



B A D G E R B R I E F S

Volume 68 Issue 2

American Association of University Women-Wisconsin

Winter 2011

Leadership for Today and Tomorrow

Scholarships Available for National Conference for College Student Women Leaders

The National Conference for College Student Women Leaders – NCCSWL, affectionately known as “nick whistle” by some – is a fast-paced, 2 ½ day conference that addresses the needs of current and aspiring women student leaders. Since its inception in 1985, AAUW has been deeply involved in the organization and sponsorship of this prestigious conference (it even has roots in Wisconsin). Next year's conference will be held May 31-June 2, 2012, at the University of Maryland, College Park. Attendees from across the country and around the world will participate in a wide variety of workshops and networking opportunities, can spend A Morning on Capitol Hill, attend a Graduate School Fair, and even enjoy a pizza and movie night with other aspiring student women leaders.

AAUW-WI is offering two \$500 scholarships for Wisconsin student women leaders who would benefit from attending. Undergraduate and graduate students are eligible for nomination. Candidates must be nominated by an AAUW Branch with a limit of one nominee per Branch. Branches are also encouraged to support their nominees; women who want to be leaders should not be left out of this important conference because they cannot afford to attend.

Eligible nominees must be currently enrolled in a program leading to an Associate degree (or equivalent), Bachelor's degree, or Master's degree at a technical school or other two- or four-year public or private college. Branches are asked to provide the following:

- Name, educational institution attending, and enrollment status of nominee
 - Awards, recognition, or honors received by the nominee
 - Major area of study being pursued by nominee and why
 - How attendance at the conference would further the nominee's goals
- Name and contact information for the Branch member making the recommendation

Please email nominations to Mary Jo McBrearty, AAUW-WI Vice President, Leadership Development at mmcbrearty@charter.net by January 9, 2012. Winners will be notified and payment sent to qualify for Early Bird Registration, which opens February 1, 2012.



Conference details are being finalized as of this writing, and further information can be found on the AAUW website.

AAUW has done it again!

We all know that AAUW has led the way in sexual harassment research with the publication of *Hostile Hallways in 1993* and the follow-up report *Hostile Hallways: Bullying, Teasing and Sexual Harassment in School*. Recently, AAUW released *Crossing the Line*. In this report, the results of a national survey AAUW conducted in May and June, 2011 were used to present data on sexual harassment in grades 7-12. It shares some statistics about how common sexual harassment is and how it has a negative impact on our secondary students' lives and education.

Crossing the Line provides recommendations and methods for preventing sexual harassment for school administrators, educators, parents, students and community members. The hope is that we will all be encouraged to take new and effective steps to eliminate sexual harassment in our schools. I am downloading and printing the report from aauw.org as I write this. Hard copies may be ordered from ShopAAUW as well.

AAUW has also done it again by providing an extremely helpful presentation entitled *Women to Women Voter Turnout: Community Based Campaigns to Mobilize Women to Vote*. Seth Chase, AAUW Field Director, presented the information in Stevens Point on October 22, 2011 as a result of AAUW-WI receiving a \$1000 impact grant from AAUW. Seth Chase did a fantastic job of inspiring us to get busy in helping millennial woman (aged 18-30 years old) realize why they should vote and why we should all use the AAUW Public Policy issues to decide for whom to vote based on the candidates' positions on our Public Policy. More information will follow in Barbara Peterson's article elsewhere in this edition of Badger Briefs. But allow me to take this opportunity to thank Barbara for writing the grant application, setting up the October event and keeping us all



informed of public policy issues in Wisconsin. As a result of this workshop my branch will be collaborating with our local League of Women Voters in getting folks registered to vote and encouraging everyone to vote. Let's all plan to work towards the goal of increasing the women's vote in Wisconsin.

AAUW will do it again in June, 2012! This year the National Conference for College Women Student Leaders (NCCWSL) will be held May 31-June 2, 2012 at the University of Maryland in College Park. Every year the AAUW-WI board of directors votes to provide two \$500 scholarships for two of our Wisconsin college women to attend this conference. Several branches also offer scholarships to this outstanding conference. This is just reminder to begin getting the word out to the young women you know so they can begin to plan to attend and to apply for one of our scholarships to make that possible! Let's all work towards promoting this conference which offers workshops focusing on leadership, advocacy, health and wellness and financial literacy to college women leaders.

