



DAWN BREAKER

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AMERICAN
ASSOCIATION OF
UNIVERSITY
WOMEN

IT'S SOLD OUT: WOMEN'S PATHWAYS TO EDUCATIONAL LEADERSHIP CONFERENCE

--submitted by Bets Brown, conference coordinator



Members of AAUW of Maine will be pleased to know that their conference, *Women's Pathways to Educational Leadership*, is fully enrolled. Over 120 teachers have signed up to participate in this event designed to inspire female educators to fill leadership vacancies in K-12 education in Maine.

The day, February 3, will start with a keynote address from Maine Commissioner of Education Susan Gendron. Some of today's leaders in Maine will participate in a discussion on the many pathways they have taken to achieve their current positions. In late morning, Lynne Coy-Ogen, Dean of Education at Husson College, will provide insights on aspiring to leadership. In the afternoon, breakout groups will cover strategic orchestration of job searches (Phyllis Deringis), interviewing and negotiating a contract (Stephenie Cook), career mapping (Theo Kalikow), finding a mentor (Cathy Folan and Sarah V. Mackenzie), and balancing personal and professional life (Jeanne Crocker, Barbara Eretzian, and Mary Alice McClean).

The *Women's Pathways to Educational Leadership Conference*

- * is the result of important partnerships,
- * fulfills the mission of AAUW,
- * supports equity and education for women,
- * provides a valuable service to Maine's educational community,
- * affords AAUW of Maine significant visibility, and
- * serves as a model project for other states (my paper on the conference has been accepted for presentation at the national AAUW convention in Phoenix in June 2007).

We have received additional funding from the Great Maine Schools Project of the Senator George J. Mitchell Scholarship Research Institute, Drummond Woodsum & MacMahon, and Tobi Schneider, Esq. In addition, both the Maine Principals' Association and the Maine School Superintendents Association have endorsed this event. Colby College has kindly provided the meeting site. The planning committee comprises representatives from AAUW of Maine, Kennebec Valley Community College, Maine Principals' Association and Albert Hall School, Union 52 School Districts, University of Maine Farmington, Maine Educational Leadership Consortium, and Colby College.

WHAT YOU CAN DO TO HELP!!

Members of AAUW of Maine are still needed to help organize the day. We can arrange overnight lodging for all AAUW volunteers who need it. Eight of you have volunteered to date, but we need another eight. All volunteers will have free meals for the day (and the night before, if they arrive early). If you are willing to help out, please contact me (207-649-0273 or bbrown@colby.edu). It would be great to have all the branches represented in this statewide project.

DRAT, DARN, AND SHUCKYDOODLES

The Editor's computer that holds her *Dawn Breaker* and AAUW information and correspondence went kaput during the preparation of this newsletter. Submissions may have been omitted. Let me know (bbrown@colby.edu) and I'll include the omission(s) in the spring issue.

MAINE ANNUAL CONVENTION
APRIL 27-28, 2007
SAMOSSET RESORT, ROCKLAND

Mark your calendars and make plans now to attend our annual state convention in April. We will be at the beautiful Samoset resort with its breathtaking views of the Atlantic Ocean and world class golf course. This year, our convention will have an international focus and a celebration of the 125th anniversary of AAUW-nationally and here in Maine. We will have a panel discussion with several interesting women including Bland Banwell, Board President of the Camden Conference. We will also welcome Grace von Tobel who will speak to us about her travels to Kenya and her work experiences there. In addition to our engaging speakers, we will also have our annual business meeting and be hearing from Patricia Ho, our Interim Regional Director, who will outline exciting, upcoming changes in AAUW's organization. These events along with the Achievement Citation Award, branch awards, the fabulous basket raffle for Educational Foundation, and good company will make this convention one you won't want to miss!

General Convention Schedule

Friday evening

6:30 p.m.	Dinner
7:30 p.m.	Awards and dessert

Saturday

8:00 a.m.	Breakfast
8:30 a.m.	Business meeting
10:00 a.m.	Panel Discussion
12:00 noon	Lunch and speaker
1:30 p.m.	Regional Update
3:00 p.m.	Wrap up

More detailed information will be available in the next *Dawn Breaker* as well as a registration form. We are collecting Maine AAUW memorabilia to help us celebrate our achievements during the past 80+ years. If you have something you'd be willing to share, or have questions in general regarding the convention, please contact Charmin Goehring-Fox at 207-756-0506 or email her at charminme@yahoo.com.

