



# 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 National Newsletter – Volume 3, Issue 3, June 2007

## President's Message

As we conclude the first year of our biennium, we are using this issue of the Newsletter to bring all our members up to date on the decisions and activities of the Board of Directors. Some of these topics will be on the agenda for the upcoming Annual General Meeting and/or the mid-term meeting of the Board of Directors, both being held next month in Montreal. If you have any comments or questions on what we've been doing on your behalf, please let us hear from you, either directly or through your delegate or proxy to the AGM.

Besides the articles and attachments in this Newsletter, I would like to draw your attention to three items.

First, I am pleased to report that all our recent By-law amendments have now received government approval. The updated By-laws will soon be posted on the BPW Canada website so every member can print her own copy. With the help of our francophone members, we will be translating the approved by-laws in the near future. The Board of Directors is now revising the Regulations, many of which are long out of date. They will be made available in the early fall, and most of the changes will begin to take effect as we approach Convention 2008. Meanwhile, if you have any questions, please contact me or Secretary-Treasurer Barbara Hall.

We also recently completed the revision and translation of the *Handbook for Club Members* – a very tedious project. Because it was long overdue and because we no longer have a central office to manage inventory and distribution, we decided to simply give one to every member. Copies were sent to club presidents in April so that every member could receive one when paying her dues. To pay for the project, we allocated money from the Memorial Fund, and we are inviting clubs to make donations to replenish the fund. In future, the *Handbook* will be available on the website, so it can be updated more quickly and at much less cost. If you do not yet have your copy, please contact your club president.

All this administrative work takes time that I would much prefer to spend on the issues, causes and goals that are the real reason for our commitment to BPW, but I think that if we want to attract and retain members and be effective as the "voice of working women", we need an organization that operates smoothly and efficiently, so we have been doing a lot of "housekeeping." But we have not ignored our mandate....

In keeping with the spirit of the 2006 resolution on working with other organizations, we have been seeking to strengthen our links with other groups. In particular, we have joined the Ad Hoc Coalition for Women's Equality and Human Rights, which supports the Code Blue campaign for child care as well as pay equity and other issues that are high on the BPW list. Other members include CFUW, CRIAW, NAWL, YWCA and a host of other women's groups across the country. The major common concern right now is the situation at Status of Women Canada. The Coalition is following a number of related items, such as the elimination of funding for the Court Challenges program and the access and guidelines for groups requesting funding from SWC. Determined to put these and other "women's issues" on the agenda of the next federal election, the Coalition is developing a set of position papers and questions, which we will be able to share with all our members once an election is called. For more information about the Coalition and a link to their website, please go to the BPW Canada website at [www.bpw.ca](http://www.bpw.ca).

~ Fran Donaldson

## BPW Canada Board of Directors Meeting & Annual General Meeting

Just a reminder that the BPW Canada Board Meeting will be held on Saturday, July 7, 2007 at the Quality Suites Montréal Aéroport Motel near the Montreal airport from 9am to 11am. It will be followed by lunch and the BPW Canada Annual General Meeting from 1:30 to 4pm. The cost is \$40. Clubs send delegates/alternates or proxies, based on their membership, and observers are also welcome. To register, go to [www.bpwcanada.com](http://www.bpwcanada.com) or contact BPW Canada Secretary-Treasurer Barbara Hall directly at [barbarahallbpw@shaw.ca](mailto:barbarahallbpw@shaw.ca)

See you in Montreal!

## **BPW Trenton hosts 2007 BPW Ontario Provincial Conference**

BPW Canada president Fran Donaldson (left) and BPW Canada 1<sup>st</sup> Vice-president Sue Calhoun (second from right) were pleased to attend the 61<sup>st</sup> annual provincial conference of the Ontario Business and Professional Women's Clubs, held on the June 2-3 weekend. BPW Trenton did a great job of organizing the event, with excellent keynote speakers and a very full agenda. BPW Ontario continues to do a wonderful job of fulfilling its mandate to improve the economic, social, political and employment conditions of women in Canada.



