

CALENDAR

Here Come the Brides

Saturday, **February 6**, 1 pm
See article to right

Newsletter Deadline

Sunday, **February 15**

Interbranch Luncheon

Saturday, **March 12**, 11:30 am
Best Western Hotel at 512
Bethlehem, PA

Membership Tea

Sunday, **March 13**, 2 – 4 pm
Home of Annette Stody

IN THIS ISSUE

Presidents' Pens 2
 Women In History. 2
 Facebook and Social Media 2
 AAUW Wilmington's Book Sale 2
 Public Policy Statement 3
 Women and the
 Treatment of Mental Illness. 3
 January 2016 Highlights. 4
 Save the Dates. 5
 Financial Report. 5
 Membership Tea 6
 Leadership Clothesline. 6
 Condolences 6
 Notices. 6
 Photos from Holiday Blast 7
 One Read Lehigh Valley 8
 Interbranch Registration. 9
 Interest Groups 10

Here Come the Brides

Saturday, February 6 at 1 pm

Sigal Museum, Northampton Street, Easton



We will meet at The Sigal Museum on Saturday, February 6 at 1 pm to learn about and see an extraordinary exhibit of wedding attire. The exhibit covers more than a century of bridal gowns and suits and tuxedos for grooms. The earliest gown in the exhibit is a lovely, 1840 satin and lace gown. Two of our own members' gowns are included in the exhibit—Marlou Belyea and Janet Rosenthal.

While white or ivory are now the traditional colors for wedding gowns, in the past it was customary for a bride to wear bright colors and even black. Not all brides wore gowns. During the 1940s and 1950s wedding suits were very popular.

Come and enjoy a journey of wedding styles from the nineteenth and twentieth centuries. If you have

a membership with the Sigal Museum your entrance is free. Otherwise the admission is \$7. This also includes other exhibits in the museum.

“Your Voice—Your Vote—Be Heard”

The League of Women Voters of Pennsylvania is hosting the 2016 High School Video Contest and invites all high schools to participate by creating a 30 second video addressing the theme to LWVPA by the deadline of March 1st, 2016. The top prize is \$1,000, second is \$500 and third prize is \$250. Winning entries will be used in online voter registration drives and in Get Out the Vote campaigns.

Only 19.9% of all 18 to 29 year olds cast ballots in the 2014 election, the lowest youth turnout in 40 years. Only 46.7% of that age group were registered . . . also the lowest in 40 years.

LWVNC has assisted by distributing 25 postcards to 18 high schools in the county, private and public and also 7 postcards to the county's larger libraries and the Easton YMCA. All PA principals will receive postcards this week.

For more details, see palwv.org/videocontest/ and questions may be directed to videocontest@palwv.org.



Mark your calendar!

From the Presidents' Pens:



Women's Progress:

During World War II, AAUW supported the establishment of women's units of the armed services and advocated for equal pay and rank for women.

Fast forward to 2016 and women in the United States are still trying to close the gender pay gap. Female students of color are fighting stereotypes on their college campuses and girls are being inspired to pursue science.

Worldwide gender inequality takes many different forms, ranging from the crudely biological in some regions, with nutritional and medical neglect of girls compared with boys, to the systematic undervaluation of women's intellectual and creative potential even in very advanced countries.

AAUW is always navigating toward a better future for women and girls, but the only way to get there is driven by members and supporters. Launched at convention, AAUW's new Charting the Course is a two-year campaign at raising \$1 million in unrestricted funds to ensure that AAUW is prepared to meet the issues facing us today and into the future. Unrestricted funds are important because they provide AAUW with the ability to act quickly in the wake of any new challenges facing women and girls—and to create the research, programs and advocacy initiatives needed to meet those challenges.

The results of philanthropy are always beyond calculation.

Miriam Beard, *A History of Business* (1938)

Fran & Nancy

Facebook and Social Media

ATTN: Branch Members

If you are on Facebook, please visit our branch Facebook page. Type AAUW Easton Branch in the Search box at the top left of your home page. Once you are there, click like and follow so that we have a wider audience for our page. Also please share some or all of the posts to your own page. If our posts already show up on your home page, share them from there. That gives us the widest possible audience for our programs and fundraisers. This is also a way to attract new members—they can find us on Facebook and through our website.

