

# **BE A TRAILBLAZER!**



## Full Speed Ahead To The **South Atlantic Regional Conference**

**When:** June 7 – 9, 2002  
**Where:** Embassy Suites Hotel, Tampa, Florida (located near I-75)  
**What's happening?**

- Exciting and dynamic program participants;
- A world renowned author as keynote speaker;
- Issue-Based Workshops;
- Dialogues addressing AAUW priorities and concerns;
- Fantastic Food, Facts, Festivities and Fun

Each state will participate in a special workshop sharing Expertise and Experience in a particular area of importance to AAUW members.

Informal breakfast discussions for Communications, Educational Foundation, Finance, Legal Advocacy Fund, Program, Public Policy and state/branch officers and leadership teams.

Special presentation by an Educational Foundation Board member, a Legal Advocacy Fund Luncheon, and, of course, a Banquet.

We're still firming up arrangements for some fabulous facilitators and hands-on workshops in the University of South Florida computer center located across the street from the hotel.

Hotel specials for all guests: A complimentary breakfast (cooked-to-order) and happy hour drinks and simple munchies, every day in the lobby area!

All rooms have a separate bedroom and sitting room with small work table, and sleeper sofa plus a kitchen area with a wet bar, coffeemaker, microwave, and refrigerator. What a bargain when you consider the cost of breakfast and happy hour beverages! (Registration fee, the same as for our last Conference, and all other detailed information is available on the Registration form)

**SAVE THE DATE – IT'S AN EVENT YOU WILL NOT WANT TO MISS!**

**TRAILBLAZERS**  
**SAR Conference 2002**  
**JUNE 7-9, 2002 TAMPA, FLORIDA**

Our SAR Conference Planning Sessions have been very productive and upbeat. We are planning for a quality sharing and learning experience!! .

We are requesting that each state share the **BEST OF THE BEST** that has been a part of any facet of state/branch programming for this year. Please designate a member, from each state, to share a brief 8-10 minute presentation during the "SAR SHARING SESSION; Successes, Snares and Solutions" Workshop that is scheduled for Saturday.

We have, also, asked ALL STATES to prepare a 3-5 minute presentation on a **TRAILBLAZER**, (past or present), that we can use as insert tidbits during the general sessions. Some discussions have already yielded unique and individual ways to portray our conference theme, **TRAILBLAZERS**, e.g., costumes, props, etc. It's your choice as to how and who. Please submit A and B preferences, by May 3, so that we can monitor the list for possible duplications.

If you have any further ideas that we can include as we finalize our plans for the SAR Conference experience, please share!!

**Registration forms, flyers and other specifics are available during your state conventions, and located on the FL AAUW Web page. ([www.florida-aauw.org](http://www.florida-aauw.org))**

Be sure to pick up a **TRAILBLAZER SAR Conference Brochure**, and share it with your state and branch members!.

**Be sure to start informing your family and friends, ASAP, that on June 7-9, 2002, you will be in Tampa, Florida, enjoying the camaraderie of your SAR TRAILBLAZERS!!**

**Or...better still...bring your family and friends with you, and extend the SAR Conference experience into a fun vacation in the "Sunshine State of Florida!"**

*AAUW appreciates you and all you do,  
And so do I !!*

**Ronnie**



**AAUW SOUTH ATLANTIC REGIONAL CONFERENCE**  
**JUNE 7-9, 2002**  
**TAMPA, FLORIDA**

**OVERVIEW**

**FRIDAY, JUNE 7**

2:00 – 7:30 p.m.	Registration
7:30 – 9:15 p.m.	<b>Opening Session</b>
9:30 – 10:30 p.m.	Reception
10:45 – 11:15 p.m.	Hospitality Suite Open

**SATURDAY, JUNE 8**

7:30 a.m.– Noon	Registration
8:30 – 9:45 a.m.	<b>Convention Launch</b>
10:00 - 11:30 a.m.	Workshops
11:45 – 1:15 p.m.	<b>LAF Luncheon</b>
1:30 – 3:00 p.m.	<b>Plenary: Marketing the AAUW Message</b>
3:15 – 4:45 p.m.	Workshops
5:00 – 6:30 p.m.	Explore! Exercise! Enjoy!
6:45 – 7:45 p.m.	Reception, Cash Bar, Sales
8:00 – 10:00 p.m.	<b>Blue Ribbon Banquet</b>
10:00 – 11:00 p.m.	Hospitality Suite Open

