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**Letter from the President
Lyn Hildenbrand - lyne819@gmail.com**

Dear AAUW Sisters & Brothers!

Fall is upon us and our branches are back in the grove of advancing gender equity for women and girls through research, education, and advocacy! How exciting is that?!? One of my goals, as you may recall from past Badger Brief articles, is to lead in a manner that enables us to align our State with the national agenda set forth by our new CEO, Kim Churches, in her strategic plan.

In 2018, AAUW launched an initiative to train 10 million women in salary negotiations by 2022, and to continue to advocate for fair pay laws and changes in employer practices to aim to achieve pay equity by 2030. Since Economic Security is the #1 agenda item for AAUW, this biennium, we need to mobilize our members to go online and take the Work Smart training. The “Members Mobilize a Million” challenge, is the cornerstone of AAUW’s plan to train 10 million women in salary negotiation by 2022, and we both want and need to be a part of it! In addition to each of you completing the Work Smart online training, the National office is urging all of us, our supporters and program alumnae to reach out to professional networks, colleagues, family and friends to urge them to take AAUW’s Work Smart Online course to help us reach our ambitious goal.

Coca Cola has given AAUW a challenge grant of \$500,000, with benchmarks – the first benchmark is to have 100,000 people trained in Work Smart by the end of September 2019. It is my hope that every Branch member has accepted the challenge

to help meet the 100,000-challenge, last time I spoke with Jenna Howard; our national liaison, she informed me that we were at 85,000. If you’re saying “I’m not looking for a job, I’m retired” this course will help you become an AAUW Work Smart advocate. You can help others by sharing our mission for Pay Equity and Closing the Gender Pay Gap with relatives, friends and colleagues. You might consider sharing Work Smart information with Facebook friends, your email list, other organizations to which you belong, women’s organizations, and city council members for distribution to their constituents (especially female city council members). The link for details are: <https://salary.aauw.org/>. Your board, as you know, has been working on developing a strategic plan that covers the 2nd half of my term and all of Joan Schneider’s term (this was done intentionally to allow for consistency and smoother officer transitions.) We are just about ready to share the plan with you!

So far you have received a summary of our efforts, a SWOT analysis and our vision with priorities for the 2019-21 years. We are finetuning the implementation details and will be distributed to branches after our October 19th board meeting. And, I am happy to say that our vision and priorities are totally in line with the national plan as well as empowering branches and the state to achieve the 5-star status!



Continued from front page

At the end of my article you will find you will be able to compare our vision and priorities with the national plan you can see how well our vision and priorities align with National Strategic Plan. We cover all 4 areas education and training, economic security, leadership, and governance and sustainability. There is a new 5-star recognition program for branches and the State, and our strategic plan will provide branches a roadmap for realizing 5-star status.

In 2020 there will be 2 Conventions to provide you with leadership, education and friendship possibilities – an opportunity to make new friends and reconnect with old, learn new skills and share best practices. This year the Wisconsin State Convention will be held in beautiful LaCrosse, at the Radisson Hotel located on the Mississippi River – April 17-18...stay tuned for additional information and consider this a save the date request!

As there will not be a National Convention this year, I am on a planning committee for a Regional Convention that basically includes all of the states in the Central Time Zone from MN to TX.

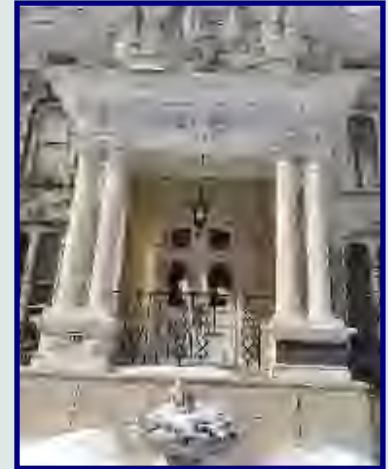
The Dates: June 18 & 19, 2020 with Pre-convention activities: Wednesday June 17. Opening session: 9am on Thursday the 18 Closing session: Friday the 19 at the Hyatt in Quad Cities, Iowa. The costs at this time are (best estimates; \$100 registration fee, meals are all separate lunch & dinner (breakfast is included with your hotel registration) prices vary - lunch & dinner on Thursday/Friday approximately \$75 each day. There is a potential option for a riverboat dinner cruise \$50. Transportation costs are woven into the registration fees (approximately \$10 per person) remember all of these figures are preliminary.

