



Volume 74, Number 3

Summer 2010

# AAUW Tennessean

## Summer Leadership Conference —New Strategies for Achieving Success



**Terri Johnson, Director, June Anderson Center for Women and Nontraditional Students, MTSU**

**Attention**—The **deadline for hotel reservations** at the special rate of \$89 plus tax for July 16 or 17 at the Double Tree, Murfreesboro, is mid-night, **June 17**. Call 615/895-5555 to make your reservation.

Terri Johnson, Director of the June Anderson Center for Women and Nontraditional Students, will address *Women's Issues in Higher Education* at the **Leadership Conference in Murfreesboro on July 17**. Terri was previously Director of Multicultural Affairs at Saint Mary's College in Notre Dame, Indiana. She holds bachelor's and master's degrees from Eastern Michigan University. She has received several awards, including the Saint Mary's College Woman of the Year Award in 2003 and the 2009-10 Ayne Cantrell Award for outstanding service to the MTSU Women's Studies Program. Terri is an AAUW member.

AAUW Murfreesboro Branch maintains close ties

with MTSU. The branch has faculty members, student participants in branch activities, and joint projects with the Women's Center.

The Leadership Conference provides an opportunity for branch and state leaders to implement the Plan of Action adopted at the State Convention and to learn new strategies for achieving success.

Arrangements have been made with the Double Tree Hotel. We will meet in the hotel lobby on Friday evening at 5:45 p.m. CDT to go to dinner at Puelo's Grill. The Saturday conference will be at MTSU's Foundation Reception House. See conference agenda (page 2) and registration form (page 8) for further details.

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## Tennesseans at 2010 NCCWSL

The 2010 National Conference of College Women Student Leaders (NCCWSL) celebrated its 25<sup>th</sup> anniversary at the University of Maryland on June 3-5. Peggy Emmett, a member of AAUW Knoxville and Oak Ridge Branches, was an invited VIP guest. Mandi Smith, Kamryn Warren, and Jennifer Swegles, with scholarships provided by AAUW of Tennessee and financial support from nominating branches, Maryville, Murfreesboro, and Martin, attended NCCWSL. Shannon Heard, also from Tennessee, was awarded a NCCWSL scholarship to attend. Another young woman from Tennessee, Theresa Harrison, now a graduate student in Nebraska, is on the AAUW Student Advisory Council.



**Shannon Heard, Peggy Emmett, Kamryn Warren, Mandi Smith (left to right)** —photo courtesy of Peggy Emmett

There were 490 students in attendance. Several came from community colleges, and a few were women who had returned to college later in life. Co-sponsors AAUW and NASPA hope to expand to 600 students next year.

—See **NCCWSL**, page 3

**AAUW of Tennessee is on the web: [www.discoveret.org/auwtnt](http://www.discoveret.org/auwtnt)**

# Message from Your President

## —AAUW of Tennessee Updates



—photo courtesy of Sidna Bookout

**Sidna Bookout, President**

Join us at the Foundation House on MTSU's campus in Murfreesboro on July 17 for our Summer Leadership Conference. Highlights of the conference will include a presentation by Terri Johnson, Director of the June Anderson Center for Women and Nontraditional Students at MTSU, reflections on NCCWSL by Peggy Emmett, who was a VIP guest at NCCWSL, and Kamryn Warren, one of Tennessee's NCCWSL attendees, and an opportunity for branches to share their best practices in recruiting new members and retaining current members. The registration form and hotel information are included in this newsletter.

Thank you to the 18 members of AAUW of Tennessee who took time out of their busy lives to attend our State Convention in Chattanooga in April. Those of you who were not able to attend missed a valuable experience. National AAUW Director-at-Large, Kathleen Cha, traveled from California to present information on our new AAUW Strategic Plan, the new branch Breaking through Barriers awards program, and an outline for one member one vote, in addition to other topics from the national board. We were pleased that Kathleen was able to be with us for the entire convention. According to National President Carolyn

Garfein, another national board member will attend our state convention next year.

