



# IOWA *initiative*

Volume 79, Winter 2007

The American Association of University Women promotes education and equity for all women and girls, life-long education and positive societal change.

## ***“Creating Future Gateways”, Theme for 2007 AAUW-IA Conference***

The 2007 Annual Conference of the AAUW in Iowa will be highlighted by a focus on social justice issues, issues for which AAUW members have a common passion and desire. The conference will occur April 20 and 21 in Marshalltown at the Fisher Community Center and the Best Western Hotel. The theme for this year’s conference will be “Creating Future Gateways”, a theme which suggests the many positive and diverse ways in which both individuals and groups can serve as a “gateway” to enable individual growth and the development of healthy community life in Iowa.

*Ideas about how to do this will be presented by three distinguished women whose experience and background particularly qualify them to speak to AAUW members from across the state.*



Martha Ternus

**Chief Justice Martha Ternus** will be the featured luncheon speaker on Saturday April 21. She holds the distinction of being Iowa’s first woman chief justice. She was appointed to the Supreme Court of Iowa by Governor Terry Branstad in 1993; she was elected Chief Justice in 2006. Chief Justice Ternus is a native of Vinton, Iowa. She received her bachelor’s degree with high honors and distinction, Phi Beta Kappa, from the University of Iowa in 1972. She earned her law degree with honors, Order of the Coif, from Drake University Law School in 1977. While in practice she served as president of the Polk County Bar Association, on the Board of Governors of the Iowa State Bar Association, on the Iowa Jury Instructions Committee and on the Board of Directors of the Polk County Legal Aid Society. In addition to her judicial duties Justice Ternus has worked on a number of court initiatives and other efforts to improve the administration of justice.



Lisa Maatz

**The Director of Public Policy for the American Association of University Women, Lisa Maatz**, will launch the conference’s first session when she and our own Regional Director, Florine Swanson will together lead a Friday night dinner session titled “Honoring our Legacy; Embracing our Future”. On Saturday Maatz, a graduate of Ohio University Phi Beta Kappa and a recipient of two master’s degrees from Ohio State University, will speak about “Public Policy and AAUW’s role in it”. Lisa Maatz’ grassroots advocacy career began when she was executive director of Turning Point, a battered women’s program recognized for its excellence by the Ohio Supreme Court. She holds an adjunct appointment with the Women and Politics Institute of American University. For the past year she has been interim director of the AAUW Legal Advocacy Fund as well as director of the Public Policy program.



Marta Maldonado

The program portion of the Saturday conference day will begin with a presentation by **Dr. Marta M. Maldonado**, Sociology Department, Iowa State University, and the third of our distinguished women speakers. She is an **AAUW fellow for the year 2006-07**. She received a publication grant for her study titled “How Jobs Become Hispanic: Employers’ Ideology and the Everyday Production of Inequality in Agricultural work.” Marta Maldonado’s concern with understanding questions of power and finding ways to eradicate inequality brought her to the study of sociology and continues to drive her work. Her commitment to social justice guides her interactions with students within and outside the classroom, her service to the university and the broader community. Interest in social justice inequalities are tied closely to the AAUW issues of education and economic security for all women and girls. Her BA degree is from the University of Puerto Rico and her MA and PhD are

from Washington State University. (Continued on page 2)

(Continued from page 1)

## ***AAUW-IA Conference, 2007...***

In addition to these very distinguished guest speakers conference participants will be entertained by the Iowa Juvenile Girls Chorus. A community action grant was recently awarded to Iowa Juvenile Home Foundation with Carol M. Thompson serving as its director. The project gives girls at the juvenile home a way to express feelings in culturally acceptable activities. It helps them to heal from traumatic experiences. The choir's director is Meganne Masko, a music therapist.

### ***Roll Call To Celebrate 125th Anniversary of AAUW...***

This year's annual conference introduces several new features, some of which have been especially designed to celebrate the 125th anniversary of the American Association of University Women. As the business meeting begins at 8:30 a.m. Saturday morning, branches will be asked to respond to a "roll call". Representatives of each branch are asked to respond by indicating the year the branch was organized and wearing or bringing an article of clothing characteristic of that year.

Several excellent opportunities for small groups to meet in workshop sessions are planned. A break from the recent past and "The way we have always done it!" - A half day of pre - conference activities is planned for Friday afternoon and evening, April 20th.

