.

	<i>Member</i>	<i>Guest/Non-Member</i>
Friday: Dinner Buffet . . . . .	\$35 . . . . .	\$40
Saturday: Public Policy Briefing (Eggs Benedict) . . . . .	\$23 . . . . .	\$28
Saturday: Box Lunch . . . . .	\$25 . . . . .	\$30
Saturday: “All That Glitters” – LAF/EF Gala Dinner . . . . .	\$58 . . . . .	\$62
*MEAL CHOICE: <input type="checkbox"/> NY Steak or <input type="checkbox"/> Baked Salmon    *(If no choice is indicated, NY steak will be ordered)		
Sunday: Closing Luncheon . . . . .	\$25 . . . . .	\$30

**Meal Total** . . . . . \$ \_\_\_\_\_

Contact AAUW California at (916) 448-7795 for special dietary considerations. Meal resale is the sole responsibility of the attendee. As we go to press, meal selection for the closing luncheon is not determined. Please check our website at <http://www.aauw-ca.org.program/convention.htm> or check with the AAUW-CA office.

# WORKSHOPS

Enter the number of your workshop selections below. Workshops are subject to change and/or cancellation. Attendance at workshops is on a first-come, first-served basis. Your selection of workshops facilitates room assignments and handout availability; you are not obligated to attend the workshops selected here.

- Action Track A (Saturday, 9:30 – 10:45 a.m.) # \_\_\_\_\_     Action Track B (Saturday, 11:00 a.m. – 12:15 p.m.) # \_\_\_\_\_
- Putting Your Branch on the Web Workshop (Saturday, 9:00 a.m. – 12:15 p.m.) . . . . . \$50  
(for fee, includes book and software templates; minimum 10 people)

<b>Total Registration Fees, Meals and Workshops</b> . . . . .	\$ _____
<b>If payment is made by check, deduct \$5</b> . . . . .	\$ _____
<b>TOTAL AMOUNT ENCLOSED</b> . . . . .	\$ _____

# REGISTRATION PAYMENT

- Check-Make check payable to AAUW California/CC Fund
- Credit Card:     MasterCard     Visa

Cardholder Name (Please Print) \_\_\_\_\_

Card # \_\_\_\_\_ Expiration Date \_\_\_\_\_

Cardholder Billing Address \_\_\_\_\_

Signature \_\_\_\_\_

Mail this entire form and/or check to: AAUW California, PO Box 808, Sacramento, CA 95812 • FAX form with credit card info to: (916) 448-1729

CONVENTION SPEAKER:  
**Fadiman to be Featured  
 at Sunday Luncheon**



Dorothy Fadiman, documentary film producer and strong advocate for Reproductive Choice, will be the featured speaker during the closing lunch on Sunday. Fadiman's most recent work "Motherhood By Choice — Not Chance" will be showcased during her presentation. Fadiman and her production company, CONCENTRIC MEDIA, have received an EMMY and the Gold Medal from the Corporation for Public Broadcasting, as well as a nomination for an Oscar for their documentary media.

Fadiman has been producing award-winning documentary media with an emphasis on social justice and human rights since 1976. Her production group has addressed a wide range of issues ranging from nuclear arms control, the recycling of small appliances, humane approaches to education, to a trilogy about the legal and social history of abortion. The trilogy will be available for viewing in the Connection Corner throughout the convention weekend.

Her film "WOMAN by WOMAN: New Hope for the Villages of India", focuses on women's reproductive rights in India. She has recently returned from Ethiopia, where she produced a series of programs "SEEDS of HOPE : Meeting the Challenges of HIV/AIDS in Ethiopia". "From RISK to ACTION: Women and HIV/AIDS in Ethiopia" is part of this series. Her production team recently completed "MOMENT BY MOMENT: The Healing Journey of Molly Hale" about a woman's remarkable rehabilitation following a severe spinal cord injury.

**A Tisket, A Tasket,  
 Please Bring a Basket!**

The very successful EF/LAF Basket silent auction will continue at Convention 2004 on Saturday. All branches, but especially those in the northern areas, are encouraged to bring a basket or two to convention. Large or small, any basket is welcome (remember, small baskets are easier to carry on an airplane!).

If you are only bringing one basket, please choose either EF or LAF as the designee. If you are bringing two, one should be for EF, and one should be for LAF. The branch will receive credit for the winning bid amount. Please use the form below to sign up.

**EF/LAF BASKET SILENT AUCTION**

To ensure adequate space for baskets at the auction, please let us know you are going to participate. Branches from the northern half of the state are especially encouraged to join us.



**EF/LAF BASKET ENTRY FORM**

**Branch Name:** \_\_\_\_\_

**Branch Contact Person:** \_\_\_\_\_

**Phone:** (            ) \_\_\_\_\_

**E-Mail Address:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**City:** \_\_\_\_\_ **ZIP:** \_\_\_\_\_

- We will bring a basket to benefit the EF Eleanor Roosevelt Fund.
- We will bring a basket to benefit the LAF Legal Advocacy Fund.
- We will bring 2 or more baskets to benefit both funds.

