



# MICHIGAN BUSINESS WOMAN

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### BPW TIMELINE TRIVA

What year did each of these events happen?

1. Business and Professional Women's Club founded.
2. WomanPower Survey, the first major "pilot project" by the Research & Library Committee on the interests of working women, appeared on the December issue of National Business Women.
3. A Collection of Oral History tapes, including interviews with Past National Presidents, the 1919ers and notable women, was assembled.
4. A seminar for Young Career Women was held at the University of Hawaii with 28 girls from various states attending. BPW Foundation sponsored three Asian Young Career Women to attend this seminar.
5. Two fundraising programs for the renovation of Headquarters at 2012 Massachusetts Avenue, NW, Washington, DC, were Bucks for Bricks with diamond, gold, silver and bronze bricks available and memorial windows.
6. BPW Foundation conducted a groundbreaking survey women veterans experiences transitioning from active duty to the civilian workforce. In the absence of a publicly available database of women veterans, BPW Foundation researchers and supporting partners created a database.

(Answers on page 5)

### MICHIGAN BUSINESS WOMAN

Michigan Business Woman is the official publication of the Michigan Business and Professional Women's Club and is published twice a year. Ads are welcome, however, Michigan Business Woman reserves the right to refuse advertising that does not meet the standards of the organization.

Submissions for the Michigan Business Woman are encouraged from all locals and individual members. Articles are subject to editing for space availability. Photo's are also welcome.

Contact: Deb Baker, Editor, email preferred: [dlbaker62@sbcglobal.net](mailto:dlbaker62@sbcglobal.net) or [dbaker@vikingcorp.com](mailto:dbaker@vikingcorp.com). 546 N Michigan Avenue, Hastings MI 49058, or Phone: (269) 945-2902 (H) or (269) 425-4849 (C).

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## *A Message from your President. . .*

*Susan Murphy*

We are about to embark on 2011 and the final months of my presidency. With that in mind, I encourage a broader reflection upon my theme. "Sowing the row" is not just about finishing the row for Alice Paul, while that is truly a significant goal of mine. It is also about instilling the need to advocate, educate, and legislate on women's issues in the young women (and men) just entering the work force - to sow the seed in them, so that they pick up the plow and continue on.

All membership organizations are troubled with declining memberships. We are not alone. In fact, it is a reason why BPW/USA chose to merge with BPW Foundation and become a non-membership driven organization. But some key ideas can help you to regroup and revitalize your local, and make your local attractive to this X, Y, and Z generations for years to come.

Yes, entering the world wide web is a great idea - facebook pages, twitter, myspace, and the list goes on. What we need to do is adjust our meeting objectives to deal with the quicker pace the younger generation moves at, given the ease of social networking. Like your State organization - developing its web presence - it isn't just about having a web page - you must share information on a rotating basis to keep it interesting. Sue Oser, Pattie Rayl, Carolyn Gilg, and Mahnoush St. Clair are working on that for our State organization.

But what kind of things can you do at your local level to help attract younger professions to our organization? Here are some ideas I got from reading the book *The New Recruit* by Sarah L. Sladek:

First, we need to understand the X, Y, and Z generations. Who are they?

Generation X members were born between 1965 and 1981. These women include those entering their childbearing years. Many will focus on personal achievements and family needs, while others will be single women career focused.

Generation Y members were born between 1982 and 1995. Many of these women are still in school or in the early stages of their careers. You will find your web gurus in this age range. These are the women key to helping you succeed in marketing to their peers and the youth to come.

Generation Z are those born from 1996 to present. These young women are struggling with the challenges in today's middle school and high school classrooms where the world appears wide open to them - and it should be.

Each of these groups of women has different needs. Our organization must present benefits to each of these levels while maintaining our objectives. We must sort out what benefits each of these Gen X, Y, and Zers wish to receive and how can we meet those needs.

I encourage you to read the book to learn about some of the myths Ms. Sladek seeks to destroy to put each generation into perspective. But here are some key ideas:

Younger generations will join - if asked. They do rely heavily on marketing materials and information about what "benefits" they can expect. Benefits range from participating in civic activities to developing their professional careers.

*(Continued on page 3)*

(Continued from page 2)

Here's a start of a plan:

1. Find out what young professional organizations exist in your community.
2. Attend a couple of those meetings to find out what is going on with them - what are they looking to achieve.
3. Discuss what activities might be good ones for the two organizations to do together. See if you can reach consensus on one event that you could do together.
4. Work at that activity and assess its success. What worked? What didn't? You may want to consider allowing anonymous feedback to ensure you get full participation from both sides.
5. Share your insights at Spring Board.

