



ATLANTA NEWS

Atlanta Branch, American Association of University Women
www.aauwatlanta.org

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2008-2009 Leadership

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Travel, Day

Betty Arden 770/955-6381

Gourmet, Evening

Sally Byers 770/491-3781

AAUW Atlanta Branch Meeting

SATURDAY, FEBRUARY 21ST, 2009

Mirage Restaurant

6631-C Roswell Road, Sandy Springs

Telephone 404-843-8300

11:00 Welcome to everyone

11:15 Program: **Sharing Information about**

Ovarian Cancer presented by

Branch members and cancer survivors

Susan Diffenderfer and Carol Fetters,
and

Medicare and Prescription Drug

Benefits presented by a representative
from CVS pharmacy

12:00 Lunch

12:45 Business Meeting

Lunch will consist of beef and lamb kabobs, ground chicken breast with Persian poultry seasoning, chunk chicken and rice, baklava, tea and coffee.

Cost: \$19.00

(Reservations due Monday, February 16th)

E-mail Frances Smith at: francesjsmith1921@yahoo.com
or Telephone Frances at 404-231-0482

Directions: Mirage Restaurant is in the Abernathy Square Shopping Center on the southeast corner of Roswell and Abernathy Roads. The restaurant is on the east side.

Meet our Community Action Grantee:

Suzanne Economopoulos, Director
The Center for Positive Aging

The Center for Positive Aging is a volunteer driven organization designed to serve seniors and their families in the Atlanta metropolitan area. The Center has developed partnerships with individuals, community organizations and congregations to provide the information and tools needed to utilize the programs and services that help seniors and their families think and plan ahead so they are better prepared for the future.

Some of our community fund money helps support this organization. Suzanne will be sharing how her group has used the money given by the Atlanta branch.

--THEATER PARTY--

The Actors' Express play entitled Mauritius by Theresa Rebeck was all that Artistic Director Freddie Ashley had predicted at our November meeting. Tami Anderson, Kay Collins, Diana Luykx and Betty Slater enjoyed the play which told the story of a young woman who inherits some priceless stamps. It was great to see a play written by a woman, and to share the experience with Branch members.

Interest Groups Contemporary Literature:

(Kay Collins, Coordinator)

Contemporary Literature will meet on March 4th, 7:30 pm at the home of Carol Feters. Kay Collins will lead the discussion on The Road by Cormac McCarthy. New members are always welcome. Join us for refreshments and good conversation even if you haven't read the book. (Call Kay at 404/266-2183 for more information.)

Travel, Day:

(Betty Arden, Coordinator)

We will have a guided tour through the new National Museum of Patriotism (275 Baker Street) on March 12th. We will meet at the Kroger Store, Ansley Mall at 9:30 am for carpooling. Lunch will be at the Peasant Bistro which overlooks Centennial Park. For more information contact Betty at 770/955-6381.

Sad news--- (from Alta Birdsong)

We have received word of the death of Peggy O'Connell, president of the Atlanta Branch 1973-75. Peg was the guiding light behind the creation of the Educational Information and Referral Service, Inc (EIRS), which was incorporated by the Atlanta Branch, AAUW in 1980. Before the days of internet there was no one source for educational information for all educational institutions in metro Atlanta. EIRS was developed to serve that purpose. With the arrival of online information directly to the institutions, there was no longer a need for the services provided. Peg and her husband, Bill, moved from the Atlanta area in the 1980s. Those of you remembering Peg can send a sympathy card to her husband, the address is: Dr. Bill O'Connell, 108 Green-sway, Williamsburg, VA 23185.



Help Wanted

by Barbara Buchanan

Now training new bookroom recruits. Volunteers needed Tuesdays, Thursdays and Saturdays, 10:00 till 2:00 to fill openings in the Bookroom. Have lots of fun, learn new skills, and enjoy camaraderie while helping to earn the money that funds AAUW's educational and social philanthropy. **Don't wait to volunteer.** As we get closer to the sale, staff will not be available to train new volunteers because they will be too busy! The Bookroom is located at 3060 Pharr Court North, Atlanta 30305. For more info call the Bookroom at 404/261-7646.