I hope to give you some additional pointers in the next edition of our newsletter. Using social media is an easy, fast and fun way to get more visibility for our branch. Do your friends and family know about our branch, what we do and what we and AAUW stand for? Use our posts to inform and educate them.

Women In History

What do an unlicensed lawyer and doctor, a teacher at a school for the deaf, a performer in a touring stock company and a victim of polio have in common? They were all extraordinary Pennsylvania women whose lives and accomplishments will be commemorated in March by members of the Easton branch of the AAUW during National Women's History Month. For many years members of AAUW have portrayed these women in presentations in Easton schools.

With many more local women of renown that can be portrayed, there are still opportunities to join our theatrical troupe. No experience is needed, just an interest in bringing our magnificent local women who made significant impacts. You will be provided with biographical information and lots of support. A date has not yet been confirmed, but should be soon. If you are interested, please contact **Kim Rose**.

AAUW Wilmington's Used Book Sale

47th Annual Dollars for Scholars Book Sale

The area's largest sale of gently used books has been scheduled by the Wilmington branch of the American Association of University Women. The **47th annual Dollars for Scholars Used Book Sale**, to benefit college scholarships for Delaware women, runs **Thursday – Sunday, Feb. 25 – 28**, at Concord Mall, 4737 Concord Pike, Brandywine Hundred, DE 19803.

Special features this year include sections on royalty, vintage mysteries and, timed for the 2016 election, books on U.S. presidents and presidential candidates.

Public Policy Statement

The Trans-Pacific Partnership (TPP) is a massive trade deal with Canada, Mexico, Japan and eight other countries. I think it will introduce disaster to the US for many reasons. Who will benefit?

Apparently, the large corporations will profit and protections will be lost for clean air, clean water, workers' rights and much more.

"Apparently, the TPP's proponents resorted to such extreme secrecy during negotiations because the text shows that the TPP would offshore more American jobs, lower our wages, flood us with unsafe imported food and expose our laws to attack in foreign tribunals," said Lori Wallach, director of Public Citizen's Global Trade Watch.

"When the administration says it used the TPP to renegotiate NAFTA, few expected that meant doubling down on the worst job-killing, wage-suppressing NAFTA terms, expanding limits on food safety and rolling back past reforms on environmental standards and access to affordable drugs."

In fact, this deal approves fracked gas to countries in the pact, including Vietnam and Japan—the world's biggest importer of natural gas. It is projected that ethane alone may add up to 100 more tankers a year to Delaware River traffic.

Congress has the responsibility to protect American workers and communities. Call your Congressman and speak out: **Charlie Dent at 202.225.6411** and **Mike Fitzpatrick at 202.225.4276**. Matt Cartwright is voting to protect our future, so you may call to thank him.

Women and the Treatment of Mental Illness

I heard today that at least 60 per cent of Americans, a clear majority, are on prescription medications. Can this be true? According to the Wall Street Journal, that cost about 374 billion dollars last year. The article said most of them are obesity related, opioids or antidepressants. Also remember that we are only discussing legal and non-recreational drugs here. I hardly know where to start. That's almost 193,000,000 people given the population of the US last year was 322,583,006.

The number of people on disability for mental illness (the leading cause of disability) has more than tripled to more than 4 million today. One of the top three drugs prescribed in this country is antidepressants.

In Victorian times, a woman could be considered unbalanced due to a variety of causes, including:

- Menstruation-related anger
- Pregnancy-related sadness
- Post-partum depression symptoms
- Disobedience
- Chronic Fatigue Syndrome
- Anxiety

In the past these issues were often seen as evidence of mental "imbalance" and were often met with severe consequences. This is not the case today.

In a now classic study by Brown and Harris (1978), depression was found to be more prevalent among working class women than middle class women living in London. Higher prevalence of anxiety and depression is consistently found in females throughout the world. Poverty, isolation, powerlessness (resulting from low levels of education and economic dependence), and patriarchal oppression, are all associated with higher prevalence of psychiatric morbidity in women. Many women work a "double day;" maintaining households and raising children while working full-time jobs.

The genders are obviously affected in different ways by mental health issues. If we're going to treat women's needs by addressing the symptoms with drugs, we are not addressing the root causes.

