

State College sale marks 50th

This spring marks the 50th year of the State College Branch's Used Book Sale. Proceeds have helped many community groups and adult students. See the story on page 2

Membership incentives set

One hundred thirty years of existence is a significant reason to celebrate, and the 130th anniversary year of AAUW is an opportune time to invite new members to celebrate with us. During this anniversary year, AAUW is offering special incentives through Nov. 30, to increase membership.

This spring, give a grad a gift membership!. Forms are available from branch membership vice-presidents.

Branches that increase membership by 13% over the Feb. 1, 2010 count can earn 3 free memberships; those that increase membership by 7% over that period can earn 1 free membership.

Combining these incentives with a Shape the Future event, a branch can earn up to 5 free memberships. A Shape the Future event can be any event or gathering, related to our mission but excluding meetings.

Jean Macaluso,
AAUW-PA Membership Chair

The statewide Leaders Meeting, normally held in July, will not take place this year. Leaders are urged to attend the April and November district meetings.

Focus is on you at 82nd 'every member' meeting

If you've ever heard yourself say, "I just don't understand all this new technology," or "I wish I had more help planning branch programs," or "Who can help me explain new AAUW issues?" or "I need time for ME!" then the every member meeting on April 30, 2011 is designed for you.

Plan to go to the State College Days Inn from 9:30 a.m. to 3:30 p.m. Take some friends along and take advantage of the special buy two get one free registration offer.

Keynote speaker Kathy Silks will speak on Building Your Personal Legacy. Kathy is the *Create the Good* consultant at AARP Pennsylvania, engaging people age 50+ in volunteerism and civic involvement.



Kathy Silks

She has more than two decades of experience in public broadcasting. She is a past president and member of the Pennsylvania Public Relations Society, and has received communications awards from the Public Broadcasting Service (PBS). She is also one of our own – a member of the Harrisburg AAUW, former branch president, current AAUW Funds Chair, and received recognition as a branch Outstanding Woman.

Workshops this year are shorter than usual so you can sample several topics. Most of the workshops will be facilitated by AAUW-PA board members, so it will be easy for you to keep in touch with them after the event in case you have questions or want additional information about the topics.

At a buffet luncheon you can network with other branch and state leaders who share both your enthusiasm for AAUW and the challenges you face in your local area.

So much to do, so little time. Sound familiar? That's exactly the challenge the AAUW-PA board faced when trying to design workshops for the 2011 every member meeting.

After listening to member needs during Conversations phone calls and compiling branch member concerns, the board decided to provide a broad array of choices rather than two longer sessions.

Continued on page 6

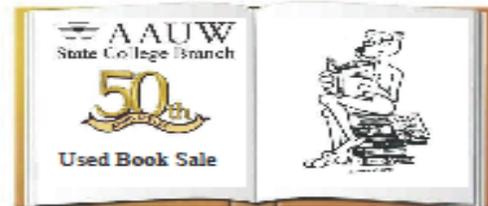
President's Message

Special Invitation and Call to Meeting

All AAUW members in PA are invited to attend a day of nurturing the **you** in AAUW. The day is designed to provide lots of information, lots of friends (new and old), lots of stimulating conversations, lots of recognition of branch and member successes, and a bit of business, that includes the election of Pennsylvania Membership VP, Finance Officer, and Secretary for the term 2011-13. All this for the low price of \$25 for each PA member! Special math will apply to registration: $1 + 1 = 3$: To encourage as many branch members as possible to attend, the state board is offering one free lunch/registration for every two (2) paid registrations from the same branch. Hope to see you there. State College in April should be beautiful.

- Margaret McGrath, AAUW PA President

AAUW State College Branch to Celebrate 50th Anniversary of Used Book Sale



Sale Beginnings: The first book sale took place in 1962, when book donations were dropped off at the homes of a few members. Jodi Bland (left) and Ruth Meyer, (pictured above) are members yet, today.

According to our branch history, the Used Book Sale was started after the national organization built a new Education Center in 1959, and branches were assigned quotas. The State College Branch quota was \$1,760, and we became one of the first branches in the country to pay off our quota obligation, paid in part with the help of our first Used Book Sale. It was held in 1962, and raised \$179.17. Expenses totaled \$3.12, for a poster!

Over time, the book sale has had nine different sales venues. For the first twenty years, it moved around several downtown State College locations, and in 1983, it moved to campus, where better visibility to Penn State students brought a much larger audience. Proceeds from the sale support undergraduate scholarships for returning adult women and community grants to local non-profits who support our mission. The event is a year-round project for volunteers who do the collecting, sorting and pricing of books in a rented workshop.

