



AMERICAN  
ASSOCIATION OF  
UNIVERSITY  
WOMEN

**2009–2010 Leadership**

Replace \* with "aauwatlanta.org" in all email addresses

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Ruth Yurchuck      president@\*

**Program Vice President**

Diana Witt      program@\*

**Membership Vice President**

Dot Ransom      membership@\*

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Angela Walton      secretary-board@\*

**Branch Meetings**  
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Betty Slater      universityrelations@\*

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Tami Anderson      communityaction@\*

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Sarah Rondeau      historian@\*

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**Publications Editor**

Stephanie Babbitt      publications@\*

# ATLANTA BRANCH NEWS

Vol. 61, No. 1 ❖ September 2010

## September Meeting: Membership Tea

Please join us for our next meeting on Sunday, September 12, at:

Oglethorpe University  
Emerson Student Center  
4484 Peachtree Road, Atlanta

The 2010 National Conference for College Women Student Leaders (NCCWSL) was a huge success. Jan Sexton, the student leader from Oglethorpe University, said she was impressed with the five outstanding honorees at the Women of Distinction Award ceremony. Beth Brandt from Emory University stated she appreciated the funding, facilitating, planning, and checking up on the conference. She said the experience was certainly eye-opening, and she will never forget it.

Jan and Beth will be sharing a PowerPoint presentation at our Membership Tea. Drop in between 2:30–4:30 p.m. to met these fine women and see their presentation. We will be meeting in the Emerson Student Center, where you will be able to sign up for this upcoming year’s activities such as Travel, Bridge, Contemporary Book group, CARE activities, and learning more about ways to stop human sex trafficking. We also sincerely hope you’ll sign up for Bookfair hours!

Each member is encouraged to bring a guest who you feel would enjoy knowing more about AAUW Atlanta. We are an active group who want others to know about us and all that you can do with the Atlanta branch of AAUW! It will be a delightful experience to share our membership tea with these student members, faculty and staff from Oglethorpe University and Emory University, and our special guests.

RSVP to Frances Smith at francessmith1921@yahoo.com or call her at 404/231-0482.

**The reservation deadline is 9:00 a.m. September 7.**

**Directions:** Enter at the Oglethorpe University main gate on Peachtree Road (about a mile north of the Brookhaven MARTA station). Turn right just past the guardhouse. Continue around the right side of the campus until the stop sign. The Emerson Student Center is on the left (look for the sign). Parking is free. ❖

## Once Upon A Time

by Mary Lynn Merkle and Ruth Yurchuck

Once upon a time there was an AAUW branch looking for a new vision of its organizational structure. After several efforts to discuss how the branch could change, the only discernible progress was agreement that the branch needed to “do something.”

Then along came an experienced AAUW member from another state who agreed to help the branch that was searching for a new way to operate. And lo and behold, wonderful things happened when this member led two meetings where committed branch members really talked about new ways to operate. And the branch then began a new journey to living out the AAUW mission statement.

On June 5, we held our first retreat with 23 of our members in attendance. Audrey Salgado, an AAUW Grassroots Liaison who is from

*We are at a strategic point in our restructuring efforts.*

Birmingham, led us through a series of exercises and conversations. One of the discussions centered on those things we considered “sacred” and were not willing to change. There were just three:

- (1) Bookfair,
- (2) helping women and girls succeed, and
- (3) monies given to support AAUW Funds (EF, LAF, and LTI).

With a willingness to openly question all of our other traditions and practices some of the items listed as “changeable” were:

*(continued on p. 2)*

## Once Upon a Time (cont. from p. 1)

- (1) the amount of money given to AAUW Funds,
- (2) how the Branch spends its money,
- (3) Branch structure including fewer committees,
- (4) number of Branch meetings including when, venues, and content, and
- (5) finding new ways of recognizing/bringing attention to groups who do work in keeping with the AAUW mission and vision.

Everyone left the retreat agreeing that it was very important to continue the conversation at a second retreat.

Eighteen members were present for Retreat #2, held on August 7 under Audrey's capable leadership. Five proposals for determining two or three Signature Projects for our Branch were discussed. They were:

- (1) a Branch partnership with CARE,

- (2) sex trafficking in Atlanta,
- (3) College/University workshops, in areas such as pay equity,
- (4) a further partnership with Refugee Family Services, and
- (5) women's leadership development and advocacy.

