



Empowering Women since 1881



The Beacon

Santa Cruz County Branch, American Association of University Women

April 2015

AAUW Santa Cruz County Local Scholarships Presents:



UCSC

**Our Annual Scholarships Luncheon
Featuring Scholarship Recipients
from UCSC & Cabrillo College
and Annual Business Meeting**

*Cabrillo
College*

**May 23, 2015
11:30 am—2:00 pm
Seascape Resort
1 Seascape Resort Drive**

Mail this form or a sheet of paper with the relevant information to reserve your Lunch by May 15.

Make checks payable to **AAUW-SCCo Branch Local Scholarship**
Send to: Jeanne Jorgensen, 270 19th Ave., Santa Cruz, CA 95062, 477-7025
jeannejorgensen@hotmail.com

Please reserve _____ lunches @ \$23.00 each for a total of \$ _____

Menu Choice:

_____ Roasted turkey & avocado salad with grapefruit, radish, organic greens & lemon vinaigrette

_____ Vegetarian (avocado salad with grapefruit, radish, artichoke hearts, olives & organic greens with lemon vinaigrette).

Rolls, Coffee, Tea, Dessert included.

Member Name _____ Guest _____

non-refundable

AAUW: Empowering Women Since 1881

Board Meetings

Board meetings are held at 10 a.m., on the first Monday of each month. If you wish to be on the agenda, please contact the Secretary in advance. All members are welcome to attend!

Officers and Committees: 2014-2015**President**

Judy Cavin Brown 423-2439
jwcavinbrown@comcast.net

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Grace Gerbrandt 423-9472
graceger@sbcglobal.net

Vice Presidents

Program *Vacant*

Membership

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AAUW Funds*Vacant***Legal Advocacy**

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rlaca@ucsc.edu

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Secretary

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Appointed**Membership Treasurer**

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Tech Trek

Jane Amaral & Jeanne Jorgensen

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President's Message

Well ladies, what a month this has been thus far. The diligent work of the Gala Committee came to fruition last Saturday evening as a rousing success.

We were joined by local dignitaries Assembly-members Mark Stone and Luis Alejo, Watsonville City Council member Karina Cervantez Alejo, Santa Cruz Mayor Don Lane and Capitola Vice Mayor Ed Bottorff. We were graced with the presence of UCSC Executive Vice Chancellor and Campus Provost Allison Galloway. Two of our AAUW California Board of Directors, Virginia Beck and Helene Carr, were with us as well. Not to mention our keynote speaker AAUW National immediate past President Carolyn Garfein. Several of our scholarship recipients were also able to join us.

If you have not yet expressed your gratitude to the committee members, please do so. Rosemary Anderson and Pamela Peterson co-chaired the committee, dealing with all of venue, catering, onsite details and more. Debra Wallace took care of all things designed, printed and published. Bettye Pina was our contact with all government officials for proclamations. And if you didn't get a chance to study the posters, which took long hours of Lois Holcomb's time to research and develop, you will have another opportunity at the May meeting. The work mentioned here is only the tip of the iceberg.

Speaking of the tip of the iceberg, I heartily agree with our speaker, Carolyn Garfein, when she said, "AAUW has been empowering women since 1881, breaking through educational and economic barriers so that all women have a fair chance. But there is still much work to be done, especially in narrowing the pay gap and increasing the representation of women in leadership roles in government and industry."

The work starts within the organization itself. It's time for our annual elections at the branch, state and national levels. There are some extremely important changes being proposed, with the possibility of changing the face of our organization. Information is available online, in the spring issue of Outlook and in the Beacon. Our branch track record on voting has been disappointing in recent years. Do your part. Remember: one member, one vote.

I look forward to seeing you at the May meeting.

