

# The Shareline



President  
Linda Slater

Past President  
Helene Carr

President Elect  
OPEN

VP Membership  
Erica Campisi

VP LAF  
Ursula Batz

VP EF  
Bonnie Smith

VP Finance  
OPEN

Corresponding Secretary  
Barbara Jones

Recording Secretary  
Liz Bathgate

Shareline Editor  
Sara A. Kaplan

WEB Mistress  
Jackie Wilferd

## DATES TO REMEMBER

June 7 Tech Trek Campers Social 2-4 pm Fremont

June 14 Installation Luncheon 11:30-2:30

July 19 Branch Strategic Planning Meeting 10-2

## AN UPDATE FROM THE MEMBERSHIP DESK

### MEMBERS WE NEED YOU!

We are running far behind our annual renewal. The Branch Dues Report is due in Washington by the end of the month. If you have not renewed your membership, please do so as soon as possible. Use the stamped envelope that was provided to you in the March *Shareline*.

### PLEASE DO NOT DELAY YOUR RENEWAL!

If you have problems paying the dues of \$80.00, please do not hesitate to give me a call at 278-5836. A few years ago we set up an Angel Fund for those members that experience a hardship paying the dues. So, please write the check today or give me a call.

Looking forward hearing from your soon.

*Erica Campisi*

## PRESIDENT'S MESSAGE

As our Branch comes to an end of another successful year, I would like to take a moment and review the highlights for PY 2007-08.

It was my first year as Branch President. Audrey Wede, our then Finance VP, presented an aggressive budget plan at the annual membership event. During Strategic Planning last summer, the Board proposed to send six (6) girls to Tech Trek, at a cost of \$4,500, and to give two (2) \$2,500 scholarships in addition to our regular contributions for Educational Foundation (EF) and Legal Advocacy Fund (LAF). Starting out, we had a lot of fundraising ahead of us.

First we implemented a new fundraising method for Tech Trek, the "Dine-Out" fundraiser that allowed local dining merchants the opportunity to give a portion of the dine out revenue as a contribution. Barbara Jones and Peggy Robinson very successfully managed this fundraising method; it raised enough money to send one (1) girl to Tech Trek.

Other successful fundraisers for Tech Trek included: the two (2) plays members enjoyed organized by Ruth Kuftin and Barbara Jones, flower bulb sales organized by Erica Campisi, a yard sale organized by Nancy Turner, and member contributions, including generous donations from Bob Bathgate, handyman, among others.

Local Scholarship got a big boost from the Tamale Fiesta organized by Helene Carr and the Souper Supper organized by Dee Donaldson. These events combined with carryover monies, donations on behalf of Mary Mayer and a Women in History presentation made it possible to present two (2) \$2,500 scholarships to women attending Chabot College who are going on to a 4-year university in the fall. Members will have an opportunity to meet these wonderful women at our Installation Luncheon on June 14th, so get your reservations in now.

The Educational Foundation, chaired by Bonnie Smith, planned to contribute \$3,500 to National for PY 2007-08. We exceeded our goal through a very successful Walk-a-Thon event at Garin Park organized by Bonnie, sale of Entertainment Books organized by Betty Lucchesi, the Holiday Party silent auction, some carryover monies, and interest from the Branch Certificate of Deposit.

The Legal Advocacy Fund, chaired by Ursula Batz, planned to contribute \$1,000 to National for PY 2007-08. The primary fundraiser for LAF is the Cabernet and Chocolate Event, including the donation drawing, organized by Ursula, plus individual member contributions.

Congratulations to our Branch! We met all of our contribution goals for PY 2007-08. My thanks to all the talented women who stepped up to chair committees, organize fundraisers, and help on fundraisers/committees. You know who you are! Your contributions are what make our branch so successful.

Please come join the Board at the Branch Strategic Planning meeting on July 19, 2008 to plan another successful year in PY 2008-09.

*Linda Slater*

**AAUW INSTALLATION LUNCHEON**

**Saturday, June 14, 2008**

**11:30 am ^ 2:30 pm**

**Dick's Restaurant Banquet Room  
3188 Alvarado, San Leandro, CA 94577**

**\$25.00 per person**

***Come meet our 2008 Local Scholarship recipients***

Name: \_\_\_\_\_

Guest(s): \_\_\_\_\_

Enclosed \$ \_\_\_\_\_

Please select meal choice. All meals include coffee or hot tea and dessert.

