

Call for Candidates

AAUW CA Nominating Committee

As our 2007-2008 AAUW year gets into full swing, it is already time to be looking ahead to 2008-2009. Our vital, forward-looking organization needs dynamic, flexible, committed leaders with creative ideas. In other words, we need people like you!

Sixteen Directors Sought

For 2008-2010, we need candidates to fill 16 director positions. Candidates must be AAUW members in good standing. Pages 6-13 of the 2008 AAUW CA Bylaws list the responsibilities of the directors. The bylaws are available online at <http://aauwca.org>, and they were printed in the pre-convention *CA Perspective*.

If you would like to be considered as a candidate please submit the following documents by October 1, 2007:

- **Vita Form**

This is available on the AAUW CA web site or from your branch president. It includes your AAUW employment, and skills information.

- **Statement of Goals**

a) Fifty (50) word statement of your goals as a director, to be published in the pre-convention *CA Perspective*.
b) One hundred (100) word optional statement for the "Election Update" to be distributed with the convention materials. If you do not submit this statement, your 50-word statement will be used instead.

- **Recent 2"x 3" photo, preferably black and white**

We encourage you to submit these documents electronically. The vita form on the web site is a Word document, which can be completed, then attached to an e-mail. The goals statements can also be sent as Word documents attached to e-mails, as can digital photos. Please be sure that all documents are identified as yours so that your photo and goals statements don't get lost!

Materials should be sent to the Nominating Committee Chair Kay Fiori, fidler53@sbcglobal.net.

If you decide to submit your documents by regular US mail, please include two (2) copies of the vita and goals statements, and be sure that your submission is postmarked by **October 1, 2007** and mailed to Kay Fiori, 4170 Mt. Baldy Ct, Norco, CA 92860.

While AAUW CA is made up of many individuals, it is truly more than the sum of its members. When we work together, when we support each other, our strength is multiplied. We need to take advantage of that strength to make an impact on our communities and to further our mission.

Leadership is developed through experience. If you are hesitant to run for election, please consider an appointed position on a state committee. Those elected as directors at the 2008 convention will determine a system of term rotation.

The AAUW CA Board has empowered the Nominating Committee to seek (16) Directors for 2008-2010 to be elected statewide by the voting members of AAUW CA at the 2008 AAUW CA convention through a transition plan for 2007-2008 to the new board structure

AAUW CA Nominating Committee

Stephanie Norton (Northern)

Krys Wulff (East Bay)

Georgia Schall (North Coast)

Judy Mulenburg (Golden Gate)

Jane Amaral (North Central Coast)

Janet Price (South Central Coast)

Jane Anderson (Los Angeles)

Judy Horan (Southeast)

Patricia Allgeier (Southern)

Mini Grants Available from National Girls Collaborative Project

Marie Wolbach
AAUW Regional Liaison for NGCP

Mini-grants of \$1000 or less will be available this fall to organizations that have a STEM (Science, Technology, Engineering, Math) project serving girls. The National Girls Collaborative Project (NGCP) and AAUW Educational Foundation have formed a partnership that received funding from the National Science Foundation.

A portion of those funds will be awarded to new projects that meet certain criteria. The first requirement is that a branch must be registered in the NCGP on-line directory. Go to <http://www.pugetsoundcenter.org/ngcp> and click on Program Directory.

After completing that registration, watch the NCGP site for an announcement of the application posting, probably in October, and the timeline. Applications will require details of the proposed project for girls and list at least one other non-AAUW organization that will collaborate with an AAUW branch.

Greg Mortenson

Association Convention Keynote Speaker

AAUW member Greg Mortenson was the keynote speaker at the Global Perspectives on Women and Girls plenary session on July 1st when the AAUW Association convention was held in Phoenix, Arizona. Greg Mortenson is truly a man living the AAUW Mission.

Greg is the founder and executive director of the Central Asia Institute and Pennies for Peace and recipient of four humanitarian awards in 2007 and too many more in prior years to mention. He is also the co-author with David Oliver Relin (Penguin 2007) of *Three Cups of Tea: One Man's Mission to Promote Peace...One School at a Time*. This book is the inspiring story of his journey and reflects the outstanding humanitarian reach that one individual can generate.

Living the AAUW Mission

As of 2007, Mortenson has established 58 schools in rural Pakistan and Afghanistan, which provide education to over 24,000 children, including 14,000 girls, where few education opportunities existed before.

Since 1993, Greg Mortenson has dedicated his life as a humanitarian devoted to promoting education, especially for girls, in the remotest and most volatile regions of Pakistan and Afghanistan. But, his work has certainly not been without peril.

In 1996, he survived an eight day armed kidnapping in the tribal areas of western Pakistan which is a Taliban and al Qaeda sanctuary. In 2003, he escaped a firefight with feuding Afghan warlords by hiding for eight hours under putrid animal hides in a truck going to a leather-tanning factory. He has overcome two fatwehs from enraged Islamic mullahs, and received hate mail and death threats from fellow Americans after 9/11 for helping Muslim children with education.