For women, this means being partners in the process of mainstreaming gender perspectives in health policy and in the quality of services provided. We need to empower women economically and in our social policies, in both domestic and campus violence against women. Lastly, prevention of mental illness requires much more attention. A good example is that of caregivers: mostly women who suffer from physical and mental exhaustion. Let's listen to the women instead of cutting budgets by cutting mental health services.

*Beverly Hernandez,
Public Policy co-chair*

January 2016 Highlights

Happy New Year! 2016 is going to be a good year! And you heard it here first—from your AAUW-PA public policy co-chairs.

A Bit of AAUW History

In 1942, AAUW becomes involved with the war effort.

During World War II, AAUW supports the establishment of women's units of the armed services and advocates for equal pay and rank for women. AAUW women at the national and local level participate in all civilian and military wartime activities.

- We're very excited to be looking forward to a mid-January conference call with the offices of PA House Representatives who have co-sponsored Pay Equity Bill HB 1106. Contacted by AAUW State Policy Analyst Kate Nielson, they have indicated interest in working with AAUW-PA and its members on pay equity advocacy this spring! Next steps? **You'll be the first to know!**

- It's not too early to begin firming up *your own branch Pay Equity events/activities/plans*.

- ◆ **hold** an unequal bake sale
- ◆ **sponsor** an unhappy hour
- ◆ **launch** an Equal Pay Day media blitz
- ◆ **ask** your mayor to issue a proclamation declaring Equal Pay Day
- ◆ **host** an issue forum
- ◆ **be Creative**

- "Relationships are the currency of successful advocacy." Did you know that 94% of Congressional staff say constituent, in-district visits have influenced legislations when the legislator is undecided? That is, in-district visits have more influence than any other advocacy strategy.

Five steps for a successful in-district meeting:

1. Decide with whom you want to meet why
 - ◆ senators or representatives (state or federal)
 - ◆ thank for action/ introduce AAUW/discuss issues
2. Send your meeting request via email
 - ◆ indicate reason (e.g. issues, thank you) for meeting
 - ◆ arrange time to meet
 - ◆ use the words "I am a constituent"
3. Do your homework
 - ◆ have an agenda and talking points
 - ◆ learn the official's stance on your issues
 - ◆ plan an Ask—what you want from the legislator
 - ◆ ask others to join you—from partner/coalition
4. Have a great meeting with your elected official
 - ◆ be personal and helpful
 - ◆ volunteer to be a resource to your legislator
 - ◆ bring materials to leave behind
5. Follow up
 - ◆ provide promised materials
 - ◆ send a thank you note
 - ◆ send a Report Back Event Form to AAUW

- ◆ If your branch has not yet responded to our in-district visit challenge, there is still time! If your branch has met with a legislator, please let us know.
- ◆ Find "How To" Advocacy guides at aauw.org/resource/advocacy-how-tos-guides/

• Partnerships and Coalition Building: Tips and Best Practices

- ◆ **Formalize your coalition.** It is best to make explicit agreements. Make sure that everyone understands what their responsibilities and rights are. Being clear can help to prevent conflicts.
- ◆ **Communicate openly and freely with everyone.** Make sure that all lines of communication—within and among the coalition members/partners, with the media, and with the community—are wide open. Open communication ensures that no one feels left.
- ◆ **Determine collectively and focus on a single message as much as possible.** Multiple messages are confusing and dilute your intent. Create a message that is succinct and easy for coalition members, legislators and stakeholders to remember.
- Our three working groups (Voter Registration Access and Redistricting, Pay and Gender Equity, and Education) are hard at work tracking bills in the PA legislature.
- AAUW's Kate Nielson will look at Senate or House bills that are of interest to AAUW-PA and its members and let us know if these bills are consistent with AAUW public policy positions. Any member may send Kate a bill to review by using the State Legislative Request Intake Form found at: aauw.org/what-we-do/public-policy/state-policy/state-legislative-request-intake-form/
- The AAUW **Gateway to Equity Award** honors an individual, group or organization that has shown by action and philosophy the promotion of the AAUW mission of equity for women and girls through advocacy, education, philanthropy, and research. Branches have been awarding a Gateway to Equity award for some years now. Be sure to send us your branch recipient information by February 15.
- We are looking also for nominations for a statewide Gateway to Equity Award. Please send us your nomination along with a brief explanation of why this individual, group, or organization deserves the award. Awards will be presented at the Annual Meeting in April.
- Have you contacted and met with coalition partners you've identified and/or worked with before? If not, there's still time to find coalition partners and get ready for new advocacy efforts in 2016. Think Election 2016 GOTV Events and Pay Equity! We're planning a rally and lobbying day in Harrisburg so mark your calendars for April 12 and let your coalition partners know to Save the Date.

