



# The BayStater

Summer/Fall 2010

Volume 34, Number 3

---

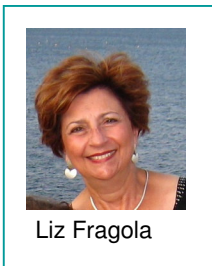
## AAUW-MA Fall Programs

**October 23: Mission Not Impossible: Getting What You Need To Make It Happen**

**November 6: Education, Employment, Empowerment: The Global Prospects for Women**

### A Message from Liz

Liz Fragola, AAUW-MA President



Liz Fragola

*Breaking through barriers so that all women have a fair chance.* I have always believed this is an important cornerstone of the AAUW mission, but I have always thought of it in the context of women who have been on the fringes of educational opportunity and economic advancement and that as an organization we need to address this inequity. I never really

applied it to myself or to AAUW-MA as a viable and vital organization. Now, I have a different view.

Stepping into the role of president of AAUW-MA meant I had to break through a barrier of my own. I've always been a good team player and a diligent worker bee. I could handle the middle management role, but never considered being the "leader" of anything. Making the decision to "go for it" was a complete leap of faith. I had to let go of the idea that there was someone more capable than I, and there well may be, and that I did not "have what it takes", whatever that is, to take on this significant responsibility. So, having broken through that barrier of my own, I realize we all have these barriers and we need to find ways to break through them.

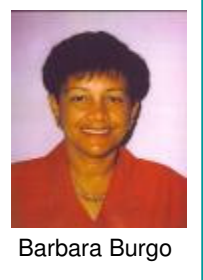
AAUW, as a national organization, has and still is, working on breaking through its own barriers. Open membership and one member, one vote, are examples of changes which involve breaking barriers. Similarly, AAUW-MA needs to break through some barriers of its own.

The future of our organization, nationally and locally, is in the hands of younger women. If we do not bring young members into our fold, we cannot be a viable organization. The logical step is to reach out to and engage college women and men. AAUW was founded by college graduates who wanted to ease the way for other women to attain a college degree. Let's go back to campus and reconnect with today's college students.

*Continued on page 2, column 1*

### An Invitation from Barbara

Barbara Burgo, AAUW-MA Program VP



Barbara Burgo

As Program VP, it is my distinct pleasure to update you on two exciting conferences that your State Board and partners have planned and are now inviting ALL of YOU to attend!

Let's begin with the October 23<sup>rd</sup> double-venue motivational get-togethers we have titled: **Mission Not Impossible: Getting What You Need to Make It Happen!** -

an info / resources session planned with Lisa Maatz, AAUW Director of Public Policy and Government Relations traveling in from D.C. to co-present, at the request of AAUW-MA President, Liz Fragola. Association members throughout the Nation have been talking for the past two or three years - and Taking Action - about ways to *make things happen* within our State and local Branches. Make what happen you ask? Well, to update our web sites with social media to reach the Gen X and Y-ers; to further engage our large population of Members-At-Large and Educational Fellows, to educate College/University partners and students as to "what's in it for them." It is no secret that membership has been dwindling, nationally, so the importance of obtaining new C/U members and college students cannot be overstated. A few Branches have managed to increase membership and re-energize their current members. How did they do it? What works and what doesn't? What can we do to "make it happen" in our branches? Please join us either at 9:00 a.m. in Peabody at Brooksby Village for a breakfast session or a lunch session at 1:00 p.m. in Taunton at the Taunton Holiday Inn, Myles Standish Industrial Park to learn new skills or share your ideas!

In addition, AAUW-MA and Babson College's Center for Women's Leadership have collaborated to bring you a dynamic Fall state conference titled: **Education, Employment, Empowerment: The Global Prospects for Women** to be held on November 6<sup>th</sup> at The Babson College

*Continued on page 2, column 2*

*Liz's message continued from page 1*

While making phone calls to encourage our College/University Partners to send students to NCCWSL, I had an interesting conversation with Jan Shubert, the director of the Center for Women's Leadership at Babson College. As I heard of Jan's program in Saudi Arabia teaching young women social entrepreneurship, I thought: this is something our AAUW-MA members need to hear about and we need to connect with Babson and the terrific work they are doing. That's how our conference: *Education, Employment, Empowerment: The Global Prospects for Women*, began.