Charlotte Crawford, AAUW of Tennessee Newsletter Editor, presented the results of our member survey. Charlotte, assisted by Ayne Cantrell, Peggy Emmett, Taylor Emery, and Anne Loy, led convention participants in developing a Plan of Action to address membership and visionary leadership since those were the most frequent issues of concern identified in the survey. Ruth Johnson Smiley shared the following comment she heard at the end of the convention, "This convention was a good one because I have something to take back to my branch."

Mark your calendar now to attend our 2011 State Convention, which is scheduled for Memphis on March 25 and 26, and the 2011 National Convention, which will be held in Washington, DC June 16 to 19.

Join us in Murfreesboro on July 17 to participate in shaping the future of AAUW of Tennessee.

—Sidna Bookout

### Driving Directions

**To Double Tree:** From I-40, merge into I-440 then merge into I-24. Take Exit 78 toward Murfreesboro. Turn left onto Market Place, right on Old Fort Parkway to Double Tree, 1850 Old Fort Parkway.

**To MTSU Foundation Reception House:** Take Exit 78 from I-24. At the second traffic light, turn left onto Thompson Lane. Follow blue signs *TN Miller Coliseum*. Go about 5 mi. Near left exit to the Coliseum and the Foundation House, pass Northside Baptist Church on right, then Seigel High School on right. Take second black sign right into a long driveway to a large parking lot. Coliseum is on right; Foundation House on left through a grove of trees. Park and walk to the House through the trees.

### Conference Agenda

**MTSU Foundation Reception House**  
**Murfreesboro**  
**July 17**  
**CENTRAL DAYLIGHT TIME**

- 8:30-9:00 a.m.  
**Registration & Welcome**
- 9:00- 9:45  
**Reflections on NCCWSL**  
**Peggy Emmett, VIP Guest**  
**Kamryn Warren, Delegate**
- 9:45-10:00  
**Break, NCCWSL Used Book Sale**
- 10:00-11:00  
**Branch Reports**  
**Membership Recruitment**  
**& Retention**  
**Branch Successes**
- 11:00-12:00  
**Women's Issues in Higher Education**  
**Terri Johnson, Director**  
**June Anderson Center for Women**  
**& Nontraditional Students, MTSU**
- 12:00-12:45  
**Lunch—Discussion with others in same office or with similar interest**
- 12:45- 1:00  
**NCCWSL Used Book Sale**
- 1:00- 2:45  
**Business Meeting**  
**Installation of Officers**
- 3:00 p.m.  
**Wrap up & Adjournment**

### Fundraiser for NCCWSL

Our NCCWSL used book sale fundraiser at the convention was so successful (\$173 collected) we have decided to repeat it at the State Leadership Conference in Murfreesboro. Please bring **no more** than one or two gently used books that you feel other conference attendees might want to purchase. Hard cover books will be sold for \$5 and paperbacks will go for \$3 or two for \$5. Since we have no way to store unsold books, they will be returned to the person who donated them or donated to a local charity. Please do not bring rare or valuable books for the used book sale.



# Branch Best Practices

## —Membership Recruitment & Retention

**AAUW Martin Branch** uses a personal approach to getting new members. Twice a year members are asked to bring a friend to a dinner meeting and special program. We also invite the college group to come to our meetings and they get to eat free. This practice has helped us slowly increase our membership and connect with our student group.

—Cherry Watts

**AAUW Knoxville Branch** recommends:

- Invite a friend, who has similar interests to yours, to go with you to a meeting. The buddy system encourages attendance both at general meetings and at interest group meetings. Invite this friend more than once, to build up a habit.
- Newcomers to your neighborhood or to other groups you belong to are good possibilities.
- Look especially for newly retired people, who are looking around for new and worthwhile activities to occupy them. These are people who are ready to give back to their communities.

