



# The NEWSCASTER

A PUBLICATION OF THE BUSINESS AND PROFESSIONAL WOMEN'S FOUNDATION OF MARYLAND, INC.

2011 Call to Conference Issue

2010-2011



## “Celebrate the Change ~ Moving Forward Together”

Please join us on May 20-22 for the 2011 BPW/MD State Conference as we continue to “Celebrate the Change and Move Forward Together!” We are delighted to hold our conference at the Gaithersburg Holiday Inn in Montgomery County. The BPW State Conference is a time to come together to build our skills, set organizational direction and reaffirm our volunteer commitment to positively impact the lives of all women and families in Maryland. We make new friendships and rekindle old ones as we meet with members and guests from all over the state.

This past year has been busy and exciting - BPW/MD is vibrant and strong and the commitment of our members has been rewarding. We are moving forward by launching the new BPW/MD website, welcoming new members and planning programs and events of vital importance to women. Our conference reflects that commitment.

The agenda is exciting! The conference committee has worked diligently to bring you not only meaningful and rewarding topics, but also fun and relaxation – and shopping with our exhibitors. You will hear empowering general session speakers and you will have the opportunity to acknowledge and recognize individuals and Local Organizations for their successes.

Our Friday Luncheon guest speaker is Laura Feldman, Grassroots Manager, the National Committee to Preserve Social Security and Medicare. Her topic will be “*What You Always Wanted to Know About Social Security but Were Afraid to Ask.*” This is a topic that is in the forefront of the news. Rita Hummel Crowe, Owner and Principal Consultant at LEAP Leadership Advantage, and a member of

Cumberland BPW, will conduct a dynamic and empowering workshop on Friday afternoon. Rita is a top-rated coach. For our Foundation fundraiser that evening, we are planning something special for a fun evening; a Ladies Spa Night, where you will dine, relax and enjoy some pampering.

Saturday continues with a continental breakfast and a memorial service for the beloved BPW sisters who passed away in the last year. The business session will include the election of new officers ~ BPW/MD needs YOU to step up! The luncheon speaker will be Bette McLeod, a dynamic motivational speaker. We have planned two workshops, one led by Carolyn Cook, Founder and CEO of United 4 Equity, LLC – “Why do we still need the ERA.” The second workshop, led by co-Membership Chair Toni Koenigsberg, will be an update and training on the launch of our state-of-the-art BPW/MD website. After the installation and awards banquet we will be entertained by the Sweet Adelines: “Heart’s Content.”

Our wrap up on Sunday morning will feature a buffet breakfast with guest speaker Marga Fripp, Founder and President of Empowered Women International (EWI), an organization that mentors international women artists and helps transform their talent and craft into small businesses.

Mark your calendars for May 20-22, 2011. Conference registration and hotel room reservations are due by May 1. We are looking forward to welcoming you to Montgomery County to celebrate the change and move forward with us. Bring family and friends to Learn, Dine, Relax and be Pampered – it doesn’t get any better than that!

*Anne Whitt, Conference Chair*



## BPW/MD 2010-2011 Executive Committee

### PRESIDENT

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### ADVERTISING INFORMATION

*The Newscaster* is published three times a year with a circulation of approximately 300 copies. News/articles may be submitted by mail, fax, or E-mail to *The Newscaster* Editorial Manager; photographs are encouraged. Advertising rates are based on same-size, camera-ready copy or plain text; additional charge applies for design, layout, and photographs (if required). Make checks payable to BPWF/MD and send with ad copy to *The Newscaster* Acting Business Manager.  
*Price per issue:*

Ad size	Single issue	Multiple issues	
Full Page .....	\$100 .....	\$80 .....	Local Organizations may promote
Half Page .....	60 .....	50 .....	major events, candidates, or
Quarter Page .....	35 .....	30 .....	candidate acknowledgments in a
Eighth Page .....	20 .....	16 .....	single issue at multiple issue rates.

### *The Newscaster* SUBMISSION DEADLINES

Fall Conference Issue – TBA

#### Send Articles, Advertising, and Address Changes to:

**Pat Farmer, *The Newscaster* Editorial Manager & Acting Business Manager**  
13304 Briarwood Dr / Laurel, MD 20708 (E) buttonspaf@aol.com  
(H) 301-776-4645 (W) 301-332-6653  
Fax w/prior notice: 301-776-4645

## BPWF/MD 2010-2011 Board of Trustees

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*Dianne Ashworth*, BPWF/MD Secretary

*Marlene Spielman*, BPW/MD Treasurer

*Beverly Budd*,

BPW/MD Immediate Past President

*Joyce Draper*,

BPWF/MD Chief Financial Officer

### BPWF/MD Committee Chairs



*The Newscaster* Production Manager,  
**Bob Demmler** / bob@oakwoodmanor.net  
(H/O) 717-235-0444 (Fax) 717-235-0444



*President's Message*

**Beverly Budd**

2010-2011 BPW/MD President

**“If everyone is moving forward together, then success takes care of itself.” Henry Ford ~**

***Wow, where has the year gone?***

The BPW/MD State Conference is just around the corner and once again it is going to be an exciting, informative, and fun event.

Anne Whitt, Conference Chair, and her team have done an outstanding job of setting the pace for a fun-filled, action packed weekend. There is a fantastic workshop line up, keynote speakers, an exciting Friday night spa event ~ “Dine, Relax & Enjoy” and wonderful entertainment on Saturday evening by “Hearts Content.” We will wrap up the Conference on Sunday morning with Marga Fripp, Founder and President of Empowered Women International. You will not want to miss a minute of this event!!

