

# **NORTHEAST REGION (FEW)**

Proudly serving Maine, New Hampshire, Vermont,  
Massachusetts, New York, Connecticut,  
New Jersey, Rhode Island, Europe, Puerto Rico,  
and the U.S. Virgin Islands

## *Around the Table...*



Volume 4

Issue 7

March 2009



Dawn Nester, Regional Manager  
PH: (603) 433-0560 (desk)  
Fax: (603) 433-0780

we-mail: [Dawn.M.Nester@irs.gov](mailto:Dawn.M.Nester@irs.gov)

PH: (603) 978-8361 (cell)

he-mail: [Histrylady@yahoo.com](mailto:Histrylady@yahoo.com)

**Are you a member of the T.E.A.M.?**

### **What's Inside?**

- ★ Membership Report, pg 2
- ★ Regional Training Program Update, pg 3
- ★ Greater Merrimack Valley Chapter Update, pg 3
- ★ Legislative Report, pg 3
- ★ **Diversity** Corner, pg 4
- ★ Compliance Report, pg 6
- ★ Training Report, pg 7
- ★ FEW Education and Training Foundation, 8
- ★ National Training Programs, pg 8
- ★ Management Tips, pg 9
- ★ News You Can Use, pg 11
- ★ Regional Manager Training, Informal National Board of Director Session, and National Board of Director Meeting Highlights, pg 12

New England Region (FEW)  
P. O. Box 444  
Farmington, NH 03835-0444  
<http://nerfew.org>

### **Regional Manager's Message**

I traveled to Atlanta, GA, in February to participate in the FEW National Board of Directors (NBOD) meeting, as well as receive Regional Manager (RM) training. The RM training was terrific. We also held a Strategic Planning meeting. The information shared during that session was wonderful. Highlights from each of these meetings are included in this newsletter.

A big "Thank You!" goes out to Lisa Lombardi, Vice President (Methuen), Greater Merrimack Valley Chapter, and her sister, Lesley LaPerle, for their contributions to the Region's Scholarship fund as a result of the Pampered Chef party Lisa held in her home. Between Lisa and Lesley, the Region's scholarship fund picked up \$290! Thank you so much, Lisa and Lesley!

The Region also received \$35 from the FEW Foundation for Education and Training for our Regional Training Program scholarship winner, Valarie Briggs, Greater Boston Chapter. As you may remember, Valarie submitted the winning them for our newsletter. Because we did not receive any entries for the RTP theme contest and because Valarie's prize as the newsletter theme contest winner was a free registration to the 2009 Spring RTP, the RTP Committee advanced Valarie's name to the FEW Foundation for Education and Training. Lisa Lombardi also will receive a \$20 discount on her RTP registration in recognition of her newsletter theme entry. Joy Brennan, Lisamarie Rykowski, and Jennifer Zipkin from the Brookhaven Chapter will receive their RTP discounts during the autumn Regional Training Program to be held in Long Island, NY. The date hasn't been set yet, but we hope to get the plans for that RTP under way soon.

## Regional Manager's Message (cont.)

The Region has received six inquiries for agency visits since the February issue was sent out. The inquiries came from Housing and Urban Development (HUD) in Manchester, NH; HUD in Hartford, CT; HUD in Newark, NJ; EPA in New York, NY; EPA in Boston, MA; and GSA in Boston, MA.

These contacts are the result of our letters to heads of agencies seeking a meeting in support of President Sue Webster's goal of "A Chapter in Every State." Kudos go out to Tina Gray for suggesting the letter and helping me with the wording.

I am going to present information about FEW at the GSA Women's History Month event on March 31<sup>st</sup>. I have contacted Cathy Fletcher, Vice President for Diversity, and Valerie Foxx, President, Greater Boston Chapter, and invited them to accompany me to this presentation.

President Sue Webster already had an agency visit on the books to the Food and Drug Administration in Parsippany, NJ. When I got the call from HUD in Newark, I contact Carolyn Malone, Communications Chair, who works with Sue on travel arrangements, to see if we could add HUD to the visit. I am hopeful that this will be worked out for March 30<sup>th</sup>. Thanks go to Lindsay Mitchell, Regional Representative, for her willingness to accompany Sue on the visit(s). I am still working with the EPA contacts to arrange visits in their locations. More letters are going out to agencies in our Northeast Region states in the near future.

We are very close to a new logo to go with our newsletter theme. Watch for it!

## Membership Report by Kelly Badzo

The time has come when those of us with a March renewal date should be renewing our memberships on-line through FEW's secure web site (<http://secure.few.org>). If you haven't already, please do so before, on, or as soon

after March 31, 2009, as possible. National FEW grants a grace period for renewals but it is to your advantage to have your dues paid up as soon as you can. **Remember**, you must be a member in good standing (dues paid to National and your Chapter) in order to take advantage of member discount prices to the Regional and National Training Programs.

We welcome new members this month, as well. They are:

- Elanda Leguillow, Brookhaven Chapter
- Lillian Rosario-Dunning, Fort Monmouth Chapter
- Meryl Einbinder, Greater Boston Chapter
- Lynne Allen, Greater Merrimack Valley Chapter
- Laura Taveras, Greater Merrimack Valley Chapter

Welcome to FEW, everyone!

As we consider renewing our dues, let's take a moment to recognize the LIFETIME MEMBERS in the Northeast Region. These members have made a commitment to FEW to be a member for the long haul. If you are interested in lifetime membership, you must be a member for five consecutive years. This is to be sure FEW is the right "fit" for your employee needs because it is a large financial commitment and once made is non-refundable. More information about lifetime membership can be found on the FEW web site.

We honor the following members for their commitment to FEW:

- Beatrice Brooks, Brookhaven Chapter (BC)
- Sally Devin, BC
- Helen Jacobs, BC
- Anne Jacobsky, BC
- Christina Johnson, BC
- Georgia Peachey, BC
- Carrie Roberts, BC
- Caridad Romaine, BC
- Shirley Shivers-Hayes, BC
- Sheila Turner, BC
- Prunella Washington, BChapter
- Cathy Fletcher, Greater Boston Chapter
- Gloria Dunn, Greater Merrimack Valley Chapter (GMVC)
- Jeanne Gessay, GMVC
- Catherine Nasin, GMVC

## Membership Report (cont.)

- Dawn Nester, GMVC
- Cynthia Spahr-Gughan, GMVC

### 2009 Regional Training Program by Jayne Cousins and Lisa Lombardi



"The future belongs to those who believe in the beauty of their dreams." – Eleanor Roosevelt

Our theme is "**Seated Around the Table of Learning**," borrowing from the newsletter theme submitted by Valarie Briggs, Greater Boston Chapter. Valarie will receive a free registration to the Regional Training Program, compliments of the FEW Foundation for Education and Training.

Presenters have been confirmed. They are: Arlena Fitch-Gordon, Vice President, Training; Cathy Fletcher, Vice President, Diversity; Congresswoman Niki Tsongas, D-MA for the catered luncheon; Sheree Galpert, Motivational speaker; and, Ruth Petty, financial analyst

We are very pleased to bring you this exciting, informative training. Our speakers are excited to be participating and look forward to meeting you!

