



CALL TO MEETING State Convention

Date: May 18 - 20, 2007

Location: Holiday Inn Hotel Holyoke, MA

Purpose of Meeting: To consider recommendations from the Executive Committee. To receive reports from the Executive Committee and State Standing and Special Committee Chairs. To review the federation's status and devise measures for its growth and prosperity.

Registration: Friday, 7:00 pm to 8:30 pm Saturday, 8:00am to 11:00am

Business Session: Friday, 8:00 pm to 10:00 pm

Attendees: All BPW/MA members are encouraged to attend and participate in meeting discussions.

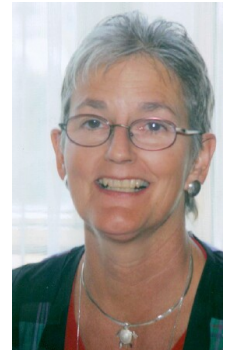
Voting Body: BPW/MA members in good standing who have paid the registration fee are voting delegates. All delegates must register before 10:00am Saturday morning if they wish to vote.

All voting members of the Board of Directors must check in with the Recording Secretary prior to the opening of the business session.

Other Activities: BPW Marketing Workshop, facilitated by National Representative Carolyn Frazier. Pre-Convention Reception hosted by President-Elect Rosemary A. Roper. Installation of new officers on Saturday night Executive Committee meeting on Sunday morning after convention closes.

President's Message: Vision, Visibility - Let It Shine! Kristin Whitfield, President

WOW! I can't believe a year has passed since the last passing of the baton (or gavel as it were). With the ending of the year in sight - in clear view is the upcoming State Convention. Your Executive Committee has designed a very full weekend of frolic, food, and of course FOCUS!



The food and fun begin Friday night with a reception being held by your incoming President Rosemary Roper, continuing with her installation festivities Saturday night and ending with a celebration of the accomplishments of our Local Organizations with an Awards Breakfast on Sunday morning. The FOCUS part starts Friday night with a brief Pre-Convention Board meeting, followed by a workshop given by our national representative, Carolyn Frazier, on branding, visibility and membership. Saturday we must do the obligated By-Law amendments and budget approval and once again we will hear from Carolyn Frazier about all the exciting changes happening at BPW/USA. Of course the best part of the day will be our Young Careerist speak-off and the always-provocative Candidate's Forum. We will finish up on Sunday with a FOCUS on our FUTURE strategic planning discussion facilitated by our national rep Carolyn Frazier and of course the ritual exchange of officer pins!

(Continued on page 2)

Table with 2 columns: Time and Activity. Rows include Friday, May 18th (Executive Committee, Board of Directors Pre Convention Meeting, Reception) and Saturday, May 19th (Registration, Business Session, Dinner and Installation).