If you find new ideas, new people and the association with gifted people stimulating, then this year's annual conference is the meeting you "**WON'T WANT TO MISS!**"

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### ***Four Concurrent Workshop Sessions To Be Held on Saturday Afternoon***

The Annual Convention, April 20 and 21, is going to be full of activities and events. (You will want to come just to see if you can keep up with the schedule that has been set.) There will be four concurrent workshop sessions on Saturday afternoon. AAUW IA has been offered the opportunity to have two Association staff members join us for our 2007 Conference to present workshops. This is highly unusual. Let us show them our appreciation for their visit and how active our branches are across the state by coming together to share ideas and activities. We can be at least 100 strong!

Gloria Blackwell, the AAUW Staff Liaison for International Affairs of the "**One Shared World Project**" will be presenting a workshop using materials available through the Association. This session will inform us on how our branches can be involved in a meaningful way in global issues. See complete article on "program-in-a-box" on page 6, left hand column by Alice Dahle.

How about increasing your knowledge of **relation aggression among females**? You will get answers to questions such as: if relationships are so important to girls why do they use them against each other? Where does the hostility come from and how can it be handled in a way that empowers girls? The session presenter is **Kathy Nesteby**; she is **the Coordinator of the Iowa Gender-Specific Services Task Force**. The Task Force is a progressive group of juvenile justice professionals within the state of Iowa advocating for equitable services for girls involved with or at risk of involvement with the juvenile justice system.

Sarah Hanuske, State Public Policy Chair, is leading a session on "**Grassroots Advocacy**," how to effectively advocate in your home community. She will be using material that comes from the Association and will demonstrate how your branch can start local workshops to help others learn to be advocates for issues they are passionate about.

A difficult topic, but one we need to be knowledgeable of, is the growing problem of human trafficking. Alec Orozco, director of the "**Network Against Human Trafficking**," the only advocacy group of its type in Iowa, will be the presenter. He has been successful in getting legislation passed this past year at the state house enabling prosecution of those found to be involved in trafficking. The only way to stop this travesty upon human rights is to be informed, because it is happening right here in Iowa. This topic at our regional conference last June was the **BIG** eye opener and the topic of discussion throughout the conference.

Each branch needs to have at least four members attend so that you can benefit from each of these presentations. You will return home with plenty of ideas for programming and activities for the coming year.

## Nominating Committee Recruits President-Elect Candidate

The nominating committee's task for 2006-07 was to recruit a president-elect candidate(s) to serve a one-year term (July 1, 2007 - June 30, 2008) to prepare for the state presidency in 2008-2010. Recruitment is complete with Diane Patton as a candidate for the president-elect position. Diane Patton is from the Calhoun County Branch and lives in Rockwell City. You will find her bio and a picture below for your perusal to prepare for the annual meeting. Election for this office will take place during the business portion of our April, 2007 Annual Meeting in Marshalltown.

Mary Ann Ahrens, Chair; Sue Jorgenson, Immediate Past State President; Louise Conklin, NE Iowa; Michelle McNabb, SW Iowa; Carol Sovern, SE Iowa; Renee Jedlicka, NW Iowa.

## Meet President-elect, Diane Patton



*Diane Patton*

Diane Patton is a member of the Calhoun County Branch where she was an organizing member in 1984. Prior to that, she was a member of Storm Lake and Sac County Branches.

In 1991, Diane served as the spokesperson for a six-member AAUW-Iowa exchange delegation to Stavropol, Russia. Other ways she has served AAUW-Iowa is as a member of nominating, membership and Educational

Foundation committees, as well as a branch consultant.

Professional experiences include teaching and training, volunteer recruitment, public relations and grant management. Diane is currently coordinator of LEADERSHIP Fort Dodge, a program of the Fort Dodge Area Chamber of Commerce.

A graduate of Iowa State University, Diane has received the Helen LeBaron Hilton Recognition, an alumni award by the College of Family and Consumer Sciences for outstanding community leadership. She serves as board member of Iowa Coalition Against Sexual Assault and Agri-Wellness.

Diane lives in Rockwell City with her husband, Jim. They have adult children and two grandchildren. Their family has hosted international students and served as sponsor committee members for two Thai Dam families' resettlement in Iowa.