From left, Fran; Melanie MacDonald, BPW Trenton President; Trenton Mayor John Williams; Sue; and Ontario provincial president Karin Gorgerat.

### BPW Saskatchewan Mentoring Program

## **Mentoring builds confidence, is a key element for professional development and achieving success**

The Saskatchewan provincial government's Status of Women office has provided BPW Saskatchewan with a \$5000 grant to be used to develop and deliver a pilot project for a mentoring program for women in Saskatchewan. The mentoring program will carry an important message to encourage women to give back to the business community by contributing their time and effort and sharing their skills and knowledge to help other women progress in life and careers.

The pilot program will be delivered to four rural communities and two urban centres that have access to the Internet because the mentoring program is done entirely through emails. Women accessing the program will be required to join BPW as a Virtual Club member, a Regina or Saskatoon Club member or a BPW Canada individual member. The participants will be matched according to their preference, by profession, culture, age and experience.

There are many benefits of belonging to a mentoring program. Mentoring maximizes the sharing of skills, knowledge, experience and wisdom and provides a two-way learning experience for both mentor and protégé. It is going to be exciting for BPW Saskatchewan members from the Regina and Saskatoon clubs to be associated with such an initiative.

The project team has been assembled and now the work begins to develop a project plan for the BPW Mentoring Program. The project team leader is Darlene Cleven, BPW Past Saskatchewan Provincial President and BPW Canada Vice President. The project plan team members are Linda Prafke, Saskatchewan Provincial President, Carol Bradley BPW Regina member, and two members from Saskatoon, Monica Kreuger and Andrea Hansen. During the planning process, there will be consultation with Barbara Ezart, BPW Canada VP and Chair of Personal Development and Mentoring, and BPW Canada executive.

What does this mean for BPW Canada members? There are plans to apply for additional funding through the Status of Women Canada office so that the mentoring program could be accessible for BPW Members across Canada. This would provide clubs the opportunity to attract new members because they are able to offer another service for members to access. The increase of membership could potentially revitalize some clubs and provide them with resources (human and financial) needed to continue their work on various programs and projects.

Darlene Cleven can be reached at [dwidger@sasktel.net](mailto:dwidger@sasktel.net) or by telephone at 306-761-0498.

### ***When you pay your BPW dues...***

When you pay your annual BPW dues, you might wonder where the money goes. Here's the breakdown:

- ✓ \$30 plus \$1.80 GST goes to BPW Canada (this amount is reduced to \$15 for the January to end April period).
- ✓ \$4 goes to travel pool. This money is returned to clubs to cover expenses of their delegates to Convention, based on a formula that includes number of delegates and distance traveled.
- ✓ \$16 goes to BPW International.
- ✓ An amount goes to your provincial organization. This varies by province; in NB, for example, it is \$12.
- ✓ Whatever is left over, from the total dues that you pay, stays with your club to cover its activities.

You may be interested to know that the \$30 for BPW Canada has not increased since 1990. Nor has the amount for travel pool. Want to know what you receive for your money? Check the insert with this newsletter for the list of Board of Director activities for the first year of its mandate, 2006-07.

## **BPW Winnipeg Central organizes Women in Action Political Panel Breakfast**

One of the newest BPW clubs in the country, BPW Winnipeg Central, organized a very successful Women in Politics breakfast during the month of May.

Under the leadership of BPW Winnipeg Central's President Sharla Wasylyshen, the event brought together candidates representing four political parties (Liberals, NDP, Progressive Conservative and the Green Party) from various communities in Winnipeg. Each candidate was given the following three questions one week prior to the event and had seven minutes to present their responses.

1. What will you do to ensure that everyone has an adequate income, particularly single mothers, people with disabilities and older female adults?
2. What will you do to curb the market for victims of human trafficking? What types of penalties will you recommend for users of the sex trade industry?
3. What will you do to ensure that fetal alcohol syndrome disorder (FASD) will become obsolete? (Currently in Canada there are approximately 300,000 people living with FASD.)