Registration fees are Members = \$35.00; Non-members = \$50.00; Students = \$20.00.

Registration is open! Submit yours today!

### Greater Merrimack Valley Chapter Update by Tina Gray, President

On March 10, I had the opportunity to accompany Dawn as she conducted a FEW Interest Meeting for employees in HUD and the VA in Manchester, NH. They appeared impressed with our organization. I encouraged them to join our chapter until we can get a chapter chartered for them.

## Legislative Report



FEW.ORG



Cecelia Davis  
Vice President for  
Congressional Relations

Janet Kopenhaver, our FEW lobbyist on Capitol Hill, sent out a message to alert members to two of FEW's legislative agenda items that are attached to a bill that is coming up for a vote. Here's what she wrote:

"We have just learned that the Tobacco bill recently approved by the House Oversight and Government Reform Committee included two very important federal worker provisions - the FERS Sick Leave Credit and the FERS Redeposit bills. Both would rectify inequities currently in place between the two retirement systems (CSRS and FERS), as well as help attract new workers to the federal government and offer incentives for federal retirees to return to the government to help train these new workers.

Enactment of this bill would help FEW achieve two of its five legislative priorities for this year. If passed, it would move to the Senate for consideration.

**However, time is quickly running out.** This bill could come up for a vote as soon as tomorrow, but definitely by the end of the month."

I join Janet in asking for your support of these bills. Visit the FEW web site and click on the Legislative icon in the top right-hand corner to access [capwiz.com/few](http://capwiz.com/few) to find your elected official and send a message.



**Diversity Corner**



Cathy Fletcher  
Vice President for Diversity

March is Women’s History Month. This year’s theme is “Women Taking the Lead to Save Our Planet.”

Here are some women who have changed the world we live in.



**Julia "Butterfly" Hill** was born just plain Julia on February 18, 1974. Her young life nearly ended in 1996. She recovered and, much like John Muir after his near-blinding at almost the same age, she set off to travel.

She planned to visit the Far East, in search of enlightenment. But her route to the East lead her to the West Coast of the U.S. where other young people were trying to prevent the destruction of one of the last remnants of the great redwood forest that once stretched 650 kilometers (400 miles) from southern Oregon to the Big Sur coast, south of Monterey Bay, California.

Marjory Stoneman Douglas's 1947 best seller, *The Everglades: River of Grass*, raised America's consciousness and transformed the Florida Everglades from an area that was looked upon as a useless



swamp - to be drained and developed commercially - to a national park that is seen as a valuable environmental resource to be protected and preserved. After this successful campaign to preserve the Everglades as a national park, Douglas continued her work by founding the Friends of the Everglades, a conservation organization with some 5,000 members today.

Always ahead of her time, Douglas graduated from Wellesley College as an English major in 1912. A few years later, Douglas went to Miami to be a reporter for her father's newspaper, which later became *The Miami Herald*. During World War I, she served with the American Red Cross in Europe. After the war, she launched her career as a newspaper editor at her father's paper. Many of her editorials focused on what she perceived to be Florida's increasing problem of rapid commercial development. In the 1920s, she left the newspaper to launch a second career as an author. Over the years she published many books and short stories, both fiction and non-fiction - most for adults but several for children - especially focusing on women, the history and life in southern Florida and environmental issues. She also engaged in a number of other campaigns and charity work to improve society: campaigns against slum-lords and for improved housing conditions, for free milk for babies whose parents needed aid, and for the ratification of the Women's Suffrage Amendment.

Most important, she dedicated her life to preserving and restoring the Everglades. She lived long enough to witness great successes. In 1996, for example, Florida voters passed a constitutional amendment that held polluters primarily responsible for cleaning up the Everglades. And the Florida and federal governments have authorized multimillion-dollar projects to restore and expand the Everglades. In recognition of her tireless and successful struggle, the state of Florida named the headquarters of its Department of Natural Resources after her.

## Diversity Corner (cont.)

Awarding Mrs. Douglas the Presidential Medal of Freedom in 1993, President Clinton recognized her achievements. Upon her death in 1998 at the age of 108, President Clinton said: "Long before there was an Earth Day, Mrs. Douglas was a passionate steward of our nation's natural resources, and particularly her Florida Everglades."



Rosalie Barrow was born November 3, 1877, to a family of wealth and position in New York City. Her father was a cousin of Charles Dickens, and Rosalie was brought up to become the cultured wife of an important man and an

enlightened mother to his children. She seemed to be fitting ideally into this fate as she married a British engineer, Charles Noel Edge, delivered two children, and split her time between New York and the Continent.

The direction of her life changed dramatically in 1913 when on a trans-Atlantic voyage, she met Lady Rhondda, a prominent British suffragette. She plunged into the movement to bring equal rights to women, discovering she had a huge talent for political debate and action.

Meanwhile, she was undergoing another awakening. Two years after her conversion to social justice issues, she started spending part of each year on Long Island and soon became a serious birder, eventually amassing a life list of 804 species.

This interest in the natural world, however, didn't become part of her public persona until

1929. In that year, a scientist associated with the American Museum of Natural History, Willard Van Name, sent her a copy of his pamphlet, "A Crisis In Conservation." Without naming names or even directly identifying the organization, he detailed behavior on the part of the directors of the National Association of Audubon Societies that was subverting the aims of the wildlife preservation movement, which was then the most active part of the American conservation movement. Edge read the pamphlet while in Paris and became incensed. "For what to me were dinner and the boulevards of Paris when my mind was filled with the tragedy of beautiful birds, disappearing through the neglect and indifference of those who had at their disposal wealth beyond avarice with which these creatures might be saved?"

She returned to New York and put into practice in the conservation movement those activist techniques she had developed in her years as a crusading suffragette.

"When we suffrage women attacked a political machine, we called out its name, and the names of its officers, so that all could hear. We got ourselves inside the recalcitrant organization, if possible, and stood up in meeting. We gave the matter to the press, first doing something that it should make news."

She attended Audubon meetings, smiled at and sat with the men she despised and then, in open session, asked embarrassing questions they couldn't answer without loss of face. They tried to dismiss her, but in vain. She had fifteen years experience in the political trenches. Next to her, the Audubon directors were rank amateurs. She was 53 years old, rich, living apart from her husband, and ready to devote all her time, energy and intelligence to bringing to light the collusion between the Audubon directors and commercial wildlife harvesters. In what must have been the most shocking revelation of the whole dispute, Edge discovered that the directors had, over the period 1921 to 1931, received \$50,000 for "renting" their 40-acre Rainey Wildlife Sanctuary in Louisiana. The renters were trapping muskrats for their fur.

Edge created an Emergency Conservation Committee (the ECC), designed to reform the Audubon Association. When that Association refused to give her a copy of their mailing list so she could publicize their views to the entire membership, she sued and obtained it. In the days before the Audubon's 1930

**Diversity Corner** (cont.)

meeting, she paid for the publication of a pamphlet detailing the sins of the Audubon directors. By 1934, the former directors were gone and the alliance with the game harvesters was history.

