



# IOWA INITIATIVE

Volume 90

Summer 2011

The purpose of AAUW is to advance equity for women and girls through advocacy, education, philanthropy, and research.

## PRESIDENTS MESSAGE ON THE NATIONAL CONVENTION 2011

Attending the convention in the nation's capitol was very special. I thank all Iowa members for giving me this opportunity. I was proud of how central our national office is to the seat of our nation's government. Beginning with Thursday morning's four hour State President's meeting to the Saturday evening banquet, this was four days full of information, ideas, education, and conversation. The entire experience was very memorable, my once in a lifetime. The other Iowa members in attendance were: Florine Swanson, Clarion; Sharon Vana, Cedar Rapids; Pam Swartz, Anel Garza, Marshalltown; Norma Coret, Dennison; Patricia Camasse, Sarah Mesick, Mary Elizabeth Sievert, Bettendorf; and Susan Goos, Macdeonia.

### Lobbying

The AAUW lobby corps, led by Lisa Maatz, is making a difference. We began the morning with Lisa and two cheerleaders from Congress, Cynthia Lummis, R WY and Rosa DeLauro, D CN. They challenged us to bring our public policy priorities to Capitol Hill. Don't take NO for an answer!

It was really exiting to **see busloads of members**, wearing our colors, descend upon Capitol Hill. We were definitely visible. Time was short as appointments were set and the Senate and House buildings are on opposite sides of the Capitol. The buses were not allowed (security) to drive up to the buildings so it was hike time. We were instructed to focus on three issues: saving social security (it is not broke and is one of the best anti-poverty insurances ever), passing the campus SaVE Act (sexual harassment) HR 2016/S834, and passing the Women's History Museum Act (first step to a building) HR1269/S680. We were asking our congressman to sign on as sponsors for these bills. Neither of our two senators is listed as a sponsor. In your action messages ask them to become sponsors which helps get the bill to the floor. We walked past the capitol and soon became aware of armed guards near by; a big change from my childhood visit. Our Iowa group had lunch in the Hart Building Cafeteria at the end of our lobby experience we were ready for nourishment. [http://www.aauw.org/act/issue\\_advocacy/actionpages/socialsecurity.cfm](http://www.aauw.org/act/issue_advocacy/actionpages/socialsecurity.cfm) <http://www.capwiz.com/aauw/issues/alert/?alertid=45983506>; <http://www.capwiz.com/aauw/issues/alert/?alertid=48359511> This article is continued on page 8

## AAUW's 130<sup>th</sup> ANNIVERSARY MEMBERSHIP CAMPAIGN IOWA WINNERS

AAUW is celebrating its 130<sup>th</sup> year! What a proud history we have because of the work and accomplishments by our members. We continue to examine and take positions on the fundamental issues of the day—educational, social, economic, and political—within our communities and states. *The AAUW 130<sup>th</sup> Anniversary membership campaign contest began November 1, 2010 and because of its success has been extended until June 30, 2012.* The contest includes incentives for branches, individuals, colleges/ universities, and graduate school students. In Iowa information was mailed to all branch presidents in October, 2010.

**CONGRATULATIONS to the following Iowa individual and branch winners!!** Iowa **individual winners** are: Karen Lehman of the Waverly Branch and Mary Voith of the Calhoun County Branch. Iowa **branch winners** are: Algona, Calhoun County, Cedar Falls, Clarion, Davenport-Bettendorf, Loess Hills, Oskaloosa, Tama-Toledo Area, Washington, Waverly and Webster City.

How proud we are to celebrate these successes. Each of you as branch members are the strength and inspiration in our communities. YOU use your many skills to continue to make a difference in many ways as we pave the way toward equity. Keep up the impressive work. Think of what our communities would have been like without our presence in meeting needs through outreach.

Our membership contest will continue through this next membership year (June 30, 2012). Let's take advantage of the opportunity and focus on a simple plan for membership recruitment as fall arrives. Every member matters. If you have questions contact AAUW at 800-326-2289 or [connect@aauw.org](mailto:connect@aauw.org) or [www.aauw.org](http://www.aauw.org) or [www.aauwiowa.org](http://www.aauwiowa.org) or myself.

