What’s Inside?

President's Message (2-3)
State Convention Preview (3)
President Elect’s Message (4)
Vice President’s Message (5)
Treasurer’s Message (5)
Secretary Interim Report (11)
Public Relations, National Business Woman's Week (6-10)
Foundation BPW/NC (12-13)
Foundation BPW/USA (14)
Women Joining Forces (15)
Domestic Violence (16-19)
Membership Message (20)
Asheville BPW Charter (21)
Leadership Development (22)
WEE Event News (23-25)
NC Women United (26)
NCWU Award Submission (26)
President’s Message

Continue Dreaming!

Summer is winding down and the nights are getting cooler as the Fall Season approaches. Depending on where in the state you are, you may beg to differ. In southeastern North Carolina we are still having days in the nineties but fewer nights in the seventies.

Just as the seasons change, so do the dynamics of BPW/NC. We have accomplished so much already this year. Clubs believed to be “extinct” have been found! Fayetteville and Morganton are back on the radar. Communication is the key because many of these clubs didn’t know they were “lost!” Programs and resource materials are being updated.

If you have any ideas on bettering any programs or resource materials, please send your suggestions to the appropriate chairs or to me.

Exciting Happenings Around the State

In August, we filmed a documentary at Headquarters. The film is scheduled to be finalized by the end of the year and shown publicly at state conference. Please reserve June 24th and 25th on your calendars for attendance at state conference in Wilmington.

The star in our crown thus far is chartering the Asheville BPW. Karen Praetorius is the president. This new club of Gen Y women is so excited to be a part of BPW/NC. Read all about their charter meeting later in the newsletter.

Raleigh BPW is busy finalizing plans for the November WEE event and social. Go ahead and make plans to attend this event. It is the networking event of the year thus far. Many wonderful and dynamic speakers are on the agenda.

Virginia Dare is busy working on their November Women’s Symposium. This is their annual scholarship fund raiser. Make plans to join them on the beautiful Outer Banks.

Many of our clubs are planning events for National Business Women’s Week in October along with Career Woman of the Year competitions. Go to the web site and check under Club News to see which clubs are holding events.

Scope out the competition and see how other clubs conduct their events. Don’t be the club who doesn’t have a CWOY at state conference.
I will be attending events at Lincolnton, Concord-Cabarrus, Metropolitan, and Wayne-Duplin.

To those of you whose clubs I have visited already this year, thank you so much for allowing me to come. I have enjoyed every visit and it is also wonderful putting names with faces. We are truly one great sisterhood. I look forward to continuing my visits.

Thus far my challenge to you of Dare to Dream is being met. Many of you have shared your dreams and are turning those dreams into realities. I couldn’t be prouder of the women on our team!

June 24-25, 2011
BPW/NC State Conference held on the famous Riverwalk in historic Wilmington, NC.

Details are still being finalized and we’ll tell you more in future issues of Tar Heel Woman. Meanwhile, make sure you plan to attend. It will be a powerful gathering of women leaders from across the state - and a fun time, too! Here are a few of the local attractions Wilmington has to offer.

On the boardwalk:
- Henrietta III Sightseeing Cruise
- Wilmington Riverwalk
- Burgwin-Wright Museum
- Children's Museum
- Ghost Walk of Old Wilmington
- Wilmington Railroad Museum
- Latimer House Museum
- Bellamy Mansion
- Cape Fear Museum of History & Science

A short car trip will get you to these fun things to do in Wilmington:
- USS North Carolina Battleship
- Cameron Art Museum
- Wrightsville Beach
- Carolina Beach
- Fort Fisher Civil War Museum

Have you marked your calender yet?
President Elect
Rhonda Hunter

Fall is in the air, and I personally am ready for some cooler weather. With the fall season comes the many requests for your time and talents in many various organizations that are either across the state or across your community. We are like-minded citizens and want to do our share of what it takes to make our communities and state function as successfully as we possibly can.

Although we are only one person sometimes this can get rather burdensome and overwhelming to say the least. We are all hard workers and have giving hearts. Many of you are like me and are starting to receive your annual calls about being involved and giving back to your community. That really is a good thing because it acknowledges that your efforts have been noticed and you are wanted on their team of volunteers.

A Call to Action

With that said you are also a key part of BPW North Carolina and we need your talents and skills as well. Don’t think of this as selfish just because you actually enjoy and get many blessings in return for your involvement. We all have to remember to take time for ourselves and map out the goals we want to achieve both personally and professionally.

I think of BPW-NC as my sisterhood of like minded and diverse women who want to succeed personally and professionally. We are all in this together as we attempt to share our advocacy by rallying for Pay Equity, Equal Employment Opportunities, Equal Education, and Skill Building Empowerment through our WEE Events.

So when called upon to take the next step and serve at the BPW-NC State Level, take the challenge. Embrace a frame of mind that says, “I need to do this in order to achieve my own personal and professional goals”.

You will find yourself surrounded by many caring women who are either experiencing some of your same challenges or have already found solutions to those challenges and could help mentor you through by sharing their experiences.

As I begin to think about who will serve on my Board of Directors next year I certainly hope that I can count on you because I promise that you can count on me! If this is something that you have been considering for a while please go ahead and contact me and let me know of your interest. My e-mail is: president-elect@bpw-nc.org.