HIGHLIGHT—Kim Churches our National Chief Executive Officer will be one of the speakers...Stay tuned for updates!!

I thank you all for your kind support and faith in my abilities to lead us into the future.

Peace,

Lyn



AAUW WI PRIORITIES

**AAUW-WI will be the voice on issues impacting women and girls in WI

Pay Equity by 2030

100K for Equal Pay (Nationwide goal)

Train 100,000 women in Work Smart by September 2019 (Nationwide)

Enroll members in Work Smart online

Enroll individuals in Work Smart online

Create a Work Smart statewide taskforce

Advocate for Work Smart

Educate members Work/Start Smart

Educate/Partner with greater community

Facilitate Work/Start Smart workshops statewide

10 million educated by 2022 (Nationwide goal)

Work to enhance the education of girls

Champion equal access to education for girls

Address barriers to success for girls and women

Expand educational pathways to education

Free schools from sex discrimination

Advocate, protect & expand compliance with Title IX

Provide resources to Title IX coordinators

Develop a Title IX committee (Public Policy/College University Partnership)

Increase STEM opportunities

Launch STEM Task Force lead by STEM Coordinator

**AAUW WI will have an enlightened, efficient & engaged board

Enhance officer transitions and reporting

Create transition plan

Improve reporting system

Provide support to incoming officers

Provide continuing educational opportunities

Foster communication systems

Improve technological proficiencies: Social Media, Facebook, Website, etc.

Continue to improve distribution of Badger Briefs

Establish communication opportunities for state leaders and their counterparts

**AAUW WI will improve alliances between Branch-State-National

Increase distribution process of branch newsletters

Utilize National Office & branches to secure email addresses

Develop a newsletter distribution plan

Employ Branch Presidents and Newsletter Editors in distribution efforts

Cultivate counterpart partnerships to working relationships

Enrich the role of state officer in the counterpart affiliation

Define expectations of the partnership

Expand use of best practices

Utilize resources that the National Office generates

Launch with Work/Start Smart information

Distribute this information with appropriate counterparts

Disperse this information with larger community

Prioritize future endeavors – Role of Women in Leadership, Governance & Sustainability

(To ensure that we are in line with National agenda)

AAUW National Strategic Plan

Education & Training

Addressing the barriers and implicit biases that hinder advancement of women

GOAL A: Champion equal access to all levels and fields of education

1 Address barriers to success for girls and women through improvement of learning environments.

2 Grow educational pathways for all women, especially those leading to high-earning careers

GOAL B: Ensure education at every level is free from sex discrimination.

1 Protect and expand compliance with Title IX and other civil rights laws across all U.S. states and territories.

2 Ensure Title IX coordinators are well trained and adequately re-sourced.

Economic Security

Ensuring livelihoods for women

GOAL A: Achieve pay equity by 2030.

1 Champion pay equity federally and in all U.S. states and territories.

2 Lead the nation in providing salary negotiation programs for employees and employers

Train 10 million women in salary negotiations by 2022

GOAL B: Create inclusive career pathways for women, free of systemic barriers and biases, to attain economic security.

1 Develop a blueprint for women to access careers, especially in high paying fields.

2 Support employers in advancing higher wage pathways for all women.

3 Protect and expand compliance with Title VII and other federal civil rights statutes

GOAL C: Deepen women's retirement security and quality of life.

1 Address inequities regarding retirement for women at every socioeconomic level.

2 Help women in achieving their desired quality of life in preparation for possible retirement.

Leadership

Closing the gender gap in leadership opportunities

GOAL A: Bolster the participation of girls and women in leadership roles throughout their lives.

