

A VIEW FROM FEW

An organization for opportunity and equality for women in Government



March 2009

Space Coast Chapter, P.O. Box 21201, Kennedy Space Center, FL 32815
<http://www.ksc.nasa.gov/groups/few/>

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President's Message

Marlene Satterthwaite, President

February – what a busy month! Twenty-six members/guests attended the 2/5 meeting, held at Kay's Barbeque restaurant. Mr. Milton "Rob" Grant from the NASA/Kennedy Space Center Diversity and Equal Opportunity Office, guest speaker, spoke on the diversity and compliance issues at the Space Center. He provided facts and figures on present day minorities and even projected the new minority landscape, "the diversity shift" into the next 40 years...for those of you who will still be around!! This nation will be more racially and ethnically diverse, as well as much older, according to the U.S. Census Bureau. Additionally, we heard a "success stories" report from Brevard Community College Career and Family Success Center Coordinator, Kieta Osteen-Cochrane. This FEW chapter has awarded scholarship money to BCC for the past 3 years.

Nine Space Coast members just returned from the 2009 Southeast (SE) Regional Training Program held in Atlanta, 2/18-20. We attended both the SE Regional and National Board meetings plus had the opportunity to attend informative workshops. The icing on the cake was meeting very interesting women from all parts of this country, not only the attendees but also the workshop presenters. LTC Jean Specht, a workshop presenter on the subject of Conflict Resolution, is also the Greater Atlanta Chapter President AND a Lieutenant Colonel in the Army National Guard. Jean is quite an accomplished and impressive woman. Thursday, while having lunch, we watched a video presentation from Gail McCabe, Soldiers Radio and Television (SRTV) Bureau Chief, interviewing military leaders in the fields of war-torn countries, where she had widely traveled. We also listened to Idella Moore, Founder/Executive Officer of 4ERA. She presented a historical background video of the Equal Rights Amendment; this which is FEW's number 1 legislative priority issue for the 111th Congress.

The chapter also squeezed in two Annual Training Program (ATP) planning meetings this month – hosted at Karin Biega's condo – thank you, Karin, for your hospitality.

Speaking of the ATP "Keys to Success" – get ready and plan to attend this training event on either March 4 or 5 at the Holiday Inn, Cocoa Beach. Both a continental breakfast and full lunch will be provided. We will have three full rooms of vendors. Come enjoy the day - expand your horizons by attending well-planned workshops featuring excellent speakers on diverse subjects targeted to improve your personal and professional growth.

April 2 – This FEW chapter invites you to a membership meeting featuring a speaker presenting on Woman's Health issues. This meeting will be held at the Holiday Inn, Cocoa Beach starting at 5:00 pm. RSVP to Teresa Piastuch, Becky Fasulo or Marlene Satterthwaite. Hope to see you at these FEW events.

FEW's Mission Statement

Federally Employed Women (FEW) is a membership organization working for the elimination of sexual harassment and the advancement of women in government. This will be accomplished by:

- Encouraging diversity and equity in the workplace
- Enhancing career opportunities for women
- Establishing and maintaining relationships with organizations to advocate the fair application of EEO and personnel laws, policies, procedures, and practices
- Improving the quality of life for women by influencing Congressional and Administration actions
- Committing to achieve and maintain a unified and diverse membership; and
- Providing opportunities for professional growth through leadership development, education, mentoring, and networking.

The FEW mission and purpose statement was revised to recognize that the mission of an organization is its driving force, and that FEW's mission needed to be consistent with the needs of federal women today on into the 21st century.

LEGISLATION

From FEW Fact Sheet

Equal Rights Amendment

Background: Federally Employed Women (FEW) Leaders, Regional Managers and Legislative Chairs are asking legislators to co-sponsor and support legislation to add the Equal Rights Amendment to the US Constitution:

"Equality of rights under the law shall not be denied or abridged by the United States or by any State on account of sex."

Priority should be given to passage of the Equal Rights Amendment (ERA) since full legal equality under the United States Constitution is essential for women to be equal partners and participants in our society. Once three more states ratify the ERA, a three-fifths majority of the 50 states would have been secured. Many of these

targeted states have begun moving the amendment forward and through their respective congresses.

Status: Dual pieces of legislation are expected to be introduced during the 111th Congress that would: 1) Propose an amendment to the US Constitution that provide equal rights for men and women; and 2) Require the House of Representatives to take any legislative action necessary to verify the ratification of the Amendment as a part of the Constitution when the legislatures of an additional three states ratify it.

FEW's Position and Further Action: FEW advocates full constitutional rights for women, and the enactment of the ERA. This organization has joined forces with a coalition of groups to achieve a full consideration and review of the Amendment. Our members ask legislators to co-sponsor and support these bills and help ensure that they move expeditiously through the legislative process.

Thank you for your support of equality in the workplace for the one million federally employed women.

