

# AAUWNYSFOCUS

AMERICAN ASSOCIATION OF UNIVERSITY WOMEN ■ NEW YORK STATE ■ SPRING 2013 ■ VOLUME 62, ISSUE 3 ■ ISSN 1056 3199

## LAKE PLACID BECKONS

Celebrate spring  
at High Peaks Resort

**STATE CONVENTION  
APRIL 26-28**

By **MARY LOU DAVIS**  
AAUW-NYS President

**P**lan to join us at the 2013 New York State Convention at High Peaks in Lake Placid the weekend of April 26 to 28. Karen Carr and Jean Havens are planning an exciting weekend. The theme will be "Focus on the Future: Reaching for High Peaks." Register early to

attend and  
while you  
are there,  
tour  
the

Lake Placid area, stroll around Mirror Lake, and visit the historic Olympic sites and the Olympic Center and Museum. You can support the Educational Opportunities Fund by visiting the participating shops in beautiful downtown Lake Placid.

Student AAUW members will also be encouraged to attend the convention. A special student registration package has been created so that more students will be able to participate.

For those members who don't

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### **MORE CONVENTION NEWS**

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STATE ASSEMBLYWOMAN WILL GIVE  
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# 4 are nominated for state office

## **MILDRED DEWITT TREASURER**

Mildred DeWitt has been a branch member for 19 years. She is a member of the Southern New York Branch and a dual member of the Staten Island Branch.



Through the years she has held a variety of branch positions including president, treasurer, newsletter editor, bylaws chair, recording secretary,

and membership vice president.

She was the LAF vice president on the NYS board from 2007 to 2011 and is currently serving in the off-board position of FOCUS assistant.

Mildred is a graduate of St. John's University with a BBA in accounting.

She has worked for, among others, Friedman & Harfenist, Attorneys at Law, maintaining account records; Haskins & Sells as supervisor of internal accounting and Chrysler Finance Corporation as account collector and internal auditor.

Geeta Desai, Poughkeepsie Branch president, states: "In my personal relationship with Mildred, I have known her to be a person of the utmost integrity. She is hard working and believes completely in the mission of AAUW."

"Given her background in accounting and her four decades of work as treasurer and budget coordinator for the private sector, Mildred is bound to be an asset to AAUW-NYS particularly in the position of treasurer," Geeta continued.

Betty Sabo, Southern New York Branch program chair, writes: "Mildred's qualifications to be treasurer go beyond her degree and experience in accounting. She is a perfectionist, tireless worker, and a completely dedicated AAUW member."

Betty Preble, Buffalo Branch co-president, says: "Can think of few, if any, who could more capably handle the duties of this office."

## **MARIA ELLIS MEMBERSHIP VICE PRESIDENT**

Maria Ellis is a member of the Empire State Virtual Branch and a dual member of the North Shore Branch and the Westchester Branch.



At the local level she has served as branch treasurer and president. She is on the NYS board and is currently serving as the membership vice president.

She was district council director (2009-2011), has served on a national AAUW task force and has been a NCCWSL participant.

She started the Empire State Virtual Branch which meets monthly by conference call. She enjoys working with branches throughout NYS, mentoring younger members, and working with the AAUW-NYS Board.

Maria earned a BBA and MBA from the University of Massachusetts at Amherst and is a graduate of the Harvard Business School Owner-President Management Program.

She has worked at a variety of financial institutions including Bank of America, Citibank, the MONY Group and Northwestern Mutual. In addition to serving on the AAUW-NYS board, she currently serves on the following non-profit advisory boards: Development and previewer for The Virginia Gildersleeve International Fund, trustee at The College of Mount Saint Vincent and trustee at The Real Estate Academic Initiative at Harvard University.

Maria's skills include marketing, organization and management.

Diane Haney, former AAUW-NYS president, wrote: "I have worked with Maria in a variety of situations, and she has invariably been a good listener, a reliable worker and a strong supporter of the AAUW mission."

Marilee Scheuneman, past president of the Westchester Branch, stated: "Maria has the qualities wished for in a

membership leader. In addition to her outgoing personality, she is friendly, reliable, creative, energetic and technically savvy."

