

AAUW advances equity for women and girls through advocacy, education, philanthropy, and research. AAUW, founded in 1881, is open to all graduates who hold an associate or higher degree from a regionally accredited college or university.

In principle and in practice, AAUW values and seeks a diverse membership. There shall be no barriers to full participation in this organization on the basis of gender, race, creed, age, sexual orientation, national origin, disability, or class.

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An Inspiring AAUW National Convention

Try to imagine what it's like to be among 1,200 AAUW members from around the country gathered in one beautiful location. The excitement, enthusiasm, and energy were palpable! That's what it was like for us attending the 2015 AAUW National Convention in San Diego, California, June 18–21. In one word: inspiring!



Co-Presidents Sandy Lawrence
and Patsy Quick

We attended the Conference of State Presidents on Thursday. Thirty-nine states were represented. Among other things, we learned that it's OK to downsize branch and state boards; call them leadership councils, or leadership teams, or invent another name. We should debunk all excuses that members have for not participating in leadership. Talk about the benefits of participating instead.

During the convention itself, we felt the speakers and panels were topnotch. Each one left us standing and applauding with huge smiles on our faces. We will try to describe the three most memorable ones. It is not easy, because notes are scarce since we were fully engrossed!

We heard Catherine Lhamon, Assistant Secretary for Civil Rights, U.S. Department of Education, talk about Sex Discrimination and Title IX. Here are a few things she said: One in five schools lacks a counselor. There is no school in the U.S. without sexual harassment. Sexual violence on campuses of colleges and universities takes place in all sectors from the marching band to the chess club—everywhere. There are 119 investigations ongoing based on complaints. Seven have been resolved. She also told us about many of the amazing successes as the government “flexes its muscle” and how AAUW is helping. Inspiring!

We were extremely impressed by the four-member panel discussing “What Does it Take to Make a Woman Leader?”

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Catherine Lhamon, Assistant
Secretary for Civil Rights, U.S.
Department of Education

AAUW of Virginia Elected Officers

Co-Presidents

Sandy Lawrence
sandyaaauw@juno.com

Patsy Quick
pnquick@cox.net

Co-Vice Presidents for Program

Kathy Batkin
kbatkin@verizon.net

Maureen Dwyer
maureen22066@gmail.com

Vice President for Membership and Branch Development

Cyndi Shanahan
cyndi0915@aol.com

Vice President for Finance

Tammie Mullins Rice
tammieaaauw@cox.net

Vice President for Public Policy

Leslie Tourigny
ltourigny@gmail.com

Vice President for Communications and Public Information

Susan Conklin
sconklin00@aol.com

Recording Secretary

Sherry Warren
varrtl@aol.com

**Next Vision Deadline:
January 15**

Please send all copy to

Mary Anne Graham
maryannegraham
@comcast.net

From Your Co-Presidents

Let's Quit Being a Best-Kept Secret



Recently we were on a public service TV show talking about upcoming candidates' meet and greet events that AAUW of Virginia is co-sponsoring with the League of Women Voters. Afterward we received an e-mail from a LWV officer who was at the taping. In it she said, "I was fascinated to learn about all that AAUW does for lobbying and voter registration and education. I had thought of your organization as being primarily interested in promoting education and cultural services."

This is not the first time we have encountered people unfamiliar with AAUW's work. With over 170,000 members and supporters, and over 2,400 members in Virginia, why are AAUW's mission and actions still so unknown? Why do people have an incorrect understanding of AAUW? What can we do about it?

Think about your own interactions with others. Are they aware of AAUW? How well-known is AAUW in your community, with local government officials, and other non-profits? As women we sometimes do not talk about our accomplishments because we don't want to appear boastful. But we need to get the word out about AAUW if we want to attract people to join and be involved.

What can you do as a branch?

- **SHOW UP.** Check the list of activities on your local county or Chamber of Commerce websites. Check on other organizations' websites. Find out where you can display AAUW materials. Show up!
- **SPEAK UP.** Are there opportunities to speak at local government meetings? Speak up and represent AAUW if the opportunity is appropriate. For example, how about an Equal Pay Proclamation in April?
- **SHARE.** Inform your community of your activities and programs. Use your website along with Facebook and other social media. Use traditional news media. Create fliers and e-mail them to your members asking them to post in prominent locations like libraries, recreation centers, churches, stores, and other places they frequent. (Learn how to market your branch: *From Vision to Reality Part 3*: contact us!) Order free materials at Shop AAUW: <http://aauw.source4.com/b2c/sites/AAUWMember/Home.asp>
- **COLLABORATE.** Work with other organizations on programs and projects. Talk about AAUW's goals. You will be surprised at the interest you pique.

(Continued on next page.)

District Representatives

Northern

Jeanne Elmore
jfelmore1@gmail.com
Caroline Pickens
carolineaaauw@gmail.com

Northwest

Sylvia Rogers
srogers1nm@aol.com

Southeast

Marilyn Riddle
mriddle@cox.net

Southwest

Julie Kause
jkause@embarqmail.com

From Your Co-Presidents (continued)

What can you do as an individual member?

- You have an elevator speech, right? Use it! It will become easier each time you do. It will become more and more effective as it becomes natural to you.
- Share AAUW links and articles on your personal Facebook pages. Look for the Facebook Share icon on digital e-mail that comes to you. It only takes seconds.

We all need to be more proactive about sharing the “secret” of AAUW! Join us in making AAUW a secret no more!

Patsy Quick and Sandy Lawrence

2015 Voting and Elections

Virginia’s One Member One Vote election process for 2015 went smoothly. We continued with the opt-in paper ballot for the second year. Four requests were made for paper ballots which were sent, but were not used. Thanks to the procedures created four years ago, and the competence of Fong Chen and Angela Cooper of AAUW, once again the online voting was successful. Mary Ellen Mehler handled questions during the voting received at the e-mail account.

Voting Election Results:

	Yes	No
Vice President for Membership and Branch Development – Cyndi Shanahan	191	1
Vice-President for Finance – Angela L. Conroy	186	6
Recording Secretary – Sherry Warren	186	6

No bylaws amendments or Public Policy Priorities are voted on in odd-numbered years.

Participation:

Total eligible membership—1,267

Number voting—192 (15%)

Number voting online—192

Number voting by paper—0

Participation continues to decline as it did in the three previous years.

In 2012 32.8% voted, in 2013 23.5% voted, in 2014 17% voted.

We are above the 7% needed for quorum with this year’s 15%.

Branches with the highest participation were Newport News with 35%, Woodbridge with 33%, Mount Vernon with 29% and Springfield-Annandale with 26%.

New Vice President of Finance

Angela Conroy, who was elected vice president of finance for 2015–17, resigned on June 8 due to family and work issues. Per the AAUW of Virginia Bylaws, a search for a replacement was done by the executive committee. Tammie Mullins-Rice (Virginia Beach Branch) agreed to serve in this position and was appointed by the co-presidents on June 28.

Mary Johnson
Chair, Voting and Elections Committee 2015
Springfield-Annandale Branch
Johnsons7703@verizon.net

Mary Ellen Mehler
Mount Vernon Branch

Kitty Richardson
Falls Church Branch

Goals and Priorities AAUW of Virginia 2015–16

- Get Out the Vote (GOTV): Register 500 new voters by June 2016. Register 500 more by November 2016.
- Encourage branches to write letters to the editor, sponsor events, and elicit proclamations concerning Human Trafficking; Pay Equity; and Science, Technology, Engineering, and Math (STEM).
- Support AAUW's initiative for Title IX by encouraging branches and individual members to contact at least one school district/individual school at any level per AAUW of Virginia district.
- Continue to support and encourage branches to participate in *From Vision to Reality*.
- Provide communication between National < > State < > Branch.