—Lynn Carlson

**AAUW Murfreesboro Branch** was teetering at 20 members in 2005 (the lowest number in years), and we devoted a monthly meeting to brainstorm for ideas on how to rebuild our membership. Below are our best practices for attracting new members and for keeping them, which were gleaned from that meeting. We more than doubled our membership when we took these initiatives.

- Encourage members' one-on-one invitations to friends and colleagues to join.
- Schedule *AAUW Shape the Future Events*—May, September, and December where prospective members may join AAUW at one-half price dues.
- Advertise monthly meetings with notices in local paper.
- Create and maintain an attractive branch website.
- Create an email listserv for members and communicate with members regularly, including monthly email reminders about meetings and events (phone tree for non-email members) and two electronic newsletters per year (only five of our members don't have email).
- Create an email listserv for prospective new members and send meetings/special events notices each month.
- Maintain regular monthly meetings with dinner and an AAUW-mission based program or fundraising event.
- Participate in the New Faculty/Staff Orientation at MTSU with invitation to new employees to be our guests for dinner at the September meeting and sign up for email notices.
- Create and distribute a WELCOME PACKET of AAUW materials to new members.
- Distribute a yearly membership booklet with members' contact information and other important AAUW information.
- Partner with MTSU and community groups on projects such as the Branch Scholarship Book Sale and Equal Pay Day and distribute membership fliers at each event.
- Place public library displays highlighting branch meetings and events.

We continue to think about new ways to attract members. Most recently, we have approved a branch Facebook page.

—Ayne Cantrell

### Action Steps for State Board

#### Membership

- Send out a draft program/agenda for the summer meeting 30 days prior to meeting for members' input relative to recruiting and retaining membership.
- Membership committee with members from each region.

#### Visionary Leadership

- Plan and develop new job descriptions for the leadership structure.
- Use various modes of communication: print, phone, electronic, face-to-face, social media. Evaluate effectiveness.

### Action Steps for Branches

#### Membership

- Send input to the state concerning Best Practices as soon as possible by 30 days before scheduled meeting.
- Branches should send a proposal for a presentation on branch successes for state meeting and a write-up for the state newsletter by the newsletter deadline as related to Breaking through Barriers.

#### Visionary Leadership

- Use various modes of communication: print, phone, electronic, face-to-face, social media. Evaluate effectiveness.
- Nominate and support a local student for NCCWSL.

### NCCWSL Impressions

—Continued from Page 1

**Peggy Emmett**, VIP guest: *"It's a great experience to meet so many enthusiastic, capable young women. They are an inspiration."*

**Kamryn Warren**, junior, majoring in sociology, at MTSU: *"NCCWSL was truly a unique experience for me. The ability to network with other women who are conscious of similar issues and have closely related career goals was incredible. I most enjoyed the opportunity I had to make a contact in South Africa that may aid in achieving an affiliation which is beneficial to my application for the Fulbright Scholarship in 2011."*

**Mandi Smith**, junior, majoring in physical education for teacher licensure, at Maryville College: *"I was very impressed with the caliber of young women who surrounded me at the conference. All of us are working hard to be the best possible versions of ourselves, and it was very inspiring to see that many women were doing so, successfully."*

# AAUW of Tennessee Branches

## —Share Success Stories

**AAUW Martin Branch** sponsored and hosted five **\$tart \$mart** workshops from the AAUW Wage Project. The workshops were offered to a variety of classes and groups on campus and marketed especially to senior female students. The workshops were well attended and well received. The University of Tennessee-Martin underwrote the cost of materials. The branch will continue this exciting program next year. For **\$tart \$mart** Program in a Box, check AAUW website: [www.aauw.org](http://www.aauw.org)

—Cherry Watts

**AAUW Maryville Branch** distributed AAUW materials from their booth at the Fourth Regional Economic Summit for Women held June 3 on the Maryville College campus in Maryville. Among other publications, branch membership brochures and bookmarks with pay gap information were distributed to the over 170 attendees. A drawing for two AAUW publications, *Why So Few?* and *Behind the Pay Gap* was conducted.

