



Palmetto Leaf

AAUW of South Carolina Newsletter

Vol. 57, No. 3
March 2010

How Can We Help? Convention focuses on education issues

by Carol Lucas, Program Vice President

On Friday, April 30 and Saturday, May 1, Beaufort will host the Spring Convention for AAUW of SC. This year's theme is *AAUW and South Carolina Educators – Working Together for Change*. We have secured a slate of strong presenters who will address the issues that confront South Carolina schools and more specifically females as they work through the system at the high school and university levels.

Convention activities begin Friday afternoon with the Board meeting to be held on Lady's Island, at the home of Carol Lucas. Friday evening convention participants are invited to gather at The Oaks Plantation, home of Cookie Goodman, on St. Helena Island from 5:45 -7:30 p.m. Directions to both events can be found on page 2.

Saturday morning, after registration and a welcome to conference participants, keynote speaker, **Dr. Valerie Truesdale**, Superintendent of Beaufort County Schools, will address conferees. Before coming to Beaufort, Dr. Truesdale was District Superintendent for Oconee County Schools and Chief Instructional Services Officer for School District Five of Lexington and Richland Counties.

The morning will conclude with a business meeting, town hall, and awards, and then we will convene for lunch at Fried Green Tomatoes, located adjacent to the Quality Inn. During this time, fundraising ideas from branches will be given informally.

The afternoon session will open with a presentation by **Kathy Anthon**, National AAUW Representative and vice-President of the LAF for the AAUW Texas Board of Directors. Following Kathy, **Lindsay Hook** will speak about her participation in the AAUW National Conference of College Women Student Leaders.

After a short break, the topic will turn to women in the political arena and how they have helped and are continuing to assist the efforts of AAUW in bringing to light the problems faced by educators today. The program will conclude with a panel of women who are engaged in the political process currently or have done so in the past. The panel includes **Rep. Shannon Erickson** and **Harriet Keyserling**, former SC state representative.

The silent auction, book and jewelry sales are on-going until the conclusion of the convention.

More convention information, including speaker profiles, directions to meeting locations and the convention registration form can be found on pages 2 – 4.



AAUW and SC Educators – Working Together for Change

AAUW of SC Convention

April 30 – May 1, 2010
Quality Inn, Beaufort, SC

Friday, April 30

- | | |
|--------------|--|
| 2:00-5:00 pm | Board Meeting; home of Carol Lucas – all invited |
| 5:45-7:30 pm | A Lowcountry Welcome hosted by Beaufort Branch |

Saturday, May 1

- | | |
|----------------|---|
| 8:00-9:00 am | Registration |
| 9:00-9:10 am | Opening Remarks & Welcome |
| 9:10-10:10 am | Keynote Address – Dr. Valerie Truesdale , Superintendent, Beaufort County Schools |
| 10:10-10:20 am | Health Break |
| 10:20-11:45 pm | Business Meeting, Town Hall and Awards |
| 11:45-12:45 pm | Lunch – fundraising ideas |
| 12:45-1:45 pm | <i>Breaking Through Barriers, Spring 2010 National Update</i> – Kathy Anthon , AAUW Board of Directors |
| 1:45-2:15 pm | National Conference of College Women Student Leaders – Lindsay Hook , Clemson University |
| 2:15-2:30 pm | Health Break |
| 2:30-3:30 pm | Panel Discussion – <i>How Can We Help?</i> Rep. Shannon Erickson and Harriet Keyserling |
| 3:30-3:45 pm | Wrap-up |
| 3:45 pm | Adjournment |

Silent auction, the book and jewelry sale are on-going until the end of convention

Speakers' Profiles

Valerie Page Truesdale has served as superintendent of the Beaufort County School District since 2007. Prior to her move to Beaufort County, she was district superintendent for Oconee County schools for four years and served as Chief Instructional Services Officer for School District Five of Lexington and Richland Counties for over eight years. Dr. Truesdale was recently named the *2009 Superintendent of the Year* by the South Carolina Association of School Administrators.