CONVENTION PREVIEW FROM GRACE VON TOBEL

During the past two Januarys, I have been a guest at the compound of Dolfine Gumba Dawa Oliech in rural Kenya. She is the founder of Korando Faith Widows and Orphans Group. Her husband and she provide a home for 25 AIDS orphans. As retired teachers, they built and operate a primary school and are about to open a secondary school for orphans. Mama Dolfine also conducts multiple income-generating projects that provide training, work and income for AIDS widows and orphans (when not in school). Mama Dolfine is a charismatic dynamo. I am excited at the transformation beginning in Korando. Their compound is currently "off the grid" with a shallow, hand-dug well. Water is pulled up by the bucketful until the well runs dry, and then they must walk to the river for water. In the future, we see a deep-well water system with storage tanks, solar panels, and sustainable businesses to support widow-orphan households. I am in the process of starting a non-profit charity to continue raising funds for sustainable projects for African widows and orphans.

PRESIDENT'S GREETINGS
SUBMITTED BY BETSY EGGLESTON, AAUW OF MAINE PRESIDENT



Let's Celebrate!! Happy 125th Birthday to AAUW! On November 28, 1881, seven women met in Boston to form an organization to advance the notion of women's education and to provide opportunities for college education and lifelong learning. Today, we continue their leadership and vision for women although with somewhat different concerns and challenges. This celebration ends at our National Convention to be held in Phoenix, AZ from June 29 to July 2, 2007.

To visit our Maine branches of AAUW and meet many members is one of the pleasures of being president. The October meeting of the Penobscot Valley Branch was the first such one. Thank you to their leadership for inviting me to speak and share in their fellowship. In November, the Midcoast Branch celebrated their 80th year. Mary Ireland and her committee served a lovely luncheon with many members and friends attending. One of my goals for 2007 is to attend a meeting of each of the branches.

The Women's Pathways to Educational Leadership Conference will occur on February 3, 2007, at Colby College. Thanks go to Bets Brown and her committee for this very important conference for future educational leadership. This event exemplifies our dedication and hard work to move forward women's issues and learning here in Maine

AAUW of Maine has lost a dedicated and hardworking member, Jeanne Hammond of the Waterville Branch. She was a former AAUW state president, our by-laws chairman and, for many years, our state parliamentarian. I remember Jeanne's warm welcome at state meetings and her gentle guidance. She will be greatly missed.

Thank you to all of the AAUW of Maine membership for your dedication to those original goals and objectives for women 125 years ago and the willingness and hard work to continue it into 2007 and beyond.

MEMBERSHIP MATTERS
SUBMITTED BY PAT RATHBUN, MEMBERSHIP VP

Would You Like to Win a Trip to Phoenix?
Add Your Name to the Lucky Draw!

Did you know you could earn a chance to **Win a Free Trip to National Convention** just by recruiting a new member to AAUW? It's easy! When a new member that you recruited is registered, and your name and membership ID are indicated on the form, you will be formally recognized as a recruiting member on www.aauw.org and your name will go into the pool for the drawing. Someone will win a free trip, and it could be someone from Maine!

According to the latest report, Charlene Goehring-Fox is on the list, and Pat Rathbun will soon join her. Now it's your turn to get your name in there.

Half Price for Winter Recruits

Don't forget that new members who join between **January 1 and March 15** pay only half of the regular national and state dues. Instead of \$45 national, that's \$22.50. Instead of \$10 state dues, that's \$5, for a total of \$27.50 plus the branch dues charges. Take advantage of this great deal to urge new prospects to commit to AAUW.

Notes from the Membership VP's Desk

When I am asked, "Why join AAUW?" I often find it hard to know where to begin, but I'd like to share some recent comments made by new members in my branch.

"I believe in the AAUW mission and philosophy."

"A way to meet other women in the community, where I am new."

"A place to be engaged with other women and involved in the community." (continued on page 4)

Notes from the Membership VP's Desk (continued from page 3)

"A good networking opportunity."