Also, later in this issue of Badger Briefs, there is an article about the film *Miss Representation*, written by Janet Nortrom. Check out the AAUW Program in a Box about the film at aauw.org for details on how to obtain it. What a great way to get our name out in our communities as well as to have a meaningful discussion about the image portrayed of women in the media.

Anne Lee
AAUW-WI President

MEMBERSHIP

Judy Phillips - Membership Vice-President

Now is the time for your second push for new members. Most of you have had some kind of Membership Get Together to kick off the year. But don't stop there.

There are many incentives for joining AAUW now. If you have a gathering that's published and someone joins on the spot, they can join for half price of the National and the State dues through the "Shape the Future" Program. Your local Branch may do the same. It is up to your Board. Having another gathering in the Fall will help get the word out about this opportunity. But wait -- there's even another chance to recruit members at half price. If they join in January, they will get the same good deal. All members are responsible for helping inform your friends, neighbors, colleagues and others about this opportunity. I have tried to contact most Membership Vice-Presidents and have asked them to share their ideas and successful recruitment programs with all of us. I will share these with all of you beginning now.



The first idea came from Debbie Ahlers, Membership Vice-President of the Geneva Lake Branch. They had a Membership Gala in October. It included a celebration of their 60th Anniversary as a Branch, so the theme was a birthday party. Good thing to think of as your branches celebrate milestone birthdays. They divided into small groups and then rotated between "stations." Each one showed an example of some of the activities going on in their Branch, which included a demonstration from their Cooking Club, information from their Book Group, a National AAUW table and information about their activities with STEM. This prospective membership gathering sounds like a great idea for other Branches to possibly weave into their program. To quote Debbie, "The whole tone of the evening exemplified that we do things with class, intelligence, pizzazz and fun." We can all relate to that.

I look forward to more ideas from your Branches so we can all help each other. Remember, besides the fact that every member should be involved in helping our branches grow, each Branch should also be helping each other. The more people we have working together for our Mission of helping women and girls, the more we can accomplish.

Since everyone is helping out, there should be strong competition for the "Growth Award" and the "Growth and Gumption" Award which some Branches will be receiving at our Convention in April. I will be sending the criteria to all Membership Vice-Presidents soon. Just know that all new members should be reported to Janet Quail, Finance Vice-President by **February 1**. Please refer to her Article in this issue of Badger Briefs for more details on all the different dues categories and options.

Here's hope for continued success this year in all your endeavors and that there are many Branches in the running for the Growth Awards.

End of Year Tidbits

Remember AAUW as part of your gift giving

Our national office would greatly appreciate donations being sent before December 31, 2011. Contributions must be postmarked by the end of the year for you, your branch, and state to receive 2011 credit. Anything postmarked after December 31 will be counted in the New Year. If you have questions about AAUW giving, please contact the national office: #202-728-3307 or development@aauw.org.



Crossing the Line Report Released



AAUW's groundbreaking research report on sexual harassment in grades 7-12, *Crossing the Line: Sexual Harassment at School*, was released electronically on November 7. You can download the full report online or you can order print copies from ShopAAUW. We encourage you to share the report with educators, students, parents, and your networks. Our efforts can help protect students from sexual harassment.

New Lawsuit Filed against Wal-Mart

After the U.S. Supreme Court ruled in June that the *Wal-Mart v. Dukes* sex discrimination class-action lawsuit was too big to move forward, the lawyers representing the women vowed to create smaller class actions by region. The lawyers filed the first of these amended lawsuits in the U.S. District Court for Northern California. The lawsuit alleges that Wal-Mart's discriminatory practices affected more than 90,000 women currently or formerly employed at Wal-Mart and Sam's Club stores in four regions in California and nearby states. Betty Dukes, a California resident, is the lead plaintiff, just as she was for the larger lawsuit. AAUW first provided support to the lead plaintiffs in *Wal-Mart v. Dukes* last spring through the AAUW Legal Advocacy Fund (LAF). In September, the AAUW board voted to disburse more funds to defray costs involved in creating smaller class-action lawsuits. AAUW will continue supporting the lawyers and plaintiffs as they seek justice for all women workers at Wal-Mart stores. Please consider making a tax-deductible donation to LAF to help balance the scales of justice for women.



