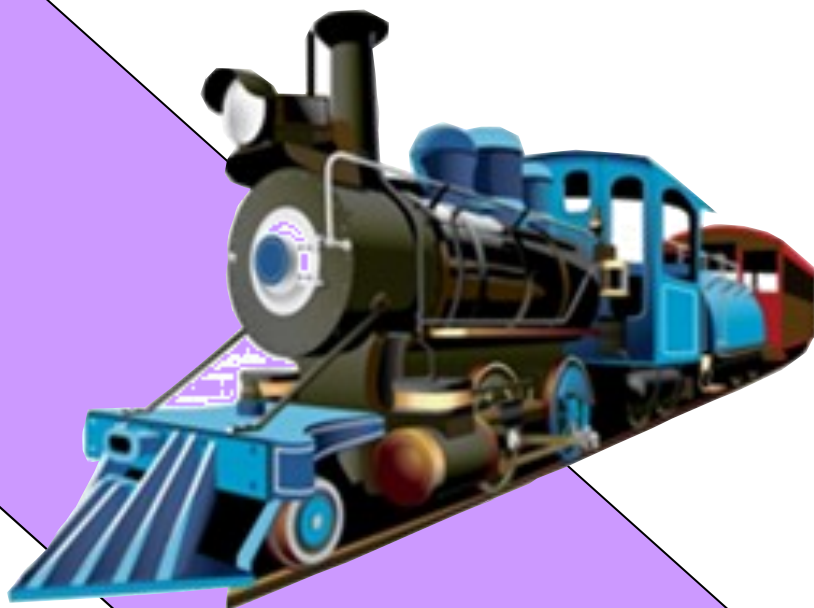




Making Connections with

# TARHEEL WOMAN

On the Tracks...to VOTE 2016



Volume 92, Issue 3

November 1, 2016

# **TAR HEEL WOMAN**

**is a publication of North Carolina Business &  
Professional Women's Club**

## **BPW/NC Officers 2016-2017**

**President: Marsha Riibner-Cady - Virginia Dare**

**Vice President: Elva Graham - Wayne-Duplin**

**Treasurer: Jo Naylor - Triad**

**Recording Secretary: Michelle Evans - Raleigh/Henderson**

**Parliamentarian: Jazmin Caldwell - Concord-Cabarrus**

**Immediate Past State President - Marsha Riibner-Cady - Virginia Dare**

## **MAKING CONNECTIONS**

### **FOLLOW BPW/NC**

**\* Website: <http://www.bpw-nc.org/>**

**\* Facebook: <https://www.facebook.com/BPWNorthCarolina>**

**\* Pinterest: [www.pinterest.com/bpwnc/](http://www.pinterest.com/bpwnc/)**

## **BPW COLLECT**

***Keep us, O God, from pettiness; let us be large in thought, in word, in deed.***

***Let us be done with fault-finding and leave off self-seeking.***

***May we put away all pretense and meet each other face to face -- without self-pity and without prejudice.***

***May we never be hasty in judgment and always generous.***

***Let us take time for all things; make us to grow calm, serene, gentle.***

***Teach us to put into action our better impulses, straightforward and unafraid.***

***Grant that we may realize it is the little things that create differences, that in the big things of life we are at one.***

***And may we strive to touch and to know the great common human heart of us all, and, O Lord God, let us forget not to be kind!***

**-- Mary Stewart, April 1904**



# FROM MARSHA RIIBNER-CADY:

Updates from around the state:



I visited the Rocky Mount Club on August 15. They are recruiting at a local college and are planning their annual card playing fundraiser in February. Catharine

B. joined and was presented with a BPW/NC tote bag. Welcome aboard.

I had the pleasure of attending the 38<sup>th</sup> Apple Queen Pageant and Scholarship event in Lincolnton. Those club members pulled out all the stops on the decorations for the Mardi Gras themed event. I think half the town was there with standing room only cheering the young ladies. It was my first time at something like this. I was in awe of these young women's answers to questions under pressure and their life goals. The judges did a great job of selecting the new reigning Miss Apple Queen. I want to thank the Lincolnton club again for their kindness and hospitality. Thank you for allowing me the opportunity to be part of your fundraising event.

On August 22 we had our first "COP" meeting. That is the Council of Presidents." There were 7 club presidents in attendance via our meeting burner virtual meeting place. Several board members were also in attendance. We discussed programs that the clubs were holding. I also asked them to tell me what the state could do for them. All Club Presidents or designees were invited to our October 22 board meeting at headquarters. The next virtual "COP" meeting is on November 14, 2016 at 7:30pm. Agenda items are welcome anytime between now and November 1, 2016. Registration information will be going out soon.

August 26, 2016 found me at a Virginia Dare BPW function in Manteo, NC. The club teamed up with several other women's organizations to show the movie "Equal Means Equal." It was very well done we have purchased a copy of the movie and is it available for any club interested in borrowing it to show at no charge. There is power in numbers. Please feel free to go to **[equalmeansequal.com](http://equalmeansequal.com)** if you want to find out more about the movie.



