

# BPW PELICAN

Business and Professional Women/LA

SEPTEMBER 2008

## President's Message



*By Delia Flynn*  
*President BPW/LA*

I am honored to serve the BPW State Federation as President. Our organization must thrive and grow with new ideas and new leadership. My primary goal is to help us through education to discover the leader in each one of us and grow our membership. We all possess leadership skills that can be shared with each other and achieve the mission of our organization – being the voice united for all working women.

Like, Immediate Past State President, Cory Kowalski, I too think BPW has something very specific and special to offer working women. As we have heard at National Conference for the last 3 years, it can not be the best kept secret, because as you know secrets are not to be known. Cory said it best last year, “How do you grow if you are a secret? Answer; you don’t. Solution; grow through revitalization and new chapters, both of which we are doing. “We have charted a new chapter in Baton Rouge, “Fleur de Lis BPW.” It is continuing to grow, as well as Slidell and Monroe. We have additional members interested in

the Hammond area which Cory will work with. Revitalization and growth have been a great success.

I believe there are working women who want to belong to an organization that will offer them true networking, mentoring capability, training opportunities, and grassroots involvement at the local, state and national levels. Do you believe? We need only invite them in and hold regular meetings to get the process moving forward. For those that can not be involved at a local or state level, yet keep track of issues on the national level and be involved that way, we need to introduce to them to the e-membership at a cost of \$75 a year. There are those individuals that are not sure what organization(s) they want to belong to and those are the ones we encourage to become “Friends of BPW” for \$19.95 a year. These categories are tracked at the national level. National is working on providing states and locals the names of these individuals so we know who they are and can invite them to our events. What we have to remember is that ALL membership categories are committed to the mission of women helping women. There is nothing stopping us from creating those types of categories at the state and local levels.

I hope you have visited the website [www.bpwloisiana.org](http://www.bpwloisiana.org). Peggy Wells our Webmaster guru this year has been very busy updating and expanding the web site. She is also willing to help each LO build their own website. There is even a new award for websites. Check out the article on this in the Pelican. Please visit the website.

At National Conference, Atlanta Georgia there were 8 members from the state who attended. This year had wonderful workshops and guest speakers. The Presidential Candidate Forum held on Friday was very interesting. By Saturday morning, CEO Debbie Frett had been invited to a meeting on Tuesday with other women leaders to meet with Barrack Obama and his team. Debbie has our questions that were not answered Friday, ready for pre-

sentation at that meeting. As we heard recently from BPW/USA, as a result of that meeting, the ERA was back in the Democratic Party Platform. Camille Moran represented us on the Legislative Platform. The National Platform was renewed without changes. There was one Non-Public Policy Resolutions presented and adopted. It deals with our re-committing ourselves to BPW/USA’s future. We will talk more about this and the pledge forms given out at the board meeting for leaders and the business session for individuals.

Just about the time you think we have all our freedoms you realize that there are women out there still struggling to get jobs or move ahead because they have spouses or children and they are targets for employers. Camille Moran heard Lily Ledbetter speak about how the fight for equal pay continues and the Ledbetter Fair Pay Act. Camille said, “It was standing room only” for this presentation and it was exciting.

During the awards ceremony Louisiana was privileged to receive recognition for the “Highest Growth in Membership” for the 2007-2008 membership year. In addition, two members of the W. St. Tammany and one member of Monroe were honored as “Plus 5 Recruiters”. Myrna Arroyo from Fleur de Lis was honored with recruiting the most new members in the chartering of the Fleur de Lis LO. Thank you all for your commitment and dedication to helping BPW Louisiana be recognized.