Toni Hoffman and Susan McNamara
AAUW PA Co-chairs Public Policy

Save the Dates

Interbranch Luncheon

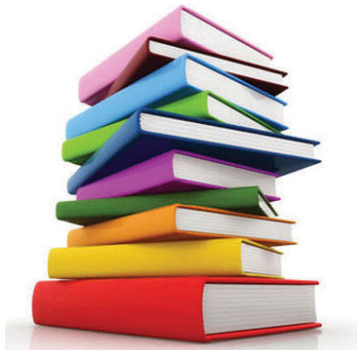
Saturday, March 12, 2016

Best Western Hotel at 512, Bethlehem

Gloria Blackwell, National VP of Fellowships, Grants, and Global Programs

Registration: 11:30 am, **Lunch:** 12 noon

AAUW Easton Branch Authors' Luncheon



Save *the* Date

Saturday, April 9, 2016

Pomfret Club, Easton

Featuring Three Local Authors:

Kate Moretti

Karen Katchur

Anna Rose Ingarra-Milch

Tickets: easton-pa.aauw.net

Check out our Authors' Luncheon page on our website. There is now a registration form that links to PayPal. Toni just registered for the luncheon through our website. It was easy. We are actively looking for sponsors (\$25 – \$1000, different levels), silent auction items, and those who would like to take out an ad in the program to support the activity.

2016 AAUW-PA Convention

April 15 – 17, 2016

Chateau Resort & Conference Center, Tannersville, PA

Theme: Women's Leadership in Action

Financial Report February 1, 2016

	Budgeted Cost	Credits	Debits
AAUW National			
Dues	\$3,283.00	\$3,340.00	\$3,087.00
AAUW Funds	\$1,335.00		
AAUW PA Dues	\$680.00	\$740.00	\$770.00
Banking			
Fees/Interest	\$24.00	\$0.73	\$10.00
Conferences – 2016	\$1,500.00		
Fundraisers			
Authors' Luncheon	\$1,000.00	\$250	
Book Fair	\$550.00	\$5,359.50	\$688.93
Notecards	\$400.00	\$775.00	\$290.68
Online Book Sales		\$20.00	
Poinsettias	\$280.00	\$395	\$232.78
Williams Center		\$564.00	\$440.00
Gifts/Donations			
Just A Dream		\$36.15	
Public Policy Grant		\$50.00	
Insurance	\$332.00		
Membership			
Dues 15/16	\$680.00	\$740.00	
Donations		\$162	
Expenses	\$75.00		
Newsletter	\$250.00		
Advertisements			
Officers' Expenses			
Membership	\$50.00		
President	\$50.00		
Treasurer	\$50.00		
Postal Expenses			
Box	\$82.00		\$82.00
Postage	\$50.00		\$9.80
Programs			
Gateway to Equity	\$100.00		
Get Out the Vote	\$50.00		\$107.32
Holiday party	\$100.00		
Meeting Rooms	\$250.00		
September Hospitality	\$50.00	\$90	\$63.75
Scholarship Dessert	\$50.00		
Speakers' Gifts	\$100.00		
Publicity	\$75.00		
Scholarships	\$4,500.00		

Join our Membership Tea on Sunday, March 13, 2016

Membership is asking all members to assist us in our 2016 campaign to recruit new members to our wonderful Easton branch. We ask that each of you either submit a name to us of a prospective new member or bring them to our **New/ Prospective Members Tea** on **Sunday, March 13** from **2 – 4 pm** at **Annette Stody's home**.

If they join on-the-spot at this event they can take advantage of three months of free membership before our annual membership starting in June. They will hear more about branch activities and meet our board members.