Since I live in the area of the Virginia Dare Club, I also attended their meeting in September. Chrissy Simmons, a local attorney spoke about “breaking through the glass ceiling.” Great presentation and very timely for National business women’s week which is October 16-22, 2016. What did your club do to celebrate?

The “Fab 4” convention committee met with me, Jo (our treasurer), and Elva (VP) to discuss plans for the upcoming convention on June 23-24, 2017 in Rocky Mount, NC. We will be staying at the Country Inn and Suites. More information will follow on the convention and program by January.

The BPW-NC.org website is being optimized to work on your handheld devices. By the time you read this you may have already noticed changes to the site. A big thank you to Barbara Bozeman, Tar Heel Woman editor, for taking on this huge task. This is a fluid project that will continue as needed. If you have suggestions, I know Barbara will be delighted to hear them.

The board of directors voted on changes the Awards committee recommended for the Starbright and Leadership Awards. A big thank you to Julie U. and Tracy J. for their hard work. If you are currently working on the awards as they are listed on the website, have no fear, you will be able to continue to work on the awards as they stand or “jump off the train” and use the new criteria.

I attended the Women’s Exchange in Sanford on October 20. The Sanford club, once again blew it out of the water. Fabulous program and exhibit following the program. I got some great ideas for convention that I will be sharing with the convention committee.

The board of directors, foundation and board of trustees met on Oct. 22. We made some changes to our investment accounts, watched part of the movie “Equal Means Equal”, worked with Kelly K. on our strategic plan, and heard committee updates. Thank you everyone who took time out of their busy lives to attend the meeting. Everyone went away with new ideas and renewed energy.

Save the date for the Virginia Dare Symposium on November 4, 2016 at the Hilton Garden Inn in Kitty Hawk. I hear rumors that some of the Golden Key Club members (past state presidents) will be in the area and are planning to attend! More information on the Virginia Dare Symposium can be found on their website at **[outerbanksbpw.org](http://outerbanksbpw.org)**



The foundation board has jumped on board to conduct a WEE. The Women's Empowerment and Enlightening event will happen in late March or Early April at Headquarters in Carrboro. The date is being finalized as you read this, so more information will be sent to you soon.

I hope this finds you fully recovered from the effects of Hurricane Matthew. If you need help, please contact me. Local clubs, the Michigan club, and the international virtual club presidents have contacted me and are interested in helping you and yours recover.

As I write this I'm also creating my Halloween costume. I decided to go as a suffragette. The children, and many of the adults I work with will get an education on Monday. Did you know that the ladies wore violet for freedom and dignity, white for purity, and green for hope? Together these colors stood for "Give Women Votes." That brings me to the most important thing I can say in this article. VOTE. Many women gave their lives so you have the right to vote. Please VOTE. In fact, take a friend with you to the polls and VOTE.

If your club is interested in me or one of the other Executive Committee members attending a meeting, please contact me at [president@bpw-nc.org](mailto:president@bpw-nc.org) or call 252/423-0819.

Looking forward to seeing you somewhere down the tracks!

**Marsha**





## **THW Editor's Note:**

**At the time this issue went to press, it is pleasing to present this image of our president, Marsha Riibner-Cady.**

**Not only did she wear this stunning ensemble when she voted** (shown below with Golden Key Members, Carolyn Williams and Marylou Babinski), **but also wore this to work today - creating the opportunity to inform and educate others.**



**She has thrown down the gauntlet with this fabulous show of respect for our history.**

**I think I might just have to see what I can come up with to follow her lead.**

**Anyone else?**

**Well done, I say!**



## **BPW/NC Mission Statement**

The mission of BPW/NC is to provide professional and personal growth opportunities and to promote equity in the workplace.

## **BPW/NC Objectives**

Improve outreach to North Carolina women to ensure membership growth of both local clubs and the Federation

Promote program opportunities and resources for personal and professional growth for members across North Carolina

Advocate for North Carolina working women and their families

Promote structural changes to improve the effectiveness and efficiency of the Federation



# What a Woman may be, and yet not have the Vote

MAYOR



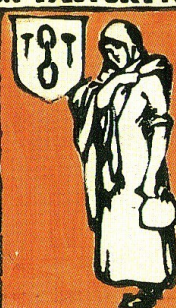
NURSE



MOTHER



DOCTOR or TEACHER



# What a Man may have been, & yet not lose the Vote



CONVICT



LUNATIC



Proprietor of white Slaves Unfit for Service



DRUNKARD

# ★ VOTES FOR WOMEN ★

THE MAP PROVES IT A SUCCESS



★  PRESIDENTIAL - MUNICIPAL - PARTIAL STATE AND COUNTY SUFFRAGE ★



# LEGISLATIVE UPDATE

**From Pat Sledge, BPW/NC Legislative Chair**

At the time of this writing, there are 43 days, 14 hours, 55 minutes and 46 seconds until we choose our next president and the other candidates for office who will lead our local school boards, city councils, county government, courts and state offices. Have you done your homework to be able to make an informed decision on which candidate supports the issues that matter most to you and your family?

