



THE LEADING ADVOCATE FOR WORKING WOMEN

*It's time for Interim Board . . . Join us in  
Bowling Green on November 14th & 15th*



Business and  
Professional  
Women/KY



Volume 75 • Issue II, 2003

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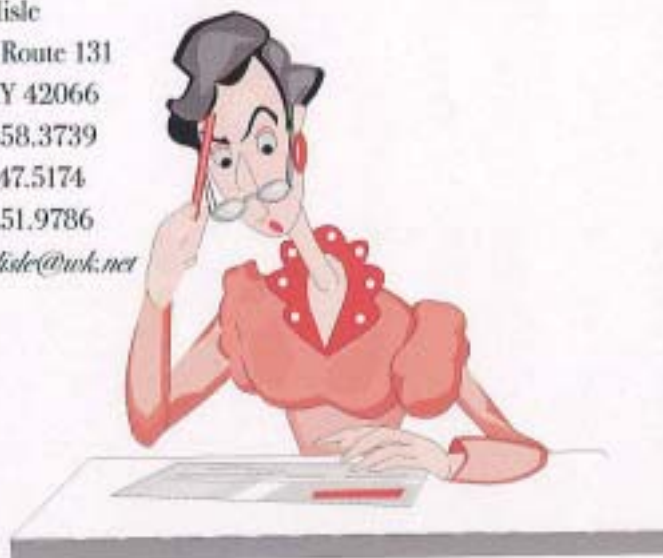
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Business and  
Professional  
Women/KY



# News To Use

From Your President

**D**ays are getting shorter, the temperature is beginning to drop, and the leaves are starting to change. Fall is definitely in the air. With the autumn season comes

the 82nd BPW/KY Interim Board of Directors Meeting.

The annual Interim Board meeting is held "for the purpose of planning and furthering the work of BPW/KY". This year's meeting will be held in Bowling Green, KY, at the Travelodge Hotel on November 14-15th. Each local president should have received the Call To Interim Board, along with the agenda and registration form, either by e-mail or U.S. mail. Even though there is business to conduct, this meeting is packed full of seminars, keynote speakers, workshops and FUN!!! Be sure to check out the itinerary in this issue and make your plans now to join us. Some of the highlights include:

- Kelly J. Watkins, international speaker and BPW/River City member, will conduct a motivational and educational seminar on "THE POWER OF POSITIVE LANGUAGE - Fine-Tune Your Verbal Skills to Sound Confident & Establish Credibility" on Friday afternoon.
- Enjoy great music of the 50's and 60's, good food and good friends while donating to BPW/KY Foundation at the 50's-60's Sock Hop Foundation Fundraiser. Get out those poodle skirts and practice twirling that Hoola-Hoop. Prizes for best costume and other surprises are in store for all.
- The National Business Women's Week Awards Luncheon, honoring Business Equity Nominees, Women of Achievement, and Women of the Year, where BPW/KY's Woman of Achievement and Business Equity winners will be announced. Make sure your nominee(s) is submitted for consideration by October 28! Send applications to Sharron Belcher, NBWW Chair. You will also not want to miss the

Keynote speaker, Anne Murray, affectionately known as the "FUN SPEAKER". Be sure to invite your local nominees to attend.

- Turn Up the Volume with the Membership Workshop tailored to meet the needs of the local organizations. Topics covered are what you have requested. It promises to be exciting, informative and FUN!!!
- Some extra-curricular activities are planned for those who want more! Experience "Shoppertainment" first-hand as we travel to Nashville and Opry Mills.

As an added incentive, we will be giving special recognition (prizes) to each local organization that has at least two members registered for the full conference. Prizes will also be given to the local organization who has the most members in attendance and to the local organization who has the most first-time attendees. I encourage everyone to join us in Bowling Green as we Turn Up The Volume. If you miss it, you will wonder what all the "Noise" is about!!!

Election Day is also approaching and I am asking each member to exercise her right to vote on November 4th. For the past three decades, participation in American elections, especially local elections, has been declining steadily. More and more Americans are choosing not to participate in the civic life of their communities and in the most basic, defining act of citizenship: voting. Since women constitute the majority of the voting age population, we must join forces to speak up and demand action on issues that are important to us by exercising our right and responsibility to vote. Even though we missed the chance to register voters for the November election (we will be conducting a voter registration program for the May Primary), each member can still get involved with the Get Out The Vote Campaign. Flyers have been sent to your local President and we need to get the word out!

*See you in Bowling Green,*

*Patti*

*Be a*  
**BPW  
TEAM  
PLAYER**

Here's how to qualify to be a BPW TEAM PLAYER:

- STEP ONE: Recruit ONE new or rejoining BPW/USA Member.
- STEP TWO: Make a personal contribution of \$25 or more to both the BPW Foundation and BPW/PAC -OR- make a personal contribution of \$50 or more to either organization.
- STEP THREE: Complete your BPW/USA Member Profile.



Dear Editor,

One of our organization members has died. What does *The Kentucky Cardinal* publish in cases such as this?

*Beth Moore*  
*Madisonville BPW*

Dear Ms. Moore,

The policies of the Kentucky Federation of the Business and Professional Women provide that a one/eighth page advertisement will be provided in *The Kentucky Cardinal* when a member's death occurs. This is provided at no charge. The local organization must notify the Editor of *The Kentucky Cardinal* of the person's name, date of death, and local organization.

If the local organization chooses to purchase an advertisement larger than this, no other notice will be included in *The Kentucky Cardinal*.

*Beth Moore, Editor*  
*The Kentucky Cardinal*

## WOMEN'S SUFFRAGE CELEBRATED IN PADUCAH

Merryman Kemp, Paducah Business and Professional Women's Club, was recruited last year in Owensboro to organize this year's Western Kentucky celebration of the passage of the 19th amendment to the United States Constitution, the amendment giving women the right to vote.

Kemp put together a coalition of several organizations. The main sponsor was the American Association of University Women; however, since there is no local active chapter of AAUW, Paducah BPW took the lead. Other organizations involved in the celebration were Interracial Women's Group, Alpha Kappa Alpha, Delta Sigma Theta, and Woman's Club of Paducah.

The event was held Sunday, August 24, at Crouse Hall on the West Kentucky Community and Technical College campus.