And from our youngest member, "I value the opportunity to interact with interesting women of all ages, instead of just my own age."

Younger women, who are just entering the workforce, and may be living far from their parents, can really benefit from knowing a few women who know their way around the community, know who to call for what, and how to get things done. They want to be engaged in something worthwhile, and activities that go beyond their own social scene. The fact that the more "experienced" women can also serve as role models and provide occasional advice is just another benefit.

Membership recruiters can tap into this age group by going where they need to in order to find these young women. Be creative.



CALL FOR NOMINATIONS FOR 2007 ACHIEVEMENT CITATION AWARDS

Chapter presidents, dig through your stack of Christmas cards and find that errant nomination form. There is still time to nominate a worthy candidate for the 2007 Achievement Citation Award. The deadline is January 31, 2007. If you can't find your form, contact me at kgsweeney@gwi.net.

Kristin Sweeney
Chair, Achievement Citation Award Committee

AAUW MEMBER RECEIVES HONOR

--SUBMITTED BY REGINA OLIVER

Waterville Branch member and President of the University of Maine at Farmington Theo Kalikow was honored recently as a recipient of the 2006 Deborah Morton Award at a convocation ceremony held on the University of New England's Westbrook campus. The Deborah Morton Award is presented yearly to recognize outstanding women who have achieved high distinction in their careers or whose leadership in civic, cultural, and social causes has been exceptional. Kalikow has been the recipient of numerous awards including induction to the Maine Women's Hall of Fame for which the Waterville Branch nominated her several years ago. She was honored for the statewide impact of her achievements, her effect on improving the lives of women in Maine and the enduring value of her contributions to women.

EDITOR'S NOTE

The next *Dawn Breaker* deadline is March 9, which is a bit early this year. We need to be sure to have the state convention information to you in time for you to register. The Midcoast Branch is working very hard to make this a special day. Please plan to attend. The coast is lovely in late April.

Contest. Are you interested in issues of social justice for women, the effect of war on women around the world, the effect of peace on women around the world, women and the environment (there's so much we can do), women's economic security, paths of spirituality traveled by women or other related topics? Please submit an article to the *Dawn Breaker* editor (address on page 12 or bbrown@colby.edu) (no more than one page). I will publish as many as I can in the next issue...and we'll have a prize at our AAUW of Maine Convention in April!!!

MESSAGE FROM YOUR REGIONAL DIRECTOR PATRICIA HO



Dear New England AAUW Members,

Greetings! As some of you may know, on October 1, 2006, I was appointed your Interim Regional Director during the extended illness of Marcelline Barron. We wish Marcelline the very best for a full recovery in her courageous struggle against cancer. Her spirit is indomitable!

I have declared candidacy for my own term as RD 2007 - 2009, with election at the National Convention 2007. Meanwhile, I offer any assistance as your direct liaison with the Association. I will make every effort to keep you informed, to keep you connected with the Association and Educational Foundation and to make your voices heard. I also hope to facilitate the sharing of updates and resources and strengthened collaborative efforts among our New England states. Please contact me if you have any questions or concerns.

As background information, I have been a branch and state president in Massachusetts, and national chair of the AAUW Conference of State Leaders 2006. I also serve on the Association Program Development Committee and on the boards of other state and regional organizations.

In October, I participated in the Association and Educational Foundation joint board meetings in Washington DC, which considered historic new directions for AAUW -- as proposed by the sixteen-month Strategic Process, to which 11,000 members offered input.

The entire SP work and findings are outlined at www.aauw.org under *Strategic Planning Process, Principles for Change, Draft Strategic Process Roadmap, and Key Messages*. All members are strongly urged to review these documents to understand the dramatic, positive changes ahead. The joint boards have adopted **dynamic new Mission and Vision statements** -- which may now be used by states and branches.

The *Principles for Change* address commitment to a single mission, transformation of the membership profile, and strategic restructuring of the organization. The joint boards have commissioned working groups to make specific recommendations regarding the issues of corporate, board, single governance and organizational structures, communications, and proposed bylaws amendments for delegate vote at the National Convention.