The club also provided a forum for the audience to ask questions of the provincial candidates and an opportunity to stay behind and continue the discussion on some of the issues that were raised during the question period.

Volunteer timekeeper, Adrienne Batra, who is the Director of the Canadian Taxpayers Association, ensured that the event ran smoothly and finished on time. Adrienne spoke at one of the clubs dinner meetings and when she heard that Winnipeg Central was going to do the event, volunteered her time to help them out.

Darlene Clevon, BPW Canada Vice-president and BPW Regina member who moderated the panel, congratulated BPW Winnipeg Central for a job well done. "My hat goes off to the Winnipeg Central Club for organizing an event that supports Women in Politics," she said. "There were over 60 women at the breakfast and if each of these 60 women tells three more women about the event and so on, Winnipeg Central's next Women In Action Political Panel Breakfast will be a complete sell out!" Colleen Allan, Manitoba Provincial President, wrapped up by thanking the candidates for taking the time away from their campaigning activities and as well as everyone who organized and participated in the event.

## **BPW London supports a new Award for Life Long Learners at University of Western Ontario, the LLLA Persistence Award.**

The Lifelong Learners' Initiatives Committee provides an opportunity to recognize and support the outstanding achievements of a lifelong learning student at UWO. BPW London is the proud sponsor of the Persistence Award for the first Life Long Learning Award Program. President Debbie Taylor presented the award this year to our very own member, Susan Dill, at the awards luncheon on Saturday, April 28<sup>th</sup>, 2007. Susan has been a member of BPW London for 20 years. She has been president of London Club, District Director for District 1, and as a member of the executive for BPW Ontario, she has been secretary, editor of the *Annual Report*, Vice President and currently, Chair of Programs and Projects.

Between work, marriage and starting a family, Susan had difficulty continuing her educational goals, only returning to school as a mature student at age 40, now a single parent in full time employment. She continues to persist towards her degree despite all odds, while being employed as Director of Residential Programs and Services at Women's Community House, responsible for two Violence Against Women shelters. In addition to her BPW Ontario board position Susan also serves on other community boards.



Susan Dill

In spite of these demands and her family challenges of a dependent daughter and granddaughter, the loss of a sister and both parents, she continues to strive toward her educational goals. Susan hopes to be enrolled in courses at UWO again this summer towards completing her cross-disciplinary degree in Sociology and Psychology. Congratulations, Susan! We are proud to present you with this well deserved Persistence Award.

–Linda Davis, District Director, BPW Ontario Board

### ***"Women of the World" – that's us***

Those who went to Convention 2006 in Toronto will recall the dynamic "Women of the World" song that singer-songwriter Jeanette Arsenaault composed and sang at the Saturday night banquet. The song, written to mark International Women's Day, has become the theme song for this biennium. Jeanette has graciously agreed to give a percentage of her sales to BPW Canada, and we're happy to report that we recently received a cheque for \$700. Thanks to all the BPW members who purchased the CD. If you haven't, it's not too late. Just go to the BPW Canada website ([bpwcanada.com](http://bpwcanada.com)), click on "Ways and Means" and then on "Women of the World." The CD is \$20, of which \$5 will go directly to BPW Canada. It's a great way to make a contribution, and we guarantee, you'll love the CD!

***Young BPW: Attracting them, but more importantly, keeping them!***

BPW Canada has seen growth in the number of members aged 35 years and younger over the past few years. The number of Young BPW is on the rise! We should all be very proud of this accomplishment as it is no small feat. Not secondary to the goal of growing our Young BPW numbers is the need to keep those members interested, engaged, active and ultimately lifetime members of BPW. Too often, we see new members join amidst a flurry of excitement only to see their interest wane. So why does this happen and how can we prevent its occurrence?