**SUNDAY, JUNE 9**

8:15 – 9:45 a.m.	<b>EF Celebration Breakfast</b>
10:00 – 10:45 a.m.	Town Hall
11:00 - 12 Noon	<b>Closing Session</b>



AAUW SOUTH ATLANTIC REGIONAL CONFERENCE  
JUNE 7-9, 2002 TAMPA, FLORIDA  
REGISTRATION FORM

First Name: \_\_\_\_\_ Last Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Telephone: ( ) \_\_\_\_\_ E-mail: \_\_\_\_\_

Branch: \_\_\_\_\_

State Position (if applicable): \_\_\_\_\_

**REGISTRATION FEES:**

Early Registration (received by May 20, 2002)..... \$45.00  
Late Registration (received after May 20, 2002)..... \$50.00  
Meals: ( ) Saturday Luncheon..... \$18.00  
( ) Saturday Reception/Banquet..... \$34.00  
TOTAL ENCLOSED (check those activities attending).....\$ \_\_\_\_\_

**SPECIAL NEEDS:**

Other than dietary (please be specific): \_\_\_\_\_

Vegetarian meal? Yes \_\_\_\_\_ Medical dietary restrictions:

CHECKS PAYABLE TO: FLORIDA AAUW

SEND REGISTRATION TO: Renee Ramsay, 116 Fairgreen Circle, New Smyrna Beach, FL 32168 386-527-5291,  
[ramrey@ucnsb.net](mailto:ramrey@ucnsb.net) (please indicate SAR Conference on memo area of check)

Note: Cancellations prior to May 29, 2002 will receive refund after conference expenses are met.

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**EMBASSY SUITES**

3705 Spectrum Blvd., Tampa, FL 33612  
813-977-7066, 1-800-Embassy

The AAUW South Atlantic Regional Conference will be held June 7-9, 2002 at the Embassy Suites at the entrance to the University of South Florida campus. Rooms are \$104.00 plus tax for single or double occupancy, and \$109.00 for triple occupancy. All the rooms are spacious suites, with an additional sleeper sofa in the living room, separate vanity/dressing areas, work or dining table, kitchen area with wet bar, coffee maker, microwave and refrigerator. Other amenities include two phone lines with voice mail and computer data ports, iron and ironing board, hair dryer, and complimentary morning paper. **There is a complimentary full, cooked-to-order breakfast and complimentary evening cocktails each day.**

The hotel facilities meet our needs well. There are many meeting rooms for workshops and group meetings and meals. You can soak away the stress of the day in the whirlpool or sauna, or swim in the heated pool. A fully equipped fitness center, a business center with free computer use and access to the Internet, and a game room are on the property. The hotel also provides a *free shuttle to Busch Gardens*, among other near-by attractions.

The reservations deadline is May 7, 2002. Call 813-977-7066 or 1-800-Embassy to make your reservation. Be sure to identify yourself as attending the AAUW Conference to receive the special rate. Make a note of your confirmation number *Embassy Suites will provide transportation to and from the airport for \$10 each way. As soon as you have your airlines schedule, please call 813-977-7066, and ask to speak to the bell person's desk. Identify yourself as AAUW, and give him your itinerary for pick up.*

Be sure to check the FL AAUW web page ([www.florida-aauw.org](http://www.florida-aauw.org)) for up-coming information about the conference!

## **AAUW NEEDS SOMEONE WHO . . .**

- Has Experience and Expertise with Membership, Public Policy and/or Program.
- Loves AAUW Mission and is Energized to help further that mission.
- Possesses the “Know How” to work with others on committees and/or task forces.
- Has Imagination and Enthusiasm for discovering creative solutions
- Will devote Time, Energy and Effort to Promote and Support AAUW Priorities.

AAUW needs those “someones” to apply now for Association **Membership, Public Policy** and/or **Program Committees**. Don’t think you have a chance?? Yes, you do!!

Dozens of members, both those who have been stalwart regulars for years and those who are fairly new to AAUW, have applied and been selected. Get that application!!