If you have any questions, do not hesitate to contact FEW's Washington Representative at 703-528-7822 or via email at janetk@few.org.

DIVERSITY

Charlotte Becker, Diversity Chair

Black History Event

Kennedy Space Center started February's National African America History Month (AAHM) events with an excellent performance by the Morehouse College Glee Club. Morehouse College is a private, all-male, historically black college located in Atlanta, Georgia and one of four remaining traditional men's colleges in the United States.

Each member of the team was dressed in a uniform jacket and tie; the men looked very sharp. Following their performance, the 48 members received a tour of NASA-KSC. I can't

think of any better way to kick-off the Black History Month.

The next event was a great lunch meeting February 19 at the Debus center. I was seated with Nap Carroll and other members of the BEST. Chair Kim Carter called the meeting to order.

As we ate, the projection screens showed Black History and Michele Amos made a great presentation as usual. Two college students were presented with \$700.00 Evelyn Johnson Scholarships to help them with their courses.

The Guest speaker was fabulous; Ms. Crystal Johnson from the NASA Assistant Associate Administrator, Office of the NASA Administrator, spoke on the changes NASA will be seeing as we head towards the retirement of the Shuttle. Ms. Johnson talked about women in Science fields and made comments to the next project as a very exciting time for NASA.

If you missed the events for Black History please plan on attending next year.

Space Coast Chapter February Meeting on Diversity

If you were unable to attend the FEW February meeting at Kay's BBQ restaurant, you missed a great speaker, Mr. Rob Grant, NASA-KSC Equal Employment Opportunity Office Specialist. Mr. Grant's topic was diversity and he gave us some statistics I found very shocking. The following are from the Gallup Poll for the Censuses:

- Diversity is an approach to business that:
 - Regards human differences in the workplace as contributing to the success of the business, and
 - Optimizes the willingness and ability of all employees to contribute to that success.
- A goal of diversity is not to count people but to benefit from the best mix of people.
- Another goal of diversity is to attract people with an array of talents, experiences and perspectives and then to empower them to give everything they've got to attain business objectives.
- In 2050, the nation's population of children is expected to be 62 percent minority, up from 44 percent today, with 39 percent of that number projected to be Hispanic (up from 22 percent in 2008); the 38 percent left are projected to be single-race, non-Hispanic white (down from 56 percent in 2008).
- Minorities, now roughly one-third of the U.S. population, are expected to become the majority in 2042, with the nation projected to be 54 percent minority in 2050. By 2023, minorities will comprise more than half of all children.
- In 2030, nearly one in five U.S. residents are expected to be 65 and older when it is expected all of the baby boomers will be at least 65.
- Similarly, the 85 and older population is expected to more than triple, from 5.4 million to 19 million between 2008 and 2050.
- Meanwhile, the Hispanic population is projected to nearly triple, from 46.7 million to 132.8 million during the 2008-2050 period. Its share of the nation's total population is projected to double, from 15 percent to 30 percent. Thus, nearly one in three U.S. residents would be Hispanic.
- The black population is projected to increase from 41.1 million, or 14 percent of the population in 2008, to 65.7 million, or 15 percent in 2050.
- The Asian population is projected to climb from 15.5 million to 40.6 million. Its share of the nation's population is expected to rise from 5.1 percent to 9.2 percent.
- Among the remaining race groups, American Indians and Alaska Natives are projected to rise from 4.9 million to 8.6 million (or from 1.6 to 2 percent of the total population). The Native Hawaiian and Other Pacific Islander population is expected to more than double.
- Perceptions of orientation morality are relatively static and evenly spread
- Appreciating Diversity
- Awareness of differences

- Ability to accept new approaches, opinions, and viewpoints opens creativity.
- Assumptions, impressions, and personal responsibility.
- Enhancing our competitive hiring power by valuing diversity builds stronger organizations and people choose to work here.
- NASA has gone from a 2 to 1 representation of women in the workforce to a 1.8 to 1 level or representation in the workforce,
- There has been a conspicuous increase in Asian/Pacific Islander and Hispanic Employment

Females are increasingly serving in leadership positions. Engineering is still dominated by males; the female and minority ratio of graduates has actually declined.

Why we have a “Women’s History Month” and Famous Places

(Portions of this article were taken from the website: Women’s History Month)

In the early nineteenth century, women were considered second-class citizens whose existence was limited to the interior life of the home and care of the children. Women were considered sub-sets of their husbands, and after marriage they did not have the right to own property, maintain their wages, or sign a contract, much less vote. It was expected that women be obedient wives, never to hold a thought or opinion independent of their husbands. It was considered improper for women to travel alone or to speak in public.

With the belief that intense physical or intellectual activity would be injurious to the delicate female biology and reproductive system, women were taught to refrain from pursuing any serious education. Silently perched in their birdcages, women were considered merely objects of beauty, and were looked upon as intellectually and physically inferior to men. This belief in women’s inferiority to men was further reinforced by organized religion that preached strict and well-defined sex roles.

