

# BPW River City

*A Side Note  
from the Prez:*

*"Can you believe it?  
NBWW is less than a  
month away. I don't  
want anyone to miss out  
on BPW/RC's biggest,  
best, most community  
supported event we  
have. Please purchase  
your tickets and spread  
the word!"*

Lorie Marcum  
BPW/RC President

For more information about  
NBWW, contact Shantha Diaz at  
502-889-2988 OR  
[shantha.diaz@anthem.com](mailto:shantha.diaz@anthem.com)

## National Business Women's Week®

A Business and Professional Women/USA Signature Event

Since 1928 Business and Professional Women/USA (BPW/USA) has sponsored **National Business Women's Week®**. Each year during the third week of October BPW/USA, its State Federations, Local Organizations and the business community as a whole that the opportunity to acknowledge the accomplishments of working-women.

Over the years, **National Business Women's Week®** has be-

come an event widely recognized by public and private institutions and local communities. In the past, the President of the United States, at the request of BPW/USA, has declared the third full business week in October as **National Business Women's Week®**. On state and local levels, governors and mayors issue similar proclamations.

Each state and community tailors events and activities to

meet its needs. Activities include WOMENomics Forums, Woman of the Year Awards, [Women Joining Forces](#) programming, Employer of the Year Awards, displays and exhibits, dinners and educational programs.



## The Objectives of NBWW Are:

- To promote full participation and equity for women in the workplace;
- To publicize the achievements of business and professional women on the local, state and national level;
- To publicize the objectives and programs of BPW/USA as they relate to the millions of business and professional women across the country.

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## Make Your October Luncheon Reservation Today!

### OCTOBER MONTHLY LUNCHEON MEETING

**Wednesday, October 8th, 2008**

For lunch reservations, call **502-499-4420**, or email your reservation to Cheryl Tingle at [cheryl.tingle@insightbb.com](mailto:cheryl.tingle@insightbb.com). You may register in the same manner for a member or a

guest, please be sure to specify that the person is a guest. Be advised: You are financially responsible for any reservation you make whether you (or a guest) attend. Reservations are not required for non-eaters.

Our menu for this meeting is: **LUNCH BUFFET:** The Buffet includes Salad Bar, Soup of the

day, two Entree selections, a Starch & a Vegetable, along with Rolls & Butter, Iced Tea and Coffee, and platters of Brownies and Cookies on each table. Meeting attendance is free, and open to the public. Lunches are \$20.

*Please have checks made out in advance to speed-up the check-in process.*

## HERE IS THE LATEST FROM THE PREZ:

Ladies,

BPW/River City continues to thrive in the year of the Phenomenal Women! We are coming up on a month that will not only highlight the gifts, talents and leadership of the women in BPW/River City but those of other significant women leaders in our community. I challenge you each to give some serious thought to the monthly meeting in October. There is a generation of young women who are currently in high school, college or their first professional career position. These women deserve our wisdom and our intentional leadership! When we are intentional in our leadership these girls, these young ladies will lead our community and our nation with the confidence and integrity we pass on. I guarantee this will come full circle and touch our futures. Don't you want to have had an influence on that future?

Consider today what young girl or young lady you would like to sponsor for lunch next month to hear from some of our great leaders who benefited from other great women's intentional leadership. Pay it forward. October 8 marks the beginning of the National Business Women's Week celebration that will follow later in the month, the week of October 20. Share the wisdom! Former Young Careerist who will speak at the October meeting will identify with the girls of today and the women leaders of tomorrow. Contact Cheryl Tingle with your reservations for October 8. ([Cheryl.tingle@insightbb.com](mailto:Cheryl.tingle@insightbb.com)).

Of whom much is given, much is expected.

Blessings abundant!

*Lorie Marcum*

BPW/River City President

2008-2009

*PS If a girl needs an official letter in order to be excused from school, please email me and I will get that to you. This should be an excused absence since this will be an educational and leadership event.*



Lorie Marcum  
BPW River City  
President,  
2008-2009

*"Share the wisdom! Former Young Careerist who will speak at the October meeting will identify with the girls of today and the women leaders of tomorrow."*

## National Business Women's Week (NBWW)



National Business Women's Week (NBWW) is the week of **October 20, 2008**.

