One Month, three days, sixteen hours, thirty six minutes and thirty seconds from now, you will have a new President installed, and Marsha Riibner-Cady will take over the duties of serving the members of this great organization, BPW/NC. I think that at the end of each President’s term of office she or he must have mixed feelings. We see that at every level of government...the reluctance to walk away from the place or the job... and your state President shares those mixed feelings. No, I don’t want to hold on to the gavel or the keys to headquarters, but there are more things that I had hoped to accomplish before the end of my term.

You gave me the opportunity to be the voice of BPW/NC when it came to policy and issues that affect women and their families. I have had the privilege of representing you at events across the state and in a few places outside of North Carolina. I hope that you feel that I have been the spokesperson you needed. I have tried to be sure that when I spoke, wrote or posted a message I was speaking not from my own personal point of view, but being aware that you, the members of BPW/NC were being represented as well.

At the beginning of my term of office, I invited you to come along with me on the ride that seemed like one at the amusement park. Like the new roller coaster at Carowinds, there have been a few times when things got stuck in the middle of the trip. Thankfully, I have been able to call in a mechanic here and there who had the necessary tools to get the ride back on the right track. The year has gone by so very quickly that I wonder where the time went. There has seldom been a day that some work or task for BPW has not been on my plate. There are two more club visits that I will make in May for installation on new officers before we go to the Convention. I believe that leaves only two clubs in the state with whom I have not visited.

Maybe it’s not realistic to think that we could have half of our members attend at least a part of the two day event of our annual Convention. I would love to see all of you in Greensboro at the end of May. There is so much to be gained by coming and meeting BPW members from across the state. I am deeply grateful to our Foundation Board of Directors for the grant of $3,700.00 to help offset some of the costs of the Convention. With their generosity, (continued on back page)
A Message from the Board of Trustees Chair

Mary Wells

As we will soon be entering a new year in BPW, we need to reflect on the past and look forward to building the future. It takes all of us to accomplished the end results. The Trustees have not meet regularly this year because of the weather. We have accomplished moving our Edwards Jones account to a new Edwards Jones account in High Point. A new stove at headquarters has been installed. If you did not know, the Trustees are responsible for headquarters and also our investments. Please come to convention and meet the members of board. If you are ask to serve on Trustee Board take it serious and with us working together we can make things happen. Looking forward to seeing you in Greensboro.

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Thursday, May 28</strong></td>
<td></td>
</tr>
<tr>
<td>7:00 pm - 7:30 pm</td>
<td>Registration for Federation Executive Committee and Board of Directors</td>
</tr>
<tr>
<td>7:30 pm - 9:00 pm</td>
<td>Federation Executive Committee Meeting</td>
</tr>
<tr>
<td>9:00 pm - 11:00 pm</td>
<td>Pre-Convention Welcome Party (All who have arrived are welcome)</td>
</tr>
<tr>
<td><strong>Friday, May 29</strong></td>
<td></td>
</tr>
<tr>
<td>7:30 am - 8:30 am</td>
<td>Breakfast on Your Own (Breakfast fee included in room rate)</td>
</tr>
<tr>
<td>8:30 am - 9:30 am</td>
<td>Board of Trustees Meeting</td>
</tr>
<tr>
<td>9:30 am - 10:30 am</td>
<td>Federation Board of Directors Meeting</td>
</tr>
<tr>
<td>9:45 am - 11:45 am</td>
<td>Young Careerist Interviews</td>
</tr>
<tr>
<td>10:30 am - 10:45 am</td>
<td>Break</td>
</tr>
<tr>
<td>10:45 am - 11:45 am</td>
<td>Foundation Board Meeting</td>
</tr>
<tr>
<td>11:45 am - 12:00 pm</td>
<td>Break</td>
</tr>
</tbody>
</table>
### Annual Convention Schedule – Friday Noon – Evening