## **EDWINA MARTIN SECRETARY, BY-LAWS**

Edwina Martin has been a member of the Staten Island Branch for seven years. She has been on the NYS Board since 2006 and has been the branch program vice president from 2007 to the present.



Several of the key programs coordinated during her tenure include: NYC

Council Speaker Christine Quinn on women's initiatives, annual Candidate Night forums, and Assembly Member Nicole Malliotakis and State Senator Diane Savino on "Perspectives of Elected Women Officials."

She is currently serving on the NYS Board as secretary/bylaws.

Edwina is a graduate of Williams College and earned a JD from NYU School of Law. She is a committee member of The Legal Referral and Information Service Committee of the Association of the Bar of the City of New York; current president of the Staten Island Women's Bar Association; a committee chair for the Thurgood Marshall Summer Law Internship Program; a member of the New York State Bar Association's President's Committee on Access to Justice, and the social action co-chair of the Staten Island Alumnae Chapter, Delta Sigma Theta Sorority Inc.

She also serves on the board of directors of the Risa Jaroslow and High Tide Dance Company.

Claire Regan, Staten Island Branch president, states: "I find Edwina to be intelligent, loyal, personable, compassionate, diplomatic and a pleasure to work with."

Louise Banks, Staten Island Branch secretary writes: "Edwina is very

organized and is the definition of multi-tasker. If re-elected, she will continue to bring her drive, determination to succeed, and diplomacy, and fun-loving nature to AAUW-NYS.”

Beatrice Ramirez, former membership vice president for the Staten Island Branch, says: “I have no doubt that she would be a great asset to the AAUW-NYS board and would apply her usual energy and focus to the tasks you would require of her.”

**DONNA SEYMOUR  
PUBLIC POLICY VICE PRESIDENT**

Donna Seymour is a member of the St. Lawrence County Branch and is a dual member of the Empire State Virtual Branch.



At the local level, she has been newsletter/Internet editor and has helped organize candidate forums, voter and issue education events. She is co-creator of “Con-

versations With Candidates,” a local video platform series.

She was on the AAUW-NYS Board as communications director (2000-2004; 2008-2012) and public policy director (2012-2013). She was a charter member of the AAUW Voices project for national and a member of the AAUW Lobby Day committee for 2012.

Since 2001 she has edited a weekly Educational Issues in the News summary, created the NYS GOTV Counterpart Newsletter in May, which was the inspiration for It’s My Vote Campaign newsletter started in July 2012.

Donna is a graduate of SUNY Potsdam. She is a community volunteer for the League of Women Voters, St. Lawrence County Unit; Planned Parenthood of Northern New York; National and NYS PTA; National Organization for Women and the Women’s Sports Foundation.

Susan Hoover, former NYS public policy chair, states: “Energetic and full of fresh ideas, Donna will continue to be a strong leader for our public policy efforts here in New York State.”

Eileen Hartmann, AAUW-NYS immediate past president, wrote: “She is passionate about public policy and gifted in the ability to communicate the issues using methods that branches throughout the state can embrace.”



**KAREN CARR / 2013 Convention Director**

# Meet the woman who’s making it all happen

**Name:** Karen A. Carr

**Hometown:** Tupper Lake, N.Y.

**Branch:** Jefferson County Branch

**AAUW member since:** 2003

**Family:** Husband, David, four children and six grandchildren

**Education:** AS Business Administration, Jefferson Community College; BS Management, Empire State College

**Last book read:** “Outliers: The Story

of Success,” by Malcolm Gladwell

**Last movie viewed:** “Les Miserables” (2012)

**Inspirational woman:** There are hundreds of women who have had a profound impact on society and civilization, but I draw the most inspiration from women who I know and who lead by example every day. My grandmother, an Irish immigrant who came of age in America at a time when women were not allowed the right to vote, became a business owner and woman entrepreneur long before the term was ever coined. She managed a family business as a widow during the great depression and she insisted my mother have the college education that she herself had been denied through poverty. Mary Ryan Grover is a wonderful example of the thousands of capable women who have made America strong.