<p><i>(Continued from page 1)</i> State Convention is always the harbinger of change for our federation. It is a time to revisit the accomplishments of the year and herald the new directions of the incoming leadership.</p> <p>Membership has maintained an almost even keel. Most local organizations have added new members and been keen on retention efforts. We have a new Mid Cape local in the Cranberry District and another one brewing in the Waltham area of Eastern. Western District is looking at developing a local in the Southern Berkshire area. There is "membership energy" in the air that I hope will continue to gain momentum in the coming year.</p> <p>We have made continuing strides in increasing our legislative visibility. We continue to be active in the Care for Youth Coalition, the Coalition for Choice, and of course we are key players in the upcoming Equal Pay Lobby Day being sponsored by the Coalition for Women's Wage Equality which will focus on new pay equity legislation. Our lobbying efforts will continue into the coming year.</p> <p>The By-Laws committee is to be commended for its two year project of updating the entire By-Laws and offering forth long needed amendments. We must be diligent in tackling these at State Convention and promise to review them more frequently and in smaller bundles in the future.</p> <p>Our Individual Development program continues to grow and expand its focus. Many of our members took advantage of and enjoyed the modules taught at Winter Board. There will be continuity in the coming year and I encourage everyone to complete the 14 modules so that we can hopefully have an ID speak off in the near future.</p> <p>Our Young Careerist program still offers the greatest opportunity to attract younger career women. I encourage EACH of you to keep your eyes open starting right now for possible candidates. February always sneaks up on us and if we start searching now, we could have more speak - offs in the coming year.</p> <p>Woman of the Year celebrations also come soon into our business year - so again it would be wise to start considering now who might be the 2007 honorees. We had such successful NBWW programs this year - wouldn't it be great to keep up the momentum!</p> <p>Many more of you took advantage of the grant funds from MEAF this year. Congratulations! There were also by-law updates made at Winter Board that will give even more access to these monies. Look for the new guidelines coming to you in the near future.</p> <p>Public Relations and media coverage continues to be a challenge on the state level. Many of the local organizations get newspaper coverage, but many still</p>	<p>find it very challenging to get even an inch of print space. As we reach out into the community for sponsorship dollars, perhaps we will be able to purchase some visibility for major events that otherwise go unrecognized. In forming partnerships with other organizations we may have the numbers to create more media power.</p> <p>In looking back over the year, it seems that there has been a resurgence of energy, a recommitment to BPW and its mission, from every corner of the federation. Judging from the constructive input at the forum at Winter Board, there are many new ideas and clear vision for the future of BPW/MA. The newly appointed Strategic Planning Team took all of these ideas, digested them and created a three year plan (see article in this issue) soon to be implemented.</p> <p>It is bittersweet that I step off the dais after four years, and comforting to know that I leave BPW/MA in the capable hands of incoming President Rosemary Roper, who has sat on the dais for many more years than I. Personally, I want to thank all of you for your support, input and energy over the past year, and challenge you to go forth with flexibility and enthusiasm as BPW sets its course for the future. I have really enjoyed being at the helm this year and thank you for the opportunity</p>	<p>Long-time BPW member, Margeret Everson is at Sunbridge Care & Rehab Center in Hadley, MA. She would love to hear from her BPW friends.</p> <p>Cards can be mailed to Margeret's house at 48 Valley View Drive, Amherst, MA 01002. Laura Baver's son & daughter-in-law will make sure she gets them.</p> <p>If you happen to be in the area - Margaret would love to see you. She is in Room 211 and company is encouraged!</p> <p>Candidates Forum</p> <p>Come to State Convention and question our candidates for state office. Find out where our organization is headed. They have the answers, and you can supply the questions.</p> <p>Email me at jshie807@capecod.net and tell me what you want to know.</p> <p>Rita Shields</p>
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committee chairs and special appointees. An
executive committee meeting will follow this.

State Convention

Friday night, there will be a pre-convention Board of Directors meeting. Following that meeting there will be an Open House/Reception for the National Representative in president elect Rosemary Roper's suite. Our national rep is Carolyn McLean Frazier from Massena, New York. She is currently the National Young Careerist Chair and will be the National Individual Development Chair for 2007-2008. She will be bringing news from National including some of the changes National is recommending to the national convention. Carolyn will also take our concerns back to National.

Saturday morning, there will be a First Timers Briefing. We will have coffee, tea and bagels. Down the hall from the meeting rooms is a Friendly's for anyone in need of an ice cream fix. During the morning session we will have the Young Careerist Speak-Off, nomination report and candidate's forum. Lunch will be a deli buffet. The afternoon session will have bylaws, budget, Strategic Planning Report and the President's Report. Some of the bylaws we will be discussing include give the vote to the Registration Chair, Bay State News and Executive Secretary. We will also look at deleting the words Fall and Winter from the Board of Directors Meetings as well as calling the pre-convention Board of Directors Meeting a special Board of Directors Meeting. We also have bylaws that were tabled from last year's convention to discuss. Also we will be discussing the recommendations from National as well as adopting the report of the state Strategic Planning Committee.

Sunday morning, there will be an awards breakfast where the public relation, membership, issues management and legislation awards will be given. Also the Members of the Year will be recognized again. At the end of the business session, there will be a short meeting with all

Installation

Saturday night is installation of officers followed by a relaxing evening of jazz. President elect Rosemary Roper's installation will be conducted by PSP Laura Bauver and PSP Carrie O'Hare. The theme of the installation is warping into the future. It will be a multimedia installation with sound effects and fun. Dress is business attire or after-five. Dinner choices are salmon or chicken with chocolate for dessert.