Judy Cavin Brown
 President,
 AAUW Santa Cruz County Branch



AAUW Santa Cruz County Gala Highlights

April 11, 2015

UCSC University Center

Our April 11th Gala commemorating 80-years in Santa Cruz County and the mergers of our branches was a great success! 50-Year members **Audrenne Henry**, **Joyce Hopkins**, **Sue Kleibrink** and **Elsie Staley** were honored by **Assemblymen Mark Stone** and **Luis Alejo**. **Watsonville City Council Member Karina Cervantez Alejo**, **Santa Cruz Mayor Don Lane** and **Capitola Vice Mayor Ed Bottorff** also were in attendance to show their support. **Campus Provost and Executive Vice Chancellor** and AAUW Member **Alison Galloway** joined us for the evening and sponsored the facility along with **Sarah Latham** and **Sue Mathews**. **Carolyn Garfein**, immediate past President of our National organization, was our inspiring and dynamic keynote speaker. Many thanks to event co-chairs **Rosemary Anderson** and **Pamela Peterson** and committee members **Judy Cavin Brown**, **Lois Holcomb**, **Bettye Pina** and **Debra Wallace**.

Click here for full size photos of the festivities courtesy of Bettye Pina: [Gala Photos](#)





Annual Business Meeting, May 23rd

Slate of Officers for 2015-16

Thanks to those who have volunteered to serve as officers on the Board for 2015-16! We will be voting on this slate at our May 23rd Business meeting.

President	Judy-Cavin Brown
President-Elect	Grace Gerbrandt
Branch Treasurer	Lynn Cummins
Secretary	Louanne Ellison-Cole

Vice-Presidents	
Legal Advocacy	Lorraine Margon
Membership	Rosemary Anderson
AAUW Funds	Geri Williams
Program	Donna Erickson

Appointed Officers for 2015-16

By-laws & IBC Liaison	Lois Holcomb
Local Scholarships	Jeanne Jorgensen
Tech Trek	Jane Amaral (seeking Co-Chair)
Public Policy	Kathy Donovan
Hospitality	Anne McCallum
Historian	Bettye Pina
Directory Editor	Roberta Sosbee
Communications	Debra Wallace
Beacon Mailing	Liz Thorington

If you have any questions, please contact nominating committee chair Grace Gerbrandt, 423-9472.

AAUW Santa Cruz Branch Proposed Budget For 2015 - 2016

To be discussed & voted upon at our 5/23 business meeting



WELCOME NEW MEMBERS

Jeanne Tannehill
61 Greco Street
Aptos, CA 95003
jeannet821@aol.com
831-662-1930

Martha Ashelman
100 N. Rodeo Gulch Rd.
#101
Soquel, CA 95073

Joanie Jurickovich
48 Oak Tree Lane
Aptos, CA 95003
joaniej@cruzio.com
831-722-7043

We currently have 118 members plus 15 life members!

Estimated Balance Forward	\$3020.00
Anticipated Income	
Dues Based on 115 Members (based on \$84/member)	9660.00
Directory Ads	100.00
Miscellaneous Donations	100.00
Total Funds Available (1st of fiscal year)	12,880.00
Expected Expenses	
National Association Dues	5,635.00
California Dues	2,300.00
IBC Dues	25.00
EF Assessment	60.00
Beacon Printing and Supplies	200.00
Directory	300.00
Liability Insurance	450.00
Convention Reimbursement	1,000.00
Meeting Space Rent	120.00
Administration (stamps, paper, misc.)	250.00
Total Budget Expenses	10,340.00
Estimated balance at end of year	\$2,540.00

Budget note: We expect to be using the national website for members to join and renew very soon. That would mean that our line items numbers would change, but not the bottom line. Once the directory goes on our website, there should be very little expense involved with its publication. Our meeting space is to be determined for next year, but there may be a small expense involved with it.

In addition to our local election, it is time for the State and National Elections as well! We are fortunate to have dedicated leaders to guide us in fulfilling our mission. Your participation by voting in these elections is appreciated and important.



On April 18 an email broadcast will go out to all AAUW CA members' email addresses. The email message will contain personal voting codes and links to the election site. Those members who do not have email addresses or the message bounces, will be sent postcards with the voting information and instructions how to receive paper ballots to mail.

The voting period is April 18 - May 8, 5:00pm.

Please visit the **Elections & Nominations** section of our state website [HERE](#) for additional information.

The candidates will be introduced at the AAUW CA Annual Meeting, April 18 in Manhattan Beach.

Click [HERE](#) to read about the candidates.