Have you done anything to encourage your friends and neighbors to go to the polls? Have you participated in a letter writing campaign like that being done with North Carolina Women Matter? Have you volunteered to phone bank, canvas for a candidate or provide rides to the polls for people who need transportation?

If you have questions about voting, visit VOTE411.ORG for information. This website is provided by the League of Women Voters. For a guide to the candidates for judicial offices, you will find that information on the N C State Board of Elections Website. [https://www.ncsbe.gov/Portals/0/Files/PDF/2016\\_Voter\\_Judicial\\_Guide\\_Web.pdf](https://www.ncsbe.gov/Portals/0/Files/PDF/2016_Voter_Judicial_Guide_Web.pdf)

40 years ago this week, the Hyde Amendment as passed went into effect the following August. This amendment was a first shot at attempts to block access to abortions Roe vs. Wade legalized. The amendment forces poor women who receive medical services through Medicaid to use their personal money to pay for abortions except in circumstances of rape, incest or the save the life of the mother.

The restrictions from the Hyde Amendment frequently cause women to resort to unsafe and risky practices to obtain an abortion or to carry an unwanted pregnancy to term. These are the women who often are the least able to support another child. The HYDE Amendment also has an impact on

**VOTE411.ORG**



# LEGISLATIVE UPDATE

Military women, Federal employees, Native American and Alaskan Natives, Women in Federal Prisons and Peace Corp volunteers since the amendment prohibits the use of any federal money to pay for abortions and these women are covered by government insurance programs. Incidentally, there are no payment restriction on health services that men could need or hope to obtain using federal dollars.

Our legislative platform on health, copied here,” Actively support legislation that promotes ALL women’s health issues and access to care. Promote reproductive freedom of choice and full access to family planning and all reproductive health services and education. Promote research funding and protections for women’s health care needs and encourage the development of more educational programs focused on the special health care needs of women” speaks to the BPW belief that women, regardless of their economic situation should have access to the medical care they need.

How you and I vote in the upcoming election will determine who makes the policies that will be enforced by our judges and the branches of government on the local and national level. Do your homework, vote your conscience and exercise the right that women fought so hard to gain for each of us. Vote!





## MORE GOOD NEWS FROM THE ERA-NC ALLIANCE!

### Durham City Council passes Equal Rights Amendment (ERA) Resolution

**Durham, NC** - The Durham City Council unanimously passed a resolution supporting an Equal Rights Amendment (ERA) at its regular council meeting on October 17, 2016. The action is being heralded as an historic event by members of the ERA-NC Alliance, who advocated for its passage. The council is the first municipal body in North Carolina to re-engage on the issue of fully enfranchising women in the United States Constitution.

In 1972 a proposed Equal Rights Amendment to the U.S. Constitution passed both houses of the U.S. Congress and was sent to the states for ratification. By a 1982 deadline, only 35 of the required 38 states had ratified the ERA. North Carolina was one of the states that failed to ratify the ERA. However, the state is becoming a leader in a new movement to pass the ERA.

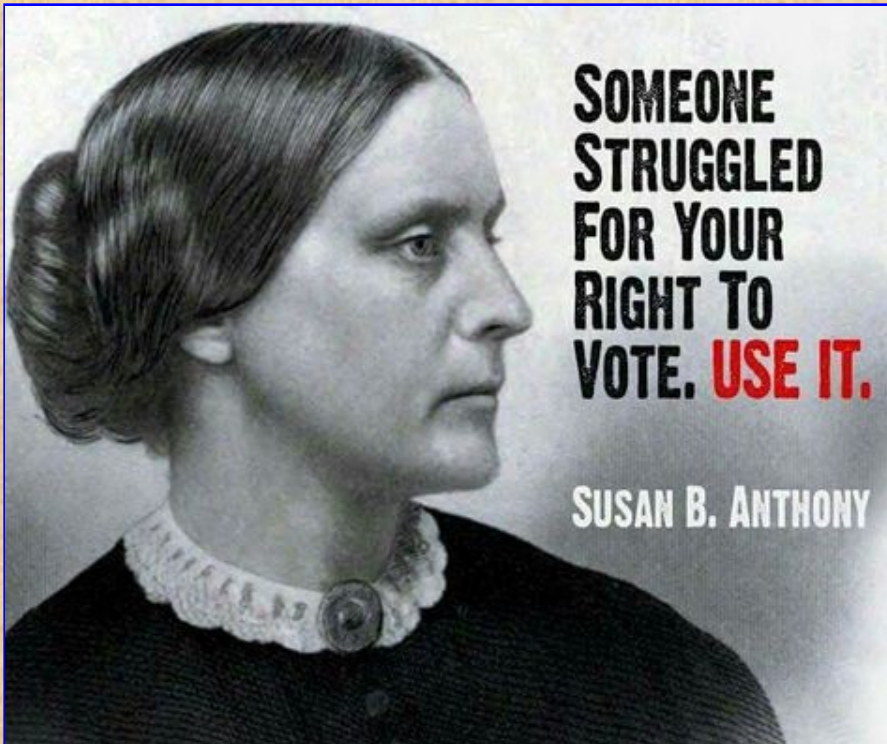
Marena Groll, Co-Chair of ERA-NC, commended the action of the council as “forward-thinking and critically relevant.” The reemergence of the ERA occurs at a time of significant political unrest for women who are increasingly the family breadwinners and community leaders, but continue to experience sexual discrimination. Groll stated that, “In this election cycle, we have been shocked into a national conversation about sexism and inequality. It’s an unsparing look at everything from wage inequity to rape culture. Women are powerfully positioned in the conversation as an important voting demographic on the issues.”