1 Empower early and midcareer women to seek and succeed in leadership opportunities

2 Expand leadership opportunities for women over 55 years of age or retired.

GOAL B: Advance the number of women in leadership, particularly in education and nonprofit organizations.

1 Become a national resource on the impact of leadership development activities for the advancement of women into leadership roles.

2 Increase the inclusion and numbers of women serving on governing and advisory boards.

Governance & Sustainability

Ensuring the strength, relevance, and viability of AAUW well into the future

GOAL A: Implement best practices in governance, inclusion, and organizational functioning.

1 Evaluate and competitively assess AAUW's governance model and ensure best practices in nonprofit board structure and service.

2 Embody the goals and spirit of

inclusion, diversity, and intersectionality across all AAUW activities and participants.

3 Modernize AAUW's technology infrastructure and build strategic, integrated, comprehensive, and forward-looking communications.

GOAL B: Enhance financial sustainability by increasing and diversifying revenue.

1 Explore the feasibility of a comprehensive campaign underpinning strategic goals.

2 Complement existing membership model to engage new audiences, increase donor populations, and achieve greater impact through partnerships





**Remembering the Past
Building the Future**

**AAUW Regional Conference
June 18 - 20, 2020**

Thursday June 18 - Noon lunch Plenary Speaker
2 - Breakout Sessions
Dinner Kim Churches Speakers

Friday June 19 AM Plenary Speaker
2 - Breakouts Sessions
Lunch Plenary Speaker
Breakout Sessions
Legacy Circle Reception (4-5)
State Meetings (4-5)
6pm - 9pm Dinner Cruise

Saturday June 20 AM Plenary Speaker LAF - hopefully
State programing ideas
Town Hall Q & A
End by noon

Registration - **\$175.00** per person includes meals
\$145.00 rooms per night (king and/or double bed)

Kendra Davis VP Advancement AAUW-will be there for the entire conference
Speakers
Kim Churches CEO - Thursday night keynote
Lisa Maatz
Denise Lieberman



Fund Development Report Mitzi Dearborn, Fund Development VP

Have you checked out the AAUW national website about Fund Development recently? You will notice that the primary fund development categories now are aligned with AAUW strategic vision. Fund Development categories are Education and Training Fund (4450), Economic Security Fund (4449), Leadership Fund (4452), and Greatest Needs Fund (9110). Our AAUW Fundraiser for the 2020 Convention in La Crosse will align with the AAUW fund category related to our convention theme.

The AAUW national website offers a wealth of information about fundraising for branches. Please notice the fundraising website sections about helpful AAUW fundraising ideas and AAUW fundraising policy.

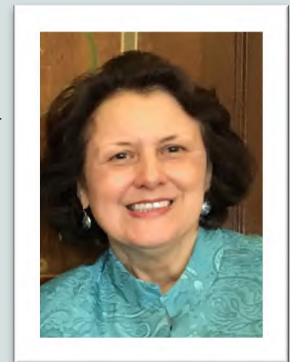
AAUW fundraising ideas include a descriptive list of popular fundraisers from AAUW branches across the nation. Ideas include arts and antiques, auctions, food sales, luncheons and socials, product sales, raffles, tours, volunteering, walks, and yard sales. Several Wisconsin branches are featured in the examples of fundraising ideas. These ideas are intended to inspire you and give ideas to share with your members. For more information go to www.aauw.org/resource/fundraising-ideas

AAUW fundraising website section features guidelines for three fundraising policies, including

Fundraising Policy 501, Scholarship Program of AAUW Affiliates Fundraising Policy 502, and Collaborations with Other Organizations Policy 600. AAUW Fundraising Policy 501 is designed to assist AAUW state organizations, branches and other AAUW affiliated entities with raising funds to support AAUW's mission.