Accept the Challenge
BPW-NC’s Mission is to provide personal and professional growth opportunities and to promote equity for North Carolina women in the workplace....
It will soon be October with cooler temperatures and falling leaves. Another important October happening, National Business Women’s Week®, is celebrated October 18-22. This is also the month many of our local clubs select a Career Woman of the Year.

As Career Woman of the Year Chair Varnell Kinnin wrote in the August edition of the Tar Heel Woman, women have chosen many different types of careers. No matter the career choice, these women are equally deserving of recognition. Has your club planned for a Career Woman of the Year competition? Does your club celebrate National Business Women’s Week®?

Let us Dare to Dream

**I dare to dream...** of attending local clubs for their October meetings celebrating National Business Women’s Week® and their selected Career Women of the Year. Wouldn’t it be wonderful if each local club participated?

**I dare to dream...** that all of these women will be in attendance at the Fall WEE Event in Raleigh on November 13th so that we may honor them once more. I have found that these women are worth getting to know. I hope many of us will attend the WEE Event to meet them.

**Oh, and I dare to dream...** of seeing all these Career Women of the Year attending State Conference in June 2011 as we announce the BPW/NC Career Woman of the Year.

If you have questions about Career Woman of the Year, please contact Varnell Kinnin at cwoychair@bpw-nc.org. If you have questions about National Business Women’s Week®, please contact Issues Management Chair Pat Sledge at issuesmgtchair@bpw-nc.org.

This is my first time as a BPW State officer. What a challenge it has been. I love my BPW sisters and it was a little intimidating thinking that I could join the ranks of these successful, talented women.

When it was suggested to run for a state office, my first thought was “Not me, they wouldn’t want me. I am no one of great importance.” The more I thought about this, I decided why not me? We need more women willing to step up to the plate and take on a leadership role. If we don’t have anyone new willing to take the challenge, what will happen to the BPW we all know and love?

There is a great need in BPW to bring our younger generation into the leadership position. You never think you are ready. You have to step out into the unknown and take a leap of faith. We are all afraid of failure.

Never let the thought enter your mind that there is a challenge you can’t handle or a task you won’t be able to accomplish. The wonderful thing about our team is that none of us need to know it all. We all have different talents and expertise. Every person at state level is willing to teach and mentor.

The one thing I have learned by being in BPW is that we have great resources in the knowledge of our sisters. Take advantage of the wealth of knowledge, these women love to share and teach! I challenge everyone to get more involved. There is always something to do at the local and state levels.

It is so exciting to be a part of something bigger.
Celebrating National Business Women’s Week is not really a secret unless you choose to keep it a secret.

The celebration of National Business Women’s Week® has helped to promote leadership roles for women and to increase opportunities for their advancement professionally and personally.

National Business Women’s Week® provides an opportunity to:

- call attention to women entrepreneurs,
- facilitate discussions on the needs of working women,
- share information about successful workplace policies,
- and raise awareness of the resources available for working women in their communities.

Some History...

The concept of National Business Women’s Week® originated with Emma Dot Partridge, Executive Secretary of the National Federation of Business and Professional Women’s Clubs from 1924 to 1927.

The first annual observance of NBWW was held April 15-22, 1928, when National President Lena Madesin Phillips opened the week with a nationally broadcast speech. She stated that the purpose of the week was “to focus public attention upon a better business woman for a better business world.”

From this early effort, NBWW has grown into a nationwide salute to all working women.

The program for the first observance of NBWW included:

- Legislative Day devoted to national, state and local legislation of interest to women;
- Education Day devoted to emphasizing the need for equitable educational opportunities;
- Club Rally Day for prospective new members;
- Community Day honoring leaders in the community;
- and Goodwill Day devoted to working with other women’s organizations.

In 1938, NBWW was moved to the third full week of October. U.S. President Herbert Hoover was the first president to issue a letter recognizing NBWW and the contributions and achievements of working women.

What does your local club have planned for National Business Women’s Week? There’s still time to plan a great event. You’re encouraged to use the tips and ideas shared over the next few pages to enhance your club’s celebration of the 2010 NBWW.
Public Relations

Talking Points

Take one or two of these talking points and turn them into a social media or public relations or networking conversation starter. Be sure not to overlook Twitter and Facebook. These talking points are just the right size for a ‘sound bite’.

• To recognize the achievements of American working women, Business and Professional Women’s Foundation celebrates National Business Women’s Week during the third week of October. Since 1928, National Business Women’s Week® has honored the contributions of working women and employers who support working women. To find out what women in your community are doing for National Business Women’s Week®, please call (name and number).

• The third week in October marks National Business Women’s Week®.

• Since its creation in 1928, NBWW has been used to recognize and honor the achievements of working women throughout history.

• The first annual observance of NBWW was held April 15-22, 1928. The President of the National Federation of Business and Professional Women’s Clubs Lena Madesin Phillips opened NBWW with a nationally broadcast speech. She said the purpose of NBWW was “to focus public attention upon a better business woman for a better business world.”

• Each President since Herbert Hoover has opened the first day of NBWW with a proclamation recognizing the contributions and achievements of working women. In addition, on the state and local level, governors and mayors often issue similar proclamations.

• BPW Foundation hosts activities to promote the week. In recent years, roundtable discussions have been held with business leaders and policy makers on topics that range from family-friendly policies in small businesses to credit availability for women entrepreneurs.