Sandy Lawrence/Patsy Quick
Co-Presidents, AAUW of Virginia
sandyaauw@juno.com / pnquick@cox.net

Yes, Virginia, We Will Still Be Making An Impact This Year!

Even though AAUW of Virginia did not apply for a Public Policy Impact Grant from AAUW National for the 2015-2016 program year, the board voted to allocate \$1,000 to award mini-grants to select branches to carry out a new generation of public policy activities. To this end, we have revamped several aspects of the mini-grant process, including the application and selection factors.

Here are some highlights of the new process:

- Applications are due no later than **November 15, 2015**, and must be for activities completed anytime from July 1, 2015-June 30, 2016. Decisions on mini-grants will be announced by **December 1, 2015**.
- While in the past we limited mini-grants to the few public policy areas covered in our Public Policy Impact Grants from AAUW National, including human trafficking, equal pay, and STEM, this year applications can include activities in any public policy area covered in the new AAUW 2015-2017 Public Policy Program (<http://www.aauw.org/resource/principles-and-priorities/>), or in the 2014-2016 AAUW of Virginia Public Policy Priorities (<http://aauw-va.aauw.net/aauw/directors/publicpolicy/>). This allows for more activity areas, including Title IX, health care, voting rights, eliminating campus violence, etc.
- This year we will be judging all applications against each other before selecting grant recipients. In our deliberations, we will be reviewing applications based upon the following factors:
 - ✓ Public policy focus
 - ✓ Originality
 - ✓ Outcomes anticipated
 - ✓ Community outreach

Bonus consideration factors

 - ✓ Membership recruitment
 - ✓ Collaboration with other organizations
- Although for the past three years we divided the \$1,000 arbitrarily into ten \$100 mini-grants, this year the mini-grants will be in amounts from \$50–\$500 based on the activities selected. Also, we may approve a mini-grant for less than the amount requested.
- Go to <http://aauw-va.aauw.net/aauw/directors/publicpolicy> to access the new mini-grant application and complete instructions.

Finance

AAUW of Virginia Finance Report

The budget for 2015–2016 was approved with minor changes at the summer 2015 board meeting.

The opening checking account balance was \$24,280.82, including \$5,475.00 dues income received last year for the current fiscal year. This balance also includes \$ 1,015.65 surplus from the 2014 State Conference. No funds were withdrawn from the investment account this past year. The investment balance as of July 1, 2015, was \$28,704.23.

The predicted/budgeted income from dues, investment dividends, checking account interest, AAUW of Virginia history book sales, and the return from the state meeting is \$18,797.65. No withdrawal of investment funds is in the budget this fiscal year.

The projected disbursements, including board meetings, travel, insurance, and newsletter, are \$19,335.00. They also includes National Conference for College Women Student Leaders (NCCWSL) support of \$2,000, mini grants to branches implementing the Vision to Reality program, \$4,195 for branch incentives for the annual meeting, and \$1,000 for grants to branches for STEM, Equal Pay, and human trafficking projects.

If you would like more information, or a detailed budget, please e-mail me.

Tammie Mullins-Rice
Vice President for Finance
tammieaauw@cox.net

AAUW Funds

ONE AAUW. ONE MISSION. ONE FUND.

The AAUW Fund is the name used to identify the general fund of the organization, the aggregated unrestricted funds that supply full or partial funding for every AAUW program except Fellowships and Grants. (Fellowships and Grants are funded separately by interest earned on already established endowments. Money from these endowments can be used only for grants and fellowships.)

The AAUW Fund advances AAUW's mission by developing, disseminating and sustaining programs and activities, \$Start \$Smart, Elect Her, NCCWSL, and the Legal Advocacy Fund. It gives the association the ability and flexibility to concentrate on the areas of greatest need each year, like the pay gap or voter awareness in election years.

There are still individual programs like Research and the Legal Advocacy Fund that have restricted funds donated but these funds don't always fully support their needs. Additional support is needed from the unrestricted funds, the AAUW Fund. By donating to unrestricted funds, the AAUW Fund, the money can be used by the association in the area of greatest need.

I will be encouraging branches and individuals to donate to code 9110, the AAUW Fund for unrestricted funding. The 2014 year of donations by Virginia was outstanding. I am sure 2015 will be the same and we will have 100% participation from the branches. There is **still much work to be done!**

How can you donate to the AAUW Fund? It is simple—send a check to AAUW, donate on line at www.aauw.org . Or call Connect at 800-326-2289 to donate by phone.

Peggy Stotz
AAUW Funds Chair
pstotz@aol.com

Program

Help Get the Word Out About New Title IX Guidelines

We recently sent branch program vice presidents an e-mail message encouraging branches to continue their efforts to support the AAUW of Virginia goals of voter registration (GOTV), STEM education/events, pay equity, and working to affect problems of human trafficking in the U.S. There is an additional area we hope branches will help with—getting the word out about the new Title IX guidelines that went into effect in April 2015.

Title IX of the Education Amendments of 1972 is the federal statute prohibiting sex discrimination in education programs and activities that receive federal financial assistance. The following topics are covered by the statute:

- access and admission to higher education
- career and technical education
- education for pregnant and parenting students
- equity in math, science and technology education
- sexual harassment
- athletics

AAUW strongly supports Title IX and opposes any efforts that would weaken its effectiveness or undermine its enforcement. This year branches are being asked to get the word out in their cities, towns, or counties by contacting Title IX coordinators in school systems and those in individual schools and making sure they know about the April 2015 Title IX Resource Guide.

Please go to www.aauw.org/resource/TitleIXDelivery/ for easy instructions for delivering materials to a school or schools in your area (elementary, middle or high school; college or university). It is our hope that Title IX coordinators will realize how important their job is and how it can affect education in their schools. Be sure to report your branch activities that support AAUW goals by using the form at <http://bit.ly/AAUWEventForm>.

Kathy Batkin, Maureen Dwyer
Co-Vice Presidents for Program
kbatkin@verizon.net / maureen22066@gmail.com

Membership

Share Your AAUW Story

After having re-read the *Vision* articles for the past year, I can't help but be impressed and encouraged about all that is going on at the state level in support of our major initiatives. We have a wonderful story to tell about our partnerships with the colleges and universities in Virginia, our influence in raising awareness of human trafficking issues, the work that each branch has done to help the young women of Virginia embrace STEM, and our encouragement of voter registration! Congratulations to all!

At the Summer Leaders Meeting in July, our branch leaders learned about the importance of the branch "elevator speech." This is a short statement about the mission, purpose, and benefits of your branch. I encourage each branch to discuss its elevator speech and incorporate it into your website this year so others can understand your branch.

This is a great time of year to recruit friends and acquaintances to your branch! You are the very best representative of your branch. You know why you have chosen to become a member of AAUW—be it the impactful mission we have, the wonderful friendships you have cultivated within your branch and across the state, or the way your branch impacts your local community. Sharing your particular AAUW story is what will encourage others to join your branch. The more members we have, the greater our impact will be at the local and state levels. I am confident that the people you speak with will be eager to join in on the fun and work that your branch does.

I will update you and your leadership about our membership activities at the state level throughout the year. Please contact me with any questions or comments regarding membership. By working together, our numbers, and therefore our influence, will increase!

Cyndi Shanahan
Vice President for Membership
cyndi0915@aol.com

Historian

AAUW of Virginia's History Book for Sale

The History of the American Association of University Women of Virginia, 1925-2010 rolled off the press in time to be the star attraction at the state conference in Charlottesville in April.

The book contains the most recent history, compiled by Neola Waller, Historian, and covers the years 1970–2010. Also included in the book are copies of two previously written segments, 1925–1960 and 1960–1970, the early part written by Dr. E. Marion Smith and the latter by Mary Thrasher and B. Lovitt.

