



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

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## AAUW-TN PRESIDENT'S MESSAGE

Fall begins our 2013-2014 AAUW year with new programs, projects, and tasks. Your state organization is tackling some monumental tasks. This summer AAUW-TN applied for and received, along with several other states, a State Organizer. Her name is Chardonay Singleton; she lives in Florida. (Read about her on page 3 of this newsletter).

Three big issues concern Tennessee:

- First, we need ideas and help to increase our declining membership.
- Second, we need assistance in several public policy issues, such as women's economic security, female health, and gender equity in STEM careers.
- Third, we wish to establish a virtual branch of AAUW national members (members-at-large), such that information can be disseminated to them.

Teleconferences have occurred and work has begun.

The **Murfreesboro Branch** has been instrumental in helping us to revitalize the **Nashville Branch**. That branch simply aged out, as several of their older members died recently. Many universities exist in Nashville, and AAUW-TN needs an active branch in the state capitol. If you know of potential AAUW members who now reside in Nashville, please let me know their names. Two other branches also need revitalizing: **Kingsport** and **Cookeville**. Do you know

potential members who reside in these locations?

As you recall, in June was the **National AAUW Conference in New Orleans**. Tennessee was represented by Peggy Emmett, Karen Coleman, Anne Loy, Letha Granberry, Ann Indingaro, and me. State president's sessions entitled "Planting the Seeds of Leadership" were instrumental in updating me about the current operations of AAUW. Former president Anne Loy has written a synopsis of our activities for this Newsletter.

**The AAUW-TN Board will meet at the Nashville Airport Marriott in connection with the TN Women's Economic Summit on Sunday, October 27, 2013 at 2 PM CDT.** (Remember that AAUW-TN Board meetings are open to any AAUW member). Later that afternoon a reception is planned for the launching of the book about Tennessee women that is being edited by Charlotte Crawford and Ruth Smiley. Some of you wrote and/or reviewed articles for this book. I hope that you can come to Nashville for the celebration. Information about the Summit appears in this Newsletter.

I look forward to working with each of you and your branches this year. We have much to do to advance equity for women and girls through advocacy, education, philanthropy and research. Let's get to work!

--Mayme Roberson Crowell, President

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***Have you invited a friend to an AAUW meeting lately?***

***Find us online***

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

[aauw-tn.aauw.net](http://aauw-tn.aauw.net)

[www.facebook.com/aauw.tn](http://www.facebook.com/aauw.tn)

# REPORT FROM THE AAUW NATIONAL CONVENTION

NEW ORLEANS, LA  
JUNE 9-12, 2013

Attending the AAUW National Conference this summer was a highlight of June (along with attending our older granddaughter's high school graduation in upstate New York later in the month)! My husband, Don, and I made a train/touring trip out of all that—quite enjoyable. While I was at the Convention, Don toured again in New Orleans, but we did have some time to dine at favorite places. Others of us attending from Tennessee included Mayme Crowell, incoming State President; Letha Granberry, Membership Chair; Peggy Emmett, Bylaws/ Policies Chair; Karen Coleman, Maryville Branch Co-President; and Ann Indingaro, Memphis Branch President.

The variety and number of workshops was amazing, and it was hard to decide which to attend. There were even some at 7:00 AM! I sort of concentrated on those with the topic of College/University Relations and Membership Growth. The list to the right of this page contains creative suggestions on increasing membership of younger people for branches from one of the sessions.

I really wanted to be trained as a facilitator for the \$tart \$mart campus project but had the State Presidents' meeting to attend, so I will consult with the person in charge about how Tennessee can promote more of those on our campuses.

The recently hired archivist has been going through boxes of documents in order to keep our history in some sort of better order, and a report she gave had a bit of very interesting trivia. She found a note from Rachel Carson, just loose in a box, that thanked AAUW for awarding her a scholarship for her research (that ended up with the publication of her book, *The Silent Spring*). What a find!



*Tennessee leaders at the national convention: Karen Coleman, Maryville; Peggy Emmett, Oak Ridge/Knoxville; Mayme Crowell, Oak Ridge; Anne Loy, Knoxville; Ann Indingaro and Letha Granberry, Memphis enjoy lunch.*

Ledbetter, a talk by author of the book, *Leadership the Eleanor Roosevelt Way*, and a Cynthia D'Amour workshop on "How to Get Beyond 'We've Always Done It That Way.'"

