

**Western Gateway Gazette**  
**Northern Berkshire Business and Professional**  
**Women**

**Lucy A. Milette, editor. Elizabeth Manns, copyist/production.**

**March, 2008**



*A message from your president...*

Dear Members:

March certainly came in like a lion, the winds steady and blustery. Now here's hoping for the exit like a lamb! Cabin fever has struck most of us, thankfully there have been warmer days, and thanks to daylight savings time arriving earlier, we can enjoy the nicer weather with longer brighter days

Western District's Annual Meeting is fast approaching, in April, and we are hoping for a great turnout from our members. Dot Ransford and I are running for offices this year, so wish us luck, and come out to vote! The State Federation is still searching for a treasurer; with a good sense of humor I am told. We wish Liz Manns the best of luck with her run for State Vice-President.

On February 29<sup>th</sup> and March 1<sup>st</sup>, Liz and I attended the wake and funeral of Margaret (Peg) Everson. Despite the extremely bad weather, we did have a group of BPW members in attendance.

Laura Bauver and Pat Stowell, Peg's nieces were very touched by our donation to the Central and Western Girl Scout Councils. Both women, like their Mom and Aunt are very involved in the organization.

On March 29<sup>th</sup>, there will be a State board meeting, I will be attending, as well as, Liz Manns, and I welcome everyone to join us. It will be held close by at the UMASS Medical Center. We will bring home news of any state-wide changes and issues.

See you at the meeting, think spring!!

*Paulette Remillard,*  
*President*



**Date: March 26, 2008**

**Location: Williams Inn**  
**Program: Dave Delano, IT Director,**  
**N. Berkshire Healthcare Systems**  
**“Community Health Record & Your**  
**Healthcare”**

**Menu:**

**Caesar Salad**

**Choice of:**

- 1. Chicken Teriyaki**
- 2. Poached Salmon**
- 3. Grilled Vegetables & Risotto**

**Dessert: Lemon Meringue Pie**

**Coffee, Tea**

**Cost: \$20.00**

**For Reservations call:**

**Fran Brooks 413-743-1709**  
**Francine LaJoie 413-663-2822**

**Please remember: Reservations are due by the Friday before the meeting. Also, you are responsible for reservations made and not honored. We must pay for meals ordered.**

*Networking – 6:00*  
*Meeting opens –6:30*  
*Dinner – 6:45*  
**Guests are welcome!**



**UPCOMING EVENTS**

*March 17 – St. Patrick’s Day*  
*March 20 - WOMEN’S NIGHT*  
*OF COMEDY*  
*March 20 – First day of Spring*  
*March 23 – Easter*  
*March 26 – NBBPW Meeting*  
*March 29 – BPW/MA Board of*  
*Directors Meeting,*  
*UMASS, Worcester*

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**Exuberance:**

**“You can have anything you want if you want it with an inner exuberance that erupts through the skin and joins the energy that created the world.”**

*Sheilah Graham*

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**IMPORTANT WEBSITES!!**

[www.bpw/usa.org](http://www.bpw/usa.org)  
[www.bpw/ma.org](http://www.bpw/ma.org)  
[www.northernberkshirebpw.org](http://www.northernberkshirebpw.org)

## Of Interest.....

There are exciting things happening at BPW/USA and membership which we hope you will share with all members.

Of course, the first are the bylaw changes that were approved during the 2007 national conference. One of the main things that came from the conference was the exciting steps forward we are making to have the organization reflect current society. This means diversity and technology. Diversity consists of ranges in not only cultures/race, but the various stages we are in life. BPW/USA is there for the young woman graduating from college and beginning their career to women beginning second careers. Technology allows the organization to function lean while utilizing its opportunities to reach women otherwise inaccessible to the benefits of membership.

How do we achieve this? By our members giving Friends ([BW e-zine](#)) as a gift to the student as an introduction to BPW/USA. The new e-member category allows young careerists and retiring members to stay involved and continue to learn and grow professionally within their timeframe. By opening voting to all members regardless of if they have the time and money to travel to a convention. Holding webinars and virtual meetings to allow national participation. Providing a welcoming place for women veterans to transition successfully into civilian careers.

However, the BPW/USA renaissance has a cause. The organization has seen membership deteriorate over the last 14 years. It is vital that all members who wish to see the continuation of our group and the important impact we make to the workplace determine to assist in reversing our trend.

We are asking every member to recruit one new member. This is why 1+1 = 30,000, because if each member brought in one new member, we could double our membership and secure our future. Not to win a prize, but because they believe BPW/USA is imperative for working women and the mission is a worthy one.

To assist in understanding the new offerings, please review the [BPW/USA Options matrix](#) that describes what benefits are available for national categories and the Friends subscription. E-members will not take away from the Locals. People attracted to an e-membership, wouldn't be attracted to a local membership, but they are a great prospect for Locals to market events, fundraisers, training workshops, etc.

National has provided numerous membership options and continue to provide pertinent benefits and resources on a tight budget. However, as the history of our organization shows, it is the members that are our best recruiters. It is their testimonial and passion that illustrates the organization's relevance.

All the national committees are working to assist members in our efforts to build membership. The Membership Committee has revised the Awards program, both the Young Careerist and the Individual Development Committees are working to incorporate technology into our programs, and a special task force is working on how Locals can be more virtual to meet the needs of a changing society. We encourage all officers to stay informed and work with national chairs so that we can build momentum and excitement until we double our membership and prove women can achieve whatever we determine ourselves to do. As you can see, National is buzzing as we develop the steps to assist all members to incorporate our changes.

Please let me know if I can provide you with any further information, or if you would like to discuss further anything I mentioned above.

A solid partnership to raise our membership level between Locals, States and National is exactly what we need if we are to turn BPW around.

Thanks much,



Barbara Henton  
President, BPW/USA