AAUW-MA is breaking through a barrier of its own. We are collaborating with the Center for Women's Leadership, and isn't that where we should be, to create a dynamic, interactive conference that will engage women from universities, corporations, non-profits, and volunteer organizations. Thanks to our partnership with Babson, their state-of-the-art facility, the Executive Conference Center, is a perfect venue. Breaking through barriers involves risk and we are taking one. The AAUW discounted \$85 fee for registration and the \$45 student fee for will require strong sponsorship support. Non-AAUW attendees will pay the real cost \$105 registration fee. There's no question that this will be a day where all will get their money's worth. It will also be an incredible opportunity for AAUW-MA to really shine. We will encounter students and women leaders who will have the chance to hear about AAUW. Gloria Blackwell, Marion Kilson, and Katherine Honey, three notable AAUW leaders, will be panelists. Networking and membership building will be key that day. You will not want to miss this event! Our keynote speaker, Edith Hunt, (see bio page 5) a partner at Goldman Sachs and the Global Head of Talent Management, is a vibrant speaker and a woman who has broken through many barriers in her long career.

Often at conferences of this caliber, the number of attendees is so large that no real connection is made with the presenters or other attendees. That is what is unique about this event. With a limit of 270 participants there will be opportunity to connect. Lunch will be in several smaller rooms enabling us to have real interaction with guidance from a discussion leader. It will be a stimulating environment in an intimate setting. If you attend professional conferences you know that this is a rare treat. Our registration fee is actually quite reasonable when seen in this context. We will have a great lunch, continental breakfast and full beverage and snack service throughout the day.

Let's be creative and let's act quickly; this will be a sold-out event. Branches should consider underwriting a portion of the registration fee for their members who attend. Branches and individuals might want to consider becoming sponsors of the conference (see box page 5).

Our Fall Training meetings, see article on page 3 for details, are a perfect way to begin breaking our barriers as we will learn strategies for connecting with colleges and engaging students in public policy issues, namely, the Paycheck Fairness Act. Most aren't aware of the pay inequity that

exists today. Lisa Maatz, our national Public Policy and Governmental Relations chair will be leading our trainings. Many of us know how wonderfully engaging Lisa is. She knows Capitol Hill inside and out. She will share her techniques with us and we will be ready to reach out and engage.

Please be there on October 23 and November 6. Yes, they are close together, but how better can you spend your time than with your friends at AAUW-MA, being the life-long learners we are and poking some holes in the barriers that keep us from moving ahead together? Let's move on down the road of equity taking a leap of faith, while knowing we have the support of one another as women of the 21<sup>st</sup> century.

*Barbara's invitation continued from page 1*

Executive Conference Center, Wellesley. Some of you may remember that during the Spring Convention at Bristol Community College's Attleboro Campus last April, we asked if you'd be interested in a conference regarding micro-financing and women-owned businesses. A large majority of you said yes. So, we incorporated all comments and suggestions into this unique, full-day "extravaganza." Our Keynote speaker is Edith Hunt, a partner at Goldman Sachs and the Global Head of Talent Management. Ms. Hunt devoted a great deal of her career to bringing women of diverse backgrounds into the corporate world and was "at the table" when talks began to develop The Forte Foundation, established to address the inequities of women in MBA programs and in the business world. In addition to our keynote speaker, we have invited several prominent women in the educational and business world to serve as panelists in our various break-out sessions where you will have to opportunity to listen, learn and share ideas.