Please **RSVP** directly to **Nancy Berry** or **Annette Stody** if you will be able to attend, and bring someone or refer a prospective member. It is also a good opportunity to socialize with our board and other members.

We will be running a "Shape the Future" event at the Diversity Meeting at Moravian College on March 19, and again on April 9 at our Authors' Luncheon. "Shape the Future" events allow new members to join at a 50% discount on the National fee, and provides the Branch with the opportunity for a free membership for every two new members who join on-the-spot at such events.

Partner with us at these events to increase our branch membership!

A Leadership Clothesline

The State Convention will be making a "Leadership Clothesline." It will have enlarged photos depicting the convention theme. The images will be of branches showing leadership over the course of their history. Think about what you think our branch will show. We can submit up to three leadership action photographs. Perhaps you have some or we can look in our files at the library. We have until **March 1**. Think about it and make your suggestions to any board members. More details will be in the Keystoner in late February.

Condolences

Oley Cunningham

The AAUW Easton Branch extends its deepest sympathy to Marian Cunningham and her family on the passing of their husband and father, Oley. As a long time member of our branch Marian has held many board positions most recently as Co- president. Oley always supported our AAUW activities along with his enjoyment of photography, geology, and tennis. We will miss his kindness, integrity, and devotion to family and friends.

Notices

Regarding the Newsletter

If any member has information that she wishes to have published in the newsletter, please e-mail the information to **Fran Kennedy** or **Nancy Butow**. This would include births, deaths, marriages, happenings at cultural institutions, photos of events and anything that you think may be of interest to other members. **Submissions must be in by the 15th** of the current month to be included in the following month's newsletter.

Newsletter Ads

Do you have a business or service that you would like to promote? The charge for including an ad is only **\$5 for each issue**. They should be no larger than business card size and they must come from members. Payment for ads should be made to Colleen Kuschke and she will notify the newsletter editor that the ad is ready to be placed. If you need help with the ad, contact Suzi Campbell.

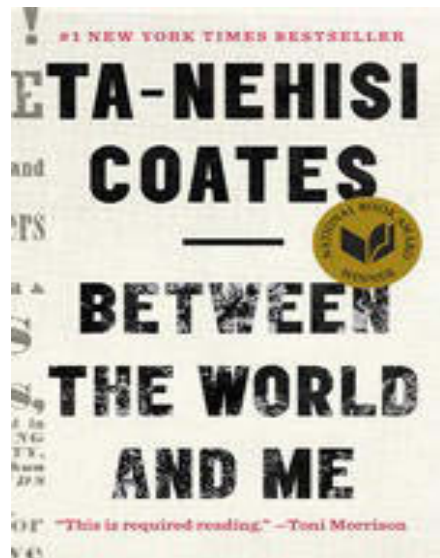
Newsletter Costs

The branch dues of \$10 per year does not cover the cost of printing and mailing the newsletter. As officers of the branch, your board is concerned with the rising cost of printing and postage and what it does to our bottom line. If you have computer access, please consider receiving our newsletter via email. *It saves the branch money and trees!*

Photos From the Holiday Blast

Thank you to Joan for hosting such a fun event. Everyone had a good time. Please submit any photos you have from any events that you attend so we can share them with the membership.





One Read Lehigh Valley

Mark Your Calendar

Saturday, March 19

Moravian College

9:30 – 11:30

Read the Book

Join the Conversation

The AAUW Inter-branch Diversity Group, Bethlehem NAACP, Bethlehem YWCA and the Lehigh University Africana Studies Department invite the Lehigh Valley community to share in a One Read experience.

- **Join us for:** a Lehigh Valley One Read Experience
- **A community wide conversation:** on this thought-provoking, eye-opening book by an American Black man to his son about what is it like to inhabit a black body and find a way to live within it.
- **Facilitated by:** Dr. James B. Peterson, Associate Professor of English, and Director of Africana Studies at Lehigh University.
- **Books may be purchased at a discount** from the Moravian Book Shop or the Lehigh University Bookstore.
- **Location:** Moravian College, UBC Room in the Hauptert Union Bldg.

For more information/registration reply to:

aaulehighvalleydiversity@gmail.com by February 15, 2016 with your name and e-mail address.

