



December 2013  
<http://palmsprings-ca.aauw.net>



Tis the season to be jolly, so start the jolly with the annual AAUW holiday party on December 7<sup>th</sup> at Pat Frederick's home, 75375 Painted Desert Drive, Indian Wells (take Rancho Palmaras, east of Cook Street, turn south from Highway 111). The fun will start at 5:30 pm and will go until 8:00 pm with games and prizes.

There will be lots of heavy hors d'oeuvres and drinks with your AAUW friends. The cost is \$20.00.



**PLEASE RETURN THE RESERVATION FORM BELOW WITH YOUR CHECK FOR \$20.00 PER PERSON.** Make your check payable to: AAUW Palm Springs, and mail it to: Pat Fredericks, 75375 Painted Desert Drive, Indian Wells, CA 92210-8332 no later than December 3<sup>rd</sup>. Remember a reservation made is a reservation paid.

Name(s) \_\_\_\_\_

Telephone or email \_\_\_\_\_ number of reservations \_\_\_\_\_

**December 2013 President's Message**

**Gerry Johnson, President**



*Happiness is pretty simple. Even if you are on the right track, you'll get run over if you just sit there. (Will Rogers)*

In addition to a delicious lunch, thanks to Elizabeth Nash, our branch of AAUW had an opportunity to see our Educational Funds in action. We heard recipient Ana Quezada speak on her doctoral research dealing with breast cancer. How proud we can be that our funds are giving her the opportunity to complete a Ph.D. in bioengineering at U.C. Riverside. She gave a comprehensive power point lecture about her research which aims to develop and analyze a sophisticated multi-layer mass transfer model of the mammary glands, mainly the lobular system in which most breast cancers originate, in order to understand hypothermic sessions as a treatment for breast cancer. AAUW has empowered women since 1881 at every stage of their career. In 2013-14 AAUW is providing more than 3.7 million dollars in funding for more than 245 fellowships and grants. This is our opportunity to fund more women like Ana. Please send your check to AAUW #4336 by Dec. 1<sup>st</sup>.

In our Survey that we have been asking everyone to fill out, it was felt that we would like more members to answer two questions:

- 1) What would you suggest we could do to improve the branch?
- 2) What will you do this year to participate?

We received many great suggestions and we would like everyone to be involved in a small way with our Branch so that we can provide these interests. You will find that volunteering for some specific event or group is very rewarding and FUN! The Board feels that we need to have some events that are open to the community who will help us to have funds for our interests, such as Speech Trek, Tech Trek, Tyke Trek and \$tart \$mart. Many members are interested in style shows, art shows, and movies that can be open to the community. We can have a brunch or fine dining or whatever else that sounds fun, exciting and rewarding.

If you have interest in any of these things or have other ideas, please contact me with your ideas and how you can help. I promise to not overwork you but guarantee that you will be happy to have been included in some worthy and fun project. As I said last month, the Board discussed the possibility of "Putting the A in STEAM." Therefore, let's put on our thinking caps and plan more great programs.

Pat Fredericks announced that CSU San Bernardino Palm Desert campus has now joined AAUW as an affiliate. That along with having \$tart \$mart up and running for 2014-2015 should make our college program quite impressive. If you are interested in these programs contact Pat Fredericks, Joanne Bourquin, Elaine Levey, Lynn Sacher or Mary Dimon.

I hope to see you at the holiday party on Dec. 7<sup>th</sup> at Pat Frederick's home in Indian Wells. This is work for the committee but it promises to be fun and games for those who attend. Bring a prospective member. Remember the dues are \$25 less if she joins at the meeting.

**Palm Springs Officers**

President: Gerry Johnson ..... 323-4319  
 Membership: Vanette Hickey ... 200-5143  
     Joyce Kornbluh.....248-320-8509  
     Sandra Levander..... 674-9282  
     Pat Weber .....714-321-2960  
 AAUW Funds:  
     Elizabeth Nash ..... 772-0645  
 Secretary: Elisabeth Spiro..... 836-0478  
 Treasurer: Lori Duffy ..... 832-2859  
     Anne LaConde ..... 862-1913  
 College Relations:  
     Pat Fredericks ..... 674-4649  
     Barbara Villani ..... 322-3987  
 Public Policy:  
     Jeanne Hirshfield..... 324-2190  
 Speech Trek: Mary Dimon ..... 424-8985  
     Phyllis Greene ..... 772-7121  
 Sandscripts: Elaine Levey ..... 360-6440  
 Sunshine: Elisabeth Spiro ..... 836-0478  
 Tech Trek: Barbara Foyil..... 424-8627  
 Tyke Trek: Barbara Villani..... 322-3987  
 Afternoon Book Group:  
     Anne LaConde ..... 826-1913  
 E. Roosevelt Study Group  
     Mary Ann Kaestner ..... 416-7534  
 Reel Revelers:  
     Bayla Adelman ..... 568-9621  
 Travel: Barbara Villani ..... 322-3987