The information about Fundraising Policy 501 helps branches to stay up to date and preserve nonprofit status. Fundraising Policy 502 explains what AAUW and the IRS expect of AAUW members when fundraising for and administering local scholarship programs. Fundraising Policy 600 provides guidance to branches on working with other organizations, nonprofit and otherwise, to raise awareness of issues and achieve common objectives. For more information go to www.aauw.org/resource/frcpolicies

I'm looking forward to seeing you at our 2020 State Convention in LaCrosse. Thank you for your support!



Mitzi Dearborn



www.aauw-wi.aauw.net





Treasurers Report Joyce Greg, Finance VP



AAUW-WI Quarter 4 Finance Report FY19 July 1, 2018 through June 30, 2019

| | Year to Date Through Quarter 4 | | |
|----------------------------------------|--------------------------------|--------------------|--------------------|
| | Actual | Budget | Variance |
| Revenue | | | |
| Dues | \$19,554.00 | \$20,500.00 | -\$946.00 |
| Events | 6,014.79 | 15,200.00 | -9,185.21 |
| Miscellaneous Revenue | 4,568.20 | 1,500.00 | 3,068.20 |
| Total Revenue | \$30,136.99 | \$37,200.00 | -\$7,063.01 |
| Expenses | | | |
| Program and Action | | \$600.00 | \$600.00 |
| Membership | 15.75 | 250.00 | 234.25 |
| Communications and Visibility | 1,864.70 | 8,200.00 | 6,335.30 |
| AAUW Funds | 4,060.13 | 1,500.00 | -2,560.13 |
| Leadership Develop- ment | 752.54 | 2,000.00 | 1,247.46 |
| Board Administration .. | 626.57 | 1,150.00 | 523.43 |
| Events | 2,550.00 | 14,300.00 | 11,750.00 |
| Mileage, Meals, Lodg- ing | 9,164.89 | 7,700.00 | -1,464.89 |
| Total Expenses | \$19,034.38 | \$35,700.00 | \$16,665.62 |
| Net Income/(Loss) | <u>\$11,102.61</u> | | |



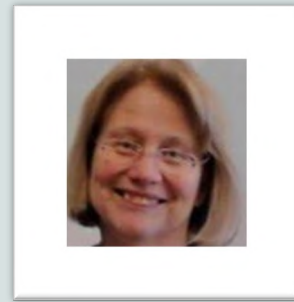
*100 Years of Women's Suffrage and
AAUW-WI's 100th State Convention*

AAUW-WI STATE CONVENTION '20

**Reflect on the Past;
Prepare for the Future.**

APRIL 17 & 18 | LA CROSSE, WI

AAUW-WI
State Convention Chair Jan Eriksen



AAUW-Wisconsin Convention 2020
Fact Sheet

Revised Dates: April 17-18, 2020

Location: Radisson Hotel La Crosse, 200 Harborview Plaza, La Crosse 54601. Phone: (608) 784 6680

Guest Room Rates: \$110/night plus tax. Group room rates may be offered three days prior and three days following the group's event dates, as space is available.

Guest Room Block: Fifteen rooms are being held for Thursday night, April 16; fifty-two for Friday, April 17; and forty-nine for Saturday, April 18.

Deadline for Attendees to Register: Tuesday, March 31, 2020

Room Reservation Procedures:

- Call hotel directly Mon-Fri. 9 am - 5 pm CST at (608) 784-6680 . Call Radisson's central reservations line 24 hours a day at 1-800-333-3333 . We can request a "quick access link" from the hotel to send to our members via E-mail

Check in/Out: *Check in is 3:00 pm and check out is by 12:00 noon. Guests arriving prior to 3:00 pm will be accommodated as rooms become available.*

Complimentary Room Nights: The hotel agrees to provide our group 1 complimentary room night per every 50 paid room nights occupied by our group.