President's Letter---Diana Witt

AAUW Atlanta started off 2009 with our fourth annual *Women Legislators Speak* Luncheon on Jan. 31. As usual, the discussions were lively and the presentations informative and compelling.

Sadly, while we can celebrate the lunch as an opportunity to get firsthand information on the issues facing our nation and our state, both are in crisis at the moment because of the economic problems facing us all. We cannot sit by and do nothing. If you can't come to the Women in the Halls Event on February 18, please consider following the developments in our state legislature at www.georgialegislativewatch.com, www.womeninthehalls.org, or contact your legislator at www.legis.state.ga.us. You can also become active on the national level by signing up to receive emails about upcoming federal legislative issues. It only takes a few minutes to call or email a congressperson. You can become an activist simply by sitting at your own desk. There has never been a time like the present to become an involved citizen.

Early this year, the branch received a request for individual funding from Ashley Johnson, a Georgia Tech doctoral student, to attend Innovate, an international conference in Vietnam and Taiwan that will explore issues surrounding globalization, technology, and innovation for women in Asia. Since our scholarship funds are designated for assisting local students attending local institutions, Lynn Fountain suggested that the Branch make a contribution from Community Action funds, not Scholarship. The Community Action committee agreed with this idea, and Ashley will be attending this conference with some partial assistance from us. She will publicize AAUW's STEM initiatives and will speak with us about the conference, probably next fall.

We need to start thinking about the upcoming state conference in Milledgeville, April 24-25. The Atlanta branch is responsible for the printed program for that event. (Not the program and workshops, just the printed program). I would like some volunteers to help me with the content for this. I am hoping to have Stephanie Babbitt do the design and layout, but we need to provide content, which will largely be based on information we receive from the state conference committee. Please contact me directly if you would be willing to serve on this committee.

I have received several notices from our state president Pat De Witt. On March 5 there will be a showing at several local theatres of the film "A Powerful Noise" in celebration of International Women's Day. Women's groups are urged to attend the film and a town meeting discussion afterward. I will bring a list of local participating theaters to the February meeting. Pat is also starting an initiative to redesign the state website. It may be that local chapters can use this expertise for their websites as well. Please let me know if you have any ideas about this.

I'll look forward to seeing all of you on the 21st at Mirage. Happy Valentine's Day!

Diana Witt



Catching up with our member--Carol Fetters

Carol, a member of Atlanta Branch since 1982, began her AAUW experiences as a young mother in the 60's. She joined the Martinsburg, WV branch

where she found stimulating conversations and activities—none of which centered on diapers and/or pabulum. Some special memories from Martinsburg include play reading, erecting “Found Sculpture” (formed from debris found at a local park), and sponsoring art shows and musical seminars.

While living in Martinsburg Carol was running a co-operative nursery school. Because of this experience with young children she was asked to serve as Principal of the first free public kindergarten center in WV.

Carol and husband David along with their two children moved to Briarcliff Manor, NY where Carol continued teaching. Declining enrollment initiated a job search that resulted in a stimulating and satisfying career with The Equitable Life Assurance Society. As office manager she was in charge of purchasing, moves, parties, training, and charitable drives—a dream job—which fit her talents perfectly as she represented her company.

In 1982 she was transferred to Atlanta to an office that Equitable opened in the Monarch Building.

And how did she find AAUW??? It was at the Bookfair at Lenox Square. For 27 years she has been making things happen for our Branch. At one time she was program vice president and got speakers for us such as Jane Fonda, Tom Key, Fred Scott and Brenda Bynum. The Contemporary Literature group has been gathering at her home each month for years. (And Carol says there's plenty of space for more members.)

Carol is able to see her son Glenn frequently since he resides here in Atlanta, and trips to Oregon to visit daughter Lynne are very enjoyable.

In her “spare” time Carol enjoys gardening and playing bridge, and she's an avid reader. She has been a docent at the Michael C. Carlos Museum at Emory University for 14 years.

Thanks, Carol, for your years of participation in the life of Atlanta Branch!

NEXT ATLANTA NEWS DEADLINE-- Saturday, March 7th

If you have any questions regarding the newsletter (either receiving it or content, please contact editor Mary Lynn Merkle (merkle1651@comcast.net).