These are the issues that I need to discuss with you at your spring convention. All RD's have been directed to request such time to inform members regarding new directions, some of which may be implemented immediately following the National Convention.

Because the delegate vote on proposed bylaws amendments at Convention will determine AAUW's future, members are encouraged to explore ways to attend June 29 – July 2, 2007 in Phoenix, AZ. More details are forthcoming.

I look forward to meeting you, best wishes, Patricia
PatriciaHoAAUWMA@aol.com 978-921-6658

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SURF THE WEB TO LEARN MORE ABOUT WOMEN AND GIRLS IN MAINE

Maine Women Writers Collection	www.une.edu/mwwc/
Maine Women's Lobby and the Maine Women's Policy Center	www.mainewomen.org/
Hardy Girls Healthy Women	www.hardygirlshealthywomen.org/
Zoey's Room	zoeyroom.com/
Maine Centers for Women, Work, and Community	www.womenworkandcommunity.org/
Maine Women's Agricultural Network	www.umaine.edu/umext/wagn/
Maine Women's Network	www.mainewomensnetwork.com/
Maine Women in the Arts	www.mainewomeninthearts.com/

NEWS FROM THE BRANCHES

Waterville Branch

--submitted by Cathy Bevier, Co-President

We've mentored girls in career decisions, celebrated Maine authors, and learned about local and international politics this fall. Our Future Focus career day was a great success. Five schools sent 350 8th grade girls to talk with more than 50 women representing a wonderful variety of careers. Peggy Moss, writer and advocate for the prevention of hate crimes, began the day with a strong anti-bullying message, and Joan Kennedy wrapped things up with a rousing singing performance. We hope the attendees are now looking at career options with broader perspective. Our biggest fundraiser, the Meet the Maine Authors book sale, was a great success in November, and we will once again make a generous donation to the Educational Foundation. Used books sold well throughout the day, and eight Maine authors gathered with guests to talk about and sign their books.

At our October meeting, newly-elected Maine Senator Lisa Marraché motivated us with her discussion on how she manages family, career, and community service. In her position as a politician, she has focused on women's health and human trafficking, and has worked to get more regulation in place for finding and persecuting potential criminal traffickers. In November Joan Carling, the 2006 Colby Oak Human Rights Fellow from the Philippines, described her work advocating human rights with the Cordillera Peoples Alliance. Her personal sacrifices have been great, but the work she does makes a difference. We wish her a safe return and continued progress with her projects. The December holiday auction raised even more funds for EF and LAF. We were saddened by the loss of long-time member Jeanne Hammond and will be making our contribution in her honor.

We have an exciting line-up of spring programs. We'll hear from Maine author Jenny Boylan, from Sarah Sugden about the Maine library system, how women can contribute to growing Maine's economy from Suzanne Crawford, and the basics about birding from our own Bets Brown. The Waterville Branch meets the third Wednesday of every month at 7 p.m. in the Schair-Swenson-Watson Alumni Center at Colby College. We enjoy visitors so please join us you're in the area!

Penobscot Valley Branch

--submitted by Janet Givens for the Penobscot Valley Leadership Team

The Penobscot Valley Branch has planned a variety of interesting programs and projects for the Fall. We continue to be led by a Leadership Team, and have between 35 and 40 members. On September 13th we welcomed current members and their guests at a dessert meeting featuring Betsy Eggleston, president of AAUW of Maine, as our speaker.

Bangor was the location of our Get Out the Vote meeting in October. In November we heard from the Outreach Coordinator for the Teen Powerhouse, which serves the greater Bangor area.

We made a generous donation to the Mabel Wadsworth Women's Health Center. Scholarships will be awarded to high school girls and non-traditional women college students. Books are collected all year for our major fundraiser, the Booksale.

Midcoast Maine Branch

80th Anniversary. Originally formed in November 10, 1926, in Lincoln County, the Midcoast Maine AAUW Branch celebrated its 80th anniversary on November 15, 2006, with a lunch complete with singing and a special "birthday" cake. Last spring Margaret Shea presented a carefully researched program about the nine charter members to set the stage for our upcoming anniversary year.

In attendance on November 15th was Elizabeth Eggleston, state president. Several former presidents and members who had moved from the midcoast areas were also in attendance. Having successfully launched the first Maine Authors Series & Literary Festival on November 3-5, this anniversary event was literally icing on the cake.