Branch members will follow up on potential members using the business cards submitted in the drawing. Two branch members were participants in the program: Wendy Pitts Reeves is one



Outgoing AAUW Maryville Branch president Vandy Kemp (left) and incoming president Dr. Pat Clark promote AAUW at the Regional Economic Summit for Women

of the members of the sponsoring organization and Linda Pucci was a workshop presenter.

—Charlotte Crawford

**AAUW Murfreesboro Branch** for many years has funded scholarships for students to attend MTSU. The scholarship, named in memory of branch member Ruth Houston, awards \$1,000 per semester. To be eligible for consideration, applicants must have successfully completed their freshman year at MTSU, and returning adult students, in particular, are encouraged to apply. The scholarship is renewable each semester as long as full-time status and a 2.5 GPA are maintained. Presently, Kamyryn Warren, a sociology major with a 4.0 GPA, holds the scholarship.

The scholarship is funded by an annual book sale held on the campus of MTSU. University and community friends of AAUW donate books, CD's, and DVDs, for the sale. The branch partners with the MTSU Library and the MTSU Honors Student Residency Program whose volunteers help to collect, mark, and move the books. This year's sale held on March 29 & 30 earned over \$2,000. The book sale project has been

so successful that the branch has accrued over \$13,000.00 to insure funding of future scholarships. Dr. Jan Leone, long-time book sale chair, is largely responsible for the project's success.

—Ayne Cantrell



### Breaking through Barriers for Women and Girls

## New AAUW Award —for Branches

**AAUW's Breaking through Barriers Award** encourages and recognizes AAUW branch programming that breaks through barriers for women and girls.

Beginning in 2011, the biennial **Breaking through Barriers Award** will honor three exemplary branch programs and a select group of finalists and honorable mentions. Award-winning programs will showcase the ways our branch community is making the AAUW mission come alive.

The **Breaking through Barriers Award** application will be available at [www.aauw.org](http://www.aauw.org) in July 2010.

To provide information and answer questions, a **conference call** will be held from **6 p.m.- 7 p.m. EDT on June 23, 2010**. To RSVP, please email [leadership@aauw.org](mailto:leadership@aauw.org) **no later than June 18, 2010**. You will receive specific instructions regarding participation in the conference call.

—AAUW Communications



Dr. Jan Leone, Chair of AAUW Murfreesboro Branch Book Sale

—photo courtesy of Ayne Cantrell

# AAUW State Convention

—Chattanooga  
April 16-17, 2010



Charlotte Crawford, AAUW Tennessee Co-Editor, presents survey results and adopted plan of action.



Kathleen Cha, AAUW Director at Large, updates members on AAUW programs and initiatives.



Jim Wrenn, AAUW State Treasurer, and Judy Batten arranged for catering and meeting facilities at Unum.

## Congratulations to AAUW Members!



**Judy Arnold-Rogers**, AAUW Knoxville Branch, who is new liaison to the National Girls Collaborative Project (NGCP).

**Peggy Emmett**, AAUW Knoxville and Oak Ridge Branches, who was an invited VIP guest at the Women of Distinction Banquet and Reception during NCCWSL.

**Kamryn Warren**, AAUW Murfreesboro student member, won two scholarships: The Clayton James Scholarship of \$1,000 and the Marion Clark Scholarship of \$2,000; both awarded for academic excellence and commitment to social service.

**Judith Iriate-Gross**, AAUW Murfreesboro Branch, received the 2010 TRIO Achiever Award. She attended Trinity University Upward Bound program as a high school stu-

dent, and she credits her Upward Bound mentors for showing her the way to succeed in higher education.

**Sue Byrd**, AAUW Martin Branch, received the West Tennessee Friend of 4-H Award, an honor to an individual who has made a significant contribution to 4-H in Tennessee.

**Lynn Sacco**, AAUW Knoxville Branch and assistant professor of history at UT-Knoxville, received the 2010 Jefferson Prize, named in honor of Thomas Jefferson, and honoring a UT faculty member for work dedicated to the pursuit of freedom and knowledge. Her recent book, *Unspeakable: Father-Daughter Incest in American History*, examines medical, legal, and social issues of incest.