So, please go to page 9 and register today for the BPW/MD 2011 State Conference, May 20-22, 2011, at the Gaithersburg Holiday Inn in Gaithersburg, Maryland. Guests are welcome and invited to use the registration form for individual ticketed events.

This event is a terrific time to celebrate how far we have come and where we are headed. The conference provides you with the opportunity to learn new skills, rekindle old friendships, and to meet and network with new members throughout our state. And as always your participation will shape BPW/MD's direction.

As we move into a new year, I ask that each member consider stepping forward to serve in some capacity. We need a variety of committee chairs and committee members. I also would like to ask you to step up to serve as an officer for BPW/MD. You will find additional information regarding “officer duties” contained inside this edition of *The Newscaster*. Please review and make a decision today to serve as an officer, committee chair and/or committee member.

Serving BPW/MD is a wonderful opportunity for personal and professional growth. So please step up today ~ BPW/MD needs you!

I thank each and every one of you for your participation and support over the past several years. And as I have said before with shared goals to unite us, complementary talents among us and new partnerships we will continue “moving forward together” to create the premier organization we all have envisioned.

***“Ladies Spa Night:  
Dine, Relax and Enjoy”***

**Friday, May 20, 2011 / 6:30 – 9:30 p.m.**

Proceeds to Benefit the BPW Foundation of Maryland

**Public Invited**

You don't want to miss BPW/MD's Ladies Spa Night on Friday evening! You're invited to dine, relax and enjoy! Ladies Spa Night is a fundraiser to benefit the BPW Foundation of Maryland, and is open to friends and guests of the hotel. The event will be located in the hotel dining room, transformed into a spa and arranged for a private event just for BPW. The evening includes a dinner buffet plus a cash bar and two different one-on-one 15 minute mini spa services. The spa services will be offered in a relaxed and private space adjacent to the restaurant and the dinner buffet. Vendors will also be invited to display and sell their products (limited to space available.)



This event is included in the full conference registration, but individual tickets may be purchased for \$55 per person, and can be reserved by submitting payment with the registration form on page 9.

Corporate and individual sponsorships are available. Please contact Caren Williams ([caren@rcn.com](mailto:caren@rcn.com) or 301-861-7924) if you know of a sponsor, would like to provide a spa service, or can recommend a service provider. Volunteers are also needed to help with spa night to ensure that the evening proceeds smoothly.



***Members Invited to Join BPW/MD  
Executive Committee for Dinner***

**Thursday, May 19, 2011 / 6:00 – 8:30 p.m.**

**Golden Bull Grand Café**

**7 Dalamar Street / Gaithersburg, Maryland 20877**

**301.948.3666 [www.golden-bull.com](http://www.golden-bull.com)**

The BPW/MD Executive Committee invites all members to join them for dinner on Thursday evening at the Golden Bull Grande Café, just one mile south of the hotel off of Route 355. Enjoy a full service menu which includes a 75 item salad bar (salad bar only is \$12.95). This is an opportunity for longtime members, Past State Presidents and newer members to meet and mingle over a fine dinner in a warm and inviting setting. Please RSVP by May 16 to Anne Whitt, [annewhitt12@yahoo.com](mailto:annewhitt12@yahoo.com) or 301-466-2653.

# Nominations Report: BPW/MD Officers for 2011-2012

Mary Ellen Poole, Nominating Chairman

This is the time of year when we elect officers to serve in every level of leadership in our organization. Are you stepping up to the plate to serve as an officer in your local or in your state? You should. I believe your BPW career is incomplete until you have served in both capacities. As a member of the BPW/MD Executive Committee, you will also be on the Board of Trustees of BPWF/MD.

As part of the BPW/MD Executive Committee team, you will work together to move the organization forward by planning and organizing state conferences and perhaps leadership seminars. You will also be fortunate to use the new BPW/MD website and provide articles to the state newsletter, *The Newscaster*.

If you become a state officer, you can expect the Executive Committee to meet sometimes in person and other times via conference calls. This combination works well since team members are usually from different parts of the state.

Make becoming a state officer or chairperson your goal for 2011-2012. Learn new leadership and communication skills, gain confidence, enjoy new experiences and have fun working with and getting to know new friends.

The Maryland Federation requires that we have a President, Secretary and Treasurer. We also have other leadership opportunities as well, such as President-elect, 1st VP and 2nd VP. Marlene Spielman, 2010-2011 BPW/MD Treasurer, has agreed to be a candidate for Treasurer for 2011-2012.

Local Organizations must endorse their candidates, and candidates may also be nominated from the conference floor. The Official Candidate Data and Club Endorsement Form

and the Candidate Consent Form are available on [www.bpwmaryland.org](http://www.bpwmaryland.org), or can be found in the 2011 Special Winter Issue of *The Newscaster*. The deadline for submitting these forms, along with a picture and biography, has been extended to May 2, 2011. Mail your information to Nominations Chair: Mary Ellen Poole, 8312 Reno Monument Road, Middletown, MD 21769. Send e-mail submissions to [mpoole199@aol.com](mailto:mpoole199@aol.com). Call Mary Ellen on 301-371-8575 if you would like to discuss taking an office.

Remember, to get the most out of what you do, get involved! BPW/MD wants you!



## Marlene Spielman TREASURER

Marlene Spielman has been a member of Hagerstown BPW for 11 years and in that time has served as Treasurer and President of her Local. She is currently Treasurer of Hagerstown BPW and Treasurer of BPW/MD for the years 2010-2011.

