

American Association of University Women
of North Carolina
Annual Conference Planning Guidelines



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Words of Wisdom from Past Conference Chair

This document and various examples provide information that may be helpful to the Conference Chair in planning for the AAUW NC Annual Meeting and Conference. It is based on the experience of the host branch AAUW Asheville for the 2020 Annual Meeting and Conference, which had to be cancelled two weeks before the scheduled dates of March 27 and 28, 2020, due to the COVID-19 pandemic. Therefore, many of the last minute details will be missing. However, extensive planning and involving many people to assume various tasks should be a key to few immediate pre-conference problems.

The information included is designed as a potential guide to planning a successful conference and is not intended to be directive or to be strictly adhered to. It is offered in the spirit of collaboration and sharing with my AAUW colleagues. Please do not hesitate to contact me should you have questions.

Pat Ashe
2019-2020 President, AAUW Asheville
2020 AAUW NC Annual Meeting and Conference Chair
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The American Association of University Women of North Carolina Annual Conference Planning Guidelines has been formatted, arranged, and edited by Lacey Rutherford. For questions or future updates of the guidelines do not hesitate to contact me.

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First Steps

- Conference Planning should start approximately 6-9 months before the anticipated schedule of the event
- The board will determine the date of the meeting/conference and the host city, generally at their August meeting
- A proposal is helpful, if not required, to outline why the conference should be held in a specific city and venue (*A Sample Proposal for AAUW NC Board is on page 5-8*)
- In order to complete a proposal and anticipated budget for the meetings, the following are needed:
 - The number of hotel rooms to reserve as a block (the state will have to pay for any contracted rooms not reserved by registrants)
 - The number of anticipated registrants and the total number of attendees (includes invited guests, students and speakers who do not pay the registration fee)
 - The approximate number and size of break out rooms needed to accommodate various meetings and the conference sessions
 - The number of meals to be offered, i.e. dinner, breakfast, lunch. Each registrant will pay the cost of each meal they choose to be served. An approximate cost of each meal will be needed to complete the initial budget for the meeting/conference
- At least two choices of venue selection are available.
 - 1) The Conference Chair or designees identify and then visit various venues to ascertain suitability to hold the conference or
 - 2) The Conference Chair works with the local Convention and Visitor's Center, the Chamber of Commerce or other appropriate body to get their assistance in identifying possible venues that will meet the conference facility needs.
- This body then sends out Requests for Proposal to various venues with the specifics requested and then the venues send proposals to the Conference Chair. This document should contain their proposed costs, which of course should be validated as a discount from normal retail rates, as well as a description of why and how their venue meets the designated needs of the conference (*a sample is included on page 7-8*)
 - These needs should include minimally
 - Number and size of rooms for meetings, registration area, display table area for such things as Silent Auction, vendors, AAUW materials
 - Food and beverage availability on site and approximate cost of meals
 - Accommodation for number of guests that will be a part of the meeting
 - Hotels within reasonable distance if a hotel is not the meeting venue
 - Signage relative to the conference provided by the venue
 - Adequate restroom space for a nearly all women attendees event
- Written comparisons of various venues may be helpful in making a final decision to be recommended to the board. This separate document could be a or included in the proposal. The board considers the



proposal and makes a decision as to city and venue

Sample Proposal

**PROPOSAL TO HOLD THE 2020 AAUW NC
ANNUAL MEETING IN ASHEVILLE**

**Board of Directors Meeting
August 9, 2019**

Please accept this proposal as an indication of AAUW Asheville affiliate's desire to host the March 2020 Annual Meeting in our city. The following comments represent areas of our current thinking and investigations. They include advantages of holding the meeting in Asheville, a potential meeting schedule, possible program topics and speakers, a spreadsheet of hotel comparisons and hotel details, and typical costs for an individual to attend the meeting.

Due to the in-town location and many amenities for attendees outlined in the hotel details section, our recommendation is the DoubleTree by Hilton venue. The prices of the DoubleTree and the Crowne Plaza are significantly lower than they will be starting in April through December because of our long tourist season.

Your consideration of our proposal is much appreciated. We are a vibrant affiliate and would be proud to provide the logistics and on-site people as well as collaborating with AAUW NC for programming, speakers and other arrangements to make this annual meeting successful.

I. ADVANTAGES OF HAVING THE MEETING IN ASHEVILLE:

AAUW Asheville has enthusiastic, supportive and capable officers

Asheville is a "destination" vacation spot with great restaurants, shopping in locally owned stores, music and art venues, museums, a veritable plethora of breweries

There is the potential for significantly increased Western North Carolina attendance due to proximity. WNC affiliates make up approximately half of the AAUW NC membership

Our large Asheville branch (168 members) will help do the planning/tasks/speakers

There is the potential for Tryon, Hendersonville, Brevard, Bryson City, and Western Carolina University affiliates to participate in planning, tasks, speaker recruitment, etc., which encourages connection, communication and collaboration for the future

We have established a link with the Asheville Convention and Visitors Center for give-aways and assistance with planning of the event

The two hotels identified as viable alternatives have updated and modern facilities; each has reward points

Long standing relationships with local businesses are already in place with our sister affiliate GEM Scholarship Fund and have the potential for sponsorships and/or vendor participation

II. POTENTIAL SCHEDULE:

Friday

Morning	Possible tours of area attractions
10:00 to 2:00 pm	AAUW NC Board of Directors meeting
1:00 to 2:00 pm	Public Policy Chairs, Tarheel affiliate meetings
2:00 to 3:00 pm	1 Break-out session
3:00 to 3:30 pm	Break so people can check into the hotel and visit vendors
3:30 to 4:30 pm	1 Break-out session
4:30 to 5:00 pm	Break for short rest, visiting vendors, bidding in Silent Auction
5:00 to 6:00 pm	Cocktail reception for socializing/networking
6:00 to 9:00 pm	Dinner and speaker?, watchfire activities?, film?, other?

Saturday

8:30 to 10:00 am	Annual meeting
10:00 to 10:30 am	Visit vendors, bid on Silent Auction items
10:30 to 11:30 am	3 break-out sessions
11:30 to 12:30 am	3 break-out sessions
12:30 to 2:30 pm	Lunch, keynote speaker—possibly AAUW officer
2:30 pm	Adjourn
Afternoon	Possible tours of area attractions

III. PROGRAM and SOME SPEAKER POTENTIALS for BREAK-OUT SESSIONS:

Legislative activities nationally and in NC—North Carolina Justice Center

Membership recruitment, especially younger women and women of color, and affiliate sustainability—maybe a panel or AAUW national representative

2020 Coalition for the Women’s Right to vote centennial celebration

What agencies around the state are doing for the 19th Amendment centennial—Christy Agner of the Department of Administration or someone from the NC Department of Cultural Resources

Using “meet-ups” with Work Smart to attract working women, possibly Kathy Peare

How to assure your branch remains “nonpartisan” during a year of intense politicking—maybe a League of Women Voters representative (Kitty Schaller, AAUW Asheville Public Policy Chair) or AAUW national representative

ERA ratification in NC—ERA NC Alliance, possibly Marena Groll

Women’s Health—NC Council for Women and Youth Involvement, Mary E. Stover or WNC region representative

Title IX—Dr. Jill Moffitt, UNCA Associate Vice Chancellor for Student Affairs

Lillian’s List and electing more women

Use of social media for marketing your affiliate and your message—Jen Jones of Democracy NC

Use of AAUW website resources

Publishing a state-wide online newspaper, the Carolina Public Press—Angie Newsome, Founder and Editor (located in Asheville)

North Carolina Supreme Court cases affecting women and girls—Jurist Anita Earls (lives in Durham)

Sharing affiliate accomplishments and successful programs/activities—Judy Balsanek, Branch Advocate, to take the lead

A total of 8 Break-out Sessions is being proposed, 2 on Friday (consecutive use of same room) and 6 on Saturday (consecutive use of 3 rooms). Should additional sessions be desired, there are rooms at the DoubleTree for \$325 each; no additional rooms available at the Crowne Plaza

IV. HOTEL DETAILS:

DoubleTree by Hilton

Quotes are for March 27 and 28, 2020

Same room rates for two nights prior to March 27th and two nights after March 27th

Regularly scheduled shuttles to Biltmore Village and downtown Asheville (\$5.00)

Walk to Biltmore Village for shops and restaurants

Stop for Gray Line Trolley that travels throughout Asheville (on and off capabilities)

Indoor pool and fitness center

Complimentary airport transportation

Lovely courtyard for breaks and possibly reception

Several other hotels in walking distance

3 miles to Asheville center and 1 block from entrance to Biltmore Estates

Crowne Plaza (IHG facility)

Quotes are for March 20 and 21, 2020

Same room rates for two nights prior and two nights after March 20th
 Regularly scheduled shuttle to 3 downtown stops in Asheville (\$5.00)
 Fitness center, tennis court, outdoor swimming pool on property
 1.5 miles to center of Asheville

Lake Junaluska

Methodist retreat and convention center on the Lake, plus year-round residents
 No alcohol on campus, but Board meeting in October to potentially allow beer and wine
 in meeting rooms
 30 minute drive beyond Asheville on I-40

Kanuga Conference Center (just outside of Hendersonville)

Not available any weekend in March
 Rooms are \$140 for double, \$175 single. Three meals served buffet style/day included
 No charge for meeting rooms

There is a potential for any of the hotels to experience adverse weather. March 2019 had
 spring bulbs blooming and mild weather

All the hotels have free registration area; Silent Auction items can be placed there if desired.
 DoubleTree has locked closet for storing auction items overnight

All the hotels have space for vendors in hallways near meeting rooms and where other hotel
 guests will see and may purchase items

V. HOTEL COSTS FOR ROOMS AND FOOD/BEVERAGES

DoubleTree Hotel Costs for AAUW NC Annual Meeting and Conference, March 27-28,
 2020

Hotel room with either a king bed or 2 double beds is a special conference rate of \$132.00 per
 night

Local Hotel Tax = 6% and NC State Tax = 7%

Total cost per room per night = \$149.16

No additional costs per person for room sharing

Meal Costs will be the responsibility of the conference attendee. Meals will be offered for
 Friday dinner, Saturday continental breakfast, and Saturday lunch. The costs listed include 7%
 sales tax and 22% service charge. Initial estimates are the ones discussed with the board
 when the proposal was presented August 9, 2019

Friday, March 27, dinner will include a 3-course meal for \$40.00 (initial estimate \$50.00)

Saturday, March 28, continental breakfast will cost \$18.00 (initial estimate \$20.00)

Saturday, March 28, lunch will include a 3-course meal for \$40.00 (initial estimate \$50.00)

Friday evening will be a cash bar. Beer is \$6.00 and wine is \$8.00 each

Costs to AAUW NC for use of the hotel meeting rooms, A-V equipment, and other facility items requested for the conference are estimated at \$3000. If food and beverage purchases exceed \$10,000, the facility costs will be discounted by half

VI. TYPICAL COST FOR ATTENDEE:

(\$220)	Someone sharing a room (\$75); dinner on Friday (\$50); lunch on Saturday (\$50.00)—includes taxes and service charges; registration fee (\$45)
(\$294)	Someone in a private room (\$149), dinner on Friday (\$50), lunch on Saturday (\$50), registration fee (\$45)
(\$145)	Daily attendee, no overnight stay, dinner on Friday, lunch on Saturday, and registration fee
(\$18)	Per person continental breakfast on Saturday or breakfast on own

Forty-five dollars as the registration fee has been utilized for these calculations. Obviously, the real fee will be determined by the Board as part of income calculations

Many of the items designed last year, e.g. buttons and folder stickers, could be again utilized with minor alterations. Silent Auction items should be more plentiful due to the attendance of members of other WNC affiliates.

Respectfully submitted,
Pat Ashe, President, AAUW Asheville

Meeting/Conference Budget Proposal

- To best assess the potential financial commitment of the state, it is recommended that a minimum of the President, the Treasurer and the Conference Chair create the budget for the meeting/conference.
- This is due in part to the fact that so many of the numbers will be approximations of anticipated participation that review by those responsible for adhering to the budget is essential this initial budget is presented to the board, preferably with the proposal.

All the content of this example was created and prepared by the state Treasurer
(A Sample Proposal of the Proposed Conference Budget is on page 10-11)

Sample Proposal of the Proposed Conference Budge

2019 Income for State Convention			2020 Proposed State Convention in Asheville		
Registration and Meals		\$7,120.29			
Vendors (5)		\$324.00			
Silent Auction		\$390.00			
Wine Tar Heel		\$350.00			
	Sub Total	\$8,184.29		DoubleTree by Hilton	
Actual Income			Actual Income		
3/15	\$6,226.86	Registration Income	120 Attendees x \$45.00		\$5,400.00
3/15	\$324.00	Vendors	Food		\$10,560.00
3/19	\$264.00	registration	Dinner \$50.00/Lunch \$38.00)		
3/20	\$250.00	Registration	Vendors (8 vendors x \$50.00)		\$400.00
3/25	\$390.00	Silent Auction	Silent Auction		\$400.00
3/25	\$124.00	Registration	Total		\$16,760.00
3/28	\$255.43	Registration			
5/23	\$350.00	TarHeel Wine	Expenses		
Total	\$8,184.29		Printing		\$200.00
			A/V Equipment		\$500.00
Actual Expense for State Convention 2019			Book Award		\$550.00
2/27	\$57.11	Speedy Buttons	Pay Pal		\$300.00
2/27	\$53.86	Stickers for folders	Survey Monkey		\$37.00
3/20	\$69.00	Refund Larui Patterson	Hotel		
3/25	\$160.00	A/V Equipment	Breakout rooms (5)		\$1,550.00
3/25	\$211.17	Jane Terwillegar	Ballroom for Dinner/Lunch		\$900.00
3/28	\$6,428.72	Marriott Greensboro	Food		\$11,880.00
3/28	\$65.22	Laura Gamendia	Dinne	\$6,000.00	
3/28	\$520.91	Book and Award	Cash B	\$1,680.00	
3/28	\$216.76	PayPal charge	Lunch	\$4,200.00	
4/5	\$37.00	Survey Monkey	Total		\$15,917.00
4/24	\$28.27	Name tags			
5/16	\$9.56	Lillian VanOrder			
Total	\$7,857.58				
Difference in Expense and Income for the State Convention			Difference in Expense and Income		
Income	\$8,184.29		Income		\$16,760.00
Expenses	\$7,857.58		Expense		\$15,917.00
PROFIT	\$326.71		PROFIT		\$843.00

Budgeted for State Convention		Note: 50% off if \$10,000.00 in F & B for meeting rooms Dinner \$6,000.00 Cash Bar \$1,680.00 Lunch \$4,200.00 Total \$11,880.00 Saving \$775.00	
Budgeted	\$5,500.00		PROFIT
Actual	\$7,857.58		
Difference	\$2,357.58		\$1,618.00

Venue Contract

- To assure that significant attention is paid to the venue details and conference requirements, it is essential to follow any state policies in force.
 - Without a policy, it is recommended that the contract be thoroughly reviewed by a minimum of the President, the Treasurer and the Conference Chair.
 - A legal review would greatly enhance the process.
 - A review should pay very close attention to the various monetary figures, e.g. cost of facilities, food and beverage guarantee, hotel guest room guarantee, and any other additional add on costs such as A-V equipment and tech support, added meeting rooms, service charges and taxes and to what these are applied
 - Examine carefully the cancellation clause(s) and determine what would be included in the financial responsibility of the state should this occur
 - Determine any required deposits and whether any portion is refundable
 - Clarify again who will be responsible for approving the contract and who will sign it
- (A Sample Venue Contract can be found on pages 13-20)*

Sample Venue Contract



Contract

Friday, August 23, 2019

The following represents an agreement between the DoubleTree by Hilton Asheville Biltmore and American Association of University Women of North Carolina.

Client Name:	Wendy Haner	Hotel Name:	DoubleTree by Hilton Asheville Biltmore
Title:	AAUW NC Treasurer	Hotel Contact:	Capi Wampler
Company Name:	American Association of University Women of North Carolina	Title:	Sales Manager
Event Name:	AAUW of North Carolina 2020 Annual Meeting	Event Dates:	Thursday, March 26, 2020 - Sunday, March 29, 2020
Address:	5 Kimberly Avenue	Address:	115 Hendersonville Road
City, State, Zip:	Asheville, NC 28804	City, State, Zip:	Asheville, NC 28803
Phone:	(984) 212-5501	Phone:	828-771-2276
Email:	treasurer@aauwnc.org	Email:	cwampler@biltmorefarmshotels.com

Room Block and Rates: DoubleTree by Hilton Asheville Biltmore is pleased to confirm the following negotiated group room rates.

Special Offers and Concessions

- Double Hilton HHonors points for Meeting Planner Patricia Ashe, Hilton HHonors #622343071
- One upgrade to a one-bedroom suite at the group rate; 80% pick up
- 50% Discount on meeting space rental (\$2,500 savings), with an agreed upon F&B minimum of \$10,000
- Complimentary Wireless Internet Access in all guest rooms and meeting rooms
- Up to two complimentary amenities for VIPs
- 15% Audio Visual Discount for in-house services; AV may be brought in from outside sources with no surcharge
- Group rates will be honored two days pre and two days post the meeting date, based upon hotel availability
- Complimentary onsite parking
- No Resort fees

	Occupancy	Fri 03/27/2020	
		Rooms	Rate
2DBL BEDS NS	Single / Double	9	\$132.00
1KING BED NS, SOME PULLOUT SOFA	Single / Double	10	\$132.00
1KING 2-ROOM STE GARDEN VW NS, PULLOUT SOFA	Single / Double	1	\$132.00

Total Sleeping Room Nights Reserved 20

All room rates are quoted on a net non-commissionable basis and do not include applicable taxes, subsidies, housing fees or other charges that may be required to offset the costs of the convention/meeting. Please note the occupancy tax for Asheville is currently six percent (6%) and the North Carolina tax is seven percent (7%).