• The celebration of National Business Women’s Week® helps promote women business leaders and increases opportunities for women’s advancement professionally and personally.
NBWW is a prime opportunity to recognize women of achievement and employers who promote quality work policies for women and families in your community.

An award presentation during a NBWW luncheon, dinner banquet or other special event is an excellent vehicle for calling attention to the outstanding contributions women make to business and their communities as a whole.

Consider these tips and ideas for organizing a Women and/or Employer of the Year Award.

1. Establish criteria for eligibility and selection. Award categories might include:
   - Outstanding career achievement
   - Outstanding advocacy efforts on behalf of working women and families
   - Leadership in mentoring of women in the advancement of their own careers
   - Outstanding guidance to youth and young career women
   - Outstanding community service
   - Outstanding achievement in development and training of female employees
   - Establishment of a Equal Pay for Equal Work job evaluation system
   - Outstanding achievement in the recruitment of new female employees
   - Establishment of family friendly parental leave policies, flexible leave policies, and dependent care support workplace polices
   - Leadership in the recruitment, retention and support of women veteran employees
   - Employer/employee established a workplace policy and/or “greened” the workplace
   - leader in creating jobs for women in the green economy

2. Draft a letter to solicit nominations and send to supporters, local businesses, community leaders and women’s organizations.

3. Plan your publicity and promotion. Create a time line that allows you sufficient time to publicize this event to the media and community. You can arrange to post a flyer in key community locations, such as the library, community center, bank lobbies, shopping malls, the post office and other areas with a lot of traffic. A display might also be posted in the lobby of the business designated as “Employer of the Year” or in the lobby of any corporate sponsors.

4. Select a panel of judges. Remember that the judges as well as the candidates can lend great credibility and dignity to the award.

5. Send out a news release to the media naming the judges, their position in the community, the purpose of the award, and the dates of the event or announcement.

6. Send a letter of recognition to the selected firm or woman, citing and commending their efforts on behalf of working women.
Working Women Day of Action

Organize a public forum, roundtable or workshop on issues of concern to working women. Relevant issues include equal pay, work-life balance, retirement security, health care reform, women veterans, the multi-generational workforce or women in the green economy. Encourage attendees to use BPW Foundation’s Advocacy Center to write policy makers and ask them to support policies and programs that promote equity for all working women and successful workplaces for both employers and employees.

Women Joining Forces®

Educate your community on the successes and challenges of women veterans and the work that BPW Foundation is doing to assist them.

Proclamations

The governor, mayor or city council can issue a proclamation announcing National Business Women’s Week® in your state or local community. Send a letter describing National Business Women’s Week® and information on the person or organization making the request to the relevant public official.

Media Tips

Once you have decided on a NBWW event, it is important to inform the press of the upcoming activities.

Print Media

Identify the reporters who cover women and/or business issues for your local newspapers. Remember no newspaper is too small.

Send the reporters, their editors and the assignment editor advance notice of the activity you are sponsoring during NBWW.

Follow-up with press releases announcing the event a week or two in advance.

As a final follow-up, call the reporters directly a day or two in advance of the events to be sure she/he received notice and to personally invite her/him to attend the event.

Broadcast Media

Compile a list of TV or radio talk shows, news interview and public affairs programs. Include cable and public TV and radio in your list, as they can be valuable resources for publicity. Watch or listen to each program to be aware of its scope, format and program content.

E-mail the show’s producer to inform them of National Business Women’s Week®, and offer a guest for a program that week. Give as much advance notice as possible.

Follow-up with a phone call to the producer. If you secure a booking, be sure the spokesperson is prepared for the interview, knowing what message you want to deliver and state it clearly and briefly. If the TV show has a studio audience, ask if you can bring supporters to the taping.

After an appearance, stay in touch with the station to see if there are any viewer inquiries. Send a thank you to the host. Stress availability for future shows or interviews.

Tape programs as these can be used at meetings, fund raising events, and to prepare for future shows.

Public Service Announcements

Public service announcements (PSAs) are a great way to publicize NBWW to your community. Radio and television stations will give a certain amount of free air time to local organizations and activists promoting their cause. Contact your local station’s Community Affairs or Public Affairs Director to find out the process for their station.
National Business Women's Week

Charlotte

Wednesday, October 20, 2010

Westin Charlotte Hotel

601 S. College Street • Charlotte, North Carolina 28202

Speaker: Theresa Payton

The Five F's: Foundation of a good Decision Maker & the Importance of Cyber Security

Presented by:

GUEST MASTER OF CEREMONY: SONJA GANTT OF WCNC

Metropolitan BPW would like to invite National Business Women’s Week. Join us for networking, celebration, education, and take part in women supporting other women.

Exhibition Tables Open from 10:30am - 2:00pm. The Luncheon Program begins at 12 Noon. Tickets: Attendees' Charge: $35. Late Entry (as of 10/8/10) $45.

Register @ www.mbpw.org; click on “NBWW”. Collecting for UNCC Scholarships for Women.
Executive Committee Meeting - August 30, 2010

- Approved that the Executive Committee approve a five hundred ($500) dollar grant from the Regional Event Fund to assist with lowering social and meal expenses for attendees of the Fall Regional.

Summer Board of Director’s Meeting – October 2nd, 2010

- Approved by the direction of the Executive Committee, the adoption of the recommendation to purchase the Wild Apricot Software package.