Places Where Women Made History

Seneca Falls: The Birthplace of Women’s Rights

Some people consider the single most important place in U.S. women’s history to be Seneca Falls, New York, where on July 19, 1848, the first women’s rights convention was held. Seneca Falls was the home of Elizabeth Cady Stanton, who, along with abolitionist Lucretia Mott, organized the convention. Stanton said that the difficulty of daily life in Seneca Falls, where for the first time she was alone in caring for a large house and three small children, made her a feminist

Harriet Tubman Home for the Aged

Auburn, New York: For more than a decade the legendary Harriet Tubman (1820-1913) risked her life to lead hundreds of enslaved people out of the South to freedom in the North. Tubman also worked as a nurse and scout during the Civil War. Her Home for the Aged was her last major project. It is now a museum honoring Tubman’s life and work

Juanita Craft House

Dallas, Texas: Both Martin Luther King, Jr., and President Lyndon Johnson visited this ordinary home to seek advice from the extraordinary civil-rights activist Juanita Craft (1902-1985). Craft, a dressmaker, joined the National Association for the Advancement of Colored People (NAACP) in 1935. By 1958 she had founded 182 rural chapters of the NAACP.

Rosie the Riveter/World War II Home Front National Historical Park

Richmond, California: Rosie made her debut in the song “Rosie the Riveter,” but it’s the brawny image on the poster that’s the vivid reminder of the women who took over traditionally male jobs during World War II, pumping out airplanes and ships for the war effort. The Rosie the Riveter Memorial, designed by Cheryl Barton and Susan Schwartzenberg, is near the Richmond, Calif. shipyards where liberty ships were built. It’s part of the World War II Home Front National Historical Park, dedicated to those who stayed home to win the war.

Madame C. J. Walker Building

Indianapolis, Indiana: After moving from Denver and then to Pittsburgh, African-American hair-care mogul [Madame C. J. Walker](#) ultimately based her operations in Indianapolis in 1910. While she herself moved to New York City in 1916 and died there in 1919, most of the Walker manufacturing remained in Indianapolis, a city with good railroad connections and a healthy African-American population. Her dream to build a multipurpose building for the black community was only realized by her daughter years after her death. The building had a theater, restaurant, offices, and stores, as well as the Walker company operations. The Walker Theater closed in 1965, but during a renaissance of the area in the 1980s it was renovated and reopened in 1988 and is now a National Historic Landmark. The Walker Theater is one of the few remaining examples of the Africa-inspired architecture popular in the 1920s and 1930s.

Mary McLeod Bethune Council House

Washington, DC: This three-story townhouse was the Washington, DC, residence of educator [Mary McLeod Bethune](#) (1875-1955) and the original headquarters of the National Council of Negro Women. It is now a National Historic Site that hosts a variety of programs. A carriage house in back contains the National Archives for Black Women's History.

Susan B. Anthony House

Although the distinguished women who are buried in Woodlawn Cemetery didn't make their mark there while living, visiting this 400-acre cemetery can be a stroll through the history and culture of the nineteenth and twentieth centuries. Among those interred in the rolling hills of the North Bronx are [Elizabeth Cady Stanton](#), [Carrie Chapman Catt](#), [Gertrude Ederle](#), [Antoinette Perry](#), [Nellie Bly](#), [Madame C. J. Walker](#), and [Celia Cruz](#). Respectful visitors are welcome, but you'll need a permit for photography.

Vickie Hall, SE Region Compliance Chair

For those of you that are not sure what Compliance is all about, here is a brief summary:

Federally Employed Women's (FEW) Compliance Program monitors the progress made by the federal government in achieving equal employment opportunity evidenced by its adherence with statutory civil rights protections including: the Equal Pay Act of 1963, Title VII of the Civil Rights Act of 1964, Section 501 of the Rehabilitation Act of 1973, Age Discrimination in Employment Act, and Civil Rights Act of 1991.

FEW on the National level maintains close working relationships with several federal departments and agencies including the Office of Personnel Management, Equal Employment Opportunity Commission, Merit Systems Protection Board and Department of Labor. FEW's grassroots compliance efforts play a vital role in implementing the Compliance Program across the FEW network, which includes the Continental United States, Alaska, Hawaii, and several foreign countries.

Regional and Chapter representatives meet with agency administrators in order to:

- Monitor and affect the development and enforcement of affirmative action plans;
- Review distribution of training funds;
- Assess the disproportionate effects of downsizing on women, people of color, and other minorities; and,
- Review access to a wide variety of programs that seek to help employees juggle work and family responsibilities.

National Support

After the National elections, compiled listing of SE Region Compliance Chairs and submitted to National Vice President for Compliance, Michelle Crockett. Michelle does an excellent job of including informative articles in the News & Views, such as the one in the most recent edition on Resolution of Program Direction, Federal Women's Program.