The most important news out of the Atlanta Conference was the challenge we still face in growing the membership and cost of National Conference and Policy and Conference. Low attendance and hotel nights directly affect penalties and sponsorships. We will review this at the Fall District meetings. We are growing members in the new categories of e-members and friends of BPW. They have not grown as fast as expected. All members, please join us at the Fall District Meetings and help us re-commit ourselves to BPW/USA. We can thrive through change. You

*continued on page 3*

# LILY LEDBETTER SPEAKS AT THE BPW NATIONAL CONFERENCE

By Camille Moran, ERA Chair

Lily Ledbetter, Plaintiff in the *Ledbetter v. Goodyear Tire* wage discrimination case, spoke to a “packed house” during a workshop held at the BPW/USA conference in Atlanta in July. Cheers and tears echoed throughout the room, as Ms. Ledbetter recounted her ordeal of years spent battling pay discrimination, sexual harassment, and other forms of gender discrimination; only to

have an Alabama Court’s decision overturned on appeal by the U. S. Supreme Court. The Supreme Court’s reversal not only stripped Ms. Ledbetter of a million dollar damages settlement, but it also took away the back pay she had been awarded by the Alabama court.

Now retired, Ms. Ledbetter has devoted her life to seeing that other American women do not suffer the same fate as she, and has become

the face of pay equity. She was dealt yet another crushing blow recently when The Ledbetter Fair Pay Restoration Act, which would reverse that fateful Supreme Court decision, failed to pass cloture in the U. S. Senate this spring.

Despite this setback, Lily Ledbetter is not giving up, and neither is BPW! But they need your help to eradicate wage discrimination once and for all. So, please join with us today to advocate for passage of the Lily Ledbetter Fair Pay Restoration Act when it is again brought before the Senate this year. It truly is a matter of justice!

## STATE CONFERENCE 2008

By Cynthia Thompson, 2008 State Conference Co-Chair

Louisiana Federation of Business and Professional Women’s Annual Conference held June 5-8<sup>th</sup> in Covington, Louisiana hosted by South East District and West St. Tammany Local Chapter.

The 89<sup>th</sup> annual state conference was a success by many measures. New faces and new energy meet with historical perspectives to gain a deeper insight to what makes BPW so special. Thanks to all who helped bring this conference about. Friday was an information filled day of seminars from how to protect ourselves from cyber crimes to what the available options to plastic surgery are and their risks. There was something for everyone. Friday

night fun night was something different with a comedy show of local and national talents to entertain the group.

Saturday was a busy day with the business meeting but much was accomplished and in an orderly fashion with Cory Kowalski the State President staying on schedule and on time. Much is happening to BPW on a national level and it is reflected in some of the changes that are taking place with area representatives and changes to national structure.

Saturday night installation banquet was artfully decorated by flowers and Delia Flynn was installed in a beautiful ceremony. Cake and punch was served after.

## Fall District Meetings

**FOCUS: Leadership Training**

The meeting will focus on officer and committee chair training and BPW leadership starting with opening remarks by the State Rep. The attendees will break into various groups at tables such as presidents and vice presidents; membership and program chairs; secretaries and webmasters and public relation chairs; treasurers and fund raising event chairs; NBWW chairs; etc. Any member can sit at any table that is of interest. The plan is to spend the time discussing what your LO is doing that works, what challenges you are having, etc. The meeting will begin to wrap up at 11 a.m. by coming together as a whole, and one person from each group summarizing the discussions so that everyone, including the State

*Continued on page 8*



## The Presidents Message

*continued from page 1*

it everyday in your lives. We just do not recognize and name it that.

This is the "Call to Mid Year Board" and attendance at MYB is often thought to be just for the Board Members. As you can see this MYB we will address numerous issues affecting the future of BPW Louisiana. It is important that members realize that they have a voice and can be heard at MYB even though they cannot vote as they would at State Conference. I encourage all members to consider attending Mid Year Board on January 16 and 17, 2009 for reception on

Friday and on Saturday the Board meeting. A luncheon presentation will be provided. The registration form and hotel information are provided. Please send your registration by the beginning of December. The deadline for both the Caterer and Hotel Room Reservations is January 2, 2009. We must make our initial payment for Caterer for meal reservations on January 2, 2009. We can add reservations to this. Our minimum reservation is 25. You are the KEY to the Success of Mid Year Board.

I hope everyone is receiving the 'HEADQUARTER NEWS' and/or 'LEGISLATIVE HOTLINE' directly from BPWUSA. If not, you can log on to BPWUSA and sign up to receive these two bulletins. They keep you informed weekly

of the news worthy issues and activities.