Many programs, projects, and events to further the mission of AAUW and to provide encouragement for future generations of women and girls are heralded in the book. You will be proud of what AAUW members have done to make Virginia's communities better places for all people.

Books will be available for purchase at fall district meetings for \$10 each. Buy your copy and learn of the remarkable contributions of our AAUW predecessors to their localities and the Commonwealth. You may also order books at the email address below. The cost is \$10 plus \$4 for shipping and handling.

Neola Waller
AAUW of Virginia Historian
wallerwn1@gmail.com

Public Policy

The November Election is Less Than Two Months Away

AAUW's 2012 "It's My Vote: I Will Be Heard" campaign was a huge success in registering and turning out millennial women voters for the last presidential election. Since that time, branches have continued with Get Out The Vote (GOTV) activities. For last year's midterm elections, AAUW of Virginia branches registered 603 new voters!

With the state and local elections on November 3, 2015, the primaries for president and members of Congress during the first half of 2016, and the general election on November 8, 2016, we have many opportunities to continue registering new voters. Let's get to work!!

AAUW of Virginia's GOTV goals are to register 500 new voters by June 2016, and another 500 new voters by November 2016. October 13, 2015, is the deadline to register voters for the November 3, 2015, election. We have some funds remaining from a GOTV grant from several years ago. As branches work toward meeting our goals, you'll be able to request reimbursement from this remaining grant money to defray some GOTV expenditures. These can include such expenses as postage, signage, fees associated with setting up a registration table, etc. If you want to request reimbursement, simply send a short e-mail to Leslie Tourigny stating how much you are requesting and what it is for, and attach receipts for the expenditures. The requests will be evaluated on a case-by-case basis, and we'll continue reimbursements until the money runs out.

The Virginia Department of Elections regulates voter registration drives according to the following guidelines: elections.virginia.gov/index.php/registration/registration-drives/. Pay careful attention to the training and certification requirements. Even if you took the training and were certified last year, you need to be retrained and certified this year.

AAUW also provides resources on conducting voter registration drives: www.aauw.org/resource/organize-a-voter-registration-drive/

Remember that **legal restrictions prevent the use of advocacy materials, such as voter guides or issue fact sheets, in conjunction with voter registration drives.**

(Continued on next page.)

Public Policy

The November Election (continued)

Another way to reach potential voters is by sponsoring nonpartisan issue or candidate forums. In northern Virginia, AAUW is partnering with the League of Women Voters and other organizations and sponsoring Candidate Meet and Greet Events. Co-Presidents Sandy Lawrence and Patsy Quick appeared on Fairfax Public Access Television to promote the events and AAUW.

After each GOTV event please complete the **event report-back form**: bit.ly/AAUWEventForm. Also, if your branch registers voters, please email the number of voters to me.

Remember, the final measure of our GOTV impact is how many people actually vote. Don't forget to call your friends and family and remind them to vote!

Dates to Remember

October 5, 2015—First day of the 2015-2016 U.S. Supreme Court term

October 13, 2015—Last day to register to vote for the November general election

November 3, 2015—Election Day

December 2, 2015—League of Women Voters Pre-Session Roundtable in Richmond

December 7-13, 2015—Computer Science Education Week

January 11, 2016—Human Trafficking Awareness Day

January 13, 2016—Virginia General Assembly convenes in Regular Session

February 3, 2016—State Lobby Day (Richmond)

March 12, 2016—Virginia General Assembly Regular Session adjourns

April 12, 2016—Equal Pay Day

May 2016 (date to be determined)—Federal Lobby Day

Leslie Tourigny
Vice President for Public Policy
ltourigny@gmail.com

Top 10 Things To Know About the AAUW Legacy Circle

10. A planned gift to AAUW National enables you to become a member of the AAUW Legacy Circle.
9. There is no specific amount required to join the Legacy Circle.
8. There are hundreds of AAUW members nationwide and 30 current members in Virginia.
7. As a member you receive recognition at state and national events and in AAUW publications.
6. You don't donate money now, but you name AAUW as a beneficiary in your will, trust, or other estate plans.
5. As a member you receive a beautiful gold pin designed by Swarovski. We hope you will wear it proudly and share your story with your AAUW sisters.
4. Planned gifts expand AAUW's programs and public policy agenda by providing for future generations.
3. Neola Waller, Virginia Beach Branch and Legacy Circle Team Member for Virginia, welcomes the opportunity to speak about the Legacy Circle with members individually or at a branch meeting.
2. Neola's goal for Virginia Legacy Circle members for 2015-2016 is 40 members. Won't you be one of the 10 new members?
1. This is one of the best ways to build a legacy and support AAUW's mission to empower women and girls.

Neola Waller
Legacy Circle Team Member
Wallerwn1@gmail.com

Inspiring AAUW National Convention (continued from page 1)

Panelist Don McPherson, former NFL player, said that men “get better when we listen to women.” He also said that men need to speak out more about violence, sexism, and misogyny, when they see it. Noorjahan Akbar, the inspiring young woman originally from Afghanistan, said “I’m very hopeful about the future of women’s leadership. I think people are surprised when I say that because I come from a war zone,” she said, “but the methods used to silence women are not sustainable.” Inspiring!

To close the convention on Sunday, Dr. Juanita Johnson-Bailey (Director, Institute for Women’s Studies, University of Georgia), the Eleanor Roosevelt Fund Awardee, held us spellbound as she spoke passionately about her life and her work. She is an academic leader in interdisciplinary race and gender studies. Her book *Sistabs in College: Making a Way out of No Way* is one you might like to read. Dr. Johnson-Bailey has written for more than 100 publications and her most recent book is *The Handbook of Race and Adult Education: A Resource for Dialogue on Racism*. “Everyone struggles,” said Juanita Johnson-Bailey. “The difference is that some of us hide that struggle and pretend it doesn’t exist. I don’t want you to feel less-than because you’re struggling.” Dr. Johnson-Bailey’s speech may be heard at this link. <http://convention.aauw.org/2015/06/17/presentations-and-materials/>. Dr. Juanita Johnson was beyond inspiring!



Don McPherson and Lilly Ledbetter. Photo courtesy of AAUW

The 2017 convention is June 14–17 in Washington, DC. Put it on your calendar today!

Patsy Quick and Sandy Lawrence,
Co-Presidents, AAUW Of Virginia
pquick@cox.net/sandyaauw@juno.com

AAUW National Elections

And the Winners Are . . .

Here are the results of the 2015 national AAUW balloting:

Patricia Fae Ho (MA) was reelected president and Alicia Hetman (CT) was elected vice president. At-large board members elected were Susan Barley (MO/FL), Malinda Gaul (TX), Eileen Hartmann (NY), Ellie Hill (MT), Traci Jensen (TX), Melissa Johnson (CO), Dot McLane (PA), Rebecca Norlander (WA), Glenda Price (MI), and Pam Thiel (WI).

All of the proposed bylaws amendments were adopted except the one to eliminate the degree requirement, which failed with 56.51% No votes to 40.91% Yes votes (3.58% didn’t vote on that amendment). About 3% of those voting voted only on that amendment and no others. The amendment to change the title of the president to board chair and the executive director to chief executive officer (CEO) was one of the amendments adopted.

All of the proposed wording to the AAUW Public Policy Program was adopted by anywhere from 84% to 91% with the exception of #7, which was adopted by 69.64%. That proposal deleted from the current Public Policy Program the sentence “AAUW values and is committed to the arts and humanities, which develop and enhance our pluralistic cultural heritage.” The rationale was “Although support for the arts and humanities may be part of AAUW’s overall mission, it does not fall under the purview of our public policy work.”

Full results of the balloting can be found on the AAUW website at www.aauw.org.

