Dear BPW Sisters,
I am very excited about leading BPW/NC this year!

We had our transitional board meeting this past weekend (July 19 and 20) and our board came up with many exciting ideas to take us forward and drive us forward.

Watch for great changes to our website from our pr/marketing chair LeaAnn Berst! She will be doing a total makeover and take us to a whole new level in marketing BPW/NC.

We also will be having informal conference calls the 4th Monday of every month, just to keep in touch, and discuss any new ideas someone may want to share. No motions or voting on these calls, so please join in and stay in touch!

Here’s to a gem of a year!

Mimi Zelman
BPW/NC President
10 Tips to Increase Membership

Every club should have a good mix of membership strategies for retention and to increase growth. The start of a new year is a good time to evaluate your membership plan.

1. Exude a warm and welcoming attitude
A warm and welcoming executive can translate into a warm and welcoming club. Your executive needs to take a pro-active approach in meeting and greeting potentially new members. The president, in fact, should stand at the door, and shake the hand of members and guests as they come in for your monthly meeting. It can be hard for people to walk into a roomful of people they don't know. Introduce yourself, take an interest in them, and introduce them to other members.

2. Make everything you do a "media event"
Now that digital cameras are so easy to use, take a picture at all your events - your keynote speaker at the monthly meeting, your new member inductions, when you meet with your politician - and send it to your local newspapers. Newspapers, especially weeklies, are always looking for items of local interest.

3. Want to get the media more interested in what you're doing?
Invite a local journalist to speak at your meeting. When the club invited the assistant managing editor of the local newspaper, she not only spoke about her life in the media but also gave us tips for ways to get better media coverage. She also took the business cards of everyone there, and wrote profiles of several business owning members.

4. Get to know your members
Make sure your executive, including the Membership Secretary and her committee, makes a special effort to get to know each member by name. This can be a challenge, as your group grows, but it is essential. A member needs to feel that he or she is a valued part of the club, regardless of how much service or volunteers hours are contributed.

5. Set up a club website if you don't already have one
People increasingly expect an organization to have a website. Online search has become the most common and easiest way to research an organization for more information. You want to ensure that you are not missing out on valuable exposure online. Setting up a club website is also a valuable resource to your members, who need to find timely club information quickly and easily. A web based system such as Club Runner makes it easy for your club to have a professional website in addition to communication tools, and is very affordable for non profits.

6. Get new members involved on committees and special projects
Ensure that members are aware of what your committees are, and encourage them to get involved. A wide variety of skills and talents are needed to run a successful club, and everyone's contribution is needed. Use your club website to feature all the committees and what they do.

7. Have a membership contest!
Any member who brings in a new member during the year has their name put into a hat. The drawing is held in April, and the winner gets their membership dues for the coming year reduced by half! There can be various takes on this - maybe the member who brings in the most members during the year gets a free membership the following year. The key issue is that your membership grows as a result of a collaborative effort.

8. Send postcards to local businesses
Use postcards as a promotional tool. If you see an article in your local newspaper about a new business or about a person who has a special appointment or achievement, send them a postcard with congratulations and invite them to come to a meeting. Better yet, invite them to join the club. Many people might believe your club is exclusive and would find it a great honor.

9. Challenge every member to bring a friend to at least one meeting per month
Ask one guest to provide a short comment toward the end of the meeting about what they thought about the meeting. This will give you a good indication whether they are a potential member. Sometimes they'll convince themselves to join right in the middle of their comments! Just make sure to tell the guest at the beginning of the meeting that these comments will be requested at the end so the guest is not caught off-guard.

10. Make use of other organizations in your community to "spread the word" about your club
Service clubs, networking organizations, and professional associations are always looking for speakers. Most municipal councils are open to presentations by local non-profit organizations. Economic development organizations often organize conferences and one-day seminars where you might have an opportunity to speak to others about your organization.
BPW/Raleigh is honored to introduce our 2013-2014 BPW/ Raleigh President Yuliya Fritzsche. Yuliya is a local coordinator for an international exchange students' organization (CCI); placing foreign exchange students with local US families and guiding them throughout the academic year abroad.