Guest Room Guarantee:

(Client Initials) *CTH*

AAUW of North Carolina 2020 Annual Meeting agrees to provide 80% of the contracted room nights' revenue set forth in the above sleeping room commitment. Should the amount of the group rooms fall below the expected **16 rooms/\$132 or \$2,112 rooms'** revenue, American Association of University Women of North Carolina will be responsible for the revenue difference between the actual rooms picked up and the 80% commitment of the contracted rooms. If the Hotel is able to achieve a sell-out for any time during the group's stay, the group will not incur any additional charges for the sold out date(s) only.

Reservation Method:

In order for the guests to make their **individual reservations** as conveniently as possible, the Client will advise them to contact the Hotel's Reservations Department as shown below. It is important for group reservations to be received by the Hotel's Reservations Department no later than 4:00pm on **Tuesday, February 25, 2020**. After the cut-off date, no reservations will be accepted at the special group rate.

The Client has the option to request a HiltonLink, which is a special link to the group's own web page. This is where the group attendees can easily book overnight rooms at the special rate in the group room block.

DoubleTree by Hilton Asheville Biltmore Reservations:

Reservations can be made 24 hours a day, seven days a week by calling the following number toll free: DoubleTree Reservations Desk: 1-800-222-TREE (1-800-222-8733). Please have the guests refer to the **AAUW of North Carolina 2020 Annual Meeting**. An additional option is to contact the DoubleTree by Hilton Asheville Biltmore directly at (828) 274-1800.

Guest Room Check-In and Check-Out Time:

Check-in Time: 3:00 PM

Check-out Time: 11:00 AM

All guests arriving before the scheduled time will be accommodated, as rooms are available. The Hotel's Front Desk and Bell Staff will gladly provide luggage storage in the event rooms are not available.



Early Departure / No-Show Fee:(Client Initials) *UTH*

In the event a guest who has requested a room within the block checks out prior to the guest's reserved checkout date, the Hotel will add an early checkout fee of \$50.00 to that guest's individual account. Guests wishing to avoid an early checkout fee should advise the DoubleTree by Hilton Asheville Biltmore at or before check-in of any change in planned length of stay. The DoubleTree by Hilton Asheville Biltmore requests that the Client also inform the attendees of this obligation.

Failure to cancel a reservation within **48 hours** prior to arrival or failure to show on the day of arrival will result in a charge that is equal to the first night's stay to the credit card for each room reserved. Failure to call or show before 2:00 AM (Eastern Standard Time) after the first night of a reservation will result in cancellation of the remainder of the reservation.

Meeting Room Policy:(Client Initials) *UTH*

Function space will be assigned based on the size and needs of the group. The sales contact must approve final room assignments before publishing meeting room names. Space is available only as noted unless written authorization has been made by Hotel management. The same space may be scheduled for other programs prior to and following the event.

Upon review of the event requirements, BEOs will be sent to the Client to confirm all final arrangements and prices no less than two (2) weeks before the event. These BEOs must be signed and returned 96 business hours prior to the event and will serve as a part of this agreement.

Should the event set-up require significant changes after the Banquet Event Order (BEO) is signed, then additional set-up fees may be assessed to cover labor charges. A re-set fee of \$500 may apply to changes after room is already set.

SCHEDULE OF EVENTS						
Date	Time	Function	Room	Setup	AGR	Rental
Fri, 03/27/20	10:00 AM - 2:00 PM	Meeting	Exeter	Board Room	10	
Fri, 03/27/20	1:00 PM - 5:00 PM	Breakout/Syndicate	Vanderbilt	Classroom	40	
Fri, 03/27/20	5:00 PM - 6:15 PM	Reception & Cash Bar	Garden Terrace	Cabaret	100	
Fri, 03/27/20	6:15 PM - 9:00 AM	Dinner	Stuyvesant	Round Tables of 8	50	
Sat, 03/28/20	7:30 AM - 8:30 AM	Breakfast Buffet	Burgh B w/ Terrace	Served Outside Room	35	
Sat, 03/28/20	8:30 AM - 10:00 AM	Annual Meeting	Burghley A	Round Tables of 8	75	
Sat, 03/28/20	9:00 AM - 12:00 PM	Breakout/Syndicate	Vanderbilt I	Classroom	20	
Sat, 03/28/20	9:00 AM - 12:00 PM	Breakout/Syndicate	Vanderbilt II	Classroom	20	
Sat, 03/28/20	9:00 AM - 12:00 PM	Breakout/Syndicate	Stuyvesant	Classroom	20	
Sat, 03/28/20	12:00 PM - 3:00 PM	Lunch	Burghley A	Round Tables of 8	75	120

Meeting Room Charge:(Client Initials) *UTH*

Meeting room charge is based upon the number of occupied guestrooms and planned food and beverage events. Based on the room commitment and current function(s), the total room rental will be **\$1,500.00 ++**. (All Food & Beverage, Function Room and Audio-Visual charges are subject to a 22% Service Charge and 7% North Carolina State Tax)

Food and Beverage Guarantee:(Client Initials) *WTH*

All food and beverage choices, function space rental, and audio-visual equipment are subject to state sales tax and twenty-one percent (22%) service charge. Based on the approximate number of guests stated above, a minimum of \$10,000 in banquet food and beverage will be spent on this event. This minimum does not include service charges, taxes, labor charges or any other miscellaneous charges that may be incurred. Should the total banquet food and beverage dollars drop below the minimum, the remaining difference in revenues will be assessed as meeting room rental. At least 96 hours (four business days) before the event, the Client must inform the Hotel of the exact number of people who will attend the event.

Banquet Event Orders (BEO):

BEOs are considered binding contracts and the signatures below will be regarded as an agreement of charges between the authorized signer and the DoubleTree by Hilton Asheville Biltmore. Guarantee numbers must be received at least 96 hours prior to the function. If no final guarantee is received, the Hotel will consider the expected (agreed) numbers indicated on the BEO to be the correct guaranteed number. It will not be possible to lower the guarantee number within the 96 hour period. The Client can only reduce food and beverage numbers up to 20% of original contracted food and beverage numbers indicated above as the agreed guarantee.

Catering:**Menu Selection and Pricing:**

Due to fluctuating market prices, the menu selection and pricing are subject to change based on current market conditions until the Banquet Event Orders are finalized.

Food and Beverage Purchases:

All food served in meeting and banquet areas must be supplied and prepared by the Hotel.

The DoubleTree by Hilton Asheville Biltmore, as a licensee, is responsible for abiding by the regulations enforced by the NC Alcoholic Beverage Commission (NCABC) and local county ordinances. The Hotel staff must control all alcoholic beverages consumed.

Method of Payment for Master Bill:(Client Initials) *WTH*

The Credit Card Authorization Form must be completed and returned along with the signed contract so that the Hotel's Accounting Department can properly authorize this form of payment. All guaranteed guest rooms, food and beverage, and meeting rooms (that will be paid through a master bill) will be charged to the card no less than 96 business hours prior to arrival. Any monetary differences that occur during the stay will be adjusted after the group departs.

Payment Arrangements – Overnight Rooms:

It is the Hotel's understanding that all individuals who attend the meeting will be responsible for their own room, tax and incidental charges upon checkout.

Payment Arrangements – Banquet & Meetings:

Charge to Master Account (Credit Card)

Deposits (Required):

DoubleTree by Hilton Asheville Biltmore requests that the Client pay a non-refundable deposit of twenty-five (25%) of the estimated dollar value or **\$2,000.00** of the event costs upon receipt of the signed contract. In addition to the anticipated charges set forth in the schedule of events, the Client agrees to pay separately any and all federal, state, municipal or other taxes imposed on or applicable to the event.

Cancellation Policies:

This agreement will bind the signing party and DoubleTree by Hilton Asheville Biltmore to the preceding terms:

If arrangements for this function(s) are cancelled, a cancellation fee will be charged consisting of a percentage of total anticipated revenue based upon arrangements for guest rooms, function space, food and beverage requirements reserved at the time of cancellation. Applicable taxes will also be charged. The fee is determined by the time between cancellation and scheduled arrival as follows:

Banquet/Meeting:

- 0-31 Business Days prior to 3/26/20 = 100%
- 32-90 Business Days prior to 3/26/20 = 50%
- 91-over Business days prior to 3/26/20 = 25%; all deposits are non-refundable.

Guest Room Blocks:

- 0-31 Business Days prior to 3/26/20 = 100%
- 32-90 Business Days prior to 3/26/20 = 50%
- 90-over Business days prior to 3/26/20 = 25%; all deposits are non-refundable.

Any arrangements/cancellations must be made in writing.

Hotel's / Client's Right to Terminate:

The performance of this contract by either party is subject to acts reasonably beyond the control of the Hotel, such as war, government regulation, natural disaster, strikes, civil disorder, curtailment of transportation facilities, or other emergencies making it illegal or impossible to provide the facilities or to hold the function. If this occurs, this contract may then be terminated for any of such reasons by written notification from one party to the other without liability on the part of the Client or the Hotel.

Indemnification:

Each party hereto shall indemnify, defend and hold harmless either party's agents, partners, principals, members, officers and employees from and against any and all liability, expenses, including reasonable defense costs and reasonable legal fees and claims for damages, in each case solely for bodily injury, death, or damage to tangible personal property to the extent proximately caused by the negligence or willful misconduct of either party while engaged in the performance of services under this agreement.

Displays / Decorations:

All displays and/or decorations will be subject to prior written approval. DoubleTree by Hilton Asheville Biltmore reserves the right to contract and charge for hotel staff labor for any installations or removals of such, this includes damage created by display items attached to function space walls. Glitter and/or confetti are not allowed to be used on the Hotel's property.

Security:

The Hotel is not responsible for any loss or damage to property belonging to the Client or group attendees and does not maintain insurance covering it. When required, in order to maintain adequate security measures due to size and/or nature of the function, the Client will provide, at their expense, security personnel supplied by a reputable licensed guard or security agency that does business in the city or county in which DoubleTree by Hilton Asheville Biltmore is located, and will be subject to the Hotel's prior approval. Such security personnel may not carry weapons. This is for events such as Art Shows, Car Shows or special events that have items or merchandise that may need additional security because of the excessive cost of items involved in the event.

Fire Safety:

All room sets must be in compliance with the local Fire Department regulations pertaining to occupancy load, mandatory aisles, ceiling clearance and fire exits. Any event which has vehicle displays, fog machines, fueled cooking demonstrations, lasers, exhibits (including tabletop) or extensive productions with staging and props must have a certified permit from the local Fire Marshall. All associated fees for permits, floor plan approval and stand-by fire watch are the Client's responsibility, and final approved copies must be received by the Hotel at least three days prior to the event.

Shipping / Receiving:

All equipment and/or materials shipped into or out of the DoubleTree by Hilton Asheville Biltmore must be off loaded and/or loaded by the hired shipping company. All equipment must be shipped for arrival no earlier than three (3) days prior to vendor arrival. All shipments must be delivered between 8:00am-4:30 pm, Monday-Friday. All materials and/or equipment must be removed from the Hotel by the conclusion of the event or a \$25 per parcel storage fee will be charged. All shipped materials must state group name, contact name, telephone number, date of event, and Sales Manager.

The Client is responsible for return postage, shipping pickup arrangements, and communication about this with the Front Desk and Conference Service Manager.

Collection / Attorney's Fees:

The parties agree that in the event that any dispute arises in any way relating to or out of this contract, the prevailing party in any arbitration or court proceeding will be entitled to recover an award of its reasonable attorney's fees and costs, plus pre and post judgment interest.

Amendments / Changes:

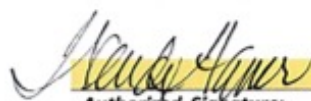

The parties agree that any amendments or changes to the arrangements described in this contract must be made in writing, signed by both parties.

Acceptance:

Upon receipt of the signed contract by the DoubleTree by Hilton Asheville Biltmore, the Sales Office Manager will follow up with the Client and assist in coordinating all guest rooms for the event, and a Conference Service Manager will coordinate all other event details, including food & beverage, audio visual needs, and more. DoubleTree by Hilton Asheville Biltmore appreciates the trust that the Client has placed in the Hotel and is committed to exceeding expectations by providing the finest in professional service.

Please sign and return a copy of this agreement by Wednesday, August 28, 2019 by 5:00pm EST. This agreement will constitute a binding contract between both parties. The individuals below affirm that each is authorized to bind his or her party to this agreement. If this agreement is not received by the date above, the Hotel reserves the right to release all rooms and space referred to herein.

DoubleTree by Hilton Asheville Biltmore and American Association of University Women of North Carolina have agreed to and have executed this agreement by their authorized representatives as of the dates indicated below.

	<u>AAUWNC State Treasurer</u>	<u>8/28/19</u>
Authorized Signature:	Title	Date
American Association of University Women of North Carolina		
	<u>Capi Wampler</u>	<u>28 August 2019</u>
Capi Wampler	Sales Manager	Date

Topics and Speakers

- To begin the process of identifying potential topics and speakers for the conference portion of the annual meeting, the first step is phone calls, email exchanges and/or in person dialogue that the Conference Chair should hold with the President and her designees, preferably before the proposal is presented to the board.
 - The purpose is to:
 - Approximate the total number of attendees of combined sessions
 - Identify initial topics and individuals that the state board would like to be included in the agenda (*Sample First Steps Meeting Agenda on page 22*)
 - Further discuss and brainstorm possible topics and speakers (*Sample Planning Specifics for Topics and Speakers Meeting on page 23-25*)
 - Frame the overall conference focus. Used in 2019 and 2020 was the circle logo with the words Connect, Celebrate, Collaborate. (*AAUW 2019-2020 Logo on page 26*)
 - Discuss with the President whether to invite a representative of AAUW National to speak at the conference. The President will do the invitation
 - Delineate any specific tasks and individual responsibilities for initial follow up
 - Assign a Conference Chair to coordinate planning activities

- To begin the local planning process, assign or seek volunteers to comprise a conference planning group is recommended to:
 - Brainstorm and consider already identified possible topics from initial discussion with board representatives
 - Meet in person as often as needed to discuss and modify topics. The 2020 group only met formally together 3 times, but used email extensively to keep the Chair updated and exchange information to appropriate members of the group (*Planning Group 11-15-19, 1-31-20 and 2-11-20 Examples found on page 37-32*)
 - Include people from other branches in the planning group to assure that the local branch doesn't fall into group think but remains creative in shaping topics and identifying possible speakers. There are also definitely opportunities to get to know people from the other branches and seek both their input and their volunteering for tasks

- To assure that the group is on the right track, approval by the President and/or the board is sought by the Conference Chair to:

- report the recommended topics, potential speakers and tentative schedule (*Sample AAUW NC Annual Meeting Board Report on page 33-34*)
 - recommend the number of breakout sessions the group has determined is needed to accommodate the topics/speakers
 - continue to keep board updated and seek input for changes (*Sample AAUW NC Annual Meeting Board Report 1-11/12-2020 on page 35-37*)
 - identify if any of the speakers are currently seeking public office election and plan appropriately (*Bolder Advocacy statement Example on page 38-39*)
- To provide support and communication to speakers, assigning a Point Person to each speaker is recommended.
 - This provides:
 - a single, consistent voice from the Conference Planning Group of expectations of both the speaker and the Point Person (*Point Person Responsibilities Outline on page 40*)
 - keeping track of various needs from speaker and assuring follow up
 - shared responsibilities across speakers to improve timely communication and allows correlation of skills, knowledge and interest for Point Person and speaker
 - speaker communication early, approximately three months before the conference
- The Conference Chair and the President will be responsible for sending out a formal letter to each speaker approximately two months prior to the meeting that verifies information about the speaker's session that has been gathered by the Point Person (*Sample Conference Presenter Letter on page 41; Sample Speaker letter on page 42*)
- The Conference Chair and the President will also send a formal letter of appreciation for participation to each speaker after the conference

5-31 Conference call follow-up

AAUW NC 2020 Annual Meeting

Basics for planning:

- 3rd or 4th Friday and Saturday in March
- 100 attendees
- \$45.00 conference fee per each attendee
- Hotel as venue for the meeting
 - Plan on asking for 20 rooms
 - Meeting room for Board from 10:00 to 2:00 on Friday
 - 2 meals—Friday evening and Saturday noon (could be outside, but may be needed for optimal pricing of rooms)
 - Tar Heel meeting on Saturday morning
 - Annual meeting Saturday
 - Watchfire party on Friday evening after dinner
 - Breakout rooms—4 to 6 for Saturday, possibly some for Friday
- Potential space needs: 1) coffee, rolls, fruit Saturday morning, 2) snacks in registration area, 3) cocktail hour before dinner on Friday, 4) silent auction space
- Keynote speaker needed as well as break-out session speakers/discussion facilitators
- AAUW NC Board to have: 1) Program Committee, 2) Event Committee to work with host branch
-

Branch responsibilities

- Find venue, negotiate pricing for rooms, meals, transportation capabilities
- Create name tags
- Conduct registration—do an early bird deadline with a prize, e.g. two tickets to Biltmore
- Solicit items for silent auction and prepare cards for description/display
- Solicit sponsors for food extras, speakers if fee to be charged, and other items
- Investigate and make arrangements for tours
- Solicit volunteers for many tasks, including: registration table, help with greeting and giving directions, helping vendors set up, working with hotel staff for things like temperature of rooms, problems, etc.
- Obtain Visitor/Convention packets of materials, including bag

Possible Break-Out Sessions identified

Saturday and/or Friday

- 2020 Coalition for Right to Vote 100th Anniversary
- Salary negotiation (Work Smart)
- Public Policy current issues
- Membership recruitment and retention
- Table talk session

Sample Planning Specifics for Topics and Speakers Meeting

**Tentative Schedule, Topics and Speakers for AAUW NC
Annual Meeting/Conference March 27-28, 2020**

(Notes from 10-4-19 meeting with Jane and Kathy)