**Goals for the 2013 convention:** The 2013 convention will allow us all some time to think about ways we can impact the future for ourselves, for our branches and for women across the globe. It is my hope that we will turn our thinking into action in the year ahead.



# Assemblywoman will deliver keynote

By KAREN CARR  
AAUW-NYS Convention Director

NYS Assemblywoman Addie Jenne Russell will be a keynote speaker at the AAUW-NYS Convention in Lake Placid. She will talk about the importance of women having a voice in public policy decisions.



You don't have to look very hard at the online biography of Assemblywoman Russell to see her dedication to AAUW.

Leading the second paragraph describing her rich history of professional and community service, she lists Past President of the Jefferson County Branch AAUW and former member of AAUW NYS Public Policy Committee as key validation of her commitment to service and the public good.

As an assemblywoman, Addie continues to "live the mission" of AAUW as she advocates for equity for women and girls as policy decisions are made in Albany.

Through the state budget process, she works to ensure educational opportunities are available to all. And, last April, she energized our voices through her support and participation in the AAUW advocacy day in the state capitol.

Addie continues to be an active member of the Jefferson County Branch and says of her participation: "I get more from AAUW than I have given. Furthering the mission of AAUW allows me the opportunity to give back and to make our community stronger — which benefits us all."

How does she balance the busy schedule of the NYS Assembly, commitment to AAUW, community service and her roles of wife and mother to two pre-school aged children? She promises to tell us some of her secrets at Convention but she admits that her high energy personality comes from her grandmother, who she says, "continues to pack as much into every day as possible."



## New look for logo, website

On Feb. 20, AAUW debuted big changes with a brand new website accented by the first new logo in more than 20 years.

These changes, which also include an updated tagline and a fresh color palette, are designed to place AAUW on the cutting edge of digital communications and appeal to a broad audience.

The website redesign allows for complete mobile access and features expanded and improved social media integration for all our online content. This integration should make the site more user friendly, provide a better experience for smartphone and tablet users, and create greater visibility for AAUW.

It's easier than ever to use the new website and share AAUW content across platforms such as Facebook and Twitter. You'll also notice that our blog now has a home on [aauw.org](http://aauw.org), enabling us to share the personal stories behind AAUW right alongside our impressive programs and history.

As plans for the new website unfolded, the AAUW Board of Directors decided to move forward with a new logo to accompany the updated site. Our most recent logo was introduced in 1990, and it was starting to show its age, especially in an increasingly digital world.

A logo working group, composed of board members and staff, took on the task of creating the new logo. They wanted a modern, more readable typeface for the logo and a tagline that would instantly convey

who we are and what we do. The new logo emphasizes the "W" as the central element of our name and work and has a more global look.

To develop the tagline, the working group tried another new trend, crowdsourcing. They posted a description of AAUW and our communications goals on Crowdspring and invited freelance writers from around the world to submit ideas.

The process netted more than 2,000 entries and showed remarkable consensus around the themes of empowerment and AAUW's extensive history.

The working group quickly settled on "Empowering women since 1881" as the new tagline, and the board approved it unanimously in October.

AAUW is excited to roll out these changes to support its reinvigorated branch activities and digital communications efforts.

The new national logo and other branch and state resources are available on the new AAUW Branding Tool Kit page. Beginning in March, branches and states will be able to download their own customized logos; branch and state websites that use Site Resources will automatically be updated.

If you have any questions about the new logo, tagline, or colors, contact [editor@aauw.org](mailto:editor@aauw.org). For questions about the new website, check out the FAQs, send an e-mail to [connect@aauw.org](mailto:connect@aauw.org), or call 800.326.2289.

— From [www.aauw.org](http://www.aauw.org)

# 6 branches have a reason to celebrate

Congratulations to the following branches celebrating important anniversaries in 2013:

**100 years**  
Mohawk Valley

**95 years**  
Oswego

**75 years**  
Alfred/Hornell  
Garden City

**60 years**  
Bath

**55 years**  
East Hampton

— Helen Engel  
AAUW-NYS Historian

## Hot off the press

The NYS Women Making a Difference project is now in the hands of The History Press.