Member of the Year

At the District Annual Meetings, ten outstanding women were honored as Members of the Year. They are Julie Minton, Downtown Boston; June Andersen, Reading; Penny Miller, Lower Cape; Priscilla Young, Upper Cape; Beverly Wall-Cedrone, Falmouth; Judy Sayer, Berkshire; Lucy Milette, Northern Berkshire; Barbara Wood Hampshire County and Gina Barry, Greater Springfield. Their work and enthusiasm for BPW is one of the reasons for their locals' success. All of the honorees have worked very hard to make the committees or events that they have chaired extremely memorable. Many have served as officers as well. These women will be honored at state convention on Sunday morning.

Skillshop Day

Skillshop Day will be June 2nd at the University of Massachusetts Medical School in Worcester. The day will begin at 10:00am and at 3:00pm. The cost to register is \$10.00 and it is open to every member of BPW who wants to know more about the organization. Workshops will include Reality Store, Leadership Training, Public Relations, Programming and more. Lunch will be in the cafeteria with round table discussions. A flyer is available and Rosemary can answer any questions. A copy of the flyer is in BSN.

National Convention

In July, National Conference will be in Reno at the Jack Ascuaga's Nugget Casino and Resort. Room rate information is available on the national website. The dates are July 18th – 21st. Information is available on the BPW website for registration costs and special events. There will be a Massachusetts suite. President Rosemary Roper will be doing an open house – hospitality for members of the delegation. Invitations will be extended to the state presidents and national officers. It will also be the place for the delegation caucus. Hopefully the schedule will allow a Massachusetts lunch or dinner while we are in Reno.

If you have never been to a national conference or are thinking of maybe going, then this is the conference you should attend. Some of the recommendations from National are bylaws changes as well as a new membership model. These changes include allowing state federations to combine into regions, locals belonging to National if there is no state federation, term of office for National of 2 years instead of one, electronic voting of all members not just conference attendees, and working on plan to decrease the National Board of Directors. More changes will be forth coming and will be discussed at National. We are talking the future of BPW and how to attract more members and retain them as members. Your vote and your thoughts will be very important at this conference. Please consider going to National and having a say in the future of BPW.

UNDER THE GOLDEN DOME Equal Pay Day/Lobby Day 2007 on Beacon Hill

By Patricia Byron

Date: Monday, April 23, 2007

Location: Great Hall, State House,
Boston, MA

Time: ALL DAY

Tentative Schedule:

10:00—11:00 AM

Advocacy Training Sessions

11:00—Noon Panel Discussion;

Moderator Linda Brantley,

Executive Director, MCSW

Keynote Speaker: Evelyn Murphy, PHD

Noon—1:00 PM LUNCH (\$10.00 prepaid)

1:00—2:00 PM TBA (to be announced)

2:00—4:00 PM Constituents visit their

respective House and Senate members

**PLEASE SAVE THE DATE AND PLAN ON
JOINING US FOR A PRODUCTIVE
AND INFORMATIVE DAY ON BEACON HILL**

Help Wanted

To all BPW/MA members,

The Nominating committee is looking for two committed BPW members to run for secretary and treasurer for 2007 – 2008. So far no one has come forward for these two offices. Any member in good standing can run for state office. Please contact the state nominating committee or any state or district officer for more information,

BPW/MA Three year Strategic Plan

Following input from the Winter Board member forum, the Strategic Planning Team met for several hours and came up with the following outline for a three-year plan for the future of BPW/MA.

Goal: Increase membership by 20% in three years, while maintaining 80% retention

Plan

- 1. Development of deep leadership pool
- 2. Development of scholarship program for membership
 - a. Develop guidelines, including member expectations
- 3. Develop outreach targets
 - a. Continued collaboration with other women's groups
- 4. Development of marketing plan for ID
 - a. Implementation

- 5. Development of interactive website
- 6. Development of mentoring program:
 - a. Identify targets
 - 1) Local officers
 - 2) Younger members
 - 3) Outreach for potential members
- 7. Redesign state meeting model:
 - a. State convention
 - b. Skill shop
 - c. Interim board
- 8. Look at District structure
 - 1) District liaison -President Elect