Firstly, we need to get to know our members. I don't just mean knowing their names and where they work. What I mean is that we need to find out what is important to them in life, what their values are, and what attracted them to BPW. Knowing our membership is key. Making them feel valued is of even greater importance. The more that we know of and about our members, the better we can meet their needs and keep them engaged as BPW members.

One great way to ensure that clubs are getting to know their members is to have the clubs' executives make a point of getting to know their membership. Have each member of the executive set a goal to meet and/or sit with new people at every opportunity. Offering a welcoming atmosphere at each and every meeting is essential. It is the responsibility of the executive to ensure that this happens. The example set by the executive will quickly be replicated by the general membership. Do cliques exist in your club? Let's be honest; it's very easy to have cliques develop in any club. One important part of BPW membership is to "build lasting friendships". Friendships must continue to be a priority for us, but we must build new ones. Look for the opportunities to welcome a new, young member into your circle. You will both be the better for it!

Change is inevitable. It is often difficult to accept, nevertheless, the "change train" is always in motion. Change is what keeps us current and fresh. As an organization, change is what keeps BPW relevant. We are not the same club as we were a decade or half a century ago. We have changed with the times and we must continue to do so. A willingness to accept change coupled with a willingness to adapt ourselves and our practices will ensure that BPW Canada prospers in the 21<sup>st</sup> Century.

Mentorship is invaluable and younger BPW members have so much to learn from the more experienced ones. Many from the younger set are not even aware of the battles that have been fought and won – battles which have afforded them many of the opportunities that they enjoy today. Young BPW also need to learn about the work that still needs to be done regarding women's issues. Greater education among younger members will only serve to reinforce to them the importance of BPW as an organization and the important role that they will play in the organization in the years to come as catalysts for change. Our stories and experiences need to be shared to make us a stronger, more cohesive organization.

Greater involvement of membership increases retention rates. Ensure that Young BPW are represented on club executives and within committees. Even more importantly, make sure that their contributions are heard even if the suggestions made differ from "what has always been done in the past." Encourage the creation of a Young BPW committee in your club. If there are not enough young women to establish such a committee, encourage Young BPW to make connections with other clubs near them and begin a dialogue with them.

As with all organizations, BPW is striving to strike a balance of respecting our traditions and history while moving forward and making progress. This is a very fine balance and from time to time we are bound to lose our balance, tipping the scale in one direction or the other. What's important is that we quickly try to remedy that imbalance and keep moving forward. Our Young BPW members are of great importance to us and we must never forget this fact. These women represent BPW Canada's future and we all share in the responsibility of ensuring that it is as bright as it can possibly be.

***Thanks to the Clubs that contributed!***

After a lengthy discussion about BPW Canada's finances at Convention 2006, club presidents were challenged to return home and convince their members to make a donation of at least \$5 per member. We thank the following clubs for their generosity:

**BPW Barrie – BPW Belleville – BPW Bracebridge – BPW London – BPW Moncton – BPW Toronto**

BPW Montreal members have also voted to send a donation in June. It's not too late for clubs that haven't to still send in their donation. This is necessary because dues have remained unchanged since 1990 (at \$30 per member) while costs have risen. As a member-driven and member-supported organization, BPW Canada has an important mandate to fulfill to improve economic, political, social and employment conditions for women in this country. We count on your support for resources necessary to do so.

BPW International North America & Non-Spanish Speaking Caribbean Regional Conference  
***New Dimensions of Leadership***

February 15-18, 2007, Sunset Beach Resort – Montego Bay, Jamaica  
Report by Darlene Cleven, Vice President, BPW Canada

Okay, for all of you who didn't make the trip to Montego Bay and attend the regional conference, too bad. Those 12 BPW members who did will all tell you that you missed a great conference and an excellent time at a wonderful resort.

The remaining 80+ delegates were representatives from 12 associated clubs and two non-regional BPW groups from as far away as Australia and Switzerland. Attending national and international conferences makes a BPW member like myself very aware of the "weight" that BPW Canada has in the decision-making process that affects members worldwide.