She also served as senior executive assistant for the SC Department of Education, supervising areas of policy, teacher licensure, technology, and student assessment. Dr. Truesdale is a former high school principal, assistant principal, personnel administrator and teacher. She earned a Ph. D. from USC in Educational Leadership in 1988, an M. B. A. from Georgia State University in 1978, and a Bachelor's degree in English Education from Clemson in 1974.

Dr. Truesdale has served on many boards and commissions. She is immediate past President of the international Association for Supervision and Curriculum Development (ASCD), an association of teachers and instructional leaders with over 175,000 members worldwide. Dr. Truesdale is the former president of the Allied Division of the S. C. Association of School Administrators and S. C. Network for Women Administrators. She has been newly appointed to the board of the Greater Beaufort Chamber of Commerce.



Kathy Anthon of Grapevine, Texas, was appointed to a two-year term on the national AAUW Board of Directors. She has been an AAUW member since 1999. Anthon has served in various AAUW leadership roles, including branch president for AAUW Northeast Tarrant County and then as president of the North Texas Interbranch Council. She is also vice president of the Legal Advocacy Fund for the AAUW Texas State Board of Directors. She's been active with the Greater Irving/Las Colinas Chamber of Commerce, where she served on the Board

of Directors. Kathy has also volunteered for the Susan G. Komen 3 Day Walks, United Way and Junior Achievement. Anthon graduated from the State University of New York system with a bachelor's and master's degree in education. In addition, she has earned a master's level certification in public administration.

Lindsay Hook is a senior nursing student at Clemson University with a focus on children with cancer. She is a member of the Calhoun Honors College and is conducting research on the prevention of obesity amongst minority children. She will be traveling to Eleuthera, Bahamas in March to pilot an activity book which teaches the alphabet while encouraging a healthy lifestyle. During her time in college, she has earned a varsity letter in Rowing, served as the philanthropy chair for Chi Omega Fraternity, religiously attended Reformed University

(continued on page 3)

AAUW of SC Convention

April 30 – May 1, 2010

Quality Inn

2001 Boundary Street, Beaufort, SC

(843) 524-2144

Coming into Beaufort by Route 21 South:

Travel 21 South past a lot of commercial properties. This will include an Applebee's and a Wendy's on the right and beyond that, Jean Ribaut Square (K-Mart and Bi-Lo) on the left.

Having passed Jean Ribaut Square, start to look for a sign for the Quality Inn on the left. There is a mall with a Moe's on the left and immediately after, a traffic signal. Turn left at that light. Do not go on through to the second traffic light which is visible from the turn off into the Quality Inn.

Coming in on Route 170 from the south:

Pass the Wal-Mart on the left and continue on 170 through the traffic signal. Pass Lowe's on the right and continue for a mile until you come to a large intersection – a used car dealership is on the left and a Walgreens across the street. Turn right onto 21 S.

Follow directions above.

Lodging Information

The Quality Inn is adjacent to the Beaufort Visitors Center and is approximately two miles from downtown Beaufort. A block of rooms has been reserved and must be booked no later than April 9. Guest rooms are \$59.00 plus tax, the total coming to \$65.49 per evening. Those wishing to make hotel reservations should call The Quality Inn directly. The Inn has a web site that provides additional information.

Board Meeting Directions

See page 3 for detailed directions to the Board meeting. All members are welcome to attend.

Friday Reception Directions

Oaks Plantation, 69 Godley Avenue, St. Helena Island

From The Quality Inn:

Take 21 S. into Beaufort and cross the swing bridge onto Lady's Island. Continue on 21 S. You will pass a major intersection with Walgreens and Publix on the left.

Travel three to four miles, and you will cross a bridge, leaving Lady's Island. Look for a road sign for Oaks Plantation Road on the right, immediately after crossing bridge... you will turn here. There will be a sign indicating the AAUW gathering. Travel a short distance, and a second AAUW sign will show where you turn onto Godley Road. The home sits at the end of Godley.

Speakers' Profiles

Continued from page 2

Fellowship, and worked as a Resident Assistant for three years. Upon graduation in May, she intends to work as a nurse for a year before returning to school to become a Pediatric Nurse Practitioner.

Harriet Keyserling, represented Beaufort County in the SC House of Representatives from 1977-1993. During her legislative career and her service in numerous cultural organizations, Keyserling was a tireless advocate of the arts, of education, and of the protection of the environment from nuclear waste and other energy hazards.