SCHEDULE:

Friday

8:00 to 2:30	Tours of area attractions and/or downtown available
10:00 to 2:00	AAUW NC Board of Directors meeting
2:00 to 3:00	Public Policy Chairs with NC Justice Center
2:00 to 3:00	Tar Heel meeting
3:00 to 4:00	Plenary session
4:15 to 4:30	Break
4:30 to 5:30	Break-out session
5:30 to 6:30	Cocktail reception
6:30 to 8:30	Dinner and special event celebrating the centennial of the Women's Right to Vote 17th constitutional amendment

Saturday

7:00 to 8:30	Continental breakfast for ticket holders
7:17 to 8:15	Possibly President's Council
8:30 to 9:30	Annual meeting
9:30 to 10:00	Break (visit vendors, bid on Silent Auction items)
10:00 to 11:00	3 break-out sessions
11:00 to 11:15	Break
11:15 to 12:15	3 break-out sessions
12:15 to 2:30	Lunch, keynote speaker
2:30	Adjourn conference
2:30 to 3:30	Possibly President's meeting
2:30 to 10:30	Tours of area attractions and/or downtown available

Break-Out Sessions (one plus plenary on Friday; six on Saturday)

1. Current legislative issues in state and nationally that address needs of women and girls—North Carolina Justice Center (Saturday)
2. Title IX and other issues affecting college women—Western Carolina University Chancellor Kelli Brown and University of North Carolina at Asheville Chancellor Nancy Cable with moderator Mickey Randolph
3. Enhancing education potentials for middle school girls—Alicia Park with Tech Girlz, Karen Wallace-Meigs of Girls on the Run (either panelist or moderator), Sarah Sanders of UNCA STEAM's lab (Friday)
4. AAUW Salary Negotiation program Work Smart overview, role playing demonstration, discussion of how to broaden techniques to other situations that need negotiation skills, and presentation of "Meet-Up's" format by Kathy Peare (Friday)

5. Sifting through the news media output to find “factual” information to better prepare us for taking our mission forward—Angie Newsome, perhaps a politician, T.V. and/or newspaper representative (Saturday)
6. Women’s health—Mary Stover of Council for Women, Christy Agner of the NC Department of Administration, female physician (?)
7. Plenary—Angie Newsome
- (Need one more topic and speaker for Break-Out session)**
8. Women through the last century and what comes next
9. Remaining nonpartisan in a highly political year
10. Branch membership recruitment and sustainability
11. ERA ratification in NC—ERA-NC Alliance, Marena Groll
13. Use of social media for marketing your affiliate and your message—Jen Jones of Democracy NC
14. What the state and cultural organizations are doing for the 2020 celebration
15. How to set fire under people to get up and move (part of #5?)
16. How to support women getting elected and then when in office

PLENARY AND KEYNOTE SPEAKERS

1. For Plenary session—Girl Scout flag ceremony, proclamation from mayor in writing or in person (Esther Manheimer), children’s book award, speaker—Angie Newsome on her journey as entrepreneur to being founder, publisher and editor of Carolina Public News (Friday at 3:00)
2. For Keynote—Cheri Beasley, Chief Justice of the NC Supreme Court speaking on issues/ court cases that affect women and girls (Saturday lunch)

TASKS FOR FOLLOW-UP AND FOR SUPPORTING THE MEETING/CONFERENCE

Jane

Send speaker letters to Pat

Have Nancy create an email address, e.g. aauwconf@gmail.com directed to Pat Ashe

Invite book author to conference

Plan President’s Council meeting

Work with Board to determine registration fees: 1)early fee, 1)regular registration fee, and 3) late fee (includes same day registration)

Jane and Kathy

Create annual meeting and plenary session agenda

Create “teasers” for November-December Connect (Pat’s group to provide interesting things to do in Asheville)—do you want to post the video available from the Convention/Visitor Center?

Work out how to use the focus of “you are going to a conference to make a change (difference)” in save-the date and other pre-session communications as well as introductions of speakers/topics at conference, e.g. at plenary session, “how one woman made a change.”

Include creating a vision for how they can make a difference when they go home. Other wording suggested “how can we on our own paths move things forward with others in our branch and community?”

Wendy

Arrange for Pay Pal details

Collect and keep track of fees and meal costs paid by registrants on-line or by check

Investigate and complete making logo “circle” larger (for folders) and changing meeting/conference date to 2020

Order buttons for attendees who come on Friday

Order or work with committee to order name tags

Pat responsibilities from suggestions made by Jane and Kathy

Create a “local arrangements committee”

Create registration page(s), using form from last year (contact Sue Polinsky). Work with Nancy and Tech Triad Co. for posting on website. Include a choice of break-outs for helping determine size of rooms to which to assign

Determine all items that must be linked for a spreadsheet, e.g. registrant’s name with meals, branch name, others?

Determine interested vendors (\$50.00 fee), preferably that are female owned and have moderately priced items, e.g. artisans who sell their pieces

Ask Stephanie at the hotel if there is a charge for tables to set up for vendors and books on Saturday; is a hospitality room available?

Plan the Silent Auction and logistics for coordinating

Choose menus for dinner and lunch (plated meal with salad and dessert on table)—be as frugal as possible, but not “cheap”

Find out from Roberta in Brevard and Sue/Sandi in HVL who might be new member who has marketing skills to assist with publicity

Create a brochure that can be used by any branch to distribute to other non-AAUW members

Get request to potential speakers (using format of Jane’s letters) early, requesting a short bio—keep up communications. Find out if using audio-visuals (gently discourage if A-V needs to be provided) or handouts (either bring with them or get to me by 2 weeks before conference—encourage sending power point or handout to only those who ask/provide email address . Ask if they have their own A-V equipment and can they bring it. NC has a mike system and 2 projectors. AVL has a wireless mike. Arrange for a projector in the ballroom. All A-V issues to Gabe at hotel

Investigate potential use of “Face in the Constitution”—Jane for details

Recruit a photographer and decide ahead of time types of photos desired

Let all know to use the state logo for all materials (on website)

Contact Lil VanWarner with general questions about doing the conference

Contact Cherrie Wheaton about the number of books to order to be disbursed to branches (on Saturday (or sent to branch President if not present) and for sale

Arrange for someone to buy books at Malaprop’s, negotiating return of unsold books

Have someone to take the money for books

Determine how many outside speakers we will need to provide dinner or lunch

Create 3-4 question evaluation form

Make sure to assign one person to each break-out room

Work with Virginia to coordinate Friday night activities around dinner and with hotel facilities

All AAUW attendees and speakers/moderators must pay the registration fee and meal costs

AAUW 2019-2020 Logo



AAUW NC 2020 Meeting/Conference Planning Examples

Planning Group 11-15-19

AAUWNC 2020 Meeting/Conference Planning Group

November 15, 2019 at Pat's house

MINUTES

Present: Judy Irving, Mickey Randolph, Johanna Manasse, Susan Ikerd, Pat Ashe

Judy Irving, President of the Tryon branch was introduced.

The list of speaker updates for the conference was reviewed. Changes included:

- Pat will be the Point Person for Christi Wentworth and will ask Jan Huskey to be the PP for Kathy Peare and Kitty Schaller to be the PP for the NC Justice Center
- Pat relayed that Angie Newsome has accepted the two proposed sessions
- Karen reports that Mary Stover from the Council on Women and Youth Involvement will do the Health session. She contacted Dr. Dowler who indicated that the implementation of the new state Medicaid program, Transformation, timing will dictate whether she can participate
- Susan will contact Amanda Edwards to be with Devon Roberts as Holly Jones is not available
- Mickey reported that Chancellor Brown's installation is on the 27th. The Chancellor suggested an panel presentation/event at WCU on March 26th to which all AAUW NC members will be invited. This will be a "pre-conference" event. More information from Mickey as the plans are formalized
- Mickey reported that UNC Asheville Chancellor Cable is available for the conference. The focus of the presentation was discussed. Mickey took some ideas and will work with Dr. Cable to develop her session
- Pat has contacted the NC Justice Center and is waiting for final confirmation of their attendance
- Leslie reports that Emily Breedlove will speak and do it gratis
- Pat has sent in all the paperwork asking NC Supreme Court Chief Justice Beasley to do the Keynote speech. No response as of yet
- As Christi will do a related presentation on a new state collaborative STEM education program, discussion ensued as to whether Karen's panel would be repetitive. All agreed that her session should continue with representative girls and young women present discussing the issues they face
- Norma was encouraged to offer the half hour meditation session pre- or post-meeting as a room will be available

PP's will ask their speakers for a brief bio to be included in the written materials for the conference. Additional information to obtain includes asking if there will be any handouts (specify we have them by 2 weeks before the conference to assist copying) and if they need any A-V

- We will need a photographer for taking selected shots that can be used for branch or state purposes, i.e. news stories, brochures, newsletters, etc.
- Susan volunteered to create an evaluation form that can be used either at the end of sessions and/or at the end of the meeting/conference
- Johanna volunteered to work with Explore Asheville for conference give-aways and possibly other conference ideas
- It was suggested that a SIG group might want to work with the hotel and the Chamber of Commerce to plan possible tours in the Asheville area. Pat will talk with Barbara Robinson about getting some feedback
- It was decided that we would use tickets for paid meals to be placed in the name tag holders
- Johanna suggested we possibly use Zip-Code meeting members to stuff the folders with the meeting/conference materials. Perhaps these people or a SIG group could do all the copying that will be required (Office Depot to be used due to significant discount available to AAUW members)
- The group strongly recommended that we use a title for the conference section "Issues and Advocacy for Women." The overall theme that encompasses the state meeting and priorities will be the circle with "Connect, Celebrate and Collaborate" on it. This logo will appear on the cover of the folders given to attendees

There's a lot of "Pat" responsibilities listed so if you see anything you or someone you know could help with, I'd be eternally grateful! However, thank you for this opportunity to work with you with a shared goal of making this a highly successful meeting/conference.

January 31, 2020
MINUTES

Present: Johanna, Karen, Leslie, Mickey, Jan Huskey, Pat (it was snowing and the Brevard and Hendersonville representatives couldn't attend). The meeting commenced at 10:30.

Status reports from Point Persons

- Pat—Angie Newsome (Keynote on Friday at 4:00) is on board, still waiting for bio and speech title; Christi Whitworth (Interest Session at 5:00 on Friday) is working on bio and speech title; Kati Horung, (Keynote on Saturday at 1:00), I'm giving her a break until next week as she's been super busy with getting the ERA ratified in Virginia
- Susan (absent due to out of town)—Amanda Edwards and Patsy Kever excited about participating, waiting on bios and speech title; Mary Williams-Stover and Dr. Shannon Dowler are confirmed (Interest session at 10:00 on Saturday). Mary will stay overnight Friday
- Leslie—Emily Breedlove is on board, waiting for bio and title of speech (speaks on Friday at 5:00); Mayor Esther Manheimer to give welcome to the city (at 4:00 on Friday), alternate identified if she can't come
- Karen—identified two HS girls and 2 WCU young women and discussion questions written for her session (at 10:00 on Saturday)
- Kitty (unable to attend)—Rick Glazier, need bio and speech title (talks at 10:00 on Saturday)
- Jan—working with Kathy Pearre to work out details of Work Smart presentation, need bio and final speech title (at 11:15 on Saturday)
- Mickey—Chancellor Cable, has bio and speech title and all other information needed (speaks at 11:15 on Saturday). She will stay for lunch and be accompanied by Shannon for speech and lunch
- Pat asked if formal confirmation letters from her and Jane were needed as each speaker has a Point Person with whom to communicate. The group decided that a letter was needed to confirm speaking, time, day, place, parking, lunch or dinner, etc. Mickey volunteered to draft a letter and then have her intern write each letter with specifics. Pat thanked her profusely! We decided that every conference chair in the future should have an intern—I wonder how the state board would react to this?!? Pipe dreams are fun.
- Pat stated that each speaker will need to be registered on aauwnc.org and meals identified. There will be no charge for speakers, except AAUW members will need to pay the registration fee (their meal will be free, however). Students may attend for no registration fee. If the student is a speaker, the adjoining meal is free. Otherwise, the student must pay for the meal (it was discussed that each branch with student attendees could potentially pay for the student's meal—only a thought). Each PP was asked to wait awhile as Nancy Shoemaker may not have the background information in place to accommodate speaker and student registration. The PP will register for their speakers.
- Johanna reported on conversations with Explore Asheville Convention and Visitors Bureau. She distributed the items that are available as give-aways for each attendee. Although brochures are available in the packet of materials, we discussed providing extra information about specific tours available, e.g. the Trolley which has various tours of the city is a regular stop at the hotel and has one or two day tickets. She also

reported that she has worked with Wendy Haner, state Treasurer, to have a SQUARE available near the registration and Silent Auction tables to use for credit/debit transactions. Jane has asked that the logo from last year with Collaborate, Celebrate and Connect, which will be used for conference materials, be enlarged and pins (buttons) be purchased for distribution. Wendy will order those. Additional discussion centered on whether to put our desired slogan as the conference part of the meeting theme of “Issues and Activism for Women” as a sticker on conference folder—Johanna volunteered to make a prototype for us to decide. She also stated she has found folders for written materials at a cost of \$10.00 for 25. We decided to order 125.

- Pat gave a volunteer recruitment update as Millie Massey (AAUW member and volunteer coordinator) and Barbara Robinson (AAUW Asheville Secretary and Special Interest Groups Coordinator) could not attend the meeting. Volunteer times and duties were identified by these two and Pat and some people placed in slots. Millie will be responsible for recruiting volunteers except the Silent Auction table, which is a Hendersonville branch responsibility. Mickey said that the two WCU students who will be speakers can also do volunteer duties. Johanna suggested also our GEM scholarship recipients could possibly be volunteers as well as student attendees at the sessions. Pat will follow up with Susan to invite these students.
- The group approved allowing a table for ERA materials and representatives and two tables for the League of Women Voters in Asheville to have their display on suffrage. Pat has already obtained permission from the hotel for the 3 tables at no cost.
- No real discussion was held on the raffle as the Hendersonville branch was snowed in. **(Since the meeting**, Norma and Sandi have notified Pat that they will after all have a format of a silent auction—more details to follow in the coming weeks).
- Pat reported that she sent out an invitation to the conference to branch Presidents, the state board members, and several members of the community from organizations devoted to issues with girls and women as well as all AAUW Asheville members. Kathy Schofield prepared a piece on UNC Asheville Chancellor Cable as a speaker and Pat will apply to get it published in the university’s The Weekly Wag, which goes to faculty and staff.
- Mickey reported that a luncheon has been scheduled with 4 speakers for March 26 from 11:30 to 1:00. There will be a table for 20 AAUW members to attend this event as part of the Chancellor’s installation activities. She was unable to speak at our conference as the actual installation occurs on March 27. If you are interested in receiving an invitation to attend, please get your name to Jane Terwillegar. We applauded Mickey as she has been the one planning the event, which was the suggestion of Chancellor Brown, a great supporter of AAUW.
- Pat reported that there was still some question as to whether the online registration form would be ready on Feb. 1. We all crossed our fingers!
- All remain excited about the conference and hopeful for good attendance. The meeting was adjourned at 11:45.

Planning Group 2-11-20

Planning Group,

Just a few updates:

1. All the letters to speakers were mailed today. If you are a Point Person (PP), you will have received a copy of the letter. In many cases, I just made something up for the presentation title. We must have a copy of their bio and the real title of the presentation by the end of the second week of March so that the copies can be made and our Film Buds special interest group can stuff the folders the week of the conference.
2. I just got information from Nancy Shoemaker that the speaker discount section on the registration form is not completed yet, but she plans to have it ready by the first of next week. PP's will need to register or have their speakers register themselves on the form. It will waive the registration fee and the cost of the meal they choose. For purposes of what I (we) **definitely need**, please assure that you have their **name, organization, and city as well as the meal choice**. These elements will be used to create name tags, meal tickets and reports that give such things as how many choose the beef for Friday night or the list of people from a specific branch that will be generated from the Excel data behind the registration form.
3. I had a lovely time at the Brevard branch meeting today. I spoke briefly about the conference and then Roberta gave her very positive personal experience in registering for the conference and reserving a room at the hotel. She said that some of her branch would definitely be attending. I have the privilege of attending the Hendersonville meeting on Friday.
4. Please check your email for the **Connect** that comes out this week—I think it's **AAUW North Carolina** as a sending address. It should have a piece about the "Sisters of Mine" performance and their picture. The last one was sent 2-1-2020.
5. Jane got word yesterday that a representative from AAUW National has been confirmed to attend our conference. The request was made several months ago, and we were not expecting anyone to come. The person is Kate Nielson, National Director of Public Policy and Legal Advocacy. Of course, we don't have a time slot for her to speak, but Jane has asked Kathy Pearre to possibly share her session time. If anyone cancels, we can use their spot or let me know if you have any suggestions on how to handle this. Who would have thought we would have too many speakers?!?
6. If I've already shared this about undergraduate or graduate students, forgive me. My head is getting way too full of conference stuff. These students do not have to pay the registration fee and can attend any sessions. They do, however, have to pay for their meals. Along with other speakers, the two high school and 2 WCU students who are speakers in Karen's session will get their lunch free as well as can attend other sessions.