The book workshop is a special place. The volunteers come because they believe in the cause but also for the camaraderie and sense of community.

We have watched families grow and change. We read and discuss great books, movie and art finds, Thanksgiving dinner menus and family traditions, recent trips and adventures. We enjoy spirited debates about both local and national current events. While boxing, sorting and pricing thousands of used books we have had a good time.

As we look to the future of the sale we consider such challenges as continuing leadership and planning, and integrating new technology into the workshop and the sale. The book sale provides the backbone for the branch both in membership and mission, and also brings attention to our other important activities. We are proud of what we have accomplished over these fifty years, for the opportunity to recycle books into dollars, and to fund countless nonprofits and scholarships for deserving women.

Join us in celebrating the 50th anniversary of our Used Book Sale this year, on May 7-10. It will inspire you. For details, visit <http://www.aauwstatecollege.org/bookSale/default.html>. We look forward to seeing you there.

Special Thanks to AAUW State College Branch contributors to this story: Louise Tukey, Branch Historian, and Suzanne Kerlin, Sherry Craswell, Nancy DeWalle and Alex Broyles, book sale leadership and key volunteers.



GROSS SALES for the 2010 sale increased 10% over the previous year, raising a record \$139,413.84. About 250,000 books, filling 4500 boxes, combined with over 5,000 volunteer hours logged throughout the year made this possible.

Celebrating AAUW Funds

Since 2006, the donations to the AAUW Funds from Pennsylvania had been declining. I am pleased to report that the 2010 Pennsylvania donation total has reversed this trend and is a dramatic improvement over 2009. All but five Branches donated to at least one of the AAUW Funds. Thank you so much for your generosity. We will celebrate this success in State College at the AAUW-PA Annual Meeting in April.

No matter how big or small, AAUW Funds needs your support. Some members do not think that there are any local benefits to donating to AAUW Funds. Let's Read Math™ has been expanded with the help of a community action grant. Many local Branches have heard local AAUW fellows speak at their monthly meetings. I learned recently that copies of the latest research report "*Why So Few? Women in Science, Technology, Engineering, and Mathematics*" were unavailable until donations were received to support a new printing of the report.

It is interesting to look for trends in the focus of the donations from various Branches. About a quarter of the donations are to the unrestricted AAUW Funds (#9110) and about a fifth of the donations are to the Eleanor Roosevelt Funds (#9170). The relative amount given to the Legal Advocacy Fund (LAF – 3999) has decreased over the years and was just 12% of the total contributions in 2010. A few Branches focus on supporting the Educational Opportunities Funds (#4336); other Branches focus on one of the over 800 special funds, most of which are under the Educational Opportunities Fund.

If you looking for a way to target your donation to a specific project, consider donating to one of the many Giving Circles. A few examples are: the Lilly Ledbetter Impact Grant Giving Circle ; The Mooneen Lecce Giving Circle , one of the major funders of the latest research report "*Why So Few? Women in Science, Technology, Engineering, and Mathematics*" and the earlier report "*Where the Girls Are: The Facts about Gender Equity in Education.*" and The Mary Ann Ahrens-Iowa Giving Circle .

A new Giving Circle can be developed in conjunction with the AAUW Senior Development Officer and requires a minimum of \$50,000 within two years of establishing the Circle. Feel free to contact me if your Branch has an interest in starting a new Giving Circle.

The AAUW strategic plan states that "AAUW will target our philanthropic efforts to support programs that provide women and girls with opportunities for a lifetime of success." Choose to support your passion through a donation to AAUW Funds.

Kathy Thrush Shaginaw, AAUW-PA AAUW Funds Chair

Dot McLane

AAUW Board Candidate for Director-at-Large

As you know in my former roles as Program Vice President and then President of Pennsylvania, my focus was always on the AAUW mission. This is because I believe passionately in our mission; this is why I joined and remain a member of AAUW. It is also why I have taken on the positions of Chair of the national Branch Program Task Force, whose charge is to promote mission-based programs to branches; and have remained an AAUW liaison for the National Girls Collaborative Project whose goal is to promote education and eventual careers in science, technology, engineering, and mathematics (STEM) to young girls; and, the reason I was trained as a \$tart \$mart salary negotiation workshop facilitator. All of these roles allow me the opportunity to work towards fulfilling our mission.