The theme and agenda for the regional conference was New Dimensions of Leadership, and we heard a variety of speakers on the topics of Leadership, BPW International reform and learning even more in the workshops on leadership and mentoring; and discussing issues such as Violence Against Women. All are important to women and especially to BPW members because most of us are involved in these topics one way or another.



From left, BPW Canada VP Darlene Cleven; Nancy Barnes of BPW Bowmanville; Sharon Graham of BPW Sault Ste Marie; and BPW Canada President Fran Donaldson.

There was so much that happened over the short time that the regional conference was held. For my full report, please visit BPW Canada's website at [www.bpwcanada.com](http://www.bpwcanada.com). Taking the Lead: Challenges in Reforming BPW for the 21<sup>st</sup> Century. There were four segments on what BPW International plans are for the future of BPW. Organization and Reform –the first segment was presented by International President Dr. Chonchanok Viravan or "Nok" as she is affectionately called informed us that:

- BPW International is reforming to enable growth and sustainability.
- Overall aim of the proposed changes would be to reform BPW to reflect
  - An organization whose members identify with high values
  - An organization with networking benefits, and
  - A professionally-managed and financially sustainable organization
- Four areas being considered are branding, advocacy, expertise and awards. The first two are being included in the phase.
- Communication: I invite you to check out BPW International website and see the new branding and website.
- Activities: Violence Against Women is a UN concern and globally clubs could participate on a project together.
- E-business and leadership training are two areas are being considered.

The second session, Membership Development addressed by Liz Benham, 2<sup>nd</sup> Vice President, BPW International pointed out that membership is declining. We need to do something about it NOW.

- BPW clubs need to analyse their organizations and track membership over several years and use this as a tool to find out why membership is declining and then devise strategies to fix it. This would also allow clubs to improve their programs.
- Let your members know what is available to them. Check the website to see the 12 services available to members:

The third session presented by Nok covered the Financing Strategy gave an insight into where BPW International monetary resources come from:

- 80% of income comes from dues (99% of the dues from Europe);
- 8% from foundations
- 6% from bank interest
- 2% from friends
- 4% other income

Nok presented the BPW Management Strategy, the aims of which are to:

1. maintain continuity in a world of change
2. improve dynamism
3. improve professionalism
4. harness the expertise of members to improve women and the status of BPW International

BPW Canada President Fran Donaldson and Vice-president Darlene Cleven led a workshop, Mentoring for Leadership. The presentation spoke to the workplace culture of how mentoring has always been available to employees, although typically it was just for men. Now employees and more importantly, the employers, are realizing that mentoring should be included in career path development. Including women in the mentoring process is changing the face of the workplace culture. The workshop pointed out the benefits of mentoring and how it will help women with career decisions, facilitating problem solving and offering of unbiased opinions on a range of topics. Mentors have an important role to serve in the lives of women and the relationship over the course of the mentorship can change or be different for each of the women involved.

Report from the President Rachelle Poirier

## ***BPW Southeast NB finishes successful first year***

BPW Southeast New Brunswick has had a very full and successful year since its Charter ceremony last fall. In her first annual report, President Rachelle Poirier outlined the club's many activities. In addition to guest speakers on a variety of topics at the monthly meeting, the club also organized a trade show for members in the Shediac mall to mark Small Business Week in October.

Club members met with MP Dominic LeBlanc to share issues of concern. BPW Southeast made a presentation to the Self-sufficiency Task Force, to ensure that its vision included infrastructure important to women, such as child care.

The club also participated in a forum of the Francophone Entrepreneurs of Canada. Bravo to President Rachelle Poirier, her team and all the members of BPW Southeast NB!



