



BPW Connections – Coast to Coast Connexions BPW – d'un océan à l'autre

The Canadian Federation of Business and Professional Women's Clubs
La Fédération Canadienne des Clubs de Femmes de Carrières Commerciales et Professionnelles

BPW Canada Newsletter – Volume 3, no. 5, December 2007

Editors: Sue Calhoun & Judy Hagerman

President's Message – Coast to Coast with BPW by Fran Donaldson

This fall I took advantage of many invitations, events and business needs to visit as many clubs as possible. Here's a report on my cross-country tour.

September 12 ~ Kingston

After a few slow years the Kingston club is rebuilding - lots of new energy and enthusiasm, with a mix of "old faithful" members and several new younger ones under the leadership of President Kathy Craig, coached by veterans including Mary Beach and Doris Smith (who let me be the first to stay in her new guest room).

Highlight: Excellent suggestions about how clubs can get greater visibility in their communities.

September 22 ~ Quebec City

I attended the Quebec provincial board meeting – lively discussion and a nice feeling of working together under the patient and thorough leadership of Provincial President Joan Macklin. All clubs were represented and participation was great. In the evening, a gala dinner at a private club just inside the walls of the old city marked the 60th anniversary of the Quebec Metropolitan club. Thanks to Germaine Bolduc for hotel arrangements and chauffeur service.

Highlight: Presentation by Suzanne Garant, the author of our alternate Collect.

September 26-27 ~ Sudbury

On my first evening in town, I had dinner with several members of the club executive and the planning committee for the next day's big event. The main reason for the visit was BPW Sudbury's Awards Gala: 300 people attended to honour the recipients of awards in business and leadership. Thanks to 1st VP Diane Daigle for her hospitality and chauffeur service, to Past National President Rachel Proulx and her ever-faithful Charlie for arranging the trip, and to President Cecile Saari.

Highlight: Great conversation at the head table, where guests included long-standing MP and former BPW member Diane Marleau, Liberal Party President Senator Marie-Paule Poulin, CBC talk show host Rita Celli, and Meagan McGrath, one of the few women to climb Mount Everest.

September 28-30 ~ Winnipeg

Unbelievably, I was up at 4:00 AM, got to Winnipeg for a luncheon organized by BPW Manitoba in honour of the 18 women MLAs elected to earlier this year. They form 30% of the provincial legislature, a record for Manitoba and Canada. The following day, I attended meetings of the provincial Board and the 2008 convention planning committee. On my last day in town, Provincial President Colleen Allan and I met at the Fairmount Hotel to finalize the contract and arrangements for the convention. Thanks to my "other sister", driver and advisor, Elaine Elliott.

Highlight: The excellent political connections BPW has in Manitoba. In addition to most of the honourees, the luncheon guests included the Premier, the leaders of both the other parties, two MPs and the former Lieutenant Governor, who was the speaker.

October 3-9 ~ Penticton

As a guest of Vice President Barb Ezart and her husband Bob, my husband Don and I had Thanksgiving dinner and a little bit of "down time" in the beautiful Okanogan Valley, and also visited with Penticton club members at a casual pot-luck dinner. Then 1st VP Sue Calhoun arrived and we attended a *Women in Business* luncheon meeting where we showcased BPW, and spoke at the regular dinner meeting of the Penticton BPW.

Highlight: The deep feelings of support and respect among the Penticton members of all ages, with 100% attendance at the meeting. (Continued on page 4)



From left, Sue Calhoun, BPW Canada 1st Vice-president; Fran Donaldson, BPW Canada President; Pat DiFrancesco, President, BPW Kamloops; and Barb Ezart, BC Provincial President and BPW Canada Vice-president.



Fran, Sue and Barb with BPW Coquitlam President Joanne Gaska (left) and BPW Richmond President Willa Stygall.

News from L'Association des femmes de carrière de Baie-Comeau (BPW Baie-Comeau)



L'Association des femmes de carrière de Baie-Comeau held its supper meeting in November with guest speaker Madame Nicole St-Pierre, owner of the Boutique Brin D'Amour, who spoke about her life as a businesswoman. Members of BPW Baie-Comeau got a head start on their Christmas shopping, thanks to a presentation of exclusive products available in Mme St-Pierre's shop. A special thanks to the Centre de relaxation Côte-Nord for a gift certificate, which was presented to the guest speaker. BPW Baie-Comeau wishes BPW members across Canada happy holidays and a great year in 2008! In the photo at left, some BPW Baie-Comeau members; right, (from left), Cynthia Labrie, president of BPW Baie-Comeau; Nicole St-Pierre, guest speaker; and Suzie Lévesque, organizer of the supper. Visit BPW Baie-Comeau's website at www.afcbc.org

Message from Federation Promotion Chair Sue Calhoun & 2nd Vice-president BPWI Liz Benham

Membership retention key for BPW growth

As you know, our BPW International Federation has launched the Triple One Crown Membership Challenge, where each BPW member who brings in one new member per year or three during this triennium (2005-08) will receive a special pin. As an additional incentive, members who bring in 10 or more new members by July 2008 will have a chance to win a free air ticket from anywhere in the world to BPWI Congress in Mexico in October 2008 (refer to your June 2007 newsletter for more information).