Cheers to you and yours,
~ Kim Wellnitz ~
Fund Development VP

Miss Representation

Janet Nortrom-District 2 Coordinator

Have a “Miss Representation” Showing and/or a Cocktails and Convo” Gathering of young women in your town or university. What an eye opener for us at the Association Convention in June when we viewed the film “Miss Representation” I suggest that several branches in each District chip in together and get this movie to show and have a great discussion with the college women and other young millennia’s in your town. I quote from the AAUW Dialogue web site November 17, from our College Representative and University Relationship Intern Vanessa Wolbrink. The first step in any social change is awareness. The documentary Miss Representation inspires awareness about the persistent stereotypes women face in media. The film discusses the ways women are shown in television and movies and how that has led to underrepresentation of women in positions of power and influence.

To gather young women together you might start with having “Cocktails and Convo’s with the young millennia’s and get them involved in the AAUW “Voter Education Program.” Following are some suggestions from this posting of 11/17 that can help with the movie or when you gather for Cocktails and Conversations. If you are an AAUW college/university partner member, you have the opportunity to spread awareness to your campus about the numerous ways women are represented as bad leaders. Here are several reasons why you should host a screening of this documentary on your campus:

1.) Once your students are aware of this often-overlooked inequality, they’ll be more likely to view the media with critical thinking and do something to change it in their future careers.

2.) Since the movie touches on the way women politicians are represented, it brings up timely issues to think about with the 2012 presidential election.

3.) It’s a great opportunity to tell students about AAUW and our work to promote women in leadership through programs such as the Elect Her initiative, the National Conference for College Women Student Leaders, and \$tart \$mart salary negotiation workshops, not to mention our free e-student affiliate memberships for all students at partner member schools!

Please e-mail coll-univ@aauw.org to receive the C/U discount code to host a screening of Miss Representation and to start raising awareness on your campus today! And remember, AAUW branches can host a screening for free if they split the proceeds with MissRepresentation.org. Also check out the Program in a Box for more details.

District #2 Coordinator-Janet Nortrom

(call me with questions or ideas- 414-964-3764

FINANCE

Janet Quail – Finance Vice-President

It is wonderful to see members joining AAUW branches throughout the state. Here is a review of the membership categories and dues for the state. Please take notice that starting January 1, 2012 state dues will change through March 15, 2012 for some members.



Membership dues are **\$13.00 for the state through March 15, 2012** for a **Renewing member** joining a branch

Membership dues are **\$13.00 for the state until December 31, 2011** for the following:

1. **New or lapsed member (someone who rejoins after two or more years)** joining a branch
2. **Give A Grad A Gift member** who joins under the **Give A Grad A Gift** membership campaign – (AAUW members can give a recent grad — a friend, daughter, son, granddaughter, grandson, niece, or nephew — a free AAUW membership within two years of graduation. They can join a branch at any time but will be responsible for paying branch and state dues.)
3. **Dual member** (Members who belong to two branches. One branch may be in Wisconsin and the other in another state. If both branches are in Wisconsin the member chooses a primary branch that is responsible for collecting the state dues.)
4. **Transfer member** – A member who moves from another state
- 5.

Starting **January 1, 2012 through March 15, 2012** state dues will be **\$6.50** for the following:

1. **New or lapsed member (someone who rejoins after two or more years)** joining a branch
2. **Give A Grad A Gift member** who joins under the **Give A Grad A Gift** membership campaign
3. **Transfer member** – A member who moves from another state

Membership dues are **\$6.50 for the state through March 15, 2012** for **Renewing Student Affiliates** joining a branch

Membership dues are **\$6.50 for the state until December 31, 2011** for the following:

1. **New Student Affiliates** joining a branch
2. **New e-Student Affiliates** (students from current College/University partners who opt to enroll online) joining a branch
3. **Shape the Future member** who joins under the **Shape the Future** membership campaign
(The **Shape the Future Membership Campaign** is a program used to help branches recruit new members by offering one half off national membership rates for new or lapsed members to join on the spot during AAUW-sponsored activities. Branches build their member base and earn up to three free memberships annually to use any way they wish. For further details see www.aauw.org.)