A panel of women who had been elected to office spoke and answered questions. They were: Deborah Hawkins Crooks, Graves County District Judge; Donna Dixon, McCracken County District Judge; and Geraldine Montgomery, Paducah City Commissioner and former mayor. The moderator was McCracken County Family Judge Cynthia Sanderson.

Girl Scout Troop No. 882 led by Ann Davis presented the flag. City Commissioner Robert Coleman read the joint City and County Proclamation proclaiming the day to be "Women's Suffrage Day" in Paducah and McCracken County. Two members of The Rhythm Women and the Groove Daddies, Mark Donham and Kristi Hanson provided music.

Sponsors of the event were the American Association of University Women, Kemp Financial Services, P & M Enterprises, and the Rhythm Women and the Groove Daddies.

Freda Fairchild, internationally known artist and Paducah resident, displayed six of her works. Other exhibitors were AAUW, Concerned Citizens of Kentucky, Girl Scouts, Older Women's League, Paducah Business and Professional Women, Rape Crisis Center, Woman's Club of Paducah, and Women Aware, Inc. (the local domestic violence shelter).

The "Good Guy" awards went to Charles Schneider of Paducah and Scott Vander Ploeg of Madisonville. Others receiving awards were: Belinda Abel, Cynthia Alston, Marsha Baker, LaNelle Boyles, Martha Nell Bradford, Shirley Bunch, Faye Clemons, Connie Coleman, Louise M. Cooper, Nola Courtney, Sherona Crim, Deborah Hawkins Crooks, Joan Denton, Donna Dixon, Louise Donaldson, Jean Elkins, Eva Jackson, Ann M. Johnson, Ruth Johnson, Kathy J. Jones, Marie Liang, Phyllis Maclin, Johnette Mends-Cole, Shirley Ann Moore Menendez, Geraldine Montgomery, Florence Morton, Lorena Parker, Lisa Prendergast, Margie Pope, Cornelia Reece, Gail Ridgeway, Sue Anne Salmon, Cynthia Sanderson, Rosa Scott, Dora Throgmorton, Barbara Veazey Teresa White, Emma Whiteside, and Carol Young.

BPW members from Paducah River City, May Louise Zumwalt (also President of Interracial Women's Group) and Mary Ann Freels were involved in the coordination of the event. Pat Moriarty from Paducah BPW produced the programs and flyers. She also worked on the tea for the event. Dorothy Carlisle, BPW KY Treasurer, staffed the Paducah BPW exhibit.

For more information contact Merryman Kemp, Paducah BPW, or email [merryman@apex.net](mailto:merryman@apex.net)

# FOCUS ON THE BUSINESS AND PROFESSIONAL WOMEN'S FOUNDATION

By: Lisa Prendergast, BPW/USA Foundation Chair

As your Foundation Chairperson, my role is to promote interest in and support of the Business and Professional Women's Foundation located in Washington, DC. For members who are new to BPW, this feature in the Kentucky Cardinal will introduce you to the Foundation. For members who have been in BPW for a while, this feature will reacquaint you with the Foundation. I urge you to support the BPW Foundation as well as the BPW/KY Foundation.

## CONTRIBUTIONS TO THE FOUNDATION

When you support the BPW Foundation, you support a powerful network of women who help other women. Your tax-deductible contributions help the Foundation collect, conduct, and analyze research on issues affecting women in the workplace. It also provides financial assistance for women to further their educations. The Foundation has awarded over \$6 million in scholarships, loans and grants to almost 8,000 women, since 1969.

Contribution transmittal forms are available on the BPW/USA website ([www.bpw.usa.org](http://www.bpw.usa.org)) or from Lisa Prendergast, your BPW/USA Foundation Chair. Remember, the Foundation is an excellent way to honor present members and deceased members and their family members.

Individuals and organizations donating at various levels are recognized by the Foundation as follows:

### Friend (\$25 - \$199)

- Thank you Letter/Receipt from National President
- Recognition in National Honor Roll (min. \$50)

### Financier (\$200 - \$499)

All of the Above, and

- Invitation to Participate in Scholarship "Congratulations Call" Mentoring Program
- Invitation to Foundation Honors Luncheon at National Conference

### Torchbearer - Silver (\$500 - \$999)

All of the Above, and

- Torchlight quarterly Newsletter
- Limited edition lapel pin

### Torchbearer - Golden (\$1,000 - \$2,499)

All of the Above, and

- Personal Thank You Call from National Trustee

### Torchbearer - Platinum (\$2,500 +)

All of the Above, and Reserved Seating at Foundation Events

- Complimentary Number of Tribute Cards
- Complimentary Ticket to Honors Luncheon at National Conference
- Complimentary Ticket to Women Mean Business Awards Gala

*NOTE: The Annual Giving Society level is determined by cumulative giving completed between July 1 and June 30 each year.*

## BE A BPW TEAM PLAYER

"Turn up the Volume" of your participation in BPW and become a "team player." Under Step Two of the challenge, you are asked to

"make a personal contribution of \$25 to both the BPW Foundation and BPW/PAC or to make a personal contribution of \$50 or more to either organization.

## FUND RAISING

Here are several ideas your local organization can do to raise money for the BPW/USA Foundation:

1. Ask each member of your local to consider making a personal contribution as a "Friend of the BPW Foundation" with a gift of \$25 or more, or as a "Financier" or "Torchbearer" with the corresponding contribution level, and by asking non-members interested in supporting education, research and training which benefit working women for a charitable contribution to the Foundation.
2. Hold a fundraising event/activity and donate the net proceeds to the Foundation.
3. Include a contribution to the BPW/USA Foundation into the formula for setting your local organization dues.

## HOW TO MAKE A CONTRIBUTION TO THE BPW FOUNDATION

Contributions can be made by personal check or credit card and will be credited to your membership record. Contributions can be made using a BPW Foundation Transmittal Form, or using one of the giving appeal forms sent directly to all BPW members periodically through the mail or provided in various issues of the Business Woman Magazine or simply send your contribution to:

BPW Foundation  
ATTN: Contributions  
1900 M Street NW, Suite 310  
Washington, DC 20036

Please make your check payable to: BPW Foundation. Indicate in the remarks section your local organization and state federation. The BPW Foundation is recognized as a 501(c)(3) organization and contributions to the BPW Foundation are tax deductible to the extent allowed by law.