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Friday, May 29</strong></td>
<td></td>
</tr>
<tr>
<td>10:30 am - 12:00 pm</td>
<td>Registration Open</td>
</tr>
</tbody>
</table>
| 12:00 pm - 1:30 pm | **Convention Opens**  
Opening Remarks and Luncheon  
April Gonzalez – SBA Economic Development Specialist |
| 1:30 pm - 1:50 pm | Break                                                                |
| 1:50 pm - 2:35 pm | **Top 10 Principles of Social Media**  
Teddy Burriss                       |
| 2:35 pm - 3:35 pm | Break                                                                |
| 3:35 pm - 3:50 pm | How to Present, Connect & Engage with LinkedIn for Life, Career, Business and Community  
Teddy Burriss                       |
| 3:50 pm - 4:50 pm | Break                                                                |
| 4:50 pm - 5:10 pm | **State Candidate Briefing**                                        |
| 4:50 pm - 5:20 pm | **Club Presidents Meeting**                                         |
| 5:10 pm - 5:30 pm | Page/Floor Teller Meeting                                            
Credentialing Meeting               |
| 6:00 pm - 7:30 pm | **Opening Ceremony/Memorial Service and Dinner**                    |
| 7:30 pm - 9:30 pm | First Business Session                                              |
| 9:30 pm - 10:15 pm | **Special Presentation**                                            |
| 10:15 pm - 11:30 pm | Hospitality Suite Open                                              |

---

**Support the Girls - Art Bra Auction**

Bring a decorated bra to the convention and bid on a piece of art.

**Delicato Family Wines** is a sponsor of the fun event. Join us and show your creative side!

Prototype designed and contributed by Dr. Jo Naylor.
### Annual Convention Schedule – Saturday

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>Saturday, May 30</td>
<td></td>
</tr>
<tr>
<td>7:00 am - 8:45 am</td>
<td>Breakfast on Your Own</td>
</tr>
<tr>
<td>7:00 am - 8:00 am</td>
<td>First Timers Breakfast</td>
</tr>
<tr>
<td>7:30 am - 8:45 am</td>
<td>Golden Key Club Breakfast</td>
</tr>
<tr>
<td>8:00 am - 9:00 am</td>
<td>Registration Open</td>
</tr>
<tr>
<td>9:00 am - 9:05 am</td>
<td><strong>Convention Welcome</strong></td>
</tr>
</tbody>
</table>
| 9:05 am - 11:05 am | **Personal Development Workshop – Visioning and Getting Results With This Strategic Goal Planning Process**  
                      | by Cherri Walston and Leona LaPerriere                              |
| 11:05 am - 11:15 am | Break                                                              |
| 11:15 am - 12:15 pm | **Keynote** “So I Didn’t Have a Plan B”  
                      | by Carole Tarrant                                                   |
| 12:15 pm - 1:15 pm | **Foundation Luncheon and Scholarship Awards**                     |
| 1:15 pm - 2:15 pm | **Foundation Annual Meeting**                                       |
| 2:15 pm - 2:30 pm | Break                                                               |
| 2:30 pm - 3:30 pm | Advocacy and Your Involvement                                       |
| 3:30 pm - 3:45 pm | Break                                                               |
| 3:45 pm - 4:30 pm | **Federation Awards Presentation**                                 |
| 4:30 pm - 5:30 pm | Second Business Session                                             |
| 5:30 pm - 7:00 pm | Break                                                               |
| 7:00 pm - 9:30 pm | Installation Banquet                                               |
| 9:30 pm - 12:00 pm | Hospitality Suite Open                                              |

### Bid on a Basket – Help fund a Scholarship

Each Club is being asked to bring a basket for the BPW/NC Foundation silent auction to raise funds for the 2015-16 Scholarships.

There’s sure to be one just right for you!
In just a few weeks, we will gather in Greensboro for the 2015 Annual Convention. Pat Sledge, BPW/NC State President, has planned some excellent topics to enhance our professional and personal growth. The BPW/NC Foundation is privileged to sponsor the Saturday luncheon featuring the Convention keynote speaker, Carole Tarrant. Also during the luncheon, Carol Ambrose, Foundation Scholarship Chair, will recognize the eight scholarship recipients chosen from thirty-one applicants.

Our goal for the 2015-2016 BPW year is to again award eight $1,000 scholarships. We need your help - as a club or an individual - in raising the funds for these scholarships. The fundraiser at Convention is the auction of theme baskets. We are asking each BPW Club or individuals to bring a basket for the auction. Of course, monetary, tax deductible contributions are appreciated. Please help us continue awarding scholarships and making a difference for some deserving young women in North Carolina.