District Meetings are scheduled and attendance is encouraged. As you asked at the Conference Board Meeting in June, we are bringing leadership training to you. Your attendance and voice needs to be heard in order for us to become the best leaders we can be. The information for the District Meetings is provided and I hope that you will plan to attend the meeting nearest you.

In closing, I look forward to seeing many of you at the upcoming District Meetings in September. Thank you for allowing me to serve as your State President.

Delia Flynn  
*President BPW/LA*



## Learning About Each Other and Connecting In Today's World

I recently had the privilege of participating in the BPW National Conference in Atlanta, and attended two very informative workshops. The first one was "Leveraging Tech-

nology to Manage Your LO." This workshop was conducted by Chris Self and Amy Grashel of the St. Petersburg/Pinellas LO and focused on using the internet and web-based tools to help grow LO membership, especially among the Generation X and Y potential membership group. There were lots of good tips on electronic document storage, email groups, and LO websites. There are a number of free tools available that are easy and cost-effective for LO officers and members to use. The key message on websites was: "You don't find new members; they need to be able to find YOU."

The second workshop was "It's Greek to Me – Identifying and Matching Others' Communication

Styles." This workshop was conducted by Penny Powers, an Associate Certified Coach, Distinguished Toastmaster, and Trainer of GetUpToday! This was a very interactive seminar, as pairs of us took turns trying to determine each other's communication style. We learned about different personality types (Driver, Expressive, Amiable, Analytical) and the communication styles of each type. We also learned how to adjust our own communication styles in order to better match up with someone that has a different communication style. Penny's website is [www.getuptoday.com](http://www.getuptoday.com).

<b>INCOME:</b>		<b>BUDGET \$\$</b>	<b>Actual</b>	<b>Balance</b>
<b>Membership:</b>				
Member of Local (MOL)	(300 X \$14.00)	\$4,200.00	\$406.00	\$3,794.00
Student Members (SOL)	( 4 X \$6.00)	\$24.00		
State Member at Large	(2 x \$15.00)	\$30.00		
<b>State Conference 2009</b>				
Registration Proceeds	(50 X \$60 less 1/2)	\$1,500.00		
<b>Mid Year Board: Jan.2009</b>				
Program Book, registration, President's Lodging and operational costs are paid out of MYB income	(35 X \$40.00)	\$1,400.00		
<b>Local Org. Assessments:</b>				
National President's Gift	(13 X \$1.00)	\$13.00	\$5.00	\$8.00
State President's Gift	(13 X \$10.00)	\$130.00	\$50.00	\$80.00
Pelicanette Fund (YC Program)	(13 X \$25.00)	\$325.00	\$125.00	\$200.00
Individual Development Fund	(13 X \$25.00)	\$325.00	\$125.00	\$200.00
<b>Fundraisers:</b>		\$2,993.50		
1. Sponsorship - Direct Marketing solicitation		\$1,000.00		
2. Fundraiser (only if necessary)				
<b>Miscellaneous:</b>				
Web Page Advertising		\$300.00		
Pelican Advertising		\$250.00		
			\$8.00	\$8.00
<b>Designated Fund Transfers:</b>				
Speakers for MYB 2009		\$100.00		
Speakers for State Conference 2009		\$100.00		
Speakers for Leg Day April 2009		\$100.00		
Program and/or Travel for Young Careerist		\$450.00		
Program and/or Travel for Individual Development		\$450.00		
ERA PSA Tape		\$250.00		
<b>TOTAL INCOME:</b>		<b>\$13,940.50</b>	<b>\$719.00</b>	<b>\$13,221.50</b>
<b>EXPENSES:</b>				
<b>Publication &amp; Printing:</b>				
Pelican - two (2 Issues)		\$800.00		
State Board Book (incoming president)		\$150.00		
Officer Expense (printing, copying and supplies)				\$200.00
<b>Assessment Expenses:</b>				
National President's Gift	(13 X \$1.00)	\$13.00		
State President's Gift	(13 X \$10.00)	\$130.00		
Pelicanette Fund (YC Program)	(13 X \$25.00)	\$325.00		
Individual Development Fund	(13 X \$25.00)	\$325.00		
<b>State Conference:</b>				
National Representative (odd year only)	Rep for 2009	\$300.00		
Speaker (from designated funds)		\$150.00		
<b>Nat. Conf. Atlanta GA 07/22-26/2008</b>				
Note: Hilton Hotel (\$62.50 per night per person NTE or actual) (stay for 5 nights 7/22- 7/26/2008 or 5 nights X \$62.50=\$312.50)				
<b>President and President Elect:</b>				
Registration Board Fee for President & Pres Elect	(2 X \$350)	\$700.00	\$700.00	
Hotel 5 nights stay	(2 X \$312.50)	\$625.00	\$625.00	
Airfare to Atlanta GA (Fare not to exceed \$350.00)	(2 X \$350)	\$700.00	\$700.00	



