



January/February 2013

Happy New Year! You have received this enewsletter because you agreed to serve your branch or the state organization in a committee or leadership position. Members of the state board send you news and information, deadlines and reminders to help you do your job.

This midwinter issue is particularly full of information and, therefore, a bit longer than usual.

Harriet Tower, *Electronic Media Manager* webteam@auw-ca.org

About California PERSPECTIVE

The Winter edition of our state newsletter is currently being printed and will arrive in members' mailboxes soon. In the meantime, it is posted on our website for your convenience ([HERE](#)).

Be sure to read about our **Annual Meeting** on April 20. This is the first time ever that we have had an annual meeting without a convention! There is also a section on our website about the Annual Meeting ([HERE](#)).

AAUW CA Dues

The state organization offers real value to the branches and members in California. Click [HERE](#) to see the **Value for AAUW CA Dues** page on the state website under **Membership**. But for two consecutive years we've had to use our reserves to balance our budget. It's been 8 years since the last state dues increase, and during that time many of our expenses have increased while revenue has declined.

So the board has approved two measures for the spring every-member ballot that will ensure our long-term fiscal health and provide the most effective and efficient governance design:

1. Amend the state bylaws to reduce the number of directors from 16 to 12.
2. Increase state dues by \$4, from \$16 to \$20.

If approved by the membership, both measures would go into effect July 1, 2013. More information about the rationale for these measures can be found on the state website in the AAUW CA Business section/Finance ([HERE](#)), as well as in the Winter issue of the *California Perspective* newsletter ([HERE](#)).

Donna Mertens, *Chief Financial Officer* cfo@auw-ca.org

Membership

It's audit time and your State Membership Team requests that you take a good look at your membership roster and compare the names and numbers to the official roster found on National's Member Services Database ([HERE](#)).

Your members in good standing who do not appear on AAUW's national database by January 31st **will not be** counted in the annual membership count which is released in February. And every member should count.

If you find discrepancies, please provide this information to connect@aauw.org and/or call 1-800-326-2289 as soon as possible. It is important for AAUW CA to have an accurate count and we need your help in making sure this happens.

If you run into problems, don't hesitate to contact me.

Ginny Hatfield, *Membership Director* membershipdir@aauw-ca.org.

Election 2013

Candidates for president-elect, chief financial officer and directors are posted on our website ([HERE](#)) on the **Candidates Page** in **Elections and Nominations**.

Additional nominations will be accepted until April 6. Read the instructions ([HERE](#)) in the **Call for Candidates** and complete the **Candidate Information Form** ([HERE](#)) and email the required documents to nominating@aauw-ca.org.

Remember, when you check your members in the national membership database (see link above in Membership article), be sure all contact information is current and correct. We will use the national list when we email your voting codes.

Please check the Elections & Nominations section of our website ([HERE](#)) for more information.

Betty Hatch, *Election/Nominations Chair* nominating@aauw-ca.org

We Need You!

In addition to the officers and directors, AAUW CA has committees and other appointments for jobs that help our organization carry out the AAUW mission. If you are interested in serving the state organization, please consider one of these jobs.

Read the Call for Appointments ([HERE](#)) in the **State Leadership** category of **Forms & Documents** and use the Application Form ([HERE](#)). http://www.aauw-ca.org/Assets/resources/ApplicationforAppts_2013-14.pdf
Alicia Hetman, *AAUW CA President* statepresident@aauw-ca.org

Branch Program Recognition

Receive the recognition your branch's mission-based program deserves by submitting it for [Branch Program Recognition](#) at the upcoming **Annual Meeting**.

Simply send a digital photo of the event and a short paragraph of 100 words or less description. Send it to branchrecognition@aauw-ca.org ASAP.

The top 10 branches will receive a \$40 gift certificate to [SHOP AAUW](#) and be included in the **Wall of Fame** ([HERE](#)) on our website.

Cathy Foxhoven & Sherry Ludwig, *Program co-Directors* programdir@aauw-ca.org

AAUW Funds

Sharon Westafer and the AAUW Funds committee would like to thank all the branches and individual AAUW members who made donations to AAUW Funds in 2012, and we wish you the best in 2013. AAUW California continues to be one of the top contributors to AAUW Funds nation wide!

The AAUW Fellows are always an inspiration and help us to realize, up close and personal, one of the reasons we make donations to AAUW Funds. To request a Fellow or Grant recipient click ([HERE](#)).