Agency Visit

Participated in an Agency Visit with National President, Sue Webster and NTP Co-chair, Rachel Combs, on September 5, 2008, with Kennedy Space Center management personnel. Both Sue and Rachel felt they received a warm welcome and felt KSC is supportive of the goals and mission of FEW. After the meetings, Ms. Petro, Deputy Director of the Center, asked me to make sure I sent her information on the 2009 National Training Program to be held in Orlando, FL.

Regional Support

No issues addressed during this reporting period.

Chapter Support

Earlier in the year, Becky Fasulo and I facilitated one of our chapter meetings with the focus being Compliance.

Please feel free to contact me should you have any questions concerning Compliance or have issues that you feel are not addressed properly within your organization.

Quote of the Day

"Far away there in the sunshine are my highest aspirations. I may not reach them, but I can look up and see their beauty, believe in them, and try to follow where they lead."
—Louisa May Alcott

Sunshine Committee

Barbara Powell, Sunshine Chair

Space Coast Chapter sent a beautiful silk floral arrangement to Clara Anderson after the passing of her mother, Mavis Timmons, in January 2009. A sympathy card was sent to the family earlier. A card was sent to Carrie Andolina congratulating her on her military promotion. Carrie is currently deployed in Afghanistan. (STAY SAFE CARRIE! WE'LL SEE YOU SOON)

Please contact me at 504-6086, or email me at noahsark@cfl.rr.com if you are aware of any of our members that need our thoughts and prayers, i.e. extended illnesses, hospital stays, or news that deserve our best wishes. I would especially like to get an accurate list of birthdays, so if your birthday has been omitted from the list below, please let me know.



Happy Birthday!

HAPPY BIRTHDAY TO:

Clara Anderson	03/16
Johanna Velasquez	03/18
Tracy Smith	03/23
Jean Grenville	03/29



Congratulations to Charmel Jones on the birth of her baby boy, born on 2/27/09. Daddy DJ, Charmel and baby Jones are all doing fine.

YOU CAN HELP OUT TROOPS IN IRAQ

From the Today Newspaper 2-17-09

Chaplain Maj. Norris Burkes, who writes Today's weekly "Spirituality" column, is stationed at Joint Base Balad, Iraq, through April. This week, he sent Today a list of things troops in Balad could use. If you'd like to help out, box up a care package and mail it to the base chapel where Burkes is working. The address is: Troy's Place, 332 AEW/HC, APO AE 09315-9997

Food Items

- Crackers (such as Cheezits and 100 calorie packs)
- Cookies (Teddy Grahams, Oreos, Chips Ahoy, etc.)
- Candy (suckers, miniature candy bars, gummy candies)
- Chocolate bars and gum
- Raisins, peanuts, trail mix and other dried fruits (small boxes or bags, not the big ones)
- Applesauce/fruit cups
- Oatmeal (instant, single serve packets)

Chips (lunchbox-size bags or Pringles of any type)

Beef jerky/Slim Jims

Granola bars/cereal bars

Little Debbie snack cakes

Instant soup cups

On-the-go drink mixe

Tuna, chicken and ham kit

Small microwavable items such as spaghetti or chili

Flavored coffee creams

Popcorn, microwave packs

Pop tarts

Hygiene items

Shampoo, conditioner and face and body wash (for men and women)

Lotion, body/foot powder

Deodorant

Tissues (pocket packs)

Wipes (handy wipes, baby wipes, antibacterial)

Razors (men and women)

Shaving cream

Eye drops

Mouthwash, toothpaste, toothbrushes, dental floss

Antibacterial hand sanitizer

Batteries of all sizes

Zipper bags (snack and sandwich)

Other

Phone calling cards (international)

Greeting cards, blank notes cards, thank you cards

Also, please log on to www.few.org to update your personal information. This is very important so that Federally Employed Women will have your most current information. Any questions or concerns, please contact me either at beckyjf@yahoo.com or fewvpmco@yahoo.com or 321-636-8525.

Membership Drive Meeting

Come One – Come All and bring friends and your co-workers! We will be presenting our annual Membership Drive Meeting on Thursday, April 2, 2009. We are meeting at the Cocoa Beach Oceanfront Resort, Holiday Inn Hotel, 1300 N. Atlantic Ave., Cocoa Beach, FL, in the Captain's Grill Restaurant. We will gather between 4:40 and 5:00 pm. Dinner will be served from a limited menu. The program will consist of the latest news on Women's Health issues along with testimonies from Space Coast Chapter members on how FEW has affected their lives.

Please RSVP by March 30, 2009 to Becky Fasulo at 636-8525 (beckyjf@yahoo.com) or Marlene Satterthwaite at 433-2878 (mbsatt44@aol.com) so that we can give an accurate count to the hotel for the meals. HOPE TO SEE EVERYONE THERE!