*A Start-Up Membership Recruitment Plan* appears elsewhere in this Issue. Check it out.

Mary Ann Ahrens, Membership Vice-President, American Association of University Women IOWA, 501 Grand Avenue, West Des Moines, IA 50265. 515-664-8933 (h) 319-240-5904 (cell) [maahrens@mchsi.com](mailto:maahrens@mchsi.com)

**AAUW Iowa is among the top ten Leaders for 2009-10 Highest Branch and State Fund Raising Awards.** AAUW Iowa was honored at the 2011 AAUW National Convention for achieving **4th place** among the Top Ten Leaders who develop other women's potential to lead in their schools, communities, and country through **TOTAL STATE GIVING to the LEADERSHIP PROGRAMS FUND.** In addition, AAUW Iowa was honored at the 2011 AAUW National Convention for achieving **5th Place** among the Top Ten Leaders who develop other women's potential to lead in their schools, communities, and country through **STATE PER CAPITA GIVING to the LEADERSHIP PROGRAMS Fund.**

This accomplishment clearly demonstrates the commitment of the AAUW of Iowa to generously support the mission of AAUW to advance equity for women and girls through advocacy, education, philanthropy, and research. Top Ten Branch and State Fundraising awards are among AAUW's highest branch and state honors. We know it is only because of the ongoing support and commitment of our members and donors that AAUW can continue to be a leading champion for women and girls.

Individual donations, branch donations, and the AAUW Silent Auction at our state convention are the sources of our contribution. Way to go, Iowa AAUW members.

Kathie Farris and Jane Close, AAUW Funds Co-Directors

### **One Member/ One Vote**

AAUW Iowa's method of voting on actions at the state level, one member/one vote has been in the by-laws for several years. This procedure of voting at the state meeting came from national. That change in 2010 allowed everyone attending the Annual Meeting to vote rather than the delegate voting process. Formerly, we had a State business meeting every other year, the opposite year was a conference type format without any business meeting. This conference was held in the second year of a president's term and was a showcase to emphasize what had been done in the biennium and introduce the new AAUW issues or topics for study. Because of the cost of such conference meetings and the decline in attendance, AAUW Iowa went to a one day meeting every year and included the business meeting each year. Since AAUW Iowa has an active and involved Board of Directors, less and less business needing vote by the entire membership has declined. The responsibility has been given to the Board to handle business at the state level. Jo Treadwell, By-Laws Director

### **AAUW IOWA CONFERENCE 2012**

Program vice-Presidents, Mary Dove and Dr. Judy Beckman, have been working on the annual AAUW Iowa state conference program and have several speakers committed. The location will be in the Des Moines area on April 20-21, 2012.

**Save the date of April 20-21, 2012**

**Breaking Through Barrier Campaign is a Success**

Numerous AAUW Iowa members helped the national AAUW Breaking Through Barriers Campaign go over its million dollar goal. At a donor reception held in conjunction with the AAUW Convention in Washington, D.C., Florine Swanson, Clarion Branch member and chair of the national campaign announced that over 1.1 million dollars was raised to support continuing and new programs for AAUW. This was the first major gifts campaign conducted by AAUW to support programs in leadership, public policy, research, and general funds for the greatest needs. Donors from all 50 states supported this effort which was started 3 years ago and concluded on June 30 of this year.

**Emerald Donor's from Iowa**  
 (\$5000 to \$9999)  
**Valentina (Val) Martin, Waterloo**  
**Diane Patton, Calhoun County**  
**Florine Swanson, Clarion**

**Silver Donor's from Iowa**  
 (\$500 to \$999)  
**Anonymous**  
**Mary Ann Ahrens, Waverly**  
**Audrey Lund Ercolini, Siouxland**  
**Mary Elizabeth Sievert, Davenport**  
**Lida Sigg, Iowa City**

- Florine Swanson

**Results of Spring Conference**

**Silent Auction Report**

Thank you to all who participated in the "Know Your Branch" Silent Auction at the Iowa Conference. The auction raised a total of \$1195 for AAUW Funds. Each branch decided how their donations were to be allocated. The total of those donations are as follows:

Legal Advocacy	\$314
Public Policy	\$262
Eleanor Roosevelt	\$200
Leadership Programs	\$177
Educational Opportunities	\$143
Non- Restricted	\$ 99

Individual branch contributions:

Algona	\$ 20
Ames	\$ 42
Cedar Falls	\$274
Calhoun County	\$ 40
Cedar Rapids	\$182
Clarion	\$ 47
Davenport-Bettendorf	\$ 20
Denison	\$120
Des Moines	\$ 45
Indianola	\$115
Marshalltown	\$ 22
Oskaloosa	\$ 15
Ottumwa	\$ 15
Palo Alto County	\$ 30
Storm Lake	\$ 30
Tipton	\$ 68
Waterloo	\$ 10
Waverly	\$100

Jane Close and Kathie Farris, AAUW Funds Co-Chairs

**Latinas/Latinos el Exito Breaking through Barriers**

Latinas/ Latinos el exito Breaking through Barriers project was a national finalist. The finalists were asked to bring posters describing their projects. Pam Swartz and Anel Garza of Marshalltown prepared a very creative poster display. It was distinctive as well as interactive and effective. Our congratulations to them and to everyone who helped make this project a success.

## START-UP MEMBERSHIP RECRUITMENT PLAN

Every branch has a continuous opportunity to recruit new members. Communities are ever-changing, people relocate, new/exciting burning issues surface, and we meet new people in our social, work, community/area, religious and/or political circles.

There are opportunities galore. It is nearly impossible to take advantage of every opportunity, but we can choose to FOCUS our member recruitment efforts by developing a simple, realistic plan that fits our needs. Branches are structured in many different ways. Whether or not you actually have a membership vice president or pursue your work via committee, membership is everyone's opportunity. "Plan your work and work the plan." "If you fail to plan, you plan to fail" as the old sayings go. Make your efforts count! Rewards will follow!

1. Phone or email members/others and ask them to provide a list of potential members they know or would like to know in their social/work circles. Include those who are or have been leaders/influencers in other organizations. Include people who you have worked with in your outreach projects such as recognition events, fundraising events, political forums, panels, and speakers. Don't assume they will not be interested in AAUW. AAUW has a long and proud history and each of you are part of the legacy! Be proud of your branch. Stand tall!
2. Create a complete list for review and divide it up among your members. There are opportunities to recruit those from different careers and all ages/stages in life. Some branch members may feel more comfortable recruiting those who are 10-20 years younger than your group. Recruiting young members is always possible. Keep in mind the current life stage complexities/limited time because of their work, social and family priorities. They will make time for focused involvement through short-term action assignments using their skills to sustain interest.
3. Before contacting those potential members discuss what is unique about your branch. What are your accomplishments? What are the benefits of belonging (use member testimonials, too)? What image does your branch project? What other organizations are competing for members. How are they alike or different than ours? What would make someone choose AAUW over another group? How can we best use that information in the recruitment process? Do we have a simple promotional piece to distribute/email? *Remember we are marketing for membership growth*. Do you have a web page/newsletters to share? Access AAUW's website [www.aauw.org](http://www.aauw.org) or [www.iowa.aauw.org](http://www.iowa.aauw.org) to gain information about benefits, history, current priorities to use for a recruitment piece, branch orientation, and any other public events or projects you are pursuing.
4. Once you determine which potential members to contact and what the assignments will be, establish other timelines. When do they begin and end calling? What "crib notes" do they need as they make the calls? Who can develop those? What type of recruitment event is being planned? What is the date, time and location? Who will handle a brief history/orientation of AAUW? AAUW brochures are available and can be ordered online for distribution not only at this event but for your other outreach events. We also have AAUW Iowa membership brochures.
5. Be persistent, patient, and pleasant in making contacts. Continue to extend invitations to meetings and opportunities to assist with outreach projects. Potential members may become involved in a project before they join! Have new or potential members fill out a Member Interest Form to gain more information about them. Provide time at your recruitment event/meetings for potential members to share information about themselves. Invite them to present a program to draw them in. Pair the potential member with a branch member. Don't forget to contact AAUW members-at-large living in your area to meetings.
6. Create branch awards for member recruitment. Genuine recognition is a real motivator. As you plan for the next year, review the member recruitment plan. What worked? Didn't work? What would you change? This will help as you put together next year's plan. Remember that AAUW's 130<sup>th</sup> Anniversary Membership

Contest deadline is now June 30, 2012. You received information on the contest last fall. Go online to find contest information at [www.aauw.org](http://www.aauw.org) In Iowa our membership goal is a 5% overall membership growth. We can do this, have fun in the process and reap the rewards of new member ideas and participation.