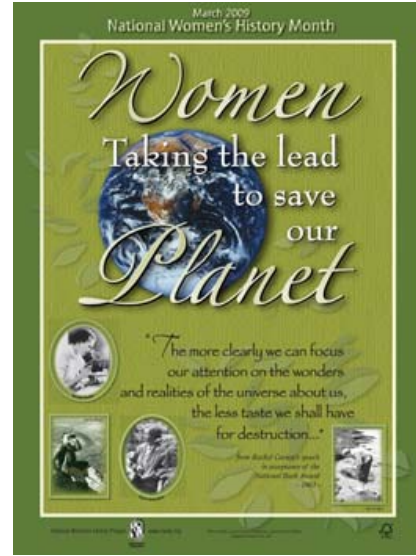
Edge continued her conservation activities under the aegis of the ECC, which she used to campaign for the preservation of 8,000 acres of sugar pines on the southern edge of Yosemite National Park and for the creation of Olympic and Kings Canyon National Parks. During these same active 1930's, she was also involved in creating a wildlife sanctuary at Hawk Mountain, in eastern Pennsylvania. The mountain was a vital stop on a hawk migration route. In 1932, an amateur photographer named Richard Pough shocked the wildlife preservation community with a series of photos of dead and dying hawks, shot by hunters both for sport and, theoretically, to protect barnyard fowl at surrounding farms.

Edge wrote in response, "Man hates any creature that kills and eats what he wishes to kill and eat. He does not take into account the millions of rodents and insect pests that hawks consume." This was enlightened, ecological thinking in 1933, and the Audubon Association rebuffed her efforts to prod them to purchase the mountain and protect the hawks.

Never one to take "no" for an answer, she appealed to friends and bird lover and raised the money herself. Within a year she had raised the necessary \$3500 and purchased the land. She was president of the Hawk Mountain Sanctuary from then until her death. It still attracts visitors from around the world, especially in fall when eagles, hawks and falcons give visitors a lesson in the beauty and importance of raptors. Educational and research programs throughout the year continue as a testament to the foresight of Rosalie Edge.

She died in 1962, just as another woman, [Rachel Carson](#), was moving into the spotlight as the foremost proponent of ecological

thinking.



**Dates to Remember in April 2009:**

1-30	National Alcohol Awareness Month
1-30	National Autism Awareness Month
1-30	National Occupational Therapy Month
1-30	National Parkinson's Awareness Month
1	April Fool's Day
5	Palm Sunday
8	Passover (begins at sundown)
9	Holy Thursday
10	Good Friday
12	Easter
19	Easter (Orthodox)
22	Earth Day
23	Take Our Daughters and Sons to Work
25	Arbor Day

**Compliance Report**



Michelle Crockett  
Vice President for Compliance

I continue to participate with EEOC and to watch for

## Compliance Report (cont.)

news items of interest. Below is one such item. I encourage you to visit the EEOC's web site ([www.eeoc.gov](http://www.eeoc.gov)) and click on the News link.

### **EEOC OBTAINS OVER \$300,000 FOR CLASS OF FEMALE PROFESSORS SUBJECTED TO PAY DISCRIMINATION**

Settlement with Adelphi University of Long Island Also Includes Remedial Relief

NEW YORK – Adelphi University of Garden City, N.Y., one of the largest universities on Long Island, has agreed to settle a pay discrimination lawsuit filed by the U.S. Equal Employment Opportunity Commission (EEOC) for more than \$300,000 and significant remedial relief, the federal agency announced today. The EEOC had charged that Adelphi paid a group of women professors less than male professors performing the same work.

According to the EEOC's lawsuit, a class of female full-time professors was paid less than male professors of the same or lesser rank teaching within the same school. This violation had been ongoing since at least April 2004, the EEOC said. Pay discrimination by gender violates the Equal Pay Act and Title VII of the Civil Rights Act of 1964. The EEOC filed the suit in U.S. District Court for the Southern District of New York (EEOC v. Adelphi University, No. 07-CV-4001).

"Working women should never be shortchanged by receiving unequal pay for performing equal work," said EEOC Acting Chairman Stuart J. Ishimaru, who noted that the agency receives upward of 5,000 wage bias charge filings nationwide each year under all the statutes it enforces. "The EEOC intends to enhance enforcement in this area by focusing on systemic cases, in addition to increasing public outreach and education."

Under the terms of the consent decree settling the suit, Adelphi agreed to pay \$305,889 to 37 claimants, as well as salary increases for 30 claimants. Further, Adelphi agreed to comply with the requirements of the Equal Pay Act and Title VII. The decree also requires monitoring and training on federal employment discrimination laws for the following three years.

EEOC New York Trial Attorney Louis Graziano, said, "The consent decree puts mechanisms in place to prevent pay discrimination at Adelphi in the future." New York District Director Spencer H. Lewis added, "Employees are entitled to a workplace without disparity and differential treatment based on sex. The EEOC will seek full relief against employers who continue to pay women less than their male peers for performing the same work."

The EEOC enforces federal laws prohibiting employment discrimination. Further information about the EEOC is available on the agency's web site at [www.eeoc.gov](http://www.eeoc.gov).

## Training Report



Arlena Fitch-Gordon  
Vice President for Training

I am looking forward to coming to the Northeast Region's Regional Training Program on May 1<sup>st</sup>! Not only because it will give me an opportunity to share my message concerning the importance of training and interviewing skills but to spend some time with you. Later in this newsletter, there is an article about business networking. Let's read it together and put it into practice when we get together in May! See you then!



<http://www.fewfoundation.org>

### **FEW Foundation for Education and Training**

by Patricia Wolfe, outgoing President and Dawn Nester, incoming President

The Board of Trustees for the FEW Foundation for Education and Training is pleased to announce Brenda Lewis and Valarie Briggs were selected to receive FEW Foundation scholarships to attend their Region's Regional Training Program (RTP). Brenda is from the Great Lakes Region and Valarie is a member in the Northeast Region. Congratula-tions, Brenda and Valarie! We wish you all the best for a wonderful learning experience through your Region's RTP.

The outgoing Board of Trustees is also very pleased to announce the results of its recent election.

Dawn Nester, Northeast Region – President  
Linda Fresh, D.C. Metro Region – Vice President  
Marie Argana, Southeast Region – Treasurer<sup>1</sup>  
Judy Mullis, Great Lakes Region – Secretary

We also welcome new members to the Board of Directors. They are:  
Johanna Altland, D.C. Metro Region,  
Jean Christiansen, Southwest Region,  
Cathi Crabtree, Great Lakes Region,  
Carolyn Kroon, Pacific Northwest Region,  
Beatrice Squires, D.C. Metro Region, and  
Valerie Stringer, D.C. Metro Region

Congratulations to the new officers.

Pat Wolfe, D.C. Metro Region; Jeanette Miller, Southeast Region; Jack Kenner, D.C. Metro

Region; Jane Morgan, D.C. Metro Region; Melinda Hendrix, Great Lakes Region; Connie Stenlund, Pacific Northwest Region; and Edna Harvin Battle, D.C. Metro Region, remain on the Council of Advisors.