Groll predicts that blatant sexual discrimination will continue to drive a demand for constitutional equality. “The ERA will be the next defining step for women’s civil rights in America. We are caught up in a breaking wave of the most educated, communications-savvy women in the world. They aren’t going to sit still and be denied the constitutional tools to defend themselves against retro-cultural practices that are hostile to them and to their families.”

The Alliance will be taking the ERA campaign to other cities and counties across the state.

**[www.eracoalition.org](http://www.eracoalition.org)**





**FROM THW EDITOR: FOUND!**

**A NON-PARTISAN “JUST THE FACTS, MA’AM” WEBSITE  
REGARDING “FREE, FACTUAL, UNBIASED  
INFORMATION ON CANDIDATES AND ELECTED  
OFFICIALS TO ALL AMERICANS” bjb**

**[www.votesmart.org](http://www.votesmart.org)**

**WOMEN WEREN'T  
GIVEN THE RIGHT TO  
VOTE, THEY FOUGHT  
FOR IT. REMEMBER  
THAT IN NOVEMBER.**

Reasonable People Unite

## **From the 2017 Convention Committee:**

Plans are definitely being made for the 2017 state conference in Rocky Mount.

Of course, we will have Young Careerist and Woman of the Year award announcements as well as announcements about the many other awards.

On Thursday evening, there will be a visit to a newly renovated area of Rocky Mount which is home to the Rocky Mount brew mills and restaurants. It is anticipated that the regular Downtown Live (live band and dancing on the lawn) will be held that evening so all can visit, eat, listen to the music, and dance the night away.

On Friday evening, we will be having an outdoor pig picking (some chicken also) with a live group to perform. Don't worry, we can move inside in case of inclement weather.

There are a couple of things for which the committee requests your assistance. One is for suggestions for topics for professional or personal development. We want all sessions to be as relevant as possible, but if we do not know what you wish to know, then we have difficulties reading one's mind. Also in the event that your club should lose someone by death this year, please send us the obituary so we can remember this person during the memorial service. Please send your suggestions and any obituary to Barbara High Tyre at [hightyre@aol.com](mailto:hightyre@aol.com).

Another part of conference will be aimed at youth (grades 4 and up). We will be having the Reality Store for youth to learn valuable life skills about housing, finances, and careers. You are encouraged to plan to bring your children, grandchildren, nieces, nephews, or neighbors with you. There will be a youth track for the conference for them to attend while you are involved with the adults. The youth track will be overseen by professional youth leaders. In addition to the Reality Store, there will also be other activities planned for them and time will be allocated for them to enjoy the pool if they desire.

There will be a need for volunteers at the conference to serve as pages and for other needs. If you wish to be a volunteer, please let us know.

There is a train depot in Rocky Mount if you would like to travel to the conference by Amtrak. You will need to let us know so we can plan on picking you up

### **2017 State Conference Committee**

**Barbara High Tyre   Linda Hardy   Mary Wells   Varnell Kinnin**





**In the wake of the devastation so many have felt from Hurricane Matthew, the US Small Business Administration has posted two Emergency Bridge Loan Programs available to small businesses impacted by Hurricane Matthew. Also listed is a fund from Carolinas Small Business Development Fund.**

**More information is available at:**  
**[www.sbtdc.org/ hurricanematthew/](http://www.sbtdc.org/hurricanematthew/)**  
**[www.ncruralcenter.org/ hurricanematthew](http://www.ncruralcenter.org/hurricanematthew)**  
**[https://carolinasmallbusiness. org/loans](https://carolinasmallbusiness.org/loans)**





## THE IMPORTANCE OF ONE LETTER...

From Jo C. Naylor



As the new Treasurer and Membership Chair, I have gone through all 372 member's profiles to make sure data is accurate. Unfortunately, there are more than 50 members who do not have current email addresses.

**Would all of the Club Presidents please ask their members to sign into the BPW website and check their profiles and make sure the information is accurate?**

It is vital that the information is current, as we all know, the difference in one letter or number can be huge! Specifically, if you have a check written out to you for \$1,000 and the teller only gives you \$100 in cash, that one zero makes a BIG difference.

There are many members who have not paid state dues for more than 60 days and their account has been suspended. Please make sure your club members know when their dues are due, so this does not occur. Please let me know if there are any problems or questions at [treasurer@bpw-nc.org](mailto:treasurer@bpw-nc.org).