## Educational Foundation News:

Lida Mary Sigg, EF Director for AAUW-IA, was the speaker for a fundraiser held by the Ft. Madison/Burlington AAUW branch in October. Her topic was "Money Talks" about AAUW Educational Foundational funds. The event highlighted the Betty Bolton Endowment Fund. Betty Bolton was an active member of the Ft. Madison branch and also served on the state board. The fund stood at \$26,201.92 after the meeting and needs to reach \$35,000 to be completed. This Endowment Fund combines two noted names in Iowa: Betty Bolton and Edith Sackett of the Spencer branch. The EF committee suggests if other branches are not committed as to a designation that they assist the Ft. Madison branch for making this Endowment, Code 1708, Boulton/Sackett Designation. Let's put it over the top!



*Picture: Marian Keenan, a long time AAUW member of the Ft. Madison Branch and Lida Mary Sigg, Iowa EF Director at the brunch.*

## A Message from the President...

There's a well known quote that goes something like this, "Those who do not know history are condemned to repeat it". In a recent book called "A Short History of Progress", (based on a series of recent BBC lectures) the author expresses the idea that more highly developed a civilization becomes, the more dramatic its' decline. In particular he suggests that the periods of history in which precipitous decline of civilization have occurred have been preceded by a rapid growth in individualism and a decline in public policy decisions that were based on the common good.



*Janet Heinicke*

At present we are living in an incredible time, a time of great contrasts, of great challenges, of swiftly moving change, of great technological developments. Our organization, the American Association of University exists in this time. You and I, as members, are part of this incredible time, too! To be alive in this time, is to face these challenges. Organizationally AAUW faces these challenges; whether in our local branch, in the state organization, or in our whole Association, the 'great challenges, swift developments, dramatic contrasts' are also part of our organizational 'world'. The response of leadership has three facets, national, state and local. The Association Board of Directors, following an extensive survey of the membership, has developed a plan for strategic changes which have been circulated widely via the internet, and which, now, will be discussed at fifty state meetings this spring. Will you be in Marshalltown this spring, when, on April 20th, it is discussed? Do you care about this "common organizational good"? Will you be at the coming Association convention in Phoenix when action is taken? If you cannot attend these meetings, will your concern for the "common good" of AAUW be sufficient to lead you to express your opinion to those who plan to attend?

Here in Iowa there are increased opportunities for every member this spring. They come in the form of several chances to share and learn from each other some issues and ideas.

Are you tired of trying to "get the word out" to publicly elected officials? There is an opportunity this spring, for instance, for members to become more effective advocates at the local level. Thanks to the Public Policy Impact Grant which Iowa received from the Association in 2006, you and your branch members can receive the opportunity to sponsor such "Grass Roots Advocacy Training Workshop" by simply contacting Iowa Public Policy Chairman Sarah Hanuske @ her email address, hanuske@yahoo.com.

And there is another remarkable opportunity coming your way this spring. On Friday afternoon, April 20th in the early afternoon from noon until three p.m., a special time has been set aside for leaders to come together and learn new ideas about effective leadership. Iowa has not had such a "Leaders Workshop" for several years; you won't want to miss this special opportunity to learn from the "pros" some new ideas.

Finally, a wonderful, talented and effective Board of Directors for Iowa is ready and willing to come to see you and visit with you about AAUW wherever you live!

At the present time, AAUW branches in thirty different Iowa communities have members who have come together for the "common good" in different ways. Some are putting together all day conferences to encourage young women in middle school to consider careers in science and math; some are hosting conferences to encourage mature women to use their own abilities and talents effectively; others have concentrated on self growth and personal development strategies; several are looking at the needs of very young children in the state of Iowa.

125 years ago in a tiny group of New England women got together convinced that because they had the privilege of higher education they should "do something about it"! It took them not very long to decide to help other women have similar opportunities. They were looking outside themselves toward that "common good" when they did so! We, their inheritors, their "legacy", are now required to do the same. It may be costly and sometimes uncomfortable, but it is absolutely essential in these challenging times. **This spring** ask yourself, in your branch meetings, what will we do for "common good" of our community, our state, our association? For instance **ask** yourself, "What are we going to do in education?" How can we develop more and better opportunities for women and girls? Are there injustices we should not ignore? You will be surprised and I think pleased if you **examine** the valuable and well prepared assistance available from the Association, as well as from your state board members. **Come** to the workshop planned for the spring conference and taste these opportunities! I am convinced that together we can do it better than alone. Our corporate "power" of 800+ members is far greater than my individual power of one. So I challenge all of us, this spring, to **make some new AAUW history!**