Executive Committee Meeting - October 1, 2010

- Approved that the Executive Committee approve the appointment of Paisley Wessell as Finance Chair.
- Approved that the Executive Committee recommend the formation of a task force to develop compliance policies and procedures for local clubs.
- Approved that BPW/NC purchase the Wild Apricot software to manage membership, communications, and web site.

BPW/NC’s newest local organization. Charter members and guests from around the State enjoying the charter celebration.
We Need Y-O-U!!

If Not You, then Who?

Our North Carolina Business and Professional Women’s Foundation, Inc. was established in 1986.

One of the purposes for which it was organized is to make available to women opportunities to pursue educational experience through financial and other assistance. In order to fulfill that purpose, we need your assistance.

As BPW/NC members, one of the pillars of our existence is the notion of women helping women. Give a woman the precious gift of an education so that she might then earn a higher wage, better support herself and her family, and have a better quality of life.

Every Contribution to the Foundation is Important - And Appreciated

No donation is too small. All contributions help support women, no matter what dollar amount is given. Your tax deductible contribution to the Foundation will go to the college or university of the scholarship recipient to be used for that person's tuition, fees, and books.

Please help us reach our goal of granting five $1,000 scholarships to five deserving women.

Information regarding the different scholarship categories can be found on the BPW/NC web site at www.bpw-nc.org and look under the BPW-NC Foundation tab at the top of the screen.

Please make your checks payable to the BPW/NC Foundation, and mail them to Kay Jones, 3011 Fairmead Dr., Concord, NC 28028-0425.

Have You Been to the BPW/NC Web Page Lately?

Check it regularly for the latest events and happenings around the state that impact women and BPW. http://bpw-nc.org
How can YOU Help Make a Difference in a Woman’s Life?

Contribute to the Green and Gold!

THE BPW/NC FOUNDATION AND FIVE DESERVING WOMEN NEED YOUR HELP.

MAKE YOUR TAX DEDUCTIBLE CONTRIBUTION TO THE FOUNDATION GREEN AND GOLD TODAY!
With October upon us, it is important that we remember one of our long-standing programs, National Business Women’s Week® (NBWW). The continuation of our national BPW Foundation allows us to continue to use this trademarked program to highlight BPW/NC’s mission and vision. Visit the BPW Foundation website (www.bpwfoundation.org) for program details.

The celebration of National Business Women’s Week® has helped to promote leadership roles for women and to increase opportunities for their advancement professionally and personally.

On the BPW Foundation website you will find a sample NBWW Proclamation, sample Press Releases, and the 10-page NBWW Activity Guide which contains many great tips and ideas to build a great celebration of National Business Women’s Week®.

Elsewhere in this issue of the THW, you will find that our BPW-NC Public Relations Chair, Barbara High Tyre, has kindly supplied excerpts from the Activity Guide for your immediate reference.

For one of most celebrated events, there cannot be enough attention! This year, NBWW is observed during the week of October 18-22. What will your Club do to celebrate?

- Showcase local business and professional women, and the many contributions they offer your community?
- Screen and select a candidate for BPW/NC’s Career Woman of the Year program?
- Recognize employers in your community who actively support working women?
- Solicit a Proclamation from your city’s Mayor or City Council?
- Host an Open House to share the history of your Club with your community?
- Host a Candidates’ Forum to learn where your local candidates stand on working women’s issues?
- Partner with your local institute of higher education to host an informational discussion on the impact of education and earning potential?
- Partner with another women’s organization to promote voter registration?
- Educate your community on the effort of Women Joining Forces®?
- Partner with your local television or radio station to host a fund raising effort for a women’s organization in need?
- Partner with one of your local professional dress retailers to host a Dress for Success event in support of women entering the workforce?
- Submit a contribution to the national BPW Foundation?
- Submit a contribution to the BPW PAC?

Whatever your Club decides to do, be sure to remember to tell your BPW/NC leadership team about it:

- Invite your BPW/NC leadership to your NBWW event.
- Showcase your NBWW event in your State Nike (program) Award submission.
- Include your NBWW event in your Verlin Davis (public policy) Award submission.
- Highlight your NBWW activities in your local newsletter submission for the Elaine Martin Award.
- Capture your NBWW event in your Club’s scrapbook submission for the Elizabeth Woodard Award.
- Include all these great things in your Golden Key Club Award submission.
According to Department of Veterans Affairs (2010) web site whether a female veteran served her country five months ago or five decades ago, she may be eligible for services offered by the VA, including:

- Services for Homeless Veterans
- Counseling and Treatment for:
  - Alcohol & Drug Dependence
  - Violence and Abuse
  - Parenting & Caregiver Issues
  - Military Sexual Trauma
- Links to Job & Career Counseling
- Educational Opportunities
- Vocational Rehabilitation
- Domiciliary Care
- Management of Depression, Anxiety, and Stress
- Deployment Adjustment
- General Health Services

For More Information:

VA Health Benefits Call Center
1-877-222-VETS (1-877-222-8387)
Veterans Benefits Administration
1-800-827-1000
VA Facility Locator
1-877-222-8387

Women Veterans Health
www.vba.va.gov
Strategic Health Care Group
www.publichealth.va.gov/womenshealth
Source: http://www.publichealth.va.gov/womenshealth/

Women Joining Forces Needs Your Help

Women Joining Forces is in need of one representative from each Local Club to serve as a Women Joining Forces local representative. If you are interested email Trina Hines at thines@hinescgl.com or hinesbpw@yahoo.com.