# **Tracks We've Travelled**



## **Congratulations to Lois Frazier Recipient of the WC Legacy Award, 2016**



**The WC Legacy Award is given to alumni of either Woman's College or UNCG who have made significant contributions in their lifetime that exemplify value, character and high integrity.**

**Lois Frazier '42, '48 MS,**

**“trailblazer for women in business; taught business on high school and community college level before coming to Meredith College, where she helped to establish the MBA program.”**



## From Rocky Mount:

### **Speaking of the Equal Rights' Amendment:**

At the BPW/NC Federation Board Meeting last week, a portion of the documentary Equal Means Equal was shown. EQUAL MEANS EQUAL is a groundbreaking exploration of gender inequality in the USA featuring top women's rights activists and leaders. A brutal expose of a broken system, the film reignites the dialogue on full equality for all Americans. Starring Patricia Arquette, Kamala Lopez, and Gloria Steinem among others, this video was produced to highlight the desperate need for the Equal Rights Amendment to be passed. BPW/NC owns a copy of this video which clubs can borrow if they so desire. It was suggested that it could be used to educate those women who don't know or understand how unequal women really are in 2016. The video can also be rented for \$4.95 or purchased for \$12.99 from Amazon. Runtime is 1 hour, 33 minutes.





# **NATIONAL BUSINESS WOMEN'S WEEK 2016**



## Rocky Mount BPW Celebrates National Business Women's Week

The Rocky Mount BPW celebrated NBWW with a program honoring area women who have made a difference in their community through career and civic activities. Several candidates submitted their credentials, and after much consideration, Duwanda S. Epps was named the Rocky Mount Community Career Woman of the Year by Vice President Felicia Lucas. Ms. Epps works for Bridges of Hope where she serves women and families diagnosed with mental health issues. She is a graduate of Metropolitan College of New York where she received both a B.A and a MPA. She is also the founder of the Cultivating Change and Kids Corner.



The event was held at the Booker T. Washington Center thanks to our new member Catherine Blackwell who was able to secure the venue for us. This is a beautiful facility and we certainly appreciate being able to use it for our NBWW event.

After the presentation of the Community Career Woman of the Year, a celebration of NBWW was held for everyone in attendance. Besides BPW members, many of Ms. Epps' family were there to see her be given the award.



## ANOTHER SUCCESSFUL YEAR FOR THE WOMEN'S EXCHANGE CONFERENCE IN SANFORD!

The Sanford Business & Professional Women's club held the fourth annual Women's Exchange conference on October 20 at the Dennis A. Wicker Civic Center. It was their largest conference to date, with 125 in attendance including speakers, sponsors, club members, and registered attendees. This year's event theme -- "Own It"-- was aimed at helping women embrace both their strengths and shortcomings. The conference featured kickoff speaker Corinne Brown, known as "The Fresh Expert", who spoke on "Finding Your Groove." Professional Development Speaker Annie Franceschi from Greatest Story Creative offered advice on using your own story to help further your career, while Wellness Speaker Kirby Ellis demonstrated the benefits of Laughter Yoga. A crowd favorite, the



*Featuring Vivian Howard*

Women in Business Panel, featured a diverse group including Kim Sutton (Owner, Red Wolf, LLC), Cameron Cruse (Co-Owner, R. Riveter), Ashley Thompson (Owner, Pressed) and Kia Baker (Executive Director, Southeast Raleigh Promise).

For many, the highlight was hearing Kickoff Speaker Vivian Howard, owner of Kinston's Chef & the Farmer restaurant, host of *A Chef's Life*, and author of New York Time's best seller, *Deep Run Roots*. Vivian shared accounts of times she has had to "own it," offering insights into her life as a

chef, business owner, TV personality, author, mother, and wife. Attendees who registered early received swag bags, which included a signed copy of Vivian's book.



The event also featured an expanded exhibition area, featuring 26 businesses and organizations, which opened to the public after the conference concluded.

