



A monthly publication of AAUW, San Francisco, est. in 1886 www.aauwsf.org November 2013

President's Message

AAUW California's Leadership Day was held in San Mateo on October 5th. The San Francisco Branch was well represented with four members of the Board of Directors in attendance. Alicia Hetman, President of AAUW-CA emphasized the importance of mission-based programming to spread the word in our communities about AAUW and the issues and priorities that are central to our organization.



Leaders from local branches of AAUW at the Leadership Day in San Mateo.

The United Nations Association (UNA) USA San Francisco Chapter Reception Celebrating its 70th Anniversary at San Francisco State University on October 19th was a well attended affair and featured Executive Director, Chris Whatley. During the event, Chris acknowledged partner organizations in attendance, including AAUW San Francisco. Our branch is now a member of the UNA USA SF Council of Organizations and we look forward to working closely with partners to advance the mission of AAUW around shared goals and interests.

I look forward to seeing you all at our **Member Event on November 12th, from 6-8pm**, at the House of Shields, 39 New Montgomery St. It will be an opportunity to get together, network and support our Tech Trek scholarship fund for 2014. Branch Secretary, Kelly Joseph, will feature items from her Jockey clothing line that can be purchased

with Kelly's proceeds going to our Tech Trek fund. Event flyer to follow.



Cathy Corcoran, President AAUW-SF and Chris Whatley, Executive Director, UNA-USA at the 70th Anniversary Celebration on October 19th at SFSU.

Our Branch hosted the fall IBC meeting on October 23rd at the home of the wonderful Peggy Kavounas. The IBC meeting, held three times a year, is a great way for branches to keep up to date on happenings nearby, and to share best practices in programming and promoting the AAUW mission. The San Carlos Branch is hosting an event featuring our legislative advocate, Lisa Maatz, AAUW Vice President of Government Relations, on January 25, 2014, at 1:30pm at the San Carlos Public Library, 610 Elm Street. Lisa is a terrific speaker and a strong voice for AAUW in Washington D.C.

**Cathy Corcoran
President**

130th Anniversary Celebration

Love event planning? Have a burning pride in AAUW's mission and legacy? Then we want you on the planning committee for the AAUW San Francisco Branch 130th Anniversary Celebration. Contact Cathy Corcoran for details corcoranf@gmail.com or call 415-407-8106.

Board Meeting

This month's board meeting will be held on Wednesday, November 13th, 6:30 p.m., for potluck, with meeting to start at 7 p.m. at Marilyn's Leal's home, 4325 19th Street. All members are invited. RSVP: call Marilyn at 415-626-4110.

Travel Group

The AAUW Travel Group will meet at **7 PM on Tuesday, November 19** at the City Lights Bookstore, 261 Columbus Avenue at Broadway (North Beach) for an evening of readings of the Women Beats. The women artists and poets of the BEAT Generation made significant contributions to the counterculture of their time, as well as to the larger canon of arts and letters.

Brenda Knight will host, joined by Ruth Weiss and others.

Accessible by BART, MUNI and bus routes 8X, 41, 30 and 45. Street parking and nearby garages.

SAVE THE DATE:

The Travel Group will be meeting at 11 am on **Sunday, December 8** in the lobby of the California Academy of Sciences.

This is a quarterly free day and there are many exhibits to see individually or as a group.

The café is excellent and since parking is limited in Golden Gate Park on Sundays, there is a free shuttle throughout the park.

You can take the 5, 44 or the N Judah.

More information can be found here:

<http://www.calacademy.org/visit/>

To RSVP, please contact Elaine Butler elainebutler124@comcast.net 415-826-3172 or Adrienne Kristine at Adrienne.kristine@gmail.com 415-359-0356.

Afternoons With Books

Friday, November 15 at 1:30 p.m.

Book/Author: Season of the Witch, by David Talbot

Hostess: Corrine Sacks, 1835 Franklin St #401
Please RSVP to Corrine at 292-4130 or email at

[:cpsacks@yahoo.com](mailto:cpsacks@yahoo.com)

Carpool, if possible. The doorman will park the cars in the building.