We are on Facebook! 100 Strong and Growing
http://www.facebook.com/pages/Women-Joining-Forces-BPWNC/336845600067

Women Joining Forces NC is supported by BPW/NC and BPW/USA Foundation. For more information on how to join or support WJF/NC: E-mail womenjoiningforces@bpw-nc.org or call 704-922-8987.
Can I Help You?

It could be your daughter or your son, your friend, or your co-worker. They say everything is okay with their husband/wife/intimate partner, but they seem withdrawn and on edge. You wonder if they are being abused and you aren’t sure how to help.

Domestic violence can happen to anyone no matter their background—1 in 4 people will be in a domestic violence relationship at some point in their life. If you believe your loved one is experiencing domestic violence, there are resources available to help you help them.

Women who experienced domestic violence are more likely to experience periods of unemployment, have health problems, and be welfare recipients. Two-thirds of people know someone who is or has been a victim of economic abuse.

North Carolina Ranks #10 in the Nation for Calls to the National Domestic Violence Hot line

The statistics are staggering when one reads them one after one, and only a few are shown here. To get the full scope of how domestic violence impacts not only the victims but our communities, our workplaces, and those we come into contact with, take a look at numbers from the national hot line:

- The Hot line received 128,664 calls in the first 6 months of 2010.
- That is an average of over 21,000 calls a month.

The Family Violence Prevention and Services Act (FVPSA), enacted in 1984, has been the foundation of the response to domestic violence victims, including shelters and outreach programs across
the country. The landmark Violence Against Women Act (VAWA), first authorized in 1994, has changed the way federal, tribal, state and local entities respond to domestic violence, sexual assault, dating violence, and stalking.

- VAWA saved an estimated nearly $14.8 billion in net averted costs in its first 6 years alone.
- VAWA 2005 established the Sexual Assault Services Program (SASP), the first federal funding stream to support the critical work of rape crisis centers.
- More victims now report domestic violence to the police: There has been a 27% to 51% increase in reporting rates by women and a 37% increase in reporting rates by men.
- The rate of non-fatal intimate partner violence against women has decreased by 53%, and the number of women killed by an intimate partner has decreased by 34%.
- A 2008 study shows conclusively that the nation’s domestic violence shelters are addressing both urgent and long-term needs of victims of violence, and are helping victims protect themselves and their children.

(Source: The National Network to End Domestic Violence - http://www.nnedv.org)

Domestic Violence Myths

**MYTH**

*Domestic violence only happens to poor women and women of color.*

Domestic violence happens in all kinds of families and relationships. Persons of any class, culture, religion, sexual orientation, marital status, age, and sex can be victims or perpetrators of domestic violence.

**MYTH**

*Some people deserve to be hit.*

No one deserves to be abused. Period. The only person responsible for the abuse is the abuser. Physical violence, even among family members, is wrong and against the law.

**MYTH**

*Alcohol, drug abuse, stress, and mental illness cause domestic violence.*

Alcohol use, drug use, and stress do not cause domestic violence; they may go along with domestic violence, but they do not cause the violence. Abusers often use these excuses for their violence.

Generally, domestic violence happens when an abuser has learned and chooses to abuse.

Domestic violence is rarely caused by mental illness, but it is often used as an excuse for domestic violence.

(Michigan Judicial Institute, Domestic Violence Bench book, 1998)

**MYTH**

*Domestic violence is a personal problem between a husband and a wife.*

Domestic violence affects everyone. About 1 in 3 American women have been physically or sexually abused by a husband or boyfriend at some point in their lives. (Commonwealth Fund, Health Concerns Across a Woman’s Lifespan: the Commonwealth Fund 1998 Survey of Women’s Health, 1999)

In 1996, 30% of all female murder victims were killed by their husbands or boyfriends. (FBI, 1997)

40% to 60% of men who abuse women also abuse children. (American Psychological Association, Violence and the Family, 1996)

**These Common Myths are Wrong!**

**MYTH**

*If it were that bad, she would just leave.*

There are many reasons why women may not leave. Not leaving does not mean that the situation is okay or that the victim wants to be abused.

Leaving can be dangerous. The most dangerous time for a woman who is being abused is when she tries to leave. (United States Department of Justice, National Crime Victim Survey, 1995)
What Can You Do to Help?

Above all you can Speak up, and Speak Out! Here are a few ideas of how to break the silence:

- **Ribbon Campaign** Distribute purple ribbons to clergy, police chiefs, judges, librarians, emergency room personnel, and others in your community.
- **Table Tent Campaign** Print table tents with a reminder that October is Domestic Violence Awareness Month and information about how to access services. Distribute table tents to area restaurants and hospital cafeterias.
- **Utility Company Campaign** Ask local utility companies to include a message in their October bills. Sometimes banks are also willing to include information in monthly statements.
- **Church Campaign** Send a mass mailing to religious institutions in your area asking them to address the issue from the pulpit or in their newsletter during October.
- **Library Displays** Contact public libraries in your area and give them materials for a display.
- **Children’s Campaign** Have children from the shelter write thank you cards with painted hand prints on them to be distributed to police departments, judges, probation officers and prosecutors in the county.
- **Teen Dating Violence Essay Contest** Hold essay contests in area schools. Be sure to include an awards ceremony.
- **Wish List Drive** Put posters in area beauty salons displaying the shelter’s wish list and making literature and information available. For every item contributed, the person’s name is entered in a drawing for a prize.
- **Chili Cook-Off** Have a chili cooking contest with prizes and entertainment. Invite individual cooks, teams and restaurants to compete, with tasting open to the public. The proceeds benefit the local shelter.