Longfellow Prize 2007. The Midcoast Maine AAUW Branch will sponsor the scholarship awards for the Longfellow Prize 2007, a statewide sonnet writing contest for high school students. The contest is open to any Maine high school student, and each school is allowed to submit their top three sonnets to the contest to the contest judge, Dr. William Watterson of Bowdoin College's English Department by March 15, 2007.

The best three sonnet writers across the state are selected and each is awarded \$300 during a special ceremony at the Bowdoin Chapel. The 2007 ceremony will be held on Saturday, April 28 from 2-4 p.m. This event is open to the public and refreshments will be served. Entertainment will feature the Bowdoin group, the Longfellows, and original music and lyrics from the Mt. Blue High School Voices.

Further information on the Longfellow Prize, established in 2001, may be obtained from the project founder, Midcoast Maine member Nancy Merrow via her email: nanmerrow@verizon.net. We are eager to increase participation in this precious project across the state. Last year, seven high school entered the contest, mostly from urban schools from southern and coastal Maine.

Hancock County Branch

--submitted by Louise Storer, President

On October 26, the Hancock County Branch co-sponsored (with the local BPW) a debate on TABOR which was attended by about 50 people - a very good turn-out compared to other area meetings on the same topic. Afterwards, we were thanked informally by both supporters and opponents for having organized the debate.

The December meeting has been for several years a combined pot-luck dinner and auction to raise money for EF/LAF. The most successful items at the auction are those which have been made (in some sense) by the members, such as foods, craft work, or plants.

In January, our meeting will be devoted to our annual informal book reports. Each member has about five minutes to recommend one or more books she has read recently which she thinks others might enjoy. We have been doing this in January for a number of years and participation has always been good.

In February, we plan to have a catered luncheon at a near-by retirement community and hear a reading by a local poet whom many of us know.

Bath-Brunswick

--submitted by Genevieve Goltz, Branch Liaison

The branch had an interesting presentation in November by Susan Dorn, Director of the Campus Community Service Resource Center at Bowdoin College. She brought three very enthusiastic students, who described their work experiences. The college has over 800 students presently volunteering in the community. For several years, the branch has benefited from student help in cleaning and preparing our one-room Growstown School for classes, which begin each fall.

In December we combined a Holiday party with our traditional fund raising "Greens Event". It was a delightful, social evening enjoyed by members and spouses in a member's lovely, historic Brunswick home. The "Greens" totaled about \$1400. Last month our annual scholarship fundraiser, the sale of Sally Foster items, brought in over \$1000 toward an award to a high school graduate.

We will again collect clothing for "Dress for Success" at our February "Equal Pay—Where Are We Now?" program. Cooperation with local used clothing outlets, by accepting items not suited to their clientele, is being considered.

You are invited to visit our branch website. It is up and running thanks to Debbie Schall and a Bowdoin Community Service student. Click on Community Resources at www.curtislibrary.com

REGISTRATION DEADLINE FOR NATIONAL CONVENTION

There has been a delay for the launch of convention registration. The convention registration site will be launched January 29, 2007 at noon ET. The very hard-working national office appreciates your enthusiasm and looks forward to seeing you in Phoenix, Arizona June 29-July 2, 2007. For immediate notification of the convention registration site launch, register for the convention updates at http://svc.aauw.org/Conv2007/Updates_via_Email.cfm.

A VERY EASY FUND RAISER FOR AAUW MEMBERS

If you shop at Amazon.com, you can easily raise money for AAUW. The next time you go to buy a book, a DVD, a flatiron, a calendar, or anything else at Amazon.com, enter that website through AAUW's and a percentage of your purchase will go to AAUW without costing you any extra. AAUW has for many years had this exciting partnership, of which our members should remember to take advantage.

Here's how: When you are ready to make your next purchase from Amazon.com go to the main website for AAUW (www.aauw.org). Click on the Amazon.com logo, which will take you to Amazon.com. By going through the AAUW website, Amazon knows to take part of your purchase and give it to AAUW.