Marlene attended Hagerstown Community College and has been employed in the accounting field for the past 30 years. She is currently accountant for Ted's Rent-It Center, a rental store renting anything from construction equipment to wedding supplies.

She assists her church in their accounting needs.

Along with her career, Marlene was married for 42 years and raised a daughter and son. She lost her husband suddenly 12 years ago and her daughter last year to cancer. Her son lives in Lansdale, Pennsylvania. She is quite proud of her two granddaughters, grandson and great-grandson.

The networking and friendships of BPW have helped Marlene through her trials and her triumphs and she is very glad to be on the teams of Hagerstown and Maryland Business and Professional Women at this time of change.



## Local Organization Presidents' Reports, Committee Reports and Program Awards Due by May 1

### Program Awards

**Local Organizations** - please submit your programs for awards by **May 1**. Awards will be presented Saturday evening to the Local Organizations which presented or participated in programs during the year in the following categories: NBWW, Woman/Employer of the Year, Legislation, Health, Women's History, Community Involvement, Public Relations, Membership, Employment Issues and Trends, and Equal Pay Day. E-mail submissions are preferred, but hard copies may also be mailed to Patty Alexander, 304 Pennsylvania Avenue, Cumberland, MD 21502. For additional information, please contact [patty.alexander.bpw@gmail.com](mailto:patty.alexander.bpw@gmail.com) or 301-281-1923.