Skillshop Day

June 2, 2007

UMASS Medical, Worcester
GOFF Study Rooms A, B, C, D

Tentative Agenda

- 10:00 Registration
- 10:30 Welcome and Opening Session
- 10:45 Workshops
 - a. Leadership Training
 - b. Public Relations
 - c. Individual Development
- 11:15 Workshops II
 - a. Leadership Training
 - b. Treasurer
 - c. Membership
- 11:45 Lunch (Cafeteria)
Round table discussions on the Strategic Plan
- 12:45 Workshops III
 - a. Reality Store
 - b. District Caucus
 - c. Young Careerist
- 1:45 Workshops IV
 - a. Programming

- b. Pre-Caucus
- c. Legislation
- 2:45 Closing Session
- 3:00 Adjournment

Directions: Mass Turnpike to Exit 10, Take I290 East to exit 21. Turn right onto Plantation Street. Turn left into UMASS Medical and follow signs to parking garage.

Cost of parking: \$4.00 per car for the day Cost \$10.00

Reservations Deadline: May 26, 2007

Mail you reservation to:
Lucienne Pelletier
45 Riverside Street
Danvers, MA 01923

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BPW/USA – “The times, they are a changin’”

By Kristin Whitfield

Many of you were fortunate enough to be at Winter Board to see and hear PE Rosemary Roper’s wonderful presentation of the changes BPW/USA is contemplating, that were presented to us at the Interim Board of Directors meeting in February. This was a deftly pared down version of the presentations we heard from President Nancy Jackson, PE Barbara Henton, Treasurer Susan Parsons-Reed, CEO Debbie Frett, and Issues Management Task Force Chair Tina Garner. CEO Debbie Frett was hired a year ago to help reposition BPW in the marketplace to keep us competitive with the other women’s organizations. She was clear in her message – there is still a need for BPW to advocate for workplace equity and work-life effectiveness and that to survive we need to look at BPW in the business (not club) model, define and make the changes necessary to attract today’s woman.

The good news is that in the last six months BPW has made great strides in re-establishing itself in the public and political eye. Again we are being sought out as an important voice for working women. This has been done through the Women Joining Forces veteran’s initiative, legislative successes with Johanna’s Law (signed into law by President Bush in January), building relationships and obtaining contributions from corporate partners, improved communications like *Business Woman Magazine*, our new brochure and improved website. We seem to have also positioned ourselves as a great benefit to “women in transition”, a niche not being filled by other organizations.

The startling news is that if we don’t make major changes NOW, our membership will dwindle to non-existence in three years. So we can choose to die a slow death, close our doors with dignity or make these changes NOW and put BPW back on the map with gusto! The resounding response from all states was “let’s go for it!” coupled with commitment to take action and work within our states to help facilitate the changes.

To that end, the Issues Management Task Force (a continuation of a previous governance task force), which has done a lot of research into other organizations, made recommendations for by-law changes that would give enough flexibility

so that we would have the ability to change our governance and membership structures once a decision was made as to the best choices for these models. The Board of Directors gave its input and voted these proposed changes forward to be considered by the whole convention body at National Conference.

Some of the Task Force recommendations and related by-law changes would allow State federations to combine; Locals to exist under BPW/USA even if a State dissolves; allow officers to serve more than one year terms and without having been a State president, instead with two years experience as National Committee Chair; electronic or mail voting so that all voices can be heard; representation for members at large on the BOD; reduce the BOD from 67 to 21-25 members to make it more nimble; alternate National Conference with regional conferences more directed to personal and professional development and leadership training.

Since Winter Board there has been a new group of proposed by-law changes that furthers the process even more. In order for discussion to take place on these, BPW/USA has employed a series of conference calls and webinars to gather input from all members of the Board of Directors. I attended one of these conference calls that was very productive. A vote will be taken by mail (on or before April 14 postmark) as to whether these additional changes get forwarded to the whole convention body for discussion.