Some members were passionate about each of these projects. However, the two that garnered the most interest were the partnership with CARE and Sex Trafficking. An additional thought was a partnership with Atlanta Habitat for Humanity.

However, this does not mean we will abandon "tried and true" activities that have provided such rewarding membership experiences for Branch members. For example, the Board has affirmed that we will continue to cultivate and maintain relationships with metro area colleges and universities.

At its August 14 meeting, the Board considered the recommendations emerging

from Retreat #2, giving careful consideration to the top three ideas. Various approaches to each idea were discussed. Development of a partnership with CARE and working toward prevention of sexual exploitation of young women and helping victims of exploitation received Board support. Working with Habitat for Humanity by placing reference books in newly built Habitat homes will also be explored.

The Program Committee, under the capable leadership of Diana Witt, will plan programs addressing each of these projects. Dates will be announced after the committee meets later this month.

We are at a strategic point in our restructuring efforts. Adopting these projects creates the need for a different organizational configuration. As a Branch member, you are invited to continue the dialog about the projects to be initiated in 2010 and about the new structure that will emerge.

Please help us continue the process! ❖

## Coming Soon—a New Website!

by Ruth Yurchuck

Over the past few months, it has become increasingly clear that our current website is not working for us. It does not have a contemporary appearance and is static, i.e. content does not change and incorporate graphics and pictures. It is also outdated in some instances, i.e., the link to Community Resources took the viewer to a letter from Cathy Cox, former Secretary of State who has not held this office for several years. Our Webmaster, Terry Eshenour, has done his best to keep it up but we have not provided him with current content that reflects what we have been doing or are planning to do.

At the July AAUW of Georgia meeting, I approached Ann MacKay of the Warner Robins Branch to ask her help in updating our website. (Ann gave a presentation at the 2009 AAUW convention in St. Louis on this very topic, and is the webmaster of the state and Warner Robins website.) She agreed to help us in this process.

After several telephone conversations with Ann, I recommended she contact Terry directly to begin the updating process, which she did. Ann and Terry designed a developmental website, and this week the three of us had an extended teleconference to talk about website management and some hands-on experiences with posting comments. From my computer I could observe Ann's computer screen and watch her do various things while Terry and I were on the telephone—really fascinating!

As a result our developmental website (<http://wp.aauwatlanta.org/>) is ready for inspection and comments but is not the official website at this point. Please take a few minutes to check it out and make comments right on the new site. Relevant content from the current website (<http://aauwatlanta.org/>) is being transferred from this site to the new site.

With a little more work, the new website will become our official website—we are aiming for early September for this to become a reality. We will need interested members to help us keep the site current and meaningful. With the many outstanding things we are doing as a Branch, we want to let people know and the website is a major component in keeping our own members informed and attracting new members. We welcome your comments! ❖

## And The Winner Is— Atlanta Branch!

Atlanta Branch has won *three* AAUW awards.

We received Second Place among the Top Ten Researchers through Total Branch Giving to the Eleanor Roosevelt Fund.

We received Sixth Place among the Top Ten Protectors through Total Branch Giving to the Legal Advocacy Fund.

We received Sixth Place among the Top Ten Leaders who develop other women's potential to lead in their schools, communities, and country through Total Branch Giving to the Leadership Programs Fund.

We are an amazing Branch—thanks to women like Phyllis Miller who heads up our EF committee, like Betty Slater who continually advocates for a continued relationship with colleges and students, and like all the women who give so much time and energy to our Bookfairs, which makes it all possible!