*Cordially,  
Janet Heinicke*



## “Creating Future Gateways”

**Friday, April 20, 2007**  
Fisher Community Center

**Noon – 3 p.m.** Auditorium, Fisher Center  
“A Gateway to Branch Success”  
**Workshop for Leaders of Every Branch**

**3 – 4:30 p.m.** The Perfect Setting,  
13 West Main  
“A tea time conversation: 19th century  
architecture in old Marshalltown”  
An optional pre-conference event for  
any AAUW member, followed by self  
conducted tour of four 19th Century  
structures and the court house in  
Marshalltown

**3:15 – 5 p.m.** Conference room, Fisher  
Center  
**Iowa Board of Directors Meeting**

**Fisher Community Center**

**5 – 5:30 p.m. Wine and Cheese  
Reception**

**5 – 6 p.m. Conference Registration**

**6 – 7 p.m. Conference Dinner**

**7 – 9 p.m. Opening Conference Session**  
“Honoring our Legacy: Embracing our  
Future”  
Presenters: Lisa Maatz, Director, Public  
Policy  
Florine Swanson, Director, Upper  
Midwest region, AAUW

**9 – 9:30 p.m. Return to Conference  
lodgings**

**9:30 – 10:30 p.m. Party with the Pres!**  
Late evening get together for all  
conference attendees. Best Western  
Hotel, President’s room

**Saturday, April 21, 2007**  
All sessions held at Best Western Hotel

**Saturday Conference Overview**

**8 – 8:30 a.m. Continental Breakfast**

**8:30 – 10 a.m. Business Meeting**  
(Includes Anniversary Roll Call of Branches)

**10 – 10:15 a.m. Break & Silent Auction**

**10:15 – 10:50 a.m. “The Sociology of  
Inequality”**  
Presenter, Dr. Marta Maldonado,  
Recipient AAUW EF Research Award

**10:50 – 11 a.m. Stretch Break**

**11 – 11:45 a.m. “Public Policy: Your AAUW  
Role in it”**  
Presenter, Lisa Maatz, Director, Public Policy,  
AAUW

**11:45 – Noon Break & Silent Auction**

**Noon – 1:30 p.m. Luncheon Program**  
Musical Interlude – Iowa Juvenile Home  
Girls Chorus, Director, Meganne Masko

**“In the Interest of Foster Children”**  
Presenter, Chief Justice, Martha Ternus,  
Iowa Supreme Court

**1:30 – 1:45 p.m. Break**  
**Silent Auction, LAF, EF, final bids  
accepted**

**1:45 – 3 p.m. Four concurrent workshops**

**3 – 4 p.m. Celebrations and Recognitions**  
Outstanding Faculty Recognition;  
Educational Foundation and Legal  
Advocacy Fund; Membership recognition,  
Fifty year members; New Branch  
Recognition; Introduction of Madrenas,  
Marshalltown mentors and Leaders in  
community action grant; Silent Auction  
results

### LODGING INFORMATION

Rooms have been blocked for AAUW at  
discounted rates at two nearby hotels.  
Mention AAUW “Annual meeting” and call  
by **March 31** to get a discounted rate.

#### Best Western Hotel

3303 S. Center Street, Marshalltown  
2 queen beds, 1 or 2 adults \$75.60  
P: 641-752-6321 F: 641-752-4412

#### Super 8

3315 S. Center Street, Marshalltown  
2 double beds, 1 or 2 adults \$59.88  
P: 641-753-3333 F: 641-752-4111

Continental breakfast included at both  
hotels.

### DIRECTIONS

#### Fisher Community Center

709 S. Center Street;  
3.5 miles north of the intersection of  
Highways 30 and 14 at the intersection of  
Center and Anson Streets. (Highway 14 is  
South Center Street)

#### The Perfect Setting

113 W. Main Street  
.5 block west of intersection of Center Street  
and Main Street

#### Best Western Hotel

3303 S. Center Street  
At the intersection of Highway 30 and 14 in  
Marshalltown (Exit 185 on Highway 30)

## Leadership Workshop to be Held from Noon - 3 p.m. on Friday

On April 20th, Friday, at the Fisher  
Community Center, leaders from every  
branch in Iowa are invited to gather  
together. In particular, such as those who  
hold office at present, the president, or  
the incoming president elect, or the  
program vice president, or the  
membership person, or perhaps those  
who aspire to leadership, or those who  
have a rich experience background, are  
invited to come, prior to the beginning  
or the annual conference for a workshop  
**ABOUT leading.**

It has been several years since Iowa  
AAUW hosted a workshop specifically  
designed for leadership development.  
Perhaps the readers of this *initiative* may  
have little memory of the “state” ever  
have hosted such a workshop! Here are  
some good reasons why your branch  
should be represented by at least one  
person at this workshop!