Town Hall Meeting to include discussion of structure possibilities

The membership will have an opportunity to discuss the bylaws approved by the delegates at the AAUW convention in St. Louis in June 2009. The new bylaws allow both the state and branches to change their organizational structure to fit their needs. Come prepared with your questions and concerns.

Membership Payment Program adopted by national office

With the success of the Membership Pilot Program, the AAUW Board of Directors has accepted the Membership Payment Program (MPP) as a standard payment option for AAUW. The state of South Carolina has opted to be part of this program and several branches already participate. This payment option for branches will be explained to the membership.

Directions to Board Meeting 20 Barnwell Drive, Pleasant Point, SC

From downtown Beaufort, Rt. 21 onto Lady's Island:

Take 21 S. across the swing bridge onto Lady's Island. Travel approximately two miles to the second traffic signal and get into the left turning lane. Turn onto Rt. 802 East. Walgreens is on the left and Publix across the street.

Travel approximately three miles. Pass Beaufort Academy (right) and get into the left lane. Look for a brown sign that says Brickyard Creek Landing. Turn left at this intersection. The road will become a Y shortly after that - take the right turn of the Y which is Middle Road. Travel approximately three miles on Middle Road. Pass a sign for Walling Grove (on the right). Start to look for a recreation center/ ball field on the left. Take an immediate left after you have passed the ball field...this is Pleasant Point Drive.

Travel one mile, pass the gazebo, go across the causeway. Continue to drive straight (Pleasant Point Dr. veers to the left) past the clubhouse. You are on Barnwell Drive, and it makes a very sharp right. The second house on the right, a white lowcountry with black shutters that sits back from the street is number 20.

Coming From South, using Rt. 802 into Port Royal:

Watch for sign at major intersection (CVS Pharmacy, Hardees, gas station and auto parts store on the four corners) indicating Rt. 802 E. turns right onto McTeer Bridge. Construction is taking place on the bridge and 802. Cross bridge onto Lady's Island and travel to traffic signal/ intersection. Walgreens and Publix are on either side at this intersection. Continue on 802 and follow directions above.

AAUW SC Proposed Budget 2010-2011	
INCOME	
Dues (350 members @ \$10)	\$3,500
Conferences	6,650
Transfer from Assets	125
Total income + transfers	\$10,275
EXPENSES	
Branch Services	\$100
Conferences **	6,650
Conference of State Leaders – Reserves*	250
C/U Liaison	25
EF/LAF Chair	125
Membership Vice President	25
Other Chairs	25
<i>Palmetto Leaf</i>	1,525
President – Expenses	400
President – Printing Supplies	25
Program Vice President	25
Public Policy Brochures	50
Public Policy Chair	100
Travel – Delegates to AAUW Convention – Reserves*	750
Treasurer – Administrative	100
Treasurer – Audit & Bonding	0
Website	100
Total Expenses	\$10,275
Explanations:	
* Reserves are for conferences which are held every other year.	
** Conferences –	
Legislative Day (110@\$40)	= \$4,400
State Convention (30@\$75)	= <u>\$2,250</u>
Total	<u>\$6,650</u>

Convention fundraisers need branch support

by Trish Johnson, EF/LAF Chair

It's that time of year again. Start saving your old **jewelry** and **books** for the Spring Convention. All proceeds are to go to AAUW Fund – Legal Advocacy Fund.

Any books left over will be donated to the Aiken Branch for its annual book sale and remaining jewelry will be donated to the Hilton Head Branch for its jewelry exchange.

All branches are asked to donate an item to the **silent auction** that will take place during the Spring Convention.

Branches donating items will receive credit for items sold. Baskets, baked goods and handmade items are very popular as well as art work and handcrafted jewelry.

During these economic hard times, donations for all causes are down. Any amount given is appreciated and the AAUW Funds continue to be used to help women and girls achieve equity in education and fight discrimination, and sexual harassment on college and university campuses.