**Who Do You Know?**

Let me first introduce you to our newest branch members: Terry Applegate and Barbara Liner. Both were introduced to the branch by current members.

Who do you know that you think might be interested in joining Palm Springs AAUW: a neighbor, someone at work, maybe someone at your gym or perhaps a bridge partner? The December Holiday Party would be an excellent opportunity to acquaint them with our organization. This promises to be a friendly environment where these visitors can visit with our members. Information about AAUW will be available and there will be plenty of chances for them to see an overview of our meetings and other activities, and to ask questions. Another benefit of introducing someone new at our Holiday Party is that the “Half-year Dues” of \$65 goes into effect in December.

In the spirit of the season, bring someone you know to a fun meeting. Many lifelong friendships started at an AAUW event. Happy Holidays!

Vanette Hickey, Membership V-P, 760-200-5143

**New Members:****Theresa (“Terry”) Applegate**

P.O. Box 1203  
 Cathedral City, 92253-1203  
 760-770-7484 - h; 408-966-9373 - c  
 barkingdog08@gmail.com

**Barbara Liner**

60238 Poinsettia Place  
 La Quinta 92253  
 760-564-2999 - h; 760-289-0534 -c  
 mbliner@gmail.com

**Membership Badges:** Sign up at a meeting, or contact Barbara Hawkins Villani at 760-322-3987 to order your magnetic badge (with the new logo) for \$10 each. Badges are available within three weeks of order.

### Public Policy

Achieving pay equity has been a major public policy issue with AAUW both at the state and national level. However, it has also become evident that there is a great need for financial literacy at all age levels. In order to bargain for a fair wage, one needs to know the fundamentals of personal finance at the very least. Long before that one needs to know how to manage an allowance or money gained from a part-time job. At the other end, too many widows are left without a comprehensive knowledge of the family finances. Personal financial literacy is an area that AAUW has started: \$tart \$mart for salary negotiation and Money Trek for managing money.

Jeanne Hirshfield, 760-324-2190



AAUW Palm Springs **branch board meeting** 10 am Tuesday, December 3<sup>rd</sup> at 74245 Highway 111, Suite 102 (High Tower). All members are invited.

RSVP to Gerry at 760-323-4319



### News from AAUW Funds

The Palm Springs Branch AAUW Funds Committee hosted their Fall Funds Luncheon on Sunday, Nov. 10, 2013 at the beautiful Indian Ridge Country Club in Palm Desert. Following a delicious lunch, the members and guests enjoyed a wonderful presentation from an AAUW International Fellowship winner for the 2012-13 school year, Ms. Ana Quezada.

Ana is one of 37 AAUW Funds fellowship and grant recipients studying in California colleges and universities. Ana is studying for her Ph.D. in Bioengineering at U.C. Riverside.

The luncheon guests asked many questions and were very, very interested in her presentation. They were very pleased to see how well their AAUW Funds donations are being used for Fellowships and Grants to very deserving students like our speaker, Ana Quezada.

The Palm Spring AAUW Funds Committee members have been focusing on increasing their activities and Fund Raising Goals. They invited members to a Phantom Dinner in August, and have raised \$2,366.00 from that activity so far.

An additional \$331.00 was donated at the Funds luncheon.

Elizabeth Nash, 760-772-0645

## Survey Results: 41 responses

When only 35 – 45 members out of 120 regularly attend monthly AAUW meetings, about 25%, one must pause and ask why. Ideally, this question should be directed at those who never attend. This population, however, also does not respond to survey questions seeking information related to lack of participation.

How wonderful it would be to hear from members who avoid luncheons to understand why they stay home! A: Is it the cost? B: Is it the transportation? C: Is it the program?

What ***really*** needs to change to bring about 50% to 60% attendance?

The Branch would like to hear from you...anonymously is fine.