The BPW/NC Foundation Annual Meeting will follow the Saturday luncheon. Join us in Greensboro, May 28 through May 30, for networking, learning and fellowship.

The **BPW/NC Foundation Annual Meeting** will follow the Saturday luncheon, Saturday, May 30, 2015. All BPW Members should plan to attend this meeting.

**CORRECTION FROM MARCH TAR HEEL WOMAN EDITION**

**Foundation Interim Action from March 7, 2015**

-Approved the proposed bylaw change be presented for consideration at the Foundation annual meeting.

**Current Bylaw**

Article VIII, Section 7

Section 7: Regular meetings of the Foundation Board shall be held a minimum of once per quarter, at a time, method and place designated by the Chair.

a) Special Meetings of the Foundation Board of Directors may be held when called by the Foundation Chair, with seven (7) days written notice. Such notice must designate time, place, and purpose of the meeting and be given at least seven (7) days in advance of the date for which the meeting is called.

**Proposed Bylaw Change**

Article VIII, Section 7

Section 7: **At least three regular meetings of the Foundation Board shall be held each year (preferably to coincide with scheduled meetings of the Federation Board)** at a time, method, and place designated by the chair.

a) Special Meetings of the Foundation Board of Directors may be held when called by the Foundation Chair, with seven (7) days written notice. Such notice must designate time, place, and purpose of the meeting and be given at least seven (7) days in advance of the date for which the meeting is called.
The Awards Deadline is Just Around the Corner.

Have you or your club submitted the needed paperwork (online for most) for the various awards that are presented at the State Convention. There’s still a few days to pull your application together and get it entered. Check the bpw-nc.org website for the criteria and the person to whom they should be sent.

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sunday, May 31</td>
<td></td>
</tr>
<tr>
<td>8:00 am - 9:00 am</td>
<td>Breakfast on Your Own</td>
</tr>
<tr>
<td>9:00 am - 10:00 am</td>
<td>Executive Committee Post-Convention Meeting.</td>
</tr>
<tr>
<td>10:00 am</td>
<td>Pack and Go</td>
</tr>
<tr>
<td>11:00 am</td>
<td>Check-out</td>
</tr>
</tbody>
</table>

What will you do when you leave the Convention?

Personally, I leave the convention inspired and fired up to work with my local club, share the information that I’ve learned, and start a new year in BPW. Of course, that’s after I take a nap and catch up on my sleep. (PWS)

Join BPW/NC on May 28-30

The Greensboro—High Point Marriott Airport is the Convention hotel for the 2015 BPW/NC Annual State Convention. Located off I-40 between Greensboro and Winston-Salem, it is easy to access from any direction.

A block of rooms will be available until May 7, for our group, with a special rate of $109.00 (plus tax) per night. The rate includes a voucher for a full breakfast each morning for up to 4 persons.

Make your room reservations now if you have not already done so. We had asked for a mix of king and double rooms, so supplies of doubles may be limited. We are working with the hotel to make everything about your convention stay wonderful. Don’t miss it!

Greensboro-High Point Marriott Airport.
One Marriott Drive, Greensboro, NC 27409

To book your room, make your room reservations here: Marriott Reservations or
Call the Marriott at (336) 852-6450 and mention "BPW/NC" to get the convention room rate.
Looking Forward
Marsha Ribner-Cady, President Elect

I’m looking forward to the Annual Convention of the North Carolina Business and Professional Women’s Club on May 29-30, 2015. Will you be there?

Early registration ended on April 24. I had not registered earlier, I don’t get paid until April 20, and so I will be registering that day. Having 2 kids in college really straps my budget! I’m also looking forward to meeting new people, renewing connections with folks I have met at previous conventions and learning new things. Will you be there? Please come.

In the last Tar Heel Woman I challenged every member to answer these 3 questions:

Why did you join BPW?
What keeps you coming back?
Where should the North Carolina Business and Professional Women’s Club go from this point forward?