- It will provide an opportunity to  
meet, connect with other people who  
have leadership responsibilities and  
allow future plans for liaison to  
develop.
- It will offer information about  
various solutions currently in use by  
other leaders, solutions for common  
problems in contemporary volunteer  
work, such as the following; finding  
volunteers to assume short time  
responsibilities for branch work,  
coping with dwindling resources,  
adjusting to increased demands on  
the time of members.
- It will address organizational  
“values” as expressed in the new  
mission statement of the Association,  
advocacy, education and research.

The range of topics in this session will  
spread from the visionary to the practical  
(that means the long “to do” list every  
branch president finds herself keeping!)



## 'For and By Iowans' Theme for Silent Auction at State Conference

We are expanding on our theme from last year and again urge members to tour your local vintage shops for old jewelry, specialty chocolate and caramel shops, mugs, bags, ...we want items BY and FOR IOWANS!

This year, I will again bring Amana Easter eggs, plus an item I picked up at the Aaaaa Furniture Shop. You see, I can get there and you can't !

We are moving away from the basket idea to the individual items. Be sure to keep your costs down so our members can purchase them. We recommend a \$15.00 minimum bid, but individuals and branches can suggest lower or higher bids, if they wish.

Our proceeds from the silent auction will go to the EF AND LAF funds. It also provides a place to chat between business sessions and meet fellow members at all levels in AAUW.

The EF/LAF Committee will handle registration, setting up, and sales. Winning bidders will be announced in the afternoon so that items can be picked up.

See you at the Conference!

Lida Mary Sigg, EF      Carol Cooper, LAF



By Sandra Vas, Marshalltown Artist

## Tea Time: Art & Architectural Treasures of Marshalltown

Friday, April 20, 3:00 - 4:30 p.m.

The Perfect Setting, 13 West Main Street

Enjoy a delightful afternoon at Marshalltown's newest art gallery, the Perfect Setting owned by AAUW member Pam Swarts. Along with assorted teas and light dessert, participants will enjoy a presentation by artist Sandy Vas, illustrator, painter, and watercolorist. One of Sandy's passions is the visual preservation of Marshalltown's historic sights through stories of the past.

Following the gallery event, participants may browse, visit nearby Lille May Candy Shop, or take a self-conducted driving tour through the city.

There is no charge for this event but pre-registration is advised.

## Honor the Past: Embrace the Future



Florine Swanson

Change is the operative word in the AAUW! This is a critical time as we undertake an organizational restructuring to maintain our relevance. At the same time we are celebrating the 125th Anniversary of AAUW. Hopefully each of you as individuals and branches are honoring our past while at the same time embracing the future.

At the joint meeting of the Association and Educational Foundation Boards this past October a new mission and vision were adopted and are already in place for everyone to use. The new mission is "AAUW advances equity for women and girls through advocacy, education and research." The new vision statement is, "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."

As your Regional Director, I have the unique opportunity to chair the Task Force on Organizational Structure and Governance. I can't think of a more critical responsibility at this time in AAUW. Please share with me your ideas on what can work better or what is already working great as well as what isn't working. We are designing a road map for the future. As someone who lives on a farm, I know about mud roads and gravel roads and how sometimes one can get stuck or slide off in the ditch. I also know about dust that coats the surfaces in my home. These roads illustrate the process we are undertaking - it won't all be like the 6 lane highways that zip us around Des Moines or even the 4 lanes that takes me from Northern Iowa throughout Iowa. But instead we will be taking side trips down 2 lanes and even narrower to get to our destination which is to achieve the AAUW mission.

In the coming months you will have an opportunity to learn even more about the direction we are heading.