Business & Professional Women - River City has some exciting events planned for that week. All the events

will be held in the Kentucky International Convention Center. The Kentucky International Convention Center is sponsoring us once again this year!

On Tuesday, **October 21, 2008** we will have a prayer breakfast 7:30 - 9:00 AM,

Wednesday, **October 22, 2008** Young Careerist Luncheon 11:30-1:00

Thursday, **October 23, 2008** our signature event, the Woman of Achievement (WOA) award banquet and Silent Auction!

Contact L'Tonya Smith at [L'Tonya.Smith@anthem.com](mailto:L'Tonya.Smith@anthem.com) or call 502-889-2881 for information and reservations. (See attached form).

Shantha Diaz  
President - Elect

National Business  
Women's Week (NBWW)

**10/20/08-10/24/08**



## NBWW ACTIVITIES, CELEBRATIONS & AWARDS

National Business Women's Week can help spur publicity and activity in your local community. Some of the more popular local activities for the week are:



### "Woman of the Year/ Woman of Achievement"

"Woman of the Year/Woman of Achievement" Award. It is a prime opportunity to

offer recognition to local women of achievement.

### "Young Careerist" Award

It is a prime opportunity to nominate young professionals in the age group of 21-35 who are our up and coming leaders.

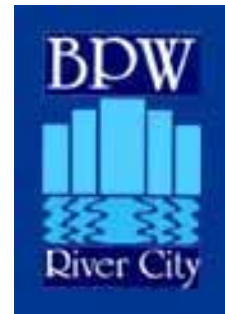
### "Corporate Award of Excellence"

NBWW is also an excellent time to honor local employers for their recognition of the importance of women in the workplace and their promotion of quality work place

policies for women and families.

### "Good Guy" Award

Another major highlight of NBWW is a time to honor a local "Good Guy" who supports BPW/RC, individually recognizes the importance of women in the workplace and promotes quality work place policies for women & families.



National Business Women's Week (NBWW) October 20th—24th

## NBWW Keynote Speaker: Anne Barab

National Business Women's  
Week (NBWW)

10/20/08—10/24/08

Key note speaker for prayer breakfast and YC Luncheon will be Anne Barab

([www.annebarab.com](http://www.annebarab.com)). Anne was our recent keynote speaker at the National BPW/USA Conference held in Atlanta, Georgia this past July.

Anne Barab is rumored to be the lost love child of Mark Twain and Lucille Ball for her wit and wisdom. Well, you've got to have a sense of humor when you've been a school board member for nine

years.

Yes, she's a recovering politician, but she's also done work where she actually got paid—like being the Chief Operating Officer of a billion dollar mortgage bank. These days she's a professional speaker who travels the country helping people balance attitude, reality and behavior to craft lives of significance.

Anne's been a Toastmaster for 8 years, achieved DTM and is a member of 3 clubs here in District 50 - Broadband TV, Park Central and her home club of Richardson Noon. She's just the 11<sup>th</sup>

woman in the world to earn the Toastmasters Accredited Professional Speaker designation.

But her greatest claim to fame is being married for 36 loong years... all to the same engineer, having 3 kids who aren't currently in jail and being voted Best Smelling Mom by her son's 1st grade.

Tuesday,  
October 21, 2008  
prayer breakfast 7:30 - 9:00

Wednesday,  
October 22, 2008  
Young Careerist Luncheon



## NATIONAL BUSINESS WOMEN'S WEEK'S 80th YEAR!



This year marks the 80<sup>th</sup> Anniversary of National Business Women's Week, sponsored by Business and Professional Women/USA (BPW/USA).

The week offers BPW/USA and its local organizations a chance to acknowledge the accomplishments of working

women and to showcase the organization. Local BPW organizations can use the week to honor outstanding professional women and plan activities to meet the needs of their individual communities.

The objectives of National Business Women's Week (NBWW) are:

- 1) To promote full participation and equity for women in the workplace;
- 2) To publicize the achievements of business and pro-

fessional women on the local, state and national level;

3) To publicize the objectives and programs of BPW/USA as they relate to all workingwomen.

Over the years, National Business Women's Week has become an event widely recognized by public and private institutions and local communities. In the past, the President of the United States at the request of BPW/USA has

declared the third full business week in October as "National Business Women's Week." In addition, on state and local levels, governors and mayors often issue similar proclamations at the request of state and local BPW organizations.