But membership recruitment is only one half of the equation. Membership retention is the second. Here is a five-step process highlighting this very important issue from BPW International 2nd Vice-president Liz Benham (edited for space).

- a) What communications are being used to connect your members to the club? If they have not been able to attend the meetings, what communications do you have in place for them to feel and stay connected? How often is your newsletter distributed? Do you have a website? Are there links to BPW Canada, BPW international? How much international information, UN news and activities are shared with members?
- b) Have you had interesting, educational and professional programs to attract members to attend meetings? Do you regularly ask for feedback from your members as to what they would like?
- c) What makes your club valuable to members? Do they get a return on their investment of time and money? Do they feel they can contribute and share their skills and expertise in the club, and is it appreciated? Does the club truly support and promote members' businesses and professions?
- d) What systems are in place to follow up with new members or first timers to make them feel welcome and to provide them with an understanding about BPW?
- e) Lastly, what membership renewal methods does your club have to ensure that everyone renews and that no one is left behind? Do you analyze your annual retention and growth rate, and is this taken into account when the annual budget is drafted.

It is very exciting to report that BPW International has approved and welcomed three new country federations, Spain, Egypt and Sudan. Congratulations to all! In addition, we have many new clubs in the process of formalizing. Membership responsibility lies with all our members and I am very happy that it is being evidenced by BPW International's growth in all the regions.

BPW NB receives former BPW International President



BPW New Brunswick hosted a reception recently in honour of former BPWI President, Dr. Yvette Swan. A resident of Bermuda and native of Jamaica, Dr Swan is currently studying at the Atlantic School of Theology in Halifax. She was the special guest at a reception held at the Moncton home of Sue Calhoun, 1st Vice-President of BPW Canada and chair of Federation Promotion. In the photo, from left, Sharon Hale, President, BPW Greater Moncton; Wilma Evans, NB Provincial President; Dr. Swan; Sue Calhoun and Rachelle Poirier, President of the Clubs de femmes de carrière du Sud-est du N.-B.

Alternate Collect for BPW Clubs

At our national convention in 2000, BPW Canada delegates voted to accept an alternate version of our Collect. It is printed on the inside front cover of the 2007 edition of the Member's Handbook, copies of which were sent to all clubs months ago, and was also posted on the BPW Canada website. Unfortunately, however, the new text does not seem to have made its way into general usage. Of course, there is no requirement to have any prayers at all at BPW events. In fact, I have never heard prayers at international conferences or congresses. But if we do choose to include prayers, they should be compatible with our goals and principles - non-sectarian and inclusive. The traditional Collect was written in 1904, for use in women's organizations in the US. This new version, which retains many of the ideas of the original, was written just a few years ago by Suzanne Garant of BPW Québec and translated by Leslie West of BPW Montreal. I believe it is much more appropriate, and I recommend that all clubs consider using it instead of the older one. The new Collect, which follows, was written by Suzanne Garant.

-Fran Donaldson

Collect for Club Women
(Approved at the 2000 CFBPWC Sault Ste. Marie Convention)

It does not matter what Creative Power we invoke,
We ask
That we meet together as women,
Not allowing beliefs, religion, nationality, colour or language to come between us.
That these meetings enable us to move forward and
Advance the status of women throughout the world.
That the value of women be recognized
In our families, our communities, our workplaces,
Our country and the world.
That we use our good ideas, our knowledge,
Our experience to promote the worth of women.
That we combine our strengths to move forward
In peace, in serenity and in love.
That women of all generations will do
Their part to achieve harmony and
Equality among all human beings.

-Suzanne Garant, BPW Québec Métropolitain

A "Cookbook for Women's Equality: Out of the Kitchen, Cooking up Equality!"

This handy little book shows you how to make some tasty recipes contributed by women's organizations in Canada, as well as how to whip up a batch of old-fashioned organizing around key issues of importance to women.

Childcare. Pay equity. Cuts to Status of Women Canada . Cancellation of the Court Challenges Program. Get your crayons out because there's even a kids' colouring page featuring the one and only Stephen Harper!

The Ad Hoc Coalition for Women's Equality and Human Rights is presently taking your orders for \$5 per individual copy or \$2 each for 10 or more. Please go to www.womensequality.ca for the order form and specify English and/or French. All proceeds from cookbook sales go to the Ad Hoc Coalition to support a Canada-wide fight back campaign around these issues.

BPW Canada is a member of the Ad Hoc Coalition.

CRIAW \$\$ for groups

The Barbara Roberts Memorial Fund (Canadian Research Institute for the Advancement of Women) is offering \$2000 for action-based research projects on peace, workplace, social justice or women's studies.

Priority to women's groups, unaffiliated emerging researchers. Not for research for a degree, publishing of previous research or workshops. Deadline 29 Feb 2008. www.criaw-icref.ca.

BPW Canada Website: www.bpw.ca

Plans are afoot to upgrade our website. Meanwhile, visit it anyway. Be patient, look around, and you will find a lot of useful information there.