I wish more of us had been able to attend. The next Convention, in two years will be held in San Diego, CA. Our new National President is Patricia Fae Ho, and we wish her well in that important job! Be sure to visit the national website at [aauw.org](http://aauw.org) regularly to keep up with the action.

--Anne Loy

## *Ideas for Increasing Membership*

- At state conventions, give first-time attendees a "first-time attendee" ribbon and ask members to make these folks feel extra welcome.
- Shift your expectations of new, younger members: they may not be able to attend all meetings.
- Create different "paths to engagement" that require different levels of commitment (developing a newsletter while at home with children or on the road, for example).
- Implement skill-building opportunities that will resonate with younger women such as: leadership development, financial planning, work-life balance discussions.
- Keep an eye on the expense of events: younger women may be deterred by the expectation to spend a lot of money to participate.
- Invest in C/U partnerships! These partnerships can create a pipeline of young women for AAUW membership!
- Partner with sororities and women's resource centers at C/Us.
- Sponsor "Elect Her" and Start Smart trainings at your C/U partner campuses.
- Create State and Branch websites and Facebook pages!
- Use "Meet-Ups" to post your branch and state meetings.
- Organize programming that involves volunteer/service opportunities in the community (younger women are looking to SERVE).
- Implement a formal mentoring program: match new member with a current member with similar interests/ experience.
- INSPIRE others with stories of impact.
- Survey your current members to find out what they want and build programs around that.
- Craft your marketing message for different audiences: what are younger women looking for?
- Catch their eye with messages tailored to them! One size DOESN'T fit all.

# AAUW-TN Welcomes Chardonnay Singleton as State Coordinator

Char is the AAUW State Organizer for Region 2 which includes Tennessee, Alabama, Georgia, and Florida. She's a dedicated activist and organizer in her home town of Tampa, FL. She has 3 years experience organizing and driving campaigns countrywide from L.A. to Pennsylvania.

She has held organizing positions with labor unions, local and state electoral candidates, community and student campaigns, as well as ballot initiative campaigns. Prior to becoming an organizer for AAUW, she recently organized nurses along with ancillary staff in and out of for-profit hospitals for a major union. She was so inspired by the momentum of fast food worker



strikes across the country and reminded of her own parents struggling in Tampa to provide for her family on low wages that she just formed a volunteer-run grassroots organization in Tampa, Florida to organize fast food workers to strike for better wages along with the rest of the striking workers country wide.

She has a Bachelor's Degree in Political Science and a minor in both Leadership and Legal Studies from the University of South Florida. When she isn't organizing, which is a rarity, she's usually enjoying the company of her loving family or using her innovative and creative spirit to fashion many forms of art.

## Tennessee Women's Economic Summit October 27-28 • Nashville Airport Marriott

Scores of Tennessee women will gather for the 10th Annual Tennessee Women's Economic Summit at the Nashville Airport Marriott on October 27-28, 2013.

Connie Lindsey, President, Girls Scouts of America and Deedee Corradini, Former Mayor, Salt Lake City, are featured speakers. A Tennessee Mayors' Panel of Four will follow.

Monday's sessions include:

- **Women in Leadership Roles**
- **Branding and Marketing Secrets to Attract New Customers and**

- ***The Economic Impact of Violence against Women***

Six scholarships will be awarded, and six exceptional women from across Tennessee will be inducted in the Tennessee Women's Hall of Fame.

As noted to the right, The AAUW-TN-supported book *Tennessee Women of Vision and Courage* will be launched by its editors and AAUW members, Charlotte Crawford and Ruth Smiley.

To register and find hotel information, go to [www.tnwomensummit.org](http://www.tnwomensummit.org).



## Book Launch Planned for October

Plans are underway to launch the book, *Tennessee Women of Vision and Courage*, during the Economic Summit for Women in Nashville on October 27-28.

Charlotte Crawford and Ruth Johnson Smiley, directors of the Tennessee Women Project, invite authors, advisors, supporters, readers, and AAUW members to an informal gathering at 4:00 pm on October 27 in the Memphis Room of the Nashville Airport Marriott.

