



Atlanta Branch News

December 2019 Newsletter: Volume 70, Issue 5

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PRESIDENT’S LETTER: AAUW UPDATE

By: Diana Witt

October and November have been very busy months for the AAUW Atlanta Branch. Our AAUW Funds, Scholarship, Philanthropy and Finance committees have been hard at work; we now have a General Fund Budget for 2019-2020 that has been approved by both the board and the branch. This enables us to move forward in a fiscally responsible way. The Finance Committee will draft a Community Fund budget when we have our final disbursements from Bookfair 2019 at the Bookfair celebration on December 8th.

The Bookfair Steering Committee has started to review the positives and negatives of the 2019 Bookfair; what works and what needs improvement. If you have ideas on how to improve the Bookfair work flow as we plan for 2020, please bring them to the December 8th Bookfair celebration at Marlow’s Tavern (Dunwoody Village, 1317 Dunwoody Village Parkway, Dunwoody, GA 30338). The event will take place from 2pm to 4pm. Plan to attend and enjoy the fruits of all your hard work!

The AAUW Funds Committee has also been meeting and will be making announcements at the Holiday Party. The Holiday party is Saturday, December 16th from 10am to 12:30pm at the home of Gillian Horsley-Heintz. Dana Gordon is in charge of this event, and it promises to be very lively. There will be a Silent Auction, as well as news from the National Scholarship winners from Georgia. Please plan to attend one of the most enjoyable events in our year.

As we approach our busy holiday season, I wish everyone peace and serenity. I look forward to seeing all of you in 2020. Thanks to all for your commitment to AAUW and its mission.

Diana Witt,

President, AAUW Atlanta Branch

Leadership continued

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BRANCH MEETING A SUCCESS!

by Betty Slater

Our November 16th Branch meeting was a great success! The meeting was at Lenox Grill in Atlanta's Marriot Buckhead Hotel and Convention Center and attracted 30 members and friends who learned about the Westview Cemetery from historian Jeff Clemmons. Jeff shared photographs of Westview Cemetery and told many stories about Atlanta and the cemetery! Several of his books were available for sale. The Branch's 2020 general budget was approved. Several AAUW members shared stories of Bookfairs past and present. Everyone enjoyed visiting with each other over lunch. Final accounting and distribution of checks will take place at the December 8th Bookfair celebration brunch.

EXPANDING HORIZONS

By: Mary Lynn Merkle

All our Branch members have benefitted from Terry Eshenour's contribution to our Branch, but not everyone has had the pleasure of meeting him in person. Terry, our Atlanta branch webmaster, volunteers his time and expertise to managing the technical aspects of our Branch website which is a tremendous benefit to us all. So, this is an opportunity to "introduce" him to you via this exploration of the many opportunities of varied cultures he experienced in his professional life.

Terry's first job was with Welch Grape Juice Company as a research and development food scientist. He was instrumental in developing a line of jams and preserves that did not include grapes. His work caught the attention of The Coca-Cola Company and he was soon employed in the Research and Development department of the Minute Maid division. There he was part of the development of fresh, ready-to-drink Minute Maid juices available in dairy cartons. That's when he heard about Tetra Brik packaging developing in Sweden; he received permission to go see what it was all about. (FYI: The Tetra Brik package is brick shaped and constructed of paper, foil and plastic. It is used for dairy, juice, broth and soups. It is energy efficient since the sterilized product is filled at room temperature under aseptic conditions and the packaging is light weight.)

Terry then travelled to many countries finding and learning about original resources used in Coca-Cola products around the world with the emphasis on new ideas and thinking outside the box. For example, he visited a company in Brazil that processed coffee, an excellent caffeine source which is a cola ingredient. The business expanded into new product lines for the Brazilian and export markets. In Brazil, Terry also worked with many international business people on financially significant projects. Although there was not a shared language, the

mutual respect for the talents of others and shared goals equaled success in and with the Latin culture.

A more difficult cultural immersion was the two years the Eshenour family spent in Japan. Terry's wife Connie, a longtime member of Atlanta branch who has held many leadership positions, and daughter Heather accompanied Terry. Although the family went through "cultural training" provided by the Company, there were still differences that necessitated getting used to.