Shantha Diaz  
President - Elect

## SILENT AUCTION! ( at the Woman of Achievement Banquet )

River City BPW Foundation will hold a Silent Auction at the Woman of Achievement Banquet on October 23, 2008. This is part of National Business Women's Week. Proceeds from the Auction will provide scholarships to mature women re-

turning to school. We are looking for about 15 nice items to put in the auction. **Can you help us?** If you have a small item, we can combine these to make a bigger item. We are looking for baskets like Bath and Body and Starbucks. If you

have an item(s) that we can use or a basket of items, please call Alex Rohleder 429-8223 or Lora Hardin 551-2369. We will make arrangements to pick up your item. Thank you so much and our future scholarship recipients thank you too.



## National Business Women's Week Prayer Breakfast

### Prayer Breakfast



On **Tuesday, October 21, 2008** we will have our **NBWW Kick Off and Prayer Breakfast 7:30 - 9:00 AM** held at the Kentucky International Convention Center.

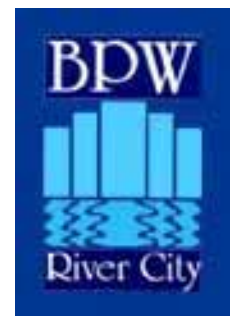
The Key Note speaker for our Prayer Breakfast and Young Careerist Luncheon will be Anne Barab.

Anne was our recent keynote speaker at the National BPW/ USA Conference held in Atlanta, Georgia this past July. Anne Barab is rumored to be the lost love child of Mark Twain and Lucille Ball for her wit and wisdom.

The cost of tickets for the Prayer Breakfast are a mere \$12 each. So grab your friends and join us for a morning to remember.

Contact L'Tonya Smith at [L'Tonya.Smith@anthem.com](mailto:L'Tonya.Smith@anthem.com) or call 502-889-2881 for information and reservations.

**DEADLINE** for reservations: **October 15, 2008**



## National Business Women's Week (NBWW): The History

The idea for the **National Business Women's Week® (NBWW)** originated with Emma Dot Partridge, Executive Secretary of the National Federation of Business and Professional Women's Clubs from 1924 - 1927. The first annual observance was held April 15-22, 1928, when Business and Professional Women/USA President Lena Madelin Phillips opened NBWW with a nationally broadcast speech. In her remarks, she stated that the purpose of the week was "to focus public attention upon a better busi-

ness woman for a better business world."

BPW Local Organizations implemented daily programs designed to call attention to the mission and achievements of BPW/USA. Reports about activities for those early observances tell of many successful events throughout the country including: *Legislative Day* devoted to national, state and local legislation of interest to women; *Education Day* emphasizing the need for equitable educational opportunities; *Club*

*Rally Day* for prospective new members; *Community Day* honoring leaders in the community; and *Goodwill Day* devoted to working with other women's organizations.

From this early effort, **NBWW** has grown into a nationwide salute to all workingwomen, as well as an opportunity to spotlight issues of importance to workingwomen. In more recent years activities have included Women of the Year Awards, Employer of the Year Awards, Individual Development work-

shops, and issue panel discussions.

**NBWW** was moved to the third full week of October in 1938 so that Local Organizations could use **NBWW** as a springboard for their new year's programs. U.S. President Herbert Hoover was the first president to issue a letter recognizing **NBWW** and the contributions and achievements of workingwomen. Presidents since then have always issued a letter acknowledging the important role women play in the nation's economy.

## Upcoming BPW/USA Webinars

**Wednesday, September 24, 2008 (1-2:15pm EST) - Global Employers: Cultivating Equity for Working Women and Men Across Borders.**

Learn about the challenges that employers face when striving to implement global employee policies and hear stories about organizations that are successfully integrating global work forces across cultural boundaries. Led by Women Thrive Worldwide (Organized by BPW Foundation)

**Friday, October 24, 2008 (1-2:15 p.m. EST)—Managing a Diverse Workplace: Multigenerational**

As multigenerational workplaces become increasingly prevalent, employers must learn to acknowledge and accommodate the issues that arise when members of different generations work side by side.