It might sound like I'm suggesting we infiltrate, assess the opposition, and then regroup. You bet I am.

This is a great way for these women to see what BPW does without them needing to take initial membership steps - get them involved to see what BPW is about. But it is also a great way to see what the younger professionals within our community think are the needs of their community and how they may fill those needs. By knowing that, we can assess our programming needs and objectives.

I just went to the Wayne BPW Christmas Tea. Wayne BPW joins with another organization to pull this event off. But this is what I noticed - there were women there of ALL ages! Girls helping their mothers, younger women with friends, and senior women enjoying old friendships. The end result is Wayne BPW shared in about a \$2000 profit - which is going to the scholarship fund. How awesome is that?

What if at the end of the day we both found out that we have a similar purpose - promoting business women - what gap have we filled with that bridge? No longer would the younger generation think senior professionals are old news.

How about a joint professional women's fashion show during October Business Women's Week? Or what about showing Iron Jawed Angels during Women's History month in March?

Ms. Sladek's other conclusions include:

Younger generations want to network - but slightly differently. X is looking for career opportunities, and Y is a bit more socially outgoing.

Both groups tend to want organizations where their dues support a cause or their involvement includes community service projects and volunteerism.

Both groups seek to develop their careers and preserve their personal time.

Both groups are willing to lead and volunteer.

Doesn't that sound like someone you've known all your life? Let's find the middle ground and cultivate those bridges that will sow the rows of our future.

**"...bridges that will sow the rows of our future."**





### KEWEENAW BPW

*Cheri Poynter, President*

Keweenaw BPW held a successful wine tasting on October 21 for their scholarship fund. The money raised is used to send their officers to State functions and for their scholarship for women returning to school.

A main focus this year is to increase membership and Keweenaw is proud to have one new member and two perspective members.

Two of our members have changed their careers. Kerri Sleeman is Associate Director of Housing Facilities at Michigan Tech University. Nicki Outinen, a Keweenaw BPW scholarship recipient, is now working for a local insurance agency. Congratulations to Kerri and Nicki!!

Keweenaw members will be volunteering on November 23 at the ISD & Michigan Works Workshop for students with learning disabilities. This is always a rewarding experience.

Keweenaw BPW is looking forward to an exciting year of growth and great programs to retain & recruit members.

### HASTINGS BPW

*Deb Baker, President*

Hastings BPW, in conjunction with the Barry County Chamber of Commerce, held a Candidates Forum in October with 13 candidates in attendance. The candidates were from the state level elections such as Secretary of State, Attorney General to Representatives. We were a little disappointed in the turnout, but everyone who did attend, came away with a little more knowledge of where they stood.

Hastings BPW recently held their annual Christmas Party at the new Seasonal Grille Restaurant in Hastings. Hastings BPW partnered with the Seasonal Grille to collect material and financial

donations to be given to Green Gables Haven, the local domestic violence shelter.

Individual members brought items from the Wish List of Green Gables and brought them to our Christmas Dinner. We then put them together with items that had been brought to the restaurant and presented them to Janie Bergeron, Executive Director of the shelter.

Justin Straube, owner of the Seasonal Grille, also graciously donated \$250.00 (a percentage of his proceeds) from sales on Friday, December 10.

Hastings BPW looks forward to the new year and wishes all a great 2011!

### HARRIET A MYER BPW

*Julianne Bailey, President*

On September 30<sup>th</sup>, the Harriet A. Myer BPW sponsored the showing of "Iron Jawed Angels," a docudrama on women's right to vote. The purpose of the showing was to remind women of what it took to gain the right to vote, as well as to educate younger female generations who typically have no idea of the struggle women experienced. This is the second showing and may well become a tradition.

The movie stars Hilary Swank who portrays rights activist Alice Paul. It is an excellent movie that is graphic in its portrayal of the abuse experienced by the women, whether by top politicians, jail guards or their own husbands. It drives home the struggle it took to gain the right to vote.

To highlight the event, picketers (Susan Murphy, Susan Dehncke, Ellen Yoakam, Melissa Woodhurst and Ann Green) were on the sidewalk outside the theatre. Forms were available to allow people an opportunity to register to vote, if needed. Three door prizes were given out before the movie began, and items from the Michigan Women's Historical Society were available for purchase.

Not only did everyone have a great

time, we managed to raise approximately \$2,300. The money will be used for scholarships for women in Jackson County. We are aiming to distribute our first scholarship in January.