I was and still am willing to donate $1 to the Federation for each response I receive. Have you responded to me? Will you? As the President-elect for the state organization, it is important to me to have your input so that I can serve your needs in the upcoming year. You don’t need to write a book, you can call my cell phone and leave a message, if you prefer. (252/423-0819) You can always e-mail me at romarsci@gmail.com. I had hoped that I would need to take out a loan to cover my pledge, however at this point I think I can pay with the loose change in my car! Seriously, this is your club. If you like the direction, in which we are traveling, let me know. If you think we need to change tracks, let me know. I thank the members who have responded, your answers are invaluable to me and for the future of BPW/NC.

I’m building the 2015-16 BPW/NC board. Are you interested in hopping on board? Many hands make light the work. All types of positions are available. Want to learn a new skill? Volunteer for a position. Many of you know that through my volunteer position with the Boy Scouts, I got my job with the Girl Scouts which lead me to my current position as the Director of the After-School Enrichment Program. Helping on a committee, being part of the board is not scary and can be “worked” around your schedule. I have mentors that will guide you through the process. Now is an exciting time to take on a leadership role in this wonderful organization. Call me at 252/423-0819 or e-mail me at romarsci@gmail.com.

I’m looking forward to connecting with you through your answers to my questions, your new position on the 2015-16 board and at the convention in Greensboro on May 29-30. See you there!
Sponsorship Opportunities for BPW/NC State Convention
May 28-31, 2015

Gold - $1,000
Your logo and link BPW/NC website up to event
1/2 page full ad in Convention program
Exposure on Facebook and LinkedIn pages
Company promotional item/material distributed to attendees
Mention from podium
Admittance for 2 people to the convention

Silver - $500
Your logo and link BPW/NC website up to event
1/4 page ad in Convention program
Exposure on Facebook and LinkedIn pages
Company promotional item/material distributed to attendees
Admittance for 1 person to the convention

Bronze - $300
Your logo and link on BPW/NC website up to event
Business Card Ad in Convention program
Exposure on Facebook and LinkedIn pages
Company promotional item/material distributed to attendees
Admittance for 1 person to the convention

Sponsors For the Convention as of April 26, 2015

BPW/NC FOUNDATION

DELCICATO FAMILY VINEYARDS
FAMILY FARMED SINCE 1924 - NAPA VALLEY, MONTEREY, LODI
2015 Annual Convention Sponsorship Form

Please print legibly or type the name of the organization or company. The name should be written as it is to appear on any printed conference materials.

Company/Organization Name:

would like to offer the following level of sponsorship (check the selected sponsorship level):

☐ Event Sponsor - Gold - $1000
☐ Event Sponsor - Silver - $500
☐ Event Sponsor - Bronze - $300
☐ Sponsor - Other
  Amount

Chosen Event:

Names of persons to attend the convention (see Sponsor Information sheet for number of attendees included in sponsorship level):

1. 
2. 
3. 
4. 
5. 
6. 
7. 
8. 
9. 
10. 
11. 
12.

Company Contact Person & Title:

Address (Street, City, State, Zip):

Telephone (best to reach you):

Email Address:

Sponsor Acceptance: The undersigned, a duly authorized representative of the above named company, on behalf of said organization or company, agrees to the terms, conditions and authorizations set forth.

Signature: 

Date: 

BPW Name/Member Selling Sponsorship: 

Total Amount:

Sponsorship amount must be paid in full and camera-ready art for ad copy must be received by May 1, 2015 to be included in the Convention Program and Signage.

1. Please print the completed form by pressing the "Print Form" button at the top of this form and mail with check payable to

BPW/NC State Convention Fund to:

Marty Hamed
BPW/NC Treasurer
105 Ballast Point Drive
Manteo, NC 27954

Virginia Adamson
BPW/NC Parliamentarian
1157 Mineral Springs Road
Madison, NC 27025
Email: virginia.adamson@yahoo.com


If you have questions, please contact Virginia Adamson at 919-886-7035.
2015 Annual Convention
Program Advertising Contract

Check the advertisement size requested:

☐ **Full Page: $150
☐ **Half Page: $100
☐ **Quarter Page: $ 50
☐ *Business Card (Eighth Page): $ 25

**Camera-ready art required for Full, Half, and Quarter Page Ads.
*Camera-ready art or business card required for Business Card Ads.
JPEG format preferred; hardcopy accepted.