Hear about the benefits and challenges of managing a multigenerational workplace, and receive practical advice for how to successfully navigate the increasingly complex desires and demands of a multigenerational work force. Led by Choose2Lead (Organized by BPW Foundation)

**Thursday, November 6, 2008 (1-2:15 p.m. EST)—Managing a Diverse Workplace: The Alternative Workplace**

Workplaces are swiftly changing. Some organization don't even have communal office space any more. How do employers manage traveling employees? Telecommuters? Job sharing? What alternative styles of work are currently being integrated into traditional workplace organizational models? What new alternative work options are on the horizon? Led by

Choose2Lead (Organized by BPW Foundation)

*The webinar series is exclusive to BPW/USA members*

*Webinars are free to BPW/USA members.*



### BPW/USA Webinar Instructions

You will have an audio call-in number and a computer log-in ID to participate.

**Connecting to the Audio Conference:** *Use this information to call-in from your home, office or cell phone.*

-All parties dial in to the designated number **(800) 240-3895**

-An automated system will answer and prompt parties to enter their pin code-

**Guest Pin code: 1072519#**

Use \*6 to mute and unmute your line.

### Logging In to StartVisuals

Begin StartVisuals by opening the Conference Entry page at [www.mmstartvisuals.com](http://www.mmstartvisuals.com) If this is inaccessible go to [www.start-conferencing.com](http://www.start-conferencing.com)

-When you open this page you are presented with login forms for Joining and Hosting conferences.

-Complete **Log in Join** form using the **Participant ID: 1012343**

## BPW Websites - Keep Informed by Checking Us Out Regularly:

BPW River City: [www.bpwrc.org](http://www.bpwrc.org)  
 BPW of Kentucky: [www.bpw-ky.org](http://www.bpw-ky.org)  
 BPW USA: [www.bpwusa.org](http://www.bpwusa.org)



## Important Dates in 2008:

**October** *e-Newsletter article deadline - 2<sup>nd</sup> & 4<sup>th</sup> Friday of the month*

8th Monthly BPW/RC Meeting - Jefferson Club

20th Executive Board & NBWW Committee Meeting - Arison Insurance

20-24th National Business Women's Week

31st **Deadline** to submit NBWW award information

31st **Deadline** for BPW/KY Foundation Scholarship Application

**November** *e-Newsletter article deadline - 1<sup>st</sup> & 3<sup>rd</sup> Friday of the month*

1st **Deadline** for KY Nominations Chair notifies locals of February 15

4th Election Day!

17th Board Meeting - Arison Insurance

12th Monthly BPW/RC Meeting - Jefferson Club

20th Executive Committee Meeting, Barren River, Glasgow, KY

21-22nd BPW/KY Interim Board of Directors Meeting, Barren River, Glasgow, KY

**December** *e-newsletter article deadline - 1<sup>st</sup> & 3<sup>rd</sup> Friday of the month*

1st **Kentucky Cardinal** deadline

1st **Deadline** for proposed Bylaws revisions to State Bylaws Chair

15th Board Meeting - Arison Insurance

10th Monthly BPW/RC Meeting - Jefferson Club



# October 2008

Sun	Mon	Tue	Wed	Thu	Fri	Sat
			1	2 Deadline to make Luncheon Reservation for next week's Monthly Meeting @ Jefferson Club	3	4
5	6	7 Leadership BPW Greater Louisville Inc. 5:30 - 6:30 pm	8 11:30 Monthly BPW/RC Meeting @ Jefferson Club	9	10 e-Newsletter article deadline	11
12	13	14 e-Newsletter distribution	15	16	17	18
19 NBWW	20 NBWW Exec. Board & NBWW Committee Meeting - Arison Insurance	21 NBWW Prayer Breakfast 7:30 - 9:00	22 NBWW Young Careerist Luncheon	23 NBWW Woman of Achievement Banquet & Silent Auction	24 NBWW e-Newsletter article deadline	25 NBWW
26	27	28 e-Newsletter distribution	29	30	31 Deadline to submit NBWW award info. Deadline for BPW/KY Found. Scholarship Appli-	

## 2008-2009 Leadership BPW Program

Leadership BPW consists of meetings with community leaders who will share their knowledge about various community initiatives, community resources, places of interest and corporations. The goal is to become more educated about our city's resources, while developing attributes to become future business/community leaders. We are able to ask all the questions we want of these community leaders who have specifically opened their doors to accommodate our leadership program.