Starting **January 1, 2012 through March 15, 2012** state dues will be **\$3.25** for the following:

1. **New Student Affiliates** joining a branch
2. **New e-Student Affiliates** joining a branch
3. **Shape the Future member**

Starting **March 16, 2012** dues will return to the original amounts. **Memberships will be valid until July 1, 2013.**

Thanks to the branch Finance Vice Presidents for their hard work!

STANDING UP AGAINST SEXUAL HARASSMENT IN SCHOOLS

Once again AAUW's research has hit on a timely and important issue facing America, education, and children. Your philanthropy to the Eleanor Roosevelt Fund, the Legal Advocacy Fund, and the Mooneen Lecce Giving Circle has made this possible.

Because sexual harassment is a pervasive problem that hinders equity in education, AAUW has been at the forefront of sexual harassment research, including the 1993 *Hostile Hallways* survey and the 2001 follow-up report, *Hostile Hallways: Bullying, Teasing, and Sexual Harassment in School*. Our latest research, *Crossing the Line: Sexual Harassment at School*, provides the most in-depth, nationally representative data on this subject in more than a decade. The statistics that were collected for the 2010-11 school year on the prevalence of sexual harassment in grades 7-12 and its negative effects on students' education are sobering.

Today sexual harassment is part of everyday life in middle and high schools across the country. The nationwide survey of nearly 2,000 students found that 48% experienced some form of sexual harassment by their classmates. And 87% of these students said the experience had a negative effect on them. One-third of the respondents said that they did not want to go to school as a result of the harassment. Much of the sexual harassment is verbal and in person, but 30% experienced some form of cyber-harassment. The combination of in-person and cyber-harassment is the most damaging.

Although both boys and girls experience sexual harassment, girls were more likely than boys to be sexually harassed, by a significant margin (56% versus 40%). Girls were more likely than boys to be both sexually harassed in-person and electronically.

Another troubling finding is that most students who admitted to sexually harassing another student were also the target of sexual harassment themselves (92% of girls and 80% of boys). Many of the students who admitted to sexually harassing others didn't think of it as a big deal

(44%), and many were trying to be funny (39%).

The report concludes with concrete recommendations and promising practices on how teachers, parents, and community groups can help change the school climate. Now that the research has been published, we need you to take action. Here are some ideas on how to make this new study have an impact in your community.

- ❖ Download the full report free from the AAUW website and pass it on to other individuals and organizations
- ❖ Purchase copies of the report at ShopAAUW for local libraries, schools, educators, and organizations
- ❖ Write a letter to the editor or meet with your local editorial board on the research
- ❖ Use this article in your local or state newsletter to alert others to take action
- ❖ Let your local school board know about the research and find out what they are doing to prevent sexual harassment and bullying
- ❖ Design a program/panel discussion on sexual harassment for a school-wide assembly, or a branch or state meeting
- ❖ Talk to your friends, neighbors, colleagues and family about what sexual harassment means to our children and encourage them to take action
- ❖ Write and call your local, state, and federal elected officials and educate them on the sobering statistics
- ❖ Advocate to Congress the passage of the Safe Schools Improvement Act (S. 506/H.R. 1648), a bipartisan bill that requires states, districts, and schools to have policies and education programs that prohibit bullying and harassment. Is this still appropriate/timely?
- ❖ Create an after-school program for students to discuss sexual harassment and related issues

Thanks for your efforts to raise funds for this and many other important issues. You are helping to change attitudes and ensure that sexual harassment is not an unavoidable consequence of education.

This Is Our Chance

The Chinese saying "May you live in interesting times" is intended to be a curse on someone. I beg to differ, it is an opportunity. We certainly live in interesting times indeed, but we have more than enough technological tools, access to information and creativity to rise to the occasion. I encourage each and every one of us to use all we have at our disposal, and suggest means beyond what we have!

What do we have at our disposal?