Yuliya attended university in the Ukraine and obtained two Masters' Degrees - Psychology and Foreign Linguistics. Since the birth of her son Nicholas in 2008 she has been focusing on her PhD in Psychology. Yuliya also graduated from a music school and plays the piano.

In her spare time she enjoys spending time with her family, travelling, sports, ballroom dancing, cooking and learning about other cultures. She spends a lot of time reading mostly classics and educational literature in psychology and art.

When asked how she thinks the roles and opportunities for working women have changed – she said, “My first impression after first coming to America was that being a housewife is more common than in Europe; however BPW has made me see how active and involved women are in the United States. On the professional side, the road to success for women is very much different compared to men. Many times women are subjected to additional obstacles before being accepted in a still mainly male dominated society.

Looking at reports on gender equality from an international perspective, Western European countries have long ranked the highest, particularly in Scandinavian countries by far the most equal for women in the world. But those reports have also shown that the U.S. is making significant gains over the last few years.

As such, I feel that an active participation of women in organizations like the BPW can help to work towards this goal and to offer women a platform to be engaged. There's an old saying: 'A journey of a thousand miles begins with a first step and the road will rise to meet the one who walks it.' This has been my motto since my school years and I would like to add that this applies to the involvement of women as I believe that women become more essential element in a thriving society.”
A date to remember that’s just around the corner is August 26, Women’s Equality Day. A Joint Resolution of Congress in 1971 established the date as an annual commemoration of women obtaining the right to vote and officially gaining recognition in the Constitution of the United States. That day in 1920 marked a milestone in a march to equality for women who had fought so hard for suffrage. Many of us still work to get the passage of the Equal Rights Amendment as another step for full recognition. Be sure to exercise your right to vote by participating in local and state elections. Look for opportunities to serve on boards that impact your community.

September gives us Labor Day. A program on issues affecting the workplace might be a good topic to use as a springboard for discussion. Can you find a balance between work, family and other obligations that seem to fill a plate to overflow? Maybe the Back to School focus gives you thoughts of more education. Did you know that the BPW USA Foundation offers a partnership with Ed2Go for online classes on your own schedule? Most of the six week courses cost less than $100.00. http://www.ed2go.com/bpwfdn

Don’t forget that October is Breast Cancer Awareness Month and Domestic Violence Awareness Month. Look for ways to pull in community involvement to bring attention to these issues that touch the lives of women and families. We celebrate National Business Women’s Week the third full week of October. Many clubs use that week to recognize their Career Woman of the Year. Some also recognize the “Boss/Employer of the Year” that week as well. http://bpwfoundation.org/index.php/contact/info/national_business_womens_week

Veterans Day in November provides a perfect opportunity to get involved with the “Women Joining Forces” TM Program that the BPW USA Foundations has as one of the signature programs. Learn more about what you can do to help a woman veteran as she returns to civilian life. You will find more information and resources for the program at http://www.joiningforcesmentoringplus.org/.

When clubs spend time developing a strong series of programs that meet the needs of their members and the community they serve, they are more likely to gain the recognition needed for membership growth. Help BPW/NC and your club by getting involved and sharing the message of women helping women.
The Board of Trustees met at State Conference and elected officers for this coming year. Mary Alice Wells was re-elected as chair and Eva Graham as secretary. Jo Naylor was thanked for all the work she done while being member of the board and for serving as secretary.

For those who do not know the Trustees are in charge of the headquarters building in Carrboro to make sure it is taken care and to work with AA who rent the building to make sure the building is safe and in good condition.

The Trustees also monitor the finances of BPW/NC and the Rachel McKay fund which is a fund set up to make sure the headquarters has funds to pay taxes, insurance and general repairs not covered in our lease with AA.

The board consists of members from each section of the state to make sure all areas have representation.

We meet twice a year in Carrboro and then again at State Convention. The Trustees are an important part of our organization to make sure the building taken care of and BPW finances are in order.