We would like to extend a special thank you to the Jackson BPW who helped with the event. The donation of the door prizes, the organizing of the picketers and your support in general is truly appreciated.

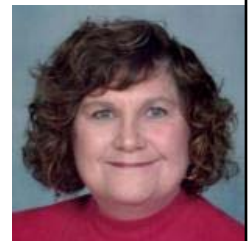


**DON'T BE LEFT OUT!**

Your local information could be here! Let others around the state know what you have been up to and what activities you have planned in the future for your local. Send your information to Deb Baker at [dlbaker62@sbcglobal.net](mailto:dlbaker62@sbcglobal.net).

***Networking is what we do, so let's do it!***

Our thoughts and prayers go out to the family of our BPW Sister, Deb Mesler. Deb passed away suddenly January 15, 2011. Deb will be remembered for her passion for BPW, Girl Scouts and life itself. She was also a member and active in her church, Sacred Heart Catholic Church, the Cheboygan Chamber of Commerce, was past president of the Eagles Women's Auxiliary, served on the board of the Cheboygan Opera House, was a service unit director of the Girl's Scouts, was a member of the Board of Professional Women, having received the woman of achievement and woman of the year awards, received the U.S. Presidential Volunteer Award, and was an active team leader in the Cheboygan Relay for Life, and was recognized as a top fund raising individual.



## PROGRAMMING COMMITTEE

The Michigan Federation BPW Programming Committee has been actively assisting in the operations of the Local Organizations since the beginning of the revitalization effort. The Local Organization Presidents have received the year's Program theme and suggestions for the operation of the LO to enhance the pursuit of the Mission and goals of BPW and enriching the experience for renewing and recruited members.

If your President or Contact Person has not received these samples and suggestions, contact Jan Bassett or another Program Committee member and have it resent to you.

The Federation Program has gotten off to a great start for this year. The Fall Board Meeting and celebration of the Persons of Achievement told the participants what a great effort the Executive Officers and Committees are presenting to the membership. The accommodations at Cambria Suites in Traverse City were first rate!

Spring State Board meeting will be on March 12, 2011 in Jackson. Join us for the Membership workshop and learn how to retain involved and active participants of BPW and have your membership Chair and Treasurer learn how to meet and greet potential members. The Jackson BPW will conduct a workshop on the Young Careerist program. Susan Dehncke, Legislative Chair, will bring us up to date on Lobbying and the Legislative process as it impacts on Women's Pay Equity. Susan Oser will show us how to chat together on the Michigan BPW Facebook and join the "twitter" generation. Most crucial to our LO Officers struggling with paperwork, will be the workshop of "How to" do the Treasurer's job, including IRS regulations and forms.

An invitation has been extended to the Michigan Women's Foundation, which Mi BPW Foundation has recently merged into, as the Michigan BPW Scholarship Fund; to present the procedures for applying for Scholarships and Grants, and for participating in the University of Life and Life Unplugged (formerly Reality Store) and for BPW members continuing to contribute and support our goal and mission to achieve equity for all women in the workplace through advocacy, education and information.

The Program for the MI Federation Convention on May 13 and 14, 2011 will also include workshops, business meetings, and opportunities for advocacy for economic parity of Women in Michigan's workplaces. So keep these dates open and watch for the details in the Monday Minutes emails.

The Programming Committee has asked that you go to <http://www.surveymonkey.com/s/J7WZD78IBPW> and fill out the questionnaire. This should only take a few minutes of your time. Thank you!

## BPW/MI PAC COMMITTEE

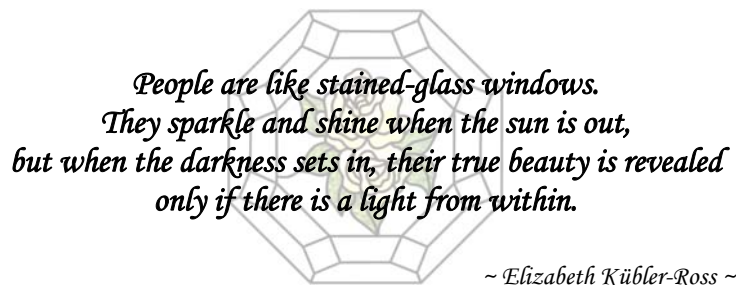
The BPW/MI PAC committee donated funds to State 34<sup>th</sup> District Senate Candidate Mary Valentine from Muskegon. Unfortunately, she lost her bid for the seat.

BPW/MI PAC may only support state level, general election candidates and ballot proposals through endorsements and financial contributions.