MEMBERSHIP

Becky Fasulo, VP for Membership

Membership Renewals:

If you became a member before July 2008, it is now time for you to renew your annual dues. You should have received an email instructing you to go to the FEW website and renew your dues, unless you are a Lifetime National member, then no renewal is sent. If you do not want to renew online, then there is an invoice to print. Complete the form and mail it with your check per the instructions on the invoice. If your renewal date is March 1 and you have not received an email, please contact me and I will help you.

FEW – LOOKING AHEAD

Marlene Satterthwaite, President

Have you renewed your Membership dues? Remember to do it on-line at www.few.org. Many of our past Program events have entitled paid members to be treated to a FREE meal at special Program meetings. We offered members' meals at the September, October, Christmas Party, and February meetings.....the cost of the membership paid off in meals alone! The chapter is looking ahead where June will bring the Annual Awards Banquet – place and time to be determined – always a very nice event to attend. The National Training Program (NTP) will be held this year in Orlando at the Orlando World Center Marriott, July 20-24; on-line registration will be available soon and registration brochures are in the mail. We are already looking ahead at planning the chapter's Fall retreat. The chapter rents a

large home (sleeps 10-12) in Orlando for the weekend (starting on Thursday) where we have 2 full days of meetings for program/projects planning, budget projections, membership goals, etc. If you have any interest in becoming a MORE active member and getting involved in committees or possibly a future board member – please let a present board member know. The Nominations Committee will be looking for new board members and committee chairs for the 2010-2012 term – think about it.....you may get an invite to come to the RETREAT and see what makes the chapter tick!! I've been on the FEW Board of Directors for 5 years and will complete 6 years at the end of my term. Serving as a board member or committee chair is sometimes challenging, but always a learning experience PLUS the opportunity to get to know some very interesting and dynamic women. The networking opportunities are endless and can also be career and/or socially enhancing. Need a new challenge – get INVOLVED!

Annual Training Seminar

Barbara Powell, Seminar Lead

"Keys to Success – 2009 Career Development Seminar", will be held March 4th, and the agenda will be repeated on March 5th, 2009 at the Cocoa Beach Holiday Inn.

The Space Coast Chapter of FEW has selected some exciting speakers who will be presenting a lot of knowledge in a diversity of subjects.

The Keynote Speaker, Susan Miller, will be speaking on "How To Get and Stay in the Positive Zone....No Matter What!!!" Susan has also been selected to give the opening keynote speech at the National Training Program in Orlando in July 2009.

Cynthia Krosky's workshop will be dealing with "Unlocking Our Leadership Potential." Lawrence "Larry" Gardner, will be presenting "It's a Jungle Out There" in the morning session, and "Leadership That Sizzles: Recipe for Success" in the afternoon. Marion Stevens, a long time member of FEW but also a well respected speaker, will be

presenting "Managing Multiple Priorities", and Nancy Lewis will be presenting "Self-Awareness and Style...Brand You!"

All of the workshops have the Office of Personnel Management approval, and completion can be used to fulfill training requirements. Additional information regarding registration can be obtained at KSC-FEW@mail.nasa.gov. Vickie Hall, 867-9100, Johanna Velasquez, 867-4846, or Barbara Powell (321) 504-6086, are all points of contact. Completed Registration Forms can be sent via internal mail to MAIL CODE: IT-E/Vickie Hall. Look forward to seeing you all at the Seminar.

FEW NATIONAL SCHOLARSHIPS

From Georgia A. Thomas, National Scholarship Committee Chair

Dear FEW Members,

The Federally Employed Women (FEW) National Scholarship Committee is currently accepting applications for the 2009 National Training Program (NTP) and Retiree Scholarship Program for the Federally Employed Women (FEW). The NTP scholarship program provides an opportunity for deserving individuals to participate in the NTP who might not otherwise be able to attend. Each member in good standing who meets the requirements is encouraged to submit an application for a scholarship. Nominations for the National Collegiate Scholarship Program are also being accepted during this time. Scholarship funds are distributed for use toward the cost of registration, tuition, and book fees only. While active FEW members will have primary consideration in the awarding of scholarships, dependents of FEW members are also eligible.

All applications must be electronically submitted by April 7, 2009, please visit <http://www.few.org/scholarships.asp> for direct access to the online applications. The scholarship criteria and submission procedures can be found in FEW's National Policy and Procedures Manual (NPPM), Part Three - Activity and General Procedures, under the National Training Program Scholarship Section. The NPPM is located on the member only web page at

<http://www.few.org/login.asp>, after you log in, click on the menu link for Forms and Documents.

If you have any questions regarding the 2009 National Training Program (NTP) and Retiree Scholarship Program or the National Collegiate Scholarship Program, please contact a member of the National Scholarship Committee.