Mimi Zelman, 2013-2014 BPW/NC Federation President, has decided to make membership a priority in her year. To that end, she has initiated a special contest to reward members who bring in new members to their clubs. In addition to other recognition already in place, the person responsible for bringing in the most new members will be given full paid registration to the 2014 Convention in Charlotte. The second highest person will receive 75% off the convention registration and the third highest will receive 50% off convention registration. (In case of a tie, a drawing will be made to determine who receives each prize.) The contest will run from June 1, 2013 to May 31, 2014. Persons who have brought in new members after May 31, 2013 are already on their way to winning.

Please announce this contest to your local club and continue to remind your members how important it is to spread the word about BPW.

Is this our mindset? I’m too busy today, I’ll think about it later, next week, or even next month. BPW-NC Convention is a whole year away...I’ll think about awards next Spring. WRONG! Why? Awards are ongoing.

Do you know about the StarBright Award? For the 2013-2014 year, it starts now. Log on, read the award, download the documents. Try it.

Now is the time local clubs are planning their year. Plan to look through the Awards section of the member sign-in. If you look at the Website Design Award, you will see that it is important to notify four (4) board members early, beginning the first quarter after convention. The Awards are there for you and your club. Give them a look. Start now.
A grand time was had by all! Thank you to all the members, guests and speakers who made the 2013 Annual Convention a success! A special thanks to Michelle Evans, 2012-2013 Annual Convention Chair for a fabulous program! She rocks!! I know Michelle will be a special contact for Andrea Buschur the 2013-2014 Annual Convention Chair.

The Convention held many opportunities to learn and grow professionally, politically and personally. In all there were twenty-one speakers presenting information for corporate and entrepreneurial women, ways to become more involved in our communities, and how to grow our clubs. Barbara Bozeman, photographer and Vice President of the Wayne-Duplin club, kindly recorded the convention for our memories and also for those of you who weren’t able to attend. We are currently working on a method to make the pictures available to members.

Now – drum roll please – the Award winners are!!

### Award How to win in 5 words 1st Place 2nd Place 3rd Place

<table>
<thead>
<tr>
<th>Award</th>
<th>How to win in 5 words</th>
<th>1st Place</th>
<th>2nd Place</th>
<th>3rd Place</th>
</tr>
</thead>
<tbody>
<tr>
<td>Golden Key</td>
<td>Complete and submit an entry and excel</td>
<td>No Entries</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Starbright</td>
<td>Be a brightly shining Member</td>
<td>Rising Stars</td>
<td>Linda Hardy - Rocky Mount</td>
<td>Pat Sledge - BPW of the Triad</td>
</tr>
<tr>
<td>Leadership</td>
<td>Develop and be a leader</td>
<td>No Entries</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Club Alignment</td>
<td>Actively support the BPW/NC SLRP</td>
<td>No Entries – Has been retired beginning 2013-2014</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Issues Management Award</td>
<td>State Nike Award</td>
<td>Have a great program year</td>
<td>No Entries</td>
<td></td>
</tr>
<tr>
<td>Legislation Awards</td>
<td>Verlin Davis Award</td>
<td>Make Public Policy a priority</td>
<td>No Entries</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Public Policy VIP Award</td>
<td>Equal Pay: Very Important Project</td>
<td>No Entries</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Equal Pay Programming</td>
<td>Equal Pay for Women Event</td>
<td>No Entries</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Equal Pay Creative Communications</td>
<td>Communicate Equal Pay for Women</td>
<td>Pat Sledge</td>
<td></td>
</tr>
<tr>
<td>Public Relations Awards</td>
<td>Elizabeth Woodward Award</td>
<td>Document Club events in style in a scrapbook</td>
<td>No Entries</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Elaine Martin Award</td>
<td>Publish an incredibly informational newsletter</td>
<td>Rocky Mount</td>
<td>Virginia Dare</td>
</tr>
<tr>
<td></td>
<td>Club Website Award</td>
<td>Maintain an informative Club website</td>
<td>Metropolitan BPW - Bronze</td>
<td></td>
</tr>
</tbody>
</table>