## New Liaison to NGCP

Dr. Judy Arnold-Rogers, AAUW Knoxville Branch member and Lincoln Memorial University professor of Graduate Education, is the newest member liaison to the National Girls Collaborative Project (NGCP). Judy will be working with the Girls Raised in Tennessee Science (GRITS) Collaborative Project <http://ngcproject.org/tennessee> as part of AAUW's commitment to breaking through barriers for women and girls.

GRITS serves all 95 counties in Tennessee and offers in-person events for students, educators, STEM professionals, and business owners. A goal is for Tennessee to be the premier state in the nation for women with STEM degrees and STEM careers.

The GRITS Collaborative is one of 14 regional networks across the country established by the National Girls Collaborative Project. NGCP is a National Science Foundation-funded effort among AAUW, EdLab Group, Assessing Women and Men in Engineering, and the Educational Development



Judy Arnold-Rogers

Center. The goal is to bring together organizations throughout the United States that are committed to informing and empowering girls to pursue careers in science, technology, engineering, and mathematics (STEM).

Contact Judy at [Drj10sc@aol.com](mailto:Drj10sc@aol.com).

—AAUW News Release

Silent Auction raised \$342 to be divided between **AAUW Fellowship Fund** and **LAF**. Thanks to all branches and members who contributed, and purchased, items.

**Do You Know?** AAUW is conducting a **Member Survey**. To complete quickly and easily online, go to:

<http://aauw.org/membersurvey2010>

Printed survey is in latest **Outlook**.

# Think Website!

## —For AAUW Information



**Harri Ropp**

The next time you're looking for AAUW information, don't forget to check our state and national websites. Chances are, the answers you seek can be found on one or the other.

**Start with the state website at [www.discoveret.org/aauwtn](http://www.discoveret.org/aauwtn).** There you'll find information on branch and state projects and numerous links to other websites, including the latest national news and specific pages of interest on the national website.

- Can't remember the state membership VP's name? Click "State Contacts."
- Want to email the Nashville Branch president? Click "Find a TN Branch."
- Forgot when Equal Pay Day was? Click "Calendar."
- Need to check the state bylaws? Click "Members Only"

- Want to see the latest AAUW research? Click "Related Sites."

If you can't find the state information you want, it's only because someone hasn't sent it to me!

**Then check out the newly redesigned national website at <http://www.aauw.org>.**

- You can quickly access the Member Center at the very top right of every page. You'll have to log in with your AAUW member ID number. If you don't remember it, use the Member ID Lookup.
- While you're in the Member Center, go into the Member Services Database. You'll have to create a new password, if you haven't already, but once you're into the database, you'll see all the tasks you can perform.
- Try the scavenger hunt at [http://www.aauw.org/member\\_center/scavengerhunt.cfm](http://www.aauw.org/member_center/scavengerhunt.cfm). It's too late to win a prize, but it's still a good tool to help you become familiar with the new site.
- Have you visited the AAUW Experience virtual community?
- Hover over the new "I Am" in the upper right corner, and see the categories in the drop-down.

—Harolyn Ropp, Webmaster

## Women's Equity Foundation Forms Unique Partnership

Want to wish someone a happy birthday? Happy Father's Day? Bon Voyage? Thank you for a thoughtful gesture? Happy anniversary? Congratulations on a promotion or new job? Reward an employee? Don't send flowers or a card – send a cake – and benefit the Women's Equity Foundation at the same time!

WEF has formed a partnership with Bake Me a Wish!, a national gourmet gift cake provider, to help in their fundraising efforts. Twenty percent of all proceeds ordered through [www.bakemeawish.com/equity.php](http://www.bakemeawish.com/equity.php) will now support the Women's Equity Foundation. Orders may also be placed by clicking the BakeMeAWish logo on the AAUW of Tennessee website at <http://www.discoveret.org/aauwtn>.