PASSING



For the second time in one year, we have lost a past president of AAUW of Maine. Jeanne Littlefield Hammond of Albion died in peace surrounded by her family on November 19, 2006 after a courageous battle with cancer.

Jeanne was born in Dexter, Maine on August 26, 1927. After graduating as valedictorian from Newport High School, Jeanne continued her education at Colby College earning a Bachelor of Arts Degree in English in 1949. While in college, Jeanne worked at City Job Print as a typesetter and proofreader, where she met her future husband, Earle M. Hammond. In 1951, she and Earle married and started their family of seven children.

With her quiet dignity, love and support, Jeanne has always been the mainstay of her family. She and Earle spent many summers with the kids at their camp on Lovejoy Pond in Albion, adjacent to Earle's family homestead. In 1990, Earle and Jeanne decided to move into the farm which quickly became the gathering place for all the family. In 1997, Jeanne unexpectedly lost her husband of 46 years, just five days before a planned vacation to California.

During her 35-year tenure at Colby's Registrar's Office, Jeanne touched the lives of thousands of students and hundreds of faculty members. She also worked 45 summers running the Lancaster Course in Ophthalmology at Colby.

Throughout her life, Jeanne worked tirelessly for the equality of women. In 1955, she joined an organization to which her mother belonged, the Waterville Business and Professional Women. She held every local BPW office, sat on most committees, and served as state president. She was honored for 50 years of service to BPW in November 2004. She was honored for her volunteerism by Waterville BPW in November 2005 at the REM Community Awards Ceremony. Jeanne spent many years as a trustee and was currently serving as president of BPW's Futurama Foundation, which provides educational scholarships for Maine women.

Jeanne joined the American Association of University Women in 1978. She held most local offices and served as state president and state parliamentarian. She received AAUW's Achievement Citation Award in 2000. Jeanne encouraged many AAUW members to step up into leadership positions and worked tirelessly to build AAUW of Maine.

Her community involvement also included REM, The Red Hat Society, Albion Historical Society, American Legion Auxiliary, Maine Women's Lobby, and Colby Alumni Association.

In lieu of flowers, the family hopes to establish a memorial scholarship in her name through the BPW Futurama Foundation. Donations may be sent to: BPW Futurama Foundation, c/o Lynn Soucy, 26 Cowen Road, Dedham, ME 04429.

A SUCCESSFUL STORY: COMMUNITY- AND MISSION-BASED PROGRAMMING STRENGTHENS BRANCH FROM CHARMEN GOEHRING-FOX ON BEHALF OF HOLLIE BAGLEY, HINGHAM (MASSACHUSETTS) AREA BRANCH MEMBERSHIP VICE PRESIDENT

The Hingham Area Branch was able to increase its membership by 25% last year through a combination of strategies and hard work. In June of 2005 our board met to decide the future of our branch, which was stagnating -- same membership, same officers, etc. We listed what did work for our branch and what did not work and then came up with a strategic plan. We knew we had to concentrate on membership and we approached it with a team effort: membership, program, publicity/visibility.

Our branch has always strived to have mission driven programming. We merely changed the emphasis from \member centered programming to community service centered programming. We tried to target a specific audience with each of our monthly programs.

In October we held our program at a newly opened retirement complex (age 62+). Our guest speaker, a former Rockford Peach baseball player, spoke on her history as a female athlete and overcoming obstacles facing women in sports. At age 84 she is still a dynamic speaker and drew a large (75+) audience. Our November program featured a local high school peer group's efforts to establish and maintain an atmosphere of tolerance in school. Our targeted audience was middle school parents interested in this high school program. In December we held a holiday social evening in the home of a member. Our February meeting on financial literacy for women targeted younger women. We held it at a local restaurant and billed it as a "stop after work for a quick bite or drink and learn what every woman needs to know." In March we targeted community activists and attracted a full house with our alternative energy topic: "Energy Plans for Our Future: What Can Your Town Do?" We partnered with the local League of Women Voters.

All of our programs drew more than "regular" members. I would say all, but the November meeting had more people from the community than members. All was not perfect, but it was a successful year. Programming worked hand in hand with membership and publicity. We worked very hard on publicity.

- 🍎 The Membership VPs sent over 100 letters to past and prospective members inviting them to our September Pot Luck dinner.