AAUW National Convention Panel

AAUW Convention Surprise

Would you expect to see an All-American quarterback (Syracuse 1987) and retired NFL player on a panel at the AAUW national convention? Don McPherson was the surprise member of the panel “What Does It Take to Make a Woman Leader?” McPherson is a domestic violence prevention activist speaking particularly to groups of boys and young men about valuing women as equals.

He was joined by Lilly Ledbetter, namesake of the Lilly Ledbetter Fair Pay Act that addresses pay discrimination, and Noorjahan Akbar, a young Afghani woman who co-founded Young Women for Change to fight for gender equality and rights for women in Afghanistan.

This dynamic panel was the highlight of the convention for me. Akbar pointed out that women are silenced in different ways in Afghanistan and the U.S., but the root is the same: misogyny in the way men view women. McPherson concurred, saying that men still live in a model of leadership where “if I win, you lose.” He said women see beyond that, which makes their model of leadership so promising and necessary. Ledbetter represented the tenacity and perseverance that women have to see that the right thing is done. There was agreement that leadership is about combining what you care about (purpose) with action, figuring out what action needs to be taken and then finding the people and organization to make it work. AAUW is just that kind of organization.

Caroline Pickens
Northern District Co-Representative
carolineaauw@gmail.com

AAUW National Convention Workshops

Why YOU Are Important to New Members

We know that all of us should recruit new members. But did you know that we also have a part in keeping that new member? One of the excellent workshops I attended at the AAUW national convention was on membership retention. If new members stay for two years, they then tend to stay with the branch. So we should focus on those first two years.

Why do new members leave? They didn't feel welcomed into the group, they didn't get engaged, they didn't feel valued, or the branch didn't turn out to be what they thought AAUW would be.

Every time we go to a branch event or meeting, we can all help keep our new members by actively welcoming them. That friendly face is important. We can introduce ourselves, we can ask them to sit with us, and we can ask them about themselves and what interests them about AAUW. We can connect them to an interest group they would like. We can ask if they'd like to help on a branch project or event.

Our branch's programs and projects should reflect that education and equity for women and girls is what we are about. That's a big reason why a new person joins AAUW, and they need to see that in the branch. But the social part of a branch is also important—fun with a purpose. When we personally and purposefully include new members so they get to know us and feel a part of the branch, it's a major step toward keeping that new member. We can all do that.

Attending the AAUW national convention is one of the most inspirational, energizing, fun things ever. In June 2017, the convention will be in Washington, so I hope lots of you will attend and experience the power of AAUW.

Caroline Pickens
Northern District Co-Representative
carolineaauw@gmail.com

AAUW National Convention Workshops

Elect Her

Because the Harrisonburg Branch is considering initiating an Elect Her (EH) Program at James Madison University, I attended the Elect Her Workshop at the National Convention to learn more about how to conduct an EH program and to understand factors that deter women from seeking political office. Summarized here are points from a handout distributed at the workshop.

A 2014 Brookings research study concluded that high school boys and girls are equally interested in leadership positions. By college, male ambition to achieve a political office increases, resulting in 50% more men than women thinking about running for office. Three factors predicate political leanings, all of which men are more likely to have experienced: “immersion in politics, competitive experiences, and self-confidence.” That is why, to close this gender gap, institutional efforts to recompense women in all three areas are critically important.

A 2013 survey of 2,100 college students found that there are five reasons why men, more so than women, express interest in being involved in politics: men are socialized by parents to view politics as a career; women in both media and peer experiences are less exposed to political information and discussion; more men are competitively involved in sports; no one encourages women to think of seeking political office; most women do not believe they are qualified to run for office.

This past year, EH programs on 50 campuses trained more than 1,000 college-aged women. Of those who then ran for public office, 74% won. The session on each campus involves 4–6 hours of interactive campaign exercises conducted by a trained facilitator working with 40–50 students. Applications for 2016 sites became available on the AAUW web site on August 3, 2015. Email leadership@aauw.org for additional information.

Sources: Richard L. Fox and Jennifer L. Lawless. “Not a ‘Year of the Woman’...and 2036 Doesn’t Look So Good Either (2014) and “Girls Just Wanna Not Run: The Gender Gap in Young Americans’ Political Ambition” (2013).

Sylvia Rogers
Northwest District Representative
srogers1nm@aol.com

AAUW National Convention Workshops

Marketing Your Branch Is Easy

My choice of tracks at the AAUW National Convention was marketing since I was a marketing major in college and I am now the AAUW of Virginia Vice President for Communications. After two sessions, I was not so smug. It was great to attend a basic 101 Marketing track to not only refresh the memory cells, but also to prove that with planning, it can easily be done.

Marketing is simply promoting your product or service. People know what you tell them by what you present in your website, newsletter, posters, or other information. The steps are easy:

- Create a branch brand by knowing who you are and the areas of interest. Know what groups you work with and what you add to your community. How would people describe you and how would you want them to describe you?
- Strategy and Tactics: The Why, What and How. It starts with a vision—the why. Why are you interested in changing your brand? Next comes the strategy—the what. What changes need to happen? Lastly, there is the how. How will you make those changes happen?
- Your website is your most important tool. It tells the right story. It should have minimal but engaging text. It must have current content and good quality story-telling photos. Don’t forget the links to the content. AAUW national headquarters has a Site Resources office that will help you.
- Free Advertising. There is a lot of it out there. The list is endless: local papers, radio PSA’s, library, and other organizations.
- Don’t forget social media. It goes beyond Facebook and Twitter. One good resource is a social media handbook for AAUW branches: www.aauw.org/resource/social-media-handbook/

(Continued on next page.)

AAUW National Convention Workshops

Marketing Your Branch Is Easy (continued)

Most importantly, do not forget that AAUW of Virginia's From Vision to Reality has a marketing part (Part 3) and that we have facilitators willing to work with the branches to enhance their marketing program. It takes about 1–1.5 hours to get on the path to better marketing. There is also more marketing information at <http://convention.aauw.org/2015/06/17/presentations-and-materials> .

Susan Conklin
Vice President for Communications
sconklin00@aol.com

AAUW National Convention Workshops

New Members, Where Are They? Everywhere!

The membership workshop I attended at National Convention made it very clear, POTENTIAL NEW MEMBERS ARE EVERYWHERE. The most effective way to get a new member is to ask someone to join. We all have friends and acquaintances who don't belong to AAUW, but support our mission. Have you asked one of them to come to an event or special interest group lately? Sometimes this feels awkward and like we are putting someone on the spot by asking. Focus on what her interests are so that membership can be meaningful for her. Think about different motivations and speak about how joining our branch will be a good match for the potential member. Here are a few reasons someone would want to get involved with our branch:

- Belief in mission: equality for women and girls, fair pay, STEM projects
- Desire to give back to the community: make a difference in a tangible way (local scholarships), advancement of girls through educational opportunities (STEMtastics)
- Social interaction: new to the community, recently retired

There are four steps for gaining new members. **Ask** someone to join you at an event. **Inform** her of branch activities that focus on her specific interests and motivations. **Involve** her in something she is interested in. **Thank** her for attending an event or, if she says “no,” thank her for listening to you. Repeat if necessary!

Going to convention was a great opportunity for me to learn more about what AAUW is doing and to be energized by attending sessions with 1,000 other AAUW members. Enthusiasm is contagious and, if we share our enthusiasm with others, they can't help wanting to join AAUW.

Peggy Stotz
AAUW Funds Chair
pstotz@aol.com

AAUW National Convention Workshops

Financial Fitness and You: Estate Planning 101

Estate planning is a vital part of your personal finances. We learned the basics of estate and financial planning. We listed our values, the organizations to which we are currently giving, and how much we give to each one. Giving should always match up with one's values.