- Take time to read the article titled "Expanding Our Legacy of Leadership: AAUW's Bold Move into the Future" on Iowa website at [www.aauwia.org](http://www.aauwia.org).
- Complete the registration form for this year's Iowa AAUW Conference at Marshalltown where you will hear speakers about the up-coming proposed changes as well as time for your input.
- Plan now to attend the Association Convention in Phoenix, Arizona, June 29 - July 2 and vote for a change.

Among the workshop presenters in Phoenix will be Pam Swarts and Jan Mitchell as they share the Iowa AAUW project on Latinas al Exito (Latinos toward Success). In addition Myrna Sandvik will be the candidate for the Upper Midwest Regional Director and I am one of the two candidates for the Educational Foundation Development Vice-President.

Other candidates for the office from the Upper Midwest include: Linda Bors of Nebraska, second term for Finance Vice President, Terri Griffiths of Minnesota for a second term for Director-At-Large on the Association board and Connie Hildebrand of North Dakota for Public Policy Committee Chair.

We own our future! Make a commitment to change through your participation at Marshalltown and Phoenix as we honor our past and embrace our future. "I'm excited, hope you are too!"

Florine Swanson  
Upper Midwest Regional Director  
[fswanson@wmtel.net](mailto:fswanson@wmtel.net)



# One Shared World: Hope is Our Common Language

by Alice Dahle, International Relations Director

More than 1 billion people around the world live on less than \$1/day. Over 800 million people go to bed hungry every night. 2/3 of the illiterate people in the world are women. Nearly 11 million children die annually before their 5th birthdays.

What does all this have to do with us? Plenty. In the age of the internet, avian flu, HIV/AIDS and increasing worldwide competition for jobs and trade, what happens in Africa, Asia or South America eventually affects us, too. Helping those in need to help themselves is no longer just the right thing to do; it is also the smart thing to do.

In 2005, in recognition of our growing interdependence with the rest of the world, the US congress mandated an effort to educate Americans about global poverty through the United States Agency for International Development (USAID). In response, USAID formed a partnership with 5 non-governmental organizations (NGOs) to create and disseminate an educational program to reach a broad range of Americans. Those partner NGOs are the Academy for Educational Development (AED), American Women in Radio and Television, the National Association of Women Business Owners, the National Council of Negro Women, and the American Association of Women. On behalf of this partnership, the AED created and manages a program called One Shared World: Hope Is Our Common Language, for the purpose of educating, motivating and connecting Americans with the others who share our planet.

One Shared World is not an activist campaign, but rather an effort to raise awareness and promote discussion of the challenges and opportunities we all face in an interconnected world. The program, which is accessible through the *international corner* on the AAUW website ([www.aauw.org](http://www.aauw.org)), provides a brief overview, and then encourages users to make the choice to learn more, connect more or do more to make our one shared world a better place. With a focus on health, education and economic opportunity, each page provides links to in-depth information, suggestions for organizing a book or discussion group, volunteer opportunities and "fair trade" options.

**A recent addition is a "program-in-a-box", which offers a variety of free tools and materials, which can be downloaded and printed without copyright restrictions. AAUW branches that wish to organize a discussion group or program related to One Shared World topics can use the ready-made power point and other materials available, including birthday cards, e-mail messages, promotional flyers, post cards, a banner, handouts, computer "wallpaper" and a 2007 calendar.**

When USAID was given this mandate, it specifically targeted women, not only because women in the developing world are disproportionately affected by poverty, but also because women are agents of change. We get results. Please check out the One Shared World website and discover how you and your branch can participate. **If you have questions or want a speaker on women in the developing world for a meeting of your branch, please contact Alice Dahle, International Relations Director for Iowa AAUW at (319) 364-4999.**



*125th Anniversary pictures. Top - Clarion, Iowa branch celebrates 125th anniversary with proclamation read by V.P. Jeanine Ahrends portraying Marion Talbot (lower right). Bottom Left - Florine Swanson, Regional Director; Janet Heinicke, AAUW-IA, President; and Sandra Keist Wilson, V.P. Programs receive a proclamation from Lt. Governor Sally Pederson.*



## Public Policy Incentive Grant Received by Iowa AAUW

Iowa AAUW received a Public Policy Incentive Grant for \$800 from the Association. Sue Jorgenson and Sarah Hanuske submitted the competitive proposal, and Iowa was one of eight states that received the award. The money will be used to fund advocacy training workshops for the branches.