We promise to bring you a not-to-be-missed day full of education, motivation and collaboration. All we need now is YOUR CONTINUED SUPPORT!! So sign up early, and plan to commute to Babson Park with as many of your branch members and/or friends as possible. Following this conference, we'll be able to go to the National Convention in D.C. next June proudly reporting that we've just had one of the most far-reaching and successful conferences of the decade and that AAUW-MA - where it all began - is alive and well, and growing again! If not now, when? If not you, then who? See you at Babson!!! ...**because Equity is Still an Issue!**

### **The BayStater**

Summer/Fall 2010 Volume 34, Number 3

Published three times a year by the AAUW—Massachusetts

82 Kimball Beach Road, Hingham, MA 02043

Editor: Hollie Bagley E-mail: [holliebagley@gmail.com](mailto:holliebagley@gmail.com)

Annual State Dues: \$15, includes \$3 subscription

AAUW-MA website: <http://www.aauw-ma.org>

*Continued next column*

# October 23: Mission *Not* Impossible: Getting What You Need To Make It Happen

9:00—11:30 am Brooksby Village, Peabody  
1:00—3:30 pm Holiday Inn, Taunton

Join us in either Brooksby Village, Peabody, 9 – 11:30 am or the Holiday Inn in Taunton, 1-3:30 pm., with Lisa Maatz, AAUW Director of Public Policy and Governmental Relations, to learn the insider's view of Capitol Hill and how you can use skills acquired that day to put the AAUW mission into action on Beacon Hill and your local college campus.

Morning attendees will be served a full breakfast including: assorted fruit juices, scrambled eggs, breakfast potatoes, bacon and sausage, assorted breakfast breads, regular and decaf coffees and tea. In the afternoon, attendees will have the choice of grilled chicken Caesar salad or grilled veggie wrap with pasta salad, chef's dessert and assorted sodas and bottled water.

## MAKING THE MISSION CONNECTION:

- Understanding the legislative issues of importance to women and families
- Getting the "inside scoop" on the national legislative scene
- Using AAUW tools to take action
- Tips on how to best have your viewpoint heard
- Pushing the Paycheck Fairness Act to passage
- Planning for Equal Pay Day in April

## MAKING THE COLLEGE CONNECTION:

- Benefits to colleges in joining the AAUW Community
- Benefits to students
- Reaching out to current C/U Partners
- Connecting with NCCWSL Attendees
- Engaging AAUW fellows
- Program: Follow the money or lack thereof
- Making the call
- Student leaders as part of Branch/State Equal Pay Day Events

## Meet Lisa Maatz

### AAUW Director of Public Policy and Government Relations

As AAUW's top policy adviser, Lisa Maatz works to advance AAUW's priority issues on Capitol Hill, through the executive branch, and in coalition with other organizations. Maatz has done similar work for the NOW Legal Defense and Education Fund and the Older



Lisa Maatz

Women's League, and was a legislative aide to U.S. Congresswoman Carolyn Maloney (D-NY). Her grassroots advocacy career began when she was the Executive Director of Turning Point, a battered women's program recognized for excellence by the Ohio Supreme Court. Maatz's areas of expertise include gender equity in education, Title IX, retirement security, pay equity, and other civil rights issues related to women and girls.

Maatz is a Phi Beta Kappa graduate of Ohio University, has two Master's degrees from Ohio State, and holds an adjunct appointment with the Women and Politics Institute at American University.

**Directions to Brooksby Village, 100 Brooksby Village Drive, Peabody, Massachusetts 01960** Brooksby Village is conveniently located in Peabody, just off of I-95 on the North Shore of Boston. **Driving directions:**

**From Gloucester, Beverly, and points east:** Travel south on Route 128. Take Exit 25B (toward Middleton) to Route 114 West. From the ramp, travel 1.5 miles west on Route 114 (you'll pass North Shore Mall on the left just after you come off Route 128). Make a left onto Brooksby Village Drive. \*\*

**From Boxford, Topsfield, and points north:** Travel Interstate 95 South. Take Exit 50/Route 1 South. Take Route 1 South to the Route 114 exit (no exit number) and head east. From the ramp, travel .5 miles east on 114. Make a right onto Brooksby Village Drive.\*\*

**From Boston and points south:** Travel Route 128 North to Interstate 95 North. Take Exit 47A (Route 114 East towards Peabody). Take a right onto Route 114. The campus is a half mile from the end of the on-ramp. Make a right onto Brooksby Village Drive.\*\*

\*\*Follow the road straight toward the gatehouse. Inform the guard of our meeting and ask for directions to the Garden Room in the Renaissance building.