## CAREER ADVANCEMENT SCHOLARSHIPS

Career Advancement Scholarship applications must be submitted by April 15th of each year. Application forms are available on the Foundation website ([www.bpwusa.org](http://www.bpwusa.org)) and from Lisa Prendergast, your Foundation Chair. Applicants must meet the following criteria:

- \* Be 25 years of age or older and a U.S. citizen
- \* Demonstrate critical need for financial assistance
- \* Demonstrate clear career plans
- \* Be officially accepted into a program or course of study in an accredited institution in the U.S., Puerto Rico, or the U.S. Virgin Islands
- \* Graduate within 12 to 24 months from the date of grant

For more information, and to obtain a Contribution Transmittal Form for your contributions to the BPW Foundation, or to obtain a Career Advancement Scholarship form, please contact me at [mlprendergast@moorelaw.org](mailto:mlprendergast@moorelaw.org).

# BACK 2 BUSINESS

By: Bonny Manning, VP, BPW/KY

It is time for us to get back to the business of the Federation.

BPW/USA issued a challenge to each member. The challenge includes:

- 1) Becoming a BPW Team Player
- 2) Recruiting and Retaining members in your state and local chapters
- 3) And reaching a national goal of 31, 259 members by May 2004.

The national member challenge coincides with the BPW/Kentucky member challenge for each local to recruit and/or retain 14 new or returning members by Interim Board in November 2003, and 14 new or returning members by State Convention in May 2004.

*How do we do this?*

**Become a Team Player at Interim Board.** The BPW Team Player forms and criteria to become a BPW Team Player can be found on the national website at [bpwusa.org](http://bpwusa.org). The Membership Committee will be able to assist you with the form, Internet connection, and provide you with a detailed explanation. Take the opportunity at Interim Board to become a BPW Team Player.



BPW/KY President Patti Fallin will be appointing two new PAC members as soon as she can. Our Kentucky BPW PAC must be politically balanced, and we try to balance by region. If you are a Republican and if you are from the North Region or Northwest Region and are interested in serving on the PAC, please tell President Patti or your Regional Director. We need to have all of our Political Action Committee members on board so we can move forward.

PAC appointments are for three years. Because we are in a reorganization phase, there will have to be some staggering of terms.

The PAC will have a telephone conference or a meeting as soon as all appointments are made.

**Talk about BPW** at church, at the grocery store, at the hair salon, at a soccer game, at the office. Get the idea. Let's begin talking about BPW instead of one another. Invite a co-worker to your next BPW meeting.

**Wear a BPW logo every day.** Put it on in the morning as you put on your jewelry. Be willing to say, "Oh yes, I am a member of Business and Professional Women. It is the leading advocate for working women in the country. Our local chapter provides training to members in public speaking, board participation, and career development."

**Complete Assigned Committee Tasks.** There are members depending on you for a report, article, and/or telephone call. Yes, we are busy and we wear many hats each day. **Back 2 Business** means meeting your committee responsibilities in a timely manner.

**Membership Seminar Workshop.** The Membership Committee has prepared an interactive Seminar/Workshop for those attending Interim Board in Bowling Green, Ky. The information can be used immediately to help you reach the membership challenge goals on the state and national levels. The BPW/USA Turn Up The Volume program will be featured.

*See you at Interim Board!*

*Condolences To  
Princeton BPW Club  
Upon the death of  
Mary Jane Jones  
March 30, 2003*

*In Loving Memory  
Lookie Vinson  
Longtime member of  
Central City  
Business and Professional Women*

KENTUCKY FEDERATION OF BUSINESS & PROFESSIONAL WOMEN'S CLUBS, INC.

INTERIM BOARD OF DIRECTOR'S MEETING

TRAVELODGE HOTEL – BOWLING GREEN

NOVEMBER 14-15, 2003

TENTATIVE AGENDA

**FRIDAY, NOVEMBER 14, 2003**

- 1:00 P.M. - 6:00 P.M. REGISTRATION
- 10:00 A.M. - 2:30 P.M. EXECUTIVE COMMITTEE MEETING AND LUNCHEON
- 3:00 P.M. – 5:00 P.M. THE POWER OF POSITIVE LANGUAGE – *presented by Kelly J. Watkins*  
*Fine-Tune Your Verbal Skills to Sound Confident & Establish Credibility*
- 7:00 P.M. – 10:00 P.M. 50'S-60'S COSTUME SOCK HOP FOUNDATION FUNDRAISER  
*Includes Cash Bar, Heavy Hors D'œuvres, Silent Auction, Sock Hop with prizes for best Poodle Skirt and other surprises.*

**SATURDAY, NOVEMBER 15, 2003 (Business attire)**

- 7:30 A.M. - 4:00 P.M. REGISTRATION
- 7:30 A.M. - 8:30 A.M. BREAKFAST (ON YOUR OWN)
- 9:00 A.M. - 11:45 A.M. BUSINESS SESSION
- 12:00 NOON - 2:00 P.M. LUNCHEON HONORING BUSINESS EQUITY, WOMAN OF ACHIEVEMENT,  
AND WOMAN OF THE YEAR NOMINEES – *Keynote Speaker, Anne Murray*
- 2:30 P.M. - 4:30 P.M. MEMBERSHIP WORKSHOP – *facilitated by Membership Committee*



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Changing Addresses?  
If so, please notify Ruth Schiller  
before you miss the next Cardinal.

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**2003 BPW/KENTUCKY  
INTERIM BOARD OF DIRECTORS CONFERENCE  
NOVEMBER 14-15, 2003**

**CONFERENCE REGISTRATION INFORMATION**

Registration is required for anyone attending any event scheduled as part of the Interim Board of Directors meeting. BPW name badges serve as your pass to conference activities and are distributed to registrants at the BPW registration desk.