1. aauw-wi.org. Although it might be more what's called static (less changing) than the other technological tools in our tool belt, it is by no means stagnant. The best websites have input from its readers; do make suggestions as to how it can better service our message to our members and non-members. How can we on the state board use it to provide what you need? Our site needs to be the best possible resource online for our needs. Again, input from everyone is what will ensure it is.

2. Facebook. This is a rich and (I believe) underused option. If you haven't yet liked our page facebook.com/aauwwi, please do so and contribute to the conversation! See an article that relates to the research, education, advocacy and philanthropy (REAP) of women and girls? Post it there. Have a topic, bill in the legislature or want to ask a question to discuss? Post it! Looking for information you can't find anywhere else? You get the idea.

3. Twitter. Another rich option that we've yet to use to our fullest potential. Follow us at twitter.com/aauwwi, and join the 118 others that

are already doing so. This form of social media differs from others in that the posts or tweets as they're called are short and sweet, often with links referring followers to the subject at hand; offer hashtags (the # sign) which designate the topic so that others who are interested in the subject will be alerted to the tweet; and can include other users by including the @ symbol. For instance, in talking about AB 337 in November and AAUW-WI wanted to alert someone, a sample tweet would be "Voting on #AB337 takes place on Wed Nov16 at noon @aauw". The @ symbol is also useful to get the attention of non-followers. To summarize, # is for topics, @ is for users.

4. Two Minute Activist-Wisconsin. And what a great advocacy tool this is! Set up like the National equivalent, we are uniquely geared to contact our state officials based on what takes place in Madison. Regardless of who is in office, they need to hear from us -- they do not know we are here if they do not get our emails or phone calls! The Healthy Youth Act in November garnered national attention when it was debated in the Senate and Assembly, and the Action Alerts sent out resulted in members' emails to their respective representatives. Again, it is our way the Teal Machine can be brought to Madison.

We do live in interesting times, and we have what we need to shape a better future for women and girls in our great state. We can discuss concerns amongst us, break the silence, celebrate what is going right by sharing links and personal stories through the media listed above, and raise Cain about what isn't. We have great resources in place, the last step we need to do is act.

Public Policy Action Items

Ask Yourself! Why do you do many of the things you do? If you're like me you are committed to making the world better for the people who come after us – our children and our grandchildren. Not everything I do is for that reason but it is an important part of why I belong to AAUW. I suspect that it is important to you too.

In October, members of AAUW branches from around Wisconsin met in Stevens Point to mobilize women to vote in 2012. We heard from Seth Chase, AAUW Field Director, who reminded us why it is important to improve the percentage of women who vote in the coming elections. Women tend to vote for improved education, for health care for all ages, for continuing social security benefits and job opportunities. Frances Kavenik of Kenosha researched and explained to us how the voter ID law would impact our GOTV efforts. We need women to vote in 2012 and beyond.

Our youngest citizens, known as the millennial generation, age 18 to 30, have not yet developed a habit of regular voter participation. Add to that the new voter ID requirements and we have some education to do. But how do we reach out to millennials? Seth led us through the discussion of the way to reach these younger voters with ideas for various gatherings and issues that relate to their needs. All of this is outlined in a booklet titled "Woman to Woman Voter Turnout; A Manual for Community-Based Campaigns to Mobilize Women to Vote" which is available from me. If your branch has not received a copy, please contact me so I can mail the booklet to you. Please note that each event we offer to the public will draw in

potential new members. As we get to know these people, they will learn about the position AAUW takes on issues that concern them. They may see the value of participation in AAUW and your branch membership can grow.

AAUW –Wisconsin has received a grant from the Association to measure the impact of our actions to get out the vote in 2012. Each branch public policy chair or branch president should be working now to organize and direct the effort in your area to get out the vote. I will work with any branches that did not have representation at the meeting in October. It is imperative that we begin this effort in January so we have an impact in spring elections. In addition to the grant, the Association will hire a half-time person for GOTV record keeping with all branches in the state. Resumes can be sent to me at the address below. Measuring impact will take place through the November 2012 elections.