This year we will elect:

President-Elect

One year term followed by two year term as President for 2016-18

Chief Finance Officer

Two year term 2015-17

Secretary

One year only to complete 2014-16 term

Directors

Two year term 2015-17, we need three or more to maintain twelve member board

We will also vote on the proposed 2015-17 Public Policy Priorities [HERE](#)

Results of the election will be available and posted on the AAUW California website within 24 hours of the close of voting. The newly elected people will join the continuing board on July 1, 2015.



Online voting begins April 15 and ends June 19. You should have received an email from National on April 15th to guide you through the process. At our May 23rd meeting, we will have laptops available for anyone who would like assistance or expedience in the online voting process.

Are you ready to cast your vote for AAUW's future? Learn about the candidates for the AAUW Board of Directors, and check back soon for details on the proposed changes to the AAUW By-laws and Public Policy Program: <http://www.aauw.org/resource/national-election/>. It's your AAUW, so make your voice count.

Candidates for the 2015-17 AAUW Board of Directors

It's time to meet the candidates! When voting opens on April 15, members will select the AAUW president, vice president, and 10 directors.

Application for Appointment to the 2015-17 AAUW Board of Directors

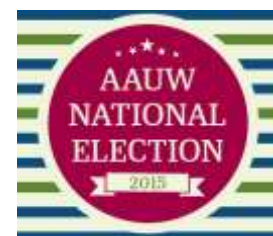
After the election, the new board appoints three additional directors. Are you ready to serve? Apply for appointment by May 1.

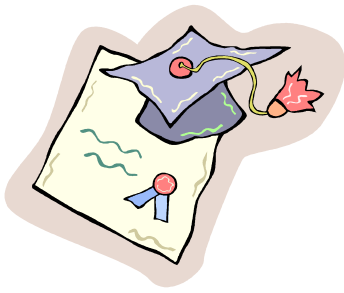
AAUW National Election Voter Guide

Find out what's on this year's ballot: proposed changes to the AAUW Public Policy Program, proposed amendments to the AAUW Bylaws, and candidates for national office.

AAUW National Election FAQ

Got a question? Find the answer in our detailed election FAQ.





Local Scholarships News



The selection process is underway to fund scholarships for re-entry women to UCSC and Cabrillo.

We look forward to announcing our winners at our May meeting. We will be inviting recipients to this luncheon where they will have a chance to tell their stories, always a hit among the attendees.

Our luncheon date has been changed, so keep May 23rd on your calendar for a fine meal and program at Seascape Resort.

Did you know...



Since 2001, AAUW Santa Cruz Branch has distributed a total of 17 monetary awards to UCSC re-entry women averaging \$750 per scholarship. The number of gifts to the fund plus the market value totals over \$43,000 currently managed in our UCSC endowment.

Background on some of the endowment donations: Helen S. Gibson passed away in Santa Cruz, CA on September 25, 2007, at the age of 79. Helen had lived in Santa Cruz County for 25 years. Formerly she was a social worker serving the blind for the City & County of San Francisco for 25 years. She was a longtime active member of American Association of University Women, with a scholarship named in her behalf due to her years of charitable work.

We have received applications from many very talented young women throughout Santa Cruz County. It is always difficult to choose the best among so many outstanding 7th grade girls. We look forward to announcing their names soon, but are still in the selection process. Thanks to **Elena Cohen** who donated recently to this fine program.

Our branch has been involved with Tech Trek since it began in 1998 and many of you have both contributed to it monetarily and with the program itself. Jane Amaral and Jeanne Jorgensen have both been managing the details of the program for 6-8 years and would like to see others step up and enjoy the involvement with the schools, girls and camp. The selection process is handled online which has streamlined the whole program. It is a very rewarding activity and we encourage your involvement. Training and mentoring will be provided! Step right up!





AAUW WASHINGTON UPDATE

April 17, 2015

Equal Pay Day 2015 is a wrap!

As you know, Equal Pay Day is the symbolic day when average women's wages catch up with men's from the previous year. Each year, AAUW marks the day with actions and events on college campuses, at state capitols, in the community, and on Capitol Hill. Equal Pay Day provides a great opportunity to increase public understanding of the gender pay gap and urge action to close the gap once and for all.