Interest, Connection, and Sharing: Recipe for Engagement

This membership workshop dealt with discovering what your fellow branch members are interested in and how they prefer to engage. We learned from each other at our table by sharing problems and successes.

Neola Waller
Historian
wallerwn1@gmail.com

AAUW National Convention

Fast Forward

What is the future of our mission and movement? One of the plenary sessions at the San Diego convention dealt with three AAUW priorities for the future: public policy, leadership development, and philanthropy.

Lisa Maatz, Vice President Government Relations, said AAUW will continue working on Capitol Hill, in the White House, and in coalition with other organizations. In addition, an added emphasis will be on state and local governments by developing statewide networks to track action. State policies on equal pay, sexual assault, and human trafficking will be analyzed.

Kate C. Farrar, former AAUW Vice President Campus Leadership Programs, emphasized nationwide college women's leadership programs, college/university relationships, and science, technology, engineering, and math programs (STEM) for girls. She encouraged branches to become involved with the association program \$tart \$mart and present workshops on salary negotiation. These are a real and effective way to deal with the gender pay gap.

The third area of emphasis will be philanthropy. A new two-year campaign, Charting the Course, aims to raise \$1 million in unrestricted funds to ensure that AAUW is well prepared to meet the issues facing us today and in the future. These unrestricted funds will be used to empower women in our communities, schools, workplaces, and positions of leadership. We cannot know what tomorrow's most urgent challenges for women will be. Having unrestricted funds available will allow AAUW to react to the needs on a timely basis.

With these three priorities, branches can focus on the current needs of women in our communities and take an active role in addressing the formidable challenges still facing women in their everyday lives.

Peggy Stotz
AAUW Funds Chair
pstotz@aol.com

AAUW National Convention

Program News From Convention

Growth through Mission-Based Programs facilitated by Cordy Galligan was a valuable experience. With 20 tables of conversations, it was definitely not for the claustrophobic or easily intimidated, but the range of programming nationally to further the goals of AAUW, each with its own regional twist, was as inspiring as the morning's speakers.

Thousand Oaks (CA) Branch, together with the local school community, teacher's union and community held a two-hour public forum on "Building Awareness of Sexual Harassment and Bullying."

Tarrant County (TX) Branch holds *Sister-to-Sister*, which is a full-day event for at-risk middle school girls to interact with college women as mentors.

Coastal Georgetown (DE) Branch holds a set of three one-hour interactive workshops to teach high school students skills in interviewing, networking, and career exploration.

San Diego (CA) Branch has a morning program to explore STEM careers called **High Tech = High Pay For Women!** It consists of a panel of high-performing women who identify local high-tech trends, tell career path stories, and give tips for career strategies.

For more information on these or other programs, contact Maureen Dwyer.

Maureen Dwyer
Co-Vice President for Programs
maureen22066@gmail.com

AAUW National Convention Workshop

Jam-Packed Luggage on the Way Home

National Convention was a memorable learning experience. The plenary sessions, workshops, and networking opportunities charged batteries and provided an arsenal of new ideas to take back home in our luggage. Also, we received validation that many of our public policy initiatives have been “right on target.”

I attended three amazing public policy workshops delivered by AAUW National staff, including Lisa Maatz, AAUW Vice President of Government Relations; Erin Prangley, AAUW Associate Director of Government Relations; and state branch leaders.

“It’s Who You Know: Using Grasstops and Influentials to Achieve Your Advocacy Goals” honed in on an important tool that many of our branches already use—*Grasstops*. *Grasstops* are people who have the ability to influence higher-level advocacy targets. Using *grasstops* is really simple. Once you determine who your target is, determine any personal relationships that connect you to him/her and use the connection to reach the target. Many times it’s the personal connection that means the difference between success and failure. For example, we secured our meetings with the governor and lieutenant governor during our 2015 Lobby Day because one member’s son knew a key staffer in the lieutenant governor’s office, who knew a key staffer in the governor’s office.

“Small and Mighty: How Your Small Branch Can Make Big Public Policy Changes,” discussed tools and resources to turn public policy priorities into victories and to attract new members. Foremost among techniques discussed were letters to the editor, public proclamations, tabling, meeting with elected officials, and hosting issue forums. AAUW of VA members have used all of these activities with great success.

“How Washington Works: A Policy Update with Your Top Lobbyist.” Lisa Maatz presented a status report on AAUW’s public policy efforts in such areas as Title IX, campus sexual assault, bullying, voting rights, wages, and human trafficking. She singled out human trafficking as an advocacy area started at the grassroots by AAUW branches, which then rose to AAUW National for national advocacy.

Leslie Tourigny
Vice President for Public Policy
ltourigny@gmail.com

AAUW National Convention

The Impact of Your AAUW Dollar

AAUW’s annual budget of \$21 million is funded by \$4 million from dues, \$7 million from endowments, and the remainder from member gifts and corporate contributions.

The Legal Advocacy Fund is almost entirely funded by member gifts, while other programs receive varying, lesser amounts of support. Tech Trek served 1,600 girls this year and a total of 10,000 over the last 18 years. National Conference for College Women Student Leaders (NCCWSL), receiving most of its funding from member gifts, hosted nearly 1,000 college women this year.



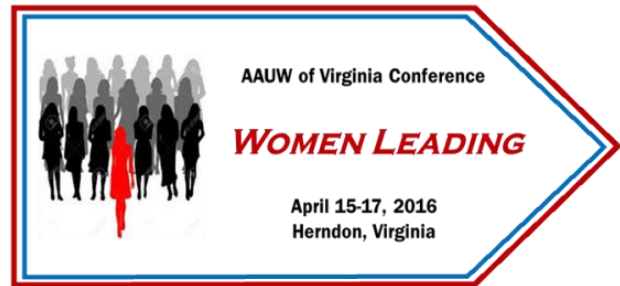
Numerous examples of the effect that our AAUW dollars have on women and girls were given. We also heard why fundraising is important and how it empowers AAUW members across the country

Neola Waller
Historian
wallerwn1@gmail.com

2016 AAUW of Virginia Conference

Women Leading

The Northern District branches are hard at work planning the AAUW of Virginia State Conference, April 15–17, 2016, at the Hyatt Dulles Hotel in Herndon, Virginia.



The theme of the conference, *Women Leading*, enables us to take advantage of the many women leaders in business, government, and media in the Northern Virginia-DC area. Women leaders have been invited to join us to give the opening address, participate in a panel presentation, and serve as the keynote speaker. In addition to celebrating women leaders, we will offer workshops focused on issues of importance to our AAUW of Virginia members. A reception, lunch, and dinner will give us plenty of time to meet new people and to celebrate our 2015–2016 year together.

The Hyatt Dulles was totally renovated in 2014. The conference center is state of the art, and every guest room is a suite with a separate seating area. A patio with comfortable seating and a pleasant walking path can be easily accessed from the conference center.



Hyatt Dulles Hotel Garden Terrace

The location of the hotel offers an ideal locale for exploring surrounding attractions including the Udvar-Hazy Air and Space Center, Reston Town Center, Manassas (Bull Run) Civil War Battlefield, and historic Leesburg and Middleburg. The proximity to Washington, DC, offers the opportunity to explore the many attractions in the nation's capital.

Look for future e-mails with details about the conference and registration information. This is a conference you do not want to miss. Plan to come, be inspired, and have fun.