I will be asking each branch leader for updates on your programming for these events. The report should include your branch's plans for a series of fun events that draws in younger women and revitalizes your branch. You may contact me or call the AAUW Advocacy Dept. at 800/326-AAUW with questions or comments on conducting this program.

I look forward with working with each branch to make that difference for our future.

Barbara Peterson
AAUW-WI Public Policy Coordinator
Phone 715-425-5638 Email:
lbpeters@dishup.us

Resolutions

As I look out my window at the grey, wintery weather, April seems a long way off. However, it is time for us to begin thinking of resolutions we might want to present at our 2012 convention. These resolutions will serve to guide our members' public policy actions in the next year. If your branch would like to present a resolution(s), please send it to me, Anne Lee, at annelee@wctc.net and I will be sure the resolution committee receives it.

2012 AAUW WI State Convention

The 2012 State Convention will be held on April 28th at the Janesville Conference Center/ Holiday Inn Express. This year we are going to try a one day convention in order keep costs to a minimum and to attract more attendees. Please mark your calendar and make plans to attend with other members of your branch. Spend the night of April 27th so you don't miss any of the fun. Specifics will follow in the winter issue of Badger Briefs.

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Development: Kim Wellnitz sent a report indicating she would like to change the basket raffle at the 2012 convention to limit the number of baskets from each branch and have a minimum value set for them. This will be addressed at the next board meeting.

Public Policy: Barb Peterson encouraged members to use the Two-Minute Activist. She presented information on the Get Out The Vote training on the following day.

Webminder: Rachel Hirsch informed us that the website has been converted to WordPress and updated. The design is similar to the national AAUW website.

Unfinished Business:

Job descriptions for board members were reviewed and changes made. They will appear on the website after updating.

Badger Briefs: Nov. 18 next issue deadline

Next State Board meeting: January 21, 2012

Meeting Adjourned at 3:20 PM.

Respectfully submitted,
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AAUW-Wisconsin State Board Meeting Minutes Friday, October 21, 2011 at the Holiday Inn, Stevens Point, WI

Present: Rachel Hirsch, Joyce Hoffman, Frances Kavenik, Carolyn Krebs, Anne Lee, Mary Jo McBrearty, Janet Nortrom, Barb Peterson, Judy Phillips, Janet Quail, Donna Weidman, Karen Thiel and Elizabeth Coppola, Alverno College student (arrived at 1:45 p.m.).

Motion Minutes of July 30, 2011 meeting were approved.

Leadership: Mary Jo McBrearty indicated that the Strategic Plan and State Policy Sheet are both completed and will be on the state website.

Program: Frances Kavenik reported on the arrangements for the 2012 Convention to be held in Janesville, April 27 & 28, 2012 at the Holiday Inn Express. The Racine Branch would like to host the 2013 State Convention. **MOTION** was made by Barbara Peterson, seconded by Mary Jo McBrearty, to hold the 2013 State AAUW Convention in Racine. **MOTION CARRIED.**

Membership: Judy Phillips reported on contacting all branch membership representatives. An email will be sent to branches to clarify the ½ price national and state memberships for *Shape the Future* and *January Half Year Memberships*.

Finance: Janet Quail reported that there are 1543 members to date. The financial books were audited and are in good standing. Financial statements were reviewed. **MOTION:** Mary Jo McBrearty moved, seconded by Janet Nortrom, to accept the corrected financial report July 1, 2010 thru June 30, 2011 as presented. Motion carried. **MOTION:** Janet Quail moved, seconded by Mary Jo McBrearty, to purchase a Sheboygan Chamber Certificate for \$50.00 as a thank you for auditing services. Motion carried. **MOTION:** Frances Kavenik moved, seconded by Janet Nortrom, to accept the 2011-2012 State AAUW budget as presented. Motion carried.

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AAUW Value Promise

“By joining AAUW, you belong to a community that breaks through educational and economic barriers so all women have a fair chance.”



**BADGER
BRIEFS**

American Association of University Women-Wisconsin
Wisconsin Bulletin

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AAUW-WI Calendar 2011-2012

January 21	Board Meeting
April 28	State Convention

The American Association of University Women advances equity for women and girls through advocacy, education, and research.

In principle and 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.