WEF was established in 2005 as a 501(c)(3) supporting organization of the AAUW Maryville Branch to promote education and equity for women and girls in the state of Tennessee. Proceeds go toward the provision of programs and activities that further community outreach education. Branches and individuals are welcome to submit project funding requests to the Women's Equity Foundation.

An informative video about Bake Me a Wish and its president is on the Good Morning America website at

<http://abcnews.go.com/video/playerIndex?id=4801948>.

To order, you must be careful to go through the link on our website or go straight to [www.bakemeawish.com/equity.php](http://www.bakemeawish.com/equity.php) so that WEF receives the proper credit. You are on the correct page when you see the Women's Equity Foundation and BakeMeAWish logos at the top. From there it works like any other shopping page. You create an account with your email address as the E-mail/ID. (Don't use your email password for the BakeMeAWish password; devise a new one.) After your account is created, just log in, and you will be taken to your own account page.

—Harolyn Ropp, WEF President



# AAUW Tennessean Accepts Advertising

## —Meet Our Advertisers!

The AAUW Tennessean is now accepting advertising that will appear in the online and printed issues of the newsletter as well as on the AAUW of Tennessee website. You are encouraged to patronize these fine businesswomen. For more information on how you can promote your services, contact Charlotte Crawford at [cacrawford@tds.net](mailto:cacrawford@tds.net) or check the website at <http://www.discoveret.org/aauwtn>. Meet our first supporters:

**Oh Baby.** Owner **Nancy Lantz, RN, ICCE/CD**, teaches private Childbirth Education Classes for a peaceful birth. As a doula she provides continuous physical, emotional and educational support to the mother and her family before, during and just after childbirth. Nancy has 30 years of experience in labor and delivery, postpartum, newborn and preterm babies for low and high risk pregnancies. Nancy is a member of AAUW Maryville Branch. [www.ohbabybirth.com](http://www.ohbabybirth.com)

**Avon.** **Kathy Desjarlais** has been an Avon Independent Sales Representative for over seven years and an Avon Advanced Unit Leader for 3 1/2 years. She is one of the top four Avon district sales representatives and recruiters for the past four years. Kathy is a 24-year US Navy veteran is currently active in several veterans' organizations and is a charter member of Women In Military Service for America. She is a past AAUW of Tennessee State Treasurer, Past President of AAUW Memphis Branch, and a Life Member of AAUW.

[www.youravon.com/kdesjarlais](http://www.youravon.com/kdesjarlais)

**Rhonda Jones Sparks**, Founder & President of **RJS Leadership Coaching**, is a leadership coach, consultant, facilitator, and trainer to a wide range of organizations. She specializes in Strategic Organizational Coaching, Leadership Development, Performance Management, and key aspects of Executive, Management, Team & Personal Effectiveness. With twenty-five years directing corporate improvement programs and large-scale change in a Global Fortune 500 corporation, plus years of independent consulting, coaching, and training, Rhonda brings a wealth of experience to leading and maximizing the potential of organizations and individuals. [www.rjsleadershipcoaching.com](http://www.rjsleadershipcoaching.com)

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**GRANTS FOR THE  
GREATER GOOD**  
"Making all the pieces fit."

Patricia Bell  
P.O. Box 6485  
Maryville, TN 37802  
(865) 567-0632  
[g3grants@gmail.com](mailto:g3grants@gmail.com)

If your nonprofit needs:

- ☑ Funding research
- ☑ Letters of Inquiry
- ☑ Concept Letters
- ☑ Corporate Letter Requests
- ☑ Foundation Letter Proposals
- ☑ Foundation Grant Proposals
- ☑ Government Grant Proposals
- ☑ Nonprofit Start-up Assistance

Then you need to contact me to help make all the pieces fit and get the funding you need to run your programs.

