

## Branch Officers:

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*Katie Foss*

**Membership VP—**  
*Meredith Dye*

**Finance—***Jennifer  
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**Communications—**  
*Ayne Cantrell*

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**Newsletter Editor:**  
Ayne Cantrell

## American Association of University Women (AAUW) of Murfreesboro *Leveling the Playing Field for Women and Girls in Middle Tennessee since 1913*

Today, women have made great strides in the workplace. Despite our achievements, we are still vastly under-represented in corporate and government leadership, as well as in cutting edge fields, such as technology and science. And, we experience a significant wage gap, earning only 78 cents on the dollar of men. This gap especially affects women with several degrees.

**AAUW of Murfreesboro** is a membership organization of college-educated individuals from all walks of life who share a common purpose—**To level the playing field for women and girls in education and in the workplace.**

We aim to shape the public dialogue on women and girls, as well as to open doors to new educational opportunities. Our branch does this through advocacy, education, philanthropy, and research. We are part of a national and state network that supports our work right here in Murfreesboro. Our national organization (200,000 members strong) is a powerful voice on women's issues (<http://www.aauw.org/>) in Washington, D. C. Our Tennessee organization (<http://aauw-tn.aauw.net/>) unifies our presence throughout the state, bringing together all seven branches. (AAUW has branches in Memphis, Nashville, Murfreesboro, Martin, Knoxville, Maryville, and Oak Ridge.)

### Shaping the Public Dialogue

The Murfreesboro branch is currently engaged in two public efforts. We are

- Launching the Rutherford County Women's Council, which seeks to convene organizations in the county that work on behalf of women and girls; and
- Engaging our members and allies in supporting state legislative change to improve the workplace for women and expand educational opportunities for girls

### Opening Doors to New Educational Opportunities

Our branch sponsors several educational programs to empower women and girls. We

- Host "Start Smart" workshops which prepare women to negotiate their salary requirements;
- Partner with other organizations to host the science and math conference for middle school girls, known as "Expand Your Horizons"
- Offer scholarship funds to MTSU undergraduate women in the process of finishing a degree

### Join Us at a Membership Meeting

AAUW-Murfreesboro welcomes members from all professions and businesses who care about education and equity for women and girls. The only requirement for membership is a college degree, including an associate's degree. The branch meets monthly—September through May, excluding January—on the second Thursday of the month, 5:00 to 7:00 PM. For more information, contact VP for Membership Meredith Dye, [Meredith.Dye@mtsu.edu](mailto:Meredith.Dye@mtsu.edu).

*AAUW advances equity for women and girls through  
advocacy, education, philanthropy, and research.*

*"We hold these truths to be self-evident: that all men and women are created equal." — Elizabeth Cady Stanton (Declaration of Sentiments and Resolutions, 1848, Seneca Falls Convention).*

Questions? Ideas? Want to meet for coffee and discuss some of the issues or events AAUW Murfreesboro is working on? Contact Tanya at [Tanya.Peres@mtsu.edu](mailto:Tanya.Peres@mtsu.edu) or give her a call at 615-904-8590

### President's Message

Nearly one hundred sixty-seven years have passed since Elizabeth Cady Stanton, Lucretia Mott, Jane Hunt, Mary McClintock, and Martha C. Wright organized a woman's rights convention held at the Wesleyan Methodist Church in Seneca Falls, New York, calling for women's equality in social, political, religious, and private realms. While we have made great strides in many ways, we still have much ground to cover to realize true equality in all facets of our lives.

To that end, AAUW Murfreesboro has numerous mission-filled activities and events planned in 2015. See these listed below and detailed throughout this newsletter. I look forward to seeing each of you at our regular branch meetings, and please bring a friend or colleague to any of the meetings and events – we have strength in numbers. I look forward to working with all of you as we continue the good work of AAUW Murfreesboro.--*Respectfully, Tanya Peres Lemons*



### 2015 Winter/Spring Calendar (Revised January 31)

**February 12—BRANCH MEETING.** 5-7 PM-- Sam Ingram Bldg., Rm 101, MTSU 5-7 PM / Dinner (\$5.00), program, and business meeting. / Program: "Tips of the Trade: Lobbying the Hill and the Congressional Delegation," presented by Joyce McDaniel and Jane Grigor Ferrell, founding partners of The Ferrell.McDaniel Company / Donation: Feminine products for the Domestic Violence Shelter.

**February 18—Legislative Panel on Tennessee Academic Standards.** 8:00 AM, Avon Williams Campus of Tennessee State University (Atrium), Nashville. Co-sponsored by AAUW of Tennessee. For further details contact Dia Cirillo, AAUW-TN Public Policy, [diamcirillo@gmail.com](mailto:diamcirillo@gmail.com).