Hotel Amenities: *Full-service restaurant and lounge on-site, plus catering; Mississippi riverfront location; short walk to shops, restaurants, taverns, and other downtown establishments; hotel includes ballroom and 3 separate break-out rooms, plus a meeting room on second floor; free airport and train station*



Tools to Grow Membership

We can grow our membership by extending our reach within our current sphere of influence. AAUW tackles such issues as health, economic security, personal safety, and professional growth. What impact does your branch's work on [AAUW's issue areas](#) have in your community? Do members of your community look to you to inform them about problems that affect women and girls? Below are some of the resources AAUW provides to help you educate your community and effect real change.

AAUW research — AAUW's most recent research report, [Deeper in Debt: Women and Student Loans](#), can serve as an outstanding resource for your community. Use our [program guide](#) to organize an event to educate your community about the effects of student debt on women.

- **Mission-based programs** — What is of interest to your community? Chances are AAUW can provide content you can use to educate your community and outline the steps you and your community can take to make a difference.

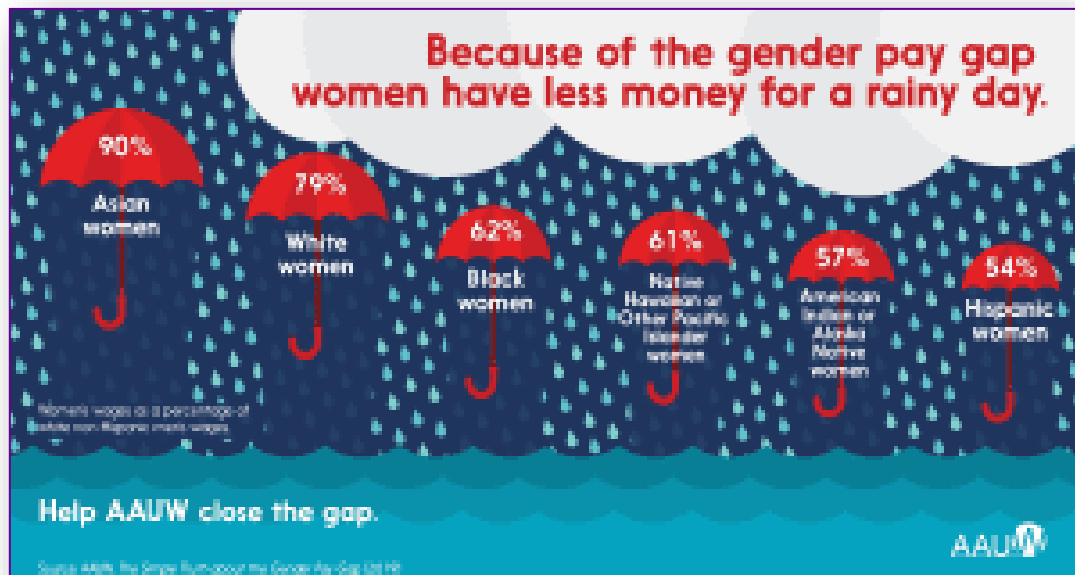
The Affiliate Program Resource Committee (formerly the Branch Program Resources Committee or BPRC) — A committee of your peers with more than 100 years of combined experience in making AAUW shine in their communities. You can contact the committee

at program@aauw.org with your questions and ideas.

AAUW Work Smart and AAUW Start Smart — AAUW's salary negotiation workshops are taking the country by storm and whittling away at the pay gap one negotiation at a time. Join the hundreds of campuses and communities already making a difference by bringing a salary negotiation training to your community today!

AAUW fellows — When it comes to enriching local programs, diversifying your branch, or strengthening connections in your community, AAUW fellows and grantees are a perfect resource. They are eager to engage with AAUW locally and share their stories and connections. Find fellows in your area by accessing the recipients and sponsors directory on the AAUW website or emailing fellowships@aauw.org. Be sure to get fellowships and grants bookmarks and brochures from ShopAAUW to display the next time you table!