**Local Organization Presidents and Committee Chairmen** - It's time once again to share with all the state the wonderfully inspirational activities that your Local Organizations and Committees have sponsored and/or participated in during the past year! Please e-mail your one page report to Patty Alexander at [patty.alexander.bpw@gmail.com](mailto:patty.alexander.bpw@gmail.com) by May 1, 2011 for inclusion in the BPW/MD Annual Conference binders.

~~~ SCHEDULE-AT-A-GLANCE ~~~

**BPW/MD 2011 STATE CONFERENCE**

**Gaithersburg Holiday Inn, Gaithersburg, Maryland**

**May 20 -22, 2011**

***“Celebrate the Change ~ Moving Forward Together”***

**Thursday, May 19, 2011**

1:00 p.m. - 4:00 p.m. BPW/MD Executive Committee Meeting ..... Potomac  
6:00 p.m. - 8:30 p.m. BPW/MD Executive Committee Dinner ..... Golden Bull

**Friday, May 20, 2011**

9:00 a.m. - 11:00 a.m. BPW Foundation of MD Board of Trustees Meeting ..... Potomac  
11:00 a.m. - 1:00 p.m. Conference Registration ..... Ballroom Foyer  
11:30 a.m. - 1:00 p.m. Kick-Off Luncheon – Laura Feldman, Speaker ..... Potomac  
12:00 p.m. - 5:30 p.m. Silent Auction & Exhibitors Open ..... Washingtonian  
1:30 p.m. - 3:30 p.m. Workshop - Rita Hummel Crowe ..... Walker  
4:00 p.m. - 5:30 p.m. BPW/MD Business Session ..... Walker  
5:30 p.m. - 6:30 p.m. Conference Registration ..... Ballroom Foyer  
6:30 p.m. - 9:30 p.m. Ladies Spa Night: Dine, Relax and Enjoy! ..... Village Cafe

**Saturday, May 21, 2011**

8:00 a.m. - 9:00 a.m. Conference Registration ..... Ballroom Foyer  
7:00 a.m. - 9:00 a.m. Continental Breakfast ..... Goshen  
8:00 a.m. - 4:00 p.m. Silent Auction Open ..... Washingtonian  
8:00 a.m. - 5:00 p.m. Exhibitors Open ..... Washingtonian  
8:30 a.m. - 8:45 a.m. Memorial Service ..... Walker  
9:00 a.m. - 11:30 a.m. BPW/MD Business Session ..... Walker  
12:00 p.m. - 1:30 p.m. Luncheon – Bette McLeod, Speaker ..... Goshen  
1:30 p.m. - 2:00 p.m. Shopping ..... Washingtonian  
2:00 p.m. - 3:30 p.m. Workshops – Carolyn Cook and Toni Koenigsberg ..... Walker  
3:30 p.m. - 4:00 p.m. Cookie Break and Shopping ..... Walker  
4:00 p.m. Silent Auction Ends - All bids close ..... Washingtonian  
4:00 p.m. - 5:00 p.m. BPW/MD Business Session ..... Walker  
6:30 p.m. - 7:00 p.m. Reception, Cash Bar ..... Walker  
7:00 p.m. - 9:30 p.m. Dinner, Awards, Installation, Entertainment ..... Walker

**Sunday, May 22, 2011**

9:00 a.m. - 10:30 a.m. Breakfast Buffet – Marga Fripp, Speaker ..... Washingtonian

## “What You Always Wanted to Know About Social Security but Were Afraid to Ask”

• Fri., May 20, 2011 – 11:30 a.m.-1:00 p.m., Luncheon

**Laura Feldman,**

*Grassroots Manager, The National Committee to Preserve Social Security and Medicare*



Laura Feldman brings her skills as a teacher to educating senior groups and activists across the country. She is a native of Washington where politics is a local sport. Demystifying politics, personalizing it and making it fun is one of her goals. Ms. Feldman feels that political realities of an aging population are important to all generations. She brings her observations and perspective from

“inside the beltway” on the politics of Congress and the issues of Aging.

For the past 20 years, she has worked as a grassroots organizer for the National Committee to Preserve Social Security & Medicare. NCPSS&M is a nonpartisan advocacy organization supported by membership.

Prior to coming to the National Committee, she organized national programming for the National Science Foundation under a special education grant, which propelled her out of the classroom and into the public arena.

Guests are invited to attend the luncheon by sending \$25 with registration form on page 9.

## “How to Complete Your Bucket List”

• Fri., May 20, 2011 – 1:30-3:30 p.m. Workshop

**Rita Hummel Crowe,**

*Owner and Principal Consultant, LEAP Leadership Advantage*



LEAP Leadership Advantage specializes in consulting, coaching and training. Rita’s career spans both the corporate and nonprofit arenas, ranging from positions with Hewlett-Packard Company and AT&T Communications to the Food Marketing Insti-

tute, the University of Maryland and the American Symphony Orchestra League.

She is a member of the Coaching for Great Work International team, the Adjunct Faculty of the National Leadership Institute at the University of Maryland, University College, the Center for Creative Leadership, and Leadership Performance Systems. She facilitates three flagship programs for the Center – the Leadership Development Program (LDP), Managing Your Leadership Potential (MLP) and the Looking Glass Experience, and also trains customized programs.

Rita is a member of the Cumberland BPW. In February, Rita and her husband went on a safari in Africa.

This workshop is included in the conference package but will also be made available to the public at a cost of \$25. Join us as we look at ways to achieve our goals whether work or personal related.

## “BPW/MD Website Launch Workshop”

• Sat., May 21, 2011 – 2:45-3:30 p.m.

**Toni Koenigsberg,**

*BPW/MD Webmaster and President, Hagerstown BPW*

With a degree in Leisure Resource Management from Green Mountain College in Vermont, Toni has a diverse range of experience in the organization and management of resorts, sports complexes and international franchises. She is currently a regional sales manager for AERC Recycling with a territory encompassing the New York/New Jersey area and is passionate about today’s environmental sustainability challenges for businesses. Recently she has been coordinating the New Jersey Electronics Take Back Program in partnership with several manufacturers, including Sony, LG and Leap Frog.



Toni has been a member of Hagerstown BPW since 2008 and has been significantly involved with the organization at both the local and state level, currently holding the position of president of her Local Organization. She has led the development of the new BPW/MD website for the last year and a half.