Credentials must be presented at the registration desk prior to 8:30 a.m. Saturday. Only members of the Board of Directors who have paid their registration fee and are in good standing are eligible to vote in the business session. Members and guests are welcome to attend and speak, but cannot vote. Board members are:

- BPW/KY Executive Committee
- BPW/KY Parliamentarian (without vote)
- Chairpersons of Standing Committees
  - o Bylaws
  - o Finance
  - o Foundation
  - o Issues Management
  - o Legislation
  - o Membership
  - o Public Relations
  - o Young Careerist
- Regional Directors
  - Asst may serve as alternate in absence of Dir or if Dir is delegate in another capacity
- Local Presidents (2003-2004 year) authorized representative allowed
- KY Cardinal Editor
- BPW/KY Foundation Board of Trustees Chair
- Past National Presidents
  - o Katherine Peden
  - o JoEitta Wickliffe
- Immediate Past State President
  - o Brenda Gunn
- Emeritus Board Member
  - o Irene Vertrees

All registrations postmarked after November 1, 2003 must include a late fee of \$5.00.

**REFUND POLICY**

Cancellations must be made in writing to: Jerilyn Dawson, Interim Board Contact Chair, 503 Rolling Road Drive, Franklin, KY 42134. For a full refund, cancellation requests MUST be postmarked no later than November 1, 2003. No refunds will be processed after November 1, 2003.

**REASONS TO ATTEND!!!**

- ✓ Kelly J. Watkins, international speaker and BPW/River City member, conducts seminar on "THE POWER OF POSITIVE LANGUAGE - Fine-Tune Your Verbal Skills to Sound Confident & Establish Credibility".
- ✓ Enjoy great music of the 50's and 60's, good food and good friends while donating to BPW/KY Foundation. Prizes for best costume and other surprises are in store for all.
- ✓ Have a Voice in the business and decision making of the Kentucky Federation. Representation from each and every Local Organization is needed!

- ✓ Be entertained, informed, and inspired by keynote speaker Anne Murray, affectionately known as the "FUN SPEAKER".
- ✓ National Business Women's Week Awards Luncheon, honoring Business Equity Nominees, Women of Achievement, and Women of the Year. Make sure your nominee is submitted for consideration!
- ✓ Membership Workshop tailored to meet the needs of the local organizations. Be sure to submit your top three topics. Get ready to Turn Up The Volume!!!
- ✓ Experience "Shoppertainment" first-hand as we travel to Nashville and Opry Mills.
- ✓ Special gifts for each local organization with
  - o At least two members registered for the full conference
  - o Most members in attendance
  - o Most first-time attendees.

**COMMUNICATION SEMINAR**

Do you diminish your credibility by the language you choose? Join us on Friday afternoon as Kelly J. Watkins conducts a seminar on "THE POWER OF POSITIVE LANGUAGE - Fine-Tune Your Verbal Skills to Sound Confident & Establish Credibility". Recognize the five common credibility robbers and discover how to avoid them. Enhance your confidence and sound more professional by using positive language. Learn four practical techniques to make your communication more positive and convey a more professional impression.

Kelly J. Watkins, an international speaker and a member of BPW/River City, has tailored her seminar to our audience, with specific examples for BPW/KY members. No generic, off-the-shelf programs here! The seminar contains practical techniques that participants can implement now. The seminar will be interactive and contain discussion, exercises, and activities. Kelly educates while she motivates and motivates while she educates.

Kelly has traveled to all 7 Continents and all 50 U.S. States, conducting seminars for such clients as: The Kroger Company, American Institute of CPAs, Deloitte & Touche, March of Dimes, Kentucky Lottery, Holiday Inn, Kemper National, TradeWinds Resort, Louisville Gas & Electric and Toyota KY Woman Conference. A condensed overview of her credentials include:

- BPW speeches: Have spoken at two national conferences, two state conferences, one district meeting, five local chapters, and NBWW
- Professional speaker (20 years speaking experience)
- Author of four books and 100+ articles
- MBA in Marketing & International Business
- Past President of National Speakers Association/KY
- Columnist for Convention South magazine
- Adjunct college instructor
- Distributor for DiSC™ Behavior Profiles
- Served as Consultant to Travel & Hospitality school for four years
- One of only 100 US delegates selected to attend Canada/US Trade Summit
- Business First "40 under 40" Honoree

## BPW/KY FOUNDATION FUNDRAISER

Come enjoy the 50's-60's Costume Sock Hop Friday evening! Come dressed in your Poodle Skirt and Saddle Shoes and plan to Rock n'Roll the night away! There will be a prize for the best 50's-60's costume! Listen to the great music of the 50's and 60's and enjoy the mix of good food and good friends while donating to our state Foundation. Each local is asked to bring two items to donate for the Foundation Auction.

### KEYNOTE SPEAKER

The keynote speaker at the Saturday National Business Women's Week Awards Luncheon will be Anne Murray. Affectionately known as the "FUN SPEAKER", Anne Murray connects with her audiences to entertain, inform, and inspire. She is known for her ability to deliver her unconventional wisdom with engaging style and respect. Her customized presentations are lauded for her charismatic presence, irrepressible humor and extraordinary insight into human behavior. Her credibility as a professional speaker originates with her degrees in psychology, counseling, and interpersonal communication. As a child, Anne knew she was different. She later learned that this difference was actually giftedness for empathy, creativity, playfulness, and spontaneity. These qualities often got her in trouble in the Real World, but served her well in succeeding. As a professional speaker, Anne is rewarded for all those qualities, which can be misunderstood by the workplace organization. She offers her audiences creative thinking, receptivity and unconventional wisdom for reaching their full potential. Among her many honors and activities are President, Kentucky Speakers Association, Radio Personality for stations in KY and TN, Member of Kentucky, Tennessee and National Speakers Associations, and is listed in Who's Who of Professional Speaking. Anne is also a contributing writer for Today's Woman, a magazine published in Louisville, Kentucky.

### SUGGESTED ATTIRE

Business attire is requested during the business session, workshops and Awards Luncheon. Friday night's Foundation Fundraiser will be a 50's-60's Costume Sock Hop so come dressed for the theme and to have fun!

### MEMBERSHIP WORKSHOP

The Membership committee will hold a workshop at Interim Board that solely meets the needs of the local organizations. We are particularly asking each president and/or membership chairperson to send us up to three topics (in order of preference) that they would like presented. Suggestions may include such topics as:

- ✓ Developing a Membership Action Plan
- ✓ Tips and Techniques for Retention
- ✓ Tips for Increasing Membership
- ✓ Target Marketing
- ✓ Tips for Dealing with Potential Members
- ✓ Innovative Dues Payment Plans
- ✓ Getting the Secret Out - Advertise!!!