The workshops will use the format developed by AAUW called Grassroots Advocacy Training. This is a well-developed, participant based workshop where advocacy skills will be discussed and practiced in small groups. There are four components that can be covered in an hour. These areas include: (1)AAUW resources and Advocacy Skills, (2)Meeting with an Elected Official, (3)Planning an Issue Forum, and (4)Working with the Media. Each member will receive a resource packet.

The first branch workshop was held on February 15th for the Cedar Rapids branch. At their first Public Policy meeting, the members chose Early Childhood Education/Child Care as their advocacy issue.

This workshop is available to other branches. Email Sarah Hanuske at [hanuske@yahoo.com](mailto:hanuske@yahoo.com) of your interest. This workshop will also be offered at the state conference in April.

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# Branch Leader Recruitment Tips

by Mary Ann Ahrens

So, you are a member of the nominating committee! How exciting! It is a great opportunity to share your passion for AAUW to stimulate continuing interest/involvement, identify and “market” branch benefits, clarify the responsibilities of the position(s), and identify and reinforce the skills of the member(s) you are recruiting.

A key to successful recruitment is the “approach”. Webster defines approach as: “to present, offer, or make a proposal”. It is very helpful to do our “approach homework” beforehand to ensure greater success. Tips on the “approach process” appear below:

## **Pre-Approach:**

1. Become familiar with branch bylaws/policies to understand which positions will be open/responsibilities for each and identify the dates/length of terms.
2. Convene a recruitment meeting to share information, brainstorm and strategize. Collectively identify which positions need to be filled. Brainstorm possible candidates. Make sure the leaders/members have an opportunity to provide names to the committee. Divide the list among committee members and set a recruitment timeline. Some people prefer to call on people they know. This can be both an advantage and disadvantage.
3. Broaden your knowledge by visiting with the current officers/committees. Familiarize yourself with their goals and activities to prepare for questions.
4. Make notes in advance to prepare for a visit. Individualize each approach to fit the person and the position. A telephone call/face-to-face visit is much more personal than an e-mail or letter.
5. Consider the timing. Avoid contacting candidates before and during holidays because of the stress surrounding those events. Be sensitive to the candidate’s work schedule/other issues when possible.

## **Approach:**

1. Start with a limited amount of small talk about the person (i.e. life, work, family, contributions to the branch). This information provides background about the person’s current work, priorities, etc.
2. Let the individual know that the call/meeting is about branch leader recruitment.
3. Approach the contact with enthusiasm. Stress the importance of our work and serving in a key position to further our mission.
4. Provide *personal examples* of how you/others have grown as a result of branch leadership /involvement. Personal testimonials are great!
5. Share the position(s) that will be open. Let them know why they were selected and reinforce their skills and contributions to the branch. Ask if they are interested. Give them time to thoughtfully consider the position. Together set a realistic date for follow-up to accommodate recruitment deadlines.

6. Prepare to answer questions. Don’t forget to know and share any general expectations and duties of the position. Encourage them to contact you with further questions and/or the person who is currently serving in the position. Let the current person serving know who has been contacted so she is prepared to address questions/encourage the candidate.

Candidates may express interest in one of the other positions. Stay in contact with the other members of the nominating committee via e-mail/phone/face-to-face meetings to share new information and monitor progress.

The first questions people normally ask are “What are the tasks, how often do we meet, and how much time is this going to take?”

## **Follow-Up:**

1. Check back with the candidate(s) at the agreed upon time. Ask them if they have any other questions or concerns. Then let them share their thoughts and final answer.
2. If they say YES, thank them for their commitment to AAUW and what a valuable team member they will be. Let them know if a bio and picture is needed for publication or for introductory purposes at a branch meeting. Share any other pertinent information.
3. If they say NO, not at this time, thank them for thoughtfully considering the position. Ask if they might reconsider and/or if they might be interested in a position in the near future. Reaffirm their skills and contributions to AAUW/other community organizations and let them know they would be a fine addition to the branch leadership team when they are ready.
4. It is helpful if the branch leadership team schedules a timely, joint transitional meeting with the incoming and outgoing leaders. Ask the executive committee if a meeting can be set up. This meeting is an opportunity to get acquainted, share progress on goals, answer questions, and transfer files. Branch counterparts need to mentor their replacement as needed to ensure success!
5. End on an enthusiastic note by encouraging those to attend state, regional, and national meetings to: (a) gain a big picture perspective, (b) gain new information, (c) connect with other leaders, and (4) increase enthusiasm for continuing to make a difference.