****COST OF NEWSLETTER BY USPS = 92 cents each
(printing = 50 cents and a stamp is 42 cents**

****COST OF NEWSLETTER BY E-MAIL = 0**

Catching up with our member-- Susan Diffenderfer

Susan is that rare member who is a native Atlantan. However, growing up in a military family and as the military spouse of her late husband Don, she has lived in many places all over the United States and also in Germany and Italy. In fact, she graduated from Nuremberg American High School in Germany. She loves traveling still, but has yet to include Australia in her treks.

She joined AAUW twenty years ago when she met Alta Birdsong in another organization. Alta told her that AAUW was an organization that she should be part of, and the rest is history. Through those years she has served as membership vice president, program committee, assistant treasurer, social chair, Bookfair steering committee, Bookfair and nominating committee.

Susan works part-time at the Tall Tales Book Shop (the last general independent book store in Atlanta)—a perfect job since she loves reading. She is also a volunteer each week at Hospice Atlanta, and she serves as an elder at her church, North Decatur Presbyterian.

Special times are with her two grandchildren—Ben (13) and Lily (6)—who live in Marietta with their mom (Susan's daughter Lauren) and dad (John). Susan's son Andy and wife Debra live in LaFayette, GA. Even though her family is close by, she enjoys the company of Lola, a dachshund she found at Atlanta Pet Rescue.

Susan's hope for Atlanta Branch's future is that we'll continue to grow new members who will be dedicated and will further those goals that AAUW espouses.

9th Annual Phenomenal Women's Conference

by Amanda Zubrowski

The 9th annual PWC is scheduled for April 23, 2009 at the Siegel Institute on the campus of Kennesaw State University. The theme of this year's conference is “Women Leading Social Change,” a multidimensional topic which focuses on areas in which women are at the forefront of change. Activities for the day include addresses from keynote speakers Penelope McPhee, president of the Arthur Blank Family Foundation; Johnetta McSwain, founder of “Breaking the Cycle, Beating the Odds;” and Lisa Borders, president of the Atlanta City Council. There will also be panel discussions and workshops on a variety of topics ranging from women in history to politics, business, and today's abolitionist movement.

Registration Information:

General Admission: \$99.00

AAUW and GAWHE Members: \$89.00

KSU Faculty/Staff: \$50.00

KSU Students: Free; Other students: \$25.00

The website www.kennesaw.edu/siegelinstitute has information about this outstanding program.





Treasure Hunting in the Bookroom by Barbara Buchanan

Our Bookroom online sales guru, Julie Keller, says that finding books in the Bookroom to sell on the internet feels like treasure hunting. Julie, a member of the North Fulton Branch for nearly 10 years, says the part that is the most fun are the “whoopie moments” – when the realization comes that a book donated to AAUW is worth hundreds of dollars. In November and December of 2008 alone our gross income from internet sales was \$5,031, a little more than a \$1,500 increase over the same period last year. Last year our net internet sales were nearly 20% of all revenues from book sales. We are on target to break that record this year.

Julie Keller has led the way for us to get into selling books online. Her brother in Texas, who sells books online as a volunteer for his local library, gave her some basic tips to get started a few years ago but she developed her skills mostly through trial and error, she says. Initially, Julie began the AAUW online sales by herself, but as the sales increased she needed other bookroom workers to assist her. Ellen Milholland (member-at-large), Karen Peters (Cobb Branch), and Denise Bossarte (Atlanta Branch) have all been trained by Julie to list books and handle sales online. Julie is grateful that Karen Peters has taken on the large responsibility of shipping books as they sell. We are averaging sales of about 40 books per week, which represents a lot of work. Julie says that we should be extremely proud of our 100% customer satisfaction rating, a rare achievement. That rating comes from a combination of good prices, well packaged shipping done in a timely manner, and accurately describing the books that we sell. We tell our customers clearly whether a book is in fine condition or the corners bumped, dust jackets perfect or disheveled, or cover boards chewed. Yes, that is correct. We sold a book that was actually chewed (rodent? canine? child?) Someone bought it with full disclosure of it's' condition. That was a book that we would have tossed into the recycling bin in the past!