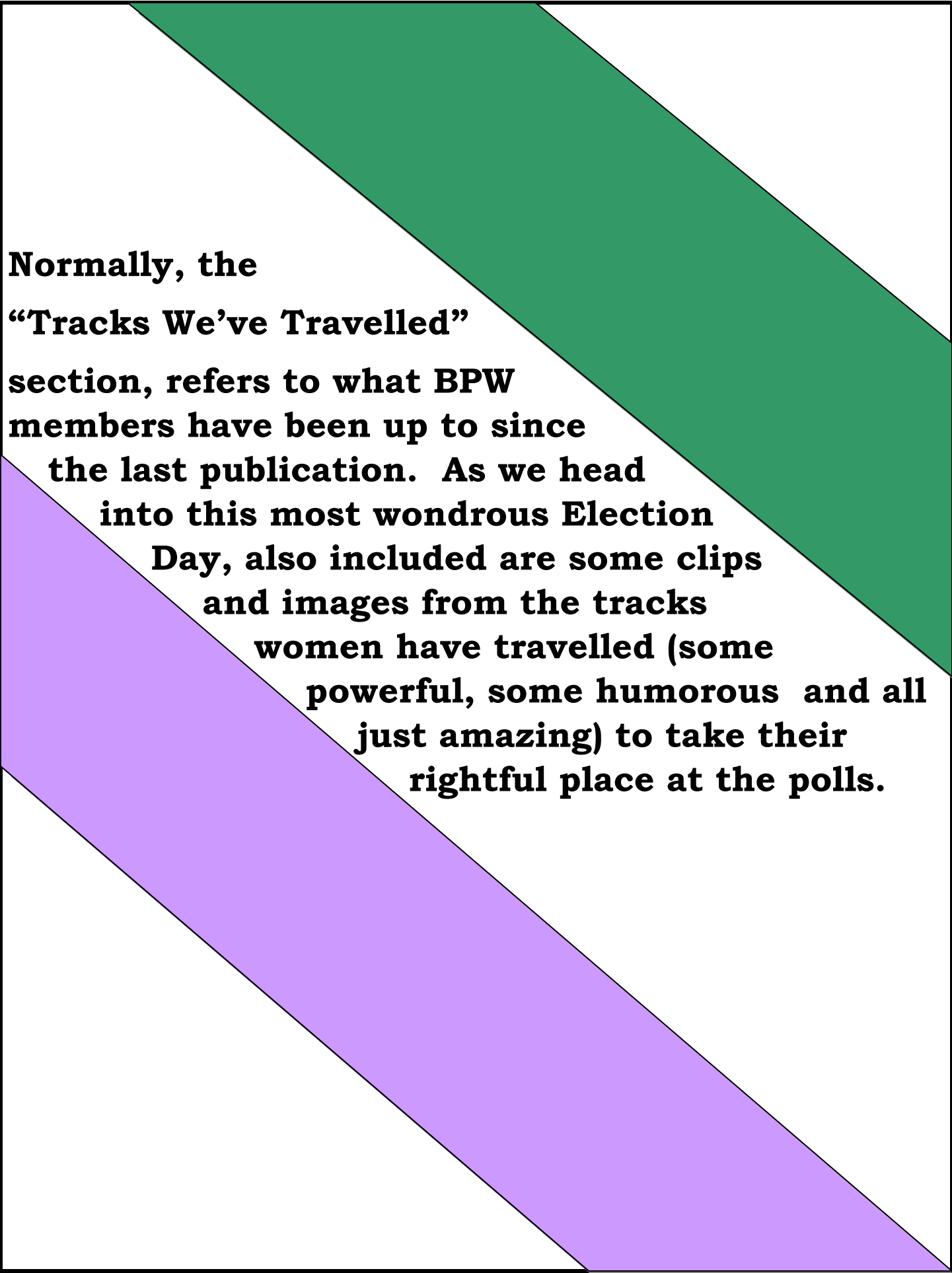


(photos by Caleigh Thomas - Caleigh Thomas Photography)



Those interested in learning more about the event can visit the club's website at [www.sanfordbpw.org/exchange](http://www.sanfordbpw.org/exchange) or follow the club on Facebook at [www.facebook.com/sanfordbpw](http://www.facebook.com/sanfordbpw).





**Normally, the  
“Tracks We’ve Travelled”  
section, refers to what BPW  
members have been up to since  
the last publication. As we head  
into this most wondrous Election  
Day, also included are some clips  
and images from the tracks  
women have travelled (some  
powerful, some humorous and all  
just amazing) to take their  
rightful place at the polls.**

# WOMEN MAY NOW VOTE

"The right of citizens of the United States to vote shall not be denied or abridged by the United States or by any State on account of sex". (United States Constitution, Amendment 19).

This means that women, as well as men, may take part in all elections, national, state, and local, regular and special. Whatever may be said to the contrary, the **women of North Carolina are eligible to vote** on equal terms with men. Provision has been made for the women to vote this year without paying poll tax.

Women are affected, in equal degree with men, by conditions of government, profiting or suffering according as the government is good or bad. Since this is so, it is clearly the duty of women to take a responsibility in their government—they should, at least, contribute their thought and the force of their vote towards making their government what they would like to have it.

In order to vote it is necessary first to register. This may be done any day from Sept. 30 to Oct. 23 inclusive, except Sundays.