International Book Group

Monday, November 18 at 7:00 p.m.

Book/Author: The Night Circus, by Erin Morganstern

Hostess: Sherry Bridygham, 1723 42nd Avenue
Please RSVP to Sherry at (415) 665-7761 or email rsbridy@comcast.net

Mystery/Adventure

Thursday, November 21, 7:30

Book/Author: Kingdom of Strangers, by Zoe Ferraris

Hostess: Corrine Sacks 1835 Franklin St. #401

Reviewer: Susan Peliks

RSVP: Corrine at 292-4130 or email

cpsacks@yahoo.com

The author, Zoe Ferraris will be joining us!
Carpool, street parking available after 7 PM.
Limited parking in building garage.

Public Policy Notes

While attending the AAUW Convention this year, I was invited to be a “convention reporter” who would write about two sessions. An abridged version of the first of these articles follows. The full article is at <http://www.aauw.org/article/keys-to-marketing-your-branch/>

The 5 Top Keys to Marketing Your Branch

Exercise is good for you, and people like to donate to causes they believe in. These twin maxims spurred the AAUW Morgan Hill (CA) Branch to sponsor an annual walk-run event that has been its cornerstone of fundraising for the past 30 years.

Across the country, the AAUW Howard County (MD) Branch raises funds by hosting practice SAT

sessions, which the branch coordinates through the Princeton Review SCORE program.

These two success stories, along with other case studies and a range of marketing and branding challenges branches face, got a robust airing during a standing-room-only [marketing workshop](#) at the [2013 AAUW National Convention](#), held in New Orleans last June.

The session covered five key principles.

1. Know how marketing works.

Mark Hopkins, AAUW chief strategy officer, and Cordy Galligan, AAUW director of marketing and business development, framed the workshop by first defining and explaining marketing and the two concepts that guide virtually all marketing decisions: strategy and tactics.

“The role of marketing is to get people aware that you exist,” Mark explained. “Marketing happens before the sale or ask.

“Strategy is what you’ll do, or your big game plan. Tactics are how you’ll carry out the big game plan,” he said.

Examples: “Our new marketing strategy is to reach out to millennials,” — this tells what you’ll do. “We’ll reach millennials by launching a series of get-togethers using the social media platform Meetup.com,” explains how you’ll carry out the strategy.

2. Target your markets.

Specific target markets, or market niches, will be different depending on the demographic makeup of the community, Mark and Cordy told attendees. They pointed out that while AAUW wants to be known as “the Coca Cola of the women’s movement” — a message that doesn’t change — each branch needs to carve out its own specific target market based on both the current and future population it serves.

3. Build an identifiable brand.

Mark and Cordy advised branches to develop a strong brand so that others don’t do the branding for

them. Some attendees noted that their branches frequently bump up against the community perception that AAUW is “the university people,” and that one must be an academic in order to be a member. Mark’s advice was to find three words to describe a branch and to consistently promote that message.

Go to <http://www.aauw.org/article/keys-to-marketing-your-branch/> to read the complete article.

SF Commission on the Status of Women (regular meeting on 4th Wednesdays)

Wednesday, October 23

5-7pm, City Hall, Room 408

Stay informed!

To stay abreast of meetings around women’s, girls’ and families issues, and for reports from the Department on the Status of Women: sign up at <http://bit.ly/YfmkYf> (or San Francisco Department on the Status of Women, www.sfgov.org/dosw).

Roberta Guise, Co-chair, Public Policy

Tech Trek

Thank you to everyone who bought items at the September 21st, Tech Trek Silent Auction and to everyone who made the fundraiser possible. Nora Lee’s idea turned into \$702 and that is close to one girl. November brings another Tech Trek Fundraiser. Kelly Joseph, our current Board Secretary will be selling the Jockey line of clothing for women to raise money for tech trek. These are easy care and comfortable clothes. See the general meeting announcement elsewhere in this AVANTI.