All 2008 Leadership BPW event meetings are held on the 1<sup>st</sup> Tuesday of each month.

### LEADERSHIP BPW DATES:

<i>October 7, 2008</i>	<i>Greater Louisville Inc.</i>	<i>5:30 - 6:30 pm</i>
November 4, 2008	Operation Brightside and Go Green Louisville	5:30 - 6:30 pm
December 2, 2009	Southeast Christian Church	
January 22, 2009	Filson Club	12 noon - 1pm
February 26, 2009	Necole's Place - Woman's Choice Resource Center	5:30 - 6:30 pm
March 3, 2009	Papa John's Corporation	5:30 - 6:30 pm
April 22, 2009	St. Mary and Elizabeth Hospital's Women's Center	5:30 - 6:30 pm
May 13, 2009	BPW/River City Luncheon and Graduation!	12 noon - 1pm

### Listed below are the graduation requirements:

1. Attend at least four (4) Leadership BPW scheduled events.
2. Attend at least three (3) BPW/River City luncheons throughout the 2008-2009 year, under the leadership of President Lorie Marcum.
3. Attend at least one (1) National Business Women's Week event (October 20-24).
4. Write a one-page (1 page) white paper on: What Leadership Means to Me and How I Plan to Give Back to My Community (or How I Have Given Back to My Community). This one-page paper is due by the March 2009 BPW luncheon meeting.
5. Attend at least one BPW Board Meeting.
6. Attend at least one Metro Council Meeting OR one Mayor's Community Conversation Meeting.

For additional information contact Cindy Vaughan at **588-9769**. [CindyVaughan14@bellsouth.net](mailto:CindyVaughan14@bellsouth.net)

**CindyVaughan**  
Leadership Chair




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*"The goal is to become more educated about our city's resources, while developing attributes to become future business/community leaders."*

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## September is National Cholesterol Awareness Month

### Six things you can do to improve your cholesterol and triglycerides:

1. Stop Smoking if you are a smoker.
2. Eat less animal or saturated fat and more unsaturated fat like olive and canola oil.
3. Eat plenty of foods high in soluble fiber, like oats, apples and beans. Try to include at least 5 vegetables and fruits in your diet each day.
4. Restrict alcohol and foods and beverages with added sugars.
5. Get at least 30 minutes of brisk activity every day.
6. Take medication if diet and lifestyle measures aren't enough.

Resource: American Heart Association [www.americanheart.org](http://www.americanheart.org)



### Here is your connection to Legislative Hotlines:

- BPW/USA Legislative Hotline: See [www.bpwusa.org/custom/getactive/iframe.cfm](http://www.bpwusa.org/custom/getactive/iframe.cfm)
- Kentucky Political News - U.S. Politics Today: [www.uspolitics.einnews.com/kentucky/](http://www.uspolitics.einnews.com/kentucky/)
- Kentucky Legislature Home Page: [www.lrc.ky.gov/home.htm](http://www.lrc.ky.gov/home.htm)
- Louisville Metro Council Home Page: [www.louisvilleky.gov/MetroCouncil/default.htm](http://www.louisvilleky.gov/MetroCouncil/default.htm)

## BPW/RC Legislative Committee

Your BPW/RC Legislative Committee for 2008-2009 consists of co-chairs **Phyllis Hargrave** and **Jamie Patrick**. The Legislative Committee will keep all our members informed on our USA National Legislative Platform as well as Local and State issues.



### *BPW eNewsletter Submission and Distribution -*

BPW's eNewsletter goal is distribution on the 2nd and 4th Tuesday of every month. If you would like to include information in the eNewsletter, please submit your announcement via email, in paragraph form, in 50 words or less to [BPWeNewsletter@aol.com](mailto:BPWeNewsletter@aol.com) by 7pm on the Friday prior to that following week's eNewsletter's release. ALL SUBMISSION REQUESTS WILL BE FORWARDED FOR APPROVAL BY A MEMBER OF THE BPW/RC BOARD. If approved, announcements will be posted to the next release. Preference is given to BPW members and sponsors. By default, all submissions will be posted on a one-time basis in the next pending BPW eNewsletter. If you require your submission to run more than one time, you will need to include the "run-until" date in your submission request

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