## November 2nd is Election Day

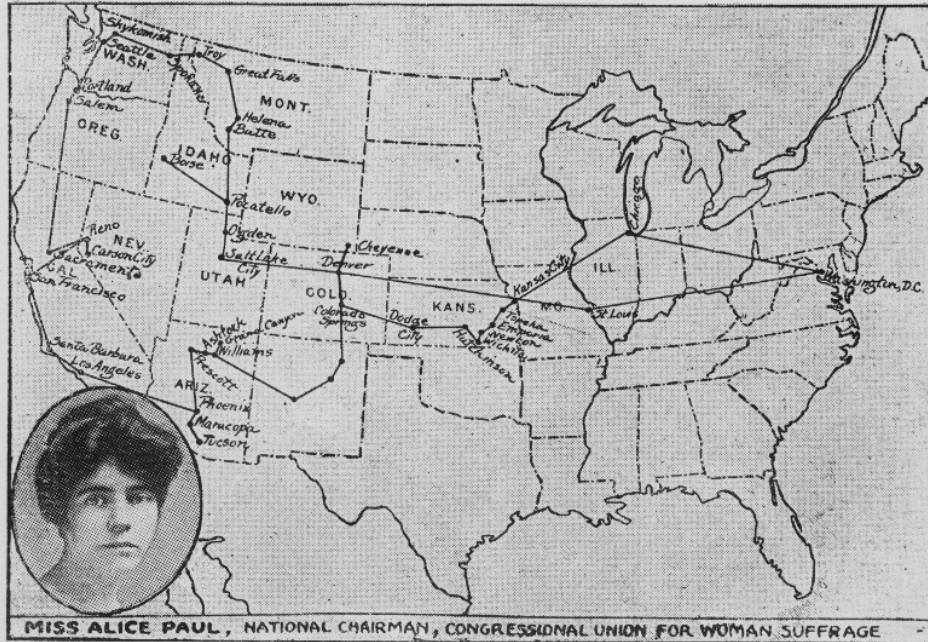
All women are urged to study the issues of the present campaign, and to inform themselves as to the candidates for the various offices, national, state, county, and city. Investigate their personal and political qualifications and their stand on the issues of the campaign. Every enfranchised citizen has a solemn DUTY to VOTE. Not only that, but to VOTE INTELLIGENTLY. Let us vote, not, blindly with our minds closed by political prejudice, but with our eyes and minds open to a knowledge of conditions and the ideals of good government.

---

**NORTH CAROLINA LEAGUE OF WOMEN VOTERS**  
200 Chestnut St. Goldsboro, N. C.



**ROUTE OF ENVOYS SENT FROM EAST BY THE CONGRESSIONAL UNION  
FOR WOMAN'S SUFFRAGE, TO APPEAL TO THE VOTING WOMEN OF THE WEST**



**CALL TO WOMEN VOTERS TO ASSEMBLE IN CHICAGO JUNE 5, 6, AND 7  
TO LAUNCH A NATIONAL WOMAN'S PARTY**



**WOMEN**  
bring all  
**VOTERS**  
into the world  
~  
**Let Women Vote**

**COME IN AND LEARN  
WHY WOMEN  
OUGHT to Vote.**











(image provided by Joanna Moses-Elliott)

## **The Tennessee Suffrage Monument in Nashville, Tennessee.**

### **From their Facebook Page Story:**

**“The final dramatic showdown over Suffrage played out in 1920 in the Tennessee State Capitol. Suffragists, identified by wearing yellow roses, needed one more state to ratify the amendment. Tennessee was their last chance. The Anti-Suffragists, wearing red roses, would do all they could to block the vote. Down to the wire and one vote, Tennessee came through and became the 36th State needed to ratify the 19th Amendment. All American women could now vote. “**

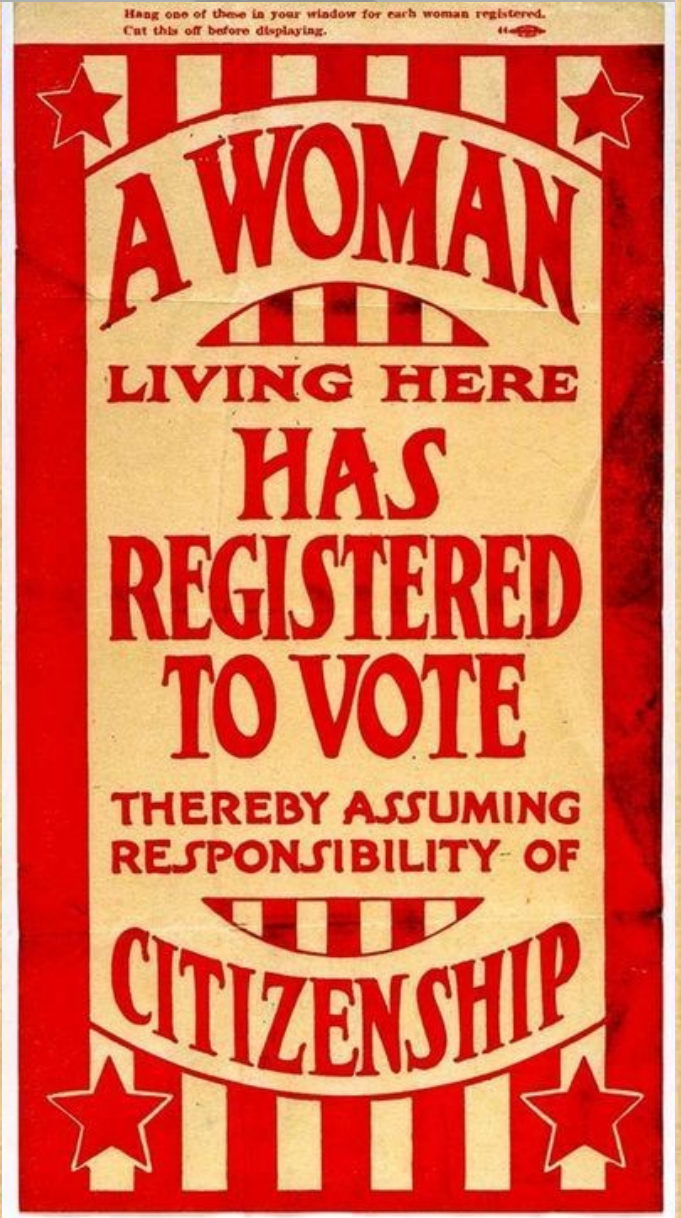
*"I favor the enfranchisement of women, both by our state and nation, not only as an act of simple justice to our women but because I am firmly convinced that it will result in better laws, better officials, better government, marked improvement in social and civic conditions, and the advancement of a higher type of civilization."*