Rachelle Poirier  
President, BPW Southeast NB

Report from Doris E. Hall, Sub-Regional Coordinator for NANSSC

## **North American and the Non-Spanish Speaking Countries of the Caribbean Activities**

As sub-regional coordinator for North America and the Non-Spanish Speaking Countries of the Caribbean, I am responsible for communication with all of the clubs in North America (Canada, the US and Bermuda). I need to ensure that all communications information is to update for all clubs in Canada, and establish a method of disseminating information from the Region of NANSSC to all members. I will also be asking for news items about special events hosted or sponsored by clubs. Pictures are most welcome. We want to brag about our accomplishments and share our successes with other clubs.

Currently on the regional site ([www.bpw-northamerica.org/](http://www.bpw-northamerica.org/)) is an outline of our national convention last year, submitted by Darla Campbell and for Ontario, our partnership with Ontario Pay Equity Commission in 2005. Let's add to that list.

A new version of the web site was launched in February that includes the online versions of BPW International History books, projects, an awards section and much more. You can register for the 26<sup>th</sup> International Congress in Merida, Mexico as well. It will be held from October 24-28, 2008. This is a great opportunity to attend an international congress as it may be many years before it will be held again on the North American continent.

The book, *Empowering Women Worldwide: The History of Project Five-0*, was written by Past International President, Sylvia Perry, and was launched in February. One chapter is devoted to the start up and support of the Nursing School in La Paz, Mexico, which is supported by BPW London and is just celebrated its 15<sup>th</sup> Anniversary.

Some other International News items posted on the web which may be of interest are:

1. In March, BPW celebrated the 60<sup>th</sup> Anniversary of Consultative Status to the United Nations, which was attained in 1947. To maintain this status requires a report every four years on our activities with the UN and how our organization contributes to the UN mandate, especially the Millennium Development Goal and UN Reform.
2. On October 18-19, a major hearing on Organization Review and Reform will be held in Valencia, Spain. BPW members from any region can attend and can register on line. If you have ever wanted to visit Spain, this is a great opportunity. The program will available on line soon.
3. Members are encouraged to become a Friend of International to provide financial support for running this very important international organization. You can apply and pay on line.

## **BPW Ontario Provincial Conference Notes**

By Judy Haggerman, BPW Bowmanville

**Eleanor, Dixie, Nancy and Judy** attended the Provincial Conference in Trenton on the first weekend in June. It was a wonderful time, so many friendships renewed, such support from women and many truly inspirational speakers. It was great to have National President, **Fran Donaldson** in attendance as well as National First Vice President, **Sue Calhoun** from the Moncton Club. Conference chairs, **Val Darling** and **Dianne Wall** did a fabulous job.

The opening evening guest speaker was **Caroline Granger**, the CEO of the Grange of Prince Edward Vineyards & Estate Winery. This remarkable woman undertook to start growing grapes knowing only that the soil and climate would be conducive to grape growing. She quickly learned about agriculture doing most of the hard physical work herself. Her wines have won international acclaim. She gave us wine tasting 101 which allowed us to taste three different wines.

Ontario President **Karin Gorgerat** graciously presided over the Conference. **Carol Kollar** as first Vice President and Resolutions Chair did an excellent job of chairing the resolutions segment. All six resolutions were carried, and all the bylaw changes approved. One bylaw change that affects us is the redrawing of the District boundaries. Our District 4 is now the Greater Toronto Area District and includes five clubs; Toronto, North Toronto, Toronto East, Durham and Bowmanville. Both Brampton and Lakeshore are now in other districts.

Immediate Past President, **Sheila Crook**, gave a moving tribute to Nancy Bass. Nancy's mantra was always *Mandate, Mandate, Mandate* and it was her vision to have the wonderful Annual Report produced each year.

**Susan Dill**, Programs and Projects Chair, gave us a most interesting workshop on Intersectional Thinking. Several items came out of this presentation, one of which is we need to re-examine the definition of feminism, perhaps call ourselves feminists, or women but give up on "ladies." This was definitely food for thought!

We heard from **Peta Hall**, an artist who traveled to the Maasai in Africa and is helping these women in Africa with their beading and bringing these crafts to the West for sale so that the Maasai women can generate some money to help their families. This was such a moving story.