AAUW NC Annual Meeting Board Report Examples

Nov. 3, 2019

AAUW NC ANNUAL MEETING and CONFERENCE MARCH 27-28, 2020

REPORT TO THE BOARD OF DIRECTORS

November 3, 2019

Pat Ashe, Conference Chair

- The facility arrangements have been made and the contract signed with DoubleTree by Hilton. Menus and pricing will be determined by November 15th with representatives from Hendersonville and Asheville branches and Wendy from the board
- Specific tasks have been identified and will be assumed by Western North Carolina branch individuals and small groups to accomplish before and during the meeting
- The tentative schedule includes a Friday afternoon Plenary session for the meeting, including a Girl Scout flag ceremony, welcome and proclamation from the Asheville Mayor Esther Manheimer, the children's book award (could also be done at lunch on Saturday), and a speaker for about 20-30 minutes; we currently recommend Angie Newsome, founder and Executive Director of Carolina Public Press, outlining her journey to the publication's success
- The first break-out session will follow the Plenary session; the other 6 are on Saturday
- Also on Friday, the Board meeting is scheduled from 10:00 until 2:00, with two additional pre-meetings planned, one is the Tar Heel branch, and the other is for Public Policy Chairs and any other registered attendees with the North Carolina Justice Center
- A big event is being planned for Friday evening by Virginia Anderson to celebrate the centennial of the passage of the 19th Constitutional Amendment, Women's Right to Vote, including a cash bar cocktail reception for attendees and speakers as well as dinner
- A group of 7, including Mickey Randolph, President of the WCU branch, and two representatives from the Hendersonville branch, Sandi Lancaster, Co-President, and member Norma Treadwell, met on October 18th to firm up the ten recommendations to the Board for the conference sessions and the Keynote. We will review these again after input from the board at a meeting either November 8th or 15th. Members from Brevard and Tryon will join us to discuss the sessions and the list of tasks that need completed. We will also revisit whether we have vendors as the initial discussion was to not have vendors
- Coordination of all aspects of the Silent Auction will be done by the Hendersonville branch
- The online Registration form has a 3-person group to develop by December 15th. Three levels of registration fees are proposed: Early, Standard and Late, which includes day-of
- A message to the Tar Heel branch members is being prepared by Nancy Shoemaker to get input on the proposed topics and their suggestions for other topics or speakers as a representative sample of state-wide opinions
- A plan Jane, Kathy and I discussed was to develop for the November Connect "teasers" that highlight some of the advantages of going to Asheville and some examples of topics and speakers to be presented at the conference

POTENTIAL TOPICS/SPEAKERS FOR THE AAUW NC ANNUAL MEETING/CONFERENCE

1. **Christi Whitworth**, State STEM Chair, with her chosen group to present a **collaborative effort with a state-wide organization** whose focus is on involving teachers with workshops demonstrating open instruction that fosters student self-discovery of answers
2. Possibly **Kathy Peare** moderating a group that reviews the highlights of the **Work Smart** on-line program and some role playing demonstrations to use in “Meet-Up’s,” and how to broaden perspectives of using the negotiation skills in other life situations
3. **Karen Wallace-Meigs**, CEO of WNC Girls on the Run, moderating a group of WCU student members (includes African Americans), some Girls on the Run representatives, and possibly Alicia Park with Tech Girlz to discuss issues for **middle and high school girls**, including more emphasis on STEM careers
4. **Angie Newsome**, state-wide online Carolina Public Press, **David Feingold**, Blue Ridge Public Radio CEO representing NPR, and **Virginia Daffron**, Editor of Mountain Express, a WNC publication, discussing sifting through the news media to find “factual” information
5. **Mary Stover** of the North Carolina Council for Women and Youth Involvement and **Dr. Shannon Dowler**, Chief Medical Officer of NC Medicaid to discuss **Women’s Health**
6. **Devon Roberts** from Lillian’s List speaking on **getting women elected** to office
7. Mickey Randolph assisting **WCU Chancellor Kristi Brown** and **UNC Asheville Chancellor Nancy Cable** discussing **Title IX and other issues** that affect women in education
8. The **North Carolina Justice Center** presenting on NC and national **legislative issues** that affect women and girls, including ERA ratification, pay equity, health care, and others
9. **Emily Breedlove**, national speaker, presenting how to be impactful in today’s challenging economy, which can serve as potential ways to achieve better **recruitment and sustainability** in our branches, as well as **motivators to get our members moving**
10. **Cheri Beasley**, Chief Justice of the North Carolina State Supreme Court, speaking on **court cases** involving advancing gender equity in women and girls (Keynote)
11. One additional half-hour session of **Guided Meditation** was proposed (\$325 for a room)

January 11, 2020

To: AAUW NC Board

From: Pat Ashe, Conference Chair

Date: January 11, 2020

Subject: Report on AAUW NC Annual Meeting and Conference Activities

- The schedule is recommended to the Board as final
- The issues of some concern include:
 1. Space limitations allow a maximum of 75 people for dinner and the performance on Friday (original estimates were 50 and a room to accommodate this number was reserved. Unfortunately, the ballroom is not available, but we are first on the list if the reserver cancels
 2. One option could be that we have the smaller room used for an Interest Session for dining overflow and send the performance by video
 3. All speakers have confirmed their acceptance with the exception of Chief Justice Beasley's office who indicate they will have a definitive answer by next week. Other speakers could be substituted for her, e.g. Rick Glazier or Emily Breedlove, or I think there's still time to get a big name speaker. Any suggestions for us to try?
 4. The draft registration form is completed except for the registration fees, which I understand from Jane will be discussed/decided at the board meeting. Wendy will present option for fees

5. The Hendersonville branch has recommended, based on their branch's experience, that we use a raffle format rather than a silent auction as it increases participation and donations

- SAVE THE DATE pieces went out in the December Connect and Janet sent them to all branch representatives for use in their newsletters, meetings or member send outs. The January Connect will include the schedule, an overview of individual Interest Session topics and speakers, and a request to branches to bring items for the raffle
- In addition to the Connect, I plan to send out the January information to each branch President and ask personally for their support in getting it out to their branch
- February and March pieces for the Connect and for Janet to send out (and potentially my person appeal to the Presidents) will be basically reminders of reasons why to attend the annual meeting, to get registered, and both the hotel reservation deadline of February 25 and the additional late registration fee starting March 16
- Our Asheville branch, the other branches in WNC and the conference planning group remain excited and positive about participation in the meeting/conference. Any other advice for getting the word out and adding interest in the eastern branches would be much appreciated

Annual Conference March 27-28, 2020
Registration Starts February 1 aauwnc.org

SCHEDULE

Friday

8:00 to 2:30	Tours of area attractions and/or downtown available
11:00 to 1:30	AAUW NC Board of Directors meeting
1:30 to 3:00	Tar Heel meeting
3:00 to 4:00	Break
4:00 to 4:50	Welcome Keynote Session
5:00 to 6:00	2 Interest sessions
6:00 to 6:30	Cocktail reception
6:30 to 7:30	Dinner
7:30 to 9:00	Celebration of the centennial anniversary of the 19th Amendment to the Constitution, Women's Right to Vote, with an original performance montage "Sisters of Mine" by Sherri Raeford

Saturday

7:30 to 8:30	Continental breakfast for ticket holders—Meet Branch Advocate Janet Bunger
8:30 to 9:30	Annual meeting
9:30 to 10:00	Break
10:00 to 11:00	3 interest sessions
11:00 to 11:15	Break
11:15 to 12:15	3 interest sessions
12:15 to 2:30	Lunch, Keynote speaker
2:30	Adjourn conference
2:30 to 10:30	Tours of area attractions, including Biltmore and the Downton Abbey exhibit, and/or downtown available

CONNECT CELEBRATE COLLABORATE

January 12, 2020

Annual Conference March 27-28, 2020
Registration Starts February 1 aauwnc.org

SCHEDULE

Friday

8:00 to 2:30	Tours of area attractions and/or downtown available
11:00 to 1:30	AAUW NC Board of Directors meeting
2:30 to 4:00	Tar Heel meeting
3:00 to 4:00	Registration
4:00 to 4:50	Welcome Keynote Session
5:00 to 6:00	2 Interest sessions
6:00 to 6:30	Cocktail reception
6:30 to 7:30	Dinner
7:30 to 9:00	Celebration of the centennial anniversary of the 19th Amendment to the Constitution, Women's Right to Vote, with an original performance montage "Sisters of Mine" by Sherri Raeford

Saturday

7:30 to 8:30	Continental breakfast for ticket holders—Meet Branch Advocate Janet Bunger
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11:15 to 12:15	3 interest sessions
12:15 to 2:30	Lunch, Keynote speaker
2:30	Adjourn conference
2:30 to 10:30	Tours of area attractions, including Biltmore and the Downton Abbey exhibit, and/or downtown available

CONNECT CELEBRATE COLLABORATE

Bolder Advocacy Statement Example



Candidate Appearances

Foundations Can Host or Fund Nonpartisan Candidate Appearances

During an election season, candidates are among our most high-profile public figures. A foundation may be interested in having a candidate appear as a speaker at an event or may wish to fund a



If, despite the organization's best efforts, the candidate does something unexpected to promote his or her election, or if the press interprets the event as a partisan one, then the IRS would likely not consider this to be the group's fault. If, however, an invited candidate promotes an event as a candidate campaign event, the foundation or public charity should consider canceling the event.

Inviting Candidate to Speak in Candidate Capacity

If the candidate is invited to speak because he or she is a candidate for public office, the foundation or its grantee must take steps to ensure it does not indicate support of or opposition to the candidate at the event. 501(c)(3)s should follow these guidelines when planning this type of candidate event:

- Do not expressly or impliedly indicate the organization supports or opposes the candidate
- Do not allow any candidate or partisan fundraising at the event
- All opposing candidates should be given an equal opportunity to participate, either at the same event or a comparable one.¹ While the IRS does not require any of the other candidates accept the opportunity, the organization should issue the other candidates a specific invitation to the same or comparable event
- Ensure compliance with federal and/or state election laws

While federal tax law permits this type of candidate appearance, federal election law generally prohibits corporations (including public and private foundations) from hosting a federal candidate at this type of public campaign-related event, considering it to be an in-kind contribution. The one exception to this rule allows 501(c)(3) *educational institutions* either to make facilities available "in the ordinary course of business and at the usual and normal charge" to candidates and party representatives, or to take steps to make the event an "academic setting" rather than a "campaign rally."

The information contained in this fact sheet and any attachments is being provided for informational purposes only and not as part of an attorney-client relationship. The information is not a substitute for expert legal, tax, or other professional advice tailored to your specific circumstances, and may not be relied upon for the purposes of avoiding any penalties that may be imposed under the Internal Revenue Code. Alliance for Justice publishes plain-language guides on nonprofit advocacy topics, offers educational workshops on the laws governing the advocacy of nonprofits, and provides technical assistance for nonprofits engaging in advocacy. For additional information, please feel free to contact Alliance for Justice at 866-NPLOBBY.

www.bolderadvocacy.org | www.allianceforjustice.org

¹ The IRS will evaluate whether an event was "comparable" based upon all of the facts and circumstances, including time and place, expected audience, and attractiveness of the venue.

Point Person Responsibilities Outline

Point Person Responsibilities

1. Give the AAUW Mission: "To advance gender equity for women and girls through research, education and advocacy." Be sure that their presentation and answers to questions are headed in this general direction to correlate with who we are and what we want to do to make this statement a reality
2. Ask for a bio that will be printed in the written materials at the conference
3. Ask for a title for their presentation (pretty short)
4. Inquire if they have any A-V requirements (the rooms all have screens, but we have to pay extra for projectors, microphones, etc. The state organization has two microphones and two projectors. We have one microphone.). Also, if they have any handouts, these need to be sent to you at least 2 weeks in advance. A volunteer from the general or SIG membership will do the actual copying. The preferred way to deal with people wanting copies of an A-V presentation is to send to the speaker's email. If your speaker uses a Power Point presentation, make sure they know to clarify that it is or is not available for distribution and how to send a request
5. It is intended that all speakers will be given the closest meal at no cost. Hotel rooms paid for is not in the budget for the conference. If you think there is a real hardship, our Board can consider paying the cost
6. Please **contact your speaker no later than January 24 and again confirm their participation and hopefully the title of their presentation.** Let me know when this has been done and I will write a formal letter of confirmation—be sure to include an address for me.
7. Plan to meet them at the conference when they arrive and show them to their session room. You will need to be the room monitor and/or moderator for the session

Sample Conference Presenter Letter



Jane Terwillegar, President

President@aauwnc.org

February 10, 2020

Dear Ms. Patsy Keever,

Thank you for agreeing to be a part of the 2020 American Association of University Women North Carolina Annual Conference in Asheville. Your session is scheduled for Saturday, March 28th at 11:15 in the Vanderbilt I room which seats 40 attendees. Susan Ikerd sandcikerd@gmail.com will be moderating your session and will meet you in the main DoubleTree Hotel lobby 20 minutes prior to your session to take you to the room and help you prepare for the session. She will be incorporating information from your bio in your introduction. A copy of your bio will also be placed in our attendee folders.

We have received the following information concerning your presentation. If any of the information below is incorrect, please let us know at your earliest convenience.

- The title of your panel presentation with Amanda Edwards is: **“How to get more women elected to public office”**
- AV equipment requests: No equipment has been requested, but all session rooms have screens
- If you would like AAUW NC to make any handouts, please email a copy to Susan by the second week in March. She will have the copies for your session
- Please let us know if you will be joining us for lunch. Our Keynote is Kati Hornung who was the Campaign Coordinator for the state-wide, nonpartisan, grassroots VAratifyERA campaign that achieved Virginia’s ratification of the Equal Rights Amendment in January 2020
- There is free parking both in front and back of the hotel.

Thank you again for being a part of this statewide event. If we can assist you in any way, please let us know.

Sincerely,

Pat Ashe, President AAUW Asheville
2020 AAUW NC Conference Chair
paashe1950@gmail.com

Sample Conference Speaker Letter



Cherrie Wheaton, Jane Terwillegar, Co-Presidents
President@aauwnc.org
 2019

February 9,

TO: Martha Shafer, Board Member
 Lillians's List, North Carolina

Hello, Martha,

We are currently completing plans for our AAUW North Carolina Annual Conference on March 22-23, 2019 in Greensboro at the PTI Airport Marriott Hotel. The program for Saturday, March 23rd, will provide an opportunity for North Carolina women to *Connect, Collaborate and Celebrate* together. These next two years offer issues of national significance as we push for the NC legislature to pass the ERA and we collaborate on plans to celebrate the 100th Anniversary of the 19th Amendment in 2020. We are very pleased that you will be one of our presenters.

Three 45-minute break-out sessions are planned for Saturday morning, with choices on topics such as:

ERA- Why Does It Matter?

Economic Status of Women in NC

Update on the Women's Vote Centennial Coalition Plans for 2020 Celebrations

Women in NC Politics

Friday's focus on March 22 is primarily on AAUW NC programs and activities, starting at 3 p.m.

Saturday's sessions begin at 9:45 AM with a short welcome followed by three break-out sessions.

Please join us for the luncheon at 1:00 PM (Kristin Cooper, First Lady of North Carolina, is our keynote speaker.) You are also welcome to come for the entire conference.

Your topic: ***Lillian's List - Helping NC women get elected!***

Scheduled for Session I, 10:15 - 11:00 AM, on Saturday, March 23.

(You can check out all the details on our newly launched website after Monday, Feb. 11 - www.aauwnc.org)

Final details are still in the planning stages, but we hope this will be a landmark conference for NC women's issues. We are pleased you will join us and add your voice to our exploration of current events and issues that affect women in North Carolina.

With best regards,

Cherrie Wheaton and Jane Terwillegar,

Co-Presidents, AAUW North Carolina

president@aauwnc.org

To provide a process for attendees to be entered into the Registration database utilizing an online form, do the following:

- once the date to open registration is decided by the President and/or the board, draft a form with all the demographic and other details desired to allow Excel selected reports to be generated (*Sample AAUWNC Registration Form on page 44*)
- send the draft form to Nancy Shoemaker approximately one month prior to the beginning of registration. Nancy will transfer the data into an online format that is easy to use by the registrant
- communicate to the members (Connect, website and perhaps email to Presidents) that all registration must be completed online
- work with the Treasurer (as will Nancy) to determine how the payment total will be linked to a transaction source. The past two years, Pay Pal has been utilized. It has also been allowed for an individual to pay by check, directed to the Treasurer
- work with Nancy to learn how to access the Excel database behind the registration form and how to create reports, e.g. name of registrant and which meals have been chosen, how many people are registered on a specific date, individuals registering the first two weeks to ascertain who is to be included in the incentive drawing
- all attendees must be registered online, including students, speakers and guests. Nancy will provide instructions on how to register these nonpaying individuals. The Point Person can register their speakers if the Conference Chair or Conference Planning Committee directs
- Nancy may write reports, but otherwise create periodic reports to the President regarding the number of registrants and any other data requested

Sample AAUWNC Registration Form

2020 ANNUAL CONFERENCE REGISTRATION, MARCH 27 & 28

DoubleTree by Hilton Hotel, Asheville

First Name _____ Last Name _____

Email _____ Preferred Phone _____

NC branch(es) where you are a member _____

Not an AAUW member _____ Other organization or college _____

MEETING/CONFERENCE REGISTRATION \$ 50.00 \$ _____

(Early registrants (2/1 to 2/15) will be placed in a drawing for an overnight hotel stay and 2 tickets to Biltmore Estate)

Late registration fee **after March 15** \$ 70.00 \$ _____

Friday Night Cocktail Reception (cash bar)

Friday Night Dinner (3 course meal—choose entree)

____ Stuffed Chicken ____ Vegetarian ____ Gluten Free \$40.00 \$ _____

Saturday Continental Breakfast \$18.00 \$ _____

Saturday Lunch (3 course meal—choose entree)

____ Sliced Beef Tender ____ Crab Crusted Trout
____ Vegetarian ____ Gluten Free \$40.00 \$ _____

(All meals include 22% service charge and 7% tax) TOTAL \$ _____

Register Online www.aauwnc.org starting February 1. Payment is by credit card or Pay Pal or

Mail your check payable to AAUW NC to Wendy Haner, 5 Kimberly Ave. Asheville, NC 28804-3606 to be postmarked by March 15 to avoid late fee.