**Turn in your application/vitae by May 15.**

Applications are available from the AAUW Executive Office ([reynoldsc@aauw.org](mailto:reynoldsc@aauw.org); 202/785-7708), the Helpline (800/326-2289), or on the AAUW website under Member Center ([www.aauw.org](http://www.aauw.org)).

***We Applaud our SAR TRAILBLAZERS who are sharing their vast and varied leadership experiences by serving in numerous elected/appointed Association Positions!***

### **Currently serving in elected offices are:**

Beth Farokhi (GA), **AAUW Executive Vice President/Secretary**

Marion Stillson (VA), **Public Policy Director**

Beth Norris (NC), **Foundation secretary**

Barbara O’Connor (FL), **Foundation Board member**

LaRonnica (Ronnie) Williams (GA), **SAR Regional Director.**

### **Appointed committee members are:**

Ann Scott Terry (SC)(Chair), and Edith Lavender (GA), **Bylaws Committee**

Juanita Morris (PR) and Sally Sledge (VA), **College/University Relations Committee**; Marilyn Silvey (VA), **Membership Committee**

Leslie Henderson (FL), Nancy Shoemaker (NC)

and Yasemin Washington (VA), **Program Committee**

Betty Bayless (SC), **Public Policy Committee**

Marcia Capriotti (GA), (Chair) **Conference of State President’s Planning Committee**

Anne Sterling (VA) **Diversity Resource Team**

Neola Waller (VA),C(Chair)**Resolutions Committee;**

Betsy Moseley (SC), **AAUW Nominating Committee**

Nemia Chai (GA) and Shellie Solomon (FL), **LAF Development Committee.**

### **Serving on Foundation panels to select fellowship and grants recipients are:**

Carol Burger (VA), **American Fellowships** Martha Houle (VA), Kuppuswamy Jayaraman (GA), and Ashanti Johnson Prytle (GA) **International Fellowships**

Catherine Mavriplis (VA), **Selected Professions** Patricia Windham (FL) and Gita Gulati-Partee (NC), **Career Development Grants.**

***As of now, that’s a fantastic total of 27 SAR members serving AAUW at the Association level. Congratulations!! Now is the time for you to join them As Always, AAUW Appreciates you and all you do!! And so do I !***

***Ronnie***

**MEMO:** SAR/Association Update

**TO:** SAR State Leaders/Members

**DATE:** 02/07/02

**FROM:** LaRonnia (Ronnie ) Williams, Director (SAR/AAUW)

As South Atlantic Regional Director for the American Association of University Women, it is a privileged honor to serve a dynamic and dedicated population of pioneers and TRAILBLAZERS. This year has been filled with the enthusiasm of success and the challenge of change. Personal and professional success, for me, is definitely "...a journey: not a destination." Once again, the privilege of making this "voyage" with the AAUW leadership teams and membership crews is a sterling experience.

As always, when I visit each SAR function, I will provide index cards and encourage members to make notes on "The Good, the Bad and the Ugly", i.e....kudos, improvements needed and blunders. My reports are based, primarily, on officer/member feedback.

Association routes an abundance of information, through listserv connections, to each state/branch officer and/or state/branch chair/liaison. Consequently, serving as Regional Director does not necessitate the distribution of information that the position, at one time demanded. Nevertheless, here are some items of information, pertaining to varied areas in which you may be interested.

**AAUW Leadership Conference:** The Board approved the merger of the Conference of State Presidents and Educational Foundation training session for state chairs into one AAUW Leadership Conference. The LAF state liaisons will also be invited to participate. The conference will promote building state leadership teams and will include both full group sessions as well as function specific training.

We are changing the "look" of the EF/CSP June Conference, and organizing a Leadership Conference, where we eventually hope to train/mentor additional state leaders. This year, we will also be offering an invitation to LAF Chairs, so that they will be able to participate in cross-corporate leadership training. The conference may be starting on Friday (June 21), immediately following the June Assn. Bd. Mtg., so that the teams that attend will be able to interact with agencies and government that are open on that day. This is just a heads-up on more detailed and official information that will soon be available on-line and in future reports and publications.