Be Creative! If 'how-to' presentations are required to implement your suggestions, we are willing to do that. We do not wish to preach to the choir so we are looking forward to hearing from each local so we can try and meet their particular needs.

Please send suggestions no later than Oct. 20 to Brenda D. Gunn, 1528 Garland Ave., Louisville, KY 40210-1343, or via email at [brenda.gunn@louisville.edu](mailto:brenda.gunn@louisville.edu).

## SHOPPERTAINMENT<sup>SM</sup> HAS ARRIVED!

Want to get a jump on your Christmas shopping while enjoying good company with your BPW sisters? Join us as we travel to Nashville and Opry Mills to experience "Shoppertainment<sup>SM</sup>" first-hand at Tennessee's most visited shopping, entertainment and dining destination with a dynamic mix featuring more than 200 retailers, unique restaurants and high-caliber entertainment venues.

First stop will be Jillian's. Each location features: The Video Café, with giant screen TVs, and a menu specializing in classic American favorites, The 9-Ball Lounge, with tournament quality billiard tables, Hi Life Lanes, an over the top multi-media bowling alley, as well as other dining and entertainment venues such as dancing.

After dinner, you can enjoy the nightlife of Jillian's or continue your adventure into Opry Mills. At 1.2 million square feet, Opry Mills combines the best names in retail with the hottest experiences in entertainment in one of the most well known locations in the world. Opry Mills includes the best names in manufacturer and retail outlets, off-price retailers, category-dominant stores and unique specialty stores. All are part of the shopping adventure.

Start saving your pennies! Transportation to Nashville will be provided but dinner will be on your own. Believe me when I tell you that you will not want to miss this trip!

### INTERIM BOARD CONFERENCE HOTEL

The Travelodge Hotel and Conference Center, 1000 Executive Way is located just off I-65. Take US 231(Scottsville Road) Exit #22 off I-65 and turn North-West to the second stoplight, which is Executive Way, turn right. The Travelodge Hotel is located on the right side.

Hotel amenities include: 24 hour Front Desk; Handicapped Rooms/Facilities; Free Parking; Outdoor Pool; Nellie O'Bryans Restaurant and Bar; Laundry/Valet Services, Free Deluxe Continental Breakfast.

Guest rooms have coffee makers, hair dryers, irons and ironing boards, courtesy newspaper, and built in dataports for fax or computer hook-up.

### HOTEL RESERVATIONS

Reservations will be processed in order of receipt. **THE ROOMS WILL BE BLOCKED UNTIL NOVEMBER 1, 2003.** Reservations beyond that date will be on a space and rate available basis. The room rate is \$60.64 per room per night flat rate. Rates DO include the sales and occupancy tax. Reservations will need to be guaranteed with a credit card OR a first night deposit. Cancellation of reservations must be made by 6:00 p.m. date of arrival. Check in is 2:00 p.m. and check out is 12:00 noon.

Call the hotel directly at 800-578-7878 to make your room reservations. **BE SURE TO MENTION BPW/KENTUCKY FOR THE CONFERENCE RATE.**



**82<sup>nd</sup> INTERIM BOARD OF DIRECTORS REGISTRATION FORM**  
**Business & Professional Women / Kentucky**

Travelodge Hotel and Convention Center • Bowling Green, Kentucky • November 14-15, 2003  
*Please type or print; use one form for each registrant.*

Name \_\_\_\_\_ Phone (\_\_\_\_) \_\_\_\_\_  
 Address \_\_\_\_\_ City/State \_\_\_\_\_ Zip \_\_\_\_\_  
 E-mail \_\_\_\_\_ BPW Local \_\_\_\_\_

Check your classification/Board of Directors/voting status (*check all that apply*):

- |  |   |
|--|---|
| <input type="checkbox"/> BPW/KY Executive Committee              | <input type="checkbox"/> Current Local Organization President     |
| <input type="checkbox"/> BPW/KY Standing Committee Chair         | <input type="checkbox"/> Other Board Member _____                 |
| Committee: _____   | <input type="checkbox"/> Past State President & Year Served _____ |
| <input type="checkbox"/> Regional Director                       | <input type="checkbox"/> Member                                   |
| <input type="checkbox"/> Assistant Regional Director             | <input type="checkbox"/> Guest                                    |
| <input type="checkbox"/> First Time Attendee at State Conference | <input type="checkbox"/> New Member                               |

**Registration Packages: NO REFUNDS WILL BE PROCESSED AFTER NOVEMBER 1, 2003**

	Postmarked on or before November 1, 2003	Postmarked after November 1, 2003
<b><u>Full Conference Package</u></b> (includes Friday Workshop – “The Power of Communication”, Friday night 50’s Costume Sock Hop Foundation Fundraiser, Board of Directors Meeting, Saturday National Business Women’s Week Award Luncheon, and Membership Workshop)	\$68.00	\$73.00
<b><u>Saturday-Only Conference Package</u></b> (includes Saturday Board of Directors Meeting, Saturday National Business Women’s Week Award Luncheon, and Membership Workshop)	\$48.00	\$53.00
<b><u>Registration Only</u></b> (includes Saturday Board of Directors Meeting and Membership Workshop)	\$30.00	\$35.00
<b><u>Additional Guest Meals:</u></b>		
Friday Foundation Fundraiser	\$20.00	
Saturday NBWW Awards Luncheon	\$18.00	

**Total Enclosed:** \_\_\_\_\_

Special meals (vegetarian, etc.) are available upon request. Please state preference. \_\_\_\_\_

**I will be attending:**

- Friday Workshop – “The Power of Communication”
- Friday night 50’s Costume Sock Hop Foundation Fundraiser
- Board of Directors Meeting
- Saturday National Business Women’s Week Award Luncheon
- Membership Workshop
- Saturday Night Shopping Trip to Nashville – additional cost involved  
 (shopping trip to Opry Mills in Nashville and dinner at Jillian’s – additional cost involved for dinner)

Mail completed registration form and payment promptly by deadline dates listed above (*keep a copy for your records*).  
 Make check payable to **BPW/KY**. Send check and form to: **Jerilyn Dawson - 503 Rolling Road Drive - Franklin, KY 42134**  
**Questions? Call Jerilyn Dawson at 270-586-7547 (h), 270-586-2942 (w) [jdawson@southcentralbank.com](mailto:jdawson@southcentralbank.com)**

**Hotel reservations** must be made directly with **Travelodge Hotel, 1000 Executive Way, Bowling Green, KY 42104**  
 Telephone 800-578-7878. Rates are \$60.64, which includes tax. **Identify your affiliation with BPW/KY for group rates.**

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hours of time annually. As a

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initiatives. We know there's more to do.