Please join us for an LAF luncheon on March 16th at the Embassy Suites in Burlingame when we will hear Jennifer Reisch, attorney for Betty Dukes, litigant in the *Dukes vs. Walmart* case. Ms. Dukes also hopes to attend. Click [HERE](#) for a flyer and registration form.

Rozanne Child, AAUW Funds Committee

Sharon Westafer, AAUW Funds Director swestafer@aauw-ca.org

BRANCH SUPPORT

Your **Branch Support** and **Leadership Development** Teams, including 18 dedicated Branch Liaisons, did an outstanding job soliciting survey responses from over 100 CA branches this fall. Thank you to all who participated. As a result of the survey, we have developed two programs to support and meet the needs of branches.

Leader-on-Loan Program: This program is designed to bring State AAUW leaders to branch and IBC meetings, events and programs. This opportunity is available to your branch all year long. To find out more about **Leader-on-Loan** go to the aauw-ca.org website under **Branch Support** or click [HERE](#).

Branch Training: One of the most important issues mentioned by branches was the need for training. The **Branch Support** and **Leadership Development** Teams, working with the Branch Liaisons are planning area specific training workshops in the summer and early fall. These workshops will be scheduled throughout the state so that branches will be able to attend training near by, whether through their own IBC or an adjacent one. Please be on the lookout for more scheduling info and alert your branch leaders of this upcoming event.

Carolann Ford & **Lynn Janeway**, co-Directors Branch Support Team branchsupportteam@aauw-ca.org

Virginia Beck, Leadership Development Director vbeck@aauw-ca.org

Public Policy

Time is now to start preparing for **Equal Pay Day**, April 9, 2013. **Equal Pay Day** is the symbolic day where women's earnings "catch up" to men's earnings from the year before. It takes almost four extra months each year, thanks to the wage gap. This year's **Equal Pay Day** will be especially important, as 2013 marks the 50th anniversary of the Equal Pay Act (originally passed in 1963).

What will your branch do to observe Equal Pay Day 2013? Click [HERE](#) or go to the AAUW website, www.aauw.org, to download the updated *AAUW Pay Equity Resource Kit*, for background information, ideas for action, and step-by-step instructions for planning three specific events!

Sue Miller, VP and Public Policy Director, smiller@aauw-ca.org

Financial Literacy

Money Trek Project

- Our application for a 2 year Community Action Grant for the Money Trek Project was submitted on Jan.12, 2013 to National AAUW
- The first workshop of Money Trek for Elementary School Girls will be presented to Girl Scout Troop and a local Community Bank in Victor Valley area.
- All six training modules of the Money Trek Project are available on our AAUW CA website under Forms & Documents, click [HERE](#). All the information is in PowerPoint format and best of all it is free for your use. You will need the Members Only username/password to access it.

Start Smart Campus Initiative Project

We would like to see many Start Smart Workshops facilitated by our members through out the state.

Please get in touch with one of our coordinators to arrange your facilitator given workshop:

- Northern CA -- Elena Noble from Pleasant Hill–Martinez Branch enoble@aauw-ca.org
- Southern CA -- Tracey Clark of Santa Ana–Orange Branch tclark@aauw-ca.org

Bakula Maniar, *Financial Literacy Director* bmaniar@aauw-ca.org

Letter from AAUW National President

I am delighted to begin 2013 with an exciting announcement: AAUW will be unveiling a new logo and a new website in February!

Over the past few years, AAUW has undergone many changes to ensure our continued strength, growth, and nationwide leadership on behalf of women and girls. The new logo, developed cooperatively by a board working group and the national staff, introduces a bold, bright look that complements our reinvigorated branch activities and expanding international efforts, and it works well with our lively publications, robust social media presence, and soon-to-be-updated website.

The new website will enhance our thriving online community, offering members and supporters a variety of new and improved tools to engage with each other and our issues. We will launch both the new logo and the website on February 20. They will also be featured in the February 21 issue of *Mission & Action*, which is e-mailed to all members who have given us their e-mail address.

Beginning February 21, members will be able to download the new logo from the AAUW website. In March, AAUW state and branch officers will be able to download customized logos created especially for their state or branch. We'll also provide a variety of other tools to help branches and states easily, efficiently, and cost-effectively update their own materials. And we'll be making presentations about the new logo at state conventions and at the AAUW National Convention in New Orleans.

Please stay tuned for more details in the coming weeks about these new initiatives. And if you haven't already registered for the convention, make sure you do it right away—our best-value rate ends February 3. It's going to be a fabulous event!

In the meantime, if you have any questions, please e-mail connect@aauw.org.

Sincerely,

Carolyn Garfein, *AAUW President*