Officer elections to be held at spring convention

by Bev James, President

The nominating committee presents the following candidate for AAUW of SC officers for 2010-2012:

Kathryn Sharp Candidate for Secretary

Kathryn lives in the Pawley's Island area and is a member of the Beaufort Branch. She currently serves as AAUW of SC Secretary and is running for a second term. She has previously served as AAUW of SC Treasurer and Program Vice-President.

A graduate of the University of Toledo with a degree in Business Administration with a major in Accounting, Kathryn has traveled nationally and internationally as an Agricultural Statistician. She has also worked in the construction and electrical contracting fields.

Kathryn is married to John and they have a daughter and grandchild who live in Cincinnati. In addition, there are three step-children, six step-grandchildren and two step-great grandchildren – all of whom live in southwestern Ohio.

Kathryn is active in the Georgetown County League of Women Voters and has been involved in local politics. She is also involved in several local organizations, enjoys reading and loves being a grandmother.

Candidates for Program Vice-President will be taken from the floor.

There will also be election of the 2010-2011 Nominating Committee. Please come prepared to nominate leaders for your branch to serve in this capacity.

AAUW of SC State Convention April 30 – May, 2010 – Beaufort, South Carolina

Name _____
Branch/Org. _____
Address _____
Daytime Phone _____ E-mail _____

Advance Registration must be postmarked by April 19, 2010.
Saturday lunch cannot be guaranteed without advance registration

Early Bird Registration (postmarked by April 19)	\$40.00	_____
Registration (postmarked by April 12)	\$35.00	_____
Registration at the door (April 30 or May 1)	\$45.00	_____

Registration fee includes convention materials, Friday evening reception, Saturday morning coffee, juice, and pastries, and Saturday Lowcountry lunch.

Special diet needs: _____

Send this completed form and check payable to **AAUW of SC** to:
Audrey Henry, 1609 Circle Drive, Newberry, SC 29108. (803/276-6072; henryag@mindspring.com).

State Convention features women making a difference

by Bev James, AAUW of SC President



Join your fellow AAUW of South Carolina members in Beaufort April 30 –May 1 for our annual Spring Convention. Enjoy the beautiful city of Beaufort and the opportunity to attend a reception at a lovely plantation home. Renew friendships and make new ones. Buy gift items and books. All this and a fantastic program, too.

To me, one of the most important aspects of belonging to AAUW is being with intelligent, inquiring, and caring women whose concern for girls and other women compels them to belong to an organization fighting for equality for these women and girls. Much has been accomplished to benefit women in the workplace. Research has shown that these benefits have permeated every aspect of a woman's life; her marriage, her income, and her family life. Our daughters and granddaughters will profit from what we, as members of AAUW, have accomplished.

Our work is not over; education, particularly for girls in South Carolina, desperately needs our assistance. That is why the board decided to focus on education in South Carolina for the AAUW of SC Spring Convention. Our keynote speaker is Dr. Valerie Truesdale, an experienced educator who was hired as Superintendent of Beaufort County Schools to increase student achievement. What has she done to accomplish this goal? What can AAUW members do to see that the education in South Carolina is improving? What is our role? Dr. Truesdale can help us answer these questions. A panel discussion with political leaders will also provide us with answers.

We are also fortunate to have Lindsay Hook tell us about her experience at the National Conference of College Women Student Leaders. Lindsay is the daughter of a member of the Aiken Branch and was granted a scholarship by AAUW of SC to attend this conference. She is quite an impressive young lady.

We are honored to have Kathy Anthon, appointed to the AAUW Board of Directors in 2009, inform us about what has happened with the board since the 2009 convention.

Take advantage of this educational and fun opportunity. The hotel and registration are reasonable. Get a group together and we'll see you on April 30 – May 1!

Bev

AAUW Mission Statement

AAUW advances equity for women and girls through advocacy, education and research.

AAUW Value Promise

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

A look around the branches of AAUW of SC

Due West Branch

by Sarah Kennerly

Due West Branch activities reflect a close association with our partner and AAUW Corporate Member, Erskine College.

In January the Due West branch enjoyed newspaper coverage of its support for renovating an historic building on the Erskine College campus through acquiring a grant from the SC National Heritage Corridor.

In March we will publicize the academic achievements of 30 young women attending area high schools and Erskine College at an Honors Dinner where they will be addressed by Due West physician Dr. Allana Angel. The college food service staff will cater the meal.