As you can imagine, it was a busy and inspiring day. I kicked it off at the Department of Labor, where Secretary Tom Perez hosted a conversation with House Minority Leader Nancy Pelosi (D-CA). From there I moved on to the Capitol where I joined allies and elected officials, including Sen. Elizabeth Warren (D-MA), Rep. Rosa DeLauro (D-CT), and Rep. Barbara Mikulski (D-MD), in calling for passage of the Paycheck Fairness Act ([watch here](#)). I was so proud to speak on behalf of AAUW at this press event, and was moved by the powerful stories from workers who have experienced pay discrimination as well as employers who are committed to paying their employees fairly. To cap-off the day, I attended AAUW's somewhat soggy but still enthusiastic and well-attended (un)happy hour outside our national headquarters building. The weather might not have cooperated, but the crowd was more than ready to demand fair pay.

Throughout the day, I heard about wonderful AAUW activities across the country. AAUW members and leaders once again produced some great events and activities. We were at five state capitols, more than 50 campuses, and led rallies and press conferences in a number of cities (these are just the reported activities! Have you [told us](#) about your event?). We placed letters to the editor and got proclamations from local governments nationwide. Social media was abuzz on Tuesday, and #EqualPayNow was a trending topic in DC with prominent participants like Lilly Ledbetter, Patricia Arquette, Valerie Jarrett, many elected officials, and even President Barack Obama! AAUW's #EqualPayNow tweets made almost 8 million impressions and were re-tweeted nearly 1,300 times. The AAUW Action Fund Capitol Hill Lobby Corps built upon the momentum of Equal Pay Day and lobbied the Senate on the Paycheck Fairness Act on Thursday, visiting more than 50 offices. And last but certainly not least, AAUW CEO Linda D. Hallman, CAE [penned an op ed](#) with Sonya Syngal of Gap, Inc. urging employers to follow the Gap's example in examining its wages and ensuring equal pay for equal work.

I can feel the equal pay energy and momentum. Because of all your work, together we created a successful week of advocacy and visibility for AAUW at the local, state, national, and even international level. For example, last week Tokyo hosted its first-ever [Equal Pay Day rally](#). While we all look forward to the day when Equal Pay Day is ancient history, until then it's critical that we keep up the fight beyond Equal Pay Day until everyone is paid fairly.

Yours in AAUW,

Lisa

Lisa Maatz
Vice President of Government Relations

AAUW Cheer of the Week

On Tuesday, April 14, President Obama issued a [Presidential Proclamation](#) declaring the date National Equal Pay Day. He spoke about the Lilly Ledbetter Fair Pay Act and his creation of the National Equal Pay Task Force, which focuses on violations of equal pay laws. He also reiterated the critical role of Congress in this effort and urged them to pass the Paycheck Fairness Act. Broadening his call to advocacy, the President asked "all Americans to recognize the full value of women's skills and their significant contributions to the labor force, acknowledge the injustice of wage inequality, and join efforts to achieve equal pay."

AAUW Jeer of the Week

A recent opinion piece received attention this week for calling Equal Pay Day a [myth](#). Some pundits and organizations continue to maintain that it's simply women's choices that account for the wage gap. The article does acknowledge that a wage gap persists and even hints that it may be a result of gender discrimination. Exactly our point. As Lisa Maatz, vice president of government relations, [says](#), "the pay gap is not myth. It is math." Check out AAUW's [The Simple Truth](#) and learn the facts about the gender pay gap.



Celebrate Lilly and Urge Congress to Pass the Paycheck Fairness Act!

Lilly Ledbetter took a stand when she learned that she'd long been receiving a lower salary than her male counterparts were. She brought her pay discrimination case to the Supreme Court and to Congress, and her story spurred on the movement for equal pay. This year her 77th birthday, on April 14, falls on Equal Pay Day – the symbolic day when women's earnings finally catch up to men's earnings from the previous year. The very latest figures show that women are paid on average 78 cents to the dollar paid to their male peers. That's just a penny more than where the statistic has been stuck for a decade.

Celebrate Lilly's birthday this April by telling Congress to close the pay gap and pass the Paycheck Fairness Act. Tell them that when it comes to wages, women deserve better!

Fair pay champions in the House and Senate have reintroduced the Paycheck Fairness Act, one of AAUW's top priorities for the 114th Congress. You can be a critical part of passing the Paycheck Fairness Act by urging your members of Congress to be co-sponsors. Take action today! The more co-sponsors we have, the better chance we have of getting the attention necessary to move this bill.