Julie also ascribes our online success to the astute “treasure finding” of our Bookroom staff. Judy Lambert (former Atlanta Branch) “has an almost uncanny ability to spot worthwhile books” and Joyce Cohrs (Atlanta Branch) has such “broad experience”, according to Julie, that they are extremely helpful in identifying books that will sell for more money on-line than they would sell (if at all) at our annual sale in the mall. Judy and Joyce are also very helpful in advising and training other Bookroom workers about the books to suggest for on-line sales.

The Bookfair Steering Committee has tried to make it easier to identify books suitable to list on-line by authorizing the purchase of a hand held scanner. The device, which looks like a Blackberry, can scan the barcode on a book and in seconds give a price range for which that book is currently selling on-line. Julie said that “Ellen Milholland has done us a real service by taking care of researching, ordering, setting up, and teaching us how to use the scanner.” It has revolutionized our processing of books.

The books that sell well on-line range from the commonplace to the unusual. For the most part, they are books that historically don't sell particularly well at our annual sale. Engineering books, technical books, and textbooks are very popular. People who need these books for professional/educational reasons are actively searching for them on the web. We can increase the price over our regular mall sale price because we have broadened the market for those specialized books. But the really satisfying sales, according to Julie, are the unusual items that are sold to a new owner for whom they hold some special meaning. She says that she “continues to be amazed at what people want”. For example: children's books (even in deplorable condition) that the adult buyer remembers from their childhood, or a Parris Island Yearbook sold to a Marine Corp veteran who trained for military service there (and who wrote a very grateful thank you letter to us), or the most expensive item that we have sold on-line to date, a Victoria's Secret catalogue, which sold for \$275.00, and the Georgia/Auburn football program from the 1940's which went to a Georgia fan for over \$200.00 in a rapidly escalating on-line auction on e-bay.

Beyond the higher income generated from online sales there is the additional satisfaction from getting books to “good homes where they are appreciated”, according to Julie. We no longer have to hope for the right customer to come to the mall and discover a book that has special meaning for them. And we still have plenty of books remaining to sell at our book sale as anyone who comes to our bookroom will attest. The 50th Annual AAUW Bookfair will be held at Perimeter Mall, September 20th thru September 27, 2009.



Lynn Fountain and Denise at the "Women Legislators Speak" Luncheon

OUR NEW MEMBER: DENISE BOSSARTE

Even though Denise is one of our newest members- having joined in September 2008-she has already been working at Bookfair and in the Bookroom.

She is also new to Atlanta. And it is her mother who encouraged her to join AAUW so that she could meet interesting and intelligent women in her new community.

Denise and her husband, Randy, and their Manx cat Minxie moved to Atlanta when her husband got a job as a librarian in Cobb County. Denise telecommutes from home as a Senior Operations Research Analyst. She is part of an Enterprise Content Management (ECM) team that is providing business process improvements through technology for a nurse and physician staffing firm based in Boca Raton, FL. During the daytime hours she is a data detective.

Every 4 to 6 weeks she travels to Boca Raton for business and then on to Naples, FL to visit her parents. She spends a week each March in Puerto Morelos, Mexico (near Cancun) on a Yoga vacation.

Not surprisingly one of her hobbies is Yoga. She does Buddhist meditation and enjoys reading, bike riding and hiking. She is also part of the Shambhala Meditation Center of Atlanta which is part of an international community of more than 170 meditation centers with the Shambhala principles of living an uplifted life, fully engaged with the world.

Denise looks toward helping Atlanta Branch expand its membership, particularly with younger women to further enhance the AAUW community.

We're glad you've joined us, Denise!

REFLECTIONS (from January 31st meeting)--

The four women legislators who shared their thoughts with us were agreed on a few things; and judging from the responses of the audience, there were many who agreed with them.

The first concern was the budget. That is, how does the State of Georgia get its money, and what is the philosophy behind how the State spends it.

The second concern that was shared by all is the state of education in Georgia. The national rate of graduation is 71%. In Georgia the overall rate is 58.1%. The rate for students of Asian origin is 80.9.