AAUW-MA and The Center for Women's Leadership at Babson College invite you to join us

# Education, Employment, Empowerment: The Global Prospects for Women

## Saturday, November 6, 2010

### Babson Executive Conference Center, Wellesley

#### AGENDA

- 7:30 – 8:30 a.m. Pre-Registration Check-in and Continental Breakfast
- 8:30 – 9:00 a.m. Welcome and Overview
- 9:00 – 10:00 a.m. **Keynote Speaker** with Q & A
- 10:00 – 10:30 a.m. Coffee Break/Networking (move to breakout sessions)
- 10:30 – 12:00 noon **Spotlight on Women Globally**
- Panel A: Global Entrepreneurship: What's Working for Entrepreneurial Women?**
- Panel B: Corporate Partnerships and Positive Outcomes**
- Panel C: Not-for-Profits/Advocacy Organizations - Stories from Around the World**
- 12:15 – 1:45 p.m. Lunch / Conversation Groups
- 2:00 – 3:30 p.m. **Spotlight on Domestic/Massachusetts Women**
- Panel A: How Entrepreneurial Women are Making a Difference**
- Panel B: When Corporations Lead The Way**
- Panel C: Not-for-Profits/Advocacy Organizations - Who Needs Our Talent and Support?**
- 3:30 – 4:00 p.m. Beverage Break
- 4:00 – 4:45 p.m. Action: What We CAN and MUST Do – Individually/Collectively
- 4:45 – 5:00 p.m. Closing remarks

Driving Directions to **Babson Executive Conference Center, One Woodland Hill Rd, Wellesley, MA 02482**

#### Directions to the Babson College Campus

**From the east:** Take the Massachusetts Turnpike to Exit 15 (Interstate 95/Route 128). After the tolls, follow signs to Route 95/128 South to **Exit 21 (Route 16 Newton/Wellesley) ...**

**From the west:** Take the Massachusetts Turnpike to Exit 14 (Interstate 95/Route 128). After the tolls, follow signs to Route 95/128 South to **Exit 21 (Route 16 Newton/Wellesley) ...**

**From the south:** Follow Route 95/128 North to **Exit 21 (Route 16 Newton/Wellesley) ...**

**From the north:** Follow Route 95/128 South to **Exit 21 (Route 16 Newton/Wellesley) ...**

**Then (from Rte. 16):** At end of off ramp, follow signs for Route 16 West. Continue on **Route 16 West for 2 miles through Newton Lower Falls and Wellesley Hills**. Turn left onto Forest Street and follow for 1 mile to Babson College; the main entrance is on the right.

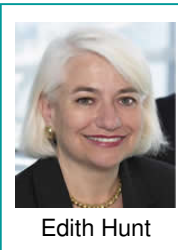
#### Once On Campus Directions

Stay on College Drive through the campus. At the end of College Drive (Bryant Hall will be in front of you), take a left and then bear right at the fork. At the second fork, bear left and follow this to the parking garage that will be on your left. The Atrium lobby is located just ahead, around the cul-de-sac. For check-in and temporary parking there are a few spaces just beyond the cul-de-sac.

<http://execed.babson.edu/info/directions.aspx>

# Meet Edith Hunt

## Keynote Speaker on November 6<sup>th</sup>



Edith Hunt

We are delighted to be welcoming Edie Hunt of Goldman Sachs as our keynote speaker. A partner at Goldman Sachs and the Global Head of Talent Management, Edie has demonstrated her commitment to women's education, employment and empowerment in her leadership at Goldman Sachs, as well as her pioneering work as the founding director of Forte Foundation.

Goldman Sachs is, of course, also well known and highly regarded for their recent initiatives, 10,000 Women, 10,000 Small Businesses.

Edie's responsibilities include global recruiting, training and diversity. Head of Fixed Income, Currency and Commodities Human Capital Management from 1999-2001, she was named managing director in 1999 and became a partner in 2004. Ms. Hunt is now a senior managing partner at Goldman Sachs.