Mary Ann Ahrens, Chair AAUW Iowa Membership Committee  
 Ann Boultinghouse, Ankeny  
 Anna Burnham, Charles City  
 Audrey Ercolini, Sioux City  
 Louise Conklin, Waterloo

## Iowa Initiative to Reduce Unintended Pregnancies

Submitted for publication in the June 2011 Iowa AAUW newsletter by Laura Riordan, Special Projects Manager, The Iowa Initiative. [lriordan@iowainitiative.org](mailto:lriordan@iowainitiative.org)

### A price tag we can't ignore

A report by the Guttmacher Institute made headlines last month with a staggering figure: unintended pregnancies cost taxpayers \$11 billion a year in the U.S. (That's "billion" with a "b"!) You can read the full report here: <http://www.guttmacher.org/media/nr/2011/05/19/index.html>.

A number that huge is almost too big to comprehend, so let's look at some more manageable figures. The savings are easy to see.

It costs about \$365 to provide effective birth control for a woman for one year.

It costs nearly \$12,500 in Medicaid coverage to provide prenatal care, delivery and first-year health coverage for a child. (Source: Udeh, B., Losch, M., Spies, E. *The Cost of Unintended Pregnancy in Iowa: A Benefit-Cost Analysis of Public Funded Family Planning Services, 2009.*)

Of course, this issue isn't just about the money. What price does a woman pay if she has an unintended pregnancy? Women 18 to 30 years old cite a number of reasons for not wanting to have a baby at a particular time in their life: not emotionally ready, not financially stable, want to finish college, want to start my career, not in a good, long-term relationship, want more space between my children (for women who already have a child). Whatever their reasons may be, when an unintended pregnancy occurs, it can cost more than just the price tag of prenatal doctor visits; it can change the course of a woman's life, unexpectedly and permanently.

The AAUW has a long history of fighting for equal opportunity and empowerment of women. Having a baby is one of the biggest life-changing events in a woman's life. If we empower more women to plan their pregnancies, we empower more women to take charge of their life's course, so it can include all of the hopes and dreams they have for their future.

The Iowa AAUW has partnered with The Iowa Initiative to Reduce Unintended Pregnancies to host *Community Conversations* about the local impact of unintended pregnancies among adult women. Seven branches have already stepped up to start conversations in their communities and kick off this project in the fall of 2011. If you are interested in learning more on how your branch can participate, please contact Sandra Keist Wilson at [skw1937@yahoo.com](mailto:skw1937@yahoo.com) / 515-314-5776 or Laura Riordan at [lriordan@iowainitiative.org](mailto:lriordan@iowainitiative.org) / 515-282-5375.

### Program Ideas for AAUW

#### ***Off the Wall***

Everyone bring an item from their home—it might be hanging on your wall or tucked in a drawer—that tells the group something about you that they don't already know.

#### ***Fortytude***

*Find 2-3 members to tell selected stories about women from the book Fortytude by Sarah Brokaw, a therapist (and daughter of Tom Brokaw) who "reveals the surprising, accessible principles that can help women sail through their midlife years—more happily, with more accomplishments, and with grace and satisfaction," quoting the book jacket. Ask members to bring a 40-something guest—or host it as an appetizer event and open the meeting to all women of the community.*

Jan Mitchel

## **Building Coalitions for Gender Balance**

Maureen White and Barbara Brown, Blackhawk County Gender Balance Coalition, presented an eye opening breakout session on April 30 at the AAUW Spring Conference in Cedar Falls on how to go about building a gender balance coalition.