### Award Why they won in 5 words 1st Place 2nd Place 3rd Place

<table>
<thead>
<tr>
<th>Award</th>
<th>Why they won in 5 words</th>
<th>1st Place</th>
<th>2nd Place</th>
<th>3rd Place</th>
</tr>
</thead>
<tbody>
<tr>
<td>Membership Awards</td>
<td>Doris Foster Membership</td>
<td>Recruit the most new members - club</td>
<td>Raleigh</td>
<td>Virginia Dare</td>
</tr>
<tr>
<td></td>
<td>Marlene Flyer Membership</td>
<td>Increase membership by largest percent</td>
<td>Fayetteville (45.5%)</td>
<td>Concord-Cabarrus (5.6%)</td>
</tr>
<tr>
<td></td>
<td>Pat Nixon-Betty Powell Membership</td>
<td>Happy members equals continuing members</td>
<td>Henderson and Statesville (100%)</td>
<td>Concord-Cabarrus (95%)</td>
</tr>
<tr>
<td></td>
<td>Share Ribbon</td>
<td>Just sponsor two new members</td>
<td>Rhonda Bright (5) Fayetteville</td>
<td>Judy Jenkins (4) Sanford</td>
</tr>
<tr>
<td></td>
<td>Share BPW Button</td>
<td>Share the best kept secret five or more new members</td>
<td>Rhonda Bright (5) Fayetteville</td>
<td>Judy Jenkins (4) Sanford</td>
</tr>
<tr>
<td></td>
<td>Verna Taylor Membership</td>
<td>Recruit the most new members - individual</td>
<td>Rhonda Bright</td>
<td>Judy Jenkins</td>
</tr>
<tr>
<td></td>
<td>Regional Traveling Gavel</td>
<td>Regional events equal increased membership</td>
<td>No Entries – Has been retired beginning 2013-2014</td>
<td></td>
</tr>
</tbody>
</table>
We are happy to announce that the BPW/NC WOMEN EMPOWERED AND ENLIGHTENED EVENT will be held at State Headquarters in Carrboro during the weekend of January 17-18, 2014. A Social will be held on Friday evening, January 17, 2014, and the WEE Event itself will be held on Saturday, January 18, 2014. The Career Woman of the Year Program will be an integral part of the Event.

Bidding by the Clubs in the Central and Eastern Regions is now officially open. Clubs in the Western Region are not eligible as the State Convention will be held in Charlotte. Please refer to the BPW/NC Website, www.bpw-nc.org for bidding information and instructions including WEE Event Hosting FAQS (Frequently Asked Questions). The Winning Club will receive $100 and members who attend State Convention in June will each receive a $25 discount off the Registration fee.

THE DEADLINE FOR BIDS IS SEPTEMBER 15, 2013. BIDS SHOULD BE EMAILED TO msdrum@charter.net

Remember that both Chairs are here to answer questions and to guide you through the bidding process. The Federation Board of Directors is dedicated to supporting the Host Club in any way possible. Contact your members and get started with the process. It is a worthwhile experience for you as individual members and for your Club.
2013

July 19–20...........FedBoard of Directors Transitional meeting
July 22 ...................................... Tar Heel Woman article deadline
July 26–27.................................................. WPEA Event
July 31 .................................................. Tar Heel Woman published
August 26 ............................................ Women’s Equality Day
September 23 ................. Tar Heel Woman article deadline
September 27–28 .....Federation Board of Directors meeting
October 1 .............................................. Tar Heel Woman published
October 21-25 .........................National Business Women’s Week
November 23 ....................... Tar Heel Woman article deadline
November 30 ......................... Tar Heel Woman published

2014

January 17-18...........WEE Event—Carrboro Headquarters
January 23 ......................... Tar Heel Woman article deadline
January 31 ......................... Tar Heel Woman published
February 21-22 ............Federation Board of Directors meeting
March 1 ....................State Officer Candidate application deadline
March 8 ............................. International Women’s Day
March 23 ....................... Tar Heel Woman article deadline
April 2 .......................................... Tar Heel Woman published
April 9 ................................. Equal Pay Day
May 15 ...................... Deadline for BPW/NC awards entries
May 23 ............................... Tar Heel Woman article deadline
May 31 ................................. Tar Heel Woman published
June 20-21.....BPW/NC Annual Convention, Charlotte, NC