Ask your members of Congress to co-sponsor the Paycheck Fairness Act today!

All over the country, at the state and city level, the demand for equal pay is growing. Members of Congress need to step up and make change for ALL families by supporting legislation such as the Paycheck Fairness Act - because if Congress doesn't act, the gender pay gap won't close in our lifetimes.

Let that sink in: At the recent rate of progress, the gap won't fully close for another 124 years, until 2139!

The 114th Congress has an opportunity to overcome longstanding gridlock and better the lives of America's working families. Contact your senators and representative today to make sure they seize this opportunity! CLICK [HERE](#) or on the picture above to take action!



April 2015

Sun	Mon	Tue	Wed	Thu	Fri	Sat
12	13	14 equal pay day, -	15 1-3 Mahjong!*	16	17 9:30am Walking Group, Pacific Avenue*	18
19	20	21 4pm Investment Group *	22 1-3 Mahjong!*	23 1pm Books Sec. 1 & 2*	24 10am Great Decisions*	25
26	27	28	29 1-3 Mahjong!*	30		

May 2015

Sun	Mon	Tue	Wed	Thu	Fri	Sat
					1 	2
3	4 10am Board Meeting 7pm Great Decisions	5 7pm Evening Books*	6 1-3 Mahjong!*	7 11:30 Lunch Bunch*	8 10am Great Decisions*	9
10 	11 1-3pm Reader's Theater	12	13 1-3 Mahjong!*	14	15	16 11:30am Local Scholarships event, see pg. 1 for details
17	18	19 4pm Investment Group *	20 1-3 Mahjong!*	21	22 10am Great Decisions*	23
24	25 	26	27 1-3 Mahjong!*	28 1pm Books Sec. 1 & 2*	29	30
31						



AAUW Santa Cruz County Branch Interest Groups

All work and no play will make you dull--and to counteract that we have a variety of interest groups enjoyed by many of our members. Some have gone on for years!

Some of these groups are close to capacity (limited by how much room people have in their homes) but it's always possible to start a new section. If you're interested in starting a new group, check with Linda Owens, she will be able to give you some pointers.

Membership in these interest groups is a privilege of AAUW membership; you may bring a non-member guest three times but then we ask that they join AAUW if they wish to continue to attend. In order to attract new members and make AAUW's aims and goals more visible to the public, our luncheons/meetings are open to the public as is the Evening Great Decisions group. Spouses, partners and guests are welcome to attend the Dining Out and Evening Gourmet groups. Check your new Directory for phone numbers and email addresses.

Book Groups

Our book groups have become extremely popular. Numbers in the groups fluctuate, and if you're interested contact the leaders to see if there's an opening at your preferred time. A new group is not difficult to establish, that's how we ended up with three!

Tuesday Evening Books, Leader Dorothy Foglia, dorothyfoglia@yahoo.com.

The Goldfinch By Donna Tartt

Reviewer: TBD Hostess: Marilyn Brenner 5/5

Thursday Afternoon Books, Section One, Leader Carole Beckett, phone 457-2992, email cabeckett@sbcglobal.net

April 23 at 1 p.m. at the home of Anne Sherwood, 632 Townsend Dr, Aptos. 688-9753 or annesherwood@comcast.net.

The book is Book of Ages: The Life and Opinions of Jane Franklin, reviewed by Lois Trabing. May & June info to follow.

Thursday Afternoon Books, Section Two, leader Dottie Smith, beechbyte@sbcglobal.net. This group reads one book each month and is currently at capacity. They will consider adding additional members in the fall.

April 23, Call to Action by Jimmy Carter @Lois Holcomb's
May 28, In Falling Snow by Mary Rose McCall @Phyllis Taylor's

Reader's Theater

The Readers Theater interest group meets for socializing and play reading and will resume April 13. Readers Theater will continue to meet from 1-3 PM on the second Monday of the month in April and May, but will not meet in June. For further information contact Barbara Lewis, 335-7816.

Lunch Bunch

The Lunch Bunch meets on the first Thursday of the month. All AAUW members are welcome to join us. Our next lunch will be at Laili on April 2nd. Contact Andrea Losee at alosee@cruzio.com for information.