Another opportunity has come my way, to serve on the AAUW national board of directors. In this role I would have the chance to continue my efforts on a national scale, something I would very much like to experience. Most of you know me and my work in AAUW so I am appealing to my hometown to support my candidacy. For those who want to know more about me, I have created a candidate website at <http://dotmcLane-aaUWcandidate.wikispaces.com/>; a YouTube video at <http://www.youtube.com/watch?v=vsUI2gcNHZU>; and I am on Facebook, please search for me. My information, video, and website/Facebook links will be posted on the national website Meet the Candidates pages sometime in March and my candidacy statement will be published in the Spring Outlook. Feel free to contact me with any thoughts, questions, or comments directly at dotmcLane@comcast.net or 215-362-3805. Thank you for considering voting for me.



A look at state candidates

Linda Haigh Tozier

AAUW-PA candidate for Membership Vice-President

Linda Haigh Tozier, of the North Hills-McKnight Branch, is a candidate for the office of Membership Vice-President to the Board of Directors of AAUW-PA, a position she previously held from 1997 to 2001.

Linda has been an active member of AAUW for many years as evidenced by the following list of branch, state and Association positions she has held: AAUW Director-at-Large 2009-2011; Middle Atlantic Regional Director, 2005-2009; AAUW National Membership Committee, 1999-2003; AAUW-PA President, 2002-2004; AAUW-PA Membership Vice President, 1997-2001; AAUW-PA Board Member, 1990-2005— (Dist. Coordinator 7 yrs., Outstanding Woman Chair 5 yrs., Nominating Com., Leader-on-Loan 13 yrs.)

She also served as North Hills-McKnight Branch, President from 1987-1989; PVP, 1985-1987; EF, 1984-1985; Membership VP, 1982-1984; Williamsport Branch Holly Trail Chair, 1979, 1980.

Linda has shared with us that, “As a member of AAUW Membership Committee, I was one of five contributors who created the Shape the Future membership campaign in 2000.”

She holds both a BS and MS in Education from Bucknell University, with an emphasis on Early Childhood Education and has had a long career in the education of young children. She served as the Director of the Wexford Children’s Center 2001-2009 prior to her recent retirement.



The following response to these two questions is in the candidates own words, unedited.

What do you see as the primary focus of AAUW-PA?

Our AAUW-PA bylaws state that the purpose of AAUW-PA is to further the AAUW mission, program and policies within the state and promote, encourage and coordinate the work of the branches throughout the state. For over 81 years, our state organization has been providing support to our branches through strong communication, mentoring and offering opportunities for members to join together to share our experiences, celebrate our accomplishments and further our mission.

How would you use your elected position to work toward that goal?

I am running for Membership Vice President for a third term because I want to help the state Board encourage members to stay active and recruit others. As I transition into my third age (retirement), I intend to do everything I can to ensure that AAUW remains a vital force in Pennsylvania. AAUW has defined who I am and what I care about. For 20 years, so many of you have supported my work on the state board. For the next two years, I will support each of you as we advance equity for women and girls in Pennsylvania.

Susan Norris

AAUW-PA candidate for Secretary to the Board

Susan Norris, of the Valley Forge Branch, is a candidate for the position of Secretary to the Board of Directors of AAUW-PA. She holds a Master of Library Science degree and has worked for years in areas of Library Science and Information Services.

Susan has been an active member and held various positions in the following AAUW Branches: North Hills –McKnight (PA) 1974-75; Founding member of the West Harris County Branch in Houston (TX) 1976-78; Pottstown (PA) 1978-85. President of the Perkiomen Branch (PA) (branch dissolved); Valley Forge Branch (PA) 2000 – Present and served as President of the Valley Forge Branch 2007-2009.



The following response to these two questions is in the candidates own words, unedited.

Continued on page 5

A look at state candidates

Susan Norris

Continued from page 4

What do you see as the primary focus of AAUW-PA?

The primary focus of AAUW-PA is assisting branches in promoting equity for women and girls through advocacy, education, philanthropy and research. Some branches are struggling in these difficult economic times. Other branches have discovered the formula of success with increased membership and exciting programming. Our goal is to support and encourage struggling branches while awarding and emulating successful ones. And it's all about friendship.

How would you use your elected position to work toward that goal?

Keeping accurate and timely minutes of board meetings is important to assisting branches. Being on state board is an honor. As a long time member of AAUW in multiple states and branches I feel I have a lot to contribute to state board.

Leslie Gibson Wachob

AAUW-PA candidate for Financial Officer

Leslie Gibson Wachob, of the West Chester/ Chester County Branch, is a candidate for the position of Financial Officer to the AAUW-PA Board of Directors. Leslie has served the board in this capacity of Financial Officer for the past two years and seeks a second two-year term.

Leslie has extensive AAUW experience, as seen in the following list that recounts her volunteer history: AAUW-PA Finance Officer, 2009-present; West Chester-Chester Branch, Co-President 2007-2009; West Chester-Chester Branch Ways & Means Officer, 2009-present; AAUW-Louisiana Treasurer, 1997-2001.