The Iowa Law which mandates equal or nearly equal balance on local boards, commissions, committees, and councils will go into effect in January 2012. With only about 6 months to go, only 6 of the 99 Iowa counties are gendered balanced. Lucas County in southern Iowa has the highest gender balance with 59% and Butler County has the lowest with only 5%. The problem with the law is that it only requires a “good faith effort” for three months to appoint a qualified person. The other problem is, how do you determine a “fair & unbiased” method to select the best applicant?

The way to overcome these obstacles is to build a coalition of women from different organization and facets of the community who can get things done and help monitor the gender balance.

Some of the activities suggested for this coalition are:

1. Meet with the mayor, city council, And Board of Supervisors
2. Request information and keep it updated on a web site or in print as to current board and commission members, their job descriptions, the application forms, deadlines for applying & length of time the applications are kept on file.
3. Work with the local media to publicize the law, provide information about the current gender balance on local boards and commissions, and request a newspaper column for listing the openings.
4. Generate a list of women along with their areas of expertise or interest as a recommendation to the mayor and Board of Supervisors.

In Iowa, men still dominant across certain types of boards and commissions, especially economic development, planning and zoning, and the board of adjustment. In all of Iowa, only 1 out of 350 of these particular boards had more women than men. Since there is no penalty if a city or county fails to follow the new law, it is up to us to get organized and see that an attempt is made to establish equality on local boards, commission & committees. We can't ignore Chapter 162, Iowa's new Gender Balance Law.

### **Branch Alert – We Must Monitor**

**The Gender Balance Law, Chapter 162 that requires boards, commissions, and councils to be gender balanced goes into affect January 1, 2012.**

**Since there are NO administrative rules for implementation of the law, NO agency in charge of monitoring, and NO penalty if a city or county fails to follow the law, it is imperative that we as women organize coalitions to monitor the new Iowa Gender Balance Law.**

### **Who should we involve on our local gender balance coalitions?**

- 1. Women from your local community organizations and civic groups**
- 2. Young, mature & minority women**
- 3. Women who are organizers and can get things done**

**For more information on the activities that your coalition could be involved in email Diane Edwards, AAUW Gender Equity Director at [edwardsdc@mchsi.com](mailto:edwardsdc@mchsi.com)**

Diane Edwards, Gender Equity Director

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## SAVE THE DATE

## SPRING CONFERENCE

**APRIL 20-21, 2012**

More details later

### What Branches are Reading

Siouxland:

Sarah's Key, by Tatiana De Rosnay

A Woman of Independent Means, by Elizabeth Forsyth Hailey

The Immortal Life of Henrietta Lacks, by Rebecca Skloot

The Postmistress, by Sarah Blake

### Due to budget reductions, the Iowa Department has eliminated the position of Rachel Scott, Executive Officer, Iowa Commission on the Status of Women.

....“ I wanted to take this time to thank you for all your support of the Iowa Commission on the Status of Women and its nearly 50 year history, and for your support of and partnership in the work of the Commission has accomplished during my tenure. It has been my pleasure and such an honor to have served as an advocate for the women and girls of Iowa, persons of color and persons with deafness and disabilities. Partnership and collaboration with each of you has been invaluable to me personally and as well as professionally. Contact Lori SchraderBacher for matters as related to the Commission or the Office on the Status of Women at lori.schraderbacher@iowa.gov or 515-281-4470.

Please continue your support for the Iowa Commission on the Status of Women and the Iowa Department of Human Rights as they face many challenges ahead. I hope you will attend the Iowa Women's Hall of Fame induction ceremony on August 27th at 10:30 am at the Iowa State Historical Building.”.....

Rachel Scott

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Our sympathies are extended to the Siouxland Branch on the death of their President, Gladys Close.

### **Eleanor Roosevelt Award**

Abigail J. Stewart, PhD, Harvard University, is the 2011 Eleanor Roosevelt Fund recipient. She is the Distinguished Professor of Psychology and Women's Studies at the University of Michigan. Her emphases are on psychology of personality and psychology of women. In her acceptance speech, she revealed that she recently discovered over 70 letters of correspondence between Eleanor Roosevelt and her mother who began working for Ms. Roosevelt while a university student. The award was even more special knowing her mother had a direct tie to Eleanor Roosevelt.