The new officers express their gratitude to the outgoing officers for the hard work and dedication they exhibited in the past two years. Highlights of their achievements include:

- securing a partnership with Grantham University to award four-year scholarships to FEW members, spouses, or dependent children, as well as educational discounts for FEW members, spouses, or dependent children at any time;
- ensuring a presence at NTP 2007 and 2008;
- sponsoring educational webinars;
- revamping the FEW Foundation web site to include on-line contributions; and,
- expanding opportunities to support the FEW Foundation through ForYourCause.com and the Combined Federal Campaign of the National Capital Area.

Job well done, everyone! Here's to two more years of supporting FEW members through education and training!

### **National Training Programs**

Future NTPs will be held:

- 2009 – Orlando, FL, at the Orlando World Center Marriott
- 2010 – New Orleans, LA, at the New Orleans Marriott
- 2011 – Philadelphia, PA, at the Marriott
- 2012 – Detroit, MI, at the Marriott at the Renaissance Center

Keep these dates in mind when talking with your manager about training needs.

<sup>1</sup> Marie Argana's position wasn't up for election in 2009.

## Management Tip

### Networking: Business and Social Networking for Career Success

by Susan M. Heathfield, About.com

Many people think of business or social networking as circulating around a room and exchanging business cards. But a broader view of business and social networking is that it creates a pool of contacts from which you can draw leads, referrals, ideas, and information for your job search and career progress. You can network without ever attending an official business or social networking event, although attending events is useful in networking. Find out more about how to do business and social networking successfully.

Social media participation is an essential tool in networking with professional contacts, making new contacts, recruiting employees, and keeping in touch with the world. If you're not participating in the top social media and networking sites, the world is leaving you behind. Why not become involved on the social media Web sites while your participation can advance your career, help you obtain superior employees by enlarging your candidate pool, and enable you to easily stay in touch with coworkers and former coworkers at one location.

You will need to explore the possible social media sites to see which sites fit your need for participation. Some sites specialize in certain industries and on specific topics. Some even focus on networking within regions and nations. I have profiles and participate in some activities on [Twitter](#), Facebook, and [LinkedIn](#). Social media sites are a critical component of professional networking going forward. These ten reasons support your time investment.

Stay in touch. If, like me, you have "lost" people over the years, look them up on the popular social media sites. You may find them. And, if your whole network is profiled and linked, you'll never lose them again.

Be found. I can't tell you how many former colleagues, friends, and associates have found my profiles and contacted me. Just recently, one of my best friends from high school, whom I sought for thirty years, found me online and called.

Find candidates for jobs. You can email your network with job requirements and ask for referrals. Tap into the power of your current employees' networks by asking them to broadcast available positions to their networks. This is one of the top ways to find passive candidates, people who may not currently be actively seeking work. Search on keywords to expand your contacts even beyond your network. As an example, here's how to [use LinkedIn for recruiting](#).

Develop a recruiting network for employees with skills that will become increasingly scarce. Especially as the boomers retire or seek part-time opportunities, determine where you will find the employees with technology, medical, and quality skills, as examples, that your organization will need. Various social networks exist for a variety of career fields.

Plant your foot firmly in the social networks that will provide the future employees for your organization. Seek the assistance of your current employees, too. They may already be networking on these sites – or they may be interested in helping you find the kind of people with whom they want to work.

Find a new job. Desire to move on from your current employer for whatever reason? Use social media sites to assist you in your job search. Everything recommended for recruiting candidates is recommended for your [job search](#).

Establish your online brand. Who are you? What expertise do you have? What do you want to be known for accomplishing. The information you put in your profiles will eventually serve you well or not at all. When a potential employer or a potential employee "googles" your name, will the employer find the credentials of a proficient professional? You want to establish an online image before you need it. Establishing this image can take awhile. Why are you waiting?

## Management Tip (cont.)

Join groups that share your interests, your community, or your profession. Facebook, as an example, allows you to create groups. I'm a member of the [job searching group](#) and other members point me to [interesting online articles](#). Following people on Twitter also yields content recommendations. Twitter groups are increasingly scheduling in-person meetups so that people who are interacting online can meet face-to-face. The mid-Michigan group is planning their next meetup. If you attend conferences or trade shows, Twitter is a great way to schedule get-togethers.

The next four reasons to participate in social media are big...

See the first six reasons to participate in social media. Here are four more reasons to participate in social media.

Develop social connections over time on social media sites. Sites such as Facebook and MySpace allow much more "fun" than the more professionally oriented LinkedIn. Connections send me karma and virtual plants from Facebook, as an example. While both of these sites started for young people, mature professionals are increasingly joining them. Despite the fact that a friend's daughter tells us we are too old for Facebook, it is increasingly populated by professionals, too.

Be careful what you share to safeguard that professional image referenced above, but don't doubt its power to expand your relationships. An added plus? College students, whom you may want to recruit, populate these sites and are well-versed in their use and comfortable reaching out from them. One of my nephews disappeared from email and another niece sent him a message on Facebook and he was back in touch with me that day.

Provide a space in which the users of your product or service can interact with you.

Consumers want to have a conversation with you about their wants and needs. They want to tell you how you can better serve them. Many of them want to build community around products or services that they love. Give them the opportunity. [Blog](#), sponsor user forums, and answer user comments.

Use your customers' feedback to improve; it's much easier to zap a note off to you on Facebook, or to comment on your blog, than it is to write a letter to an anonymous company address. Be out there. Interact. Zappos, the only shoe store I purchase from anymore, has a [lively feed](#) on Twitter. It's just one example. And, if you need a strategy for helping your customers find you and talk with you, go where they are already talking and join the conversation. In fact, do this, too.

Build community around your product or service. Are the people who are the "face" of your company approachable, likeable, knowledgeable, and out there? You need to find these people and nurture them. They are increasingly the voice of your company. More than paid media opportunities, such as ads, television commercials, and traditional mass media approaches, the online world seeks evangelists who build a community of people who follow them and whom they follow.

Forums and blogs on your company Web site, forums and blogs within your human resources Intranet, and other community opportunities build this sense of community. Both within and outside of your company, you need to develop relationships. They are your communication life line. Create them; use them.

Finally, Betsy Weber of [TechSmith Corporation](#), sent me a note worth heeding today. Your company, in addition to individual employees, needs to establish a company presence on significant social media sites. The recent [Cone Business in Social Media study indicates](#) that "93% of Americans believe that a company should have a presence on social media sites and 85% believe that these companies should use these services to interact with consumers." Of the study responders:

--60% of Americans regularly interact with companies on a social media site,

### Management Tip (cont.)

The Internet has opened up communication across world boundaries. Why not use its social media components to expand your network, add friends, make connections, recruit employees, find people with scarce skills, and enlarge your world view? I'm participating. Why not you, too?

--43% of consumers say that companies should use social networks to solve the consumers' problems, and

--41% believe that companies should use social media tools to solicit feedback on products and services.

The Internet has opened up communication across world boundaries. Why not use its social media components to expand your network, add friends, make connections, recruit employees, find people with scarce skills, and enlarge your world view? I'm participating. Why not you, too?

Source: <http://humanresources.about.com>

### News You Can Use



This segment has moved to the Northeast Region web site. Check the "News You Can Use" link frequently as new articles are posted almost daily. Information about health care, retirement, the Thrift Savings Plan, and more is posted on this page of the web site. Check it out at <http://www.nerfew.org>.

