



The  
**ECHO** Glasgow BPW  
Monthly Newsletter

**A MESSAGE FROM YOUR PRESIDENT:**

Welcome to new member Tina Gentry that joined us in March. We have ten new members that have joined so far this year. As the history of our organization shows, it is the members that are our best recruiters. It is their testimonial and passion that illustrates the organizations relevance. We are so very pleased and privileged to have each and every one of our members, new and old. We will have another New Member Installation at our April meeting for those members who have not been installed.

Our meeting on April 3rd at 6:00 p.m. at Lera B. Mitchell Clubhouse on South Green Street in Glasgow will feature the Foundation Committee. Our guest speakers will be our Regional Director, Shelia Spradlin, and her guest, Sue Miller. Committee members are Helen Simpson, Committee Chair, Pat Kelley, Debbie McCandless, Maurae Foster, Rutha Tenry, Kay Bush, Karin Carroll, and Glenda Reid.

If you are able to attend and plan to have dinner with us, please call Becky Barrick at 651-7255 or 678-2509 for reservations by Monday, March 31st. Please let her know if you plan to bring a guest.

I would like to congratulate our Glasgow BPW Young Careerist, Mary Beth Jessie. As a member for only 2 years, she has really taken hold of the BPW vision. Our club will continue to see great things from her. We wish her the best of luck in the Regional Meeting Young Careerist competition.

*Best Wishes, Martha Carol McCoy*



**Get Ducks in a Row,  
(Owned by new member, Tina Gentry)  
Glasgow's first professional organizing service,  
will kick-off it's recent opening with a ribbon  
cutting to be held March 26 at 10:00 a.m. at the  
Glasgow Chamber of Commerce.**

# Equal Pay Day

April 22<sup>nd</sup>, 2008

Each year, BPW/USA members and advocates across the country organize Equal Pay Day activities and events in April to bring attention to the issue of pay equity.

**Equal Pay Day is held annually in April to signify the point into the next year that a woman must work to earn what a man made the previous year.**

According to the 2006 Census Bureau, women on average earn 77 cents for every dollar paid to their male counterparts.

ABC News says men are four times more likely than women to negotiate a salary, which typically translates to more money in their pockets. An employer may offer the same starting salary to both a man and a woman for the same position, but more times than not, the man will negotiate and the woman won't. The consequences of failing to negotiate a first salary can lead women to lose more than \$500,000 by age 60. It's up to each woman -- no matter what her career stage, industry or position -- to speak up and negotiate for herself.

They recommend the following

• **Commit to negotiating.** Whether by nature or nurture, we're somehow conditioned to believe that nice girls don't talk about money. The reality is that smart girls do. So the first step is saying to yourself, "I will have a voice in the process. I will not be silent with regard to my compensation."

• **Research salary data.** Use online tools (salary.com and payscale.com are two resources), as well as salary data compiled by industry-specific associations, career services and alumni relations, to get a sense of what a position should pay based on industry, geography, size of company, level of experience and education.

• **Remove the emotion.** Women often shy away from negotiating because we don't want someone to dislike us. We worry that our future employer will think, "Oh, she hasn't even started yet, and she's already demanding things." Negotiating salary isn't about being well-liked or disliked. It's not about popularity, it's about performance. Focus on the professional, not the personal.

• **Anticipate the opposition.** Figure out all of the reasons why the decision maker might say no and prepare your responses. This helps avoid looking like a deer in the headlights. A common objection: "This is all we budgeted for." To that you might ask for a signing bonus or guaranteed salary review or year-end bonus at a specific time.

• **Negotiate as if it's for someone else.** Women are awesome when it comes to asking people to make donations to charity. We have no trouble haggling at a flea market -- especially when a friend wants a good buy on something. But when it comes to speaking up for ourselves -- specially asking for money and benefits for us -- women tend to shy away. We don't want to come across as conceited, demanding or difficult. So we simply accept what's offered.

If that's you, then pretend you're speaking up for your best friend, your daughter or the person you care most about in the world. You know you'd want her to get the most, so you're likely to do a stellar job on her behalf.

One final thought: keep in mind that the company made you an offer, so clearly they want you and they value your skills and experience. That, too, should boost your confidence going into any negotiation conversation!



*Our goal is...  
"To achieve  
equity for all  
women in the  
workplace  
through  
advocacy,  
education and  
information."*

## UPCOMING EVENTS...

**April 3rd, 2008** – Regular meeting at Lera B. Mitchell Clubhouse at 6:00 p.m. The Foundation Committee has been working hard on a great program, please join us and bring a friend!

**April 12<sup>th</sup>, 2008** - BPW South/Southeast Regional Annual Spring Meeting at Pine Mountain State Park Lodge in Pineville, Kentucky. Pre-Registration is \$20 and the forms will be available at our April meeting. If you want to learn more about BPW, this will be a wonderful meeting to attend.

**April 22<sup>nd</sup>, 2008** – Equal Pay Day. Listen for announcements about this special day for our club from Equal Pay Day Chair, Davie Greer.

**April 30<sup>th</sup>, 2008** – Deadline for BPW/KY Foundation Scholarship Applications

**June 6-7, 2008** – BPW/KY Annual Conference at the University Plaza Hotel in Bowling Green

**July 22-26, 2008** – BPW/USA National Conference in Atlanta, GA at The Atlanta Hilton Hotel



**2007-08  
GLASGOW BPW BOARD**

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## **Member Spotlight**

Every month, we ask a couple of members to let us know some more about themselves. This month, we are featuring just one of our newest members. Let's make her feel welcomed.

**Tina Gentry** of Get Ducks in a Row is a professional organizing consultant. She started her small business in January of this year offering consulting and hands-on residential and small business organizational assistance to Glasgow and surrounding areas.

Tina earned her undergraduate degree from Lindsey Wilson College and a master's degree in business administration from Western Kentucky University. She has over 25 years of business experience.

In addition to membership in Glasgow BPW, Tina is also a member of the National Association of Professional Organizers, Bluegrass Professional Organizers, the Glasgow Chamber of Commerce and Barren County Networking Women.

Tina and her husband, Craig Gentry, are natives of Scottsville, KY. She has one son, James Broughton of Scottsville and two grandchildren; Kelsy age 11 and Julian age 7.

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## **BPW Foundation: Fifty Years of Helping Workingwomen Achieve Success**

In 1956, Business and Professional Women's (BPW) Foundation became the first foundation dedicated to conducting research and providing information solely about workingwomen. The mission of BPW Foundation is to empower workingwomen to achieve their full potential and to partner with employers to build successful workplaces.

BPW Foundation has influenced, informed, and educated Presidents, Members of Congress, State Officials, policy makers, women of influence, and employers by conducting research and offering educational resources that accurately portray the challenges facing workingwomen and the important roles they play in the workplace, politics, and their communities. The BPW Foundation is supported by foundations, corporations, BPW/USA members and other individuals who share a common belief in equity for workingwomen.