**February 24—Lobby Day on the Hill, Tennessee Academic Standards.** Nashville, time/place TBA. For further details contact Dia Cirillo, AAUW-TN Public Policy, [diamcirillo@gmail.com](mailto:diamcirillo@gmail.com).

**March 4—Lobby Day on Women's Issues.** Nashville, time/place TBA. Agenda: breakfast (briefing on bills, networking and mentor/mentee pairing), visit with legislators including the speaker, legislative luncheon hosted by the Women Political Collaborative (with dynamic speakers), and photo with the governor. For further details contact Dia Cirillo, AAUW-TN Public Policy, [diamcirillo@gmail.com](mailto:diamcirillo@gmail.com).

**March 19—BRANCH MEETING.** 5-7 PM. Ingram 101. Celebrating National Women's History Month.

**March 26-28—AAUW of Murfreesboro co-sponsors Global Discourses in Women's and Gender Studies,** MTSU's Women's and Gender Studies Program, New Student Union Building. The keynote speaker is journalist and social activist Lisa Ling. For more information contact MTSU's Women's and Gender Studies Program: 615-898-5910 / [womenstu@mtsu.edu](mailto:womenstu@mtsu.edu)

**March 27-28—AAUW-TN Convention,** Montgomery Bell State Park, Burns, TN. All members are invited to attend the board meeting at 7:00 on Friday night; registration for Saturday's membership meeting is at 8:00 AM. See AAUW of Tennessee Winter/Spring Newsletter for convention agenda, registration form, and information about accommodations.

**April 09—BRANCH MEETING.** 5-7 PM-- Sam Ingram Bldg., Rm 101, MTSU 5-7 PM / Dinner (\$5.00), program, and business meeting. / Program Professor Beverly Keel, Chair of Recording Industry and one of the winners of the inaugural Women in Music City Awards by *The Nashville Business Journal* / Donation: Paper towels/ tall kitchen trash bags for the Domestic Violence Shelter.

**April 14—EQUAL PAY DAY Informational Booth, MTSU.** AAUW MTSU Students. Time/place TBA. For further information contact Naomi Plant, president AAUW MTSU students, [ncp2q@mtmail.mtsu.edu](mailto:ncp2q@mtmail.mtsu.edu).

**April 30—RutherfordCABLE ATHENA Award Ceremony,** 5:00-7:00 PM, Stones River Country Club, Murfreesboro. Reservations required.

**May 14—BRANCH MEETING** 5-7 pm—Forest Oaks Clubhouse, 1002 East Northfield Blvd. Annual meeting to renew memberships with a Potluck Dinner and Buffalo Raffle / New members may join at the meeting for \$36.00, one-half price of the usual dues. Donation: Children's underwear for the Domestic Violence Shelter.

**June 18-21—AAUW National Convention,** San Diego.



MURFREESBORO  
(TN) BRANCH

Branch members are also invited to attend meetings of the AAUW MTSU Students—second Friday of the month, 4:00 PM, Business and Aerospace Building, Room S113.

## TALKING TIPS OF THE TRADE



Joyce McDaniel



Jane Gigor Ferrell

Joyce McDaniel and Jane Gigor Ferrell will address “Tips of the Trade: Lobbying the Hill and the Congressional Delegation” at the AAUW Murfreesboro Dinner Meeting on February 12, 5:00 PM MTSU, Sam Ingram Building, Room 101 (located at the corner of Middle Tennessee Blvd. and Lytle St.).

McDaniel and Ferrell are founding partners of The Ferrell.McDaniel Company, an association management, grassroots advocacy, and PAC development firm founded in 2004.

McDaniel will share her experience in lobbying on the Hill in Nashville and working with the Tennessee Congressional Delegation. She will provide pointers and talk about the limitations of 501c4 lobbying efforts. She has worked in politics for nearly thirty years and has served in critical roles in the field, including legislative aide, campaign management, fundraising, and grassroots advocacy.

Ferrell will speak from her involvement in politics as a former full-time professional at the state and national levels. She was Political Director for the Tennessee Republican Party and served as Regional Field Director for the Republican National Committee and the National Republican Congressional Committee in Washington, D.C. She has consulted in fundraising, strategy and organization with campaigns in eight southern states. Ferrell is past president of the Nashville Women’s Political Caucus and former Commissioner of Davidson County Election Commission

With opportunities for members to participate in Lobby Days on the Hill in the next few days, this February AAUW Murfreesboro program is a MUST SEE for all members.