Caroline Pickens
Bunny Jarrett
Conference Co-Chairs

Call for Nominations

Wanted

Wanted: AAUW members willing to serve on our state board in the following positions:

- **President:** Officially represents the state in activities of AAUW; presides at all meetings of the state board of directors, and with the executive committee, appoints committee chairs and appointed board officers, except for the nominating committee. As the official representative of the state, the president represents the state in all work with other organizations and at meetings and conferences.
- **Vice President for Program:** Serves as chair of the committee on program, assumes the duties of president in the president's absence or inability to serve, and performs such duties as may be assigned by the board of directors, the president, and as specified by these bylaws.
- **Vice President for Public Policy:** Chairs the public policy committee; assists the president with public policy issues to meet state and federal needs; and carries out public policy duties as specified in the board of directors *Handbook* or as requested by the state president.
- **Vice President for Communications:** Chairs the communications committee, which includes those responsible for the website, other social media, and publication of the newsletter; and carries out duties as specified in the board of directors *Handbook* or as requested by the state president.

(Continued on next page.)

Call for Nominations

Wanted (continued)

Commitments:

- Attend board meetings (summer, fall, winter conference call, and state conference meeting).
- Prepare reports for board meetings and the *Vision*.

Benefits:

- Mileage reimbursement.
- All meals at board meetings included.
- Partial hotel reimbursement.

It is fun, rewarding, and a chance to make a difference!

For detailed descriptions of these positions, please see aauw-va.aauw.net, click on "Resource Library" and then click on "Bylaws."

The positions will be voted on by all state members via online and paper ballots, sometime after the state conference. The positions will be held from July 1, 2016, to June 30, 2018.

Nominations must be submitted by December 1, 2015, to Jeanne Elmore.

Jeanne Elmore
Nominating Chair
jfelmore1@gmail.com

Bylaws/Amendment Committee

Call for Proposed State Bylaws Amendments and Proposed Resolutions

The chair of the Bylaws/Resolutions Committee has issued a call for proposed amendments to the state bylaws and for proposed resolutions to be presented at the state conference in April 2016 in Herndon, Virginia. These will be voted on under the One Member, One Vote procedure.

The deadline for submission is December 1, 2015.

Proposed bylaws amendments must include a copy of the original section of the bylaws being amended, a marked-up version showing the specific wording of the amendment, and a clean version showing the language as it would be revised. The bylaws amendment proposal must include a statement of the rationale for the amendment. Each proposed resolution must include the specific wording of the resolution, a statement of the rationale for the proposed resolution, and a proposed plan for the implementation of the resolution.

Bylaws amendments and resolutions are to be submitted to the chair of the committee by mail or e-mail using the contact information provided below. Please don't hesitate to contact the chair with any questions or for assistance. Please use the term "AAUW Bylaws" in your e-mail title.

Joanna Crane
AAUW of Virginia Bylaws/Resolutions Chair
6511 Princeton Drive, Alexandria, VA 22307
joanna.p.crane@gmail.com

Summer Leaders Meeting

Almost 50 AAUW of Virginia members attended the 2015 Summer Leaders Meeting at the Clarion Hotel in Williamsburg. The theme for the meeting was “Let’s Get Fired Up!” The goal was to address issues that we all face, then have each branch in attendance agree to implement one idea or solution over the next year to address a challenge, such as

- Recruiting new members
- Recruiting younger members
- Engaging members
- Identifying new leaders



Deepti Gudipati presents workshop on “Managing Volunteers.”

AAUW Vice President of Member Leadership Programs Deepti Gudipati led a workshop on “Managing Volunteers,” which showed us how to put people to work. After a fabulous luncheon salad, Sandy Lawrence presented ways to manage that monster called e-mail. She gave suggestions on how to tackle e-mail in an organized and purposeful fashion.

Leslie Tourigny, the state public policy vice president, gave an update on public policy and ideas on activities and events that branches can do. She talked about the mini grants that state will continue to offer to branches that work on STEM, Human Trafficking, and GOTV, or other topics within the state public policy priorities. (See more info on the mini-grants in this issue of the *Vision* Page 4.)

Participants then had time to network and brainstorm ideas for addressing the challenges listed above. Before leaving, they signed a commitment form to take back to their branches to work on. We look forward to hearing positive results from all of the focused work!

Sandy’s and Leslie’s presentations can be found on the AAUW of VA web site (<http://aauw-va.aauw.net/>)

*Patsy Quick and Sandy Lawrence,
Co-Presidents, AAUW Of Virginia
pquick@cox.net/sandyaauw@juno.com*



Branches in Action

The **Alexandria Branch** is involved in Campus Outreach programs with NCCWSL and ELECT HER, as well as having our first Tech Savvy workshops day on October 24 with a focus on Science, Engineering, Technology, and Mathematics (STEM). Our first Tech Savvy event is being organized with the Arlington branch, and is a one-day STEM career conference designed to develop the interest of 6–9th grade girls in STEM fields and provide information to their parents and educational professionals on STEM educational opportunities. It should be a great experience for students, parents, and members alike.

Our programs for this year include our annual Meet and Greet potluck for new and returning members and guests, a demonstration on Spanish cooking, a program on native Americans, a women's history tour in Alexandria, a talk by the producer of the film Red Line about Syrian refugees, our annual Little Theater of Alexandria fundraiser with the Mt. Vernon Branch, and our membership dinner. Not to be forgotten is our involvement with the AAUW state conference; we will be putting together the programs, so everyone be prepared for emails asking for your input!

Ginger Chamberlain and Danielle Beach
Co-Presidents

gbcaauw@gmail.com / danielleaauw@gmail.com

Endings and beginnings are both exciting for the **Springfield-Annandale Branch**. Our 2014–2015 year concluded with the June End of Year Dinner Meeting featuring historic reenactor Lynne Garvey Hodge, who transported us back to the early days of the suffragist movement with her portrayal of Amelia “Mimi” Walker. Her authentic dress and her first-



Historic Reenactor Lynne Garvey Hodge

person account of the efforts of the suffragists provided us with a picture of the era and a glimpse of the hardships endured by the brave women who came before us. We endeavor to educate our members about the heroism of the suffragists whose actions eventually achieved voting rights for women. Women were denied what we now think of as a basic right until the ratification of the 19th Amendment in 1920. It is important

to recognize and honor these suffragists by exercising our right to vote and encouraging others to do the same.

Our 2015–2016 year began on September 19 with a celebration of the 60th anniversary of the Springfield-Annandale branch. We acknowledged those women who established our branch 60 years ago as we look forward to the future. The elegant 2941 restaurant in Falls Church was the location of this special luncheon. Award-winning storyteller Gary Lloyd presented a program entitled “You Go, Girl!” That sounds like the perfect way to begin our 61st year of furthering the AAUW mission of empowering and advancing equity for women and girls.

Deborah Dodd
Co-President

mickdodd@verizon.net

Northern District branches have been busy. Spring fundraisers were held, including Falls Church Area’s book sale (grossed \$21,782), Springfield-Annandale’s Spring Fling and silent auction (\$11,216), and the joint Alexandria-Mt. Vernon Little Theatre fundraiser (\$6,000). McLean Area is gearing up for its 46th used book sale (grossed \$36,500 in 2014), and Fairfax City holds its well-attended Book and Author Luncheon fundraiser in November (\$8,338 in 2014). Great fundraising projects! The fundraisers that generate the biggest percentage net proceeds for AAUW are the used book sales.

The Alexandria and Mt. Vernon branches received an AAUW grant to do Tech Savvy this fall. More than half of our branches are partnering with the League of Women Voters this fall on Meet & Greet Candidates events throughout Fairfax County for every county office plus state elections. Two local members have been appointed to Fairfax County Public Schools committees.

The district meeting on October 3 featured a Department of Education speaker on the civil rights aspect of Title IX and progress since 1972. We will be distributing the new guidelines and resources for their school Title IX administrators to the branches.

Northern District is looking forward to hosting the state conference April 15-17 at the Dulles Hyatt. The theme is “Women Leading”—an apt description for all our AAUW members! See you there.