Complete the following information, sign the contract and submit the fee and ad copy.

Name of company: ____________________________

Company contact person and title: ____________________________

Address (Street, City, State, Zip): ____________________________

Telephone (best to reach you): ____________________________

Email Address: ____________________________

Advertiser Acceptance: The undersigned, a duly authorized representative of the above named company, on behalf of said organization or company, agrees to the terms, conditions, and authorizations set forth.

Signature: ____________________________ Date: ____________________________

BPW Name/Member Selling Ad: ____________________________ Total Amount: ____________________________

Program advertisement amount must be paid in full and camera-ready art for ad copy must be received by May 6, 2016 to be included in the Convention Program and Signage.

1. Please print the completed form and mail with check payable to:
   BPW/NC Annual Convention Fund
   To: Martha Hamed, Treasurer
   105 Ballast Point Drive
   Manteo, NC 27954

Please email or mail camera-ready art for ad copy to:
   Virginia Adamson
   BPW/NC Parliamentarian
   1157 Mineral Springs Road
   Madison, NC 27025
   Email: virginia.adamson@yahoo.com

Camera-ready art required for Full, Half, and Quarter Page Ads.
Camera-ready art or business card required for Business Card Ads. JPEG format preferred; hardcopy accepted.
If you have questions, please contact Virginia Adamson at 919-866-7035.
1/2 Page Ad
WxH = 8.5”x5.5”
leave 1/2” border
effective print area = 7.5”x4.5”

Full Page Ad
WxH = 8.5”x11”
leave 1/2” border
effective print area = 7.5”x10”

1/4 Page Ad
WxH = 4.25”x5.5”
leave 1/2” border
print area = 3.25”x4.5”

1/8 Page Ad
Business Card
WxH = 4.25”x2.75”
leave 1/2” border
print area = 3.25”x1.75”
Frequently Asked Questions for Attendees to Annual State Convention
(Whether you're a First Timer or attended just last year...)

What do I wear to Annual Convention functions?
- Thursday evening State Leadership meetings are business casual.
- Friday morning State Leadership meetings are business casual.
- Friday afternoon is business/business casual.
- Friday night is business/business dressy.
- Saturday morning and afternoon are business.
- Saturday night is business/business dressy/after 5/dressy.
- See the bpw-nc.org website for the glossary of terms used by BPW/NC - http://www.bpw-nc.org/page-1855871

What goes on at Annual Convention?
At the convention registration desk, you will receive a convention program (a full schedule is in there), your nametag, and ribbons for any special designations. Take the time to look through the schedule and find out when everything is located.

- If you're a First Timer, you'll also have a special ribbon to attach to your nametag; those of us who have been to convention before make a special effort to make sure First Timers get all their questions answered!
- Thursday evening:
  - Registration will be open 7:00 to 7:30 pm for Board Members. Dinner, on your own, is available in the hotel restaurant.
  - The State Federation Executive Committee meeting will be held at 7:30 pm. The meeting is open to any member who wishes to attend.
  - There will be a welcome party for attendees at 9:00 pm in the hospitality suite. Catch a sneak peak at the art bras designed by BPW clubs to be auctioned.
- Friday morning:
  - The Young Careerist interviews will be held. The event will be held in the hospitality suite. (Room TBD).
  - State Leadership meetings are scheduled. If you serve on any of these bodies, you are expected to attend. The meetings are open to any member who wishes to attend.
    - Board of Trustees at 8:30 am
    - Federation Board of Directors at 9:30 am
    - Foundation Board of Directors at 10:45 am.
- Friday Convention:
  - Convention begins at noon with keynote speaker, lunch and Young Careerist presentations. Friday afternoon we will be treated to two lively and interactive workshops with Teddy Burriss, Internet and social media guru. Attend both sessions and receive 3 e-books compliments of Teddy.
  - Friday night we will have opening ceremonies, dinner, a memorial service, the first Business Session, and a very special presentation.
  - Then the hospitality room will be open for a while for those who need to wind down before retiring.
- Saturday morning:
  - A full breakfast will be served in the restaurant. Be sure to give the server your room number which covers your breakfast bill. Gratuity is not included.
  - Past State Presidents who are members of the Golden Key Club will be having breakfast in the a designated location. Check the schedule in the convention program.
  - First Timers are invited to attend a breakfast in the restaurant with a special reserved table.
Frequently Asked Questions for Attendees to Annual State Convention (cont.)