**Grants for the Greater Good.** **Patricia Bell** has years of experience working with nonprofits, both as a paid consultant and as a volunteer. She has written several bylaws for startup operations, and frequently has helped modify documents to better serve various nonprofit organizations. She can help wordsmith letters of inquiry, letters of interest, and other pieces just to make your fundraising plan complete. Patricia is a member of AAUW Maryville Branch. [www.g3grants.com](http://www.g3grants.com)

# AAUW of Tennessee Leadership Conference

July 17, 2010

Murfreesboro

*Central Daylight Time*

NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY, ZIP: \_\_\_\_\_

PHONE: ( \_\_\_\_\_ ) \_\_\_\_\_ CELL: ( \_\_\_\_\_ ) \_\_\_\_\_

EMAIL: \_\_\_\_\_

BRANCH: \_\_\_\_\_

STATE/BRANCH OFFICE: \_\_\_\_\_

## **Do you wish to join the group for dinner at Puelo's Grill, 730 NW Broad Street (serving American and Italian Food) on Friday evening?**

(If you would like to check out their menu, go to <http://www.puleosgrille.com/> ) We will have a private room reserved at the restaurant. If enough board members are present, we will stay after dinner for a brief board meeting.

\_\_\_\_\_ Yes We will meet in the hotel lobby at **5:45 p.m. CDT** to go to dinner.

\_\_\_\_\_ No

Please list any dietary restrictions you may have \_\_\_\_\_

Are bringing a guest(s) to dinner? Yes \_\_\_\_\_ No \_\_\_\_\_ If yes, please list their name(s):

\_\_\_\_\_

## **Fees**

The early bird conference fee by **July 2** is **\$30**. Late registration after July 2 is **\$35**. Your convention fee is non-refundable and must accompany your registration. Registration fee includes box lunch and refreshments.

Our hotel is the **Double Tree**, located at 1850 Old Fort Parkway, Murfreesboro. They will hold a block of rooms at a cost of **\$89** plus tax per night for a double room for Friday and/ or Saturday until **June 17**. Call the hotel at **615/895-5555** to make your reservation.

**Please mail** your completed registration form with your check by **July 2** to:

Sidna Bookout, AAUW State Convention, 7646 Fairway Forest Drive N, Cordova, TN 38016.

**Questions?** E-mail Sidna Bookout at [bookwoman43@comcast.net](mailto:bookwoman43@comcast.net) or phone 901/291-6869.





**Website:** [www.aauw.org](http://www.aauw.org)

**Website AAUW Action Fund:**

[www.aauwaction.org](http://www.aauwaction.org)

**Connect2AAUW:**

**Email:** [connect@aauw.org](mailto:connect@aauw.org)

**Phone:** (800) 861-8068

**Fax:** (202) 861-8068

**Hours:** 10 am—5 pm, M-F

### Public Service Announcements:

The AAUW national office has produced radio public service announcements (PSAs) using the *In That Moment I Knew* creative concept which was used in the AAUW annual report earlier this year. If you have not had an opportunity to hear the PSAs, you can listen to them on the AAUW website at

<http://www.aauw.org/media/MomentIKnew.cfm>. The page also features information and resources for members of the public who are responding to the PSAs and want to find out how they can join AAUW, including how to locate a local branch. The PSAs have been sent to a targeted list of 1,250 radio stations across the country. Of this number, 33 radio stations in Tennessee have received the PSA's.

As radio stations are a local medium, we know that AAUW branches contacting the stations in your respective markets and encouraging them to air the PSAs can be an effective way to obtain airplay.

For a list of Tennessee radio stations that have received PSAs, visit the state website: <http://www.discoveret.org/aauwtn>. If there is a radio station in your community that is not on the distribution list but your branch already has a positive relationship with the station, please let us know and we will have the PSAs sent to them, as well.

—from Ashley Carr, AAUW Marketing, [media@aauw.org](mailto:media@aauw.org)

### The AAUW Value Promise:

By joining **AAUW**, we belong to a community that breaks through educational and economic barriers so that all women have a fair chance. The **AAUW Value Promise** is our statement of commitment to ourselves, as AAUW members, and to those who would join our AAUW community, about the essential value of our membership.