Nora Lee, Mary Suter, Susan Kwock, Michelle Mammini and Elaine Butler are meeting on November 11th to plan an outreach to a number of public middle schools and a few private schools as tech trek is open again to non-public schools. Roberta Guise will be helping us with outreach and fundraising ideas. We are hoping the outreach will help the teachers learn about the program and make appropriate nominations to tech trek.

Fundraising will continue until we reach \$9000 x 15 girls. You can each help us with donations, grant leads, matching funds from employers and your own small fundraiser. Any amount will help us reach our goal.

Thank you,

Elaine Butler and Michelle Maminni - Tech Trek Co-Coordinator.

A Passion for the Poor Pat Camarena

Kate Russell grew up in an environment that valued education and compassion for the poor and downtrodden. Born into a large Irish family she was well educated by private schools and private tutors. She assisted her mother in her many charitable works during the devastating potato blight famine and a cholera epidemic in the 1840s. At nineteen Kate decided to join the newly formed religious order ...the Sisters of Mercy. Under her new religious name of Sr. Mary Baptist, she nursed the sick and educated local children. Little did she know that events in far away California were to shape the direction of the rest of her life.

Following the discovery of gold in the California foothills in 1848, a mass of immigrants, many from Ireland, hurried to California all expecting to make a quick fortune. Most were disappointed. San Francisco's population burgeoned with newcomers. The population soared in a very short time. The infrastructure could not keep up. There was no safety net to help the poor and ill. During this turbulent time, many residents viewed the city as lawless and godless with an unpredictable group of vigilantes doling out justice as they saw it. SF Bishop Joseph Alemany sent a representative to Ireland to recruit volunteers from several religious communities for the purpose of establishing organizations to look out for the needy residents. A small group of eight Sisters of Mercy with Sr. Mary Baptist as their superior set out for California. After a three month, eight thousand mile trip by land and sea, the nuns settled in and began their work among the poor and ill residents of our quickly growing city. They began working in city hospitals, later

using that income to build their own institutions. Facilities such as orphanages, schools, homes for the aged, free food programs, and hospitals were begun. Visits were made to comfort those in local jails. St. Mary's Hospital was established in 1857. It was the only such hospital in San Francisco for the next thirty years. A home for the aged was established in Oakland, a subscription library in Sacramento, and a convent in Grass Valley. Mother Mary Baptist Russell, as she was known, oversaw the whole operation until her death in 1898. No task was too menial for her complete attention. She was known widely for her calm, tender hearted, and selfless approach to any challenge...and there were many during her long career. All in all, Kate Russell, from County Down, was a great asset to our growing young city.

www.mercyworld.org

Www.encyclopedia.com

Please remember to submit Avanti articles to Corrine Sacks by the 25th of each month via email to:
cpsacks@yahoo.com

Playing Now Paula Campbell

Don't miss the SFPlayhouse brilliant production of Rajiv Joseph's Pulitzer Prize and Tony Award finalist nominee, **Bengal Tiger at the Bagdad Zoo**. Directed by Bill English, who also designed the set, **Tiger** is a gripping, heartrending, funny, serious, angry look at the war in Iraq, and by extension, at all wars everywhere.

The play opens with two American soldiers casually fooling around near the tiger enclosure at the Bagdad Zoo. The men are young, still almost boys, unable to comprehend the situation in which they've been placed. The tiger, (Will Marchetti) (Robin Williams in the Broadway production) has a long monologue, about the "stupid" lions, who as soon as their cage was blasted open by an explosion, ran for it – and were immediately shot and killed. What can you expect, the tiger muses – eight lions each named Leo – they were doomed

from the get go. The tiger waxes philosophic on natural instinct, on playing it smart, on self preservation – but when one of the soldiers offers

him food he bites the soldier's hand off, and the other soldier shoots and kills him. Soon the tiger's ghost rises and speaks to us – so much for playing it smart – instinct rules, he muses ruefully.