She also held several Baton Rouge, LA Branch positions: Treasurer, 1995-1998; Secretary, 1993-1995 and various fund raising events. Leslie holds a Bachelors Degree in Sociology and has worked in financial accounting for the following: Accounts Receivable in Accounting Department, Great Lakes Chemical Corp., West Lafayette, Indiana; Assistant Bookkeeper, GBW Corp, Seattle, Washington; Treasurer for Summa Court Homeowners Association, Baton Rouge, Louisiana



The following response to these two questions is in the candidates own words, unedited.

What do you see as the primary focus of AAUW-PA?

Communication with branches and members should be the primary focus of AAUW-PA. The branches and members have to know what the AAUW-PA Board is doing and the Board has to know the wants and needs of the branches and individual members. Branch interaction could really help consolidate the AAUW family.

How would you use your elected position to work toward that goal?

Being AAUW-PA finance officer for the past two years has added a tremendous amount of insight into the workings of the Board and the general membership and how they communicate with each other.

So much information can be passed on by emails, phone calls, the *FYI*, the *Keystoner*, and AAUW-PA's up-to-date website. The AAUW-PA finance officer can help this communications process by contacting all branch financial officers with new information, answering questions in a timely manner and making available contact information for further advice. The state finance officer can help by keeping current on all information provided by Association.

The AAUW-PA Board must keep abreast with new technology to run an efficient operation. One such method is the new Membership Payment Program that the State has opted into this year. This would help save time and hopefully cut expenses. The State finance officer has to be fully informed on this new method of paying dues to Association as well as State.

The AAUW-PA Board, including the finance officer, talks to representatives of individual branches about their diverse needs. We must emphasize the benefits to the branches of communicating and working with each other. In doing so, we not only encourage inter-branch problem solving, but we facilitate it.

State Conference sessions will sparkle

Continued from page 1

There will be sessions on virtual communication, computer basics, and smart phones. Our website coordinator, Louise McLeod, will show how to use some of the more common features of today's cell phones. She will also join Margaret McGrath, AAUW-PA President, for "Virtual Collaborations," a presentation focused on ways branches can communicate electronically. They will discuss such topics as online book groups and e-branches.

Suzanne Kerlin, Conference Coordinator, will explain how to use Skype, a popular software application that allows users to make voice calls over the Internet. If you have a webcam, you can also make video calls that let you have virtual visits with friends and family.

If you are interested in branch issues, perhaps you might prefer to attend sessions devoted to some of the challenges branch leaders face. AAUW-PA Finance Officer, Leslie Wachob, has prepared "Finance in a Box" to help explain some of the details of AAUW money matters. Included will be tips for both new or returning branch finance officers.

Another workshop dedicated to leadership challenges is the session titled "Branch Leadership." Deb Roney, AAUW-PA Past President, and Fran Pierce, Bylaws Chair, will cover alternative leadership structures for your branch. Many branches, while they no longer have what has been called a full slate of officers at the helm, remain quite successful with either a leadership team or other types of shared leadership responsibilities.

Could your branch programs use a lift? You might want to attend "Programs in a Box" presented by Deb Roney, AAUW-PA Past State Co-President and Linda Tozier, AAUW board member. They will review programs available from Association and give participants the opportunity to explore the AAUW website and its many offerings.

District Coordinators Stacie Chandler, Susan McNamara, and Barbara Wheattall will be joined by Toni Hoffman, Easton branch, to discuss ways branches can collaborate on projects within districts or geographical areas across district lines. This presentation will give examples of ways branches can work smarter, not harder, to provide quality programs.

Maybe your branch would like to consider having a present or past state board member visit to present a program on their area of expertise or interest. Perhaps you would like to find out more about what's going on with national AAUW issues. Kathy Shaginaw, Leader on Loan Chair, will discuss how the Leader on Loan program can help.

Of course, one of the best reasons to come to a state meeting is to talk with other branch members and find out what works for them. Facilitating the "Success Sampler" will be Jean Macaluso, Membership Vice President. She will highlight successful programs and fundraisers from across the state. You will also meet people who can share their experience and expertise.

Perhaps your branch is looking for a community project that can make a difference. The workshop titled "Parents Guide" is just for you. Jacky Territo, Fox Chapel Area branch, will discuss how its "Finding Your Way" brochure can help parents determine the best public school options for their family. Included in the guide are the types of public schools, questions to ask when parents visit schools, and ways parents can assess the best fit for their child(ren).