We are excited to launch the new features that will enhance BPW’s outreach and numerous online member services. This workshop is for members who plan to take advantage of our online features and those in local leadership who will be responsible for contributing information for their Local Organization.

## “Why Do We Still Need ERA?”

• Sat., May 21, 2011 – 2:00-2:45 p.m.  
Workshop

**Carolyn A. Cook,**

*Founder and CEO, United for Equality, LLC*

Carolyn Cook is Founder and CEO of United for Equality, LLC whose goal is to bring multi-generations of women together to carry the Equal Rights Amendment (ERA) across the finish line. It was her experience working on Hillary Clinton’s campaign that inspired a career change to advocate for an end to sex discrimination and to run for an elected position in her community and win! She is a social entrepreneur and feminist strategist who tackles public policy solutions that address the unique challenges facing women, having managed the Work/Life strategy for 14 regional offices at the Discovery Channel.



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## Bette J. McLeod

• **Saturday Luncheon Keynote Speaker,**  
**May 21, 2011 ~ 12:00 – 1:30 p.m.**

Bette J. McLeod is a seasoned educator, having devoted much of her adult life to the education of America’s children and to the promotion of a finer quality of life for all people. She was employed for 35 years by the public school system of Prince George’s County, Maryland, where her career assignments included mathematics teacher, school administrator, conflict resolution specialist and human relations coordinator. After retirement, she served as director of Race Equity Programming at American University in Washington, D.C. Ms.



McLeod’s expertise includes school-community relations, self-esteem, stereotyping and bias, conflict management, team building, effective leadership, communications and multicultural awareness. She continues to serve as keynote speaker for local, state and national organizations. In 2009, the State of Maryland awarded Ms. McLeod the annual Harriet Tubman Lifetime Achievement Award for her service to so many people throughout the state, nation and abroad.

## “Finding the Voice Within: The Journey of a New American to Empower Women and Transform their Lives Through the Arts”

**Marga Fripp**

• **Sunday Breakfast Keynote Speaker,**  
**May 22, 2011 – 9:00 a.m.–10:30 a.m.**

Please join us for our Sunday breakfast and be inspired by Marga Fripp, Founder and President of Empowered Women International (EWI), an organization that mentors international women artists and helps transform their talent and craft into small business.

Marga is an award-winning journalist and a native of Romania, and an international art marketing consultant and social entrepreneur with over 15 years experience in marketing, nonprofit management, media relations, gender and entrepreneurial development.

She has been active in promoting issues of women’s equality, human rights and social support and integration of orphans and street children during the difficult first years of Romania’s transition from communism.

Marga will share with us about how EWI helps low-income immigrant and refugee women living in the Greater DC Metro area integrate, participate as new citizens and become self-sufficient by employing their creativity, skills, and entrepreneurial spirit to develop new career paths and start up businesses.

Marga will also bring a selection of art and handmade goods by EWI artists and have them available for sale after her presentation. EWI is another example of “women helping women succeed.”



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**Wear RED on Equal Pay Day,  
APRIL 12, 2011  
to symbolize how far women  
and minorities are  
“in the red” with their pay!**

# BPW/MD 2011 State Conference

## The Holiday Inn Gaithersburg

Two Montgomery Village Avenue  
Gaithersburg, MD 20879

**Hotel Reservations are due by May 1, 2011.**

**Call hotel directly at 301-948-8900**



Located in the heart of the I-270 High Tech Business Corridor and convenient to three major airports including Reagan Washington National—the Holiday Inn Gaithersburg provides an alluring environment for corporate meetings and events. The hotel is minutes from the Montgomery County Fairgrounds, Rockville, and Germantown, as well as Washington, D.C.'s celebrated attractions. And with complimentary shuttle service within a five-mile radius, exploring the city has never been easier. The newly renovated guest rooms and suites provide a superior level of convenience and style, featuring complimentary Internet access and a spacious work desk.

### Services & Amenities

For your leisure moments you will want to spend some time relaxing in the atrium pool area, complete with a fitness center, whirlpool, private dressing rooms with showers and sun patio! For the sports enthusiast there is golf and tennis nearby. Complimentary Shuttle Service is available, upon advance request, to all businesses and attractions within a five-mile radius, including the Shady Grove Metro Station. Visit the newly-designed Gift Shop, complete with snacks, drinks, travel items, DC and Maryland souvenirs, phone cards, hats, T-shirts, purses, toiletries and medicines. Amenities include:

- \* Wired and Wireless High Speed Internet Access
- \* 32" Flat Panel HD LCD TVs
- \* Indoor Pool/Whirlpool
- \* Exercise Facility, featuring stairmaster, treadmill, bicycle and Nautilus machines
- \* Two On-site Restaurants
- \* Shuttle Service to Metro
- \* 24 Hour Business Center

### Sleeping Rooms

The Holiday Inn Gaithersburg is offering a special room rate of **\$89** (plus 15% tax) single or double per night. Please make your reservations directly with the hotel by May 1 by calling 301-948-8900 and let them know that you are with BPW/MD.