Both Connie and Terry agree that the Japanese believed it very important to provide visitors with a good experience. They had an assigned driver who served equally as an interpreter of both language and culture. Japan has a very small inhabitable land area with a very large population. Individual space is limited, so respect for another's privacy is important.



Figure 1 Terry and Connie

The family lived in a Japanese neighborhood and they soon learned that mutual respect was a major part of all relationships. People had societal "levels," and it was important to know that level. For example, the mastery of "bowing" was important. Although two people bow, the one of the lower level should bow lower than the other person. (Fortunately, Terry, as an American, was excused from bowing.) Honesty was absolute. There were no credit cards, but carrying large amounts of cash was no problem.

Terry and Connie also found the culture to be very organized and somewhat rigid. For example, on the day fall begins, everyone changes to a completely fall wardrobe; and on the exact day spring begins, it's another wardrobe change. New Year's Day (a big celebration) was the day to clear all debts. And so it was done!

As Americans (gaijins), they integrated themselves into the Japanese culture as much as they could. The black lab they took with them was quite an unusual sight and initiated many conversations. Connie was a part of the College Women of Japan and volunteered as a tutor. Terry worked closely with his assigned Japanese senior advisor who had previously served as the CEO of Coca-Cola Japan.

The two years in Japan were truly an alternative culture experience with new knowledge about what it means to be an American. Terry and Connie were successful ambassadors for The Coca-Cola Company and for us. But, as Dorothy said in *The Wizard of Oz*, "There's no place like home!"

CONTEMPORARY LITERATURE MEETING

By: Kay Collins

The book group will meet Monday, December 2nd at 11:00am in the home of Jennifer Parker (NW Atlanta/Sandy Springs area.) We will discuss "Varina" by Charles Frazier as well as have a gift book exchange. Members will bring a dish to share.

Please contact Kay Collins for specific information.

TRAVEL GROUP

By: Betty Arden

The Travel Group will visit the SCADFASH exhibits on Thursday, December 12th. We will meet 10:00 am at Ansley Kroger to car pool. Lunch will follow our visit. Lunch will be later than previous meetings as we want to allow enough time to explore the two exhibits. The exhibits are "Form & Function: Shoe Art by Chris Francis": an exhibition of iconic footwear by the Los Angeles-based shoe designer. He blurs the line between

art and fashion, implementing unconventional techniques and materials. The other exhibit is "Fashioning Art from Paper": an exhibition that explores 500 years of fashion through the breathtaking trompe l'oeil masterpieces of Belgian artist Isabelle de Borchgrave. Through her expert manipulation of paper and paint, she creates sculptural replicas of historic garments.

Admission is \$8.00 for seniors with credit or debit cards ONLY (no cash). The SCAD Museum is 1600 Peachtree St., NW, Atlanta, 30309. There is free parking on the fourth level; take elevator to "M".

Please call Betty Arden to confirm your attending.

NEW MEMBERS

By: The Membership Committee

The membership committee has been hard at work this year and will be gearing up again in the spring when our new fiscal year begins July 1, 2020. As 2019 draws to a close, we have 66 Branch members, including three students, four Honorary Life members, and two Life members.

Please note the following additions and changes for the Atlanta Branch 2019-2020 Handbook:

Sally Byers (Mrs. Donald A).
Denison Univ., AB
Univ. of Buffalo, MSW
Retired

Colleen Donaldson
Asbury College, BA
Ball State College, MA
Colleen is C/U Representative for Oglethorpe Univ.

Monique Gilmore
Sophomore student at Agnes Scott College studying neuroscience

Rosemarie Mason
Univ. of Washington, MA

Kathleen (Kathy) McCloud
Clemson Univ., BA and MA
Retired School Administration, Pinellas County School Board

Jennifer Roberts
Rowan Univ., BS
Digital Media Manager Bookfair/ Atlanta Branch accountant/bookkeeper

Susanna Schmink
Univ. of Georgia, BS
Univ. South Florida, MPH Public Health

UPCOMING EVENTS

December 2nd: Contemporary Literature Meeting

December 8th: BookFair Celebration

December 12th: Travel Group Meeting

December 14th: AAUW Holiday Celebration

Quote of the month:

“May your walls know joy, may every room hold laughter, and every window open to great possibility.”
~Mary Anne Radmacher

Happy Holidays AAUW Atlanta

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