Ms. Hunt received her BA and BS degrees from the University of Pennsylvania in 1972. She is the first woman to receive dual degrees from UP and the Wharton School. She received her MBA in 1974 from the University of Chicago. She is a member of Howard University School of Business Board of Visitors, the Trustees' Council of Penn Women, and the Forte Foundation's Board of Directors. Edie has devoted much of her career to bringing women and particularly women of multicultural backgrounds into the corporate world. The Forte Foundation, established in 2001, was founded to address the inequities of women in MBA programs and in the business world in general. Women still comprise less than 16% of the corporate officers in America's 500 largest companies.

"We are challenged to develop new, timely and relevant diversity content that directly impacts our people's commercial agility, career development and workplace experience. We are aggressively leveraging technology to deliver a robust online diversity and inclusion curriculum. E-learning courses focus on topics such as cross-cultural competencies, generational differences and religion in the workplace. These online courses give our people the flexibility to engage in diversity training outside of the traditional classroom setting. We also host the Multicultural Women's Loft Series, small-group discussions led by senior leaders from around the firm. Being diverse is not optional; it is what we must be."

*Edith Hunt*

This is only a taste of what Edith Hunt will bring to our conference. She is an eloquent and moving speaker who will deliver her ideas and experiences in a way that will stimulate and challenge us. You will *not* want to miss her!

## Calling All Sponsors

*Education, Employment, Empowerment: The Global Prospects for Women*, will prove to be a dynamic day of interactive learning for women of many backgrounds from non-profit organizations to high-powered corporate entities. The high quality of this event demands the investment of funds that we, as AAUW-MA, do not readily have at hand.

We are engaged in a concerted effort to acquire sponsors to offset the costs of this major endeavor. If you work for a company or school or know of a philanthropic group who may be interested in sponsoring an important women's conference, please let us know! Sponsorships are available as follows:

Platinum	\$2,500	12 registrations
Gold	\$1,500	10 registrations
Silver	\$1,000	8 registrations
Bronze	\$575	5 registrations
Valued Friends	\$250	2 registrations

All will be acknowledged in program marketing according to the level of sponsorship, with the Platinum Level receiving additional recognition and display space.

Here's an idea your branch might want to consider: If your branch sponsors at the Bronze Level and your members pay their own registration at \$85 each, that leaves \$150 to be paid from branch funds. For that investment, your branch will get recognition and you will have the satisfaction of having made a real investment in a program that helps women from all parts of the world *break through barriers*.

*We're calling all sponsors, large and small, to make a difference for women and to invest in the future growth of women entrepreneurs and leaders in policy and economic development, because . . . Equity is still an issue.*

For more information, or to make a pledge, please contact Liz Fragola, [ekf226@comcast.net](mailto:ekf226@comcast.net) or (978) 546-9799.

**AAUW-MA members will be receiving an official invitation to the conference via email with instructions as to how to register online. Look for it to arrive on or around September 30th. Be sure to register promptly as the conference is expected to be a sell-out! For the convenience of those without online access, a mail-in registration form can be found on page 8.**

**HOLIDAY INN TAUNTON**, 700 MYLES STANDISH BLVD TAUNTON, MASSACHUSETTS 02780

**From Boston Area:** Take Rte 93S to 24S to Rte 495N, exit #9. Take a left off exit and turn right at 1st light. Hotel will be on your right. **From Providence, RI Area:** Take 95N to 495S to exit #9. Take a right off of exit and turn right at 1st light, hotel on your right. <http://www.holidayinn.com/hotels/us/en/taunton/tauma/hoteldetail#Directions>

## AAUW International Fellows

**Margaret Chalupowski**  
AAUW-MA AAUW Funds Chair

Each year, AAUW funding makes a difference in lives of over three dozen remarkable women from around the world through the AAUW International Fellowships. International Fellowships are awarded for full-time study or research to women who are not U.S. citizens or permanent residents, and wish to pursue graduate or postgraduate studies at accredited educational institutions in the U.S. and other countries.