HOTEL RESERVATIONS: The special conference rate of \$132.00 (\$149.16 with taxes included) per night for 2 double beds or a king bed room is available until February 25 at 4:00 p.m. **Call 1-828-274-1800** or use this link to register online
https://doubletree.hilton.com/en/dt/groups/personalized/A/AVLBMDT-AAU-20200326/index.jhtml?WT.mc_id=POG

Communications and Publicity

Always remember that individuals placing items on the state Website and creating the Connect newsletters are volunteers. This means:

- timing of posting is shared between the Chair and these individuals
- the Conference Planning Group and the Chair are predominantly responsible for creating the content of various publicity pieces to be posted (*Save the Date Example on page 46; Silent Auction Needs your donations Example is on page 47*)
- longer explanatory or information pieces should be linked to your own website from the short announcement or instructions placed on the website for those people wanting more information
- use pictures, especially of people, when creating posts to add interest (*AAUW Publicity Example on page 48*)

- email posts and communications to editor@aauwnc.org, which allows the webmaster and newsletter editor to view and catalog the information
- Use various communication media available to you to post information and to garner interest in the conference. Examples include
 - Facebook Instagram, etc. postings
- items for Connect newsletter
- emails to other branch Presidents (*Sample Presidents email on page 49*)
- emails of conference invitation to key area leaders, especially those that have a mission related to women and girls (*AAUW NC invitation community Example on page 50*)
- working with the Branch Advocate and Public Policy Chair to send pieces that may appeal to the branch contact persons in getting the word out to their members (*Topics and Speakers Example on page 51-52*)
- asking for assistance from local Convention and Business Center, Chamber of Commerce, etc. for lists of potential media outlets and their contact information, links of city pictures, a sample press release, and descriptions of the city attributes that can be used in the conference promotion (*Outline Steps for promotion: Explore Asheville CVB on page 53*)
- placing PSA's in local publications that have Community Calendars sections
- working with an organization, university or other institution from which one of your speakers comes to advertise in their organization publications (*AAUW Publicity the Weekly Wag Feb 2020 Example on page 54*)
- use promotion information provided to compose hotel information to go into Connect and on the website (*Sample AAUW NC website hotel info on page 55*)



Five Reasons to SAVE TO DATE!

March 27-28, 2020

4:00 PM Friday through 2:30 PM Saturday

AAUW North Carolina Annual Meeting & Conference

DoubleTree Hotel in Asheville's Historic Biltmore Village

1. Two Awesome Keynote Speakers
 - Angie Newsome, founder and editor of the Carolina Public Press
 - Cheri Beasley, Chief Justice, NC State Supreme Court
2. Eight Awesome Breakout Sessions
 - STEM, Work Smart, Woman's Health, Getting Women Elected to Office, Girls & Women in Education and more
3. Special treat for Friday evening
4. Asheville is #3 on Travel+Leisure magazine's 2020 list of 50 hotspots
5. Tours available Friday morning and Saturday afternoon

Limited number of rooms have been reserved at DoubleTree; three other hotels are within easy walking distance of DoubleTree with many more in and around Asheville

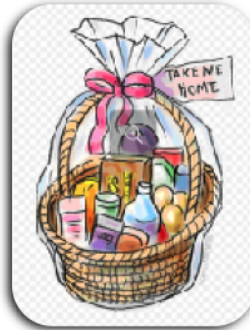
Registration begins February 1, 2020. Watch for further details in CONNECT or use these links:

<https://www.aauwnc.org>

<https://www.asheville-nc.aauw.net>

@AAUWinAsheville on Facebook

Silent Auction Needs your donations Example



ANNUAL CONFERENCE NEEDS ITEMS FOR SILENT AUCTION!

Please bring upscale items such as themed baskets, artwork, handmade crafts, or gift cards for goods or services with you when you come to the Annual Conference. Be sure to attach an information sheet, which lists the contents of your basket or item and the name of your branch. **The silent auction will be open from 3:00 p.m. on Friday, March 27, until 12:30 p.m. on Saturday.** The highest bidder for each item will be announced during the Saturday lunch hour. You will be able to pay for your purchase using cash, check or credit card.

The Hendersonville branch is coordinating this event. **Proceeds will support the collaborative STEM education project** involving The Wake Forest School of Medicine's Center of Excellence for Research, Teaching and Learning (CERTL), North Carolina Science Education Leadership Association (NCSLA), and AAUW North Carolina.

Plan to attend the Interest Session on Friday at 5:00 p.m. Christi Whitworth, State STEM Chair, will describe this important project and how the AAUW NC branches can be involved.

AAUW Publicity Example



The best time to visit the **Biltmore Estate** in **Asheville** begins in **March** when temperatures hover between the upper 50s and the mid-70s. That's why we scheduled the **AAUW NC Annual Meeting and Conference** for the **last weekend in March** and chose as our conference hotel one within walking distance of the entrance to Asheville's premier tourist attraction.

March 27 & 28, DoubleTree Hotel in Biltmore Village
Registration opens February 1 at aauwnc.org

AAUW members who register between February 1 and February 15 will be entered into a **drawing for two free tickets to the Biltmore Estate and a free night's stay at the DoubleTree by Hilton Hotel.**

A tour of the estate and its highly acclaimed Downton Abbey Exhibition is scheduled on Saturday afternoon after the conference.



Sample Presidents Email

3-1-20 email

President Colleagues,

Please see the attached most current schedule and brief topic of each speaker session. I hope this additional description will encourage more of your members to attend the conference.

Also, Hendersonville is working diligently on organizing the **Silent Auction**. While many things about this conference have broken with "tradition," the request remains for each branch to bring a themed basket, upscale piece of art or handmade craft or other item you think will have value to individual AAUW members attending the annual meeting and conference. I have attached what has been placed in the Connect recently. **Norma and Sandi**, if you have any additional information that you would like each branch to know, please respond to "all" on this email.

Many of you are registered for the conference and I'm looking forward to meeting you and sharing what we think will be an event well worth your time. The presentation of "Sisters of Mine" on women's suffrage should be enjoyable and a good conclusion to the first day of the conference. We are pleased to recently add a representative from **AAUW National, Kate Nielson, Director of Public Policy and Legal Advocacy**. The annual meeting time, starting at 8:30 on Saturday, will be expanded to allow approximately 45 minutes with Kate to both give us some information regarding national priorities and to answer questions. The other 10 speaker sessions you can choose from to attend feature speakers that we think will be of considerable interest to you and your branch members.

Our conference is designed to support our AAUW mission of "advancing gender equity for women and girls through research, education and advocacy." Please see this conference as an opportunity to gain new information, become more motivated to inspired leadership for your branch, and network with like-minded, mission driven AAUW North Carolina members.

Pat Ashe
2020 Conference Chair and President, AAUW Asheville
828-545-5426

AAUW NC Invitation Community Example



You, your colleagues and friends are invited to attend our upcoming **North Carolina American Association of University Women Annual Meeting and Conference**. The conference is being held at the DoubleTree Hotel at 115 Hendersonville Road, Asheville, on **March 27 & 28**. The conference will start at 4:00 on Friday and conclude at 2:30 on Saturday. The topics of these two days will mirror AAUW's mission of advancing gender equity for women and girls and, therefore, should be of considerable interest to you.

Our **Keynote Speaker** at 1:00 Saturday, March 28, will be **Kati Hornung**, Campaign Coordinator of VAratifyERA, a state-wide organization whose perseverance resulted in Virginia's being the 38th state to ratify the Constitutional Equal Rights Amendment. She will share with us what it took to get the amendment passed and methods to encourage women to continue the efforts for passage in NC and other states. Ms. Hornung will also update us on what needs to be done in the future to continue our work on adding the amendment to the Constitution.

Other speakers in the conference include **UNC Asheville Chancellor Nancy Cable** discussing Title IX proposed changes regarding sexual harassment investigations and the impact on students and schools (11:15 on Saturday); **Angie Newsome**, founder and CEO of online Carolina Public Press, speaking on her journey as an entrepreneur and how to sift through media output for real facts (4:00 on Friday); a discussion on the status of NC women's health with **Mary Stover**, Executive Director NC Council on Women and Youth Involvement, and **Dr. Shannon Dowler**, Chief Medical Officer for NC Medicaid (10:00 on Saturday); **Rick Glazier**, Executive Director NC Justice Center, with updates on NC and national legislation (10:00 on Saturday); **Amanda Edwards and Patsy Kever**, Asheville area politicians, discussing methods of getting more women elected to public office (11:15 on Saturday); and **Emily Breedlove**, Asheville resident and national speaker, talking about pay equity for women (5:00 on Friday).

Other conference topics presented by AAUW members include State STEM Chair **Christie Whitworth**, sharing a new statewide education initiative that includes local STEM K-12 educators; State VP **Kathy Pearre** discussing the AAUW online program "Work Smart, which provides the tools to negotiate salaries; and **Karen Wallace-Meigs**, Executive Director WNC Girls on the Run, with a panel of middle school, high school and university students discussing their current issues, barriers, needs, and goals in becoming women who change the world. A highlight of the conference will be a performance montage regarding suffrage, "Sisters of Mine," authored and presented with professional actors by Greensboro playwright Sherri Raeford on Friday night.

Registration for the meeting and conference is at www.aauwnc.org. Please join us for this exciting opportunity to hear outstanding speakers and to network with women from across NC. A day where voices that need to be heard will be heard!

Pat Ashe, AAUW Asheville President

Jane Terwillegar, AAUW North Carolina President

Topics and Speakers Example



**Come to the Annual Meeting To Learn About
Issues Involving Women and Girls and Opportunities for Activism in NC**

Friday Keynote Speaker	Learn how to identify “factual” information in the news media from Angie Newsome, founder of Carolina Public Press , an online news organization which launched in March 2011. A North Carolina native with a master’s degree in journalism from UNC Chapel Hill, Angie has more than 15 years of experience in daily, online and magazine journalism. She has won several awards, including being named one of four New Media Women Entrepreneurs in the country by the McCormick Foundation in 2012. Carolina Public Press has also earned numerous awards for its environmental, mental health and investigative reporting as well as for general excellence among North Carolina’s online news organizations.
Angie Newsome	
Interest Session	Learn about women’s health needs in North Carolina from Mary Williams-Stover, Executive Director, NC Council for Women and Youth Involvement, and Shannon Dowler, MD, a family practice physician and Chief Medical Officer of NC Medicaid. Ms Stover and Dr. Dowler will present the findings from <u>The Status of Women in North Carolina: Health & Wellness</u> , the second in a series of four publications that provide data and policy recommendations to improve NC women’s status in several key areas.
Mary Stover Shannon Dowler	
Interest Session	Learn potential ways to achieve improved recruitment, branch sustainability, and motivation in our AAUW NC branches from Emily Breedlove, a national speaker who is a PR Specialist and Growth Strategist. Emily specializes in building the framework, platforms, and partnerships needed have impact in today’s challenging environment. As a serial entrepreneur herself, Emily sees the opportunities in communities to foster dynamic cultures of innovation and forging new ways to connect. Her style is very motivational and will excite you to action.
Emily Breedlove	
Interest Session	Learn about the work on legislative issues affecting women and girls from the NC Justice Center’s Executive Director Rick Glazier. Mr. Glazier’s topics, focusing on advancing gender equity for women and girls, will include such NC and U.S. public policy priorities as economic security, pay equity, health care, public education, consumer protections, and affordable housing. Mr. Glazier joined the Justice Center in the summer of 2015 following his resignation from the N.C. General Assembly after 13 years in the NC House of Representatives.
Rick Glazier	

Interest Session Panel Karen Meigs	<p>Learn what is happening now in the lives of girls and young women from the young women themselves, including students from middle school to college. They will discuss their goals, dreams, needs, barriers and the inspiring steps they are taking to make the world a better place. Learn how AAUW NC members can support them in their efforts.</p> <p>Karen Wallace-Meigs, Executive Director of Girls on the Run, will moderate the panel.</p>
Interest Session Nancy Cable Mickey Randolph	<p>Learn about the current status of Title IX and the effects of changes made by the U.S. Department of Education from Nancy J. Cable, PhD. The University of North Carolina Asheville welcomed Dr. Cable in August 2018 as the 29th Chancellor of the university. Chancellor Cable has held several leadership positions in higher education and, in the past as well as today, serves on numerous boards. One of the many focuses in the first year of her chancellorship, Dr. Cable is overseeing the institution's robust master planning process as well as devoting much time and attention to engaging local, regional, and International partners in important conversations about issues related to diversity and equity.</p> <p>Mickey Randolph, PhD, professor of psychology in the College of Education and Allied Professions at Western Carolina University and President of the state's newest branch at WCU will moderate this session.</p>
Interest Session Christi Whitworth	<p>Learn about a new AAUW NC collaborative that will involve a role for the branches in 2020. Christi Whitworth, AAUW NC STEM Chair, will introduce to branch leaders this initiative that provides local K-12 STEM educators training on how to use and develop students' thinking skills and increase their depth of knowledge and how branches can help support this pilot program in their communities.</p>
Interest Session Kathy Pearre	<p>Learn how your branch can increase the effectiveness of your efforts in promoting the AAUW Work Smart online program. Kathy Pearre, VP/Membership for AAUW NC, will discuss the program, its successes and a potential format called "Meet Ups" in helping you determine how you can increase your community participation in this online program.</p>
Interest Session Amanda Edwards Patsy Kever	<p>Learn how to get more women elected to public office from experienced political participants. Amanda Edwards is the Executive Director of the A-B Tech Foundation. Her other role in the Asheville area is being an elected member of the Buncombe County Board of Commissioners since November 2018.</p> <p>Patsy Kever has experience in both running for political offices as well as sitting in them. She has been a 6-year veteran of the Buncombe County Board of Commissioners, a representative in the NC House for two years and in party leadership roles. Her additional campaigns include a run for the U.S. House in 2004 and 2012.</p>

Outline Steps for promotion: Explore Asheville CVB

- In August 2019, Pat got in contact with Brenda Redmon from Explore Asheville Convention & Visitors Bureau
- From there Brenda got Pat in contact with Carli Adams who heads a Convention Services Department
- Carli Sent out the following information:

Hi, Pat –

We're happy to provide information, video and images you may use to promote your meeting in Asheville.

You're welcome to use the text below and edit it for your needs:

Maybe it's the fresh mountain air, the eclectic mix of artists and innovators, or the vibrant buzz of an active community. There's only one way to find out what makes Asheville, NC an inspiring destination for meetings: Come see for yourself.

As a attendee, you will experience one of America's most vibrant places. Asheville blends big city sophistication with mountain quaintness unlike any place in the country. The Asheville area boasts a thriving arts community, diverse outdoor adventures, a vibrant and inviting downtown, numerous unique tours and amazing food.

Check out some of the latest buzz about the host city.

It is no exaggeration when we say you will be 15 minutes from just about every experience imaginable. America's largest home, Biltmore, scenic vistas that leave you speechless, nearly 250 independent restaurants, a nationally recognized craft brew scene, outdoor adventures that rock, and an irresistible energy that never fails to invigorate the spirit.

We hope you'll join us and experience the beauty and fun for yourself! Check out ExploreAsheville.com to help plan your trip. Connect before you travel and get insider tips on ways to make the most of your time in the mountains:

1. Follow @Visit Asheville on Twitter
2. Become a fan of Asheville on Facebook
3. Follow @Visit Asheville on Instagram

Here are two videos that would help in your promotion:

https://www.youtube.com/watch?time_continue=85&v=aF5Ipu0DIyw

https://www.youtube.com/watch?v=D_yBlae3Fv0

Here is also a link to images you may use. Please credit ExploreAsheville.com.

https://www.dropbox.com/sh/otw95o2srka2o9w/AAD5oljl4JcOfY1ovipV_BtNa?dl=0

Have a great weekend –

Carli

Carli Adams Group Communications & Services Manager

- We suggest for you to reach out to your local Convention and Business Center, Chamber of Commerce, etc. for lists of potential media outlets to use for conference promotion

AAUW Publicity the Weekly Wag Feb 2020 Example

Chancellor Cable To Speak At AAUW NC's Annual Conference

Nancy J. Cable, Chancellor of UNC Asheville, will speak at the annual conference of the American Association of University Women of North Carolina, which will convene at Asheville's DoubleTree Hotel in Biltmore Village on March 27 at 4:00 p.m. She will speak on Saturday, March 28 at 11:15 a.m. about the controversial U.S. Department of Education Title IX regulation changes regarding sexual harassment investigations in schools.

Register now at <https://www.aauwnc.org/2020-conference-registration/>

AAUW of North Carolina works in our communities, our schools, and on our campuses to advance gender equity to help women and girls throughout our society. The changes in Title IX are of significant concern to the American Association of University Women and to UNC Asheville as well as other education institutions receiving federal funds.

The conference is open to the public. Undergraduate and graduate students may attend the speaker sessions free of charge, but need to register [aauwnc.org](https://www.aauwnc.org) , events, 2020 conference.

Sample AAUW NC website hotel info

**AAUW NC ANNUAL MEETING AND CONFERENCE
MARCH 27 & 28, 2020
ASHEVILLE, NC
Hotel Information**

The Annual Meeting and Conference of AAUW North Carolina will be held at the DoubleTree by Hilton Hotel, 115 Hendersonville Road, near the entrance to the Biltmore Estate and Biltmore Village. The special conference rate is \$132.00 per night for a King or Double bed room. With 13% tax, the total comes to \$149.16. This rate is available on March 25, 26, 27, 28, 29. The hotel has free parking and free wifi.

There are 29 reserved rooms at the DoubleTree, but additional rooms can be booked as available. The DoubleTree will utilize the next door Hilton property, Hampton Inn and Suites, as needed to accommodate the requests of our registrants at the same conference rate. **Reservations must be made by February 25 at 4:00 p.m.** to take advantage of this special conference rate.