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**SUE WHEELDON, 1914-2003.** We are saddened by the loss of one of the chartering members of Central City BPW Club. Sue was a committed member from the very beginnings of our club and remained regular in attendance until her death. She was a hard worker behind the scenes of all the projects that CCBPW undertook. She also supported all the programs of the local, state and federal organization one hundred per cent.

Sue was born in Monticello, Arkansas, but was moved to Island, Ky. in her early youth and spent her growing up years near Central City. She was married to Foley Wheeldon of Central City, a marriage which lasted until his death several years ago. She was employed at the J.C. Penney Store in Central City until it burned and after that she was partner with her husband in the Central Amusement Company in Central City. They also owned an apartment building where Sue managed the rentals and upkeep. Sue was not blessed with children of her own but it was evident to everyone who knew her that she loved children. She often bought gifts for children of her friends and always thought of the needs of children of fellow club members.



*Sue Wheeldon*

In 1963, Sue was selected by club members of CCBPW as the Business Woman of the Year. She served as Parliamentarian of the club for a term and as committee chairman of many committees over the years. Sue would rather work behind the scenes than to be the leader of the pack. And work she did. She took jobs that many other members would rather not have. She volunteered for the jobs that took work, but also needed creativity with a practical approach. She accepted jobs that took a lot of her time and jobs that required a lot of energy. She was always generous in donations to the club's many charities both in money and goods. She was known throughout the county for the cakes which she baked and gave away every year at Christmas and other times. Sue was well known by BPW members across the state as she attended many state and national conventions.

Sue was always "in character" because she was always the same to everyone she met—loving, generous, willing to listen, and interested in everything about the person to whom she was talking. She always found the good in people and went out of her way to praise and lift up her friends and acquaintances. Sue will be remembered with love and admiration by those who shared the BPW years with her.

## Where Are They Now Program Seeks Past YCs

**A** "Where Are They Now" program is being launched as part of the 40th Anniversary of the Young Careerist Program set for July 13-19 in Ft. Lauderdale during the BPW/USA National Conference.

The concept is for Local Organizations, Districts, and State Federations to locate past participants of the Young Careerist Program (not necessarily winners). The past YC s and respective contacts (phone or email) should be sent to the National Committee at [bpwusayc@yahoo.com](mailto:bpwusayc@yahoo.com) so the process can begin to gather information regarding what year the individual participated in the program, what her career goals were at that time, and where the person is today in terms of career and/or family life.

The idea is to honor both present and past YC participants during the National Conference. A goal is to obtain photos of "then and now" to display with the brief narrative describing the YC. Those displays will be offered during the conference and promises to be interesting and fun for BPW members to stroll down memory lane.

Publicity is planned for the event and the National YC Committee encourages and challenges Locals, Districts, and States to sponsor similar "Where Are They Now" programs. An ideal time to conduct the program is during the upcoming National Business Woman's Week, October 19-25 or during the State Federations' respective annual convention.

Are you a past YC participant or do you know one? Send your e-photo and biography to [bpwusayc@yahoo.com](mailto:bpwusayc@yahoo.com)

### How To Creatively Find Past Young Careerists

Your Local Organization, District, and State Federation will want to take advantage of the "Where Are They Now" program and seek and find past participants of the Young Careerist Program. Here are some techniques and methods for finding past YCs:

1. Contact your Historian who most likely has an archive of newsletters and other items that will identify past YC s.
2. Contact the current and past YC Chairs for names and contacts.
3. Publish the "Where Are They Now" story in your local, district, and state newsletters.
4. All local organizations issue a news release to your local news papers and radio.
5. Run free ads in the classified section of the newspaper.
6. Make note of speakers who mention she was a YC.
7. Post a "Call for All Past YC" on your websites.
8. Have a friendly contest to see how many Locals can come up with names and contacts of past YC s.
9. Talk it up- Get the Word Out!

## South/Southeast Region

Joanne Story, Director

One of the FOCUS areas for the South/Southeast Region is to RECRUIT and RETAIN MEMBERSHIP.

All clubs in our region are busy planning and implementing a membership plan. In this Article I would like to feature three clubs in the South/Southeast Region. I have visited all of these clubs. I can tell you that they are dedicated BPW members who have taken on this task with a smile on their face and happiness in their hearts. Our region is really TURNING UP THE VOLUME!

GLASGOW BPW – The Glasgow club is off to an excellent beginning under the capable leadership of Janis Turner. Their membership drive had the theme of Learning and Remembering Club Accomplishments. They had a total of 22 guests who attended their August Meeting! The Membership Committee did an awesome job in promoting their membership drive. Glasgow is literally TURNING UP THE VOLUME. The Glasgow club is really outstanding. They are truly an example of the fact that BPW is the leading advocate for workingwomen.

SOMERSET BPW – The Somerset club is diligently working on membership under the leadership of Membership Chair Sheila Spradlin and President Barbara Sanders. The Membership Committee is TURNING UP THE VOLUME by working with the National Business Women's Committee to

include membership activities for NBWW. There will be a Membership Luncheon sponsored by Somerset National Bank. Each potential member will be pinned with a ribbon labeled VIP Guest. Invitations will be sent to 25 potential members inviting them to the Luncheon and NBWW Banquet. If they join BPW during National Business Women's Week they will receive their BPW Pin at a Pinning Ceremony conducted by Membership Chair Shelia Spradlin. Congratulations Somerset Club on your membership activities and good luck on increasing your membership.