Recipients of the International Fellowships are selected according to their academic achievements and proven commitment to women and girls. Upon return to their home countries, the AAUW International Fellows are well equipped to become leaders in government, academia, community activism, arts, and science.

The International Fellowships program, originally designed to provide Latin American women with opportunities for graduate and postgraduate studies in the U.S., awarded its first fellowship in 1917. In 1945, AAUW expanded the program to provide higher education opportunities to European women from countries devastated during World War II. The program now includes women from around the world. So far, International Fellowships have been awarded to over 3,000 women from 135 countries.

Forty-one remarkable women from 20 different countries, sponsored by the AAUW International Fellowship grants during this academic year, will pursue their professional development in 18 U.S. states as well as in the U.K. and Holland. Five of the Fellows came to Massachusetts to pursue their studies at Harvard, Brandeis University, and University of Massachusetts in Amherst.



**Shraddha Barahi (Nepal)** is studying international development at Harvard. Her interests include expanding the role of private sector and developing programs for youth entrepreneurship.

**Rutendo Kashambwa (Zimbabwe)** while at the Harvard School of Public Health is going to analyze epidemiological factors relevant to HIV/AIDS incidence among pregnant women in Zimbabwe. She intends to develop educational programs aimed at early detection and prevention.



**Martha Nyongani (Malawi)** is studying educational policy issues at the University of Massachusetts in Amherst. She is interested in exploring social marketing as an alternative strategy for planning school food programs in Malawi.



*Fellows continued next column*



**Judy Bolanle Ogunyemi (Kenya)** while at Brandeis University is researching feasibility of various interventions regarding sexual and reproductive rights issues in Kenya.

**Komolakhon Rakhmanova (Uzbekistan)** is studying social science at Brandeis University. Her research focus is in sustainable international development, the role of community health systems, and alleviation of poverty.



We welcome the 2010-2011 AAUW International Fellows to Massachusetts, and we are looking forward to meeting them in person during our upcoming Conference *Education, Employment, Empowerment: The Global Prospects for Women*, which is going to be held at Babson College on Saturday, November 6, 2010.

## College/University Relations Update

Liz Fragola

Campus connection is an important goal for AAUW-MA this year. A new incentive will make it all the more attractive for colleges and universities to become C/U Partners with AAUW. For our 130<sup>th</sup> anniversary year, November 2010-November 2011 schools can become partners for ONLY \$130!! What a bargain!

Eight Massachusetts Colleges participated in NCCWSL this year. One of those schools, Bay Path College, has signed on as a sponsor for our November conference. We have made some strong connections here. It is important to follow-up and keep these connections alive.

As we moved toward this anniversary year, we are lacking a C/U chairperson. Unfortunately for AAUW-MA, Ashley Occhino has had to resign the C/U position. She brought fresh ideas and energy with her and we will miss her participation. We do need to fill this important board position. If you are interested, or know someone who might be, please contact me, (ekf226@comcast.net). You will have the support of the state board. Both Barbara Burgo and I have worked with colleges and students and will be there to help the new person orient to the job. If you like to be a liaison between AAUW and colleges and their students, you're our woman!

*Bagley continued from page 7, column 2*

videos relevant to AAUW and connecting with AAUW members across the country. On a more personal level, I am finding Facebook is a great way to connect to friends and family around the world, and even closer to home, seeing what my son is up to these days. Oh, there are still some frustrating moments, like when I share a comment meant for one individual with my entire list of Facebook friends, but, I will learn. After all I am a lifetime learner! Hmmm, maybe I should look into Twitter, but for the moment I will stick with Facebook. Hollie welcomes comments at [holliebagley@gmail.com](mailto:holliebagley@gmail.com)

# Membership Matters

Betty Orsi, Membership VP



Betty Orsi

AAUW has added something new to their website, "One Member, One Vote." At this site every member is given the opportunity to have direct input in the process of directing the future of AAUW. From this site all members can propose candidates, bylaws, amendments, resolutions and much more. Check it out! One doesn't have to be a delegate at a convention to vote anymore! This is your chance to make your concerns known! To access the One Member, One Vote section from the AAUW home page, click on Member Center (in the top right corner), log in with your member ID, and then select One Member, One Vote from the list on the left.