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*At the same time the Tennessee General Assembly is meeting in Nashville for its 109<sup>th</sup> session, at the next gathering of AAUW Murfreesboro, branch members will learn how to best communicate with legislators to express our concerns (and perhaps to win some converts along the way!).*

## ANNOUNCING

**Ruth Houston Memorial Scholarship Available for AY 2015-16**—The scholarship committee will be reviewing applications this spring. To be eligible for the \$1,000 scholarship per semester, applicants must have successfully completed their freshman year, be currently enrolled at MTSU as an undergraduate, and have a cumulative GPA of at least 2.5. Returning adult students, in particular, are encouraged to apply. Candidates should demonstrate financial need. The scholarship is renewable each semester as long as full-time status and a 2.5 GPA are maintained. If you know of a good candidate who meets these criteria, please direct her to our branch website <http://murfreesboro-tn.aauw.net/education/scholarship/>.

**Call for Branch NCCWSL Scholarship Nominations by February 20**—AAUW of Tennessee invites branch nominations of undergraduate college and university students for scholarships to attend the National Conference for College Women Student Leaders (NCCWSL) to be held May 28-30, 2015, University of Maryland, College Park. As a member of the Murfreesboro branch, you may recommend a worthy MTSU candidate for our branch nominee. If you have a candidate to nominate, please submit a letter of recommendation via email Word attachment to [hoffschwelle@comcast.net](mailto:hoffschwelle@comcast.net). Also include the student’s phone number email address, and agreement to attend the conference should she be selected.

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### 15 Reasons Why You Should Attend the 2015 AAUW Tennessee Convention, Montgomery Bell State Park, March 27-28:

1. You won't have far to drive (the park is only about 70 miles, 1 hour plus away).
2. You can have fun carpooling with other branch attendees.
3. You have two options: (a) Attend the dinner and board meeting Friday night and spend the night at the Conference Center Inn, or (b) Skip Friday evening and make it a one-day Saturday event.
4. You won't have to float a loan to register. Until February 27, registration is only \$45 (\$50 after the 27<sup>th</sup>) and includes Saturday brunch and lunch.
5. If you come early, you can explore the lovely scenery.
6. You can take the opportunity to vote for one of our own, Samantha Cantrell for state president-elect!
7. You can see another of our own, Ayne Cantrell, installed as state president.
8. You can learn about how to recruit and retain branch members and how to market ourselves well.
9. You can learn about grassroots advocacy and lobbying for our public policy initiatives.
10. You can learn about Twitter and how to use it from another our own, Rachel Forlines.
11. You can hear a report from our branch 2014 NWSCCL Nominee and State Scholarship Recipient Naomi Plant.
12. You can learn about the state organization's political policy initiatives.
13. You can hear about the great things other branches are doing to support women and girls.
14. You can brag about AAUW Murfreesboro and the great things we are doing to support women and girls.
15. You can extend your stay and enjoy hiking, biking, or fishing.

#### Calling all bloggers!

Are you a branch member who understands and is well-verse in the mission of AAUW Murfreesboro and who likes to write?

The branch Communications Team is looking for individuals who would be willing to write a blog post once a month about AAUW.

Ideal blog posts are short (three to four paragraphs with three to four sentences in each paragraph). Blogs should be conversational in nature, informal in style, and include a photo or graphic. Above all, blogs should be compelling in terms of having something to say, i.e., a point to make. Our blogs should connect the dots between the mission of AAUW and how that mission is carried out in everyday life.

Interested? Send a short writing sample to Ayne Cantrell, [acantrell@comcast.net](mailto:acantrell@comcast.net).

So why not support your branch and support your state organization? Attend the 2015 AAUW Tennessee Convention at Montgomery Bell State Park? Check out your latest *AAUW Tennessee Newsletter* for the registration form, or contact state financial officer, Samantha Cantrell at [Samantha.cantrell@gmail.com](mailto:Samantha.cantrell@gmail.com).

### Public Policy Initiatives

*By Rachel Forlines*

*Assistant to Public Policy Chair, AAUW-TN and AAUW Murfreesboro*

AAUW Murfreesboro is hard at work this winter in the arena of public policy. As the legislative session convenes in January, now is the time to act on our endorsement of the Tennessee Academic Standards. We are asking branch members to get on Twitter and "tweet," speak to elected officials, and pen letters to the editor in support of our message: ***stay the course on the current standards, and only enhance and improve them where necessary.***

AAUW-TN is gearing up for a statewide Twitter Storm around the issue of the standards on the day of our Legislative Panel in Nashville, February 18<sup>th</sup>. This is an opportunity for the Murfreesboro Branch to flex our "tweeting" muscles and lead the conversation on the standards.

Equal Pay Day on April 14<sup>th</sup> will invite another Twitter Storm and opportunities to lobby elected officials. Log onto Twitter and follow @AAUWintheBoro to help take our policy work to social media!