District Coordinator Stacie Chandler will present tips on publicity and communications, including just how to get the word out to both branch members and people in the larger community.

Your head may already be spinning trying to figure out which sessions to attend or how you can get to all of them. Here are a few suggestions. First, consider the buy two, get one free registration option. With at least three participants, you can cover most of the workshops. With more than three you can cover not only the workshops outlined above, you can also take advantage of one of the workshops titled "Stress Relief." These three sessions will be devoted to relaxation techniques such as breathing, guided imagery, or stretching exercises. The presenter has not been confirmed as of "press time," but details will be available on the state website closer to the event.

The meeting will be held in State College at the Days Inn Penn State, 240 South Pugh St., just a block from Penn State main campus. For those who would like to extend their stay, 10 rooms have been reserved at the \$89 single/double occupancy rate. Reservations must be made before Sunday, March 27, by calling the hotel at 800-258-3297 or 814-238-8454 to receive the AAUW-PA discount. Reservations made online will not receive the AAUW-PA discount.



Registration Form
AAUW-PA Annual Member Meeting – Saturday, April 30, 2011

Name _____ Branch _____
Address _____ Phone _____
City, State, ZIP _____ Email _____
Special Needs: Dietary _____ Physical _____

Circle if 2010 /2011: Outstanding Woman OR Emerging Star

____ \$25 registration fee (check payable to AAUW-PA) enclosed

____ Third member of branch attending (Free!)

Speed Learning and Networking: 9:30 am – 11:05 am

Please indicate which activity you are likely to attend, so we can plan room sizes:

9:30-9:55 Computer Basics Finance in a Box Programs in a Box
Branch Collaborations Stress Relief!
10:05-10:30 Skype Spread the News! Leader on Loan
Virtual Collaborations Stress Relief!
10:40-11:05 Cell Phone Features Branch Leadership Success Sampler
Parents' Guide Stress Relief!

Registration Fee (includes Snack Break and Luncheon Buffet)\$25

Registration must be received by Wed., April 13, to guarantee lunch, workshops and materials.

TAKE ADVANTAGE OF SPECIAL MEETING MATH: 1 + 1 = 3

For every two branch members attending at full price (\$25 each), a third branch member attends for free!
(Note: All must be members of the same branch.)

Register online at aauwpa.org OR send registration form with your check (\$25 payable to AAUW-PA) to:

AAUW-PA Convention, c/o Sherry Crassweller, 2264 Charleston Drive, State College, PA 16801

For those lingering or arriving early . . .

Ten hotel rooms have been reserved for AAUW-PA at the Days Inn Penn State.

Individuals should call 800-258-3297 to reserve and guarantee their rooms before March 27, 2011.

Room Rate: \$89 plus 8.5% sales tax

NON-PROFIT ORG
US Postage
PAID
Erie, PA
Permit # 283

Equal Pay Day rally planned in Harrisburg

By Toni Ann Simmers, AAUW-PA State Public Policy Chair

Wear RED on Equal Pay Day to symbolize how far the pay of women and minorities is "In the RED"! The next Equal Pay Day is Tuesday, April 12, 2011. This date symbolizes how far into 2011 women must work to earn what men earned in 2010.

AAUW Harrisburg Branch and Lebanon Valley Branch members will join members from other branches, other women's groups and those who work in our Capitol for women's equality, in the Capitol Rotunda for an Equal Pay Day Rally. Please plan to join us this April 12th. Contact me at tonisimmersaauw@gmail.com for further information /directions/parking suggestions and so forth. The Amtrak and Greyhound transportation station is just about five blocks from the Capitol Rotunda.

The time of the rally is yet to be determined, but will be posted on the AAUW Harrisburg Branch website www.aauwharrisburg.org

Kathy Silks to give address on building legacy

Have you achieved your life's purpose? Do you know what it is? Discover ways to identify your passions, gifts, values, and aspirations and set attainable goals to achieve the future you want.

Kathy Silks, the *Create the Good* consultant at AARP Pennsylvania, will discuss this topic at the Every Member Meeting in State College. She has more than two decades of experience in public broadcasting. A past president and member of the Pennsylvania Public Relations Society, and has received communications awards from the Public Broadcasting Service (PBS). She was previously Vice President for Community Relations at WITF, central Pennsylvania's public broadcasting organization, where she worked from 1983 through 2008. She is a past president and member of the Pennsylvania Public Relations Society, which honored her with the Ernest R. McDowell Award for Excellence in Public Relations. She has also received communications awards from the Public Broadcasting Service (PBS) and the International Association of Business Communicators. A graduate of Albright College with a B.A. in Social Welfare, she is a native of Baltimore and currently lives in Harrisburg.