Season's Greetings!
The BPW Canada Board of Directors
sends best wishes to all BPW members
and Happy New Year!

Travels with BPW President Fran Donaldson (cont'd from pg 1)

October 10 - Kamloops

We interrupted our trip to stop in Vernon for a coffee with Shannon MacNeil, formerly of BPW Regina and now a member of the Virtual Club. In Kamloops, we had an information and strategy session with current and future leaders of the club.

Highlight: Pat DiFrancesco and Louise Morash have done a great job recruiting new members to continue their rejuvenation effort.

October 11 - W.O.R.K and Richmond-Coquitlam

Jill Worobec hosted the first Annual Meeting with Barbara Hall and the new members of W.O.R.K. (Barb, Sue and myself). BPW will soon be able to request funding from this new corporation for educational projects; information will be available in the new year. In the evening, we all attended a meeting of the combined Richmond and Coquitlam clubs. The wonderful speaker was a woman who, while in prison, began a program of training inmates to care for dogs. She now runs her own dog care business, and received a bursary from the club members.

Highlight: The speaker was a victim of violence. I had asked all clubs to include some program this year on the subject of violence against women - either prevention or support for victims. This is an especially good example, providing real help to a victim rebuilding her life.

October 12 - Abbotsford-Mission

Sue, Barb and I had a lunch meeting with President Joanne Chartrand and several members of the executive of the Abbotsford-Mission club. It was great to meet such a talented group, hear about their plans, and see them solidly back in the BPW family.

Highlight: 1st VP Connie Friesen discussing plans for the next BC provincial conference, and the great support from her club as she prepares to step up as provincial president.

Special thanks to Barb Ezart for hospitality, arranging meetings and all that driving, and to Barbara Hall and her husband Brian for their hospitality.

October 15 - Victoria

Our first event was a visit to the University, where we met with faculty and students in the Women's Studies program. Our purpose was to explore whether there would be interest among young women for our aims and objectives, and the possibility of a new club in the city. In the evening, Suzanne Dearman, the only remaining member of BPW Victoria in the absence of President Margo Almond, helped host an information session.

Highlight: The stimulating discussions with the students, and the real potential for new growth on Vancouver Island - challenging but promising.

October 19 - Moncton

Sue Calhoun held a reception for Past International President Yvette Swan, who is studying in Halifax. Members of both the Moncton and Sud-est clubs came to meet Yvette, who charmed and motivated us with her passion for BPW.

Highlight: Conversations with Yvette at the reception, over dinner and during the drive to/from Halifax, realizing the scope, talents and potential of BPW International.

BPW Durham members honoured

At the Benefits for Women Awards Dinner in Durham, Ontario held on November 15, two members of BPW Durham were honoured for their entrepreneurship and volunteer efforts. Kim Beatty founded Beauty Inc. 10 years ago. It provides marketing, graphic and print services to small and medium-sized businesses. She started this company because she felt small businesses don't have the same resources available as larger ones. Kim's volunteer activities include Friends of the Second Marsh and Heart and Stroke. Joyce Marshall was also honoured. Joyce founded three (pre-school program) nursery schools in the 1970s and 1980s. Joyce still teaches in one of them, Small World Nursery School, twice a week. Joyce's volunteer activities have included Chair of Durham College and today she is President of the Victoria Order of Nurses, Durham. Joyce also knits and sews for Operation Christmas Child, which delivers shoeboxes containing items for children across the world.

Why go to the UN in February?

Why attend the 52nd Session of the United Nations Commission on the Status of Women (CSW) to be held in New York City from February 25th to March 7th, 2008? This is a fabulous chance to see what happens at the UN and to be able to attend some of the sessions on the CSW. In the foyer, there will be a huge display on the theme, which, this year, is *Financing for Gender Equality and Empowerment of Women*. Reading all the statistics that go with the outstanding photos gives us an idea of the kinds of struggles that women around the world have to overcome. It is quite an experience to listen to, and be part of some of the sessions with very, very interesting speakers. President Fran Donaldson and 1st Vice-President Sue Calhoun will both be there, and will assist us with getting registered, having photo IDs taken, showing us where to have lunch and other crucial information. The UN building is right on the Hudson River, and the view of this magnificent river is wonderful from the cafeteria. BPW will be organizing a workshop on Corporate Social Responsibilities for Economic Empowerment of Women (CSR), and executives from the corporations that have CSR projects will be invited, such as IBM and American Express.

If you like to shop, there are stores in the UN from all over the world: amber from Poland and silk from Sri Lanka for a starter. Then too, BPW International hosts a dinner where we have the opportunity to meet International President, Nok and women from many different countries. The elaborate dress of the women from Kenya is astonishing.

If this isn't enough, think about New York City, one of the most vibrant and exciting cities in the world. There is great shopping, theatre, museums and wonderful districts. If you can possibly manage it financially, it is a wonderful experience, one that will make you wonder why you haven't gone before.

-Judy Hagerman, BPW Bowmanville

If you plan to attend the 2008 sessions of the Commission on the Status of Women at the UN, please copy President Fran Donaldson (fdonalds@magma.ca) when you submit your application for accreditation to BPW International.