#### Mission:

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

#### 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.

#### Diversity:

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

### State Board of Directors 2010-11

**Sidna Bookout, President**

[bookwoman43@comcast.net](mailto:bookwoman43@comcast.net)

**Taylor Emery, First VP-Program**

[emeryt@apsu.edu](mailto:emeryt@apsu.edu)

**Anne Loy, Second VP-Membership**

[anneloy@comcast.net](mailto:anneloy@comcast.net)

**Jim Wrenn, Finance**

[phennjimi@yahoo.com](mailto:phennjimi@yahoo.com)

**Billie Hieatt, Secretary**

[hieattmom@charter.net](mailto:hieattmom@charter.net)

**Cindy Serbin, Parliamentarian**

[serbinca@comcast.net](mailto:serbinca@comcast.net)

**Ruth Johnson Smiley**

**Newsletter Editor**

[smileyrkj@gmail.com](mailto:smileyrkj@gmail.com)

**B. Ayne Cantrell, C/U Relations**

[acantrell@comcast.net](mailto:acantrell@comcast.net)

**Mayme Crowell, Development Chair**

[crowellmr@comcast.net](mailto:crowellmr@comcast.net)

**Julia Boyd, Historian**

931-526-6095

**Phyllis Driver, International Affairs**

[pndriver@comcast.net](mailto:pndriver@comcast.net)

**Virginia (Ginger) Ralston, Public Policy**

[vralston@comcast.net](mailto:vralston@comcast.net)

**Harolyn Ropp, Webmaster**

[harriropp@gmail.com](mailto:harriropp@gmail.com)

**Nominating Committee**

Ruth Johnson Smiley, Chair

[smileyrkj@gmail.com](mailto:smileyrkj@gmail.com)

Ayne Cantrell

Elizabeth Perez-Reilly

**Finance Committee**

Jim Wrenn, Chair

[phennjimi@yahoo.com](mailto:phennjimi@yahoo.com)

Reba Best

Virginia (Ginger) Ralston

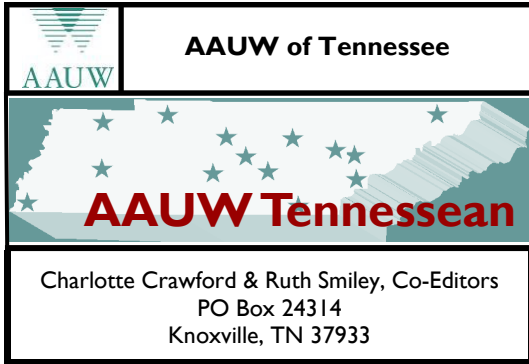
**Bylaws/Policy Committee**

Peggy Emmett, Chair

[emmettmb1@comcast.net](mailto:emmettmb1@comcast.net)

Ayne Cantrell

Connie Malarkey



## CALENDAR

For up-to-date information consult the calendar at [www.discoveret.org/aauwtn/calendar.htm](http://www.discoveret.org/aauwtn/calendar.htm)

- June 17: Reservation deadline for hotel conference rate at Double Tree, Murfreesboro
- June 18: RSVP to participate in AAUW Conference Call
- July 2: Registration deadline for **Leadership Conference** early-bird rate
- July 17: **Leadership Conference**, MTSU Foundation Reception House, Murfreesboro
- July 23: AAUW Conference Call, **AAUW Breaking Through Barriers Award**
- August 26: **Women's Equality Day & 90th Anniversary of 19th Amendment**
- October 17-18: **Economic Summit for Women**, Cool Springs Marriott, Franklin
- March 2011: **Women's History Month**
- March 25-26, 2011: **Tennessee State Convention**, Memphis
- April 12, 2011: **Equal Pay Day**, symbolic date in 2011 at which women's earnings catch up to men's for 2010
- June 2-4, 2011: **National Conference for College Women Student Leaders**
- June 16-19, 2011: **AAUW National Convention**, Washington, D.C.