Local advocates — Potential members are interested in activism! Your local activism will give them the opportunity to become involved and interested in joining AAUW to make even more change happen. Use our [advocacy how-to guides](#) for ideas and tips on organizing events around activism. Don't forget to let AAUW staff know about your efforts via the [Upcoming Advocacy Activity and Events Form](#) and [Advocacy Activity and Events Report-Back Form](#). AAUW's policy staff can be reached at 202.785.7793 or at advocacy@aauw.org.



Leadership Report
Maggie Winz, Development Vice President

AAUW-WI Offers Scholarships to NCCWSL Conference May 27-30, 2020

What: NCCWSL stands for National Conference for College Women Student Leaders, and will be held at the University of Maryland, College Park campus, outside of Washington, D.C.

Two scholarships of \$500 each will be awarded. This will cover tuition, room, and board at the conference. Branches may wish to grant a scholarship to cover transportation costs.

Who: Undergraduate and Graduate students are eligible to apply for the AAUW-WI scholarship. (We hope your branches will also consider offering a branch scholarship for college women from your communities!)

When: The conference will be held in late May or early June 2020.

The deadline for nominations for the State scholarship is **February 15, 2020**.

Each branch is eligible to nominate one student.

Why: NCCWSL offers leadership training, the opportunity to hear from Women Role Models, and to meet other college women from around the country. Prior conference participants describe the experience as “Fantastic!”

To learn more: nccwsl.org

How: Candidates are nominated by an AA UW branch. Branches are asked to complete a Scholarship Nomination Form for their nominee.

Nomination forms can be requested and returned via email to:

Maggie Winz — mrwinzster@gmail.com

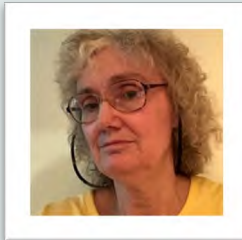


Nominate a College Woman: Change a Life!

Meet Your District Coordinators!

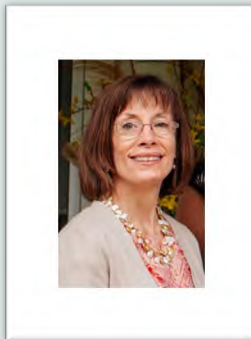
District 1: Kleo Baruth Kritz

As a young high school English teacher in Kewaunee, Wisconsin, I joined AAUW from 1974-1980. Moving to Madison, attending graduate school, and finding a new English position at Albany High School that included building a forensics team of 30-35 students (about 25% of the high school population), I didn't join the Madison branch until 1995 where I found my AAUW book club—I am passionate about books—and have never left. Monona/Madison merged in 2014 and I found my enthusiasm getting me asked to first be a co-chair in hospitality, then the program co-chair. Now I have been the co-chair of the book sale committee for the past three years and am serving my second year as co-president. I was very honored Maggie Winz asked me to complete her two-term District 1 Coordinator position and look forward to serving as a liaison between the State Board and the branches in my district: Beaver Dam, Fort Atkinson, Janesville, and Monona/Madison. I am currently involved with four book clubs, volunteer at the Fitchburg Library, attend numerous plays at American Players Theater and Forward Theater in Madison, and reside in Fitchburg with eight furry female felines and one Tom, my husband.



District 2: Carol Surges

I'm a retired school library media specialist, a former co-president of the West Suburban-Milwaukee Branch and currently I'm the Digital Communications Coordinator for the branch. I've been a member of AAUW for the past six years and am perpetually impressed with the women I meet both in the branch and across the state. I enjoy crafts - beading is my current passion with sewing a long-time



second- gardening (vegetables and flowers), reading, travel, biking and exploring. I've been married for 44 years and have two adult children (my daughter is also an AAUW member), one grandchild and no pets. I'm looking forward to getting to know and collaborate with the District 2 membership and the District coordinators across the state.

District 3 Pat Ehlert

I am in the 2nd year of a two year term as District 3 Coordinator and have enjoyed working with leaders and members of our three branches, Geneva Lake, Kenosha, and Racine as they planned for this past year's state convention. Serving on the state board has given me a greater appreciation for the leadership and work of AAUW—Wisconsin. I have served as historian and president of my branch and love working on our book sale, a year-round project which supports both local scholarships and the Racine Branch Centennial American Fellowship Fund which we hope to complete in time to celebrate our 100th anniversary in 2023.