### Directions:

#### From the South:

Take I-95 North to I-495 West to I-270 North to Exit 11-Route 124 East, Montgomery Village Avenue. At the bottom of exit ramp, turn left at light at Rt. 355 and proceed 1/4 mile to hotel on right.

#### From the North & East:

Take I-95 South through Baltimore to I-495 West towards Silver Spring to I-270 North. Take Exit 11-Route 124 East, Montgomery Village Avenue. At the bottom of exit ramp, turn left at light at Rt. 355 and proceed 1/4 mile to hotel on right.

#### From the West:

Take I-81 North or South or I-68 East to I-70 East to I-270 South-Washington. Take Exit 11-Route 124 East, Montgomery Village Avenue. At the bottom of exit ramp, turn left at light at Rt. 355 and proceed 1/4 mile to hotel on right.

# VOLUNTEERS NEEDED

**We need members to serve as hosts, pages, doorkeepers, timekeepers, spa monitors, meal ticket takers, and to help with room set up at State Conference. Help is also needed before conference preparing programs, assembling conference books and designing centerpieces.**

**If you can help before or during conference, please contact Anne Whitt, [annewhitt12@yahoo.com](mailto:annewhitt12@yahoo.com) or 301-466-2653. Any assistance you can give is greatly appreciated.**



# BPW/MD 2011 STATE CONFERENCE

MAY 20-22, 2011 – Gaithersburg Holiday Inn

## “Celebrate the Change ~ Moving Forward Together”

CONFERENCE AND HOTEL REGISTRATION DEADLINE: May 1, 2011

**HOTEL REGISTRATION- \$89 /night: Call Holiday Inn directly at 301-498-8900**

### CONFERENCE REGISTRATION FORM

\*\*\*\*\*

Send check payable to BPW/MD to: **Susan Horst** 240-498-8434  
1515 Baylor Avenue susanhorst@yahoo.com  
Rockville, MD 20850

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#### CONFERENCE PACKAGE (Includes registration and all individual events)

Registration (Postmarked on or before May 1).....\$249.00 \_\_\_\_\_  
Late Registration (Postmarked after May 1).....\$259.00 \_\_\_\_\_

**Please check the events you plan to attend – All are included in the conference package.**

Friday Kick-off Lunch and Guest Speaker..... \_\_\_\_\_  
Friday Workshop with Rita Hummel Crowe..... \_\_\_\_\_  
Friday Night “Ladies’ Spa Night: Dine, Relax and Enjoy”..... \_\_\_\_\_  
Saturday Continental Breakfast..... \_\_\_\_\_  
Saturday Luncheon with Guest Speaker..... \_\_\_\_\_  
Saturday Installation and Awards Banquet/Entertainment ..... \_\_\_\_\_  
Sunday Breakfast with Guest Speaker..... \_\_\_\_\_

#### OR INDIVIDUAL EVENTS

**Please check the events you plan to purchase individually.**

Registration (Required to attend Business Session-postmarked by May 1) ..... \$45.00 \_\_\_\_\_  
Late Registration (Postmarked after May 1) ..... \$55.00 \_\_\_\_\_  
Friday Kick-off Lunch and Guest Speaker ..... \$25.00 \_\_\_\_\_  
Friday Workshop with Rita Hummel Crowe ..... \$25.00 \_\_\_\_\_  
Friday Night “Ladies’ Spa Night: Dine, Relax and Enjoy” ..... \$55.00 \_\_\_\_\_  
Saturday Continental Breakfast ..... \$15.00 \_\_\_\_\_  
Saturday Luncheon with Guest Speaker ..... \$40.00 \_\_\_\_\_  
Saturday Installation and Awards Banquet/Entertainment ..... \$55.00 \_\_\_\_\_  
Sunday Breakfast with Guest Speaker ..... \$30.00 \_\_\_\_\_

#### YES! I WOULD LIKE TO BE A SPONSOR OF THE BPW/MD STATE CONFERENCE

Platinum Friend - \$100 Gold Friend - \$75 Silver Friend - \$50 Friend - \$25 \$ \_\_\_\_\_

CHECK TOTAL.....\$ \_\_\_\_\_

\*\*\*NOTE: Cancellation Fee - \$20. No Refunds after May 8, 2011\*\*\*

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_  
Phone (H) \_\_\_\_\_ (O) \_\_\_\_\_  
(Cell) \_\_\_\_\_ E-mail: \_\_\_\_\_

#### Check all that apply:

- \_\_\_\_\_ State Officer
- \_\_\_\_\_ State Chair
- \_\_\_\_\_ Past State President
- \_\_\_\_\_ LO President
- \_\_\_\_\_ Member
- \_\_\_\_\_ Young Careerist
- \_\_\_\_\_ Individual Development Program Winner
- \_\_\_\_\_ Guest
- \_\_\_\_\_ First Time Attending State Conference

Dietary Restrictions \_\_\_\_\_ ADA Requirements \_\_\_\_\_

Local Organization \_\_\_\_\_ Yes, my LO would like a display table \_\_\_\_half\_\_\_\_whole

LO Table Contact Name \_\_\_\_\_ Tel \_\_\_\_\_ E-Mail \_\_\_\_\_

# MEMBERSHIP

Membership is vital to BPW's continued success. How fortunate we are in Maryland to have so many committed members. BPW/MD welcomes you to "Celebrate the Change and Move Forward Together" with us. The Membership Committee asks that you:

- ❖ Renew early so that your membership does not lapse.
- ❖ May is when most memberships lapse – As we did last year please renew at or before our state conference May 20-22, 2011.
- ❖ Invite a friend, coworker, or neighbor to attend BPW events and join.
- ❖ Mail new membership applications and renewals to Marlene Spielman, BPW/MD Treasurer, at 11530 Dellwyn Drive, Hagerstown, MD 21740. NOTE: some of you have been receiving test renewal notices from the website – ignore those until you get the official word that the website is up and running for the renewal process.

*Ruby Aridi and Toni Koenigsberg  
Co-Membership Chairs*

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## BPW/MD Member Awarded Scholarship for Continuing Education

Congratulations to Daliana Rivera, a BPW/MD student member of Towson/Hunt Valley BPW, who was awarded a scholarship by Montgomery Women, a nonpartisan leadership and political action committee composed of the county's most influential women. Dali joined BPW/MD at our Fall Conference, and following her degree from Montgomery College, she is continuing her education at Towson State University. As reported in Montgomery College's *Foundation Focus*, Dali related how difficult it had been for her and her husband, who is a wounded veteran, and their two small daughters. "The past two years have been incredibly difficult for me and my family," said Rivera. "I know I will reach my goals because I have a great support group."

You can help a woman continuing her education by making a donation to the BPW Foundation of Maryland. Send your check payable to BPWF/MD to Joyce Draper, CFO of BPWF/MD, 615 Fairview Ave., Frederick, MD 21701, joyce@drapermcginleypa.com