## Bookfair Sign-up

	9:30 a.m.–12:30 p.m.	12:30 p.m.– 3:30 p.m.	3:30 p.m.– 6:30 p.m.	6:30 p.m.– 9:30 p.m.
<b>Sunday</b> 9/26 Set-up				<b>PEAK</b> Set-up starts: 7:00 ends: approx. 10:30 p.m.
<b>Monday</b> 9/27 Set-up				
<b>Tuesday</b> 9/28 Set-up				
<b>Tuesday</b> 9/28 Preview sale				<b>PEAK (150% time credit awarded)</b> Preview sale shift is from 5:45–9:45 p.m.
<b>Wed.</b> 9/29 Sale	<b>PEAK (200% time credit awarded)</b>	<b>PEAK (200% time credit awarded)</b>	<b>(200% time credit awarded)</b>	<b>(200% time credit awarded)</b>
<b>Thursday</b> 9/30 Sale				
<b>Friday</b> 10/1 Sale				<b>CRITICAL</b>
<b>Saturday</b> 10/2 Sale	<b>CRITICAL</b>	<b>CRITICAL</b>	<b>CRITICAL</b>	<b>CRITICAL</b>
<b>Sunday</b> 10/3 Sale		<b>PEAK</b> This shift starts: 11:30 a.m. ends: 3:00 p.m.	<b>CRITICAL</b> This shift starts: 3:00 p.m. ends: 7:00 p.m.	
<b>Sunday</b> 10/3 Tear-down				<b>PEAK</b> This shift starts: 7:00 p.m. ends: when finished

Please put a check in the chart above in the white space of the shifts that you prefer to work. (Select **3** or **MORE** shifts.)

**PEAK:** Shifts that are busy, requiring many staff. **CRITICAL:** Shifts not quite as busy as Peak shifts but usually under-staffed.

Name: \_\_\_\_\_

Branch: \_\_\_\_\_ Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

Please indicate whether you have a strong preference to work as a cashier, a cashier's assistant, or on the floor as a merchandiser during the sale. Cashiering and cashier's assistant are sedentary jobs, but you must be able to operate our calculators accurately and quickly. All set-up shifts require unpacking books. Evening shifts should help clean and cover tables after closing. If you must sit but don't want to cashier you may be given a security/information job. If you do not state a preference, you will be assigned as needed.

**Preferred duty:** cashier/assistant \_\_\_\_\_ or merchandiser \_\_\_\_\_ **Please note: We will attempt to place you in your preferred duty, as much as personnel needs and policies permit. No one will be required to stand or lift books that cannot do so.**

If you can serve as a **Shift Chair** check here: \_\_\_\_\_ Shift Chair duties include assigning worker's stations at the beginning of a shift and giving information to AAUW personnel, as well as working as a relief cashier and merchandiser during the shift. **Someone on each shift must be the Shift Chair.** Please volunteer for Shift Chair if you can so the same few people don't have to chair all the shifts.

**Comments:**

## 51<sup>st</sup> ANNUAL AAUW BOOKFAIR!!!

Bookroom volunteers have been working hard throughout the year to make this year's Bookfair a successful event, but we cannot do that without YOU!!!! Please think about your commitment to AAUW and all the good work that we do in the community. It would be impossible to fund all of our local scholarships, national fellowships, grants and local community action grants without a large fundraiser like our Bookfair.

**Please sign up now! Help us to plan staffing and avoid the last-minute confusion!**

## MAKE AAUW WORK: Work At The Bookfair!

Mail your form to: **Barbara Buchanan • 1795 Riverside Rd • Roswell, GA 30076, or e-mail: barbara2@dateklt.com**

**IMPORTANT:** If you have been recruited to work on the BANKING COMMITTEE (OR "FINANCE COMMITTEE") **DO NOT** use the form above. The Banking Committee Chair will assign and keep track of your Banking shifts. They are different times than the shifts listed above. Please use the form above only to sign up for additional shifts which are different from your Banking Shifts.

Questions? Call Barbara: 770-998-2444

**We'll see you at Perimeter Mall September 27–October 3!**

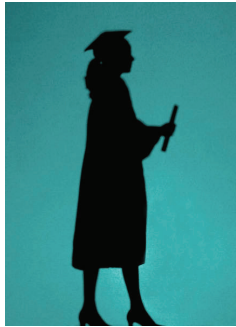
## Proposed General Fund Budget for Fiscal Year Ended June 30, 2011