Mortenson is a living hero in the rural communities of Afghanistan and Pakistan where he has gained the trust of Islamic leaders, military commanders and tribal chiefs from his tireless effort to champion education, especially for girls. He is one of few foreigners who have worked so extensively (fourteen years) in the region now considered the front lines of the war on terror. Mortenson has traveled to more than sixty countries in his lifetime. His cross-cultural expertise has brought him to speak on Capital Hill, at national think tanks, the Pentagon, Department of Defense, U.S. State Department, libraries, universities, schools, churches, mosques, synagogues, business and civic groups, women's organizations and more.

"You can hand out condoms, drop bombs, build roads, or put in electricity, but until the girls are educated a society won't change"

Greg Mortenson

Greg Mortenson is an advocate of education for girls as one of the major solutions to bring peace, economic development, and prosperity to impoverished societies. His book tour and media schedule can be viewed at: <http://www.threecupsoftea.com/BookTourTVRadio.php>. Check it out for yourself. Greg Mortenson may be speaking soon at a location near you. Don't miss the opportunity to hear his story first hand.

(Editor's Note: Information in this article is from material on the Greg Mortenson web site.)

For more information, check the web at:
 Greg Mortenson: www.gregmortenson.com
 Three Cups of Tea: www.threecupoftea.com
 Central Asia Institute: www.ikat.org
 Pennies for Peace: www.penniesforpeace.org

Education Foundation Fellows Luncheons Slated for Fall

Carolann Ford

AAUW CA Educational Foundation Vice President

As fall quickly approaches, we are reminded of the Educational Foundation Fellows Luncheons. This year is no different. Although the list of fellows and EF recipients has not yet been finalized, we think there will be about 40 new and several continuing recipients.

We invite you to attend either the . . .

**Northern Fellows Luncheon
 Sunday, October 21**

**Michael's in Mountain View
 or the**

**Southern Fellows Luncheon
 Sunday, November 4**

Knott's Berry Farm Resort Hotel in Buena Park.

The cost is again \$30 inclusive for entree, beverage, rolls, dessert and free parking. Please go to the AAUW CA web site for the reservation form. This year we will have plenty of room for everyone - guaranteed!

Why does Mission-Based Programming Strengthen Branches?

Karen Jackle

AAUW CA Membership Vice President

The AAUW Mission is the trunk through which S.T.E.M (science, technology, engineering, math) is connected to the branches. When can Mission impact the program? What criteria should be used when the program committee meets in the summer to gather ideas for speakers for meetings? Some programs are seasonally themed or tied to a month, traditionally, like Women's History Month (March) – no problem with that month being mission-based. But are we working together and taking the extra step to support what AAUW is about through programs?

What is that extra step? There is nothing wrong with speakers/meetings/meals, but does it stop there? No, we need that extra component to do mission-based programming. Mission-based means *more* than "Education as the Gateway to Economic Security." We love to hear educational lectures with shared sisterhood, but what is the desired outcome?

Here are some ideas from the new AAUW brochure to be available by October:

- A candidates' forum co-sponsored with a like-minded group. Invite your Tech Trek alumni who are high school seniors and new grads to participate, too.
- International Women's Day is March 8 – target a community group to join you to celebrate this together, e.g., celebrating Chinese New Year with a Chinese American group.
- Talk to the diverse girls in the community – they are your bridge – you know them through Tech Trek and Speech Trek and the local scholarships your branch has awarded. Get ideas on how best to communicate with those groups not represented in your branch. Who do these girls know? Invite them to see the value of AAUW.
- A workplace activity focused on Speech Trek's theme of *Wage Gap* on Equal Pay Day, April 22.
- Invite educators from a nearby college and someone in branch with workplace experience to form a panel or co-sponsor a dialogue with a labor group. The *AAUW Pay Equity Resource Kit* (available at Shop AAUW online) can help with this. Let's make use of the tools we have to give more visibility to the pay gap, and potential members will see the value of supporting the results of AAUW's research.

- There is also a *Title IX Resource Kit* available through AAUW; how can we celebrate 35 Years of Title IX?

Campus outreach is a great springtime activity because if we give local scholarships or know grads who received a gift and are continuing toward a 4-year or advanced degree, the process has begun. Are they now student affiliates? Check the college calendar to determine which events you can participate in. When is it time to tell the continuing story about what happened to the local scholarship recipients, the recent grads who are now in their careers? When we tell their stories our members see how their donations make a difference, and so do potential sponsors.

Which potential members and groups will want to come to your meetings? Remember – thank the member who brings the potential member to join. This is the basis of Member Get a Member!

California Theme Team

Patricia Toth

AAUW CA Program Communications Manager

The California Theme Team has been created to assist in the planning and execution of mission-based programming around the Association theme: *Education as the Gateway to Woman's Economic Security*.

This team is your contact for programming information and support between AAUW and California branches. Invite Team members to your next function; they will bring a PowerPoint presentation that will revitalize your branch with new program possibilities.