MIDDLESBORO BPW- The Middlesboro Club has initiated a Membership Drive under the leadership of Martha Burke. They plan to become more visible in the work force. They plan to become an integral part of their community and gain respect and admiration of local women, hoping to recruit and retain members by becoming more visionary for change. They plan to become more visible for membership recruitment by honoring a "Woman of the Day" each day of NBWW. Good Luck Middlesboro! We expect to hear great things from your club in reference to an increase in membership.

I am so proud and honored to serve as Regional Director for the South/Southeast Region. ALL OF US WORKING TOGETHER ARE BETTER THAN ANY ONE OF US!

My next article will feature Bowling Green BPW, Campbellsville BPW, Franklin BPW and Williamsburg.

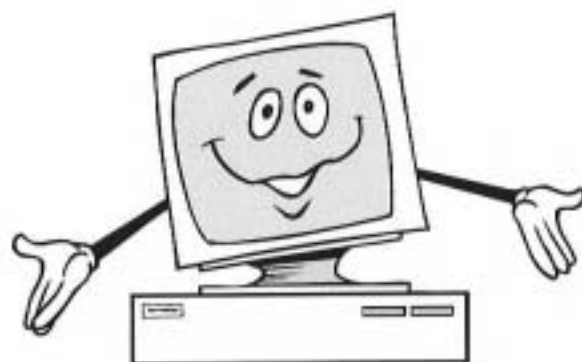
## Northwest Region Director

Lisa Prendergast, Reporter

The Northwest Region officers have visited all six of the local organizations in the region to introduce themselves and to let everyone know that they are ready and willing to assist the organizations throughout the year. It is planned that during the November 14-15 Interim Board meeting in Bowling Green, the region will meet and finalize plans for the Spring meeting. The location will be Madisonville, Kentucky on Saturday, April 3, 2004. The region plans to hold both a Young Careerist Speak-off and an Individual Development Speak-off at the Spring meeting.

*Thank you for your  
cards and your prayers.*

*Jean Elkins  
Paducah BPW*



Next time you're online, check out  
[www.bpwusa.org](http://www.bpwusa.org)

### You're Invited...

Self Defense Class - Wed., Oct. 1, 6:30  
YMCA - S College St., Harrodsburg

Women's Computer Class - Sat., Oct. 11, 1:00  
Ky VoTech - TRpp Rd., Harrodsburg

Women's Health Fair - Sat., Oct. 25, 10:00-2:00  
Sr. Citizens Center - Louisville Rd., Harrodsburg  
Events Sponsored by Ft. Harrod BPW

# Listen to what the Reporters have to say!

## MADISONVILLE BPW

*By Patsy Toombs, Reporter*

Madisonville BPW started off the 2003-2004 year with the following officers: President – Becky Hatfield, Vice President – Cris Crowley, Recording Secretary – Linda Taylor, Treasurer – Wilda Russell and Parliamentarian – Judy Gates.

At the July meeting, Jennifer Ford, Project Manager for Madisonville Hopkins County Economic Development, was our guest speaker. She explained a new program to stimulate economic development in Hopkins County.

The August meeting was held at the Edward D. Jones Office in Madisonville. Bill Young, Investment Representative, was the guest speaker.

## MIDDLESBORO BPW

*By Pat Welch, Reporter*

Middlesboro BPW has begun the 2003—2004 year with the following objectives. Our first objective is to become a more visible and audible voice for the working woman. The second goal is to become a more integral part of the community and gain the respect and admiration of the local citizens. The third objective is to promote and enable the business and professional woman to be a visionary for change. Finally, our goal is to recognize the working woman for individual contributions made to the business and professional community.

On September 19, 2003, Middlesboro BPW will be sponsoring a public ceremony as the city of Middlesboro receives an award from the Kentucky Society of Professional Geologists. Middlesboro will be receiving an elite honor of being declared Kentucky's newest Distinguished Geological Site. This will make Middlesboro one of only three sites in the state designated within the last five years. Our club will be providing box lunches for 100 to 150 people.

Our next and most anticipated event will be National Business Women's Week. Middlesboro BPW will be prominent during the week, with media coverage every day of the week. A "Woman of the Day" will be honored in the newspaper every day of that week. We will also be honoring "Woman of the Year," "Woman of Achievement," the "Emma Ralston Award" and the "Business Equity Award." Presentations will be made at our annual luncheon at the Pine Mountain State Park, Pineville, KY on Saturday.

## BPW/RIVER CITY, INC.

*By Debrah W. Pierce, Reporter*

Membership, leadership and training are all a part of BPW/River City, Inc.'s 2003-2004 strategy of "Getting Back to Basics." The Individual Development Program (IDP) supports this strategy and was launched on Thursday, September 18th with the first in a two-part series that focuses on the art of public speaking. IDP Chair, Paula McCraney and her committee have designed a program that will consist of five one-hour seminar-type sessions and one session for a speak-off competition. The program will give participants the opportunity to hone their speaking skills, brush up on their leadership capabilities and examine their image and personality style.

Another 2003 highlight is Leadership BPW, which continues to give participants the opportunity to learn about the Louisville community and meet with dynamic area leaders. Participants of Leadership BPW will visit the Kentucky Museum of Arts + Design and a

## OWENSBORO BPW

*By Lisa Prendergast, Reporter*

The Owensboro BPW is in the midst of raising funds for the Overton Scholarship program and organizational expenses. In October, National Business Women's Week activities will begin with a fundraiser, the annual food booth at the two-day Reid's Apple Festival. Owensboro BPW sells pizza, popcorn, and hot chocolate to the thousands of people who visit the festival.

Other events planned for NBWW include the "Women in Business" layout in the Owensboro Messenger-Inquirer. Owensboro BPW has solicited approximately 300 women in Owensboro to participate by purchasing advertisements in the local newspaper, which will feature a photograph of them along with brief biographical information of their achievements and contributions to the community.

The NBWW Awards Banquet will be held at the regular meeting during that week. BPW/KY President Patti Fallin will be the keynote speaker. The Woman of Achievement and Business Equity recipients will be announced that evening. A silent auction of "Make It, Bake It, Sew It, Grow It" items will be held during the banquet.