<b>INCOME:</b>		<b>BUDGET \$\$</b>	<b>Actual</b>	<b>Balance</b>
<b>Membership:</b>				
<b>Vice President:</b>				
Registration General Fee	(1 X \$300)	\$300.00	\$300.00	
for Vice President				
Hotel 5 nights stay	(1 X \$312.50)	\$312.50	\$312.50	
Airfare to Atlanta GA				
( Fare not to exceed \$350.00)	(1 X \$350)	\$350.00	\$350.00	
<b>ID and YC Winners:</b>				
Registration General Fee	(2 X \$300)	\$600.00	\$600.00	
Hotel 5 nights stay	(2 X \$312.50)	\$625.00	\$625.00	
Airfare to Atlanta GA				
( Fare not to exceed \$350.00)	(2 X \$350)	\$700.00	\$700.00	
(Note for driving: Capped at \$.15 per mile not to exceed airfare)				
<b>Policy&amp;Action - Interim Bd Washington DC Feb 2009</b>				
<b>President</b>				
Registration Fee	(1 X 350)	\$350.00		
Hotel Accommodation				
(\$75.00 per night per person				
NTE or actual)	(5 nights X \$75.00 X 1)	\$375.00		
Airfare to Washington				
( Fare not to exceed \$350.00)	(1 X \$350)	\$350.00		
		\$1,075.00		
<b>President-Elect:</b>				
Registration Fee	(1 X 350)	\$350.00		
Hotel Accommodation				
(\$75.00 per night per person				
NTE or actual)	(5 nights X \$75.00 X 1)	\$375.00		
Airfare to Washington				
( Fare not to exceed \$350.00)	(1 X \$350)	\$350.00		
		\$1,075.00		
<b>Vice President (Leg Chair):</b>				
Registration Fee		(1 X 230)	\$230.00	
Hotel Accommodation				
(\$75.00 per night per person				
NTE or actual)	(5 nights X \$75.00 X 1)	\$375.00		
Airfare to Washington				
( Fare not to exceed \$350.00)	(1 X \$350)	\$350.00	\$955.00	
(Note for driving: Capped at \$.15 per mile not to exceed airfare)				
<b>Mid Year Board: Jan.2009</b>				
Program Book, registration, President's				
Lodging and operational osts are paid				
out of MYB income	(35 X \$40.00)	\$1,400.00		
Cost for Speakers, luncheon				
(as applicable) and gifts		\$150.00		
<b>WEB PAGE:</b>				
Maintenance and periodic updates (est.\$100 x 5 updates)		\$500.00		
<b>Miscellaneous Expenses:</b>				
Fundraising expense (costed against proceeds)		\$50.00		
Legislative Program support as maybe necessary		\$100.00		
Administrative Expense to LA Sec of State Annual Report		\$5.00		
Nike Award (Purchase)		\$100.00		
Expenses for Fundraisers				
(taken from fundraiser self sustaining)		\$100.00		
Safety Deposit Box		\$25.00		
Past President's Pin and Guard (Cost \$285.)		\$300.00		
Treasurer's Bond (paid in advance in May 2009 for 09-10)		\$100.00		
ERA PSA Tape (From Designated Funds)		\$250.00		
PSA on Women Joining Forces		\$150.00		
Program expenses for Young Careerist		\$150.00		
Program expenses for Individual Development		\$150.00		
<b>Total Expenses:</b>		<b>\$13,940.50</b>		

# *National Conference*

## **Atlanta, Georgia • July 23-27, 2008**



*Natinal Committee Chairs from Louisiana, Karen Hymel, Finance; Angie Jackson-Wilson, Membership; Camille Moran, Mentoring.*