**We proudly applaud our SAR TRAILBLAZERS** who are sharing their vast and varied leadership experiences by serving in numerous elected/appointed Association Positions! As of now, there are **27 SAR members serving AAUW at the Association level!** Be sure to pick up a copy of the flyer that I have prepared, listing these "Phenomenal Women." and indicating the **urgent need for YOU to join them, and share even more of our SAR savvy and expertise with our three corporate entities!**

**National Conference for College Women Student Leaders:** AAUW accepted ownership of the National Conference for College Women Student Leaders from NAWA, the National Association of Women in Education, which has disbanded. On January 25, the Advisory Committee led by AAUW Program Vice President, Pam Collins, and staff met with the former NAWA committee and other local conference supporters to learn about the conference history. We are fortunate to be able to continue the legacy of the National Association for Women in Education (NAWE), by organizing and conducting this important conference for upcoming student leaders. It will be held at the American University, Washington, DC, June 6-8, 2002.

*Yes, these include the same dates of our SAR Conference ( June 7-9), at which your presence is requested and expected ( "Come ' whatever'...or high water!")...however, this is a great opportunity for our states and branches to actively participate by encouraging the colleges in each area to send a student(s) to the NAWE Conference. Flyers will be made available for circulation, and CU Reps will receive details, and should be able to find information on the web at [www.aauw.org/9000/nccwsl](http://www.aauw.org/9000/nccwsl) .*

**Convention:** The Board agreed to continue using the current candidate campaign guidelines for the 2003 Convention election

**AAUW Leadership and Training Institute, Inc. :**The Board approved filing the formal documents to establish the AAUW Leadership and Training, Inc. The Institute will be a supporting organization of the Association and allow for a grants/corporate partnership structure.

It will be a charitable and educational division, functioning only at the Association level, whose purpose will be to raise funds and support the charitable and educational activities sponsored by our Association. These programs will include Leadership Development and training in Management and Economic Self-Sufficiency. Because it is a non-profit institute, it will be able to seek and receive corporate and foundation grants, as well as contributions from private individuals. We will be filing for IRS approval of the proposal that was signed by our executive team during a business session of our board meeting.

**New Software:** We are installing new software that should solve/eliminate many of the problems with which we are now concerned, pertaining to our membership transactions One major task will be to coordinate registration and all of the encompassing details that are involved in the planning/implementation of a bigger and better Association Convention, scheduled for June, 2003, in Providence, Rhode Island.

**Public Policy:** Thanks to a great idea of Marion Stillson, Public Policy Director on the AAUW Board of Directors (and SAR member, of course), plus the hard work of AAUW public policy and publications staff, the 2001-2003 Public Policy Program is now available on the AAUW website in Spanish! To access the document, simply go to <http://www.aauw.org/1000/issues.html>. A short advertisement--in English and in Spanish--of the available translation on the news scroll bar, is located on the home page ([www.aauw.org](http://www.aauw.org)). Please feel free to contact the Public Policy Department ([votered@aauw.org](mailto:votered@aauw.org), 1-800/608-5286) with any feedback or ideas to share with other state public policy chairs.

**National Award:** Nancy Zirkin, AAUW's Public Policy Lobbyist, was recently honored by NARAL as the recipient of the Champion for Choice Award ! We all are very proud of Nancy, though not surprised. Nancy represents an effectual decision-making presence on The Hill. She may just welcome a few individual expressions of appreciation for her energetic support of our AAUW mission, policies and issues.

**Membership:** The Board was reminded about the on-going "Half-Year Dues Program" and the "Shape the Future" recruitment campaigns. The Membership Committee will review the recruitment strategy for MALs. However, until a new marketing plan is formulated, the current recruitment programs for MALs will continue, including acquisition and renewal mailings, telemarketing efforts, "Give a Grad a Gift Program," and the online application program. The new C/U brochure will be available soon.

In an effort to establish a connection with past members and to diversify our direct marketing strategies, AAUW has embarked on a new reinstatement telemarketing test. This integrated telemarketing program included contacting 10,000 lapsed members expiring between 1999 and , and 1996 and will add a critical component to AAUW's current membership development program.

Association/Membership Leaders have recently developed a fantastic user-friendly Membership Workshop, "No Talking Heads!" This workshop links mission-related programming and membership recruitment and retention. There is also a section of the workshop that focuses on selling AAUW. Emails have been routed to the Assn Board, State Pres. and State Program .VP list serves, letting them know that the workshop is available, and how it has been distributed to State Membership VPs. The sessions are designed to run either as PowerPoint, with computer/projector or printed as overheads.