Bridge

Bridge is coordinated by Marline Bushey. Contact her for details mbushey1@yahoo.com, 425-1491. We are looking for NEW MEMBERS!

Mahjong!

Now meeting every Wednesday from 1 to 3 PM. Anyone who is planning to attend should call Janet Bostrom (440-9294) before hand so that she can set up the right number of tables.

Dining Out—This is a lot like Lunch Bunch except it's in the evening and spouses/partners are included. If you are interested in joining the group & trying different restaurants around town, contact leader Linda Owens, 408-204-0408, jowens7069@aol.com.

Walking Group

Our walks are about 60 to 90 minutes on easy to moderate trails, beginning at 9:30am. For more information, contact Andrea Losee alosee@cruzio.com.

Great Decisions

The Evening Great Decisions meets on the 1st Mon. eve. of each month from 7-8:30 pm. at St. John the Baptist Episcopal Church in Aptos. Dr. Laina Farhat-Holzman is the lecturer. The public is welcome. For more information call Lois Holcomb at 688-0541.

Morning Great Decisions

Great Decisions is America's largest discussion program on world affairs. Each meeting focuses on a critical foreign policy issue facing the US. The Great Decisions booklet provides background information for our lively discussions. We're a friendly, diverse group. Visitors and new members are welcome.

April 24 TOPIC: **Religious Conflicts in the Middle East**

Discussion Leader: Kathy Donovan & Martha Asheman

Hostess: Marian Disperati

POTLUCK LUNCHEON

May 8 TOPIC: **Syria's Refugee Crisis**

Discussion Leader: Darby Kremers and Vickie Birdsall

Hostess: Sarita Motove

Contact Vickie Birdsall vickiebirdsall@yahoo.com or Grace Gerbrandt graceger@sbcglobal.net.

Want to know more about investing?

The Women's Investment Network (WIN), which was started by AAUW members, has openings for new members. We meet on the third Tuesday of every month from 4 - 5:30 PM near Costco. We are affiliated with NIAC (National Association of Investment Clubs). We study stocks and the markets and invest a small amount of money (minimum \$30 per month). For further information, call Sue Kleibrink at (831) 425-8560 or email Audrey Fieberling at anfieb@yahoo.com. Come and visit one of our meetings!



Branch Schedule



2015

April	11	Gala Celebration	UCSC University Center Manhattan Beach
	18	State Meeting	

May	4	Board Meeting	CFSCC
	23	Luncheon Meeting (LS & Annual Mtg)	Seascape Resort

June	1	Board Brunch Meeting	CFSCC
	18-21	National Convention	San Diego
	28	Annual BBQ / Picnic	TBD



A Note of Special Thanks to Laina Farhat-Holzman... for her extraordinary service to AAUW and the community of Santa Cruz. May will be the last lecture for evening Great Decisions. The program is well attended (around 40-45) each month and has been in existence since 1998. Such dedication is more than deserving of our acknowledgement. Thank you Laina!

Also a thank you to PM Great Decisions for the funds they contributed to cover the costs of our Gala timeline posters.





Help Us to Help Others
 Our philanthropic projects benefit women of all ages,
 both here at home and across the nation.

Make a donation to remember a family member, friend or colleague, or to honor a birthday, anniversary, graduation or other special occasion.

A card or letter announcing your gift will be sent to the person you name.

<p>Educational Foundation / AAUW Funds Make checks payable to AAUW FUNDS <i>position vacant</i></p>	<p>Local Scholarships Make checks payable to AAUW-LS and send to <u>Jeanne Jorgensen</u> 270 19th Avenue Santa Cruz, CA 95062</p>
<p>Legal Advocacy Fund / AAUW Funds Make checks payable to AAUW FUNDS and send to <u>Rosemary Anderson</u> 14 Parkwood Drive Watsonville, CA 95076</p>	<p>Tech Trek (Girls Science Scholarships) Make checks payable to AAUW-CA SPF and send to <u>Jeanne Jorgensen</u> 270 19th Avenue Santa Cruz, CA 95062</p>

In Memory of/In Honor of _____
 Send announcement to _____
 Street _____
 City _____ State _____ Zip _____

Our Vision is Simple

We bring people together for the common goal of breaking through educational and economic barriers for women and girls.

Our Mission is Sound

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