The opening scene sets the mood for the rest of the play. Serious, playful, bloody, deadly. Tom (Gabe Marin) the wounded soldier and his buddy Kev (Craig Marker) try to find some meaning to their stay in Iraq. Kev is fixated on the golden gun and toilet seat he stole from Saddam's family palace when the US raided it. Their Iraqi translator Musa (Kuros Charney) yearns for the old days when he was a gardener who created a topiary zoo in the grounds of Saddam's palace. The GI's and translator rely on each other, but their lack of trust or respect poisons any meaningful exchanges.

The play abounds with ghosts. The Tiger, Uday Hussein, who carries his brother's head, Musa's young sister, (raped and murdered by Usay) and eventually one of the GI's, fill the stage. Each searches for what s/he thinks will bring peace – understanding of the instinct to kill in order to eat, vengeance for a sibling's death, honor for a dead sister, and no less important, the golden toilet seat.

The four leading players are outstanding – the supporting players as well – the audiences provide standing ovations. The play is worth seeing just for Will Marchetti's Tiger – an amazing performance. The play is a savage look at men and beasts – yet tender and yielding at the same time. Don't miss it.

Bengal Tiger at the Bagdad Zoo, through Nov.16 Tues-Wed-Thurs 7pm, Fri/Sat 8pm, Sat 3pm, select Sundays 2pm. San Francisco Playhouse, 450 Post Street (2nd Floor of Kensington Park Hotel) between Mason and Powell, Box Office 415.677.9596 fax: 415.677.9597
online: sfplayhouse.org (click BUY) also available through Goldstar.com

Celebration of Craftswomen

Enjoy the largest event celebrating the craft of women in the US. This is also a benefit to support the San Francisco Women's Building.

Find beautiful gifts from more than 150 artists, just in time for the holiday season!

November 9-11, Festival Pavilion, Fort Mason

Membership Updates

If you change your address, kindly notify the Membership Chair.

November Birthdays

Marilyn Lindsey	November 1
Adrienne Kristine	November 3
Sandra Martino	November 5
Sherry Bridygham	November 8
Anna Yang	November 19
Kathleen Cha	November 22
Andrea Laudate	November 26
Giselle Parry	November 27
Marian Casey	November 28
Kelly Joseph	November 29

Birthday Not Announced?

If your birthday is not there and you'd like to have it included (or corrected), contact the Membership VP.

AAUW You Tube VIDEOS

These can be found on our website aauwsf.org - just below the Mission Statement on the main page.

50 YEAR ANNIVERSARY OF QUAL PAY ACT
AAUW FELLOWSHIPS AND GRANTS
AAUW PRESENTS TECH TREK
AAUW TECK TREK at Stanford (20012)

Member-Get-A-Member Campaign

AAUW branch members can introduce friends, family, colleagues, and acquaintances to AAUW and receive recognition for their recruitment efforts through the AAUW Keys to the Future: A Member-Get-a-Member Campaign. **Connect** with someone and tell her about AAUW and what makes you so passionate about it. Tell him about the mission, the research, the advocacy, the philanthropy, and why you are a member. **Ask** that person to become a part of this organization that means so much to you. Invite her or him to join as a branch member or as a national member. **Give the gift of membership.** What better way to show your passion about

AAUW than to share membership in the organization with someone you care about.

AAUW Web Pages

News Page & Media Alerts: (use links on page to subscribe) www.aauw.org/

[About/newsroom/news/index.cfm](http://www.aauw.org/About/newsroom/news/index.cfm)

Actions to take: www.aauw.org/issue_advocacy/actionpages/index.cfm **Mission in**

Action: www.aauw.org/publications/mission/index.cfm

Two Minute Activities: capwiz.com/aauw/home.

US Congressional Voting Record
aauwaction.org/VoterEd/CVR.htm

Online AAUW Branch

There is an online AAUW California Branch: www.AAUWCaOnline.org. Their dues are \$10 for dual members.