BPW MI/PAC assists women and pro-women candidates who support BPW's legislative platform by providing campaign contributions and endorsements. As the financial muscle behind BPW's legislative agenda, individual members contribute to BPW MI/PAC to show the collective force of BPW in the political process.

BPW/PAC is supported solely by voluntary contributions from BPW members and is governed by the Federal Election Commission (FEC) & MI Election Commission.

***BPW/PAC endorses women and men, Republicans and Democrats, and candidates from every region of the state.***



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### Answers to BPW Timeline Trivia

- 1) 1919 2) 1957 3) 1960 4) 1970 5) 1988 6) 2007

Membership Committee Report  
Fall Board Meeting -  
October 23, 2010

**GOALS FOR 2010-11**

Member increase of 10% with incentive for each local that meets 10%

Incentive is one free state membership for new member (not renewal) over and above the 10% increase (this will be based on comparison of membership figures from June 1, 2009 to May 1, 2010)

Provide additional training on social networking for membership recruitment.

Provide new member orientation package for each organization (available on website or hard copy).

**ACTIONS COMPLETED:**

Membership cards for each local were distributed at Fall Board.

State membership list is current and mailings are going to all those with e-mail. Incorrect e-mails are being fixed - one by one.

Invoices for dues have been sent to those individuals with expiration dates up to 12/31/2010.

Michigan Manual updated - available in hard copy or on-line. Contact Shirley Zeller at [s.zeller@cablespeed.com](mailto:s.zeller@cablespeed.com) if you want a hard copy (\$10).

**As a follow-on to the goals and actions above, an interested group of members met at the Fall Board Meeting, reviewed the goals and actions already completed and set some new goals:**

A sample packet for recruitment of new members will be prepared by Carolyn Gilg and Marsha Oberleiter - these should be ready for distribution by January 31, 2011.

Sue Oser will be preparing training on social networking so that our members with e-mail and computer capabilities will be prepared for recruiting and welcoming new members via the latest technology.

Ila Smith volunteered to put together a Q&A document for publication on what BPW is

about, why we belong, what we are doing, etc, etc. This should be ready for the next state publication.

Brainstorming brought many new ideas to the forefront for recruiting and retaining members. You'll hear more about those as actions are developed.

The MOST IMPORTANT key to gaining new members is "ASK THEM."

The second most important key is give the members something for their money.

**INFORMATION AND ACTIONS FOR ALL MEMBERS:**

BPW/MI membership brochure is available on-line for printing.

E-mail Mahnoush at [mstclair@twmi.rr.com](mailto:mstclair@twmi.rr.com) if you need her to send you the state website log in information.

Any corrections or updates to the Michigan Manual, contact Shirley Zeller at [s.zeller@cablespeed.com](mailto:s.zeller@cablespeed.com)

Any changes in membership information, such as e-mail addresses, contact Shirley or Gwen (or both) at [cubsntigers@yahoo.com](mailto:cubsntigers@yahoo.com)

Shirley Zeller,  
State Membership Chair



**Legislative Committee Report  
Fall Board - October 23, 2010**

The legislative committee met at Fall Board and is busy with follow up to the election and planning for next spring. We will be providing locals with contact information for their newly elected state legislators as well as committee assignments when they are available. Another Equal Pay Day lobby effort is in the planning stages for the spring. The committee will also be preparing a legislative workshop for presentation at Spring Board or State Convention. Finally, we will have a presence at the BPW/USA Foundation Policy & Action Regional event in 2011.

Susan Dehncke  
Legislative Chair

# *Women in Michigan Elections*

In 2010, the positions of Governor, Lieutenant Governor, Secretary of State, Attorney General; 15 Congressional seats; 38 Michigan Senate seats, and 110 Michigan House of Representatives seats were up for election. The following results show that, in spite of women being 51% of Michigan's population, the number of women in elected office has decreased, rather than increased, in this election cycle.

In the November general election, of the 454 candidates who ran for election for 167 available seats, 92 were women, or 20% of the candidates. Of these 92 women candidates who ran in the general election, 33 women won, or 36% of those who ran. Of the 167 potential seats, women won 33, and men won 134. Women make up 20% of these seats. Prior to this election, there were 41 women and 126 men in the 167 seats; women represented 25% of these seats. It is important to note that Michigan has term limits for executive offices and legislators. Nationally, according to the National Conference of State Legislators, there will be fewer women legislators in 2011. The number will decrease, from the current 1,808, to 1,693 of the 7,382 available seats.