- 🍎 The publicity team produced a bookmark with our programs and dates and distributed them to over fourteen local public libraries in our branch area.

- 🍎 We produced and distributed flyers on our programs each month.

- 🍎 We sent news releases on all our programs to all local newspapers and media outlets. We also sent publicity on our attendance at the national convention, the election of officers, the local scholarship recipient and any other topic we thought would keep AAUW visible in the community.

- 🍎 We had a letter to the editor published on the Alito appointment.

- 🍎 Our branch president who is an enthusiastic AAUW member and a freelance writer was able to get a wonderful article about our branch published in a community newspaper for women. It was probably one of the most successful recruiting tools in it she mentioned our programming and events. In addition, at the strategic meeting we decided to establish three new interest groups to help bond our members and attract new members. We already had a book group. We instituted an adventures in dining group, a girls' game night, and a writers group. All helped bring in members.

Our most successful undertaking has been our collaboration with our sister AAUW branches to produce two outstanding mission driven, Educational Foundation (EF) research-based, action projects. In 2005 the Hingham Area Branch partnered with the Attleboro, Foxboro, Taunton, and Worcester branches to produce "Family Friendly Workplaces," which culminated in giving AAUW recognition awards to six area workplaces who were family friendly based on the EF research in Women at Work. This project has been duplicated successfully by other branches. This year we teamed with the Foxboro, Taunton and Worcester branches to bring a college fair to nontraditional students by holding it at a mall in a city with a very diverse ethnic population. Our "My Turn to Learn" was so successful we are enthusiastic about holding it again next year at another mall. You can read more about it at our website, www.myturntolearn.net. As you can see, our success was a product of hard work on the part of some very enthusiastic and energetic AAUW members. We want to share our passion for AAUW because equity is still an issue and we know and hold dear the AAUW programmatic theme *Education as the Gateway to Women's Economic Security*.

We know we cannot rest on what we accomplished this year. It will mean more work to retain our current membership and recruit new members, but our members are proud of our programming and it has made it easier to invite women to join. Visit our branch webpage at <http://www.aauw-ma.org/Hingham%202005/index.htm>.

VALUE OF PROGRAMMING

SUBMITTED BY CHARMEN GOEHRING-FOX, PROGRAM VP

Here's some food for thought as you plan the rest of the 2006-07 year and as you begin planning for the 2007-08 year.

What's the Big Deal? "Why should we change our branch methods?"

Branch meetings should project AAUW, its mission, and its focus into the community. The branch should be offering to the community, its members, and potential members programming that is in synchrony with the AAUW mission and current programmatic theme. These activities are strategic in meeting branch/state goals of promoting education and equity for women and girls and in becoming a well recognized and dynamic group in your community. Leaders should plan activities as a comprehensive whole for the program year, not simply as filler for each branch meeting.

"We'd like to attract more young members. Will mission based/theme-based programming help us?"

As more women reach professional levels in their chosen fields, the promotion of equity throughout society for all women and girls becomes even more of a priority. AAUW is the premier organization whose mission is education and equity for women and girls. Local branches are the most visible source in the community for information and action on issues of equity.

Studies show that young professional women are searching for avenues to participate in meaningful ways in their communities at varying levels of participation. Many are balancing fulltime jobs with family responsibilities, in addition to their interest in community involvement, so the AAUW branch should offer inquiring potential members the information and the level of participation they are seeking. This means planning activities that appeal to your professional women's interests and offering activities at times and places conducive to participation by younger women. It also means creating volunteer opportunities of various sizes -- for example, a few hours once a month for a specific task, or a project that someone can do at home whenever they have a bit of time to devote to it. Be sure to give new members encouragement to do things in their own particular ways and the support to be successful.

"It's always the same people involved in our branch activities."

Branches must enlighten and inspire prospective and current members to put the AAUW mission into action. Meetings and events structured around the AAUW mission bring purpose to the branch and bring the full range of AAUW resources into the community. By partnering with other community organizations, the AAUW mission is spread even further.