You can still mail in your 2010 AAUW Member Survey or take it online at [www.aauw.org/membersurvey2010](http://www.aauw.org/membersurvey2010). Deadline extended to September 30, 2010.

Did you know that AAUW offers several benefits for members & their families? Some benefits may even be shared with your friends! Check out the details at [www.aauw.org/benefits](http://www.aauw.org/benefits) to see what you can save on textbooks, admission tests, magazines, checking, insurance and so much more!

With our Nov. 6<sup>th</sup> convention at Babson College coming up soon I would like to remind you about AAUW's **Shape the Future Membership Campaign**. It offers not only half price national membership to those new members who join at an AAUW event but even allows the branch to earn credits for free memberships. Details and special forms for this Shape the Future Membership Campaign can be found on your national AAUW website.

By now all branch membership vice presidents should have received their 2010–11 Annual Starter Kits which can assist in their recruitment and retention efforts. Please let me (eorsi@verizon.net) know if your branch hasn't received this kit yet.

## AAUW Facebook Page Launched

The **AAUW Massachusetts Facebook page** was launched on August 9, 2010. Alexandra Geiger, a North Shore Area branch member and recent Dickinson College graduate graciously volunteered to set up the page after she heard from her mom, AAUW-MA secretary, Tamara Gaydos, that AAUW-MA needed help with our Facebook page. AAUW has recently formed a Social Media Task Force headed by Jean Lotz, president of the LA - Covington Mandeville branch. AAUW SMTaskF's goal is to encourage all states and branches to have a presence on Facebook as a means of increasing AAUW visibility and communication.

*Continued next column*

Be sure to visit [www.facebook.com/aauw.massachusetts](http://www.facebook.com/aauw.massachusetts) or click on the **Find Us on Facebook** icon on the landing page of our state website at [www.aauw-ma.org](http://www.aauw-ma.org) or do a search for it from your Facebook page.

We need you to "like" the page and invite you to contribute to AAUW Massachusetts by posting relevant articles, "liking" postings, writing comments, and making AAUW Massachusetts a Facebook habit. In other words, we need you to interact with the page as the **AAUW - Social Media Task Force** paraphrased from Beth Kanter, "Social Media works best when you engage in two-way conversation and relationship building with your audience versus blasting out content and message." Not only do we need you to become a Friend of AAUW Massachusetts, we need you to contribute to it and to "share" the page with all your Facebook friends. Let's get the word out there that AAUW-MA is alive and well and working hard to improve the lives of women and girls.

## Bagley's Blog

In the olden days, I believe an English teacher would call this an essay written in the first person, but this is the 21<sup>st</sup> century so I must get used to the new terminology. I used to think I was flexible, both physically and mentally, but as I get older I seem to be less so. It seems that just a few years back, we were "forced" to get an email account just to stay in communication with our friends and family, especially the younger folk. Now I am finding that email is "old fashioned" and if I really want to stay in touch I should use Facebook (FB) or Twitter. I arrived at FB kicking and screaming that, no, I really didn't need it, and, thank you very much, I had plenty of friends without it. I reluctantly joined FB way back in 2007 when I was asked to join an AAUW Facebook Strategy Group to help with AAUW's visibility. I contributed to the group, but still did not use FB personally. Actually, I continued to be pretty inflexible and very resistant. I valued my privacy, it was just one more complication in my life, etc. We've all heard the excuses. As FB continued to grow in popularity, I began to come to my senses. If so many people and organizations were on FB, it must have something to offer. I even went so far as to buy a book on how to use FB, but so far I have not plowed through it. I must admit it got me some snickers at the airport and some actual laughs at the hairdresser's. Young people could not believe there was an actual book to learn FB, something they take to naturally. In AAUW we talk a lot about how to attract younger members and how to get out the word about AAUW. Having a presence on FB is a perfect match, so when the opportunity presented itself to launch an AAUW Massachusetts FB page, I decided it was time to get over Facebook phobia and hop on the FB bandwagon. As with anything else, practice makes perfect, and the more you use something the easier it gets. Just as with email, FB takes a little getting use to, and just as I check my email, I have learned to check my FB page and the AAUW Massachusetts page. As much as I hate to admit it, I am actually having some fun—reading articles and watching