The student body witnesses the presentation of recognition to freshmen of both genders during Erskine's Awards Day in May.

The fundraiser for most of the group's income is an exam treat bag sale in December. For over twenty years, we have partnered in this endeavor with Erskine's Beta Beta Beta National Biological Honor Society. Our membership contributes goodies: packaged snacks, some homemade; drinks; fruit; and novelties, to be delivered to students' rooms. Beta Beta Beta members assist with mailing order forms and

packing and delivery of bags. Out of the proceeds of that project there will be an EFP named gift honoring Dr. Randy Ruble, our Erskine president. Other gifts will be made to the Legal Advocacy Fund, to the partner biology group, and to selected AAUW grant funds. For the privilege of some input into the selection of next term's Woodrow Wilson lecturer on campus, our group will offer to help sponsor the visitor.

Our programs tend to feature the planning or implementation of the activities named above except for the one in January, the month for our traditional "literary meeting." Then individuals review their favorite books read over the past year.

Joining AAUW is promoted to the senior women at Erskine in May when congratulatory notes including "Give-a-Grad a Gift" material is mailed to them. Those who accept email their information to our co-president, who forwards it on to the national office.

This branch is pleased to be in compliance with the new AAUW Bylaws which relax the requirements for local executive structure. We have functioned for four years with co-presidents, and an officer for each of EF and membership/finance/LAF.

Connect with Facebook **AAUW Charleston is on Facebook**

by Lori Glenn

Last December, AAUW Charleston joined the social networking world and set up a Facebook page. Many reading this article already have their own Facebook pages and are familiar with the medium. For those who are not familiar, Facebook's mission is "to give people the power to share and make the world more open and connected."

Millions of people use Facebook everyday to keep up with friends, upload an unlimited number of photos, share links and videos, and learn more about the people they meet. Facebook is the second most popular site on the internet after Google. It has 350 million users and were it a nation, it would be the 3rd largest after China and India.

Facebook users can become "fans" of their favorite causes, organizations, restaurants, politicians, etc. Although AAUW Charleston is a very small branch, we currently have 51 Facebook fans. These people found us; we did nothing to market our Facebook page. We don't understand yet what this means for the growth of our branch but we are hoping to host an event and invite our fans. Perhaps this will help us to attract new members. I can't think of a better and easier way to widely broadcast the existence of a branch and its activities

and am thinking that a lot of our fans didn't know a Charleston branch existed.

Some people have concerns about privacy issues on Facebook and understandably so. However, Facebook has privacy settings which allow each user to determine how much or how little information they want others to be able to see. Furthermore, TRUSTe (an organization that rates companies' online privacy policies) named Facebook as one of the 20 most trusted companies in the USA on privacy issues last year. As in life, exercising common sense will keep you out of trouble.

What can Facebook do for nonprofits? I recommend reading this article "Using Facebook for Your Nonprofit" <http://www.techsoup.org/community/facebook/index.cfm> where the author points out that it just makes sense to have a presence on one of the top 5 sites on the internet where people already are. It makes it much easier for us to collaborate and increase our membership. And last but not least, it is just plain fun! Facebook is very user friendly but if anyone has questions about setting up a branch or personal Facebook page, I'd be glad to try and help. You can email me at loriandmikel@comcast.net.

Call to Membership Success

by Juanita Mendenhall, Membership Chair

One of the powers of AAUW is our collective strength in numbers. Because of this, the "Hill" listens to our advocacy, schools use our research, and individuals contribute to helping all women. AAUW members belong to a community that breaks through educational and economic barriers so that all women have a fair chance. The life blood of AAUW, our members make us who we are. Our history is a proud one and yet we know our work isn't done. We know there are women out there still facing discrimination in education or in the work place. We know our message needs to be heard.

AAUW members pride themselves on their actions and rightly so. Let's take this activist spirit and help grow our grassroots -- let others know the value of belonging. Either through your local branch or on your own, the list of Membership Campaigns below provides you with the tools to take action on behalf of the future of AAUW.