Jeanne Elmore and Caroline Pickens
Northern District Co-Representatives
jfelmore1@gmail.com / carolineaauw@gmail.com

Branches in Action

Human Trafficking was on everybody's mind at last January's meeting of the **Reston-Herndon Branch**. Tysons Corner Center is and was an area so important to traffickers that a huge anti-trafficking kiosk was erected to inform teens about JustAskVA.org. Using the resources provided there, Reston-Herndon, with its coalition partners, Giving Circle of Hope and National Council of Negro Women, held a screening of the film *Not My Life* followed by speakers from International Justice Mission (IJM) and our local Herndon shelter for teenagers, Artemis House.

Susan Conway from IJM, which along with AAUW, is featured in the film, spoke on the global nature of the problem, while Suzanne Pigg from Artemis House addressed what the local community can do to help. In that vein, a list of needed household items was published prior to the meeting and more than generously filled.

An AAUW member, Anne Ryan, is also leader of the youth program (Leo) of the Lions Club. Her group of sophomore girls, many from Nepal, gave an eloquent appeal to all to work to continue to combat trafficking in all its forms here and abroad and to continue to educate girls on their rights and options.

The petition to the General Assembly to address the problems of victim's rights was again passed and signed. The total number of signatures presented during AAUW of Virginia's Lobby Day exceeded expectations. We all must remember that this is an issue that is still ongoing and deserves our support.

Maureen Dwyer
maureen22066@gmail.com

Woodbridge Branch continues to make STEM education its primary mission. On March 12, 2016, we will judge 7th and 8th grade girls' projects at the Prince William-Manassas Regional Science Fair for the 22nd consecutive year. Our 26th annual Girls + Math + Science = SUCCESS! Conference is planned for April 2, 2016. Nearly 200 girls in grades 5–12, over 100 adults including parents and teachers, and 41 presenters from STEAM (STEM + the Arts) fields participated in the March 21, 2015, event.

We know these activities make a difference. Piper Sigrest, a Science Fair winner and SUCCESS! Conference presenter, became a student affiliate as a freshman at MIT majoring in aerospace engineering. This summer she interned with Space X in California.

Her sister, Della, also a SUCCESS! Conference pre-

sender, received a "give a grad a gift" AAUW membership from a Woodbridge branch member. Living in Richmond after graduating from VCU's School of the Arts, Della will be honored with state and branch membership dues from the Greater Richmond branch. She has championed creating a STEAM conference for students in schools where she has volunteered, patterned after the SUCCESS! Conference. Her vision will become reality in June of 2016, with the Greater Richmond Branch partnering with the Math and Science Innovation Center. The sisters are fine examples of how we all can encourage the next generation of AAUW leaders.

Sandy Lawrence
President
sandyaauw@juno.com

Wytheville Branch celebrated its first STEM project last October at Wytheville Community College (WCC). Twenty-five middle school girls participated. Dr. Boyd, a Radford University professor, held a workshop titled "Forensic Anthropology CSI." Several graduate students with Dr. Ryder, our 2014 AAUW Woman of Achievement from Virginia Tech, presented a class on "Sketch the Look of Your Own App."

Bobbi Dillow, from Duke Energy, provided a workshop on "The Future of Energy: The Machines Are Talking." Among the prestigious academia included was Wytheville native Ashley Taylor, Virginia Tech graduate student, who led the middle school girls in the program "Engineer Your Way From Point A to Point B" (building bridges). This November, the branch hopes to host 50 middle school girls for our second annual STEM day event!

The branch will be rallying to register voters again at WCC during its annual Fall Esprit. Last year, 47 college students and personnel registered to vote. The key to registering young people to vote is showing them how easy the process is to fill out the forms. Many young people have not considered voting as an honor and privilege. The branch focuses on increasing awareness of taking part in elections as a duty and right for all Americans.

Sarah Asbury
Branch Secretary
sarahhasbury@gmail.com

AAUW of Virginia

Board of Directors and Committee Chairs 2015-2016

Co-Presidents

Sandy Lawrence
5604 Queensberry Ave.
Springfield, VA 22151
Branch: Woodbridge
(H) 703/569-1588
(C) 571/230-6425
sandyaauw@juno.com

Patsy Quick
5508 Old Mill Road
Alexandria, VA 22309
Branch: Mt. Vernon
(H) 703/360-8678
(C) 703/399-5880
pnquick@cox.net

Co-VPs Program

Kathy Batkin
5629 Springwood Dr.
Portsmouth, VA 23703
Branch: Portsmouth
(H) 757/484-7449
kbatkin@verizon.net

Maureen Dwyer
10323 Eclipse Lane
Great Falls, VA 22066-1731
Branch: Reston-Herndon
(H) 703/759-7244
Maureen22066@gmail.com

VP Membership

Cyndi Shanahan
11903 Fawn Ridge Ln.
Reston, VA 20194-1120
Branch: Reston-Herndon
(H) 703/709-5817
cyndi0915@aol.com

VP Finance

Tammie Mullins-Rice
1010 Barnacle Ct
Virginia Beach, VA 23451
Branch: Virginia Beach
(H) 757/428-7303
tammieaauw@cox.net

VP Public Policy

Leslie Tourigny
276 Gretna Green Ct
Alexandria, VA 22304
Branch: Alexandria &
Virginia Beach
(H) 571 970 1782
C 703/307-8227
ltourigny@gmail.com

VP Communications

Susan Conklin
2013 N. Nottingham St
Arlington, VA 22205
Branch: Falls Church
(H) 703/534-8359
sconklin00@aol.com

Recording Secretary

Sherry Warren
155 Crawford Pkwy
Portsmouth, VA 23704
Branch: Portsmouth
(H) 757/399-5716
(C) 757/630-1215.
varrtl@aol.com

AAUW Funds Chair

Peggy Stotz
1006 Kimberwicke Rd.
McLean, VA 22102
Branch: McLean Area
(H) 703/734-8932
pstotz@aol.com

College/University Chair

Mary Beth Pelosky
3617 12th Street South
Arlington, VA 22204
Branch: Arlington
(H) 703/785-5938
marybeth.pelosky@apsva.us

Bylaws/Res. Chair

Joanna Crane
6511 Princeton Drive
Alexandria, VA 22307
Branch: Mt. Vernon
(H) 703/718-8892
joanna.p.crane@gmail.com

Historian

Neola Waller
3100 Shore Dr PH 52
Virginia Beach, VA 23451
Branch: Virginia Beach
(H) 757/217-2356
wallerwn1@gmail.com

Parliamentarian

(As needed)

District Reps

(Nominating Committee)

Southeast

Marilyn Riddle
2505 Goodrich Durfey
Williamsburg, VA 23185
Branch: Newport News
(H) 757/229-2177
mriddle@cox.net

Northern

Jeanne Elmore
11609 Leewood Ct
Woodbridge, VA 22192
Branch: Woodbridge
(H) 703 490-5526
jfelm1@gmail.com

Caroline Pickens

7009 Girard St
McLean, VA 22101
Branch: McLean Area
(H) 703/ 448-0415
carolineaauw@gmail.com

Northwest

Sylvia Rogers
2353 Massanetta Springs
Rd.
Harrisonburg, VA 22801
Branch: Harrisonburg
(H) 540/434-3083
srogers1nm@aol.com

Southwest

Julie Kause
395 W. Union Street
Wytheville, VA 24382
Branch: Wytheville
(H) 276/228-5853
jkause@embarqmail.com

Non-board Positions

Vision Copy Ed.