**Clue:** This location was featured on the *Jeopardy!* Tournament of Champions airing on March 24, 2009.

**Question:** What is the Brookhaven National Laboratory, Long Island, NY?

Yes, indeed, the Brookhaven National Laboratory had its own category on *Jeopardy's* Tournament of Champions on the second night of the final to decide the champion. The category even contained one of the Daily Doubles.

The Brookhaven Chapter has members who are employees of the Brookhaven National Laboratory, some of whom were fortunate enough to be funded to the FEW National Training Program in Anaheim, CA, in 2008.

Congratulations to the Brookhaven National Laboratory for being featured on everyone's favorite "brain game," *Jeopardy!*

Get Well Soon Wishes by Dawn Nester

Lindsay Mitchell, our Regional Representative, let me know that she has injured her foot, requiring her to wear a walking cast. Get well soon, Lindsay!

Highlights from the  
Regional Managers Training  
and  
National Board of Directors  
Meeting  
February 18-21, 2009  
Atlanta, GA

Regional Manager Training, February 19, 2009

- Sue Webster, President, shared her talking points for agency visits.
- The Strategic Planning Teams gave update presentations. (**DAWN's NOTE:** I sit on the Think Tank team; Patt Franc gave the presentation for the team.)
- Mary Anna Weber, a consultant/facilitator, presented information for working across generations
- Becky Fasulo, Vice President for Membership and Chapter Organization, discussed chapter quarterly reports; reinforced that it is important for chapters to present information in the four focus areas; submit the reports on time; and, that the Vice Presidents for the Four Focus areas and National Officers, including herself, read each and every report. As of the meeting, only 70 chapters had submitted reports that were due by February 10 (approximately 44 percent).
- Becky then moved into the "A Chapter in Every State" goal. Sixteen states currently do not have chapters (including Maine, New Hampshire, Vermont, Connecticut, and Rhode Island). The current thinking is that FEW needs to decide how to realign all of the regions to better distribute the chapters within the regions to maximize coverage. There will be more on this at future meetings.
- Wilma Huey, Vice President for Policy and Planning, gave an overview of the changes being made to the organization of the National Policy and Planning Manual (NPPM). Wanda Killingsworth, a member of her committee for this effort, shared the draft of the reorganized content. As a follow-up to this, Regional Managers have been charged with looking at the material in the NPPM that relates to regions to determine if the material is readily accessible and sufficient to needs. Judy Rosco, Southwestern RM, is chairing the committee. Becky Fasulo is chairing the committee to look at the chapter material.
- Bernice Waller, Executive Vice President, discussed national FEW sponsorships and what that means for Regions and Chapters. Some sponsors are more amenable to being involved at the region and chapter level than others. However, Regions and Chapters may continue pursue local sponsorship. We must share the information with Bernice.

- Elizabeth Callahan gave a presentation about Long Term Care. (**Northeast Region Chapter Presidents**, Elizabeth and Beth O'Brien are local to our region and available for Chapter presentations. If you want to have a Long Term Care presentation for a future meeting, let me know and I will put you in touch with Beth. Beth has already committed to supporting the Spring Regional Training Program and helping me get in touch with her associate in New York for the Autumn RTP, as well.)
- Patt Franc, Rocky Mountain Region, and Marion Stevens, Great Lakes Region, gave a presentation on data mining using FEW information.
  - For example, if the member provided their series and grade, a Chapter President or Regional Manager who needs a Treasurer may review the rosters for members in the 500 series. The 500's are in the financial series. If someone who is good with contracts is needed, the Chapter President or Regional Manager may want to look for someone in the 1100 series. The member may not be interested, for whatever reason, but if they are not approached, they cannot say "yes" or "no." The OPM web site lists all federal series.
  - They also encouraged Chapter Presidents and Regional Managers to go to the FEW web site in the Members' Only section to access the Capwiz.com/few information in the Legislative Area. There is a map in the Capwiz.com/few area that shows how many federal employees are in each state, broken down by county and/or large city. As it turns out, Vermont has the fewest number of federal employees.
  - Patt and Marion also suggested sending the RTP flyer to non-member NTP attendees from 2008 in our respective regions. (**DAWN's NOTE:** I will do this.) In addition, they suggested using e-vites. Many members include their home e-mail addresses on the rosters. Consider using a free e-vite company to make sure your information gets to the people who want to attend. For example, Evite.com, Socialize.com; mypunchbowl.com; PurpleTrail.com; and ping.com. (**DAWN's NOTE:** I will do this.)

Informal National Board of Directors Meeting  
February 20, 2009

The informal Board meeting provided two sessions. The first covered team building. There are four basic Team Player styles:

- ⇒ Collaborator: mission-focused
- ⇒ Contributor: task-oriented; pushes the team to higher standards
- ⇒ Communicator: builds mutual trust and team spirit
- ⇒ Challenger: questions goals and methods; performs reality checks

We took a 20-question survey to determine our team player style. Much to my surprise, I am a Collaborator.

**DAWN's NOTE:** Following the Board meeting, I took an on-line evaluation and suggested that the next logical step for this training is to help us identify our leadership style.

The second session covered working in a multi-generational workforce. Broad characteristics of the four generations currently in the workforce were covered. One thing I brought up during the discussion was that these are just broad characteristics and that people should refrain from stereotyping people based on when they were born. For example, I fit better into the description for "Matures" than for my own category; my daughter fits better into the GenX description than she does her own category of Nexters. Perhaps that's fitting since I was a generation ahead of my time, but it reinforced for me that it's good to know the broad categories but to be aware of the potential for stereotyping. **DAWN's NOTE:** If you would like to know your team player style, let me know. I will give you a copy of the survey and what each of the styles means in more detail.

National Board of Directors Meeting  
February 20-21, 2009

Reports: All reports have been posted on the FEW web site in the Members' Only section, Forms and Documents. I encourage you to go into the web site and read the full reports. I will highlight the points each of the Board members made during their 3 minutes at the microphone.

President:

- Most of the points Sue Webster highlighted had to do with the Strategic Planning Initiative and the areas that the teams are looking into: Mission/Planning; Leadership; Fiscal Security; Membership; Partnerships; and, Think Tank.

Executive Vice President:

- Met with Naomi Earp, Equal Employment Opportunity Commission, and others on the FEW Board to discuss the FEW Federal Women's Program Resolution.

Vice President for Policy and Planning:

- Working with the NPPM Planning Committee to re-prioritize the NPPM. The goal is to post the NPPM on the FEW web site in a similar format as the 2004 Strategic Planning Initiative documents for easier, more efficient access.

Vice President for Congressional Relations:

- FEW prepared and issued a letter of congratulations to President-elect Barack Obama as our 44<sup>th</sup> President. (The letter was posted to the FEW web site.) In the letter, FEW also released the results of a member survey ranking the organization's legislative priorities for the 111<sup>th</sup> Congress.
- The NBOD finalized the Legislative Agenda for the 111<sup>th</sup> Congress and distributed it to every legislator. In addition, the Legislative Agenda is also posted to the FEW web site.

