

Tar Heel Woman



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BPW/NC would like to wish you a wonderful Holiday Season and Happy New Year!

A Message From the President

This issue of the Tar Heel Woman marks a half-way point in the 2014-2015 BPW year. I have had the opportunity to visit with and/or speak at seven clubs in the state, and several additional clubs have asked me to attend other events they have planned. It is always a pleasure to meet like-minded women and BPW sisters and to see the enthusiasm and involvement in working to bring the message of BPW/NC to our communities

I am happy to report that one of the goals that I have for this year, to work with the **W.A.G.E. Project** to bring their **\$tart \$mart** program to BPW, is coming to fruition. The program will help college age women gain the negotiating skills they need to begin their first job with Equal Pay, and achieve the income level they deserve rather than starting at a lower rate. On November 21st, four BPW members attended a facilitator training session and sat in on a **\$tart \$mart** workshop at High Point University in collaboration with the Greensboro AAUW chapter. It is my hope that very soon we will be offering the program led by BPW members to colleges where we have BPW clubs.

Congratulations to BPW members Leona LaPerriere, Janet McGrant, Virginia Adamson and Gail Harper who are shown in this photo with a Greensboro AAUW member at the training session. Our thanks go to the **BPW/NC Foundation** for their support for Funds to pay for the training for BPW members .



The **BPW/NC Virtual Club** has held two successful and informative meetings. The third meeting scheduled to be held in December has been postponed. Watch for the new date for the meeting.

You will also be receiving information soon about the **WEE** (Women Empowered and Enlightened) **event** to be held in early March. Watch for details to follow. Sending you my **Best Personal Wishes**, Pat Sledge



- 2014 – 2015
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It's All About Perception, Or Is It?

Marsha Riibner-Cady, President Elect



Here comes another car story...

My husband and I were traveling in Northern VA. On this particular trip we were in his 2003 VW van. No, it's not a flower child van, its silver. We decided to stop at a car dealer to look at something for our youngest son. He is currently in LA working and driving my car. I'm tired of my car being on vacation without me, so he needs to get his own. My husband, being the car guy, is out of our car and looking at one on the lot before he has our vehicle in park. He also has "selective hearing." When I tried to get his attention (that one of our dogs threw up in the crate and I needed his help) it took quite a bit of gesturing and yelling. It's about an hour before closing time and those poor guys in the dealership, (because there was not a woman to be found) see some crazy woman screaming at her husband, him finally coming over to the car, taking 2 Rotties out of the car while the woman does something inside the car. One could only imagine what she was doing while the husband struggles to hold two 90 pound dogs.

I settled the crate mess, had the forethought to leave the plastic bag containing it in the car and, settled the puppies. Then we walked into the show room. No one wanted to shake my hand and they really didn't want to talk to us either. Mind you, we looked like we had been traveling, you know, jeans, t-shirts tennis shoes...beat up van...So are we time wasters in their book. Or are we?

Here is where they should have paid more attention. My husband wears an expensive watch. There is a certain demographic that drives a VW van. They tend to be well educated and well off baby boomers. Ok, we will be better off when the kids are both out of college,

now, maybe not so much. By the way, our son that is away in LA working has saved almost every penny to purchase a car!

My point of all this is, you need to see the bigger picture when you are looking at your customer or club prospect. All of us have done this, seen the scruffy adult come into our place of business. When she hands you \$1000 cash to put on her child's after-school bill, you might not want to let your jaw drop to the floor! Have you assumed that the fat college kid you have in your company for a 6 month co-op is stupid and lazy? Is the woman who always comes to your club's free events, just a freeloader?



My suggestion is to go back to the basics, do unto others as you would want them to do unto you. Get to know these people. Mr. or Ms scruffy may be your next big sale. That fat kid may have a great suggestion on how to streamline your business that you have not considered. That woman could become your next newest BPW club member or better yet the president of your state organization in 5 years. Treat them with the respect and courtesy you would want if you were on the other side of the desk. Your perception of the situation may not be their reality.