Mary Anne Graham
P.O. Box 211
Round Hill, VA 20142
(H) 540/338-7738
Branch: McLean Area
maryannegraham@comcast.net

Webmaster,

Vision Layout

Facebook Manager

Leslie Vandivere
13825 Baywood Court
Centreville, VA 20120
(H) 571/213-6384
Branch: Fairfax City
lvandivere@cox.net

Twitter Manager

Sandra Lawrence
[See Bd of Directors list]
sandyaauw@juno.com

Branch Officer

Lists

(formerly Corresp.
Secretary)
Jacque Dessino
111 High Street, #404
Portsmouth, VA 23704
Branch: Portsmouth
(C) 757/630-9276
(W) 757/822-2646
jdessino@mmdva.com

Voting and

Elections

Committee Chair

Mary Johnson
7703 Griffin Pond Ct
Springfield, VA 22153
Branch: Springfield-
Annandale
(H)(703) 913-9490
johnsons7703@verizon.net

AAUW of Virginia

Board of Directors and Committee Chairs 2015-2016

Co-Presidents

Sandy Lawrence
5604 Queensberry Ave.
Springfield, VA 22151
Branch: Woodbridge
(H) 703/569-1588
(C) 571/230-6425
sandyaauw@juno.com

Patsy Quick
5508 Old Mill Road
Alexandria, VA 22309
Branch: Mt. Vernon
(H) 703/360-8678
(C) 703/399-5880
pnquick@cox.net

Co-VPs Program

Kathy Batkin
5629 Springwood Dr.
Portsmouth, VA 23703
Branch: Portsmouth
(H) 757/484-7449
kbatkin@verizon.net

Maureen Dwyer
10323 Eclipse Lane
Great Falls, VA 22066-1731
Branch: Reston-Herndon
(H) 703/759-7244
Maureen22066@gmail.com

VP Membership

Cyndi Shanahan
11903 Fawn Ridge Ln.
Reston, VA 20194-1120
Branch: Reston-Herndon
(H) 703/709-5817
cyndi0915@aol.com

VP Finance

Tammie Mullins-Rice
1010 Barnacle Ct
Virginia Beach, VA 23451
Branch: Virginia Beach
(H) 757/428-7303
tammieaauw@cox.net

VP Public Policy

Leslie Tourigny
276 Gretna Green Ct
Alexandria, VA 22304
Branch: Alexandria &
Virginia Beach
(H) 571 970 1782
C 703/307-8227
ltourigny@gmail.com

VP Communications

Susan Conklin
2013 N. Nottingham St
Arlington, VA 22205
Branch: Falls Church
(H) 703/534-8359
sconklin00@aol.com

Recording Secretary

Sherry Warren
155 Crawford Pkwy
Portsmouth, VA 23704
Branch: Portsmouth
(H) 757/399-5716
(C) 757/630-1215.
varrtl@aol.com

AAUW Funds Chair

Peggy Stotz
1006 Kimberwicke Rd.
McLean, VA 22102
Branch: McLean Area
(H) 703/734-8932
pstotz@aol.com

College/University Chair

Mary Beth Pelosky
3617 12th Street South
Arlington, VA 22204
Branch: Arlington
(H) 703/785-5938
marybeth.pelosky@apsva.us

Bylaws/Res. Chair

Joanna Crane
6511 Princeton Drive
Alexandria, VA 22307
Branch: Mt. Vernon
(H) 703/718-8892
joanna.p.crane@gmail.com

Historian

Neola Waller
3100 Shore Dr PH 52
Virginia Beach, VA 23451
Branch: Virginia Beach
(H) 757/217-2356
wallerwn1@gmail.com

Parliamentarian

(As needed)

District Reps

(Nominating Committee)

Southeast

Marilyn Riddle
2505 Goodrich Durfey
Williamsburg, VA 23185
Branch: Newport News
(H) 757/229-2177
mriddle@cox.net

Northern

Jeanne Elmore
11609 Leewood Ct
Woodbridge, VA 22192
Branch: Woodbridge
(H) 703 490-5526
jfelm1@gmail.com

Caroline Pickens

7009 Girard St
McLean, VA 22101
Branch: McLean Area
(H) 703/ 448-0415
carolineaauw@gmail.com

Northwest

Sylvia Rogers
2353 Massanetta Springs
Rd.
Harrisonburg, VA 22801
Branch: Harrisonburg
(H) 540/434-3083
srogers1nm@aol.com

Southwest

Julie Kause
395 W. Union Street
Wytheville, VA 24382
Branch: Wytheville
(H) 276/228-5853
jkause@embarqmail.com

Non-board Positions

Vision Copy Ed.

Mary Anne Graham
P.O. Box 211
Round Hill, VA 20142
(H) 540/338-7738
Branch: McLean Area
maryannegraham@comcast.net

Webmaster,

Vision Layout

Facebook Manager

Leslie Vandivere
13825 Baywood Court
Centreville, VA 20120
(H) 571/213-6384
Branch: Fairfax City
lvandivere@cox.net

Twitter Manager

Sandra Lawrence
[See Bd of Directors list]
sandyaauw@juno.com

Branch Officer

Lists

(formerly Corresp.
Secretary)
Jacque Dessino
111 High Street, #404
Portsmouth, VA 23704
Branch: Portsmouth
(C) 757/630-9276
(W) 757/822-2646
jdessino@mmdva.com

Voting and

Elections

Committee Chair

Mary Johnson
7703 Griffin Pond Ct
Springfield, VA 22153
Branch: Springfield-
Annandale
(H)(703) 913-9490
johnsons7703@verizon.net

2015 AAUW National Convention



Early morning yoga workout gets convention goers off to a good start.



Patricia Fa Ho
AAUW President.



Rebecca Norlander
AAUW Board Member.



Mariachi music.



Which workshops are you signed up for?



Ruth Sweetser (left), Neola Waller (center), and Judith Horan (right), CoChairs of Charting the Course.



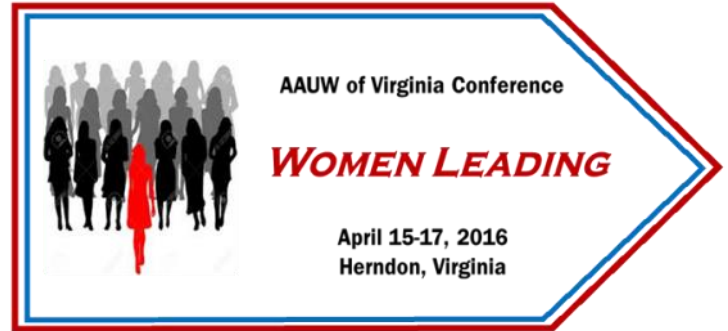
Be sure to come in 2017.

Photos courtesy [AAUW](http://AAUW.org)

AAUW of Virginia State Conference

April 15-17, 2016

Hyatt Dulles Hotel, Herndon, Virginia.



Photos courtesy [Hyatt Dulles Hotel](#)

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AAUW Records Office
1111 Sixteenth St. NW
Washington, DC 20038
connect@aauw.org

CONTACTS

AAUW National Office:

- 1111 Sixteenth St. N.W.
Washington, DC 20036
- www.aauw.org/
- connect@aauw.org
- 800/326-AAUW (2289)
10:00 a.m. to 5:00 p.m.
- 202/785-7700
8:30 a.m. to 5:00 p.m.
- Fax: 202/872-1425
- TDD: 202/785-7777

AAUW of Virginia:

- aauw-va.aauw.net/

Virginia General Assembly:

- virginiageneralassembly.gov/



From Vision to Reality: Mission Possible

Still Available!

Parts 1 & 2 of this state program will help you create a branch focus and action plan.

Part 3: *Marketing Your Branch* is vital for learning how to “sell” your branch effectively in the community. (It takes only a bit over an hour.) Facilitators are ready and waiting to provide assistance.

Contact Sandy Lawrence (sandyaauw@juno.com) or Patsy Quick (pnquick@cox.net) to set a date.