*Frederick Business & Professional  
Women's Club, Inc.*

*The Celebration Of Our 70th Anniversary*

*" 1941 -2011 "*

*On May 17, 2011*

*Homewood at Crumland Farms*

*7407 Willow Road, Frederick*

*Keynote Speaker*

*Diane Polangin, Past President BPW/USA*

*Come And Celebrate With Us...*

*Deadline Is May 10th.....Advance  
Reservations Required*

*Social 6:30 pm Dinner 7:00 pm*

*Dinner Cost \$20.00*

*Checks Payable to Frederick BPW*

*Reservations To - abhouck@verizon.net*

*Alice B. Houck*

*8786 Hickory Hill*

*Walkersville, MD 21793*



*Shhhh.....*

**Silent Auction is Back!**

It is hard to be silent because our silent auction continues to be one of the highlights of our State Conference. And your support is once again requested to help gather fun and unique items to create this fantastic event.

Have you found a unique or one of a kind item? A beautiful scarf, exquisite vase, a fabulous necklace or bracelet, wine basket – whatever you would like to donate will be appreciated. Most importantly, come prepared to bid at this ever-popular event.

Please contact Alicia Newman at leenew9577@aol.com or 410-451-5162 and Dawn Stiles at dstiles448@sbcglobal.net or 517-449-4113 with a description and value of the item you wish to donate.

# SPONSORS SOUGHT FOR BPW/MD 2011 STATE CONFERENCE

The Maryland Business & Professional Women’s 2011 State Conference is just around the corner and we need your support. There are a number of opportunities for corporate as well as individual sponsors.

**Corporate Sponsorship Opportunities**

- “Celebrate the Change ~ Moving Forward Together” Title Sponsor - \$750**
  - Free Exhibit Table and Opportunity to Bring Greetings to the members
  - Two tickets each to Friday Night Spa Event and the Friday or Saturday Luncheon
  - Logo and recognition as the Title Sponsor
  - Identification on all printed material
- “Educational Workshop” Sponsor - \$500**
  - Free Exhibit Table and Opportunity to Bring Greetings to the members
  - One ticket each to Friday Night Spa Event and the Friday or Saturday Luncheon
  - Logo and recognition as the Friday “Educational Workshop” Sponsor
  - Identification on all printed material
- “Friday Luncheon and Speaker” Sponsor - \$300**
  - Opportunity to Bring Greetings to the members
  - One ticket to the Friday Luncheon
  - Logo and recognition as the “Luncheon Speaker” Sponsor
  - Identification on all printed material
- “Saturday Luncheon and Speaker” Sponsor - \$300**
  - Opportunity to Bring Greetings to the members
  - One ticket to the Saturday Luncheon
  - Logo and recognition as the “Luncheon Speaker” Sponsor
  - Identification on all printed material
- “Breakfast Sponsor” - \$250**
  - Logo and recognition as the Saturday or Sunday “Breakfast” Sponsor
  - Identification on all printed material
- “Corporate Friend” Sponsor of BPW/MD - \$150**
  - Listing as a “Corporate Friend” of BPW/MD in the program material

**For BPW/MD Members and Friends:**

- Platinum Friend of BPW/MD - \$100**
  - Listing as a “Platinum Friend” of BPW/MD in the program material
- Gold Friend of BPW/MD - \$75**
  - Listing as a “Gold Friend” of BPW/MD in the program material
- Silver Friend of BPW/MD - \$50**
  - Listing as a “Silver Friend” of BPW/MD in the program material
- Friend of BPW/MD - \$25**
  - Listing as a “Friend” of BPW/MD in the program material

If you know of a potential corporate sponsor, please contact Patty Alexander ([patty.alexander.bpw@gmail.com](mailto:patty.alexander.bpw@gmail.com) or 301-281-1923) with a name and contact information.

Secure your sponsorship by submitting this form with your **check payable to BPW/MD** and mail to: Patty Alexander, 304 Pennsylvania Avenue, Cumberland, MD 21502.

Name \_\_\_\_\_ Donation \$ \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ E-mail \_\_\_\_\_ Fax \_\_\_\_\_



## STEPPING STONES SHELTER

Stepping Stones Shelter is healing homelessness step by step by providing an environment where families with children can regain their independence. Offering support services, shelter and programs in an atmosphere of dignity and respect, *Stepping Stones provides hope for the future, strengthens family values and enables self-sufficiency.* Your donations to Stepping Stones Shelter are greatly appreciated.

Please bring your donations to the 2011 State Conference or mail your check to the address below.

### Stepping Stones Shelter's List of Urgent Needs for 2011

#### Bedding

Zippered mattress covers for twin/full beds, New pillows

#### Paper Products

Paper towels, Toilet paper  
Dishwasher detergent  
Clothes detergent

#### Kitchen

Tall kitchen bags,  
33 gallon trash bags (heavy black), Gladwear containers

#### Cleaning Supplies

Sponge mops, brooms,  
Clorox, cleaning supplies  
409, fantastic, Lysol, etc  
Pledge, Murphys oil soap,  
Lysol spray  
New Vacuum cleaner or used one in good condition

#### URGENT NEED

**Gift Cards for Giant, Safeway, other grocery stores to purchase meats**

#### Baby

Diapers, 4, 5, 6 URGENT NEED, Pull ups for toddlers, Baby wipes, shampoo, lotion

#### Food

Cereals, raisin bran, cheerios, etc, Instant Oatmeal Variety pack  
Disposable gloves, Pitchers  
Tea in canisters, Bags of fresh or frozen vegetables  
Breakfast food, eggs, bacon, bread, pancake mix, syrup, butter, Healthy snacks for children, juice, fruits

#### Office Supplies

Copy paper, stamps, gift cards for Staples, Office Depot, manila folders,

**STEPPING STONES SHELTER INC  
PO Box 712  
Rockville, MD  
20848**

For further questions about acceptable items for donation, please call **Mary Miller at 301-251-0567, extension 100** or visit their **website at**

<http://steppingstonesshelter.org>

### ***Don't Miss the Special Entertainment***

### **by Hearts Content**

Saturday, May 21, 2011, 9 p.m.  
Following the BPW/MD Awards and  
Installation Ceremonies, Walker Ballroom

*Hearts Content* sings four-part a cappella harmony, including modern tunes, "oldies", show tunes, and standards.