**MANY VICTIMS DO LEAVE AND LEAD SUCCESSFUL, VIOLENCE FREE LIVES**

**THE CLOTHESLINE PROJECT FOR DOMESTIC VIOLENCE AWARENESS**

White for victims who have died as a result of domestic violence.
Yellow and Beige for women and children who have been battered or assaulted.
Red, Pink or Orange for women and children raped or sexually assaulted.
Blue and Green for survivors of incest.
Purple or Lavender for women and children attacked because of their sexual orientation or identity.
Here is our favorite project for breaking the silence:

**Clothesline Project Display** Show-off tee-shirts created by survivors of domestic violence in a public place. The shirts depict their stories, their pain and their hopes.

The Clothesline Project is a visual display that bears witness to the violence against women and children. The Clothesline Project features a public showing of shirts designed by survivors of abuse and those who have lost loved ones to it. The shirts are hung on a clothesline display to:

- Honor survivors and memorialize victims
- Help with the healing process for survivors and people who have lost a loved one to violence
- Educate, document, and raise society's awareness of about the crimes of violence against women and children

Shirts that hang on The Clothesline represent a wide spectrum of abuse. Although each shirt is unique, a common color coding is often used to represent the dimensions of violence against women and children:

- **WHITE** for women and children who have died as a result of domestic violence
- **YELLOW** or **BEIGE** for women and children who have been battered or assaulted
- **RED**, **PINK** or **ORANGE** for women and children who have been raped or sexually assaulted
- **BLUE** or **GREEN** for women and children survivors of incest
- **PURPLE** or **LAVENDER** for women and children attacked because of their sexual orientation/identification

### The History of the Clothesline Project

The Clothesline Project originated with 31 shirts in Hyannis, MA, in 1990 through the Cape Cod Women's Agenda. A small group of women designed the visual monument to help transform staggering statistics about violence against women and children into a powerful educational and healing tool.

They chose a clothesline image after discussing how many women in close-knit neighborhoods have traditionally exchanged information over backyard fences while hanging laundry out to dry.

The Clothesline Project breaks the silence about violence against women and children by giving a voice to survivors and victims. Since 1990, hundreds of Clothesline Projects have emerged nationwide and abroad, resulting in tens of thousands of shirt designs.
BPW-NC Brochure Planned

A new BPW-NC brochure is in the works! The Membership Committee is seeking ideas and suggestions from local membership chairs and the Executive Committee. We will design a brochure that provides information about BPW-NC, details benefits of membership, and gives the local clubs something to entice prospective new members. For more information, contact Ronda Bryant, BPW-NC Membership Chair.

Reflections from a Novice Runner on BPW Membership

I have taken up running as a hobby. It is an excellent way for me to stay in shape, but even better, it is a way for me to blow off steam and to channel my energy into something positive. When I run, I think about the issues I deal with at work or in my personal life. Here are some things I often think about regarding running, and how they relate to my development as a person and as a member of BPW:

What kind of race are you running? Is it a sprint—where you run a short distance in the fastest time possible, or a marathon—where you pace yourself to run as far as you can? What kinds of goals are you setting to complete your course? Examine the ways in which you can become a better club. Is it just enough to have high membership numbers, or to produce quality programs? Is activism your main purpose, or business networking?

Mapping out a course. It is important to consider where you are going. Not only do you need to know your destination, but also how far you are going. Is your path paved already? Is it well-lit? Are there rocks, branches, or other impediments? Are there steep hills and inclines? Is the route scenic, or do you run on a treadmill? (Even on a treadmill, you still have to determine how far and how fast you will run.)

No matter what area or region of the state we are from, planning is of the utmost importance for all BPW clubs. What kinds of things would you like to do? What are the major obstacles that may prevent your club from succeeding? What opportunities within your community can you capitalize on?

Conventional wisdom tells us that it is safer, and more fun, when you can bring someone along with you. Will those who run with you be left behind as you push forward at top speed, or will you lose your breath trying to keep up with them?

Once in a while, you may decide to run alone, so at those times it is necessary to be aware of your surroundings and protect yourself.

Make sure, as BPW sisters, that you reach out and mentor new members and look at ways to bring others into your club. Know what you represent and be able to work with people whose perspectives may differ from yours. Everyone has something to contribute.

How will you prepare? Do you stretch first, or do you just jump out there and start running? Are you wearing the right shoes? The right bra? Have you had enough nourishment to sustain you?

Take the time to review every aspect of your club and be sure that it is as up to date as possible regarding by-laws, dues current, and members knowledgeable about what is happening with the group. Is your club meeting the needs of the women in your area/town? Does it stand up with the ideals of the State Federation?

Injuries often occur when we do not prepare adequately—we don’t have on the right shoes (or the ones we have are old and worn down), we fail to stretch,
have improper form (running upright, picking up our feet, and looking straight ahead), we forget to breathe… you get the picture.