We heard **Cheryl-Ann Webster**, another artist, speak with great humour about her passion, *Beautiful Women Project* where she sculpts real women's bodies from neck to groin or as she says "boobs and bellies." The stories she told of the women who came forward to have their bodies encased in plaster casts and then have the casts painted were truly overwhelming. She is

determined to show real women's bodies and have us recognize that we are all beautiful. We all need to learn that the constant bombardment by media images all around us that are so unrealistic are in fact just that, unrealistic.

### BPW members making connections

#### **Historic moment for New Brunswick**

On June 9, 2007, Diane Ricard, Sue Calhoun and Rachelle Poirier, three members of BPW Southeast NB, participated in the founding meeting of a province-wide feminist organization, the Regroupement féministe Nouveau-Brunswick. The mission of this new group is to militate for the rights of francophone women in the province.

Florine Leblanc, a BPW Moncton member, was elected President, and declared to journalists that the group will pressure and lobby to advance the cause of women.

Participants identified several key priorities, notably pay equity, the participation of women in political life, violence against women and the establishment of alternative health care systems in the region.

BPW Southeast NB will join the new organization as a group in order to work with other women and groups of women in the province on issues that affect the status of women in New Brunswick. Individual memberships are also available.

### News from BPW Roberval, QC

#### **President targets increasing membership**

The main objective of BPW Roberval President Julie Leclerc in the coming year is to increase membership. *We'd like to target as many women as possible, she says, to increase membership so that we can continue our work to improve the status of women.*

In April, the club visited the Savonnerie Chèvre-Feuille, where they learned a great deal about the manufacturing of soaps. Mme Sonia Gagnon, shown in the photo with President Julie, was a gracious host and happy to answer any questions.

In May, BPW Roberval had a cultural exchange with Aboriginal women from the community of Mashteuiatsh, including visiting the museum and tasting typical Aboriginal meals. The meeting provided an opportunity for BPW members to understand the Aboriginal culture as well as to promote their organization.



Mme Sonia Gagnon and BPW Roberval President Julie Leclerc

**BPW International**



## **TRIPLE ONE CROWN**

### **Membership Challenge**

BPW International has launched the Triple One Crown Membership Challenge. A special pin – a beautiful piece of jewellery – will be awarded to each member who brings one new member per year or three new members during this triennium (2005-08) into BPW. All who receive it can wear it proudly that they contributed to BPW!

As an additional incentive, members who bring in 10 or more new members by July 2008 will be eligible to win a **free air ticket** from anywhere in the world to BPWI Congress in Merida, Mexico on October 24-28<sup>th</sup>, 2008!

We're encouraging our BPW Canada clubs to get involved in this very worthwhile initiative. Together, with your support, participation and commitment, we can make the next few years a period of **great growth** for BPW Canada and around the world.

**What members need to do** – Tell your friends and colleagues about BPW. Bring them to a meeting and get them to join. As they fill out their membership application, make sure they identify YOU as the person who brought them into BPW.

**What Club presidents need to do** – Fill out the Triple One Crown Club reporting form, available on the Federation Promotion page of [www.bpwcanada.com](http://www.bpwcanada.com). Reporting will be done quarterly. Reporting months are end September, end December 2007; end March, end June and July 15<sup>th</sup>, 2008.

Federation Promotion Committee member Ruth Bradford has agreed to be the contact point for reporting. Club Presidents, please send your quarterly report to Ruth at:  
[ruthbradford@royalpage.ca](mailto:ruthbradford@royalpage.ca)

Ruth will compile your reports and send a BPW Canada report to BPWI on a quarterly basis.

**This campaign is being spearheaded by  
Liz Benham, 2<sup>nd</sup> Vice-President 2005-08, BPWI.**  
For any questions, you might communicate directly with Liz at:  
[liz.benham@bpw-international.org](mailto:liz.benham@bpw-international.org)