Some of the additional changes would include an expansion of the membership model and change in dues structure to include e-members and e-affiliate members that would have access to benefits but no vote; allow for different methods of voting (mail/email) so that members unable to attend national conference could still have a vote; changing the governance structure to one with 5 regions nationally, each with 3 representatives to the Board of Directors (BOD) serving staggered three year terms; the BOD consisting of these 15 reps, 5 officers and immediate past president with a quorum increased to 60% being allowed to amend by-laws, adopt resolutions and legislative platform and accountable quarterly to the membership.

Yes, this seems like a lot of change to digest at one time, but as stated above, it’s NOW or never. Nothing is in stone. Discussion and voting at National Convention will be critical to

Candidate's Statement (BSN)

the forward movement of BPW. I hope any of you who have ever thought of attending National Conference, will consider going and voicing your opinions in Reno this summer. These are exciting times for BPW and for all of us who truly care about its legacy. This is all driving BPW in a very positive direction and makes all of us much more enthusiastic about and confident in the value of BPW for working women nationwide.

Candidate's Statement for office of Vice President for BPW/MA



When I joined BPW as a member in 1999 I knew I wanted to be involved in this organization. I immediately became the Fundraising Chair and successfully launched a cookbook campaign. From

there I went on to be the Communications Director and created our newsletter, which won the newsletter of the year award.

While President Elect, Local President, and Western District Director I attended every meeting I could to learn and be involved. I have been on the state nominating committee and the state finance committee.

By owning a printing business for 30 years while being an independent sales director with Mary Kay Cosmetics for the last 23 years, and an official for the horse show circuit for the last 20 years has allowed me to work with many people. As a speaker, trainer, and manager I feel I have the leadership and communications skills to represent BPW/MA.

Respectfully submitted,

Valeriejean Hartnett



My BPW experience began in 1986, as a charter member of the Research Triangle Park local in North Carolina. For the last 20 years, I have been active at the local and district levels.

I have served as a member of the state board of directors many times and I frequently attend national conventions.

This experience gives me a clear understanding of BPW: its history, its members, its strengths and weaknesses, and its possibilities. I know the value of our traditions, the importance of our procedures, and the need for our organization to adapt and grow.

BPW must use our past achievements as a foundation to build a stronger, more relevant, more responsive organization and reclaim our role as the voice of all working women. We must not lose our focus. I believe that BPW/MA can be a resource for working women, develop strong leaders, and influence public policy. I ask for your support and your help to achieve these goals.

Respectfully submitted,

Kathleen Pavelchek

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DISTRICT HAPPENINGS:

Western District

by VJ Hartnett, District Director

As Western District Director I am pleased to say the locals in our jurisdiction were active in BPW signature programs and BPW policy activities that can help each local build viability, membership, and leadership. Those programs supported by our locals were:

- Young Careerist Program
- Individual Development
- WAGE project
- Women's Wage Equality Lobby Day
- Legislative Platform Support
- BPW/MA Coalition
- BPW Foundation
- National Business Women's Week
- Woman of ACHIEVEMENT
- Member of the Year
- Employer of the Year
- Local Scholarship Awards
- Skillshop Day
- Go "RED" Campaign
- BPW/MA Awards (legislation, Public Relations, Foundation, Membership)

Some highlights of the locals:

BERKSHIRE BPW

BBPW's Foundation drive goal was to raise an average of \$10 per member or approximately \$500 for the BPW Foundation. There were no raffle items to buy. Berkshire Business and Professional Women feel that BPW Foundation's desire of working to Build Powerful Women: Professionally, Politically and Personally" should be incentive enough for all our members.

BBPW held the Young Careerist Competition during the February Dinner Meeting. This competition honors working women, between the ages of 21 and 35, for their personal and professional achievements. Participants are asked to speak on a topic related to working women, be interviewed by a panel of judges, and answer questions related to National BPW Legislative issues pertaining to women. I witnessed an amazing competition between five women committed to excellence. On that evening these local Berkshire Working Women competed in this year's BBPW Young Careerist Competition.