A reception, with AAUW-TN as one of the sponsors, follows at 5:30 pm. Books will be available for purchase and signing at these events and during the Summit on October 28.





# NEWS FROM THE BRANCHES

## Murfreesboro

Including the six new members who joined at the September meeting, AAUW of Murfreesboro is beginning the new fiscal year with thirty-four members. Fall activities include co-sponsoring these events at MTSU: Expanding Your Horizons Math and Science Conference for middle and high school girls (where branch members served pizza to more than 300 girls on September 21) and co-sponsoring the Holocaust Conference, October 15-18 (which will focus many speakers on the topic of gender in genocide).

The branch looks forward to supporting a new AAUW student affiliate organization at MTSU, and branch members Tanya Peres Lemons and Meredith Dye will be the organization's sponsors.

Among the lineup for fall meeting programs is a presentation on human trafficking in November. New member Dia Cirillo will chair the branch's newly instituted Public Policy Committee.

--Ayne Cantrell, Communications



*MTSU students Rachel Smith, JoBeth Simon, Abbey Wilkerson, and Wesley Vanosdill attend the September meeting of the Murfreesboro Branch to discuss their plans for organizing a student affiliate group at MTSU*

## Oak Ridge

The Branch met for a potluck dinner on Monday, September 23rd, and learned about the history and current operations of Healthy Start, a parenting program for new mothers that began in Oak Ridge and is now operating in several Tennessee counties.



Future Branch programs include a panel of the ladies featured in Denise Kiernan's *The Girls of the Atomic City*, Knoxville opera, teaching adventures in the inner city, women's suffrage, negotiating techniques for women, and American music. Anne Parks Johnson reviewed *1494* for the book group at Greenfield Retirement Center where five non-AAUW-member residents also participated. A STEM event for middle-school girls occurs in October.

Thanks to a generous donation from one of our members, the Branch will offer several competitive Roane State Community College scholarships for the winter term to women over 25 years of age who have returned to college.

--Karen Fuhrman, President

## AAUW-TN Board Meets October 27

The Board will meet October 27 at 2 pm. CDT in the Nashville Airport Marriott Memphis Room. We shall hear reports about the national convention, from the branches, and from state officers. Our new State Organizer, Chardonay Singleton, will be introduced and will explain her efforts for our state work, as well as for three other southern states. Discussions will occur to update our goals, change our bylaws to synchronize with national bylaws, decide on future meetings, and determine how best to proceed in 2013-14. Sue Byrd and Ann Indingaro will provide information about our Spring Conference at the Natchez Trace State Park on April 11-12, 2014. Board meetings are open to any AAUW-TN member, but branch presidents are especially encouraged to attend. See you in Nashville.

--Mayme, AAUW-TN President



## 2013-2014 Executive Committee

### **PRESIDENT**

Mayme Crowell

### **PAST PRESIDENT**

Anne Loy

### **PRESIDENT-ELECT**

Sue Byrd

### **FINANCIAL OFFICER**

Samantha Cantrell

## 2013-2014 Appointed Officers

### **NEWSLETTER EDITOR**

Jamie Olson

### **PUBLIC POLICY**

Virginia Jones

### **COLLEGE/UNIVERSITY RELATIONS/NCWSL**

Taylor Emory

### **MEMBERSHIP**

Letha Granberry

### **WEBMASTER**

Connie Malarkey

### **BYLAWS/POLICY COMMITTEE**

### **STATE ORGANIZER LIAISON**

Peggy Emmett, Chair

### **DEVELOPMENT CHAIR**

TBA

# AAUW of Tennessee

## 2013- 2014 Calendar



### **October 27-28, 2013:**

AAUW – TN Fall Board Meeting,  
TN Economic Summit for  
Women, Nashville

### **March 2014:**

Women's History Month

### **April 9, 2014:**

Equal Pay Day

### **April 11-12, 2014:**

State Annual Meeting, Natchez  
Trace State Park

### **June 1, 2014:**

Branch and State Officer Forms  
due to Association and Mayme  
Crowell, AAUW-TN President

### **August 25, 2014:**

Women's Equality Day

## Our Mission...

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

## Our 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 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.*

## AAUW National Contacts

National President, Carolyn H. Garfein  
Executive Director, Linda D. Hallman

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