Other hotels in the immediate vicinity and within walking distance to the DoubleTree include: Clarion Inn Biltmore Village, Baymont Inn and Suites, and Holiday Inn and Suites. Asheville as a tourist destination city has many hotels and bed and breakfast facilities throughout the city and suburbs as well.

Reservations to the DoubleTree by Hilton Hotel may be made by phone (828-274-1800 and state you are part of the AAUW Conference) or by using the following link to register online https://doubletree.hilton.com/en/dt/groups/personalized/A/AVLBMDT-AAU-20200326/index.jhtml?WT.mc_id=POG

Other

You have the opportunity to attend the annual meeting and conference of AAUW North Carolina on March 27 and 28, 2020. The meeting is to be held at the DoubleTree by Hilton Hotel in Asheville. The city will welcome you with a blend of big city sophistication with mountain quaintness unlike any place in the country. The Asheville area boasts a thriving [arts community](#), diverse [outdoor adventures](#), a vibrant and [inviting downtown](#), numerous [unique tours](#) and amazing food. Some self-pay tours of area interest sites will be set up by Asheville AAUW for registrants, including the Biltmore Estate with its current Downton Abbey exhibit. A hotel shuttle is available for \$5.00 round trip to the downtown area for unique shopping, dining and cultural experiences every half hour. The local trolley tour is a regular stop at the DoubleTree and this is also an ART bus stop.

The conference will have a variety of speakers focusing on topics addressing gender equity for women and girls, as is the mission of the American Association of Women. Examples include ratification of the ERA in North Carolina, Title IX, fact finding in media output, current state of legislation in both NC and nationally, the current status of NC womens' health, getting more women elected to office, and suggested ways of improving branch effectiveness in their communities.

Many opportunities for networking exist with a new Opening Keynote Session at 4:00 p.m. on Friday, a total of 8 Interest Sessions scheduled for both Friday evening and Saturday morning, breaks between sessions, and meals and cocktail reception. A very special event after dinner on Friday evening is the

premiere of a performance montage about women's suffrage "Sisters of Mine" by Greensboro author Sherri Raeford, presented by professional actors.

Volunteers

To assure tasks are identified and then assigned to volunteers is imperative to successful execution of the conference. Areas for opportunities for volunteers include:

- initial identification of potential tasks to be completed identified (*Sample AAUW NC conference tasks on page 57*)
- identify a coordinator to oversee the volunteer needs assessment and assignment, soliciting volunteers as needed (*Sample AAUW Volunteers Needed Outline and List on page 59-61*)
- complete a schedule of activities for various volunteers assigned (*Sample volunteer assignments on page 62*)
- describe processes for individual tasks to be performed and communicate to appropriate volunteers, e.g. checking in an attendee at the Registration Desk, meet and greet responsibilities, checking list for paid meal registrant
- arranging for a volunteer to contact and then coordinate with a local Girl Scout Troop to conduct an opening session flag ceremony

Sample AAUW NC Conference Tasks

AAUW NC 2020 MEETING/CONFERENCE TASKS

- Registration page for AAUW NC website
 - a. Design complete by January 2
 - b. Work with Nancy and TechTriad to get posted by January 27
 - c. Coordinate with Wendy for payment as needed
- Assign a coordinator for each speaker to assure good communication for planning and for conference
 - a. Pat will send formal letter of appreciation for agreeing to be a speaker and the overview of session assignment time, need for a brief bio, any handouts (send to coordinator at least two weeks in advance for copying), need for and/or bringing any A-V equipment
 - b. Coordinator will keep in contact by phone, email, etc. as determined by speaker request
- Organize activities and times, recruit, and oversee volunteers
 - a. Registration table for Friday 1:00 to 4:00 (two people), one person greeter until 8:30 p.m. Saturday 7:00 to 7:30 (one person), 7:30 to 12:30 (two people)
 - b. One person monitor for each room for interest sessions, Tar Heel branch meeting, Public Policy Chair session, reception. Two people for ballroom for dinner Friday and annual meeting on Saturday. Four people for lunch on Saturday
 - c. Way-finders prior to sessions and during changes between sessions
 - d. Volunteers to copy handouts, stuff blue notebooks, organize give-away bags at registration table
 - e. Other to date unknown needs for volunteers
- Facilities coordination
 - a. Menu selection (Pat, Sandi and Norma on 11-19)
 - b. Room assignments for interest sessions and meetings. Will need signs for outside doors, plans for dealing with room issues during sessions

- c. Work with Stephanie and Gabe for room set-ups, vendor and other tables as needed, and A-V equipment. Confirm all set-up plans by deadline of March 23
 - d. Determine how many speaker meals will be needed to include in both finances and in letting the hotel know by the deadline of March 23 for meal counts
 - e. Have someone to deal with manager/servers if additional people show up (must pay)
- Plan and coordinate all details for the selected award-winning children's books (Susan Ikerd)
- Plan and carry out publicity
 - a. Create a pamphlet which can be used locally and with other branches in the state
 - b. Write a press release
 - c. Coordinate with media such things as getting in community calendars in the Citizen Times and the Mountain Express. Explore television coverage
 - d. Attend WomanUp on 11-14 to explore how to potentially market to this business and profession women population (Leslie and Pat)
- Coordinate all activities associated with the Silent Auction (Sandi and Norma)
- Work with Virginia Anderson to coordinate Friday evening suffrage activities (Pat)
- Work with a local girl scout troop to do the opening flag ceremony at the plenary session
- Recruit a photographer and work with state representative and local branch newsletter editors to plan types of photos needed (need someone with a good photographic eye, but could be as simple as using a smart phone or non-professional type camera)
- Create a 3-4 question evaluation form to use at close of conference
- Work with Wendy to:
 - a. Order name tags
 - b. Have circle logo from state enlarged, meeting date changed to 2020
 - c. Purchase blue notebooks for all attendees
- Work with Explore Asheville (Asheville Convention and Visitor's Bureau) Kathryn Dewey for conference give-aways, assisting with planning tours to be available to attendees, possible conference planning ideas

- Find a sponsor to have water bottles to hand out, but will first check out cost of water in all meeting rooms to be provided by hotel staff (will include 22% service charge for sure)

Pat Ashe

November 11, 2019

Sample AAUW Volunteers Needed Outline and List

AAUW NC Annual Meeting and Conference

VOLUNTEER NEEDS

Registration Desk

Friday	2 people from 1:30 to 4:00 1 person from 4:00 to 8:00
Saturday	1 person from 7:00 to 8:00 2 people from 8:00 to noon

Duties

- Check people against the registered list
- Hand out name tag
- Hand out conference folder
- Hand out bag with give aways

Raffle Table (next to Registration Desk)—Hendersonville members may do all these

Friday	1 person from 2:30 to 8:00 2nd person from 3:00 to 4:00 and 6:00 to 7:00
Saturday	1 person from 7:30 to 12:30 2nd person from 8:00 to 10:00 and

Duties

- Check in items from the branch representatives
- Try to determine in advance what the branches are bringing
- Create tent cards that describe the items
- Match the printed descriptor to the item
- Monitor the table for security purposes
- Take cash, checks or cards for purchasing raffle tickets
- Distribute half tickets to purchaser
- Make sign for the table that describes where the proceeds will go

Dinner on Friday 2 people to take the meal tickets from 6:15 to 7:00

Lunch on Saturday 2 people to take the meal tickets from 12:00 to 1:00

Tasks that will need individual volunteers or perhaps a SIG group

- Someone with Excel skills to help Pat during online registration Feb 1 — Mar 28 to keep track of things like who has which meal tickets, number of people registered, etc.
- Greeters/way-finders at peak registration times and prior to sessions and during changes between sessions, 2-3 people
- People to do copying and collating hand outs, conference materials in advance of the conference, plus folks to stuff the folders for handing out to registrants
- Folks to place meal tickets into appropriate name tags against a written list
- Someone to write a press release and a short paragraph to put on community calendars in area publications (Kathy Schofield) and people to contact the various publications for posting, e.g. Asheville Citizen Times, Hendersonville News Times, Mountain Express, etc. 2-3 for dividing up publications to contact
- Someone to print name tags and meal tickets (using the registration database)
- Wendy to get stickers for placing on blue notebooks. Some folks to put these on 1-2
- Someone to work with Blue Ridge Public Radio to plan when to put our donated day sponsor on the radio
- One person to work with Explore Asheville Convention and Visitors Bureau for give aways and bags (Johanna)

Follow-up:

1. Make announcement and call for volunteers (could use sign up sheet) at both January and February branch meetings
2. Strategize with Barbara which tasks could be done by a SIG
3. Confirm with Hendersonville the tasks they will do for the raffle and if they need help (Pat)
4. Identify other opportunities for volunteers you can think of

AAUW NC Annual Meeting and Conference

March 27 & 28, 2020

VOLUNTEERS NEEDED

Registration Desk

Friday	Barbara from 1:30 to 5:00 Millie from 1:30 to 8:00
Saturday	One person from 7:30 to noon (Can break into specific times)

Raffle Table

Hendersonville AAUW branch

Friday dinner

2 people to take tickets 6:15 to 7:00

Saturday lunch

2 people to take tickets 12:00 to 1:00

Way-finders/Greeters

2 people Friday from 3:00 to 6:45 (Can break up)
2 people Saturday from 9:30 to 12:15 “

(Perhaps students from WCU and AAUW Asheville)

Copying

1-2 people to get copying done at Office Depot (second week of March)

Folder stuffing

2-4 people to place written conference materials in folders and place stickers on folder front (third week of March) (Film Buds SIG)

Contact media

1 person to coordinate with Blue Ridge Public Radio donated day sponsorship (first week of March)

2 people to contact area publications to place conference in their Community Calendar section. Text of posting and list of publications to be provided (last week of February)

Tour planning

Identify 3-4 area tours/attractions and obtain brochures for attendees who want to take advantage of these on Friday 8:00 to 2:30 and Saturday 2:30 to 10:30. They are self-pay; we're just providing information. The hotel shuttle offers every hour trips to Biltmore Village and downtown for \$5.00 round trip. The hotel is a regular Trolley stop.

Sample Volunteer Assignments

AAUW NC Annual Meeting and Conference
March 27 & 28, 2020

Registration Desk*Friday March 27*

Barbara Robinson 1:30 to 5:00
 Johanna Manasse 1:30 to 5:00
 Millie Massey 1:30 to 8:00
 LaDean Peterson 5:00 to 8:00
 Lina Evans 5:00 to 8:00

Saturday March 28

Millie Massey. 7:00 to noon
 Eleanor Walther 7:00 to noon
 Lauren Testerman(student) 7:30 to 10:00
 Linda Beltran 10 to noon

Meal Ticket Takers*Friday Night March 27 6:15 to 7:00*

Alice Doner
 Nini Abbott

Saturday Breakfast March 28 7:15 to 8:30

Molly Keeney
 Karen Wallace-Meigs

Saturday Lunch March 28 1200:to 1:00

Sherry Brown

Susan Hensley

Way Finders/Greeters

Friday March 27 3:00 to 6:45

Ajaylah Hicks (student)

Lacey Rutherford

Saturday March 28 9:30 to 12:15

Jada DaRosa (student)

Lacey Rutherford until 11am

Copying

Taking brochures to Office Depot and pick up completed Brochures

Second Week of March

Millie Massey

Folder Stuffing -March 23

Beth Ellers SIG Group

Name Tags/Meal Tickets- Date to be determined

Check name against meal ticket list and place meal ticket inside name tag

Jeanne Smolkin

Kathy Schofield

Working with the Hotel (or other chosen venue) after the initial contract is executed

To keep up with any changes that need to be made for hotel facilities and catering, it is necessary to establish a relationship with the hotel assigned facilitator/planner/other title that

- facilitates meeting with the chef or designee to discuss meal options and pricing approximately 4-6 months before the conference. The pricing is especially important as it will replace approximate numbers used in the budget document for updates to the board. Negotiate free water stations in each meeting room
- makes changes as requested by the Conference Chair as plans unfold and Changes might include more registrants than expected are coming, stages/risers, podiums, A-V equipment are identified as needed by speakers and activities, room assignment by size may need to be altered or additional rooms requested for added activities and break out sessions, etc. The hotel may require that ongoing contracts be signed that accommodate any requested changes in facilities and/or catering needs. Be sure to read carefully to make certain the changes reflect what has been requested. Find out from the President if these change documents need to be signed by the Treasurer or can be signed by the Conference Chair or other designee
- discuss A-V equipment charges to understand where and how much each piece of equipment or facility technical assistance will be charged to the conference. This activity will need to have the speaker requests for specific equipment to be most helpful. The state does own some pieces of A-V equipment, including one LCD

projector and speakers and two wireless microphones with amplifier. Assign one volunteer to assist with setting up, moving and troubleshooting the A-V equipment during the meetings

- To maintain adherence to the contract and facilitate good communication, keep contact with the Sales Manager who is assigned to the account
- obtain a toll free number and a direct online link that can be used by registrants to reserve hotel rooms
- assure that there will be hotel and/or venue maps in advance of meeting to plan flow of people and activities
- answer questions that come up
- provide as requested by Conference Chair early reservation incentives that could be used to motivate people to register in a timely fashion (in 2020 these included two tickets to the Biltmore Estate, including the current Downton Abbey exhibit, and two free nights lodging at the hotel)

Materials for the Registrants

To allow our attendees to have written materials to follow the conference activities and speakers and welcome bags, the following are suggested:

- obtaining blue notebooks (blue because it's a primary AAUW color and likely due to tradition) with the conference logo sticker applied to the front to be used to hold the written materials (*Conference activities on page 65*)
- types of written documents such as conference schedule (*sample annual conference schedule on page 66*), various agendas, i.e. Friday opening session (*example on page 67*), Saturday morning annual meeting (prepared by the President, and Saturday noon session (*example of lunch session agenda on page 68*). The minutes of the previous year's annual meeting would be included and perhaps a welcome by the state President and/or board. Additionally, the conference topics, titles and speaker bios would be included (*Outline of Sessions, speaker, title, description, and bios on page 69-76*)
- a welcome bag with materials predominantly from the local convention and business center and/or Chamber of Commerce, such a brochure on area attractions and tours, current city publications, maps of the city, pens, discount cards, etc. For 2020, the plan was to add some food items such as granola bars and candy donated by a local store

- buttons to be distributed to Friday attendees were requested by the President, which we never ordered due to the conference cancellation

Conference Activities

SUPPLIES, PRINTING, ACCESSING RESOURCES FOR AAUW CONFERENCE

For most of the supplies, I searched both on-line at Amazon, Office Depot and Sam's Club and locally to determine the best price for items we needed. I have accounts at both Amazon and Sam's Club. Here's what we ended up ordering:

Sam's Club

Twin Pocket Portfolios, Blue, 25/ct 5 cartons @ \$9.98

Amazon

Large Tote Bags (15 x 16) Reusable, 50/pack 2packs @ \$38.99

Clear Name ID Badge Holder, 50/pk 2packs @ \$ 7.47

Greatmag Name Badge Magnets, 60/pk 2 packs @ \$22.99

Avery Name Badge Inserts, 400 1 pack @ \$10.07

OnlineLabels.com

(OL7425RX) 4" Circle Labels, 4 per sheet, 100 sheets per pack
\$29.85 inc s/h, tax

Purebuttons.com

Buttons (1.75") @ \$.39 each with download logo \$19.50 + s/h

1 week turnaround

Note: did not order these since conference cancelled.

For PRINTING:

We needed printed round labels of conference logo for the covers of the portfolios. I researched having the circle enlarged at several printing offices, but printing costs became prohibitive. The staff at Office Depot recommended ordering the 4" labels from OnlineLabels.com, which I did. The largest round labels that they sell are only 3.5". I downloaded the logo from the AAUWNC website on a USB, which Office Depot then used to print the labels with the pack I provided (30 sheets with 4/sheet). With our AAUW Business Solutions discount, the printing of 120 logo labels was \$10.27.

I had also researched their prices for nametags and badges. Even with a discount, their prices were higher than the Amazon option.

NOTE: All of these supplies are now gathered in one place (currently in Barb Robinson's garage) and are available for the next state conference.

ACCESSING RESOURCES

I met and emailed with representatives of Explore Asheville Convention and Visitors Bureau, to inquire about free resources, events, and activities we could include in promoting the conference and in our conference packets. As a result we were provided with 100 free pens, 100 Asheville Tourist Guides, 100 plastic bags, 100 Attraction Value Cards, 100 travel guides, and a Gift Card.

Meeting in person, rather than via email, resulted in a more generous response, despite our conference being a small one in comparison to many of the events they plan. Of special import was the encouragement to access the Trolley flyer which has an actual stop at the conference site. They also provided suggestions on how to promote the conference registration via links they provide on their website, forwarded a comprehensive list of media we could contact, provided sample press releases and suggested finding a larger venue for the Friday night event.

In addition, several fellow AAUW members assisted in stopping in at the Visitors Center and acquiring maps and flyers in quantities we needed to fill our "goodie bags". Hence we have an abundance of those which could still be used for whenever and wherever the next conference is held.