**Programming:** AAUW has partnered with NEA to sponsor the Bullying Awareness Campaign, a series of training seminars to assist communities in developing solutions to reduce and eradicate bullying and sexual harassment in America's schools. This represents only one of the numerous programs that are developed in response to member input and concerns. There is a senior staff cross-corporate leadership team that discusses and reviews all new and current programs, activities and plans, to insure that all corporate programs are appropriate and applicable to our AAUW mission and priorities.

**AND ALSO:** The Association received an unqualified opinion, which is the highest form of approval that an organization can receive for the 2001-2002 audits

**SAR Conference 2004:** As for SAR Regional Conference 2004, we would like to move forward with our plans that were accepted by the members at SAR Reg. Caucus in Texas, and join with the Southeast Central Region (AL, KY, LA, MS, TN) for a Mega Regional Conference 2004. Of course, if we continue in that direction with this decision, it will have to be further set into motion and finalized by the incoming RD for the term that will include the SAR Conference 2004..

Plan B would be to refer back to our Regional Guidelines which lists the rotation order in which the states will host the conference...and that would identify West Virginia as the host state for Conference 2004. Be certain to continue to include me in on any other information that may come your way...and may be helpful in moving our region forward!

**SOME OF THE CONCERNS OF SAR MEMBERS ARE LISTED BELOW. COMMENTS WERE TAKEN DIRECTLY FROM "THE CARDS", TO BE INCLUDED IN MY "STATE OF THE REGION" REPORT TO ASSOCIATION:**

- ✓ Misplaced and inaccurate membership records are just some of the complaints voiced by SAR Leadership Teams.
- ✓ Some branches have reported that they are still "privy" to the information on MALs that Association researched and distributed to every state.
- ✓ Branch Officer report form need to be automated so that state-wide counterpart lists can be made available in a timely manner.
- ✓ One State President has expressed the opinion that the branches, which are disbanding, have all followed a pattern. She further believes that, "This pattern starts with an indifferent branch president, poor attendance at state-level meetings, and reduced enthusiasm for activism that results in little or no recruitment and disinterest among existing members.
- ✓ Further comments have revealed that non-attendance at state meetings is probably the first outside indicator that a branch is in trouble.....and that state presidents need to pay special attention to branches exhibiting these behaviors.
- ✓ A "Lackluster President" can put a branch and/or state into a "downward spiral" that can be very difficult to reverse.



- ✓ Due to “Misinterpretations, changing of the rules and varied deadlines,” some leaders/members feel “stressed,” and consequently, “find little enthusiasm” for the *21<sup>st</sup> Century Recognition Program*. Some members commented that the “inadequate feedback” and “insufficient recognition” for such intense and demanding efforts were definite “drawbacks” to participation.
- ✓ *21<sup>st</sup> Century Recognition* forms on the website would be more useful if they were “active” forms that would allow for “typing” onto the online form.
- ✓ It is mainly the leadership team who serves as a catalyst for the “drive to achieve.” Many branches are unable to recruit a new leadership base and are, therefore, recycling leaders who are, “Suffering form burnout.”
- ✓ There are still members who are “displeased” with receiving the holiday and note cards. I turned in the names and addresses of those members who requested to be removed from the mailing lists. Is there any other way to insure that members who do not wish to receive these items will not remain on the mailing list.
- ✓ In some states/branches it seems to be continuously necessary to reemphasize the fact that that AAUW is a non-partisan organization that promotes and supports issues and not candidates ....and that AAUW Members, during Association Convention, adopt an AAUW Policy Program that lists our Biennial Action Priorities.

### **SAR MEMBERS SALUTE ASSOCIATION/EF/LAF:**

#### **KUDOS FOR:**

- **Consistently upgrading staff and member services;**
- **Providing Grants/Fellowships/Publications, which receive worldwide respect;**
- **Routing current/pertinent information through email alerts and on the list serves;**
- **Developing leader/member tool kits which serve as “roadmaps” to success;**
- **Improving efforts to move toward the adoption of a financially sound budget;**
- **Recognizing that “Activism and outreach are the keys to new members, fresh ideas and new outlooks, and;**
- **Just “*Being There*”.....*You are APPRECIATED!***