Furthermore, we are creating a state listserv to aid in the dissemination of theme-based programming information. Please use it as a forum for sharing your success stories among branches throughout the state. To be added to the CTT listserv or to schedule a presentation, contact Patricia Toth at: theme@aauw-ca.org.

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*The California Theme Team
can help your branch plan
mission-based programs around
the Association theme of
Education as the Gateway to
Woman's Economic Security*

AAUW CA Steps into Web 2.0

Why? Why not! Recent college grads are members of the Web 2.0 generation - a generation of wikis, blogs, really simple syndication (RSS), social bookmarking, the Long Tail Effect, and other marvels, so it's important for AAUW CA to be present where those grads are. You're not sure what those nouns mean? Look for definitions of "wiki", "blog", "RSS", "social bookmarking", "YouTube", etc., at the first, great wiki - Wikipedia, the free, online, collaboratively written encyclopedia, <http://www.wikipedia.org>.

(Editor's Note: See the Wikipedia sample at right.)

You'll find the AAUW CA blog at <http://aauwca.blogspot.com> and our wiki at <http://aauwca.pbwiki.com>. Check them out. Then add content. Please! You won't believe how easy it is, and you'll get a hint as to why Web 2.0 is the future.

As you might guess, that dynamic AAUW CA Online Branch stepped into Web 2.0 a long time ago. Check out the branch on MySpace, <http://groups.myspace.com/index.cfm?fuseaction=groups.groupProfile&groupid=106094060&Mytoken=96B8106E-FEEA-40F0-90E1CC20F6E8206C10755250>, and visit the Online Branch blog, <http://careaders.blogspot.com/>.

Brought to you by the AAUW California Communications Committee!

Does Your Branch Have Something to Brag About?

The Communications Committee will compose and issue news releases suitable for the general public's consumption (one release/branch/hear). Send requests to: communications@aauw-ca.org.

Do you want to write your own branch press release? You'll find a press release template at <http://caaaauw.vwh.net/resources/press.htm>.

Did you miss ComCom member Amber Chiang's terrific workshop "Guerilla Marketing for AAUW Branches" at the April convention in Ontario? Or did you attend and wish you could see her slides again? You're in luck! Amber's PowerPoint slide show is posted at the AAUW CA Online Branch web site, <http://www.aauwcaonline.org/Guerilla%20Marketing%20for%20AAUW%20Branches.pdf>.

Brought to you by the AAUW California Communications Committee!

Long Tail Effect

One impact of computers and online retailing is the long tail effect. A new book dealing with this effect is called *The Long Tail: The Radical New Shape of Culture and Commerce* by Chris Anderson.

The idea is retailers graph all the products they sell from the best selling to the slowest selling. So one end of this demand curve is really high and then it tails away. In old fashioned retailing, merchants would draw an arbitrary line in the curve at some point and not stock items that sell slowly. But online retailers can afford to stock even the slow sellers -- the so-called long tail. Amazon, for example, gets half its sales from outside its top 130,000 titles! That's the so-called long tail effect. It's the magic of search engines that can find customers around the world with special interests, thus making the long tail profitable.

(from Wikipedia as presented by Kel Richards)

Wiki

A wiki is a collaborative web site which can be directly edited by anyone with access to it. Ward Cunningham, developer of the first wiki, WikiWikiWeb, originally described it as "the simplest online database that could possibly work". Wikipedia is one of the best-known wikis. It is a multilingual, web-based, free content encyclopedia project. It is written collaboratively by volunteers from around the world and is one of the largest reference web sites.

So now you know! For more information and web definitions, visit a wiki!

Meetings Planner Sought

AAUW California is looking for a member who likes adventure, drama and travel. Mickie Feicht, our meetings planner, wants to train someone to take the job as of July 2008. Email president@aauw-ca.org for more information.

Meetings Planner Job Description

Research and contract meeting locations for AAUW CA to include meetings for the board of directors, program development, public policy, leadership weekend and, of course, convention. Work with Program VP and Finance VP to establish convention budget. Work with *California Perspective* Editor to develop convention registration form. Work with Program VP to establish convention schedule based on contract specifications. Develop set up plan for convention and submit to hotel staff. Confer with Local Arrangements Committee and oversee logistics at convention.



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California Perspective

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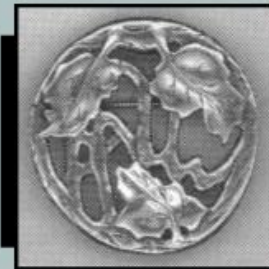
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For more information, contact:

Bonita Chamberlin, InsideAfghanistan.org



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AAUW, founded in 1881, is open to all graduates who hold an associate or higher degree from a regionally accredited college or university.

In principle and in practice, AAUW values and seeks a diverse membership. There shall be no barriers to full participation in this organization on the basis of gender, race, creed, age, sexual orientation, national origin, disability or class.

The Vision:

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

The Mission:

To advance equity for women and girls through advocacy, education and research.