Sample Annual Conference Schedule



Annual Conference - March 27-28, 2020

PLEASE NOTE! Registration provides you the opportunity to attend the interest sessions of your choice!
Visit www.aauwnc.org

SCHEDULE

Friday March 27

- 8:00 to 3:30 **Tours** of area attractions and/or downtown available
- 11:00 to 2:30 AAUW NC Board of Directors meeting
1:30 Conference Registration Opens
- 2:30 to 4:00 AAUW NC Tar Heel meeting (statewide virtual branch)
- 4:00 to 5:00 Welcome and Opening Keynote Session (**Angle Newsome**)
- 5:00 to 6:00 **2 Interest Sessions** (Emily Breedlove or Christi Whitworth)
- 6:00 to 6:30 Cocktail reception
- 6:45 to 7:45 Dinner
- 7:45 to 9:00 **Celebration** of the centennial anniversary of the 19th Amendment to the Constitution, Women's Right to Vote, with an original performance montage "**Sisters of Mine**" by Sherri Raeford

Saturday March 28

- 7:30 to 8:30 Continental breakfast for ticket holders—Meet Branch Advocate Janet Bunker, Kate Nielson, and Board members
- 8:30 to 10:00 Annual meeting
- 9:00 to 10:00 AAUW National Director of Public Policy **Kate Nielson**
- 10:00 to 11:00 **3 Interest Sessions** (Rick Glazier, Mary Williams-Stover and Dr. Shannon Dowler, or Karen Meigs with HS and College Students)
- 11:00 to 11:15 Break
- 11:15 to 12:15 **3 Interest Sessions** (UNCA Chancellor Nancy Cable, Amanda Edwards and Patsy Keever or Kathy Pearre and Kate Nielson)
- 12:15 to 2:30 Lunch, Keynote Speaker (**Kati Hornung**)
- 2:30 Adjourn conference
- 2:30 to 10:30 **Tours** of area attractions, including Biltmore and the Downton Abbey exhibit, and/or downtown available

INTEREST SESSIONS

- FRI 4:00**
Session I **Angle Newsome**, Carolina Public Press, founding a statewide news publication and finding facts in today's media (**Vanderbilt**)
- FRI 5:00**
Session II **Emily Breedlove**, national speaker, pay equity for women (**Stuyvesant**)
- Session III** **Christi Whitworth**, AAUW NC statewide initiative for local STEM educators (**Amherst**)
- SAT 9:00**
Session IV **Kate Nielson**, AAUW National Public Policy and Legal Advocacy Director (**Burghley**)
- SAT 10:00**
Session V **Mary Williams-Stover**, Executive Director for NC Council for Women and Youth Involvement and **Dr. Shannon Dowler**, Chief Medical Officer for NC Medicaid on NC women's health (**Vanderbilt II**)
- Session VI** **Rick Glazier**, Executive Director NC Justice Center, current NC and US legislative issues (**Stuyvesant**)
- Session VII** **Karen Meigs** and 4 students on issues affecting young women today (**Vanderbilt I**)
- SAT 11:15**
Session VIII **Nancy Cable, PhD**, Chancellor UNC Asheville, Title IX changes affecting women and higher education (**Stuyvesant**)
- Session IX** **Amanda Edwards** and **Patsy Keever**, local politicians on women in politics (**Vanderbilt I**)
- Session X** **Kathy Pearre** and **Kate Nielson**, AAUW Work Smart tool for salary negotiation (**Vanderbilt II**)
- SAT 1:30**
Session XI **Katie Hornung**, VERA, ratification process and the current status of adding the Equal Rights Amendment to the Constitution

Example AAUW NC Opening Session Agenda



AAUW NC CONFERENCE FRIDAY OPENING SESSION

Vanderbilt Room

AGENDA

- | | | |
|-------------|------------------------------|---|
| 4:00 | Conference Welcome: | Jane Terwillegar, President |
| 4:05 | Flag Ceremony: | Asheville Girl Scout Troop |
| 4:15 | Asheville Welcome: | Representative of the City Council |
| 4:20 | Speaker Introduction: | |
| 4:25 | Speaker: | Angie Newsome |
| 4:55 | Adjourn: | Jane Terwillegar and Pat Ashe |

AAUW NC CONFERENCE FRIDAY EVENING EVENTS

AGENDA

- | | | |
|-------------|---|---|
| 5:00 | Interest Sessions | Stuyvesant Room
Amherst Room |
| 6:00 | Cash Bar Reception | |
| 6:45 | Seated for dinner | Vanderbilt Room |
| 6:45 | Poem | |
| 6:50 | Dinner | |
| 7:30 | Introduction of Kate Nielson, AAUW | Jane Terwillegar |
| 7:45 | "Sisters of Mine" Introduction | |
| 9:00 | Adjourn | Jane Terwillegar and Pat Ashe |

Example of Lunch Session Agenda



AAUW NC SATURDAY LUNCH KEYNOTE SESSION

TENTATIVE AGENDA

Burghley Ballroom

12:30 Conference Welcome: Jane Terwillegar, President

Poem shared

Lunch

1:10 Book award presentation: Jane Terwillegar

1:20 Introduction of Robbie Madden: Pat Ashe

Speaker Introduction: Robbie Madden

1:30 Speaker: Kati Hornung

2:15 to 2:30 Adjournment Jane Terwillegar

Outline of Sessions, speaker, title, description, and bios

FRIDAY 4:00 to 5:00 p.m.

Vanderbilt Room

SESSION I Angie Newsome, Executive Director and Founder of Carolina Public Press

Opening Keynote: “How to identify real facts in what the media reports”

Angie Newsome is the executive director and founder of Carolina Public Press, an independent nonprofit news organization dedicated to nonpartisan, in-depth and investigative news built upon the facts and context North Carolinians need to know. Our award-winning, breakthrough journalism dismantles barriers and shines a light on the critical overlooked and under-reported issues facing our state’s 10.2 million residents. Carolina Public Press believes that nonpartisan public interest journalism is a vital public service.

A North Carolina native with a master’s degree in journalism from UNC Chapel Hill, Angie launched Carolina Public Press in March 2011. She has more than 15 years of experience in daily, online and magazine journalism and was named one of four New Media Women Entrepreneurs in the country by the McCormick Foundation in 2012. Carolina Public Press has gone on to be a featured media startup by PBS MediaShift and J-Lab and to earn numerous awards, including for its environmental, mental health, business, government, public service and investigative reporting. In 2019, Carolina Public Press's work was shared more than 400 times by news organizations across the state and country. In 2019, Carolina Public Press also led an 11-outlet collaboration investigating the prosecutions of sexual assault cases in North Carolina, reporting that helped propel the unanimous passage of legislation modernizing North Carolina's consent laws.

(Needs a projector, laptop)

FRIDAY 5:00 to 6:00 p.m.

Stuyvesant Rom

SESSION II Emily Breedlove,

(needs her title, the title of the talk, brief description of the talk and any A-V needed)

Emily Breedlove is a PR Specialist and Growth Strategist who specializes in building the framework, platforms, and partnerships needed to be impactful in today’s challenging economy.

Having spent the past 15+ years working in small business support and community development, Emily has been fortunate enough to have experienced this space from both the entrepreneurial approach and the resource provider perspective. She is the Director of the ScaleUp WNC Accelerator, serving high-growth companies in Western North Carolina and is the host of programs like the Economic Bruncheon, Camp Girl Boss, and WNC Press Pass. Emily is a member of the leadership team for the Asheville 1 Million Cups, and teaches the monthly AVL Pitch Prep class at the Asheville Chamber of Commerce. She is a certified trainer in the **Ice House Entrepreneurship Program** (IHEP) and **REAL Entrepreneurship** (Rural Entrepreneurship through Action Learning) Curriculum. Emily serves as Board Treasurer for The **Sequoyah Fund**, the Community Development Financial Institution for the Eastern Band of Cherokee Indians, where she works to grow economic opportunity within the Qualla Boundary. Emily is a Senior Fellow at the **Center for Rural Entrepreneurship**, providing support in Marketing and Entrepreneurial Ecosystem Development. From 2017 – 2018, Emily served as President of **FemCity Asheville**, a professional networking, training, and mentoring program serving women entrepreneurs of the Greater Asheville Area. She has been a trainer and

Keynote for the **Brushy Fork Institute** at Berea College since 2013, teaching on Entrepreneurship, Tourism, and Marketing.

Prior to her current entrepreneurial ventures, Emily served as the Director of the Certified Entrepreneurial Communities® Program with the AdvantageWest Economic Development Group, Marketing Professor at Southwestern Community College, and the Founder of the Center for New Mountain Business. Emily is passionate about working one-on-one with rural communities and entrepreneurs to develop strategies for collaborative progress and then catalyzing those initiatives with authenticity, innovation and a deep respect for cultural values.

FRIDAY 5:00 to 6:00 p.m.

Amherst Room

SESSION III Christi Whitworth, AAUW NC STEM Chair

“How branches can help to impact STEM programming in NC”

AAUW NC is supporting summer workshops for educators in Wilmington and Asheville by NC Science Leadership Association and The Center of Excellence for Research, Teaching and Learning [CERTL]. Christi Whitworth will describe opportunities for and help branches organize further assistance for these workshops, especially if they are in the region hosting the workshops. The workshops need help with publicizing the workshops, sponsoring educators attending the workshop, snacks, and lunches. This is a great chance for several branches to impact STEM programming in North Carolina with a small amount of work and funding.

Christi Whitworth lives in Arden, North Carolina, near Asheville. She is an informal educator primarily in astronomy education. She is a member of the Tar Heel Branch of AAUW and the STEM coordinator for AAUW NC. She currently works as an educator at Zaniac, in Asheville and Roper Mountain Science Center in Greenville, South Carolina. She also volunteers as the Executive Director for the North Carolina Science Education Leadership Association and as Volunteer Instructor Trainer Educator for the American Red Cross. She spent twelve years working as an educator and Director of Learning Experiences at Pisgah Astronomical Research Institute in Rosman, North Carolina. She has previously worked as a science museum and zoo educator, public school science teacher and teacher of the gifted, preschool

SATURDAY 9:00 to 10:00 a.m.

Burghley Ballroom

SESSION IV Kate Nielson, AAUW Director of Public Policy and Legal Advocacy

(need title and overview)

As AAUW’s top policy advisor and counsel, Kate Nielson drives the organization’s advocacy and legal work. She leads AAUW’s policy and government relations work at the federal, state and local levels, devises AAUW’s grassroots field strategy, oversees the organization’s national voter education and Get Out the Vote campaigns, and manages the AAUW’s Legal Advocacy

Fund. Kate has appeared in the Washington Post, BBC, Miami Herald, WGN and other outlets talking about issues impacting women and girls in education and the workplace.

Before joining AAUW, Kate worked on education policy with the National Governors Association, as a legal fellow at the American Civil Liberties Union, and as an organizer at the Feminist Majority Foundation. Kate holds a law degree and a master's of public policy from the University of Michigan and a bachelor's degree from Bowdoin College. She is a member of the Maryland State Bar.

SATURDAY 10:00 to 11:00 a.m.

Vanderbilt II Room

SESSION V Mary Williams-Stover, Executive Director for the NC Council for Women and Youth Involvement

Shannon Dowler, MD, Chief Medical Officer for the North Carolina Division of Health Benefits/North Carolina Medicaid

"The Status of Women's Health in North Carolina: Vote as if your health depends on it!"

Many women in North Carolina have significant challenges in accessing adequate health care, as evidenced by the findings of "The Status of Women in North Carolina: Health and Wellness", compiled by the Institute for Women's Policy Institute (IWPR) and released in July 2019 by the NC Department of Administration's Council for Women and Youth Involvement. Data from the report points to the need to increase access to health insurance and health care. Join Mary Williams-Stover and Dr. Shannon Dowler, for a discussion of the report and healthcare trends in women's health for the Medicaid population, including peripartum care and the opioid epidemic.

Mary Williams-Stover Appointed Executive Director of the NC Council for Women and Youth Involvement in July 2017, Mary heads one of several state advocacy agencies within the N.C. Department of Administration, managing \$14 million in state and federal grants to non-profits and government agencies serving domestic violence and sexual assault survivors across all counties in C. The agency publishes the *Status of Women in NC* Reports, including the recently released *Status of Women Employment and Earnings Report, and the Status of Women Health and Wellness Report*. The Council serves as a resource and advocate for NC Commissions and Councils for Women.

Mary has devoted her career to public service in NC since 2007, when she first served Assistant Director of the NC Council for Women's regional teams located in Asheville, Greensboro, New Bern and Charlotte. A highlight was her work with State Youth Councils and Students Against Destructive Decisions chapters, working with over 1,300 students in NC to develop leadership, grant making and community service skills.

Mary is an appointed member of multiple boards and commissions, including the NC Council for Women Advisory Board, the NC Domestic Violence Commission, the State Internship

Council Board and The State Youth Council Board, the Governor's Crime Commission, NC Child Fatality Task Force, and the Governor's Advisory Commission for Historically Underutilized Businesses and NCCARE 360 Advisory Council. Mary is also a Leadership Triangle Fellow and an IABC (International Association of Business Communicators) Fellow.

Committed to expanding awareness of the recently published Status of Women in NC: Health and Wellness Report, Mary's goal is to encourage policy changes and increase individual and organizational commitment to improving women's health and progress statewide.

Dr. Shannon Dowler, FAAFP, CPE, recently joined NC DHHS as the Chief Medical Officer for North Carolina Medicaid. Her past experience with Medicaid includes chairing the Physician Advisory Group for Medicaid (an independent legislated non-profit whose sole purpose is advising Medicaid on clinical policy) for several years. She has served as the President of the NC Academy of Family Physicians and as well as on national commissions with the AAFP and ACOG. In 2017 she received her Certified Physician Executive degree from the American Academy of Physician Leaders.

Dr. Dowler obtained her medical degree from East Carolina (Brody) School of Medicine and completed a Family Medicine Residency and Fellowship in Asheville at MAHEC. She has spent her career in the service of non-profits including: the local health department providing full spectrum care (OB without deliveries) as well as a long standing role in the STD clinic, as CMO for a large FQHC in WNC, and most recently served as Associate Chief Quality Officer and Chief of Community Medicine for Mission Health System, focused on integration of healthcare and reducing unnecessary care variation across a health system.

An avid educator and advocate for sexual health, Dr. Dowler speaks at the local, state and national level on STD prevention, diagnosis and treatment to both professional and lay audiences. Known by the moniker "RapDktaD", she has produced two educational rap videos for lay audiences, the second (STDs Never Get Old) achieving brief viral international attention.

SATURDAY 10:00 to 11:00 a.m.

Stuyvesant Room

SESSION VI

Rick Glazier, Executive Director of the North Carolina Justice Center

“National and state legislative issues affecting women and public education”

Rick Glazier joined the Justice Center in the summer of 2015 following his resignation from the N.C. General Assembly after 13 years representing Cumberland County in the NC House of Representatives.

As a Representative, Glazier served on and chaired the House Judiciary, K-12 Education, Ethics, and Education Appropriations committees, and was Democratic Whip.

Glazier was a visiting professor in criminal justice at Fayetteville State University for eight years and has been an Adjunct Professor of Law at Campbell University School of Law for 27 years, in addition to past

teaching roles at other NC universities. NC State University, Methodist University and Fayetteville Technical Community College.

Glazier is a former chair of the Cumberland County School Board. He is also a current member of the North Carolina Actual Innocence Commission; the Chief Justice's Equal Access to Justice Commission; the Governor's Leandro Commission on Access to a Sound, Basic Education for Children; and the Governor's Re-entry Council Collaborative. He is a former member of the NC Center for Public Television Board of Trustees, the Public School Forum of North Carolina Board of Directors, the Cumberland County Child Advocacy Board of Directors, the North Carolina Academy of Trial Lawyers Board of Governors, the Fayetteville Urban Ministry Board of Directors and a member of the North Carolina Leadership Forum.

Glazier has received numerous state and national awards for his public service, including the Order of the Long Leaf Pine, the North Carolina Childcare Coalition Lifetime Achievement Award, the Rotary Club International Paul Harris Fellow Award, the North Carolina Council of Churches Faith Active in Public Life Award, the NCAE President's Award, the Patrick Henry Award from the North Carolina National Guard, the Ruth Easterling Award from the Covenant with North Carolina's Children, and the United States HHS Commissioner's Award for Leadership in the Prevention of Child Abuse and Neglect as well as the Democracy Award from Common Cause, the Sunshine Award for Campaign Transparency from Democracy NC and 38 other Legislator of the Year Awards from various education, civil rights and public health state and national organizations.

Glazier has two children, Philip and Megan, and one incredible grandchild, Harlow, as well as two canine children, Callie and Bonner.

(Needs a projector)

SATURDAY 11:15 a.m. to 12:15 p.m.

Vanderbilt I Room

SESSION VII Karen Meigs, Moderator

Lacey Rutherford, WCU student

Autumn James, WCU student

Ava Meigs, HS student

Morgan Scarborough, HS student

“Young Women Today: Where They Are Headed and What They Need From Us

Come hear from our future, girls and young women, who will discuss their goals, dreams, needs, barriers, and the inspiring steps they are taking to make the world a better place. This session promises to be touching and inspiring, as well as offer all of us a call to action. Learn what is happening now in the lives of young women and how we can support them

SATURDAY 11:15 a.m. to 12:15 p.m.

Stuyvesant Room

SESSION VIII

Nancy Cable, Ph.D., Chancellor of UNC Asheville

(needs title, brief description of session and ability to get out of PDF to remove logo and make font like the rest of the document)



Nancy J. Cable, Ph.D.

The University of North Carolina Asheville's 8th Chancellor is Nancy J. Cable, a nationally recognized leader in both private and public higher education. A native of Ohio with degrees in history from Marietta College, the University of Vermont and a Ph.D. from the University of Virginia, Chancellor Cable assumed her duties at UNC Asheville in August of 2018.

Dr. Cable's former leadership positions in higher education were at Denison University where she was faculty member and Dean. She served as Dean at Guilford College in Greensboro, and was the Dean of Admission and Financial Aid at Davidson College for 15 years ("she says the most famous thing she ever did was to admit Steph Curry to Davidson"). Dr. Cable was the Vice President for Development in the College of Engineering at the University of Virginia, her alma mater, and served as Interim President at Bates College in Maine. Prior to her current work at UNC Asheville, Dr. Cable was president of the Arthur Vining Davis Foundations, a leading national philanthropy that provides grant funding to colleges and universities, to public television documentaries and children's television programs.