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 Sheryl Coleman (Civ, ARL/ADLO),
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ENVIRONMENT

Martha Carroll, Environmental Chair

MARCH: **Save on Water Usage** – With Spring approaching, March is a great time to make changes at home that conserve water. By replacing a typical 3.5-gallon toilet with a 1.6-gallon model, a family of four will save more than 11,000 gallons of water per year. Also, take shorter showers and replace showerheads with an ultra-low-flow version. Repair dripping faucets by replacing washers – one drop per second wastes 2,700 gallons of water per year. For more water conservation tips visit www.dep.state.fl.us/drought/tips.htm

Paper or Plastic...neither - According to EPA, fewer than five percent of the 380 billion plastic bags consumed in America each year are recycled. While paper bags do eventually biodegrade, an estimated 14 million trees a year have to be cut down to make 10 billion paper bags. Purchase a reusable bag, which needs only to be used 11 times to have a lower environmental impact than 11 disposable plastic bags.

Just Say No To Bottled Water - Americans buy more than 8 billion gallons of bottled water a year and toss 22 billion empty plastic bottles in the trash according to National Geographic magazine. Many people find grabbing a bottle of water to go a necessary convenience and a hard habit to break and

some think that tap water simply isn't as good.

There are a few simple ways to ease out of the water bottle habit. Invest in a filter for your faucet or a filtered pitcher to go in the refrigerator. Use this tasty filtered water to fill up a reusable neoprene bottle, made in a variety of styles and colors. Think about the money you will save and the benefit to the environment of keeping your weekly water bottle consumption out of the landfill. If you do find yourself grabbing a bottle of water here and there, be sure to recycle.

Note: Most bottled waters come directly from a municipal water supply and are then filtered to remove chlorine, so consumers are paying as much as 500% more for a bottle of "tap" water when they can simply fill it up at home or office. Bottled water is just that, "water that comes in a bottle". Spring water must come from a spring to be labeled "spring water".

BAXLEY MANOR

Sandra Getter, Baxley Manor Coordinator

My thanks to all of you who continue to support this worthy cause. The rewards are heart warming and you should feel very proud of yourself for your contributions to help the people at Baxley Manor.

The **20th of March** has been designated as delivery day for Baxley Manor. For those of you not familiar with Baxley Manor, the people we serve there are mostly elderly or disabled. We all recognize that we are in hard times and these people, for the most part, survive on food stamps. However, food stamps do not cover anything of a personal nature and we try to fill that gap. We hope you will help by making any small donation you can. Any help that you give monetarily is greatly appreciated and is used to buy food and personal items for these residents. My mail code is NE-E8. Thanks so much for making a difference!!

I am coordinating the contribution for Baxley Manor here on Center with the help of some other very kind ladies: **Valarie Franklin in O&C 1020, Sandy Eliason in LCC 4P23, Jan Hall in the Logistics Building 2610A,**

Carol Moore HQ 3490, Ana Contreras HQ 3531F and Charmel Jones O&C 1073M2

who can take your contributions and items. I am in **EDL 2134** and can coordinate a pick up from you if you call or email me. For those of you off Center, please call Aneta Ott or myself to arrange for pickup of any items you wish to donate.

Here is the list...suggestions of needed items:

Food Items

Small cans of vegetables & fruits
Jell-O & pudding snacks
Graham crackers, Saltine crackers
Any meat or meal in a can with the flip top lid...
Lunchmeats, tuna, Spam, chicken, Vienna sausage, ham, deviled ham, sardines, beef stew

Personal Items

Paper products: Q-tips, facial tissue & toilet tissue (packages of 4 rolls)
Toothbrush, toothpaste, mouthwash
Hand lotion, hair spray, mousse or gel, comb/brush
Razor, Nail files, clippers, Socks, stockings, earrings
Reading material such as books or magazines
Thanks again for your support of this worthy cause.

WRITING TO "SELL"—EVERYONE DOES IT!

Clara Anderson, Parliamentarian

ONE OF THE NASTIEST WORDS IN ENGLISH: "SELL." Most of us don't think of ourselves as salespeople, and writing to sell strikes us as something we wouldn't do.

But we are all salespeople, and we all must "sell" from time to time, often in writing. Move past the thoughts of "marketing" and "getting someone to pay" if you believe yourself above such things (although NOTHING happens until somebody sells something!). I do it every day, and find it most satisfying when I can connect an important need with a service or product I can provide. Enough: this is not about me.

When do we have to "sell" in writing?

Whenever:

We need to persuade someone to take a specific action

We must get another person to agree with us, or accept our idea

We lack the organizational authority, or position, to tell someone to do it.

Like it or not, then, we must use our writing to sell. We won't get what we want unless we can get a reader's attention, tell that person exactly what we want (and why) and issue a call to action to produce the desired result or response. Let's look at all three parts of writing persuasively.