Think about your motivation… why DO you run? Are you running to lose weight, or to stay in shape? Are you naturally a good athlete, or is it something you have to work at? Is it fun or a chore? A friend of mine who is an expert in running always advises me to “run fun” no matter how far or how fast! No matter what your motivation is for your involvement in BPW, it is important to enjoy the fellowship that comes from being a member!

The more you run, the better you become at it. Sometimes I may not feel like running, but because I know that continuing to run will help me, I do it anyway. Generally, once I start running, even if I force myself to do so, I always feel better after I am done, and I have no regrets. Plus, I realize that by continuing to run, I get better and better at it.

As you seek to improve your clubs, realize that you have to put in the effort, and that it may not always be easy. Remember, you can always run a little bit farther than you think you can. Seek support from others when you need it, but know that regardless of your role, whether you are a regular member, local officer, or Board member, everyone contributes to the success of BPW-NC.

How fitting is this year’s BPW-NC theme, “Dare to Dream”! On Saturday, September 18, a dream was realized for several young women who worked tirelessly to charter a BPW club in Asheville. The Charter Meeting was hosted on a beautiful afternoon at the Girl Scout Headquarters, close to the UNC Asheville campus.

The Hendersonville Club was the sponsoring club, and members of this club, as well as the Executive Committee and Board were on hand to show their support to the newest members of BPW. BPW-NC President Gail Harper welcomed the new members and installed officers. She gave an insightful overview of the early days of BPW and its earliest members, and talked about what it must have been like for each of these women to blaze the trail that our current members proudly continue.

Those who attended the Charter Meeting were treated to a reception with refreshments and networking, and the energetic new BPW members continued to learn from BPW-NC leadership and conduct a few items of business before departing for the evening. Congratulations to the Asheville Club for their persistence and determination!

BPW-NC’s newest local organization. Charter members and guests from around the State enjoying the charter celebration.
I am so excited to be a member of BPW/NC and to know and work with such a talented group of women who are willing to share their knowledge and expertise with the membership.

It has truly been a privilege to work with the Raleigh Club under the leadership of President Lea-Ann Berst and Wee Event Chair Michelle Evans and their committee. These ladies have planned an awesome event.

Lea-Ann has written an article for this issue of the TAR HEEL WOMAN. In it you will find the details of the WEE Event to be held on November 12-13. Congratulations, Ladies of the Raleigh Club.

The Clubs of the Western Region have the opportunity to sponsor the WEE Event on April 30, 2011. The deadline of October 1, 2010, is almost here. All presidents have been notified of the deadline and one bid is already in. We are hoping for more. Remember to send the bids to Vice President Virginia Adamson and copy me. An announcement will be made as soon as the winner is determined.

Individual Development

I have information from Clubs who are planning an Individual Development program, but I would like to hear from more of you. There are many ways to approach this program, and if you need any help, I offer my services to you. Please let me know if you have a program planned for 2010-2011.

My calendar is circled and I’m making plans to head to Raleigh on November 12-13. Will I see you there? I certainly hope that I will as you take advantage of this wonderful opportunity to grow professionally, politically, and personally.
BPW/Raleigh Club Tapped to Host Event

--Lea-Ann Berst

YOU ARE INVITED to attend a BPW/NC professional development event; Women Empowered and Enlightened (WEE). Held twice a year and at various locations throughout the state of North Carolina – this fall BPW event will be held November 12-14 in Raleigh, NC.

Providing knowledge and skills needed to follow the path to leadership, this event promises to be an amazing opportunity for you to meet women from Wake County and across the state!

Topics covered span strategic communication skills to leadership growth.

Details

For more information, including session descriptions, advertising and sponsorship information, and to register for the WEE event, please visit www.bpwraleigh.org.

Accommodations

Overnight accommodations are available at the Marriott RTP at a special event rate of $79.00 plus taxes per night for single or double occupancy.

Rooms are reserved under BPW Women Empowered and Enlightened Event and must be reserved no later than October 12, 2010 to receive the special event rate.

Please reserve your room asap by contacting Kelly Adam at the hotel at (919) 941-6861.

Sponsorships and Advertising

There are many opportunities to support the Women Empowered and Enlightened event. Before, during and after the event – sponsors are offered a chance to leave a strong impression of their brand in the minds of working women in all positions including business owners, corporate executives, professionals, and elected officials.

From advertising in the event program to sponsoring the event for as little as $100, individuals and organizations have an opportunity to ensure their organization connects with this key buying audience.

For advertising and sponsorship information, please visit www.bpwraleigh.org or contact Mary Ellen Randall at marye@ascotwireless.com.
## Event-At-A-Glance