Vice President for Compliance:

- Provided information to Janet Kopenhaver to assist in the development of a press release entitled, "FEW Disappointed in Low Compliance Rate of Federal Agencies with MD-715 Reports." The press release was issued on January 7, 2009.
- Addressed the Federal Women's Program Interagency council on November 19, 2008, to discuss actions being taken by FEW and its Compliance program.
- Established a list of Compliance Chairs within all regions.
- Efforts continue with the 2009 NTP Planning Committee for the Compliance Luncheon; panelists have been contacted and confirmed.

Vice President for Diversity:

- Developing strategies to identify and eliminate barriers, systemic problems, and promote FEW's commitment to providing quality of opportunities within and outside the organization. This included reviewing Chapter Quarterly Reports and newsletters for Diversity activities, to develop an appropriate vehicle for sharing information to support Diversity efforts at the grassroots level.
- Participated in BIG's Greater Boston Chapter meetings and continue to work with the Inter-Agency Ad Hoc Recruitment Committee. My participation in this joint effort meets the goals and objective detailed in our FEW Diversity Mission Statement, revised April 2007.

Vice President for Membership and Chapter Organization:

- Currently, there are 5 chapters on waiver:
  - Central Cincinnati, Great Lakes Region
  - Garden City, Southeast Region
  - Pensacola, Southeast Region
  - MacDill Tampa Bay, Southeast Region
  - Fort Monmouth, Northeast Region
- One chapter's charter was recommended for revocation: Northeast PA, Mid-Atlantic Region. (**DAWN'S NOTE:** I voted for this motion after hearing the input from Becky Fasulo and Liz Perry, Regional Manager for Mid-Atlantic, and the efforts that had been made to save the chapter, to no avail.) *Motion carried.*
- One chapter was recommended for chartering: Central Texas Chapter, Southeast Region. (**DAWN'S NOTE:** I voted for this motion based on input from Becky Fasulo and Judy Rosco, Regional Manager for the Southeast Region.) *Motion carried.*

Vice President for Training:

- Completed Training Brochure so that each focus area will have its own brochure.

Secretary:

- Prepared agendas and calendars for national and executive committee meetings.

Treasurer:

- Tonjua Toon was not able to attend the meeting; her report was approved as submitted.

Nominations Officer:

- Continue to revise the NPPM to follow the National Bylaws for nominations.
- My recovery from breast cancer is still proceeding well. I appreciate the MANY cards, thoughts, and prayers that have come my way. It is amazing how many “sisters” I received cards from throughout this ordeal. I continue to heal from the mastectomy and will be undergoing reconstruction later this spring. Again, thank you for everything.

Immediate Past President:

- Rhonda Trent was unable to attend the meeting; her report was accepted as submitted.

Awards Chair:

- Awards will be automated for the first time. Information will only need to be submitted once.

National Bylaws Chair:

- Work with various members of the National Board and support them as needed/requested:
  - Chapter suspensions
  - Membership categories
  - Updating the NPPM

Communications Chair:

- When requested, prepare Agency Visit packets for Board members, regional managers, and chapter presidents. To date, have prepared approximately 65 packets (July 2008 to February 2009).
- With the assistance of Dawn Nester, a questionnaire was developed and sent to all past presidents for completion. The purpose of the project is to be able to respond to inquiries and writing articles or obituaries.
- The committee drafted a one-sheet checklist for chapters/regions to use when exhibiting at events.

Contracts Management Co-Chair:

- Angelica Armenta was not able to attend the meeting; her report was accepted as submitted.

Contracts Management Co-Chair:

- Contract signed with Stimulus Engineering Services, Inc., for services to the Strategic Team Developing Consulting and Planning Process.

NTP 2009 Co-Chairs

- Tuition-Out-Of-Pocket (TOP) will be posted in the Members-Only Section soon.
- A golf tournament will be a new feature of the NTP 2009. It will be held Saturday, July 18<sup>th</sup>, at Hawk’s Landing golf course. It will be \$99 to play with an option to take golf lessons.

Publications Policy and Review Committee:

- Ordered 2,000 each of the Compliance and Diversity brochures and 7,000 Membership brochure

Scholarship Chair:

- Worked with the Committee to create a new Collegiate Scholarship within the sponsor's stipulations and in accordance with FEW's Strategic goals.
- Creating an electronic version of both the NTP and Collegiate Scholarship applications.

D.C. Metro Region Manager:

- D.C. Metro Region teamed up with the FEW Foundation for Education and Training to draft a letter requesting members to support the Foundation through contributions to the Combined Federal Campaign of the National Capital Area.
- The Region held its first D.C. Metro Region Leadership Forum on September 20, 2008, facilitated by 4 members of the NBOD and hosted by the National Oceanic and Atmospheric Administration (NOAA). The forum addressed commitment to leadership and the role of the regional and chapter officers in providing the bridge between individual members and the national organization. An additional goal was to develop strategies to identify and eliminate systemic problems, provide beneficial training and support to members, and improve communication within the Region.

Great Lakes Region Manager:

- Contacts made in Minnesota and Wisconsin may result in new chapters being formed.
- Established two Great lakes Region scholarships – one for RTPs and one for NTPs.

Mid-Atlantic Region Manager:

- Attended the Mid-Atlantic Region Regional Training Program in Williamsburg, VA, on October 10-11, 2008; the RTP was sponsored by the Tidewater Chapter. All four focus areas were covered.

Mid-Continents Region Manager:

- Held the Fall Regional Board meeting, hosted by the Nebraska Heartland Chapter and held in Lincoln, NE, in October 2008.
- The region recently purchased automation equipment for presentations at board meetings.

Northeast Region Manager:

- Plans are under way for the Spring 2009 Regional Training Program, to be held at the University of Massachusetts' Lowell. We are planning a second Regional Training Program in the Autumn in Long Island, NY.
- Began an outreach initiative to contact heads of agencies in all states within the Northeast Region in support of President Webster's "A Chapter in Every State."

Pacific Northwest Region Manager:

- Regional “FEW Friday” event was hosted by the Willamette Valley Chapter.
- Conducted a “What is FEW?” presentation to 35 women from the Bureau of Indian Affairs at the request of their Director. Willamette Valley Chapter received a new membership as a result of the session.

Rocky Mountain Region Manager:

- The Regional Training program will be held in Salt Lake City, UT, in April 2009. All Chapters will participate in the various tasks to make this a successful event. The theme is “Pursue Excellence: Believe and Achieve.” The Office of Personnel Management (OPM) will be sending a speaker and won’t be charging for the TDY. Cecelia Davis and Arlena Fitch-Gordon will be presenting workshops.
- President Webster will be visiting the Wasatch Chapter in Salt Lake City on February 23. The point of contact has set up two separate meetings. Some agencies expected to be present at the meetings are IRS, VA, WAPA, Hill AFB.

Southeast Region Manager:

- Continue to build relationship with the Tennessee Economic Council on Women by volunteering to serve on the Economic Council for Nashville and Rutherford County. I continue to be an active member and serve as a board member for the Rutherford County League of Women Voters. I assisted in planning public forums for local and county elections and served as timekeeper in October and November local elections.