The biographies/autobiographies will be published in a soft cover book with the title “Remarkable Women in New York State History.”

The book will be available for sale for \$24.99 before and during the state convention in Lake Placid.

Thanks to all who helped make this book become a reality. Your hard work and efforts are greatly appreciated.

— Helen Engel

# Bylaw changes for consideration

The delegates to the 2013 state convention in Lake Placid will be voting on the bylaw changes below at the business meeting on Saturday, April 27. The AAUW-NYS board is recommending that AAUW funds vice president be changed to development vice president, since she will promote and monitor contributions to EOF, LAF and the many other funds, including the Leadership Program Fund, Eleanor Roosevelt Fund and Public Policy Fund. Amendments to the state bylaws no longer are approved by the Governance Committee prior to being voted upon. After the amendments are passed, a copy of the amended bylaws must be sent to AAUW National.

OLD BYLAWS	NEW BYLAWS
<p><b>ARTICLE V. NOMINATIONS AND ELECTIONS</b></p> <p>Section 3. Elections d. All officers shall serve two-year terms. The president, program vice president, and <b>AAUW funds vice president</b> shall be elected in the even year. The membership vice president, public policy vice president, secretary/bylaws, treasurer are to be elected in the odd year.</p>	<p><b>ARTICLE V. NOMINATIONS AND ELECTIONS</b></p> <p>Section 3. Elections d. All officers shall serve two-year terms. The president, program vice president, and <b>development vice president</b> shall be elected in the even year. The membership vice president, public policy vice president, secretary/bylaws, treasurer are to be elected in the odd year.</p>
<p><b>ARTICLE VI. OFFICERS</b></p> <p>Section 1. Officers a. The elected officers of AAUW New York State shall include a president, a program vice president, a membership vice president, <b>an AAUW funds vice president</b>, a public policy vice president, a secretary/bylaws chair, and a treasurer. No branch shall have more than one officer elected in the same year. The officers should be chosen with due regard to geographical representation.</p>	<p><b>ARTICLE VI. OFFICERS</b></p> <p>Section 1. Officers a. The elected officers of AAUW New York State shall include a president, a program vice president, a membership vice president, <b>a development vice president</b>, a public policy vice president, a secretary/bylaws chair, and a treasurer. No branch shall have more than one officer elected in the same year. The officers should be chosen with due regard to geographical representation.</p>
<p><b>ARTICLE XVII. AMENDMENTS TO THE BYLAWS</b></p> <p>Section 2. Prior Approval All <b>other</b> proposed amendments to the AAUW-NYS bylaws shall be sent to the AAUW <b>governance committee chair for approval before</b> being voted upon.</p>	<p><b>ARTICLE XVII. AMENDMENTS TO THE BYLAWS</b></p> <p>Section 2. Prior Approval All proposed amendments to the AAUW-NYS bylaws shall be sent to the <b>AAUW-NYS Board of Directors for review prior to</b> being voted upon.</p>

## Fund is named for past president

By ROLI G. WENFORF  
AAUW-NYS LAF Vice President

Are you familiar with the Evvie Currie Giving Circle? It is a Legal Advocacy Fund for campus outreach in New York State, set up by Evvie Currie, a past president of AAUW-NYS.

When you donate to LAF, you can choose to have your donation go to this fund. Several branches already contribute to this fund. All donations to this fund have to be used in NYS for campus outreach projects on issues supported by LAF, such as pay equity and preventing sexual harassment.

You can request funding for a project at a local college in one of these areas. Such projects can be very helpful in building college and university partnerships with your branch. Only a few branches are currently taking advantage of this funding source.

To apply for funding from the Evvie Currie Giving Circle, an application has to be filled out and sent to AAUW National. The funding has to be approved by national, but a project in NYS can request an amount greater than national's limit of \$750.

The application is available on the LAF campus outreach web page on our NYS website.