State Directory

AAUW CA Directory is posted in searchable PDF format. Both documents can be found in the Forms & Documents section, under Branch Administration, [HERE](#). Hard copies of the directory are available for purchase. Send your request, with a \$10 check to AAUW CA Office, 1331 Garden Hwy, Suite 100, Sacramento, CA 95833.

Get the *Avanti* Faster

If you'd like to receive the *Avanti* via email notice rather than US mail, please tell the Membership VP, and then a printed copy will not be sent to you. If you prefer, we will continue to print and mail the *Avanti* to you.

Tech Trek Donation Form

Michelle and I have signed up to send 15 girls again for the summer of 2014. We will need help from every member and friend of the Program to achieve this milestone again. Please continue your generous support!

2013-14 Tech Trek Donation Form

I'm interested in sponsoring girls to go to Tech Trek 2012! I pledge the following amount towards sending girls to camp.

\$25 \$50 \$100 \$900 (1 girl) \$_____

Make checks payable to **AAUW-CA SPF**, with Tech Trek SF in the memo line.

Name: _____

Address: _____

Phone: _____ Email: _____

Mail your donation addressed to:

Elaine Butler & Michelle Mammini 124 Amber Dr.,
SF, CA 94131-1626;

Elainebutler124@comcast.net

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November 2013

Sun	Mon	Tue	Wed	Thur	Fri	Sat
					1	2
3	4	5	6	7	8	9 Travel Group 7 PM
10	11	12 Member Event 6-8PM	13	14	15 Afternoon w Books 1:30PM	16
17	18 Intern'l Books: 7PM	19	20	21 Myst/Adv 7:30 PM	22	23
24	25	26	27	28	29	30

I long to accomplish a great and noble task, but it is my chief duty to accomplish small tasks as if they were great and noble.

Helen Keller

**Avanti Editor**

AAUW

San Francisco Branch

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Address Correction Requested

The American Association of University Women (AAUW), founded in 1881, is the nation's leading organization advocating equity for women and girls. It has a national membership of 150,000. People of every race, creed, age, sexual orientation, national origin, and level of physical ability are invited to join.

AAUW California was launched in San Francisco in 1886 and began lobbying immediately. Check out our website www.aauwsf.org



San Francisco Inc. (CA) Branch

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

Marie Curie & AAUW

The year was 1919. Europe had been ravaged by World War I and radium was far too expensive for a scientist of modest means to afford for experiments. This was true even for one as famous as Madame Marie Curie. As a result, her groundbreaking research had reached a virtual standstill. Then the AAUW came to the rescue. Members from Maine to California helped raise an astonishing \$156,413, enabling Madame Curie to purchase one gram of radium and continue her experiments that helped her create the field of nuclear chemistry and forever change the course of science. Madame Curie received the Nobel Prize for her work, but was not admitted to the French *Academie des Sciences* until she won an incredible second Nobel Prize...all because she was a woman. More than 75 years later, there are still only three women members.

Pay Equity

AAUW has been on the front lines fighting for Pay Equity for over a hundred years.

AAUW was there in the Oval Office in 1963 when President John F. Kennedy signed the Equal Pay Act into law.

AAUW was there in 2009 when President Barack Obama signed the Lilly Ledbetter Fair Pay Act into law.

AAUW continues the fight for the passage of the Paycheck Fairness Act to ensure women have further equal pay protections. The pay gap is real.

AAUW will continue the fight to achieve pay equity; the economic security of American families depends on it.

Legal Advocacy Fund

Founded in 1981, the Legal Advocacy Fund (LAF) works to achieve equity for women in higher education by recognizing indicative efforts to improve the climate for women on campus; by offering assistance to women faculty, staff, and students who have grievances against colleges and universities; and by supporting sex discrimination lawsuits.

The LAF Board only approves support of cases which are currently involved in litigation, and that have the potential to set legal precedent.

The Legal Advocacy Fund's annual Progress in Equity Award recognizes indicative and replicable college and university programs.