*National 2008 Credentials Chair Camille Moran giving her credentials report during the conference.*



*National Membership Chair Angela Jakson-Wilson presenting membership training to National Chairs and State Presidents at Thursday's Legacy Awards Event.*



*Natonal Membership Chair Angie Jackson-Wilson presenting Membership Awards.*



*Area 6 State Presidents Tennessee, Louisiana, Kentucky, Arkansas, Area Reps Donna Hopkins (1year), Teresa Estep (2 year) amd Beth Bates (3 years).*



*Karen Hymel, Louisiana and other BPW/USA members enjoy the National Conference on Wednesday's Leadership Training.*





# State Conference

## Covington, Louisiana • June 6-8, 2008



*Ladies from around Louisiana are networking at Saturday's Banquet.*



*Ladies from West St. Tammany are networking at Friday's Fun Night*



*Saturday Banquet 2008-2009 - Officer Installation: front row is Karen Hymell, Vice President; Cynthia Thompson, President-Elect; Delia Flynn, President; PSP Linda Burns, Corresponding Secretary, Installing Co-Chair; PSP Pat Moses-Howard, Auditor, Installing Co-Chair. Back Row is Wanda Ishmael, Nominations Chair; PSP Glenda Prechac, Parliamentarian; Peggy Wells, Recording Secretary; PSP Angie Jackson-Wilson, Treasurer*



*Ladies from around Louisiana are networking at Friday's Fun Night.*

## ADVERTISING UPDATE

I would like to remind our members that advertising rates (located on the web site) are very reasonable. We have special offers for members only with both advertising in the Pelican and/or on the web site. Members who are considering expanding their business regionally or statewide should consider this low cost advertising option. For details visit [www.bpwloouisiana.org](http://www.bpwloouisiana.org) or contact me [atpwells@dow.com](mailto:atpwells@dow.com)

### Upcoming Dates:

SE District Meeting 9/20/08	Mid Year Board 1/16 & 17/09
SW/C District Meeting 10/11/08	Executive Committee Mtg 1/16/09
Executive Committee Mtg 9/20/08, 10/11/08	Policy & Action Conf (new dates) TBD
Nat. Bus. Women's Week 10/20-24/08	National Conference St Louis 7/27-8/1 2009
Women's Equality/ERA Event	

## Fall District Meetings

*Continued from page 2*

Rep, can listen. LO Presidents will submit their written reports to the District Director without reading it aloud, and they should have extra copies for the other LO Presidents and refer to it in their small group. Everyone is encouraged to bring photos, news articles, programs, etc. that they can show the other LOs their activities at their table.

Southeast District Meeting

Host LO: St. Bernard

When: Saturday, September 20, 2008

Registration and Continental

Breakfast: Doors open at 8:00 8:30 am to 9:00 AM

Meeting: 9:00 am to 12:00 noon

Location:

Council on Aging Temporary Building

8201 West Judge Perez Drive, Chalmette, LA

(Next to the Civic Auditorium and in front of the Gov't Complex Building)

There will be a silent auction so please bring an unwrapped item to donate to the auction and each LO should bring a wrapped or bagged gift as a door prize to be raffled.

Reservations: Deborah Keller by September 16th.

State Rep: Karen Hymel

Southwest/Central District Meeting  
Host LO: Deridder and Lake Charles

When: Saturday October 11, 2008

Registration: 8:00 am to 9:00 AM

Meeting: 9:00 am to 12:00 noon

Location: Anne Storms Home  
1680 Claude Kelly Road, Deridder, LA

Cost: \$5.00 registration fee.

Lunch: TBA

Reservations: Linda Burns at 318/748-7603 or 318/308-7625 or by email HYPERLINK "mailto:lindab2@centurytel.net" lindab2@centurytel.net by Tuesday Oct 7th.

State Rep: Cynthia Thompson

NOTE: Executive Committee will meet briefly after District Meeting as needed. You will notified of any changes separately

## NIKE Award Qualities

*By Linda Burns*

The recipient of the prestigious Nike Award must possess qualities which the Nike winged victory of Samothrace symbolizes. Strength, progress, dedication to the BPW organization and a sincere desire to make a difference daily to ensure women's rights are upheld and to serve her community.