## BPW/MD Calendar of Events

– 2011 –

- April 12 Equal Pay Day – **WEAR RED!**  
May 17 Frederick BPW's 70th Anniversary Celebration  
May 19 BPW/MD Executive Committee Meeting,  
Holiday Inn, Gaithersburg, Md., 1 to 4 p.m.  
May 20 BPWF/MD Board Meeting, Holiday Inn,  
Gaithersburg, Md., 9 to 11 a.m.  
May 20–22 BPW/MD Annual State Conference,  
Holiday Inn, Gaithersburg, Md.

### – Memorial Service –

BPW sisters who passed away this year will be remembered at the memorial service on Saturday, May 21. Please forward names of deceased BPW sisters, copies of obituaries and any other remembrances by May 1 to: Patty Alexander, 304 Pennsylvania Avenue, Cumberland, MD 21502, or [patty.alexander.bpw@gmail.com](mailto:patty.alexander.bpw@gmail.com). 301-707-5358

## In Memoriam

### Mildred Estelle Bradin

Mildred Estelle Bradin (nee Mathias), 77, of Perry Hall, died February 26, 2011. She was the wife of the late Martin K.; mother of Timothy Bradin and his wife, Michele, Michael Bradin and his wife, Sandra, and the late Thomas and Stephen Bradin; grandmother of Erin Prosser and her husband, Ben, and Katie Bradin; also survived by grandpets Max, Ebony and Bubba. Visitation was at the family owned Leonard J. Ruck, Inc. Funeral Home in Baltimore. A Memorial Mass was celebrated at St. Joseph Fullerton Catholic Church in Baltimore. Inurnment at Moreland Memorial Park in Parkville. Memorial donations may be made to the American Diabetes Association at 2002 Clipper Park Road, Suite 110, Baltimore, MD 21211 or [www.diabetes.org/donate](http://www.diabetes.org/donate).

Formerly of Baltimore BPW, Millie Bradin was very active in BPW, particularly in legislative initiatives, and served as state Legislation Chairman for several years in the late 80s-early 90s.

## “Thank You... to our Sponsors!”

*The Maryland Federation wishes to express its sincere appreciation to the following for their sponsorship of our Fall Conference. Your support is greatly appreciated.*

### Corporate Sponsor

Total Tax Service  
Laurel BPW  
Sewickley Spa  
Staples  
State Farm

### Platinum Sponsor

Patty Alexander  
Beverly Budd  
Greta Davis  
Susan Horst  
Caren Williams

### Gold Sponsor

Dianne Ashworth  
Diane Polangin

### Silver Sponsor

Peggy Lubert

### Friend

Ruby Aridi  
Florence Finlayson  
Dawn Stiles  
Anne Whitt

## Directory Updates...

**Susan Christen** (Montgomery County BPW) has relocated back to Maryland.

Sunrise at Montgomery Village  
19310 Club House Road, #616  
Montgomery Village, MD 20886  
Telephone: 240-477-5260  
E-mail: [susanchristen@aol.com](mailto:susanchristen@aol.com)

**Janet Councill** (Eastern Shore BPW)

Home Telephone MD: 410-482-7828  
Home Telephone FL: 239-403-9627  
Cell Phone: 410-443-7699

**Greta Davis** (Southern Prince George's BPW)

New Home E-Mail: [gdavis2011@comcast.net](mailto:gdavis2011@comcast.net)

**Patricia Farmer** (Laurel BPW)

New work telephone: 410-332-6653

**Andriette McNair** (Montgomery County BPW)

Delete work contacts, use personal contacts:

Home E-Mail: [masnbus2001@yahoo.com](mailto:masnbus2001@yahoo.com)

Home Telephone: 301-336-3432

Home address: 849 Lake Shore Drive, Bowie, MD 20721

**Daliana Rivera** (student member Towson/Hunt Valley BPW)

E-mail: [dali21001@yahoo.com](mailto:dali21001@yahoo.com) Telephone: 410-322-5196

## Exhibitor Application – BPW/MD State Conference May 20-22, 2011

If you would like to have an exhibit space/table at the BPW/MD State Conference, or know a business that would, please complete an exhibitor application or contact Ruby Aridi by e-mail at [rubyaridi@gmail.com](mailto:rubyaridi@gmail.com) for more information.

- Exhibit fees per table for May 20 and 21, 2011 are:  
BPW members - \$50 and nonmembers - \$125.
- Exhibit hours are:
  - ✓ Friday, May 20, 2011, Noon – 5:30 p.m.
  - ✓ Saturday, May 21, 2011, 8:00 a.m. – 5:00 p.m.

Exhibit Space is limited; please reserve early. Each space includes a skirted table with two chairs. Electrical access is available if needed, but vendors will need to bring their own extension cords. Local Organizations are invited to use exhibit tables at no charge. Please check on your Conference registration form whether your Local Organization would like space.

## BPW Decals for Sale

Show your pride in BPW! These great decals can be placed on cars, windows, or anywhere you want to let people know that you're a proud BPW member.



They're a great accompaniment to your membership program – give them to new members and renewing members!

These 4" x 6" decals cost \$2 each or three for \$5. See any BPW/MD officer to purchase one or several. Proceeds benefit BPW/MD. Please contact PSP Susan Horst at [susanhorst@yahoo.com](mailto:susanhorst@yahoo.com) to purchase them.

### EXHIBITOR APPLICATION FORM



Business and Professional Women/MD

**BPW/MD STATE CONFERENCE – MAY 20-22, 2011**  
**Gaithersburg Holiday Inn**  
**2 Montgomery Village Avenue / Gaithersburg, MD 20879**  
**301-948-8900**

Thank you for joining BPW/MD as an Exhibitor for our 2011 State Conference. We invite you to attend our Saturday luncheon with guest speaker at a cost of \$40.00.

**COMPLETE FORM BELOW AND RETURN WITH CHECK PAYABLE TO BPW/MD**

Name of Exhibitor \_\_\_\_\_

Address \_\_\_\_\_

Home Phone \_\_\_\_\_ Work Phone \_\_\_\_\_ Cell Phone \_\_\_\_\_

Special requirements (electric, etc.) \_\_\_\_\_

If BPW Member, Name of Local Organization \_\_\_\_\_

Exhibit Times:

Friday, May 20 ..... Noon – 5:30 p.m.  
 Saturday, May 21 ..... 8:00 a.m. – 5:00 p.m.

BPW/MD members \$50.00  
 Non BPW/MD members \$125.00  
 Lunch (optional) additional \$40.00  
 Total Amount Enclosed \$ \_\_\_\_\_

Return completed application and check, payable to BPW/MD, to Ruby Aridi, Exhibitors Chair, 7513 Nevis Road, Bethesda, MD 20817  
 Phone: 301-530-0732,  
 E-mail: [rubyaridi@gmail.com](mailto:rubyaridi@gmail.com)  
 An exhibit room layout will be forwarded to each exhibitor.