**Basket Theme** \_\_\_\_\_

**Approximate Value \$** \_\_\_\_\_

**Basket Theme** \_\_\_\_\_

**Approximate Value \$** \_\_\_\_\_

*Mail this completed form by April 1, 2004 to:*

AAUW California  
 PO Box 808  
 Sacramento, CA 95812

**CHOICE • JUSTICE • ACCESS • HEALTH**

**MARCH  
 FOR WOMEN'S LIVES**

**Sacramento, CA      April 25, 2004**

**ABORTION • GLOBAL • FAMILY PLANNING**

## Every Member Counts!

Ardeen Russell-Quinn, AAUW-CA Co-Membership Vice President (membership2@aauw-ca.org)

Your branch can achieve “Membership Excellence”. Membership growth is one member at a time, and it’s much easier if you’re not losing members to non-renewal. There are many ways to gain and retain members. In this busy world some women (and men) believe in AAUW’s mission but cannot currently spare the time for frequent attendance at events. Being a *silent member* still supports AAUW. Paying dues helps the branch financially. When someone says, “I have too many responsibilities”, you can reply, “it’s ok to be a silent member.

One of the secrets to *retaining members* is to encourage involvement in one or more events. We all benefit by meeting new people, making friends, gaining new skills, and feeling appreciated. Paying the dues helps all of the organization financially, not just the branch. If you’re an experienced member, ask the newer members to join your event committee or interest group. Learn by doing and feel valued as a team.

Member or mentor? This is how leadership is developed over the years, one skill at a time. Does your branch have an *angel network*? Sometimes money becomes tight and we feel as if there isn’t enough to go around. Your branch can set up a policy and a process. When membership renewal announcements are printed, ask your members to add an extra dollar or two for the angel fund. The fund can be quietly available to assist with even a partial payment need, with only one or two officers confidentially handling requests. A few branches have a general fundraiser, setting aside some money to assist a few members with dues. Active retention is a big step towards allowing membership to grow. If your branch participated in the *Shape the Future* campaign where you were able to sign up members to join at a community or collaborative event, your branch may qualify for some free Association memberships that can be given to members as gifts. For details on *Shape the Future* campaign, check out the Association website or contact one of your AAUW-CA Membership Vice-Presidents.

Another retention technique is making each member feel valued and noticed. A telephone tree is an effective way to contact those who are seldom in attendance. *Personal calls* can remind members that they are missed and maintain connection.

“I remember when you suggested the holiday cookie exchange, which has become a tradition in our branch.” Are you recognizing the work of a variety of members, not just the officers? *Recognition* builds branch loyalty. One way to recognize a valued member is by giving a Certificate of Appreciation. You can make one up or download one from the AAUW-CA website via <http://www.aauw-ca.org/about/membership.htm>.

*Create the value* of branch membership. By building bonds of friendship and loyalty to the AAUW mission, we can soften the effect of a dues increase. Briefly, here is the **New Dues information**. Association dues to be collected beginning March

16 for the year ending 6/30/05 will increase \$2.00 to \$41. State dues to be collected beginning March 16 for the year ending 6/30/05 will be increasing \$6.00 to \$16. Half year Association dues of \$19.50 based on the CURRENT dues rate are available for **new members** joining between Jan. 1 and March 15. The state does not prorate or reduce dues. The other special Association dues programs will continue. For more details check the Membership Toolkit online (linked from <http://www.aauw-ca.org/about/membership.htm>).

For more information about state membership, join the AAUW-CA Membership Co-Vice Presidents for an **online chat** at the chat room of the Association website at [www.aauw.org](http://www.aauw.org). The meetings are the first Tues of even numbered months and the first Monday of odd numbered months at 7:30pm. Contact [membership1@aauw-ca.org](mailto:membership1@aauw-ca.org) for the password to the private chat room. Be sure to request the complete chat room entry directions in advance. The next meeting is Monday, March 1, 2004 at 7:30 p.m.

Start now and renew your membership early, so no one will miss the June 30th deadline. Remember every member counts. Every member is a recruiter.

## Volunteer Opportunity At 2004 Convention

By Sandra DiSario, Convention Local Arrangements Chair

A great opportunity awaits members who choose to accept it! Volunteering to help at the state convention this spring ensures you will meet new friends, experience exciting activities, have

••••• an opportunity to participate behind the scenes, and see how a convention is put together. Volunteers are the backbone of this convention and one of the major reasons conventions tend to run smoothly. Please seriously consider offering to help on one of a number of committees such as pages, credentials, registration, hostesses, decorations, basket auction, and signs.

•••••

You will have a great new experience or a renewed one if you have volunteered before! You will also receive a discount on your registration in return for volunteering.

If you would like to volunteer, please contact me with your name, area code and phone number, and your email address in addition to your committee preference, and I will gladly forward it to the committee chair. If you plan to contact me, please do so before March 15th so I can forward your information in enough time to set up the volunteer schedules. ([localarchair@aauw-ca.org](mailto:localarchair@aauw-ca.org), or through the AAUW-CA office at 916-448-7795)