Later in the week, Owensboro BPW will treat all of the women participating in the "Women in Business" newspaper layout to lunch. After completing the major fundraising activities, Owensboro BPW will plan and conduct a Community WOMENomics Forum as one of the 75 sites around the country, which will hold these forums between October 2003 and February 2004 as part of the celebration of the 75th annual NBWW celebration.

## CENTRAL CITY BPW

*By JoAnne Moore, Reporter*

The emphasis at the Central City BPW August meeting was on Mentoring. Marilyn Woodruff spoke to the club. Central City BPW was responsible for selling T-Shirts for the Tourism Committee during the pre-Labor Day Music Festival. Hallie Whitmer and her family were at this post for the entire weekend. Their commitment is appreciated very much by the club and the city.

We were saddened this summer in the loss of three of our members. Sue Wheeldon, a Charter member of the club, died on August 10. Lockie Vinson, another long-time member, died on August 31. Both ladies were active in the club for many years. Also, member Linda Pool returned to California to live after the death of her Aunt Sue. She will be missed.

Downtown Home in September. They will tour the McAlpine Locks and Dam Replacement Project in October.

National Business Women's Week planning has shifted into high gear. We will start the week by supporting the LINKS for LIFE Golf Scramble and Silent Auction. Money raised from this event will be used to fund local cancer research and programs. The Katherine G. Peden Award for Corporate Excellence, Good Guy Award, Young Careerist Award and Woman of Achievement Award will be presented at functions held during the remainder of the week. The week's activities will conclude with a New Member Orientation "Brown-Bag" lunch. All events will be held at the Kentucky International Convention Center.

## PADUCAH BPW

Kara Brooks, Reporter

Pauline Crump, BPW/KY Past President, installed officers for 2003-2004 at the June 10th meeting. They are: Jean Elkins, President; Merryman Kemp, Vice President; Stephanie Skinner, Secretary; and Kathie Hunt, Treasurer.

At the beginning of the year, Paducah BPW selected women for their first annual HER (Honoring Excellent Role-models) Awards. Newspaper coverage was excellent. The winners were: Wise Woman (Mentor/Role Model): Merryman Kemp; Community Advocate (Community Activist): Merryman Kemp; Evolving Eve (Biggest positive change): Dorothy Carlisle; Maximum Mom: Dora Throgmorton; Broad Shoulder (Friend): Jean Elkins; Savvy Sister (Best business move): Alicia Ray; Gutsy Gal (Standing up for an ideal/issue/idea): Merryman Kemp; and Tomorrow's Woman (Young woman with potential): Kara Brooks.

In August, Lenore Yates, BS, ME, and LMT, presented a program titled Reducing the Effect of Stress via Massage Therapy and Self-Help. She brought a massage chair and one of our lucky members was picked to receive a ten-minute massage. Everyone's hands were massaged. All members benefited from this.

Johnette Mends-Cole, a Paducah BPW member and professor at West Kentucky Community and Technical College, talked about CCAMPIS (Child Care Access Means Parents in School) in September. Another of our members, Merryman Kemp, is the Chair of this Advisory Board at the College.

The club was delighted to receive news that the request to erect an historical road marker for our founder, Ann I. Baker, has been approved. The club plans to do this in March, Women's History Month.

Jean Elkin's mother died this summer. On August 15, Jean's husband, Rainey Elkins, died rather suddenly. Jean has since been hospitalized, but it is hoped that she will be out of the hospital soon. We hope that everyone will keep Jean in their thoughts and prayers.



Next Cardinal Issue deadline is December 1, 2003



## Women on the Move

Merryman Kemp was appointed to the Kentucky Council for Families and Children on September 9, 2003.

Brenda D. Gunn was appointed to the Board of Directors of the Exploited Children's Help Organization (ECHO)

## THE POWER OF A PLAN

By: Sonia Sanders (PSP), Public Relations Chair

"The success of your local organization or business public relations plan is tied to public opinion." I couldn't agree more with this statement by Yvonne Buchanan of Real World PR. Ms. Buchanan states this in an article called "The Power of a PR Plan." Just like any committee within our organizations, you must have a plan. It's obvious without repeating that our member's sources are short and few, with the decrease in membership. But, the fact remains if you have been given the "title" or the "task," you committed to perform in that capacity.

Whatever plan you create, make sure you can meet your own deadlines and goals. Once you have made a plan and make it public, members depend on you to make it happen. They also have no problem with making you accountable when the plan fails. Just make sure that your plan is attainable.

"PR plans come in many shapes and sizes, and vary from brief and informal to "Where's the forklift?" But basically, all PR plans attempt to answer three questions:

1. Where are we now? (Situation Analysis)
2. Where do we want to be? (Goals and Objectives)
3. How do we get there? (Strategies and Tactics)

Ms. Buchanan has great information for your Public Relations programs. Find the time to visit her website at [www.realworldpr.com](http://www.realworldpr.com) for many other articles and tips to make your Public Relations program a success.



## Calendar of Events

### October

- 20-24 National Business Women's Week
- 28 Deadline to submit NBWW award information
- 31 BPW/KY Foundation Scholarship Application deadline

### November

- 14-15 BPW/KY Interim Board of Directors Meeting, Bowling Green, KY

### December

- 1 *Kentucky Cardinal* deadline  
Proposed Bylaws revisions to State Bylaws Chair

### January

- 1 Proposed Bylaws revisions forwarded to Executive Committee
- 17 BPW /KY Executive Committee meeting

### February

- 5-7 BPW/USA Policy & Action Conference, Washington, D.C.
- 15 Deadline for state office nominations

### March

- Annual Regional Meetings
- Women's History Month
- 15 *Kentucky Cardinal* deadline
- 20 BPW/KY Executive Committee meeting

### April

- Annual Regional Meetings
- 1 Deadline for awards submissions
- 30 BPW/KY Foundation Scholarship Application deadline

### May

- 1 Deadline for Membership and Regional Awards Submissions  
Submit Regional YC information to State YC Chair
- 20 BPW/KY Executive Committee dinner and gift exchange, Lexington
- 21-23 BPW/KY Annual Conference, Radisson Hotel, Lexington

### July

- 13-17 BPW/USA Annual Conference, Fort Lauderdale, Florida



Business and  
Professional  
Women/KY