1. Get your reader's attention: As in any written document, the first sentence determines whether that person chooses to read what we wrote, or not. Since persuasive writing always requires a response, we must capture and keep interest right away. Try these methods:

- Get straight to the point. Since most people try to "back in" to their subjects (particularly if they must "sell" their idea), break the mold. "I want you to join me on the software upgrade project team."
- Offer surprising information. "Did you know we wasted over \$300,000 last year because of duplicate ordering?" A comment like that gets attention to your letter concerning a new ordering process you want to implement.
- Ask a question. Any time you ask someone a question, you get their attention. "Isn't that right?" (GOTCHA!)
- Tell them "good news." We have all been in a room full of people enjoying conversations, when someone comes to the door and announces, "I have good news!" The entire room hushes, because we all want to hear Good News.

2. Tell the reader(s) what you want, but be careful to focus on them and their interests. Take the "Business Card" test for your message. Can you express in just a few words (fitting on the back of a business card)

just what you want your readers to do, or to know? Rather than focusing on yourself and your needs, focus on your readers.

Columnist Dale Dauten discussed this, referring to the impulse buying that occurs at a luxury car dealership. Buyers of expensive autos are not looking for “reliable transportation” (they can do that quite well for only a few thousand dollars). They buy because of how it makes them feel, how they think other people will perceive them, to show success, to get revenge, to satisfy a lifelong dream, or “just because” they can.

All readers listen to the same radio station: WII-FM. “What’s in it for me?” Make sure you communicate to your readers how they will benefit from your idea, proposal, product or service.

3. Issue a clear call to action. You have convinced me, but now you must tell me exactly what you want me to do, and ask me to do it. Tell me the deadline, or define the next step. Better yet, steal another page from your Marketing Director’s manual, and give me something to do.

Have you ever wondered why sales-related mailings and commercials ask you to do something? “Send in the postage-paid card to receive a free quote.” “Call this toll-free number to ask for this exclusive report.” Easy! If you do what they ask, you have moved your name onto a shorter list from the “big list”: you have expressed enough interest for the company to pursue you directly and specifically. You can’t always create this kind of “do something” response, but you often can, if you will think creatively. “Come to our planning meeting Tuesday afternoon to learn more about this project.” If that person comes to the meeting, consider them “sold” on your plan or idea.

Use other methods to close your deal.

- Ask for the order. Tell your readers exactly what you want them to do. “Go online at www.businesswritingsolutions.com to buy your personal copy of the CD-ROM version of Business Writing Solutions.”

- Communicate the deadline. “Please get this information to me no later than February 11 at 3 p.m.”
- Define the next step. “What should we do next? Why don’t we meet this week to determine the people we want on this project team?”
- Leave information you want to remain with the reader. “Remember, if you don’t change your behavior, we may have to take additional disciplinary steps. This might include firing you.”

Look at persuasive writing as a challenge! Think about the outcome you want, and move forward with confidence!

ANNOUNCING THE 2ND WOMEN’S INTERNATIONAL GRASSROOTS PEACE CONGRESS: AUGUST 6-9, 2009

Forwarded by Kim Wolinski

6th – 9th August, 2009, Meru, Kenya International Peace Initiatives (IPI: www.ipeacei.org) will hold the 2nd Women’s International Grassroots Peace Congress in August 2009 from 6th – 9th. In 2005, IPI convened an international gathering of women from around the world to hear the voices of and learn from women fighting HIV/AIDS, poverty and violence in their lives in Africa. Hon. Ela Gandhi, Mahatma Gandhi’s granddaughter was our keynote speaker. We invited women from Southern Sudan, Somalia, Rwanda, Uganda, South Africa, among others from around the world: Hong Kong, USA, Canada, and Taiwan. We had over 230 women from all over the world and we had three awesome days of sharing ideas and transforming our lives.

International Peace Initiatives (IPI) will hold the 2nd Women’s International Grassroots Peace Congress in Meru, Kenya, in August, 6th – 9th, 2009. This Congress will be a forum for networking and creating global alliances and partnerships for women working on grassroots peace initiatives around the world. It will also launch a continental women’s grassroots peace movement in Africa. The Women’s International Grassroots Peace Congress invites grassroots women to share with the

world their contribution to the UN Decade of a Culture of Peace.

The theme of the Congress is, "Women, Peace and Community: Weaving partnerships that promote grassroots initiatives for sustainable development and cultures of peace." The focus of this gathering is to celebrate the gains women have made in choosing to speak for themselves and working toward prosperity (overcoming poverty), health (living with HIV/AIDS positively), and peace (fighting for their human rights towards ending violence in their lives and communities and that of their children). We endeavor to showcase best grassroots practices and sharing solutions to the many challenges women face today around the world in general and in Africa specifically. This will be a multi-cultural, international Forum aimed at crafting new and informed strategies for thought and action.