PSP Esther Terry's vision and appreciation for achievement and dedication inspired her conception of the idea of an annual Nike Award. It is with much interest and anticipation at the annual state conference for BPW Louisiana that the recipient is named.

As Nike Chair I encourage all LO's to submit a deserving person for the 2009 Nike Award to be presented at state conference in June, 2009. The criteria for the award is in the 2008-2009 BPW/LA board book on page 18.



# BPW/LA Offers Scholarship

BPW/LA will help you attend the school/university of your choice. That's right---all you have to do is apply for the Agnes Morris Educational Scholarship. The application and guidelines are on the BPW/LA website. All you have to do is download it, fill it out, and return it to me. We will meet in the Spring of 2009 to evaluate the applications. So if you are a continuing education student or are planning on going back to school, please take advantage of this scholarship program. If you have any questions, please call me at (318) 748-7603 (H) or 318-308-7625 (C).

Linda D. Burns  
lindab2@centurytel.net



# NOMINATIONS for 2009-2010

As Chair of Nominations and Past State President it is incumbent upon me to solicit from all Locals, those qualified individuals to serve in positions of leadership for our State Federation. While the benefits may not be blatantly obvious to an individual who serves in one of these positions, you will most assuredly realize the value of serving in a leadership role and continuing the work of those that have gone on before you. Our job as women leaders doesn't just stop with membership in our locals or serving as an officer of our local.

There are so many women throughout our state who need our help both directly and indirectly and by serving in one of these positions is the best way to assure that we make our voices heard on issues of importance to all of us women.

To run for State office, the Nomination form for persons qualified for state offices and state committee chairs is to be submitted (postmarked) to me no later than January 30, 2009. Only those nominations received by the deadline will be published in the Pelican. All others interested in running will have to be nominated from the conference floor. A copy of the Nomination Form is located on the website.

**Wanda Ishmael**  
*Chair, Nominations*  
414 Claiborne Street  
Donaldsonville, LA 70346  
**(504)887-5974**

## Touching Base!

Members touch base with LO Presidents and District Officers for any potential changes due to the hurricanes.

*Please let us know that your ok and if you are impacted by the storms so they can let state officers know.*

### Thanks

Delia Flynn  
BPW/LA President

Phone: 318-484-7522 • Fax: 318-484-7193 • Pager: 318-441-7750

Email: delia.flynn@cleco.com

**Louisiana Federation of Business and Professional Women, Inc.**  
**Financial Report for July 1, 2007 through June 31, 2008**

**Balance Sheet**

**ASSETS**

Checking Account	Chase	\$ 6,649.93
Savings Account	Chase	\$ 12,793.52
Certificate of Deposit	Chase	\$ 5,700.00

<b>TOTAL ASSETS</b>	<b>\$ 25,143.45</b>
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**LIABILITIES (Designated Funds in Savings)**

ERA/Legislative Fund	\$ 632.14
Membership Promo	\$ 2,783.85
Pelicanette Fund (Young Careerists)	\$ 2,171.96
Individual Development	\$ 450.00
Total	\$ 6,037.95

General Funds in Savings Account	\$ 6,755.57
Certificate of Deposit	\$ 5,700.00
Total Designated and Reserve Funds (w/CD)	\$ 18,493.52

<b>TOTAL RESERVE ACCOUNT</b>	<b>\$ 18,493.52</b>
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Net Worth	
Net Retained Earnings 07/31/08	\$ 6,649.93

<b>\$ 6,649.93</b>
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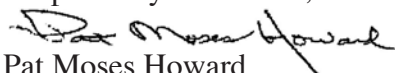
<b>TOTAL LIABILITIES AND EQUITY</b>	<b>\$ 25,143.45</b>
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**Angie Jackson-Wilson**  
**Treasurer**

I have audited the Books of the Louisiana Federation of Business & Professional Women for the period of July 1, 2007 thru June 30, 2008 and found them to be correct.

I would like to commend Iona Myers, State Treasurer for a job well done.