AAUW Keys to the Future: A Member-Get-A-Member Campaign: Over the last 126 years, AAUW has established an unequalled legacy of involvement and advocacy. Now, as a member, you are invited to assure the continuation of that legacy as an active participant in the AAUW Keys to the Future: A

Member-Get-A-Member campaign. The premise is simple, invite (or by giving a gift of membership) someone to join AAUW. Receive recognition and awards for your efforts. Visit our Hall of Fame to share in the accomplishment of others.

AAUW Shape the Future Membership Campaign: the Shape the Future Membership Campaign is a program used to help branches recruit new members by offering reduced 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.

Give-a-Grad a Gift Membership Campaign: AAUW members can now give a recent grad — **a friend, daughter, granddaughter, or niece** — a free AAUW membership. At no cost to you or her!

Want to do something quickly?: Send an e-card to a friend, encouraging them to join AAUW via the web!

Reprinted from the AAUW website on Membership Campaigns. Check out aauw.org for more information to support increasing our membership

There are many ways to advocate for AAUW issues

Plan Now for Equal Pay Day

Equal Pay Day is quickly approaching on Tuesday, April 20. Find out how you can get involved with this symbolic day when women's wages catch up to men's wages from the year before. Download AAUW's *Pay Equity Resource Kit* and *Equal Pay Day Program in a Box*, and order AAUW "Women at a Discount" posters and stickers for use at AAUW events, meetings, rallies, and even protests. You can also share your plans with other AAUW branches nationwide via the AAUW website.

New Programs in a Box Now Available

New *Public Policy Programs in a Box* are now available online at the AAUW website to help members consider and choose programs for their branches. The New Programs in a Box, which contain downloadable resources and steps for program implementation, focus on hosting an issue-specific women's summit or public policy brunch, actions for Equal Pay Day, meeting with a public official, Title IX compliance, and more.

Sign Up Your Friends and AAUW Colleagues for Action Network!

Visit AAUW's Take Action page of the AAUW website, where AAUW members and nonmembers alike can sign up for Action Network. It is an excellent way to introduce potential members to AAUW's advocacy. You can also print out flyers online. Use flyers to sign up friends, family and coworkers to *AAUW Action Network*. These flyers are great to use at branch events, community events, etc.

Follow AAUW on Twitter and Facebook

Log on or sign up for a Twitter account and start following Executive Director Linda Hallman, Director of Public Policy and Government Relations Lisa Maatz, and AAUW members from around the nation to hear the latest AAUW and public policy news through the latest form of online communication technology. You can follow elected officials, and join AAUW's Facebook group.

AAUW annual Legislative Day focused on issues impacting student achievement in SC

by Ellie Setser, Public Policy Chair

If you missed the Legislative Advocacy Day held in Columbia on February 23, 2010 you missed a fantastic program put together by Jean Norman. All the sponsoring organizations were worried the week before due to weak registration numbers but we did have good attendance.

The topic of *Health and Environmental Impact on Student Achievement* provoked much discussion and gave us excellent ammunition for our lobbying activities.

We were all especially impressed with some students from Myrtle Beach who are addressing student obesity and nutrition with *Healthy Food Choices*, a program by students for students in middle school.

The last speaker suggested very strongly that we do have the money in South Carolina to provide good education but not the will. The Legislature has succumbed to the populist idea that lowering taxes will solve all of our problems in South Carolina and they lack the moral courage even to increase the cigarette tax which is the lowest in the country to the National average or to increase one of the lowest gas taxes in the country.

If you have time for only one issue to discuss with your lawmakers please bring to their attention that laying off and furloughing teachers will probably be a very bad choice for the future of our State and that they could avoid this situation by modestly increasing gas and cigarette taxes.

AAUW of SC Calendar

April 30-May 1, 2010

Spring Convention, Beaufort – *AAUW and SC Educators – Working Together for Change*

June 1, 2010

Branch Officer forms completed and sent to national and state president

All mailing labels are prepared by AAUW.

Send all address corrections directly to
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1111 16th St. NW, Washington, DC 20036,
or log on to www.aauw.org

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AAUW of South Carolina

Palmetto Leaf Newsletter

Ann S. Terry, editor, 4882 Stoneridge Road, Catawba, SC 29704

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