Southwest Region Manager:

- Surveyed all chapters in the Southwest Region and received responses from 9 out of 10 chapters. The survey was about Federal Women’s Programs in their agencies. Chapter Presidents were requested to contact their FWP Manager to see how local chapters could assist in getting FWP re-generated.
- Requested funds to assist with expenses incurred for the Regional Training Program in Dallas, TX, scheduled for March 25-27, 2009, at the InfoMart.
- Will request a Regional Training Program scholarship from the FEW Foundation for Education and Training.

Western Region Manager:

- Report was not shared in advance.

IT/Webmaster:

- New images have been placed on the home page banner to rotate and highlight FEW and the NTP.
- A “Hot Topics” link has been added to the home page.

*News and Views* Editor:

- Continue to work with the National President and Executive Vice President on policy to include paid ads in *News and Views*.

#### Special Assistant for Outreach:

- Participate with the Partners in Projects meetings with various other government agencies. The group is planning a Women's History Month program on March 11, 2009. The theme is "Women Taking the Lead to Save our Planet."
- FEW and AMA Leadership Development Certificate – FEW and AMA are dedicated to helping our members acquire the knowledge and skills that will help them grow and prosper in the current work environment. To that end, FEW and AMA have entered into agreement designed to increase and broaden the scope of services and enable more members to benefit from all available resources. The Leadership Development certificate provides an opportunity for a deserving individual to participate in the AMA program. All members who meet the requirements are encouraged to submit an application.

#### Awards Chair:

- A motion was made to have the Military Meritorious Service Award removed from the National Policy and Procedures Manual (NPPM). (**DAWN's NOTE:** I voted for this motion; however, it was adopted. The Military Meritorious Service Award will remain in the NPPM.)

#### Special Assistant for People with Disabilities:

- The report was not submitted in advance of the meeting.

#### NTP Advisory Committee:

- Submitted a motion for Patricia Wolfe from the D.C. Metro Region to Co-Chair the NTP 2010 with Carolyn Malone; the motion was voted on and accepted.

#### Investment Committee:

- FEW currently holds 17 Certificates of Deposit, with all investments covered by insurance.

#### Sponsorship Committee:

- 60 letters have been mailed out to potential sponsors.
- Plaques will incorporate the "Keys to Success" theme.

#### National Office Oversight Committee:

- FEW eliminated a storage bin and its rental fees; currently only renting one storage unit through Nation's Capital Archives.

#### Employee Thrift Advisory Council Representative:

- All TSP participants have been concerned about the status of their TSP account in the past year. The continued pressure from the Real estate Investment Trust (REIT) industry to allow REITs to become a part of the TSP. The board and ETAC continue to oppose introduction of REITs. A significant point to be considered is that the total REIT capitalization is less than the total TSP balance and it is not advisable to buy into a market that the TSP fund could totally absorb many times over. The market impact to the REIT industry would be significant (driving up their valuation

significantly initially) even if only a small percentage of the TSP was allowed to invest in the REIT market.

- Given the number and seriousness of issues facing the TSP at this time, the ETAC will be holding another meeting in a few months. I will be soliciting input from all FEW members, as well as non-FEW member women government employees, on those proposed changes. I have been receiving a lot of emails from FEW members in the past month, and I will continue communicating with them.

#### Talley Management Company:

- Online membership – e-mailed 2,665 renewal notices; there are currently 3,992 active members (difference resulted from bounced e-mails; looking to contact these members through home addresses).
- New joins as of January 31, 2009: 20 online; 13 via paper application
- Chapters can request an online demo of the renewal process, if wanted for a chapter meeting.

#### Membership Issues:

- A motion was made regarding membership transfers. “A membership is transferable from one chapter to another, subject to payment of local dues. The gaining chapter Treasurer will request from the losing chapter a certification showing the date on which the member paid national FEW dues for the current year. The losing chapter will pay the gaining chapter a prorated portion of the \$20.00 dues refunded to the chapter from National. The gaining chapter will notify the national officer of the transfer. Members cannot transfer their membership (Lifetime or regular) to another person.” (**DAWN’s NOTE:** the prorated amount is equal to \$1.65 per month. I voted against this motion because it seemed like more work for the gaining chapter treasurer than it was worth based on the small amount of monies involved (<\$20). I believe this motion carried.)
- A motion was made regarding the refunding of \$20 of the \$45 dues collected. (**DAWN’s NOTE:** I voted for this motion because it was simply an administrative update for the NPPM since this is the procedure already in place. I believe this motion carried.)
- A motion was made to designate three levels of membership – Level 1 for non-profit organizations (a minimum of \$1,000 contribution); Level 2 for government agencies (for a minimum of \$5,000 contribution); and Level 3 for private industry (for a minimum of \$10,000 contribution). This motion was withdrawn after discussion/questions from the floor.
- A motion was made to add a Diamond Membership level for Lifetime members for an additional \$200 to gain a special place at the pre-registration desk during NTPs; reserved seating at NTP special events; an invitation to the President’s Reception (first year only); recognition in the NTP program book; and a small gift bag (value not to exceed \$25 per bag from FEW, but can include contributions for sponsors which may raise the value) at NTP. (**DAWN’s NOTE:** I voted against this motion because I did not believe it was “value for the buck” for lifetime members, especially as there was no “grandfathering in” provision, and I did not feel that enough preparation had gone into the research before the motion was presented.

This motion was adopted as amended to limit the value of the gift bags to \$25.)  
*Motion carried.*

- A motion was made to require Regional Managers to submit bi-monthly reports online (similar to the Chapters' Quarterly Report requirement). (**DAWN's NOTE:** I voted for this motion to strengthen the accountability of Regional Managers to the National Board.) *Motion carried.*
- A motion was made to require Chapters to submit quarterly reports online. (**DAWN's NOTE:** I voted for this motion because it was simply to incorporate an existing requirement into the NPPM.) *Motion carried.*
- A motion was made to address the suspension of chapters not in compliance with National FEW requirements for membership. (**DAWN's NOTE:** I voted for this motion following extensive work done by the Membership Committee over the past several months.) *Motion carried.*

#### FEW Foundation for Education and Training:

- Actively promoted the FEW Foundation for Education and Training being accepted into the 2008 Combined Federal Campaign for the CFC in the National Capital Area. The President will be notified late February/early March regarding the results of the campaign. The FEW Foundation has already submitted its application for inclusion in the 2009 CFCNCA. The goal is to demonstrate throughout 2009 that the FEW Foundation makes scholarships across the country so that we can qualify for the 2010 national campaign, which would give us access to 250+ CFCs nationwide and overseas. The more contributions we receive, the more the FEW Foundation can do to assist members with their educational requirements.
- Awarded Regional Training Program scholarships to the Great Lakes and Southeast Regions in 2008 with plans to award RTP scholarships to Mid-Continent, Northeast, and Southwest Regions for their 2009 RTPs.
- Motions were made to accept Johanna Altland, Jean Christiansen, Linda Fresh, Carolyn Kroon, and Judy Mullis to the FEW Foundation's Board of Trustees. All candidates are currently serving on the FEW Foundation's Council of Advisors. They must have FEW NBOD approval to move over to the Board of Trustees. The candidates are needed to hold an election on March 4<sup>th</sup>. (**DAWN's NOTE:** I did not vote on any of the motions because I was in the running for President of the FEW Foundation, election to be held on March 4<sup>th</sup>.) *Motions carried.*

#### Federal Women's Program Task Force:

- Met with Naomi Earp, Commissioner, Equal Employment Opportunity Commission. Commissioner Earp suggested that a FEW Chapter be started at the EEOC.
- EEOC wants to enter into a Memorandum of Understanding with FEW to have regular conference calls on FWP issues.