	Proposed 2009–2010	Actual 2009–2010	Proposed 2010–2011
<b>REVENUES</b>			
Dues 2009–2010	\$3,967.00	\$4,506.00	\$0.00
To Association 2009–2010	(\$2,469.00)	(\$2,812.00)	\$0.00
To State 2009–2010	(\$550.00)	(\$620.00)	\$0.00
Branch Dues 2009–2010	\$948.00	\$1,074.00	\$0.00
Dues 2010–2011	\$0.00	\$3,521.00	\$3,521.00
To Association 2010–2011	\$0.00	(\$2,307.00)	(\$2,307.00)
To State 2010–2011	\$0.00	(\$500.00)	(\$500.00)
Student Affiliates from Unallocated	\$0.00	\$150.00	\$150.00
Branch Dues 2010–2011	\$0.00	\$864.00	\$864.00
Transfer from Community Fund	\$3,000.00	\$3,000.00	\$3,000.00
Donations	\$0.00	\$0.00	\$0.00
Interest—General Fund	\$0.00	\$6.00	\$0.00
Adj between funds—Corp Reg	\$0.00	\$20.00	\$0.00
Less Deferred Dues 2010–2011		(\$864.00)	
<b>Total Net Revenues</b>	<b>\$3,948.00</b>	<b>\$4,100.00</b>	<b>\$3,864.00</b>
<b>EXPENSES</b>			
Conventions for AAUW	\$500.00	\$169.00	\$1,500.00
Ad for State Convention	\$60.00	\$0.00	\$60.00
Corporate Registration	\$20.00	\$0.00	\$0.00
Diversity	\$200.00	\$0.00	\$200.00
Donations	\$0.00	\$750.00	\$0.00
Donations to AAUW Pres. Campaign	\$0.00	\$0.00	\$250.00
Hospitality	\$350.00	\$155.00	\$200.00
Membership Committee	\$50.00	\$18.00	\$650.00
Miscellaneous	\$50.00	\$0.00	\$50.00
Newsletter	\$300.00	\$14.00	\$150.00
Office Supplies	\$50.00	\$0.00	\$50.00
President's Expense	\$250.00	\$60.00	\$250.00
Gifts for Presidents	\$0.00	\$0.00	\$100.00
Bank Fees	\$75.00	\$0.00	\$0.00
Board Expense	\$50.00	\$0.00	\$50.00
Program Development	\$500.00	\$220.00	\$250.00
Public Policy	\$50.00	\$0.00	\$50.00
Storage for Archived Material	\$200.00	\$176.00	\$200.00
Treasurer's Expense	\$75.00	\$79.00	\$80.00
Website Maintenance	\$720.00	\$0.00	\$500.00
Handbook	\$400.00	\$259.00	\$250.00
<b>Total Expenses</b>	<b>\$3,900.00</b>	<b>\$1,900.00</b>	<b>\$4,840.00</b>
<b>Excess (Deficit) Revenues/Expenses</b>	<b>\$48.00</b>	<b>\$2,200.00</b>	<b>(\$976.00)</b>
<b>BEGINNING OF YEAR CARRY FORWARD</b>			
Net Cash	\$6,524.96	\$6,524.96	\$8,486.96
Contingency	\$1,000.00	\$1,000.00	\$1,000.00
Unallocated Transfer to Dues		(\$150.00)	(\$150.00)
Rec. AAUW of GA—storage		(\$88.00)	
Deferred Dues 2010–2011 in Cash		\$864.00	
<b>Total Carry Forward</b>	<b>\$7,524.96</b>	<b>\$8,150.96</b>	<b>\$9,336.96</b>
<b>BALANCE AT END OF YEAR</b>	<b>\$7,572.96</b>	<b>\$10,350.96</b>	<b>\$8,360.96</b>

## Profiles of 2010 Scholarship Recipients

by Barbara Buchanan

In this newsletter and in future issues, we will profile one of our seven 2010/2011 Scholarship Recipients. The recipients will be presented in alphabetical order.



### Veronic Clemons

Veronic Clemons wrote in her application for the Atlanta Branch's scholarship, "I applaud your organization's efforts to encourage women like me to overcome obstacles in order to pursue their dreams." She works full time at the Dept. of Family and Children Services while attending Georgia State University part time, where she is a Senior majoring in computer science. As the 30-year-old mother of a 12-year-old daughter, for whom she is the sole caregiver, Veronic said that, "There is not much free time since every spare minute is allocated between spending time with family, working, and also studying on lunch breaks, while preparing dinner, or during soccer

practice." And despite a lifestyle that she described as a "whirlwind" at times, Veronic has managed to work with her neighborhood activity center helping local non-profit agencies to develop web sites!

