

The Tar Heel Woman

A publication of the North Carolina Federation of Business and Professional Women's Clubs, Inc.

VOLUME 89 NUMBER 1

JULY 2013



Generate, Elevate and Motivate.

Gem is a precious stone that stands for anything that is good.

Generate is to increase our membership.

Elevate is to acknowledge our members.

Motivate members to be involved as we rebuild.

President's Message, Mimi Zelman



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

2013 – 2014
BPW/NC
Leadership Team

BPW/NC Executive
Committee

President:
Mimi Zelman

President-Elect:
Pat Sledge

Vice President:
Marsha Riibner-Caty

Treasurer:
Gail Harper

Secretary:
Carol Ambrose

Past
State President
Virginia Adamson

Parliamentarian:
Michelle Evans



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Foundation BPW/NC:
Varnell Kinnin

Board of Trustees:
Mary Alice Wells

Governance:
Virginia Adamson

Membership:
Linda Hardy

Legislative:
Pat Sledge

Issues Management:
Pat Sledge

Public Relations:
Lea-Ann Berst

Tar Heel Woman
Rhonda Hunter



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.



Special Committee Chairs

Awards:
Mary Lou Babinski

Hospitality Co-Chairs:
Faye Painter
Julie Tomkovick

WEE:
Mary Shelton Drum

Career Woman of the Year
Elva Graham

Nominating:
Elva Graham

State Conference:
Andrea Buschur

Young Careerist:
Elva Graham

MEMBER SPOTLIGHT

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.”

WHAT'S ON YOUR CALENDAR

Pat Sledge, President Elect
Legislative/Issues Management Chair



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"™ 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 POWER OF ONE

Marsha Riibner Caty, BPW/NC Vice President



At one point in my career, I worked for the Girl Scouts. Anyone that knows the Girl Scouts immediately thinks of cookies, crafts and camping. Cookies are big business for the Girl Scouts. The cookie program is the largest financial literacy program in the world. That little cookie has a lot of power. It pays for many things that girls would never be able to do on their own. There are trips, community activities, and let us not forget the badges. During the power of one campaign, with the Girl Scouts, each girl and adult is encouraged to invite a friend to a troop meeting. The hope is that the guests will enjoy themselves so much that they will join. This means more members, more dues, more cookies sold and in the case of the adults, more leaders!

Our president's platform centers on building membership. Did you know that at one time there were 2000 NCBPW members? We currently have a little less than 400. So how can we apply the power of one to NCBPW? The power of one for us translates to our membership being encouraged to bring one new person to their club meetings. If everyone brings one "new bee" to a meeting, and she joins BPW, your club membership DOUBLES. The dues your club collects DOUBLES. The number of people to help run your programs DOUBLES. If you run another event and use the power of one, you potentially double your membership again. Our membership statewide will also DOUBLE. This means the dues collected, attendees at the state convention and potential members of committees DOUBLES. The possibilities are endless.

Is your club willing to try the power of one? Please contact me if I can help. Marsha Riibner-Cady NCBPW Vice President 252/423-0819, romarsci@gmail.com

BOARD OF TRUSTEES

Mary Alice Wells, Chair



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 thank 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.



MEMBERSHIP

Linda Hardy

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.



MOTIVATED TO ACHIEVE AN AWARD

Mary Lou Babinski, Awards Chair

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.

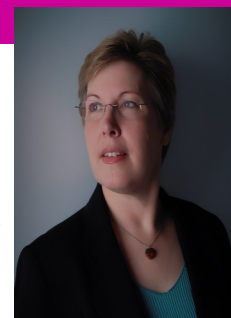
The Awards are there for you and your club. Give them a look. Start now.



IMMEDIATE PAST PRESIDENT Virginia Adamson

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
Golden Key	Complete and submit an entry and excel	No Entries		
Starbright	Be a brightly shining Member	Rising Stars Linda Hardy - Rocky Mount Pat Sledge - BPW of the Triad		
Leadership	Develop and be a leader	No Entries		
Club Alignment	Actively support the BPW/NC SLRP	No Entries – Has been retired beginning 2013-2014		
Issues Management Award				
State Nike Award	Have a great program year	No Entries		
Legislation Awards				
Verlin Davis Award	Make Public Policy a priority	No Entries		
Public Policy VIP Award	Equal Pay: Very Important Project	No Entries		
Equal Pay Programming	Equal Pay for Women Event	No Entries		
Equal Pay Creative Communications	Communicate Equal Pay for Women	Pat Sledge		
Public Relations Awards				
Elizabeth Woodward Award	Document Club events in style in a scrapbook	No Entries		
Elaine Martin Award	Publish an incredibly informational newsletter	Rocky Mount	Virginia Dare	
Club Website Award	Maintain an informative Club website	Metropolitan BPW - Bronze		
Award	Why they won in 5 words	1st Place	2nd Place	3rd Place
Membership Awards				
Doris Foster Membership	Recruit the most new members - club	Raleigh	Virginia Dare	Fayetteville Wilmington
Marlene Plyler Membership	Increase membership by largest percent	Fayetteville (45.5%)	Concord-Cabarrus (5.6%)	Sanford (4.8%)
Pat Nixon-Bettye Powell Membership	Happy members equals continuing members	Henderson and Statesville (100%)	Concord-Cabarrus (95%)	Fayetteville and Wayne-Duplin (88.9%)
Share Ribbon	Just sponsor two new members	Rhonda Bright (5) Fayetteville Judy Jenkins (4) Sanford VaTonya Gardner (2) Sanford Jayce Schmidt (2) Wilmington Cathy Davis (2) Lincolnton Patti Archibaud (2) Fayetteville Claude E. Bright, Sr. (2) Fayetteville		
Share BPW Button	Share the best kept secret five or more new members	Rhonda Bright (5) Fayetteville Judy Jenkins (4) Sanford		
Verna Taylor Membership	Recruit the most new members - individual	Rhonda Bright	Judy Jenkins	VaTonya Gardner Jayce Schmidt Cathy Davis Patti Archibaud Claude E. Bright, Sr.
Regional Traveling Gavel	Regional events equal increased membership	No Entries – Has been retired beginning 2013-2014		

North Carolina Federation of
Business and Professional
Women's Clubs, Inc.
PO Box 276
Carrboro, NC 27510-0276



Business & Professional
Women
Building Powerful Women

Professionally,
Politically,
Personally.

BPW/NC 2013-2014
"GEM"

North Carolina Federation:
Website: www.bpw-nc.org

Tar Heel Woman is a publication of the North Carolina Federation of Business and Professional Women's Clubs, Inc. It is published six times a year and distributed without charge to all BPW/NC members.

Submissions may be made by
sending information to
Rhonda Hunter, Editor
hunterbpw@yahoo.com

Reserved is the right to accept, edit, or reject any material submitted for publication

WEE Women Empowered and Enlightened Mary Shelton Drum & Judy Smith

INCLUDING

CAREER WOMAN OF
THE YEAR



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.

BPW NORTH CAROLINA

STATE HEADQUARTERS ~ CARRBORO

JANUARY 17 & 18, 2014





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 27-28Federation 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

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