### **Justice**

Edith Arana, one of the named plaintiffs in the Walmart case spoke at a general session the day before the Supreme Court decision was announced. This case is similar to Lilly Ledbetter's case. These are women asking for equity in their work places. LAF plans to continue supporting her and, I believe, another plaintiff in their individual cases. AAUW will be keeping us posted when new cases are brought against Walmart. <http://www.c-spanvideo.org/program/OfUn>

### **American Association of University Women**

The results of the first one member one vote were announced. The number of voters was the largest ever. All proposals passed. Carolyn Garfein was elected President for a second term. Patricia Ho is Vice President. Directors at Large elected, that you may recognize, are Connie Hildebrand (Minnesota) and Betsy McDowell (Washington) whose mother is a member of the Des Moines branch. Check the others elected on the website.

The association's "trademark" name has been returned to "American Association of University Women." The acronym "AAUW" will continue to be used. However, it did not indicate who we were or anything about our mission.

Members at Large (MALs) are now called National Members. National members can join the state but are not required to; branch members must join the state. All members must pay national dues.

### **A Popular Session**

One of the most engaging presenters was Cynthia D'Amour, author of the [Lazy Leader's Guide to Outrageous Results](#) and President of People Power Unlimited. She stated that the more members we give the opportunity to lead, the less responsibility each individual needs to assume. Members are more willing to take an office or a project knowing they will have plenty of help. My challenge to all of us is to develop more leaders by demonstrating that we offer opportunities to join a team that has fun learning and working together advocating equity for women and girls. The goal is to be the leader of members who volunteer. I would love to have volunteers calling me. The martyr leader, who does it all, is not the leader I want to be. To further this idea of more is better, we learned about a variety of Branch leadership styles. Check out the website or contact me for more information.

### **Branch resources available from National:**

The leadership Corps, [leadershipcorps@aauw.org](mailto:leadershipcorps@aauw.org), is a select group of Leaders who are trained to give one-on-one or group assistance. This mission-based programming was emphasized as important to attract new members. **Programs in a Box** contains helpful topics such as STEM, START SMART, **ELECT HER, Voter Ed**, and others. They are easy to find on the website. The planning/process is already done. You just need a group of leaders to carry it out.

### **Books for Book Discussions:**

1. [Transforming Science and Engineering: Advancing Academic Women](#), edited by Abigail Stewart (E Roosevelt 2011 recipient) and others.
2. [The Lazy Leaders Guide to Outrageous Results](#), by Cynthia D'Amour
3. [Fortytude](#) by Sara Brokaw. Theme of the book is for women approaching 40 to celebrate the beginning of rest of their lives and to become more confident at expressing their authentic selves. Brokaw spoke at the Convention Banquet.
4. [Winning the Vote: the Triumph of the American Women Suffrage Movement](#) by Robert PJ Cooney, Jr. Named one of the five best books on the topic by the Wall Street Journal. You can order from the Women's History Project, [www.nwhp.org](http://www.nwhp.org)

### **Miss Representation**

This riveting documentary was shown at national convention and will be shown at our next state conference. This film could be scheduled before that time. <http://www.missrepresentation.org/welcome.html> **A Movie for Program and Discussion** <http://blog-aauw.org/2011/07/01/what-are-you-representing/MissRepresentation>

### **Brazilian Embassy Reception**

The ambassador was a gracious host and spoke of how Brazilian women are making strides. He expressed with pride that Brazil has a woman President; a goal we have yet to reach. The embassy was furnished with beautiful examples of Brazilian culture. The appetizers were delectable and the best was the Brazilian national drink, the Caipirinha. A nostalgic moment, for me as I was introduced to this concoction on a May term tour of Brazil; it tastes like a delicious refreshing limeade, but one soon learns it carries a powerful kick.

I will be sharing more information from the conference throughout the year. You can access many of the presentations on the AAUW Website. I encourage you to see what is there. I wish you all a wonderful summer season. In equity, Sandra