Professionally, I retired in 2012 from the Racine Public Library where I worked in both children's and adult reference services, specializing toward the end of my career in outreach to the Hispanic community.

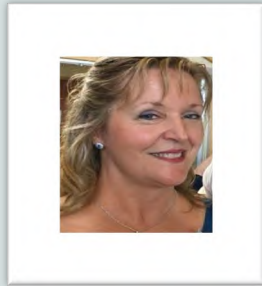
For the past thirteen years I have been a volunteer and board member for MayaWorks, a fair trade organization that supports economic security for woman artisans in the highlands of Guatemala by selling their lovely handmade products in the United States and beyond, providing scholarships and learning centers for their daughters, offering training in Spanish and basic business practices, and granting microcredit loans.

If you are a member of a District 3 branch and have a question, concern, or suggestion for the state board or an idea for how we as a district can work together to further our mission, I want to hear from you. Please contact me at pat.ehlert@gmail.com.



District Four: Deb Thiel

Hi, I'm Deborah Thiel, proudly serving as the District 4 coordinator for Wisconsin AAUW. It's been really fun getting a better understanding of the workings of AAUW



and tapping into the energy and collaborative power of so many great AAUW women!

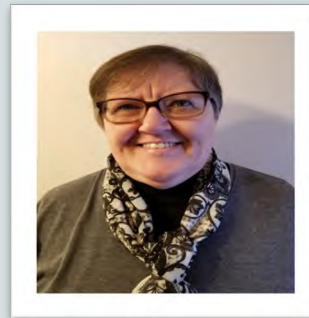
I live in Tomah Wisconsin. I completed a career with the Department of Veterans Affairs, initially as a Clinical Dietitian followed by several expanded roles in healthcare management and ending as a national field implementation consultant for the VA in Patient Centered Care and Cultural Transformation. One of my passions, is the empowerment and elevation of women throughout the world, so especially liked helping make improvements in VA for women veterans, and mentoring and facilitating staff development. I retired so I could accept a summer gig teaching Russian kids English at a remote Summer Camp on the White Sea in northern Karelia. Traveling and experiencing other cultures important part of who I am. I believe in lifelong learning, receiving a bachelor's degree in nutrition and dietetics from UW-Stevens Point, followed by an internship at the University of Arkansas for Medical Sciences. While in my 40's, I earned a Master's in Public Health – Healthcare Administration and a Credential in Health Care Management from the University of Minnesota. And today my education continues, taking extensive coursework in integrative functional nutrition.

I'm proud of my two adult daughters (both educated as engineers, oldest works as a loss adjuster for the energy sector in London, the youngest as an assistant professor at New

York University in Sustainability Engineering). They are strong, passionate women who care about raising other women up along with them! We need to build the future.

I do like to experience life so you may find me somewhere other than home. I have also been known to howl to wolves and have them respond, but then I kind of married one! Well at least a wolf biologist. I hope to serve my District, Tomah, LaCrosse, Eau Claire, Chippewa Falls, and River Falls branches and the State Board in a collaborative and helpful manner!

District 5: Judy Goodnight



Having served two terms as the Membership VP for AAUW Wisconsin, I'm looking forward to concentrating on working with the nine branches of District 5 – Appleton, Fond du Lac, Green Bay Area, Northwoods, Oshkosh, Sheboygan, Wausau, West Bend, and Wisconsin Rapids.

I joined the AAUW Appleton branch in 2006. I've served as branch President and Membership VP. I'm currently the branch Communications Chair responsible for the monthly newsletter, website, and social media. I also serve as branch historian and chair the Afternoon and Second Choice book groups.

I'm a firm believer in AAUW's mission and advocacy. Making the world a better place for women and girls, in my opinion, leads to a better place for us all.





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