Recently the new Empire State Virtual and Westchester branches received funding from the Evvie Currie Giving Circle for a Start Smart workshop to teach pay negotiation to students at the College of Mount Saint Vincent in the Bronx. The workshop was covered by the New York Times in an excellent article on Dec. 16. AAUW and the Start Smart program received extensive publicity, and it helped strengthen our ties with the college.

# Meet the face of AAUW on Capitol Hill

*Lisa Maatz is a tireless AAUW advocate*

By DONNA SEYMOUR  
AAUW-NYS Public Policy Director

I first met Liza Maatz, AAUW's dynamic director of public policy, 10 years ago in Lake Placid, the last time we were there for a state convention. That meeting started a friendship — and a collaboration — that has only grown through the years.

Lisa is the face of AAUW on Capital Hill. She is tireless in her energy and commitment to this organization, inspiring countless members across the country with her infectious enthusiasm, boundless knowledge, and bone-deep commitment to making the world a better place.

And

she will be with us again this year as we come together to conduct the business of the state, learn and share with each other, and renew — and make new — friendships. Join us for a wonderful convention!

So far 2013 is shaping up to be a year of great opportunity for us here in NYS. We have State Tracker, a tool to help us manage and keep track of the legislative news in Albany, courtesy of AAUW (your dues in action!).

Governor Andrew Cuomo has introduced his 10-point Women's Equality Agenda to ensure that New York's 10 million mothers, daughters, sisters and wives get a fair shake.

This legislation agenda will break down the barriers to women's full and equal participation in society in pay equity, reproductive rights, and give protections to victims of domestic violence, pregnant women, and victims of human trafficking.

And with a new Congress in Washington, many of our signature AAUW issues are back on the docket for action. Please join us as we work together.





Overlooking Mirror Lake, High Peaks blends Olympic history with Adirondack charm. It's the perfect place to welcome spring.

# Lake Placid beckons members from across the state

CONTINUED FROM PAGE ONE

want to drive, Amtrak offers options for getting to Lake Placid by train.

During the weekend, we will be conducting state business, electing officers, discussing our future plans, and celebrating branch and state actions.

Lisa Maatz, the AAUW director of public policy and government relations, has been invited to be our keynote speaker. She will speak to us about AAUW's public policy efforts to promote our mission of equity for women and girls. Assemblywoman Addie Jenne Russell, a member of the St. Lawrence Branch, will be our speaker on Saturday evening.

At the convention you will be able to take advantage of the program which



Mary Lou Davis

also enjoy the music of the group called Sounds of the Northway as they entertain us with songs about women's issues.

Some members will be swimming to raise funds for GEMS, Girls Educational and Mentoring Services. GEMS empowers girls and young women, ages 12 to 24, who have experienced commercial and sexual exploitation and domestic trafficking to exit the

will focus on student members, public policy, college/university relations, community support for the aging and life balance. We can

commercial sex industry and develop to their full potential.

There will also be a wonderful variety of LAF baskets and purses on display to raise funds for LAF.

Last year New York received the following awards from AAUW National for fundraising efforts:

- 10th place for fundraising, total state giving, AAUW Action Fund
- 2nd place for fundraising, total state giving, in combined support
- 2nd place for fundraising, total state giving, EOF
- 5th place for fundraising, state per capita giving, EOF

We hope to see you at convention where you can enjoy the workshops and inspiring speakers, network with other AAUW members, and make new AAUW friends.



**Mission Statement**

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

**AAUW Value Promise**

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

**Vision Statement**

AAUW will be a powerful advocate and visible leader in equity and education through research, philanthropy and measurable change in critical areas impacting the lives of women and girls.

**Diversity Statement**

In principle and practice, AAUW values and seeks a diverse membership. There shall be no barriers to full participation in this organization on the basis of gender, race, creed, age, sexual orientation, national origin, disability or class.

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## Coming to convention: Sounds of the Northway



Convention participants will be entertained by Sounds of the Northway, featuring Ann Ruzow Holland and Cathie Davenport. Their repertoire includes songs from the traditional to the contemporary. They sing about the environment, natural resources and the world around us.