Planning for a single "event" or for monthly branch meetings can involve many members, as the branch planning pie can be divided into many small, achievable pieces. Branch leadership can also be divided into smaller units to achieve the promotion of AAUW's mission and foster greater participation. As the feeling of accomplishment spreads, more members will want to take part. Participation leads to ownership.

"OK, I'm convinced. When and how do I start?"

You have already started by reading this toolkit. Speak to your branch president, membership, public policy, and Educational Foundation/Legal Advocacy Fund chairs and anyone else who might be interested in this type of programming. Brainstorm about all of the different aspects of the new theme, Education as the Gateway to Women's Economic Security, could be used to reach out to others in the community and in the branch. Be inclusive - everyone can contribute!

Benefits and Power of Programming

The benefits to a branch of using mission-based programming can be enormous. As the AAUW branch hones its Program, community and branch interest peaks. Potential members invited to attend a branch meeting will sense the energy of accomplishment, no matter how small. Leaders who delegate tasks to less active members will discover new leaders who are willing to take the chances necessary for branch/state renewal. Use of the AAUW Membership Toolkit and the Leadership Toolkit in conjunction with the Program Toolkit will bring results. Membership grows, leadership is developed, branch/state programming is more interesting -- the possibilities are endless.

Results of Mission-based Programming for You, the Branch, and the State

- ~~Information is shared and received, helping women/girls you care about.
- ~~Lots of opportunities are created for many to get involved.
- ~~Participants find a way to make a difference in the lives of women and girls.
- ~~Collective action improves your local community and the world.
- ~~Everyone has an absolutely great time!

WHO SAID IT?

Match the person with the quotation. Answers on page 12.

- | | |
|------------------------|---|
| a. Mary McLeod Bethune | 1. Brevity is the soul of lingerie. |
| b. Virginia Wolff | 2. You cannot belong to anyone else, until you belong to yourself. |
| c. Tallulah Bankhead | 3. Tears mess up your make up |
| d. Mae West | 4. Knowledge is the prime need of the hour. |
| e. Dorothy Parker | 5. Between two evils, I always picked the one I never tried before. |
| f. Pearl Bailey | 6. The less I behave like Whistler's mother the night before, the more I look like her the morning after. |
| g. Julia Child | 7. It is in our idleness, in our dreams, that the submerged truth sometimes comes to the top. |

CELEBRATING AAUW'S HISTORY PAST EDUCATIONAL FOUNDATION AWARD RECIPIENTS



Jenny Bramley, who later invents a cathode ray tube for televisions, is the recipient of an American Fellowship – 1935

Barbara McClintock, who in 1983 will win a Nobel Prize for her work in genetics, receives an AAUW Achievement Award – 1947



Hanna Holborn Gray earns an American Fellowship in 1954. In 1980, as the president of the University of Chicago, she wins the AAUW Achievement Award. Gray also is the recipient of a Medal of Liberty and the Presidential Medal of Freedom, the nation's highest civilian award.

Rachel Carson, the environmentalist whose landmark book *Silent Spring* (1962) will lead to restrictions on pesticide usage worldwide, wins the AAUW Achievement Award. – 1956



Critical essayist and human rights activist **Susan Sontag** is awarded an American Fellowship. -- 1957

Judith Resnik receives an American Fellowship. Resnik later becomes the second U.S. woman in space and a crew member of the ill-fated *Challenger*. –1975



Donna Shalala, who later becomes secretary of the U.S. Department of Health and Human Services, receives the Foundation's AAUW Recognition Award for Emerging Scholars. -- 1976

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CALENDAR FOR 2006-2007 **CELEBRATING THE 125TH ANNIVERSARY OF AAUW**

- February 3, 2007 AAUW of Maine's *Women's Pathways to Educational Leadership Conference*, Colby College. Contact: Bets Brown, 207-649-0273.
- March 3, 2007 Spring Leadership Team Meeting in Ellsworth (All members welcome!)
- March 9, 2007 *Dawn Breaker* Deadline
- April 27-28, 2007 AAUW of Maine State Convention in Rockland. Hosted by the Midcoast Branch
- June 29-July 2, 2007 AAUW National Convention in Phoenix, AZ
- August 15, 2007 *Dawn Breaker* Deadline

Answers to "Who Said It?" quiz:
a4, b7, c6, d5, e1, f2, g3