# \_\_\_\_\_ Grilled Salmon                      # \_\_\_\_\_ Broiled Chicken Breast

# \_\_\_\_\_ Cobb Salad                              # \_\_\_\_\_ Vegetarian Stir Fry

Deadline is June 7. Make checks out to *H-CV AAUW* and mail to Nancy Turner, PO Box 6352, Hayward, CA 94540-6352.

**SLATE OF OFFICERS FOR 2008-09**

The members who attended the General Membership Meeting on May 10 elected the following officers:

- President: Linda Slater
- President Elect: Open
- Membership VP: Erica Campisi
- Finance VP: Peggy Robinson
- Program VP: Helene Carr
- EF VP: Bonnie Smith
- LAF VP: Ursula Batz
- Recording Sec: Liz Bathgate
- Corresp. Sec: Barbara Jones
- Nominating Com: Liz Bathgate, Helene Carr, Ruth Leth, Barbara Jones, Evelyn Gertler

**American  
Association of  
University Women**

Hayward/Castro Valley  
Branch

**Advancing equality  
for women and girls  
through advocacy,  
education, and  
research.**

We're on the Web!

See us at:

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

(national site)

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

(California main)

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

(local site)

## STRATEGIC PLANNING MEETING

Fellow Board Members,

You are cordially invited to come strategically plan Branch programs, finances and calendar of events for PY 2008-09.

What: Potluck Strategic Planning Meeting - bring a favorite dish to share for 12

When: Saturday, July 19, 2008  
10 AM to 2 PM

Where: Creekwood Apartments Community Room  
22294 City Center Dr  
Hayward, CA 94541

Work with the new Board to plan programs for the Educational Foundation, Legal Advocacy Fund, Tech Trek and Local Scholarship, including the finances to support these valuable programs.

Your Board welcomes and appreciates everyone's input and support!

RSVP to Linda Slater by Friday, July 11th.

Together we can make 2008-09 even better than 2007-08.  
See you there!

*Linda*

### ***A NOTE FROM THE CORRESPONDING SECRETARY***

There will be no *SHARELINE* during the coming summer months; the next issue will be in September. However, please continue to contact your corresponding secretary when you have news about branch members. Friends would like to be able to send cards and notes to those who should be congratulated for special accomplishments or milestones or for those who are ill and need to know we care.

Write Barbara Jones at [bb\\_jones@pacbell.net](mailto:bb_jones@pacbell.net) or call her at 538.0516.

Let's all keep in touch in the weeks ahead.

*Barbara*

### TAMALE DINNER & RAFFLE RECAP

The consensus of the 60 members and their guests was that this innovative fundraiser was fun and delicious, a winner! The handmade tamales were a standout. And the raffle brought in over \$1000 to help fund the two scholarships awarded to Chabot College students Janelle Morimoto and Prisma DeLeon.

It is a source of pride that the women in our branch are so willing to come together and make an event such as the tamale dinner so successful. When the call goes out, they step forward and pitch in. Elbow deep in masa dough and entangled in cornhusks were Ursula Batz, Dee Donaldson, Peggy Robinson, Barbara Jones, Liz Bathgate, and Bonnie Smith. Many thanks also to Ruth Leth and Linda Slater for their contributions.

We're already in the preliminary stages for next year's scholarship fundraiser. Any ideas as to theme, venue, or some other aspect? Please run your ideas by me.

I also want to say a few words about the Scholarship Recipient Banquet at Chabot that I attended as our rep. I was very impressed with the manner in which Chabot's administration and faculty honored their students and with the quality of their students. I was able to spend some time with Janelle and Prisma; they assured me they would be at our Installation Luncheon. Charlotte Sladek made the certificates I presented and they were the envy of all the recipients.

*Helene Carr*

### AAUW GAINS ATTENTION WITH RELEASE OF NEW REPORT

On Tuesday, May 20, AAUW released the most comprehensive analysis to date on trends in educational achievement by gender, race/ethnicity, and income. The report, *Where the Girls Are: The Facts About Gender Equity in Education*, presents a comprehensive look at girls' educational achievement during the past 35 years, paying special attention to the relationship between girls' and boys' progress.

This report shows that girls and boys from the fourth grade through the end of college are making steady educational gains. It is also the first report to analyze gender differences within economic and ethnic categories. The report, including an interview with AAUW Executive Director Linda D. Hallman, was telecast on PBS's NewsHour ([www.pbs.org/newshour](http://www.pbs.org/newshour)).