Don't let them get away!
Happy Holidays to all.



Yours to Enjoy...The Holidays!

by Carol Ambrose,
Vice President



The holiday season is here with all the activities that the season brings. We spend lots of time running around, shopping, decorating, and party-going. Many of us find ourselves getting stressed out trying meet others expectations and fit all the activities into our busy schedules. It is often difficult to focus on the most important things in our lives because there are so many things pulling at us.

I have thought back over the years that I have celebrated the holidays and what memories I hold dear. Many of the gifts have been forgotten. Yes, a few do stand out: my first bicycle, a special bracelet, gifts my family sent when I was unable to come home, the hot-air balloon ride my husband gave me the first Christmas we met... But the warmest memories are not of the presents but of the good times with family and friends.

I remember making cookies and candies with Mom, decorating the tree; caroling in the neighborhood and going to my grandmother's house to eat dinner with all the aunts, uncles, and cousins. I remember so many holiday dinners with loved ones and the excitement & anticipation in the air. Some of the family traditions stand out in my mind as we repeated them each year. Our family has changed over the years and our traditions have evolved to accommodate the ever-changing situations. We have made new traditions and different ways of doing things.

This year try to focus on the things that will bring you the most joy. Try to let some of the other things go; you don't need to do it all. You and your family will have a less stressful holiday and you can enjoy it much more. Enjoy the season and make your own warm memories!



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Best Practices for Membership Growth

By Linda Hardy, Membership Chair



Noticing that the Sanford Club seemed to be doing something right about getting and keeping members, I asked what they did to keep up this spread of BPW. Listed below are some of the ideas Kelly Klug, their president, shared with me, and now I am sharing them with the rest of the organization. Feel free to borrow any of these ideas or use them as a springboard for new ideas on how to gain and retain members.

- Each year we set a membership goal and work toward it. Last year was 30. This year it is 40 members.
- Each year we set a plan of work and calendar and share that with everyone. We try to maintain consistency in communication and actions.
- We maintain a website and try to keep it up to date. We recently added an online membership form and are trying to move many things to electronic format.
- We have an amazing social media chair who consistently posts interesting things to our Facebook page. Many of these things are shared many times, helping boost our page's likes. (We currently have 379 likes on our page.) This keeps our name out there in the community. We tend to post many photos of events and tag members in them, which leads to them being shared. We create Facebook events for every meeting and event and members share those as well.
- In the fall we have a flurry of events which gives us a push. In September we host one of the Chamber's networking breakfasts and participate in our local small business expo. We use both events to promote membership and our women's conference. This year we offered a 50% discount if people joined the club during the expo. I think we got 12-15 new members as a result. In October we have our women's conference and that also brings in new members. We used to host a lunch in the spring, but that hasn't been as successful, so we aren't sure we will continue it.
- We printed business cards that list the club's contact information, website, Facebook page, etc. on the front and our regular meeting time on the back. Members use these to invite people as guests. We also have printed tri-fold brochures that include our member application.
- We have magnetic name badges made for any member who wants one.
- Our meetings start with 30 minutes of optional informal networking, followed by 20-30 minutes of business and no more than 30 minutes of a presentation. We try to have engaging speakers each month, based on the feedback we get from members. We try to only have speakers someone has heard before, so we know they are good.

At this point we've reached a good size and members are simply sharing info about the club with others, and it seems to keep the ball rolling. We do lose some members, but have been keeping a steady stream of new members to counter that.

I hope other clubs find this information helpful. If another club would like to share some membership practices, please let us hear from you.

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BPW/NC Mission:

North Carolina Business & Professional Women's Clubs (BPW/NC) is a network of North Carolina local clubs committed to empowering working women to fully achieve their potential in their careers. We are a multi-generational, nonpartisan organization with a mission to provide personal and professional growth opportunities and to promote equity in the workplace.