*- Guston T. Fitzhugh, Memphis attorney, 1917*



**The "Immortal 49" of the Tennessee Legislature who voted for Suffrage, August 1920.**









# **On The Tracks Ahead**



# **Deadlines for November/December**

**November 15 - Tar Heel Woman article  
deadline**

**November 21 - Tar Heel Woman  
published**

**December 1 - Career Woman of the  
Year nominations**



## **Building Powerful Women – Making the Connection**

As you know, our annual program calendar is chock-full of suggestions for club and personal activities meant to celebrate and enrich your lives.

### **November**

**Take time for yourself!** Before the craziness of the holidays start, make a plan to set aside time for YOU! Participate in Child Safety and Protection Activities.

**VOTE!** Encourage women to participate. Raise awareness for where the candidates stand on women's issues.

On this day in November: 6 = Daylight Saving Time, 8 = Election Day, 11 = Veterans Day, 12 - Elizabeth Cady Stanton's birthday (1815), 15 - America Recycles Day, 22 - Stop Violence Day, 24 - Thanksgiving

November is: Diabetes Awareness Month, Child Safety and Protection Month, Model Railroad Month and Native American Heritage Month

### **December**

**Give! Consider gift donations to organizations near and dear to your heart (BPW, WJF, AHA)**

**Spirit! Harness your holiday spirit - organize a community support or service event**

On this day in December: 1 = World Aids Day, 10 = Human Rights Day, 15 - Bill of Rights Day, 24 = Hanukkah begins (Ends January 1), 25 = Christmas Day, 26 = Kwanzaa begins (ends January 1), 28 = National Chocolate Day, 31 = New Years Eve

December is: Universal Human Rights Month and STRESS FREE FAMILY HOLIDAY MONTH

**The BPW/NC staff has worked tirelessly to create guidelines for submission for all members and media outlets. Please review the guidelines provided below for future submissions.**

## **BPW-NC Editorial Submission Guidelines**

BPW-NC has established an editorial policy to help streamline the submission process and create a more unified voice for the organization. This policy applies to BPWNC's Facebook, Twitter, Pinterest, and LinkedIn accounts, as well as its website and newsletter, *Tar Heel Woman*. To help facilitate this process, access to BPW-NC social media accounts has been constrained to a limited number of administrators.

### **How can I get my stuff shared on BPW-NC's website or social media accounts, or in the newsletter?**

To request something be posted on BPW-NC's website, social media accounts or *Tar Heel Woman*, email the content to [socialmedia@bpw-nc.org](mailto:socialmedia@bpw-nc.org). This will automatically forward your content to the appropriate editors and managers.

### **What can I ask BPW-NC to share?**

Content submissions should be relevant to BPW events, BPW interests, and women's issues in general.

Submission ideas:

- Club event notifications and invitations
- Photos or articles from events
- Member news (awards, special recognitions, milestones, etc.)
- Articles, photos and links related to helping women grow professionally, personally and politically.

Content that does not meet these criteria or which has a sole purpose of advertising or promoting a product or service will not be used. The editorial committee reserves the right and responsibility to cut or edit any submitted content for relevance, appropriateness and space restrictions.



## **What do I need to provide to make sure it gets shared?**

When submitting content, please provide the following:

**Who:** To which audience is this directed? (Members? General Public? Both?)

**What:** The name of the event, article, etc.

**When:** Date, Time, RSVP deadlines, etc.

**Where:** Location, if this is an event. Source, if you are submitting an article or other publication.

**Why:** A brief description of why our audience should be interested in your submission.

**How:** When (date and time) and where (website, social media, and/or newsletter) you would like this information shared. Any additional information that is important such as website or social media links should be included.

Notes: Most social media platforms do not support the attachment of PDFs or Word documents. If you want an item shared on social media, it must be an image file (jpg) or a link to a web site.

Articles for *Tar Heel Woman* should be kept short for readability, since our newsletter is sent electronically, and most members will read it on their computers. Longer articles may be up to one page in length (600 words).

### **Can't I just send you a flyer or link to our website?**

We realize sometimes the information you want to share may be contained in an attached document, or found in a newsletter or on a website; however, as full-time career women, we often don't have time to go searching for the details. We ask you to kindly pull these details out and highlight them in your request.

**We want to use our limited time efficiently -- sharing your information, rather than researching it or digging for details.**



### ***EMBLEM BENEDICTION***

***This emblem binds us all  
In one great sisterhood.  
It bids us hear our conscience call,  
For nobler womanhood.***

***God guide us when we wear  
this emblem o'er our heart.  
Keep us true and always fair***

***GOD BLESS US AS WE PART.***