(Reflections continued)

For Hispanic students the rate is 39%. There is little doubt that we have work to do.

(Reflections, continued)

Two solutions are: (1) improving the delivery of educational opportunities to our children, and (2) allowing small businesses to thrive since that would seem to be the best way to improve and innovate in the current economic condition.

The four women legislators who joined us on the 31st are working toward a better Georgia, and their ability to do that will be greatly improved with our assistance.

HIGHLIGHTS OF BOARD MEETING

January 11, 2009

(Minutes were approved by a reading committee)

*Membership is now 67 and growing

*Treasury Balances: Community Fund--\$78,479.

General Fund--\$8,473.69

*National AAUW offered to allow Branch members to pay National directly online. The Board voted unanimously to retain the current dues collection process (pay membership vice-president).

*Pat Bevis, as chair of the Community Action Committee, recommended that \$750. be granted Ashley Johnson to attend the Innovate Conference. Motion passed unanimously.

*Barbara Buchanan reported that Sylvia Goodyear and Debby Karvey will cochair the 2009 Bookfair. Barbara and Alta Birdsong participated in a conference call with AAUW National about the Bookfair. A scanner has been purchased for bookroom use to document prices for books designated for internet sales.

*Because we were unable to secure outside funding for the Legislative Women Speak luncheon, the recommendation was made that we commit up to \$1,000. from our General fund to support the 2009 meeting. Motion passed unanimously.

*The 2009 State Convention will be held in Milledgeville, GA on April 24 and 25. Atlanta Branch is responsible for the program booklet. **All** branch members are encouraged to attend this Convention.

*Proposed amendment to Branch Standing Rule 15. Change is in italics.

The Educational Foundation Committee will assist the EF chair in the allocation of funds to the Educational Foundation, including Legal Advocacy and other designated funds. Recommended allocations will be presented to the board of directors for action by the branch members ***no later than the November branch meeting.*** The committee will keep the branch members advised on EF issues and will be responsible for selecting name grant honorees for the EF contribution, who will be recognized at the December branch meeting. The committee will be composed of no more than five members appointed by the president(s).

Motion passed unanimously.

POSTING FOR FINANCIAL SERVICES REPRESENTATIVE (from Diana Witt)

We are seeking energetic, motivated, and entrepreneurial individuals who are afforded the opportunity to make a difference in the lives of the people in their community.

If you have a genuine concern for others and are not afraid to work hard, this may be the career you've been waiting for.

Starting a career in financial services doesn't necessarily require a financial background. Two characteristics we especially look for are a genuine sense of caring and the desire to learn.

New England Financial provides you with the training, tools and support needed to help you maximize your potential. While in training, we will work with you to help you to obtain the required life/health licenses and securities registrations.

You will have the opportunity to earn a competitive income. Our compensation is based upon a simple principal: the more business you do, the more you earn.

Primary Responsibilities:

- Devise and execute business development strategies to attract and acquire new clients
- Analyze clients' financial needs and goals
- Provide guidance to clients regarding the advantages and disadvantages of different insurance and investment products
- Implement, and continually review, financial strategies designed to help clients pursue their long-term goals

Desired Personal Attributes:

- Good communication and interpersonal skills
- Goal oriented with a track record of success in prior academic and/or career endeavors
- Understand and effectively explain complex information in simple, easy to understand terms
- Self-motivated
- Strong work ethics
- Competitive drive and achievement oriented

Required Criteria:

- Professional or technical knowledge
- Must be authorized to work in the United States

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Dates to Remember:

Feb. 12: Travel Group	Mar. 7: Newsletter Deadline
Atlanta Community Food Bank	Mar. 12: Travel Group
Feb. 15: Atlanta Branch Board Meeting	National Museum of Patriotism
Feb. 16: Reservations Due for Feb. meeting	Mar. 21: Atlanta Branch
Feb. 21: Branch Meeting, The Mirage	Birthday Celebration
Mar. 4: Contemporary Literature	Sept. 20-27: Bookfair
<u>The Road</u> by Cormac McCarthy	

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Atlanta Branch AAUW
1651 Executive Park Lane
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