- Saturday Morning at 9:00, President Pat Sledge and the Foundation Chair, Faye Painter will welcome you and the Training and Development Chair, Michelle Evans to introduce the presenters for an interactive workshop on Goals and Vision. You will have an opportunity to create your own Vision Board. Following a short break, you will be welcomed to a keynote address and Luncheon where the Foundation scholarship winners will be recognized. (The workshops, speaker and lunch are being sponsored by a grant from the Foundation of BPW/NC)

- Saturday afternoon:
  - Foundation Annual Meeting will follow. Every member-in-good-standing of the Federation is a member of the Foundation, and you are needed during this session to process motions regarding the business of the Foundation. Don't miss the Silent Auction of baskets to raise money for Foundation scholarships.
  - The Second Business Session, where Election of officers for the 2015-2016 year will be held.
  - The BPW Federation Awards Ceremony will follow the Foundation Annual meeting. Next, An Update on the ERA will be given by Robbie Madden, co-founder of Ratify ERA-NC.
  - Club President's Roundtable discussion. Incoming and Outgoing Presidents are invited to come

- Saturday evening:
  - Free time! We've built in a little because we all need an opportunity to recharge.
  - Be ready to be seated at dinner by 7:00 p.m when we will witness the installation of the 2015-2016 BPW/NC Officers.
  - Then the Hospitality Room will be open for a while for those who need to wind down before retiring.

- Sunday morning:
  - The 2015-2016 Executive Committee will meet, as well as the Convention Committee.
  - The rest of you get to sleep in, explore the hotel, have a leisurely breakfast, go shopping…whatever you choose!

What to see in Greensboro

- Visit the Greensboro Convention and Visitors Bureau webpage: http://www.visitgreensboronc.com to see parks and other fun things to do while you are visiting.
- If you're a history buff be sure to visit Guilford Courthouse National Military Park

Shopping Opportunities

- Greensboro hosts a special shopping experience at The Friendly Center including the new The Shops at Friendly Center.
  - Just 15 minutes from the hotel. Directions
  - Shop Directory: http://www.friendlycenter.com/directory

-
Call to Convention  Continued from page 1.

we have been able to keep the registration rates below the actual cost of what we will pay per person coming to the convention. We have planned some dynamic seminars and workshops for you on each day. And the workshop and Luncheon on Saturday are being funded by the Foundation grant. You are all invited to come and be a part of the business, fun and learning that goes on annually. Many of our members come back year after year and I always leave the convention full of energy and excitement with new ideas and new experiences.

We have a block of rooms at the Greensboro-High Point Airport Marriott with a special room rate of $109.00 per night which includes breakfast for up to four people staying in the room. Last weekend, some members learned that only King rooms were available. I believe we got that fixed to that there are still some double queens open. Another group had also blocked rooms for the dates.

Take a look at the website, bpw-nc.org to learn more about the speakers and events planned.

We have had a membership drive on going this year, and the top three members sponsoring the most new members will have all or a portion of their registration for convention returned to them. In case of a tie, there will be a drawing for the winners. Are you in the running?

In the pages of this Call to Convention issue, you will find information about sponsorships, advertisements in the convention program, the schedule for the event and a few items about other parts of the convention and the organization. President-elect Riibner-Cady is still looking for your comments about the path for BPW/NC going forward and has pledged a contribution to the Foundation for each response she gets.

Some positions for her Board of Directors are unfilled as of now, so if you would like to have an opportunity to learn more about running a six figure non-profit organization, contact her today. See her article on page 7 for her phone and e-mail.

**Formula for Success:**

\[ E^2 + P + T = BPW \]

*Enlightened,*

*Empowered with Purpose*

*and Teamwork*