#### Review of Best Practices and Revenue Sources:

- Per the suggestion of the 2004 Strategic Planning Initiative recommendations, President Webster review Board responsibilities, best practices, and revenue sources for the entire board. She noted that she had done so during the first

Executive Committee meeting, but that meeting is not a full Board meeting, so she wanted to ensure everyone on the Board had the same information.

Travel Fundraiser:

- Information was provided by Audrey Spears for Tonjua Toon regarding a proposed fundraiser through YTB Travel.

Semi-Annual NBOD Location:

- Two proposals to host the NBOD meeting in February 2010; one from the Equalitarian Chapter, Columbus, OH; the other from San Diego Chapter, San Diego, CA. A silent ballot was taken, with the Equalitarian Chapter declared the winner. The NBOD meeting in February 2010 will be held in Columbus, OH, in conjunction with its region's Regional Training Program.

The National Board of Directors Meeting adjourned at 2:30 p.m. on Saturday, February 21, 2009. At 6:00 p.m., approximately 30+ members and friends gathered at Joe's on Sullivan, a family-oriented restaurant for networking and relaxing. The restaurant offered a trivia contest. My table formed a team of Bernice Waller, Executive VP; Liz Perry, IT/Webmaster and RM, Mid-Atlantic Region; Marion Stevens, former VP for Membership and Chapter Organization; and myself. By the mid-point of the contest, our team was tied with several other teams for 10<sup>th</sup> place and ready to move up, but the bus came for us before the contest ended. Oh, well, maybe next time. ☺

## STRATEGIC PLANNING PRESENTATIONS (More In-Depth)

Facilitator: Mary Anna Weber

Questions to ask ourselves as we listen to the presentations:

- “What have we heard before that supports these objectives?”
- “What has this team brought new to the table?”
- “What’s missing?”

### Membership

Team comprised of:

- Carolyn Malone
- Valerie Stringer
- Jerry Jones
- Wanda Jones
- Rheba Kershaw

Looking:

- Recruiting, Retention, and Member Services
  - Where are we now?
  - Where do we want to go?
  - How do we get there to make FEW the organization of choice?
    - Be inclusive – not just for women
    - Chapter in Every State
    - Increase membership numbers
- Retention
  - Establish an Intern Program
  - New and non-renewing surveys
    - Why did you join?
    - Why didn't you re-new?
  - Find strategies for networking with members who do not have computer access
  - Educate members to the value of the Members' Only section of the web site
- Member Services
  - Automatic renewal option for people who have paid by credit card
  - Establish on-line training opportunities
  - Send out information briefing papers through blast e-mails
  - Revamp the website with a focus on Members' Only section
  - Offer discounts from companies and services (revisited from the 2004 Strategic Planning Initiative)
  - Offer on-line purchase of FEW souvenirs (revisit the FEW Store concept)
  - Establish a mechanism for Vice Presidents to offer on-line responses to member questions within 12 hours

- Encourage professional networking with organizations such as Women2Women ([www.W2W.com](http://www.W2W.com))
- Revitalize the New Member packets
- Revitalize the Milestone Recognition project (e.g., Becky write an article for *News and Views* to list members who have received 5, 10, 15, 20, and 25+ continuous years of member)
- Recruiting
  - Establish virtual chapters
  - Utilize on-line options such as Facebook and MySpace
  - Establish a 10 Ten Reasons for Joining
  - Develop a National FEW marketing strategy
  - Establish better opportunities to recruit through colleges and universities

### Leadership

Team comprised of:

- Angelica Armenta
- Wanda Killingsworth
- Michelle Clark (AMA)
- Networking
  - “The Link”
  - Young Government Leaders
  - GovLoop.com
  - Junior League
- Benchmarking
  - Size and roles of other organization’s Boards
- Succession Planning
  - Board Composition
    - Nomination and criteria for running for a National position needs to be beefed up
  - Communicate the goals down through the membership
  - Develop a pool of candidates
    - Undertakers
    - Caretakers
    - Risktakers

### Fiscal Security

Team comprised of:

- Marion Stevens
- Audrey Spears
- Suzi Inman
- Shelly McCoy
- Jeanette McIlhenney

#### Looking at:

- Additional resources of revenue
  - Will talk to BIG, NARFE, and LINKS
  - Develop a survey
  - Looking at reading material on the subject
  - Looking at life without an NTP from the financial aspect
  - Looking at re-establishing the FEW on-line store (move this to the Membership Committee)

#### Think Tank

##### Team comprised of:

- Patt Franc
- Janet Geisler
- Dawn Nester
  - Lost Marion Stevens to the Fiscal Security Team
  - Recruited Liz Ornelas and Jerry Jones to join the team; continue to seek additional members

##### Feedback from audience:

- Research AAUW and Seraptimus Club as possible similar organizations for benchmarking
- Offer agencies an NTP discount if they send X number of employees to the NTP
- Get someone outside of government as a team member to bring in the “outsider’s perspective”
- Look at the NTP in terms of how often it is offered in a year, e.g., should it be one time, two times, East coast, West coast, contracted out to 1012, etc.
- Add a training aspect, e.g., what are agencies looking for and target the classes to that
- Where do we want the organization to be by 2013 that can be tied to the NTP and Strategic Planning teams? Don’t be short-sighted. Look at the NTP Advisory Committee to take the lead.
- Look at how FEW can fill the gap in education. Have a dialogue with academia for developing specialized training
- Develop partnerships with colleges/universities
  - Look at former Think Tank information for ideas that weren’t fully pursued
- Establish a Training Institute that isn’t tied to the NTP
  - Can this concept be resurrected from a previous initiative, especially in view of the fact that the Office of Personnel Management and agencies are letting things go?
- Looking for ways to “feed the regions and chapters”
  - On-line Store
    - Let Regions and Chapters buy items at cost to resell at profit, with the profit staying with the Regions and Chapters

- Send Marion Stevens the concept of benefit of a dinner/dance in Washington, DC, with big name people to network (e.g., rub shoulders with) and share high level information (e.g., \$20+ per plate with key Congressional, Administration, business, and educational leaders)
  - Could be a benefit of membership event or a fundraiser for National FEW with shared profits to the Regions and Chapters that send members
- Look at 501(c)(3) status again
- Look at tax implications from a fundraising point of view
- Look at how other organizations give away “big ticket items” such as cars, vacations, etc.
- Look at establishing sponsorship with companies such as cell phone distributors (e.g., Verizon, Spring, AT&T, etc.)
- Include a definition for what a partnership is versus what a sponsorship is