The Congress aims to showcase the impact of women's grassroots peace initiatives in community and how the intersection between people and violence, poverty and disease produces unique experiences for women. Recognition of these diverse and unique experiences is relevant for safeguarding the integrity and diversity of women's human rights through creating cultures of peace for security, livelihood and the sustainability of the planet and its peoples.

The 2009 Women's International Grassroots Peace Congress is a grassroots training Congress at which participants present a series of workshops focused on community organizing for nonviolence and peace, economic self-empowerment, and life skills. The training workshops will focus on successful strategies and best practices related to community organizing for nonviolence and peace, economic self-empowerment/micro finance, individual and group access to education, health, and other life and entrepreneurial enhancing skills.

This Congress is a forum for grassroots women to learn, share experiences, foster partnerships. Alliances, and develop strategies for dealing with common challenges. The Congress thus aims to highlight challenges, underscore successful strategies and best practices, share

strengths and achievements of grassroots women, as well as give voice to women's grassroots peace and development initiatives in Africa and around the world. In addition, this gathering aims to bring to the world's attention the voices of women, as they speak for themselves on issues critical to the survival of our global environment and humanity as a whole.
See you in Kenya!!
Namaste!!!

Karambu Ringera (PhD)
Congress Convenor
Dr. Karambu Ringera
Founder & Executive Director
International Peace Initiatives-Kenya
P.O. Box 2596, Meru 60200. Kenya:
Telephone: (011) 254 713 937 227 or 713 937 227 in Kenya

NEW YEAR'S RESOLUTIONS

Anonymous

It was two months after Christmas, and all through the house, nothing would fit me, not even a blouse. The cookies I'd nibbled, the chocolate I'd taste, at the holiday parties had gone to my waist.

When I got on the scales, there arose such a number! When I walked to the store (less a walk than a lumber), I'd remember the marvelous meals I'd prepared: The gravies and sauces and beef nicely rared. The wine and the rum balls, the bread and the cheese. And the way I'd never said, "No thank you, please."

As I dressed myself in my husband's old shirt And prepared once again to do battle with dirt... I said to myself, as I only can, "You can't spend a winter, disguised as a man!"

So, away with the last of the sour cream dip. Get rid of the fruitcake, every cracker and chip. Every last bit of food that I like must be banished. Till all the additional ounces have vanished. I won't have a cookie, not even a lick. I'll want only to chew on a long celery stick. I won't have hot biscuits, or corn bread, or pie. I'll munch on a carrot and quietly cry.

I'm hungry, I'm lonesome, and life is a bore...

But isn't that what January and February are for? Unable to giggle, no longer a riot. Happy New Year to all, and to all a good diet.



Newsletter

Jean Grenville & Karin Biega

This monthly publication is a means of sharing information and ideas with members and friends. We ask that each officer and committee chair submit articles as applicable for their office and committee. Articles should be sent to Jean Grenville at jeangrenville@aol.com and Karin Biega at Karin@bocabanana.com by the last Monday of each month. Please feel free to share this newsletter with others. If you are interested in joining this vital organization, go to www.few.org and join on-line.

12	Easter Sunday
15	Income Tax Forms Due
TBD	Baxley Manor Delivery
27	May Newsletter articles due
Future	
July 20-24	NTP 2009 – Orlando, FL

Calendar of Events	
March	
Women's History Month	
March 4-5	2009 Career Development Program – Cocoa Beach, FL
7	KSC Picnic
8	Daylight Savings Time begins
17	St. Patrick's Day
20	First Day of Spring
20	Delivery to Baxley Manor
30	April News Articles Due
April	
2	Annual Membership Meeting, Holiday Inn, Cocoa Beach

**SPACE COAST CHAPTER, FEW
2008 - 2010
Officers and Committees**

Chapter

President	Marlene Satterthwaite
VP for Programs	Teresa Jean Piastuch
VP for Membership	Becky Fasulo
Treasurer	Johanna Velasquez
Secretary	Cassandra Getter
Nominations Officer	Aneta Ott
Immediate. Past President	Sandra Eliason
Compliance	Connie Dobrin
Diversity	Charlotte Becker
Legislative	Connie Dobrin
Annual Training Program	Past Presidents Task Force, Vickie Hall, Lead
Finance	Karin Biega
Scholarships	Joette Feeney
Newsletter Editor	J. Grenville/K. Biega
Parliamentarian	Clara Anderson
Environmental	Martha Carroll
Community Outreach	Vickie Hall/Ana Contreras
Sunshine	Barbara Powell
Historian	Muzette Fiander
Webmaster	Debbie Ward

Regional

Nominations	Connie Dobrin
Awards	Marlene Satterthwaite
Secretary	Jean Grenville

National

VP for Mbrship & Chapters	Becky Fasulo
Bylaws & Resolutions	Karin Biega
2009 NTP Finance Chair	Clara Anderson