Lastly, be optimistic about leader recruitment. It is a great experience. If recruitment becomes a problem, perhaps it is time to set up an all-member meeting to discuss creative, alternative leader structures. Exploring and gaining consensus on alternative structures together increases member ownership. Perhaps inviting a state board / committee member to facilitate the meeting would be helpful. Remember that “Tradition is guide, not a jailor!”

Mary Ann Ahrens currently chairs the AAUW Iowa Nominating Committee. She is a past member of the AAUW national nominating committee. Ahrens is past Waverly Branch President, and Iowa AAUW President. She also served on AAUW’s national board as the Upper Midwest Regional Director and on the Legal Advocacy Fund board of directors.

**Mission Statement-AAUW**

AAUW advocates equity for women and girls through advocacy, education and research.

**Membership**

Membership is open to all graduates who hold an associate, baccaluarate or higher degree from an accredited college or university.

**Diversity Statement**

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

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The IOWA *initiative* is published three times a year for members of AAUW in Iowa. We welcome your suggestions or comments.

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**AAUW Records Office**  
1111 16th St. NW  
Washington, DC 20036

[helpline@auw.org](mailto:helpline@auw.org)

**or call: 1-800-326 2289**

**Association Convention, 2007 To Be Held in Phoenix**

by Janet Heinicke

The 2007 American Association of University Women’s biennial convention provides a unique opportunity for the individual member-learner to experience personal growth, obtain enhanced and relevant skills, as well as gain new knowledge about the AAUW. This great opportunity extends for four days, beginning at 10:30 on Friday, June 29th and ending on Monday, July 3rd. The convention will be held at the brand new Phoenix Convention Center, located near the convention hotel, the Hyatt Regency. Essentially a “long weekend”, the convention has been shortened by one day to provide greater convenience for working members. Convenient web registration is available by using the AAUW website at [www.aauw.org](http://www.aauw.org).

Much of the convention will focus on the newly adopted mission statement of the Association which embraces “advocacy, education, and research” as the main goal of this now 125 year old Association. There will be forty-eight workshops offered for convention goers, in several different tracks. (One of these workshops will be offered by Iowans, Jan Mitchell and Pam Swarts of Marshalltown, who will describe “Collaborative Leadership” in their workshop.)

Action during business sessions will focus on consideration of the proposed Stategic Plan. Election of officers will occur. (Two Iowans will be candidates, Florine Swanson and Myrna Sandvik.) **Iowa members who plan to attend the Phoenix convention are invited to meet briefly with Janet Heinicke following the April annual conference at 4 p.m., Saturday, April 21.**

**REGISTRATION FORM**

**Friday Events – Fisher Community Center**

If attending Friday events only,  
Early Bird Fee: \$20.00 (postmark deadline 4/11/07)  
Late Fee: \$25.00

Mark an X by those events you will be attending:

- Noon – 3 p.m. Branch leader workshop “A Gateway to Branch Success”
- 3 – 4:30 p.m. “Teatime Conversation” with self guided historic tour Wine and Cheese Party hosted by the Marshalltown Chamber of Commerce
- 5 – 5:30 p.m. Branch Member Dinner
- 6 – 7 p.m.

Indicate entree preference:

- Vegetarian  Non-Vegetarian
- 7 – 9 p.m. Lisa Maatz, Assoc Director Public Policy/Florine Swanson, Regional Director: “Association Strategic Plan” Title, “Honoring our Legacy, Embracing Our Future”

Entire Conference – (Both Friday & Saturday)  
Early Bird Fee: \$50.00 (postmark deadline 4/11/07)  
Late Fee: \$55.00

Name \_\_\_\_\_  
 Branch \_\_\_\_\_  
 Branch Office, if any \_\_\_\_\_  
 Address \_\_\_\_\_  
 E-mail \_\_\_\_\_  
 City/State/Zip \_\_\_\_\_  
 Phone \_\_\_\_\_

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The Iowa *initiative* is printed by Ottumwa Printing, Inc., Ottumwa, Iowa.

Iowa American Association of  
University Women  
583 S.E. Williams CT  
Waukee, IA 50263

NON-PROFIT ORG.  
U.S. POSTAGE  
PAID  
DES MOINES, IA  
PERMIT NO. 3195