In 2012, Dr. Cable was selected as a Fulbright Senior Specialist on the higher education in China project. She has also served on numerous boards, including the Council of Independent Colleges, the National Merit Scholarship Corporation, and from 1995-2003 as a Trustee of the Asheville School. She currently serves on the boards of the National Trust for the Humanities and the National Center for Family Philanthropy. She also serves on the Board of Directors for filmmaker Ken Burns's The Better Angels Society, advising on his historical documentaries and raising funds to allow him to do his work exclusively on public television that is available to all Americans.

During her first year at UNC Asheville, Chancellor Cable has already welcomed the largest incoming class of first-year students in the history of the University; she opened UNC Asheville's first-ever apartment-style residence halls, increasing the number of students living on campus to nearly 50%; she is overseeing the institution's robust master planning process; and has engaged local, regional, and international partners and community members in important conversations about issues related to diversity and equity for the benefit of our community on campus, in Asheville, and beyond.

Please welcome UNC Asheville's Chancellor Nancy J. Cable.

SATURDAY 11:15 a.m. to 12:15 p.m.

Vanderbilt I Room

SESSION IX

Patsy Keever, Asheville Area Politician

Amanda Edwards, Buncombe County Commissioner

"If you don't like it—fix it!"

Are you frustrated with local/state/national politics? Do you talk back to the news on TV? And do you wish you could waive a magic wand and change things? Join Patsy Kever, former Buncombe County Commissioner and NC state representative, and a leader in state-wide Democratic politics, and Amanda Edwards, currently a Buncombe County Commissioner, as they explore their paths to public office and how you, too, can make change in your community!

Patsy Kever is a North Carolina native born and raised in Charlotte who has lived in Asheville for 48 years. She earned a BA degree from Duke University and a MA Ed. degree from Western Carolina University. She taught in the North Carolina public school system for 25 years, mostly as an eighth grade social studies teacher. She was married to the late John F. Kever, Jr. for 34 years. They had two daughters and five granddaughters. She is now married to Jim Aycock, the retired editor/publisher of The Black Mountain News.

Kever has held a number of elected positions. She served three terms on the Buncombe County Commission (1992-2004). In 2010 she was elected to serve in the NC House of Representatives for District 115. As a result of GOP political redistricting, after one term she was gerrymandered into District 116, the same district as fellow Representative Susan Fisher, and chose not to run against her friend and colleague.

Kever has been a key leader in the North Carolina Democratic Party. She served as chair of the Buncombe County Democratic Party before being elected first vice-chair of the state party in 2013 and then elected state party chair in 2015.

Amanda Edwards, CFRE, is the Executive Director of College Advancement at A-B Tech. Over the last 20 years, she served as Executive Director of the Asheville-Mountain Area Chapter of the American Red Cross and the Literacy Council of Buncombe County. Amanda began her non-profit and fundraising career at Friends of Literacy in Knoxville, TN where she was the named the Executive Director at the age of 24.

Amanda was elected to the Buncombe County Board of Commissioners in 2018 where she is the youngest serving Commissioner. She serves on the Affordable Housing Committee, Department of Health and Human Services Board of Directors, the Asheville-Buncombe Regional Sports Commission Board and the French Broad River Metropolitan Planning Organization.

Amanda holds a Master of Public Administration from the University of Tennessee and B.A. in Mass Communication from UNC-Asheville. She became a CFRE in 2015. Amanda has served on the AFP-WNC Board of Directors as the President, President-Elect, and Vice President of Public Relations.

SATURDAY 11:15 to 12:15

Vanderbilt II Room

SESSION X Kathy Pearre

Kati Nielson

(need title, short description of session, bio of Kathy and if any A-V needed)

SESSION XI Kati Hornung, Campaign Coordinator for VAratifyERA

“Adding the Equal Rights Amendment to the U.S. Constitution”

While the ERA was ratified by the state of Virginia, North Carolina continues campaigns to achieve the same in our state. Kati will give her perspectives on what NC might add to their efforts, offer enthusiasm and motivation to continue the trek to ratification, and update us on what is currently going on in Congress, the courts and/or other governmental agencies that will add the Equal Rights Amendment to the Constitution.

Kati Hornung was the Campaign Coordinator for the state-wide, nonpartisan, grassroots VAratifyERA campaign that achieved Virginia’s ratification of the Equal Rights Amendment in January 2020. Her passion has been driven by the desire to correct the purposeful, historical exclusion of women from the Constitution.

As a campaign manager Kati leveraged her professional background (accounting/finance, software coding, and consulting), her relationships with a wide variety of Virginians, and a deeper understanding of historical context gained while homeschooling her daughters whose interest in achieving constitutional equality is pronounced. However, she has turned her passion into action that has already accomplished a huge step in ratification by the 38th state toward realization of an act that will affect all women and girls. One example of a particularly vulnerable population that Kati sees being a victim of government-based discrimination is incarcerated women, who need the ERA as a new tool in their legal toolbox.

Kati holds a BA with a double major of Accounting and University Scholar from the University of Richmond. Her life experiences, however, including holding herself accountable to core values, are the source of her focus on working to assure that all girls and women are equal under the law. When challenged by her daughter’s question regarding why females are not treated equally to men, she responded by action that is moving toward adoption of the Equal Rights Amendment to our Constitution.

Silent Auction

To provide a traditionally offered activity that generates income for the conference and/or a specific project/program, some suggestions include:

- seeking a volunteer(s) that have this as a stand-alone project
- creating a communication piece that requests items for the auction and can be used for the Connect, an email to branch Presidents and potentially placed on the website (*AAUW NC meeting silent auction example on page 76*)
- determining a format for the bidding process, using one half of the approximate monetary worth of a basket, piece of pottery, other art item, etc. as the starting bid
- tallying the results during the early part of the luncheon and then announce winning purchasers later in the luncheon agenda
- arranging a place for individuals to pay for and pick up their items. Offer credit or debit card options as well as cash or check
- having volunteers to monitor the displayed items to ensure security

AAUW NC Meeting Silent Auction Example



Bring Items for Silent Auction to the Annual Conference March 27 & 28

Please bring upscale items such as themed baskets, artwork, handmade crafts, or gift cards for goods or services with you when you come to the Annual Conference. The Hendersonville branch are the coordinators for this event and ask that you please be sure to attach an information sheet describing the contents of your basket or item and indicating your branch name. The silent auction will be open from 3:00 p.m. on Friday, March 27, until 12:30 p.m. on Saturday. The highest bidders for each item will be announced during the lunch hour. You will be able to pay for your item using cash, check or credit card.

The AAUW NC Board has directed that the silent auction proceeds this year will go to support the collaborative STEM education project involving The Wake Forest School of Medicine's Center of Excellence for Research, Teaching and Learning (CERTL), North Carolina Science Education Leadership Association (NCSLA), and AAUW North Carolina. Plan to attend the Interest Session at the AAUW NC Annual Meeting and Conference on Friday at 5:00 to hear Christi Whitworth, State STEM Chair, describe this important project and how the AAUW NC branches will be involved.

Young People's AAUW NC Book Award

To assure that the chosen book copies are ready for the annual award to the author at the Keynote luncheon, complete the process well in advance of the conference (*Outline AAUW Book Award process on page 80-81*)

Planned remarks and the actual presentation of the award will be the responsibility of the President or her designee

Outline AAUW Book Award Process

AAUW State Conference
Book Award Protocol

Goals:

- Acknowledge recipient of annual AAUW North Carolina Book Award
- Present copies to all branches for distribution to local libraries
- Make copies available for on-site sale at annual conference

Timeline:

90. days prior:

- ❖ Order 20 copies of book for branch distribution to local libraries and UNC-Charlotte from local bookseller (important to receive publishers discount)
 - Book purchase handled by local branch treasurer and reimbursed by state treasurer if necessary
 - Arrange for design and production of book template (see examples)
 - Contact author to participate in Saturday lunch meeting at annual conference
 - If available, plan award presentation at lunch to include short remarks by author
 - if he/she is not available, arrange for video presentation by author, to include brief presentation on inspiration for book

60 days prior:

- ❖ Approve and print book templates for branch distribution
 - Print (x) extra templates for additional branch purchase
 - Printing expense passed through branch to state treasurer
- ❖ Determine last date to order additional books for conference sales
 - Book purchase handled by local branch treasurer and reimbursed by state treasurer if necessary
 - Use previous year's sales to determine number to purchase
- ❖ Arrange with local bookseller for sales support at conference if available
 - If sales support is not available, determine the following:
 - Who will support on-site book sales
 - hours sales will be open
 - location of sales table
 - pricing of books to expedite sales including sales tax requirement
 - payment apparatus (cash only, checks, credit cards)
 - reconciliation of sales and sales tax, if applicable
 - coordination with state treasurer
 - If sales support is available, arrange for set up time
- ❖ Arrange for design and production of book template for personal purchase if desired

30 days prior:

- ❖ Email attendees to determine interest in book purchase
- ❖ Order books for on-site sales
- ❖ Print templates for personal purchase if desired

Week prior:

- ❖ Insert branch templates (do not use adhesive) inside front flap of books
- ❖ Create branch list for distribution
 - Have branch reps sign for books to ensure proper distribution
- ❖ On-site purchases without sales support
 - Get money from bank to make change for cash purchases
 - Bills only, charge flat rate if at all possible, any overage goes toward state
 - Keep list of on-site purchases and payment method
 - Offer template for personal purchases if desired (number printed tbd)

Day of book distribution and sales:

- ❖ Onsite sales with bookseller support:
 - Have sales table set up before book seller arrives
 - Two copies of book on display
 - Branch member assist with table staffing, distribution of branch books
- ❖ If branch is handling sales:
 - Separate cash and check/credit card payment lines
 - Cash box available for each sales station
 - One line designated for branch distribution
 - Have sign up sheet available
 - Reconcile sales after Saturday lunch

April 2020

To ascertain what was valuable and/or enjoyable to the attendee, prepare a brief survey that:

- includes such things as experience at the hotel, identification of most interesting of conference sessions attended, perceptions of the annual meeting, and other items that may be of assistance in planning future conferences
- can be distributed in paper format on the last day of the conference, included in the written materials folder received the first day, and/or placed on the state website

post-event survey questions:

How satisfied were you with the event?

Do you plan to attend this conference in the future, and why?

How can we improve for next year?

How likely are you to recommend this conference to a friend or colleague?

How satisfied are you with the quality of the networking opportunities?

What did you like most about the event?

Which topics would you like to see covered at future conferences?

How did the conference influence your perception of the company?

What were your favorite experiences or moments?

What features did you use most in the event app?

If networking was a priority, which app feature was best for building your network?

If you used X for the first time, how do you rate the experience?

Do you have any other suggestions or feedback you would like to share?

Potential Cancellation of Meeting/Conference

To address this rare occurrence and be prepared for such an event as a 9-11 scenario or the COVID-19 Pandemic of 2020, contingency plans should be made including:

- the board determining that a crisis adversely affecting the conference venue and/or the attendees exists
- board designees intensively reviewing the initial contract to ascertain cancellation requirements and consequences, especially ones that affect the state financially. The board designee writes and submits the cancellation letter to the hotel representative, probably the Sales Manager in charge of the event account (*Example Doubletree Cancellation Letter on page 82*)
- closely following any specific policies that have been created by the board that identify other actions to be taken
- notifying speakers via email right away that the conference has been cancelled (*Example Cancellation speaker letter on page 83*)
- offering to assist Treasurer as needed to get prompt return of registration fees and meal costs paid by registrants
- notifying branch Presidents (Conference Chair or state President—determine which to be responsible), registrants (best accomplished by using the registration roster) and all state members (using the Connect newsletter) and assuring good communication as to who is doing which notifications
- following up with each speaker with a letter/email thanking them for their planned participation in the conference (*Sample Speaker Thank You letter on page 84*)
- working with the President and board to facilitate getting selected speakers to offer online presentations that would be of significant interest to the state members
- sending a letter of appreciation to the board and branch Presidents for their support in planning the conference (*Sample Thank You letter to Presidents and board on page 85*)

Example Doubletree Cancellation Letter



Jane Terwillegar, President
President@aauwnc.org

Doubletree by Hilton Hotel
2020
115 Hendersonville Road
Asheville, NC 28803

March 11,

Gentlemen:

The American Association of University Women of North Carolina arranged to hold our Annual Conference at your hotel the weekend of March 27-28, 2020. This week, the AAUW NC Board met concerning the Executive Order from Governor Cooper, issued March 10, 2020, establishing a State of Emergency in North Carolina due to COVID-19. We also have consulted the guidance provided by the Buncombe County Health Department and our conclusion is, that with great regret, we have to cancel the AAUW NC Annual Conference scheduled at the end of March.

The majority of our members are over the age of 65 and would be coming to Asheville from all areas of the state, thereby increasing the risk of being infected and/or spreading this virus. We know that at this time, it is in everyone's best interest to follow the guidelines of the Center for Disease Control regarding large group events and the advice provided by the NC Emergency Order of March 10. Our older attendees, in the 60+ age group, are considered to be at extreme risk of serious illness. Given the age of our attendees, a gathering of members from all areas of the state creates an even higher risk for everyone. Our organization cannot hold a conference at this time.

We were very pleased to have the conference scheduled at your hotel in Asheville, and the AAUW NC Board is greatly disappointed that we had to make this decision. As time and the virus pass, we do hope to work with you again soon to plan a future conference at the Doubletree.

With best regards,

Jane C. Terwillegar, President
American Association of University Women of North Carolina
president@aauwnc.org

Example Cancellation Speaker Letter



Jane Terwillegar, President
President@aauwnc.org

March 12, 2020

AAUW NC Conference Speakers and Shared Radiance Performers,

On behalf of the AAUW NC Board of Directors, I wish to inform you that the state meeting and conference scheduled for March 27 and 28 is cancelled. The safety of our members and guests is of paramount importance to us.

This decision was made with several regulatory agencies being examined. Governor Cooper's Executive Order of a State of Emergency was released on March 10th. In addition we solicited Buncombe County Public Health Department's recommendation, which, although not giving a direct recommendation to cancel, gives a list of questions for us to answer for ourselves in looking at the potential of cancellation. Almost all of them point to the need for cancellation because of the nature of our group of registrants, foremost that the vast majority of us are over the age of 60. This age group, along with many other recommendations from the Centers for Disease Control and Prevention, point to the need for caution in not gathering in groups or traveling from areas that have identified cases of COVID-19.

I want to thank each of you for your collaboration with us to help make what we feel would have been a great conference due to the quality of speakers and performers. Having the chance to meet you was one of the highlights we were looking forward to.

Thank you again for agreeing to be a part of our conference, including the celebration of the Centennial Celebration of the passage of the 19th amendment to the Constitution, Women's Right to Vote. Should you have specific questions, please email or call me.

Pat Ashe
2020 AAUW NC Annual Conference Chair
828-545-5426

Sample Speaker Thank You Letter

(email)

Thank you again for agreeing to participate in the American Association of University Women North Carolina 2020 Annual Meeting and Conference. We were so excited to be hosting this event in Asheville where we have so much to offer to others in our state. The beautiful unseasonably warm weather would have offered a great addition to the lovely mountains and spring flowers, blooming trees and azaleas in our neighborhoods. We would even have been able to have our Friday evening reception in the courtyard at the hotel.

As you know, this weekend would have been your presentation at the conference. We are hopeful that you had positively anticipated speaking as much as we were looking forward to hearing you. I know that you spent time and effort preparing for our conference and it is certainly appreciated.

We don't know yet if the meeting next year will be in Asheville or another part of the state. We wish we could just put you on hold and be able to have you speak at that conference. You were specifically selected by our Conference Planning Group for both your knowledge and your speaking ability. It is so disappointing to miss this special opportunity to hear you.

By now you have already marked this engagement off your calendar, but we hope that you have had a good experience in working with us on this conference. AAUW is a national organization committed to advancing gender equity for women and girls. Please look for opportunities in the future to support AAUW in your conversations and speeches.

Pat Ashe
2020 Conference Chair

Sample Thank You letter to Presidents and Board

AAUW NC Board of Directors and Branch Presidents,

Today was to be the second day of our 2020 Annual Meeting and Conference. We would have participated in a new opening keynote session with Angie Newsome and ended the evening with the premiere presentation of “Sisters of Mine” by playwright Sherri Raeford and the Shared Radiance Performing Arts Company. With an unseasonably warm 85 degrees yesterday, we would have had the opportunity to enjoy our reception outside in the beautiful courtyard with spring bulbs, flowering trees and azaleas. Today we would be looking forward to some great interest sessions with speakers on a variety of topics that represented the priorities of AAUW and the requests of our branches.

Planning this conference with board members and Western North Carolina branch members has been a pleasure, although it did have its moments. This is the first time the meeting was to be held in Asheville in a couple of decades and we were unsure what the level of participation from throughout the state might be. By the time we cancelled the conference, we had 86 registrants and an additional 26 speakers and guests. We were pleased to see representatives from every WNC branch and members of most of the state branches to the east of us. Networking time was built purposefully into the schedule to allow sharing of ideas among branches and opportunities to meet our AAUW national representative, Kate Nielson, our new Branch Advocate, Janet Bunger, state board members, and the many speakers.

I wanted to thank you and each of your members who supported the scheduled conference through registration and plans to attend, creating items for the Silent Auction, and participating in many ways in the planning of the conference. The opportunities through this planning process to “Connect and Collaborate” were very heartening, demonstrating your commitment to the success of our state organization. The planned activities to “Celebrate” were of course mostly eliminated with the need to cancel the annual meeting and conference, but I personally celebrate the relationships developed, the chance to discuss people’s ideas and passions, and the anticipation of sharing with state members what we had planned as a stimulating conference that would have been well worth your time.

It was a privilege to be asked to help oversee the development of the 2020 Annual Meeting and Conference. The excitement generated within our planning group, the board, our Asheville branch with 30 registrants and 50 volunteers, and many of the state members who I’ve heard from since the cancellation demonstrate that we were on the right track to a conference that was well anticipated both socially and from a learning perspective.

Thank you,
Pat Ashe
President, AAUW Asheville