<table>
<thead>
<tr>
<th>Event</th>
<th>Location</th>
<th>Date</th>
<th>Price</th>
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<tbody>
<tr>
<td>Social Event and Networking</td>
<td>Chatham Hill Winery</td>
<td>November 12</td>
<td>$29</td>
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<tr>
<td></td>
<td></td>
<td>6:00pm – 8:00pm</td>
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<tr>
<td>Social Event and Networking</td>
<td>After-party Marriott RTP Boardroom</td>
<td>November 12</td>
<td>Free to all</td>
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<td>8:30pm – 11:00pm</td>
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<td>Educational Sessions</td>
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<td>Speakers</td>
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<td>Colleen Slaughter</td>
<td>MBA, CTC, ELI-MP</td>
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<td>Founder and Leadership Coach</td>
<td>Authentic Leadership International</td>
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<tr>
<td>Elizabeth Loverso</td>
<td>VP of Product Development</td>
<td>November 13</td>
<td>BPW members</td>
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<tr>
<td>Red Storm Entertainment</td>
<td></td>
<td>8:00am – 3:00pm</td>
<td>$45.00</td>
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<tr>
<td>Donna Hall</td>
<td>RDU Airport/Brier Creek</td>
<td>3:00pm – 4:00pm</td>
<td>Non-members</td>
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<tr>
<td>Partner</td>
<td></td>
<td>optional BPW</td>
<td>$55.00</td>
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<td>Raleigh Consulting Group</td>
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<td>leadership training</td>
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<td>Katie Gailes</td>
<td>Hampton Inn &amp; Suites</td>
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<td>CEO and Chief Strategist</td>
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<td>SmartMoves International</td>
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<td>Becky Dansky</td>
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<td>Civil Rights Advocate</td>
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<td>Laura Poole</td>
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<td>Associate Certified Coach</td>
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<td>Archer Coaching</td>
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<tr>
<td>Playhouse Creatures by April de Angelis</td>
<td>Meredith College</td>
<td>November 14</td>
<td>Regular $10</td>
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<td></td>
<td></td>
<td>3:00pm</td>
<td>Seniors $5</td>
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</tbody>
</table>
WEE Speakers

Keynote Speaker
Colleen Slaughter, MBA, CTC, ELI-MP
Founder and Leadership Coach
Authentic Leadership International, LLC
www.coachforauthenticleaders.com

Change Leadership: How Powerful Women Make it Happen

How to Play in a Man’s World and Win

Elizabeth Loverso
Vice President of Product Development
Red Storm Entertainment
www.redstorm.com

An Eye Toward Understanding Yourself and Others Better

NICE is a Four Letter Word

Katie Gailes
CEO and Chief Strategist
SmartMoves International
www.smartmovesintl.com

Getting Heard on the Hill: How to Lobby

Becky Dansky
Civil Rights Advocate

Listening from the Heart: Skills for Building Professional Relationships

Laura Poole
Associate Certified Coach Archer Coaching
Member, International Coach Federation
www.archercoaching.com
NCWU Women’s 
Agenda Assemblies

Call for Submissions: 
Anne Mackie Award

Nominees must meet the following criteria:

1. Longevity - A significant and long-term (at least 15 years) commitment to advocacy for women, above and beyond her profession.

2. Leadership - A commitment to advance one or more of the goals of NCWU, which are identified in four broad categories:
   - a. Access to Health Care
   - b. Civic Participation and Equality
   - c. Economic Self-Sufficiency
   - d. Violence Against Women

3. Effectiveness - Demonstrate ability to affect change by effectively bringing together allies to work for the common cause of advocacy on issues of concern to women and the community.

4. Impact - Demonstrate a positive impact on advocacy for women in North Carolina during the time of her involvement in one (or more) of NCWU’s four issue areas.

5. Inclusiveness - Demonstrate an ongoing effort to listen to, respect, honor, and include in her work diverse voices, regardless of politics, ethnicity, economics, religion, or gender.

Additional supporting material that can be documented and directly attests to the nominee’s contributions, achievements, and character may be included. A minimum of two and no more than five, supporting letters or documents will be accepted; maximum length is 15 pages. No mass-produced materials should be included. All materials supporting the nomination will become the property of the NC Women United and will not be returned.

For your nominee to be considered, all materials (form, nominator’s statement, and all supporting documentation) must be submitted by 5:00pm, MONDAY, November 15. Electronic submissions to mackieaward@ncwu.org are preferred. You may also fax your materials to 1-866-518-7657. Nomination information may be found at www.ncwu.org.

Michelle Evans

NC Women United (NCWU) is a coalition of progressive organizations and individuals working to achieve the full political, social, and economic equality of all women across North Carolina. NCWU works to build women’s power through grass roots activism, community organizing, legislative advocacy, and engagement in the political process.

All members of BPW/NC are members of NCWU because the BPW/NC Foundation graciously pays our dues each year. Take advantage of this great opportunity and participate in an upcoming Women’s Agenda Assembly (WAA), the biennial set of state-wide meetings to discuss public policy issues and the Draft Women’s Agenda.

The first WAA was held in Pitt County on September 25. Registration is open for Orange County Assembly on October 28. Others with definite dates include “Down East” (Craven, Carteret, and Pamlico) on Oct. 16 and Buncombe County on Nov. 13. Both Wake and Guilford Counties are looking at January dates. Pat Sledge (BPW of the Triad), will serve as the WAA Coordinator for Guilford County and BPW Raleigh Members Nancy Shoemaker and Michelle Evans are assisting with the Wake County WAA. All the more reason you should attend to support our sisters.

Find the complete list of the events in the works and more info about the Agenda Assemblies at http://ncwu.org/2010/AgendaAssembly/index.htm

If you have information to update please contact the state Agenda Assembly coordinators: Jina Dhillon and Jessica Ackley, waa-admin@ncwu.org

You can also find information about the events on the NCWU Facebook page: http://facebook.com/ncwomenunited

I send a special thank you to Nancy Shoemaker for sharing this information with us and to Jina Dhillon and Jessica Ackley for their efforts to coordinate this exciting series of events.
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Candy Zulkosky, Editor
tarheelwomaneditor@bpw-nc.org

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