Check out [http://www.aauw.org/About/newsroom/news/nationalNews\\_index.cfm](http://www.aauw.org/About/newsroom/news/nationalNews_index.cfm) for more information.

## OUR LOGO HAS CHANGED!

This briefing is the second in our **AAUW Current Topics Briefing Series**

Issued by: Linda Hallman, CAE, Executive Director

As a signal of our move to transform and unify our organization, the organization will be using a common logo of the stylized “W” and the acronym “AAUW.” This logo/acronym has been used interchangeably with our organizational names for decades. Fortunately, the acronym is already widely recognizable throughout the country as a reference to our organization.

The transition to priority use of the acronym began in the spring of 2007, as part of the Strategic Process. The Association and EF boards affirmed the logo/acronym change at their joint meeting February 22, 2008 and directed that we minimize usage of the two separate, full organization names in favor of AAUW designation whenever possible.

Reasons for the transition:

- . We are all aware that the phrase “university women” has been a long-standing source of confusion about who we are and whom we represent. For many, the “American Association of University Women” is an organization for women who work in university settings – and ONLY for women members. As a result, many potential members may not see themselves as eligible or interested in joining AAUW.
- . In our efforts to create a unified organization, the acronym/logo provides a consistent, unified brand and helps eliminate functional “silos” for both staff and members.
  - . The use of the AAUW logo/acronym is a part of a larger branding and public relations initiative to promote the transformed AAUW to the media, decision makers, members and potential members. The logo/acronym are easily identifiable, easy-to read and efficient to use in combination with a wide range of gender equity and association messages.
  - . The AAUW logo/acronym puts a fresh face on our organizational identity that reflects dynamism, a sense of organizational “oneness” and a readiness to engage and lead collaborations.
- . There is considerable precedent for the successful use of acronyms as names.
  - . IBM, AT & T, and most effectively in the nonprofit world, the AARP, are examples. Of course, these name changes have been accompanied by strategic changes, enhanced visibility and member-centered tactics. It would be naive to propose that a new logo and acronym use will get us where we want to go in and of themselves
- . In this transition to a unified AAUW brand, it is essential that states, branches and the national office adopt and use the current AAUW logo/acronym throughout our programs, presentations, publications, signage, stationery, etc.
  - . The AAUW logo is available in various formats, including a horizontal version for added flexibility, and in color and black and white. All logo material is downloadable from the AAUW website [http://www.aauw.org/member\\_center/tools/graphics.cfm](http://www.aauw.org/member_center/tools/graphics.cfm)
  - . It is critical not to invent other logos, which would only continue to fragment our identity and hurt the AAUW brand.

It is imperative that each and every one of us make a concerted effort to ensure that the acronym/logo appears on everything we do. When we do that, we demonstrate that we are a community of 100,000 members that speaks with *one voice* in advancing gender equity and a fair chance for women and girls.

## STATE COMMITTEES

Gloria Taylor, new co-State President of AAUW is sending out a call for committee members to support the new board for PY 2008-09. The time commitment is minimal, approx. 8 hours per month, and entails primarily telephone conferencing, emails, etc.

This is a wonderful opportunity for any of you to become more actively involved in the mission and vision of AAUW in your area of interest.

All of you are AAUW Leaders and your skills and experience is needed on committees.

The following committees have vacancies.

1. Program which is led by Patricia Toth
2. Convention and Meeting Led by Mickie Feitch
3. Leadership led by Gail Swain
4. International Advocacy led by Sherry Ludwig
5. Membership led by Karen Jackel
6. Financial literacy(new) led by Bakula Mainier
7. Bylaws led by Jo Harberson
8. Public Policy led by Anne Henke
9. Branch Liaison led by Lynn Bachlor
10. Convention Marketing led by Donna Erickson

All of the committees meet at least once a year in July. Public Policy meet twice a year and have phone meeting during the year. Most of the committees will need committee members to spend about 8 hours per month.

The convention committee will meet one in July and a weekend in October. This committee will be busy during the months of January-April. Most of the committee meeting are conducted by telephone conference with follow-up by individuals.

Please contact Gloria if you are interested in working on one of these committees.

Gloria Taylor  
[gloriadtaylor@ aol.com](mailto:gloriadtaylor@aol.com)  
510-569-0587

**HAVE A WONDERFUL SUMMER!**