****Toni Morrison** says "This is required reading."



"Any views, findings, conclusions or recommendations expressed do not necessarily represent those of the National Endowment for the Humanities."



empowering women since 1881
Allentown – Bethlehem – Easton – Pocono Branches

INTERBRANCH LUNCHEON

Saturday, March 12, 2016

Best Western Lehigh Valley
300 Gateway Drive (Routes 512 & 22)
Bethlehem, PA 18017

Registration – 11:30 AM
Luncheon served at Noon

Guest Speaker
Gloria Blackwell

AAUW Vice President of Fellowships, Grants and Global Programs

MENU

Grilled Chicken with Tarragon Cream Sauce
Orange Basil Glazed Salmon
Pasta Primavera
Mixed Greens Salad
Seasonal Vegetables & Chef's Choice Starch
Fresh Baked Bread with Butter
Iced Tea and Hot Coffee Service
Lemon Preserve Shortcake

COST - \$25 per person

(Luncheon is open to members and their guests)

Reservation Deadline is March 1. Please send your check payable to AAUW Allentown to Karen Peiffer, 747 Lawrence Drive, Emmaus, PA 18049.

NAMES(S) (please print): _____

BRANCH: _____ PHONE: _____

EMAIL: _____

Choice of Entrée:

_____ Chicken _____ Salmon _____ Pasta Primavera

Interest Groups

The Easton Branch has several interest groups created to stimulate discussions, encourage networking and support the community. If you have ideas for additional groups, let us know. Every group looks forward to new participants. Call if you are interested in joining a group.

Book Discussion

Chair: Toni Hoffman—Third Monday of month

Date: **February 16**

Hostess: **Margaret Gering**

Book: **Ellen Foster**

by *Kaye Gibbons*



Timely Topics

Chair: TBD



Members meet at individual members' homes to discuss topics of interest.

Diversity: Deeds and Dialogue

Chair: Rosemary Baker

Date: **February 24**

Time: **7 pm**

Hostess: **Toni Hoffman**

Discussion of the Big Read



Tuesday Evening Bridge Group

Chair: Rosemary Baker—Tuesday evenings

Call **Rosemary** for more information.



Photography Group

Chair: Janice Lupackino



Travel Group

Chair: Becky Goldenberg

Information TBA



Out to Lunch

Chair: TBD—First Wednesday of the month

Nothing scheduled at this time.



Rotating Gourmet

Chair: Lois Wildrick—New members are always welcome.

Winter dinner hosts:

Annette Lare, Gretchen Reed,
Marie Jordan and Zoe Roble.

Contact Lois if you have questions.



Tapas

Chair: TBD—Quarterly



Mah Jongg

Chair: Toni Hoffman—2nd and 4th Mondays at 10:30

Dates: **February 8**

at home of **Louise Sipos**

February 22

at home of **Toni Hoffman**



International Relations

Chair: Jean Riker

Date: **February 23**

Time: **1:30 pm**

Hostess: **Jean Riker**

Topic: **UNESCO—World Health Organization**



American Association of University Women

AAUW National	800.326.2289	www.aauw.org
Easton Branch		easton-pa.aauw.net
Co-Presidents	Nancy Butow, Fran Kennedy	easton-pa.aauw.net/contact/
Membership Co-Chairs	Nancy Berry, Annette Stoodly	easton-pa.aauw.net/membership/
Easton Edition	Suzi Campbell	easton-pa.aauw.net/contact/

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

In principle and in practice, AAUW values and seeks a diverse membership. There shall be no barriers to members to full participation in this organization on the basis of gender, race, creed, age, sexual orientation, national orientation, disability, or class.

The AAUW Funds include the Educational Opportunities Funds (formerly a part of the AAUW Educational Foundation) which help us to advance equity for women and girls through programs such as American and International fellowships, and Community Action grants.

AAUW Funds also include the Legal Advocacy Fund which provides funding and a support system for women seeking judicial redress for sexual discrimination, the Leadership Programs Fund (formerly the AAUW Leadership and Training Institute), the Eleanor Roosevelt Fund, and the Public Policy Fund.

**Easton,
Pennsylvania
Branch**
P.O. Box 1464
Easton, PA
18044-1464
Advances equity for
women and girls
ADDRESS SERVICE REQUESTED