*Continued on page 6, bottom of column 2*

**OCTOBER 23 MISSION NOT IMPOSSIBLE REGISTRATION** (Please Print)

Please return form and check, payable to *AAUW-MA*, to Hollie Bagley, 82 Kimball Beach Road, Hingham, MA 02043

\_\_\_\_\_ **Morning (Registration fee of \$14 includes breakfast and materials.)**

\_\_\_\_\_ **Afternoon (Registration fee of \$18 includes lunch and materials.)**

\_\_\_\_\_ **Chicken Caesar Salad or \_\_\_\_\_ Veggie Wrap with Pasta Salad**

**Registration deadline October 15.**

Name \_\_\_\_\_ Branch \_\_\_\_\_

Address \_\_\_\_\_ Town \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

**Total Amount Enclosed \$** \_\_\_\_\_

### Eleanor Roosevelt Fund Award



Established in 1989, the Eleanor Roosevelt Fund Award honors an individual, project, organization, or institution for outstanding contributions to equity and education for women and girls. The award is given for a broad range of activities including classroom teaching, educational and research contributions, and legal and legislative work in equity for women and girls. While the award focuses on education, the recipient need not be an educator.

Download the [2011 Eleanor Roosevelt Fund Award Nomination Form and Instructions](http://www.aauw.org/learn/awards/upload/ERF-Nomination-Form.doc) at <http://www.aauw.org/learn/awards/upload/ERF-Nomination-Form.doc>

**Questions?** Please call 202/728-7602 or e-mail [fellowships@aauw.org](mailto:fellowships@aauw.org).

### Breaking through Barriers Award

AAUW's Breaking through Barriers Awards encourage and recognize AAUW branch programming that breaks through barriers for women and girls.

Every other year, the Breaking through Barriers Awards program identifies three exemplary branch programs, as well as a select group of finalists and honorable mentions. These programs showcase the ways in which our community is making the AAUW mission come to life.

For more information, questions, or to apply online, visit <http://www.aauw.org/learn/awards/btb.cfm> after signing into the Member Center or contact AAUW-MA Program Vice President Barbara Burgo at [BJMonteiro@aol.com](mailto:BJMonteiro@aol.com) or 508-822-0558.

**PLEASE NOTE:** NOVEMBER 6TH MAIL-IN REGISTRATION IS FOR THE CONVENIENCE OF THOSE WHO DO NOT HAVE ACCESS TO A COMPUTER WITH INTERNET CONNECTION. THE PREFERRED METHOD FOR REGISTRATION FOR THE CONFERENCE IS ONLINE. ALL MEMBERS WITH UP-TO-DATE EMAIL ADDRESSES IN THE AAUW MEMBER SERVICES DATABASE WILL RECEIVE AN ELECTRONIC INVITATION WITH INSTRUCTIONS FOR ONLINE REGISTRATION.

**NOVEMBER 6 EDUCATION, EMPLOYMENT, EMPOWERMENT REGISTRATION** (Please Print)

Please return form and check payable to *AAUW-MA*, **AAUW members, \$85**, students, \$45, non-AAUW, \$105 to Hollie Bagley, 82 Kimball Beach Road, Hingham, MA 02043

**Registration deadline October 15.**

Name \_\_\_\_\_ Name for name tag \_\_\_\_\_

Address \_\_\_\_\_ Town \_\_\_\_\_ Zip \_\_\_\_\_

Home Phone \_\_\_\_\_ Cell Phone \_\_\_\_\_

Morning panel choice \_\_\_A\_\_\_B\_\_\_C Afternoon panel choice \_\_\_A\_\_\_B\_\_\_C (Rate first, second, third choice)

Dietary restrictions \_\_\_\_\_

**Total Amount Enclosed \$** \_\_\_\_\_