### NUMBERS

1. 25 want some change to monthly meetings
2. 14 for an earlier brunch; 12 for theater with dessert; 7 valley attractions
3. 34 favor car pool
4. 25 charge for late reservations
5. 16 to use zip code groups to raise funds
6. 26 favor gourmet dining, travel had 18, and bridge had 6
7. 28 want to pay speakers
8. 20 want to use a holiday party to raise funds, 19 a theater party, 12 raffles, music 4
9. 10 thought luncheon seating changes would help make new members feel more comfortable; greeters and a buddy system came in second and more special interest groups was third
10. 10 out of 41 answered the request for ways to improve the branch: better speakers, fundraise OUTSIDE the group, use meetings to educate, more interest groups (2), a mother/daughter luncheon, fund needy members, new ways to recruit, more networking and shorter business meetings.
11. Not enough data to calculate

### Conclusions:



1. Car pools
2. Charge for late reservations
3. Greeters at meetings
4. New Special Interest Groups
5. Pay speakers for luncheons



1. Some meetings could be Saturday brunch, or special attractions, or a theater party with dessert.
2. Fund raising at holiday parties
3. A system to make new members feel welcome



1. Don't use zip codes to raise funds
2. Don't change 2<sup>nd</sup> Saturday meeting date
3. Improving our Branch showed almost no interest!

### Photos from November 2013 Meeting



Bayla Adelman



Beth Bangert and sister-in-law



Mary Dimon and friend



Elizabeth Nash and Angie Love



Barbara Liner



Gerry Johnson and Joanne Bourquin



Elizabeth Nash, Elaine Levey and Barbara Villani



Iris Anderson



Jeanne Hirshfield



Terry White



Vivian Penniman



Vanette Hickey



Phyllis Greene



Joyce Cohn



Mo Barkemeyer



Marilyn Gruen

### AFTERNOON BOOK GROUP

On Wednesday, December 18<sup>th</sup>, at 2:00 in the afternoon, our AAUW Palm Springs Branch book group meeting at the home of Nancy Terrel to discuss *The Chaperone* by Laura Moriarty. Please contact Nancy at 760-360-2528 or email her at ngram45@dc.rr.com if you plan to attend. The book for January 15<sup>th</sup> is *Destiny of the Republic* by Candace Millard.

Sue Beatty, 760-346-7478

### REEL REVELERS

We will meet at Mary Dimon's at 6 pm on November 21<sup>st</sup> to discuss *Enough Said*. There will be no December meeting.

Bayla Adelman, 760-568-9621

### Classified Ad

#### Informal Gathering for a film and happy hour.

Every Friday afternoon a group of nice people, some AAUW, some not, view a film of their choice at the Camelot Theatre in Palm Springs, then gather in the Café for Happy Hour, dinner and good conversation. **No RSVP necessary.** Just show up. Schedule is in the paper or [www.camelottheatres.com](http://www.camelottheatres.com). Come alone or bring somebody. Details: Barbara Maccarillo, 760-318-0625

#### Eleanor Roosevelt Leadership Study

**Group** meets the third Tuesday of the month. December 17<sup>th</sup> meeting will be at Mary Ann Kaestner's at 10:00 am. Call 760-416-7534 for directions.



#### Tech Trek girls at pool party



There will be a Tech Trek committee meeting on January 16, 2014, the time and place to be announced. Until then continue to introduce Tech Trek to possible donors. If brochures are needed along with any other information contact Barbara Foyil (760-424-8627) or Lilliane Shuman (760-323-2170).



empowering women since 1881

<b>December 3</b>	<b>Board Meeting</b>
<b>December 7</b>	<b>Holiday Party, Indian Wells</b>
<b>December 17</b>	<b>Eleanor Roosevelt Study Group</b>
<b>December 18</b>	<b>Afternoon Book Group</b>
<b>January 16, 2014</b>	<b>Tech Trek Committee Meeting</b>
<b>January tbd</b>	<b>Branch 65<sup>th</sup> Anniversary Celebration, PS</b>
<b>February 8</b>	<b>Speech Trek Competition, Palm Desert</b>
<b>March 8</b>	<b>Membership Tea, Palm Desert</b>
<b>April 12</b>	<b>College/University Panel, Annual Meeting</b>
<b>May 10</b>	<b>Installation of Officers</b>



Barbara Villani  
1025 E. San Lorenzo  
Palm Springs, CA 92264-8114