**GROWING AAUW MURFREESBORO** by *Meredith Dye, Branch Vice President for Membership*. Recently, our branch set a goal of increasing membership by 20% in 2 years. So far, we have exceeded our goal! In September and December 2014, we welcomed 13 new members. Our website and Facebook pages continue to attract prospective members. Please continue to reach out to the community, your neighbors, friends, students, and past members. Invite them to our AAUW meeting on February 12<sup>th</sup>. Administering the survey about member needs and skills and creating a membership committee composed of 2-3 members who are willing to work on membership initiatives remain priorities. If you are interested in joining this committee, please contact me ([Meredith.dye@mtsu.edu](mailto:Meredith.dye@mtsu.edu)). If you have ideas for retaining, recruiting, and welcoming new members, please share those with me. If you haven't, you can renew online anytime with a credit card through the Membership Services Database at <http://www.aauw.org/membership/join-renew/> (be sure to check state and branch membership, too).

**NEW MEMBERS IN THE SPOTLIGHT.** Recently retired from Williamson County schools, where she taught Honors English and History and creative writing, **SUSAN CANTRELL** has been an educator for the last thirty-eight years in private and public education, including serving as a high school principal for fourteen years. She has undergraduate degrees in history and English, a Masters' degree in history, and an Ed.S in Administration and Supervision. Susan's hobbies are knitting, travelling (she has been to the North Pole!), and reading, especially non-fiction. She says, "I enjoy writing stories and plan to incorporate these stories into a book." ~ **JANNETTE LONG HARDEN** is president of the Harden Property Group, LLC, a Murfreesboro-based company providing quality rentals and renovations for sales in the greater Murfreesboro area. Jannette has degrees from UNC, Chapel Hill and Radford College in Virginia with majors in English and journalism. Her work history includes secondary language arts teacher, education consultant/sales, control Data Corporation, medical sales and contracting director, and interim and Coram Specialty Infusion. Jannette is married to Marvin A. Maes and enjoys cooking, fitness, and the arts. ~ **NANCY JAMES** holds Bachelor's and Master's degrees from MTSU. She taught in public schools for four years before being hired as the Director of the MTSU Child Care Lab where she is starting her 27<sup>th</sup> year. Nancy currently holds local and state board positions with the MTSU Education Association/Tennessee Education Association and with the Rutherford Association for the Education of Young Children (RAEYC)/Tennessee AEYC. She serves as the 2014-15 Co-chair of the MTSU President's Commission on the Status of Women. As Chair of Elders at her church, she is involved in community outreach. Nancy writes, "I live outside of Lebanon with my husband, David and we will celebrate our 28<sup>th</sup> wedding anniversary this year. My two sons, Preston (23), and Brandon (18), are currently enrolled at MTSU." ~ **LAURA MEWBOURN** is a South Carolina native with an undergraduate degree in English Language and Literature from the University of South Carolina and a MSED in Higher Education Administration from the University of Wisconsin – La Crosse. She began her current position as an academic advisor in the College of Liberal Arts at MTSU in September 2014. Prior to that, she ran a scholarship and leadership development program at the College of Charleston in Charleston, SC. Laura's professional interests focus on retention and assessment, as well as educational access and other social justice issues. "In my free time," she says, "I am a traveler, book nerd, foodie, music junkie, and an oddly-social introvert." ~ **TERRI STERLING DONOVAN** is the owner and principal of Sterling Communications, a 25-year-old marketing, marketing research, and public relations firm, which develops strategic marketing and public relations plans and messaging for the Web, digital marketing, media relations, traditional marketing and advertising. Terri is accredited in public relations by the Public Relations Society of America (PRSA); has won many PRSA awards; was the 2010 Athena nominee from RutherfordCABLE; and is a Master's degree candidate at MTSU in Mass Communications. She is the founding President of RutherfordCABLE and a two-term member of the Rutherford County Chamber of Commerce Board of Directors and Executive Committee. Terri is newly married to Michael Donovan, a region manager in the insurance industry, and the mother of two adult sons. ~ **PEGGY SWANN** is a graduate of MTSU with an M.A. in English Literature. Currently, she is the Recording Secretary of the Rutherford County Democratic Party, Secretary of the Rutherford County Democratic Women, and a private ESL tutor for Japanese families. Peggy also paddles whitewater and is certified in Swift water Rescue.

**Please share this newsletter with prospective members.**

**AAUW of Murfreesboro, Tennessee—Since 1913**

<http://murfreesboro-tn.aauw.net/> // [facebook.com/AAUWMurfreesboro](https://facebook.com/AAUWMurfreesboro) //

Google Calendar – <http://tinyurl.com/93p2mft>

<https://twitter.com/AAUWintheboro>



Six new members joined AAUW at the December 2014 "Shape the Future" holiday branch meeting. L to R: Nancy James, Heather White, Laura Mewbourn, Susan Cantrell, Maria Bachman, and Jannette Harden.

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*In principle and in practice, AAUW values and seeks a diverse membership. There shall be no barriers to full participation in this organization on the basis of gender, race, creed, age, sexual orientation, national origin, disability or class.*