## **In the August primary:**

For Governor, 7 candidates ran; no women ran. No (0%) candidates were women. (Candidates for Lieutenant Governor, Secretary of State and Attorney General are selected in party conventions, rather than primary elections). For the U.S. House, there were 65 candidates; 8 were women (5 Republicans, 3 Democrats) who ran in 8 of the 15 congressional districts. 12% of the candidates were women. Two women (25%) won their primary, 1 Republican and 1 Democrat. For the Michigan Senate, 162 candidates ran; 32 were women (11 Republicans, 21 Democrats) who ran in 18 of the 38 Senate districts. 20% of the candidates were women. Thirteen women (41%) won their primary, 10 Democrats and 3 Republicans.

For the Michigan House 495 candidates ran; 117 were women (36 Republicans, 81 Democrats) who ran in 64 of the 110 Michigan House of Representatives seats. 24% of candidates were women. 56 women (48%) won their primary, 20 Republicans, 36 Democrats.

## **In the general election:**

For Governor and Lieutenant Governor, there were 10 candidates in all parties, one woman ran for Governor from the US Taxpayer Party, and 2 women (1 Democrat, 1 Green) ran for Lt. Governor. No woman won, a decrease of one woman from the 2006 election. For Attorney General, there were 4 candidates; no women ran; no woman won, no change from the 2006 election.

For Secretary of State, there were 5 candidates, 2 women, (1 Republican, 1 Democrat). One woman won (1 Republican), the same as the 2006 election. For the U.S. House, there were 68 candidates for the 15 seats. Seven women (4 Green Party, 1 Republican, 1 Democrat, 1 Libertarian Party) ran for 6 of the seats, that is, 10% of the candidates were women. One woman won (1 Republican), representing 7% of the 15 seats, a decrease

of 1 woman from the 2008 election.

For the Michigan Senate, there were 98 candidates for the 38 seats. 17 women (10 Democrats, 4 Republicans, 1 Libertarian, 1 Green Party, 1 NPA (Nationalist Party of America) ran for 17 seats, that is, 17% of the candidates were women. Four women won (2 Republicans, 2 Democrats), which represents 10.5% of the 38 seats, a decrease from nine women (3R, 6D) in the 2006 election. Eight women (3R, 5D) were term-limited.

For the Michigan House, there were 267 candidates for 110 seats. Of these candidates, 63 were women (35 Democrats, 20 Republicans, 4 NPA, 2 Libertarian, 1 US Taxpayer Party, 1 Green Party) for 51 seats, that is, 24% of the candidates were women. 27 women won (11 Republicans, 16 Democrats), representing 24.5% of the 110 seats, a decrease from 28 women (22 D, 6R) in the 2008 election. Five women were term-limited.

There were also 2 special elections for partial terms in 2010 in the 65th and 95th House Districts. Of the 4 candidates, 2 were women. 1 woman won, giving the MI House 29 women from now to December 31, 2010.

Regarding party affiliation, the Governor, Lieutenant Governor, the Michigan Senate, and the Michigan House of Representatives will be Republican in 2011. In 2010, the Governor, Lieutenant Governor and the Michigan House of Representatives were Democratic and the Michigan Senate was Republican. In 2011, the Attorney General and Secretary of State were Republican and continue as Republican in 2011.

## **National Elections:**

As of November 12, 2010, there will be a 2% increase of women holding seats when the new Congress Convenes in January, the same percentage increase that occurred for women in the 2008 election. In the U.S. House of Representatives, there will be 77 women, of 435 seats (17%), as well as three non-voting delegates. This is an increase of three women over the membership in the current House. This number could increase further as two House races with women candidates remain too close to call. The two House races where women could still win are: Illinois 8th where Democratic incumbent Melissa Bean is running behind; and NY 25th where Republican challenger Ann Marie Buerkle is currently behind.

The number of women elected to the Senate stands at 16 women of 100 seats (16%) with incumbent Lisa Murkowski leading in the still undecided Alaska race. The current Senate includes 17 women. In the gubernatorial races, 6 women will be governors (4 Republicans, 2 Democrats), 12% of all governors. Currently there are six governors (3 Republicans, 3 Democrats).

The highest number of women governors served in 2004 and 2007, when there were 9. In 2011, the 6 women governors will be from Arizona, Oklahoma, New Mexico, North Carolina, South Carolina, Arizona and Washington. Michigan's first woman governor, Governor Jennifer M. Granholm, was term limited after serving eight years.

(Sources: Michigan Secretary of State, CAWP, Feminist Majority)

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BPW Michigan  
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 successful 2011!

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