The leadership and energy from BBPW will be expanding to the BPW/MA District and State level next year. "VJ" Hartnett (Western District Director) has been nominated for BPW/MA Vice President position, Judy Sayers (BBPW 2nd Vice President/Membership Chair) has been nominated for the position BPW/MA Western District Recording Secretary, Margaret McComish (BBPW Treasurer) has been nominated BPW/MA Western District Treasurer, and Kim Baker (BBPW Local President) has been nominated for the position of BPW/MA Western District Assistant Director. Kim and Judy will also be holding their current positions with BBPW through 2008. This is a good start, but it is imperative that we keep this trend alive. All MEMBERS need to get involved in BBPW. You WILL make a difference. Without our members we will not be able to succeed with our mission of providing equality for women in the workplace through advocacy, education and information. At Western's Annual District Meeting held on March 31 Kim, Judy, and Margaret were elected to their Western District positions. Congratulations are in order.

NORTHERN BERKSHIRE BPW

NBBPW had the responsibility of conducting elections at the Western District Meeting held on March 31 and Sylvia Proud was this year's District Nominating Chair. They also had responsibility for the second

place prize for the District Raffle. They did a "Taste of the Berkshire's" basket, the theme this year, so items in the basket were reflective of the area.

NBBPW members contributed to 50 well-stuffed backpacks of school supplies for Afghani school children. A 50/50 raffle raised \$200.00 for the Coty Youth Center and 3 boxes full of school and hygiene products were donated to the Louison House (a shelter).

NBBPW presented to Amanda Green, a student at MCLA, a \$500.00 scholarship. She is studying Occupational Therapy.

This year's NBPW Member of the Year is Lucy Milette. Lucy is a twelve year member of the local and just completed another term as Secretary. This year she is serving as Newsletter Chair, Young Careerist Chair, and Co-Chair of the Woman of Achievement Committee. Congratulations Lucy and a heartfelt thank you from all of us for all that you do for your local. NBBPW would be lost without you.

As part of BPW's Go Red Campaign NBBPW put on a presentation entitled Heart, Mind, and Soul. Speaker Deborah Blood, a registered dietician spoke on ways to improve our diet and lifestyles in order to have a healthy heart. Their second speaker, Youlin Shi, spoke about the importance of balance and peace of the soul and mind to the body. She also gave a brief demonstration of some Tai Chi exercises for people to try.

In March NBBPW member Pauline Davis gave a presentation on the importance of Mammograms.

In April Maynard Seider, a professor of Sociology at MCLA, will give a presentation on Gender Equity in the Workplace: Myth or Fact. April is also Membership Appreciation month and members achieving anniversary dates in increments of 5 years will be recognized at this meeting.

HAMPSHIRE COUNTY BPW and Greater Springfield BPW

Providing comfortable clothing for victims of abuse and/or rape as they leave the hospital is done through BPW's OPERATION SWEATSUIT Program. It is BPW's way of providing comfort to these women by providing a new sweat suit or cotton two-piece outfit for them to wear home from the hospital. HCBPW and GSBPW heard from the nurses who work with the women who have been abused and/or raped and they described their work with these women and the impact of OPERATION SWEAT SUIT. Members were encouraged to bring at least one new sweat suit or cotton outfit to the meeting.

It was Hampshire County BPW's turn to hostess the Annual District Meeting that was held on March 31. HCBPW were in charge of selecting the location, collecting the reservations, the presenting a program, and providing one of four door prizes.

HCBPW's and GSBPW's February program was a panel discussion entitled "Heart, Body, and Soul." Maureen Mandirola, Executive Director of the American Heart Association, and Bill Hines, Berkshire County Regional Director, presented an informative program outlining the AHA's "Go Red for Women" campaign and discussed additional women's' health issues. Members were encouraged to wear red to the meeting.

HCBPW's and GSPW's April meeting will gain the wisdom of Marie Sheedy, a professional organizer with Finding-Time, who will share with the group her best tips for getting rid of the clutter in your life and gaining the clarity needed to put your best foot forward both personally and professionally.

Greater Springfield' Night of Comedy was a success. This is the fourteenth year that the local has sponsored the event. Three very good comedians provided many laughs and the food at the Log Cabin was excellent. Three local organizations were given donations of \$500 each to help support their mission. The evening ended with a bang when a bomb scared was received by the Log Cabin.



Business and
Professional
Women/MA

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If you can receive this newsletter by email, please contact Penny56r@aol.com