Veronic earned an Associate degree in Information Systems, graduating *cum laude*. She has maintained a high grade-point average while at GSU, earning many As in her computer science courses. She is the first in her family to receive a college degree and hopes to be able to pursue a Master's degree in Computer Science. Veronic is particularly interested in the area of Artificial Intelligence and Robotics and the ways that technology can be used to aid the disabled. She "hopes to be able to apply the knowledge and skills given to me in an area that is both meaningful and beneficial to others.... Someone once told me that with knowledge comes responsibility."

She also said in her scholarship application that, "Throughout my journey as a student in the field of Computer Science, I have made one interesting observation: women in the field of technology are a rare breed." AAUW recognizes this issue, and that is why the Atlanta Branch has chosen to support women students in technology as well as science, engineering, and math. Veronic will receive \$1,000, which she plans to use for internet access, evening child care, and transportation (she commutes from Barnesville, Georgia) as she completes her degree at Georgia State University. ❖



## Bookfair Bonus!

Remember when you're signing up for Bookfair hours that you can earn extra time credit for the Branch by choosing to work Preview Night (1.5 hours credit given for each hour worked) or any Wednesday shift (DOUBLE credit for each hour worked)! The more hours our members work, the greater percentage of the profits we reap to fund our favorite projects!

## Bookfair Funds Provide Opportunities

by Betty Slater

Thanks to so many people helping with Bookfair last year, we were able to give money to support attendance for several young women to the 2010 National Conference for College Women Student Leaders (NCCWSL). Among these were Jan Sexton from Oglethorpe University (pictured below) and Beth Brandt from Emory University, who will be giving a presentation about their experiences at our September meeting.

We received a letter from one of our sponsored attendees, Mayme Vestal, who is studying at the University of South Florida in Tampa, Florida. This young woman stated that her husband of five years is serving in the Marine Corps, and she is seeking a degree in psychology. The conference enabled her to learn many leadership skills, gain knowledge, and obtain tips for networking. She signed her letter "In sincere gratitude" to AAUW of Atlanta.

Your work for Bookfair will continue to help others. Please sign up early so that we have enough people at the sale! ❖



Student leader Jan Sexton (center) with Dr. Stephen Herschler, Provost of Oglethorpe University (left), and Betty Slater, AAUW Atlanta's College/University Representative.

## Calendar

### September

- 6 Labor Day
- 12 Branch meeting
- 26 Bookfair set-up begins
- 27 Newsletter deadline
- 28 Bookfair preview sale
- 29 Bookfair sale begins

### October

- 3 Bookfair tear-down
- 6 Book Group meets
- 11 Columbus Day

## Book Group

The Book Group kicked off the fall season on September 1, reviewing *Cutting for Stone* by Abraham Verghese. The next meeting will be Wednesday, October 6, at the home of Carol Fetters: 1271 Verdon Drive, Dunwoody, 30338; 770/399-5656. The discussion will be about *A Reliable Wife* by Robert Goolrick. We start gathering about 7:30 p.m. ❖

## Travel Group

The AAUW Travel Group will meet again in October. Check next month's newsletter for details! ❖

## One Member—One Vote!

by Mary Lynn Merkle

For many years, business decisions took place at the biennial AAUW convention. Delegates voted for changes in bylaws, for officers, and for the AAUW Board of Directors. At the 2009 Convention, all of this changed. The bylaws were amended to reflect one member/one vote.

In preparation for the 2011 Convention it is now possible for *every member* to have input into the decision-making. In addition, every member is invited to participate by making application to be a candidate for election to the Board of Directors, to comment on the Public Policy proposals for 2011–2013, and to propose Resolutions or Bylaws amendments.

We each have an invitation to be an active participant at every level of AAUW. Check the AAUW.org website for additional information. You will be amazed at all the improvements and how easy it is to navigate the entire site!! ❖

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## Board Meeting

The Atlanta Branch 2009–2010 leadership team will meet on September 11, at 3:00 p.m., at the home of Frances Smith. ❖

### ATLANTA NEWS

Atlanta Branch AAUW  
1651 Executive Park Lane  
Atlanta, GA 30329