Respectfully Submitted,



Pat Moses Howard,  
State Auditor - Louisiana Federation of BPW

# 2008 NIKE AWARD RECIPIENT ROSA E. WHITE

*By Alice Barrios,  
2007-2008 NIKE Chair*

Lake Charles BPW proudly endorsed and nominated Rosa E. White for the Nike Award. Rosa E. White was recommended to membership of the Lake Charles Business and Professional Women's Club by former charter member and Past State President Lottie Riff. Rosa's membership was approved in October 1965.

She has attended local club meetings regularly as well as District meetings, Mid-Year Board, State Conference and National

Convention. She has been an active member since joining BPW. She has served her local organization through all the chairs numerous times, President two terms, and is presently serving as Public Relations Chair and Corresponding Secretary.

Rosa has served on the District level as Associate District Director and District Director for two terms each. In 2002-2003 she served on the State level as Corresponding Secretary. She has served as State Conference Co-Chair twice. She has worked the registration desk at several State Conferences.

She received an award as District Director in 1971-1972 for organizing a BPW club and received the "Woman of Achievement" award from the Local LO in 1971-1972. Rosa believes in networking and helping women to obtain their highest potential and practices that belief by helping other women in her vocation.

Rosa is a member of the First United Methodist Church since birth. She is very active in her church and is currently a Sunday School Teacher. She is the Public Relations Director for the United Methodist Women and a member of the Caring Ministry since its inception in 1985 and very active in the Ministry.

Rosa is active in the Community. She served as Secretary to the Board of the American Cancer Society. She is a member of the Merry Matron (MM) Embroidery Club and also a member of the Amateur Radio Club of Southwest Louisiana. She works on the Community Christmas Projects each year.

Rosa was employed by Cities Service Oil Company during the War years, and then employed by PPG Industries in 1960. She held the position of Secretary to the Chief Chemist in the Quality Control Laboratory, and retired in 1982.

## S.W.A.T.

### *Southern Women Attracting Talent*

*By Cynthia Thompson, President-Elect/Membership Chair*

Louisiana Federation has something to be very proud of. We are showing that yes BPW is a viable option today and that members can be brought into the group. Louisiana won several awards at national in this regard and has the honor of not only revitalizing a chapter but also installing a new chapter for 2007. So what is in store for 2008? Much more. First and foremost some changes to the formats of some of our meetings. The district meetings are a concern for many members. Starting in the fall the district meetings will be leadership training meetings. It will be a chance for the new locals and members to learn the

ropes of BPW. Also we will discuss what each local is doing to try and attract members in a roundtable format. Gone are the speakers and updates from the locals. Open discussion and idea sharing will be at the forefront.

Second we are looking for a few good women. To join S.W.A.T. teams to help locals who may need an infusion of energy to bring new members into the fold. This worked resoundingly well at revitalizing Slidell and developing the Fleur de Lis chapter. By bringing in fresh faces with energy to greet and meet with guests invited by the local it creates an energy in the room that

helps in attracting members. If your local is interested in being a part of the S.W.A.T team or if you think your local could benefit from having several months of teams coming in make sure to take the time during the district meetings to bring this up or contact Cynthia Thompson directly.







BPW/LA Pelican  
Rhonda Counselman, *Editor*  
403 Hudson Lane  
Monroe, LA 71201

## *Help Your Business Grow*

# **ADVERTISE!**

An easy way to expand your business is to advertise on the BPW/LA website.  
Place your business card on the web for a very reasonable rate and help yourself and our federation.  
Tell your business friends this is the best price in town for their ads.

- Rates for Non-BPW Members - \$55.00 for 6 months or \$100.00 for a year (Payable in full)
- Rates for BPW Members - \$50.00 for 6 months or \$90.00 for one year (Payable in full)

Send business card and check made to BPW/LA and Web advertising on memo to:  
Peggy Wells, Webmaster at  
1508 Frenchman's Bend, Monroe, LA 71203.

Check out our updated website [www.bpwlouisiana.org](http://www.bpwlouisiana.org) <<http://www.bpwlouisiana.org>>  
for the latest information on what is happening in BPW/LA.

For further information, call Peggy Wells,  
Web Master at 318-651-8934 or e-mail [pwells@dow.com](mailto:pwells@dow.com)