

**Report: 1<sup>st</sup> Vice President and Membership Chair**  
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**I set a personal high level of achievement for this triennium as Membership Chair: Retaining and Increasing Members!** As Regional Coordinator for BPW Europe 2005–2008 it provided me with extensive experience in direct collaboration with Members in Federations and Associated Clubs, not only in Europe but also during my travels to other regions. The best contact is always the personal contact, face to face, listening and taking part in the daily life of our Members in different countries, and enjoying the different cultures.

I was privileged to visit all the Regional Congresses: Africa, Asia Pacific, Europe, Latin America and North America, and as special highlight, the Young BPW Congress. Participating actively with presentations, discussions, initiating workshops about recruitment of Members and retention, brought me very close to our Members. This was an invaluable experience for my lifetime.

**Three goals were on my plan to achieve: my three point Program: 1 + 1 / Open Eyes / Face Lifting**

From the outset Members throughout the world have willingly embraced these Membership programs. All 5 Regional Conferences and many Federations and Associated Clubs took up usually 2 and often all 3 points in their yearly program. The fundamental underpinning of the 3-pronged program is “... **promoting the professional, leadership and business potential of women on all levels**”.

Members’ encouraging letters, emails and verbal confirmations in support of the program deepened my commitment to engaging with our Members, promoting them to leadership, encouraging them to take responsibility in all fields and supporting them to re-energize their own club and retain their Members. Members took up issues such as the gender pay gap, gender budgeting and more women in decision-making, accepting new strategies and integrating them into the Club life. This was very rewarding.

**1 + 1**

The 1 + 1 campaign started at the end of 2008. Clubs and Federations were challenged to double their reported Members between 31.12.2008 to 31.12.2010. The results of the 1 + 1 program are overwhelming! Not only because 10 Clubs, 1 Federation and 1 Young BPW group reported the doubling of their Members, but because so many Clubs worked really hard and conscientiously to make their meetings attractive and relevant to Members and potential Members. They understood that if BPW lose more Members, the organization is at risk.

**Reported results Federations and Clubs for the 1 + 1 Competition**

<b>Name</b>	<b>Initial</b>	<b>Increased</b>	<b>Total</b>
BPW Athens, Greece	20	41	61
BPW Australia, Sydney	14	17	31
BPW Belgium, Waregem	20	20	40
BPW Cyprus, Nicosia	56	115	171
BPW Cyprus, Pafos	20	32	52
BPW Germany, Düsseldorf	22	29	51
BPW Germany, Hildesheim	10	18	28
BPW Johannesburg, South Africa	20	48	68
BPW Spain, Barcelona	24	24	48
BPW Spain, Tarragona	21	21	42
BPW Taiwan	200	205	405
Young BPW Cyprus	20	23	43
	<b>447</b>	<b>593</b>	<b>1040</b>

**Open Eyes and Face Lifting**

I recognize that the slogan 'Open eyes' is now embedded in our language, and that many Clubs and Federations were “open” to new ideas, challenges and learning processes to grow their Clubs and worked on their 'Face lifting' to make BPW visible in their location. This will energize BPW, not only at the international and regional levels but also at the grass roots.

**Travels**

Travelling for BPW International was one of the delights of my term; never had I dreamt to reach so many new

countries, to visit so many Clubs, to participate actively in the official opening and installing of new Executive Boards. The trust I received worldwide gave me wings to fly, and to re-energize myself with the wonderful experiences around the world. My visits to:

American Samoa: Pago Pago; Argentina: Buenos Aires; Australia: Harvey, Perth; Belgium: Brussels, Waregem; Benin: Cotonou; Bulgaria: Sofia; California: Las Vegas, Los Angeles; Canada: Toronto; Denmark: Copenhagen; Germany: Munich; Greece: Athens; Italy: Rome, Vicenza; Jordan: Amman; Kuwait; Malta: La Valletta; New Zealand: Auckland; Nigeria: Abuja; Singapore; Switzerland: Basel, Berne, Fribourg, Geneva, St. Gallen, Zürich; Ukraine: Donetsk, Kiev, Chernigov; USA: Long Island, New York

### **New Clubs and Federation**

Besides examining all the application forms and reviewing the Constitution for each new Club and Federation, my daily communication with the Presidents was very important for supporting, encouraging and empowering Members in their new roles. To my great joy, I have encouraged many new Clubs to start their BPW journey.

**2009: Asia Pacific:** Kuwait; Pago Pago, American Samoa. **Europe:** La Valletta, Malta; Adana, Turkey; Kurzeme, Latvia. **Latin America:** San José, Costa Rica. **North America:** Federation EPW USA. **Individual Associate Members:** Vietnam, Tunisia, Lebanon, Syria, Saudi Arabia, Germany and Switzerland (while travelling)

**2010: Africa:** Johannesburg, South Africa; Lusaka, Zambia; Bamako, Mali; Yaoundé, Cameroun. **Europe:** Athens, Greece; Nis, Serbia; Praha II, Czech Republic. **Individual Associate Member:** Vietnam, Tunisia

**BPW Fellow Member:** Dr. Gayle Haines, USA

**2011: Africa:** Niamey, Niger; Nakarou, Kenya; Harare, Zimbabwe; Edea, Cameroun. **Asia Pacific:** Ulaanbaatar, Mongolia. **Europe:** Federation: BPW Turkey. **Individual Associate Member:** Tunisia, India

**Re-Birth of:** BPW Sofia, Bulgaria in April 2011 and BPW Ramallah, Palestine in May 2011

### **Women of the Week / Friend of the Week**

The “women of the week” resulted from the earlier “one of us” on the website [www.bpw-europe.org](http://www.bpw-europe.org), which was a great success during my term as European Regional Coordinator. It became a “must” for BPW International and achieved great success in these three years.

### **The \*Community\* and the Forum on [www.bpw-international.org](http://www.bpw-international.org)**

Starting our own Facebook in the member section of our webpage meant we needed to motivate Members worldwide to register on the Webpage. However with the help of Past International President Tuulikki Juusela we contacted registered Members, integrated pictures and established regular use of our Community platform. Again thanks to Tuulikki, the Forum on the BPW International website quickly became an important tool for regular online discussions amongst Members from across the world, and opened the possibility of language-based connections to better involve our Members.

### **Business Pages (presented the first time in 2003 in Rome, BPW Europe Congress and redesigned in 2010)**

Together with Henrike von Platen, member of the Membership Committee, we contacted in the early years over 300 Members to renew their Business Pages and supported them by integrating photos, text and logos. Sincerely, the Business Pages should be more used by Members: we have so many Members active in business and the professions but they are missing the opportunity to promote their expertise and experience through the BPW website. The clear intent when the Business Pages were created was that the income would be used to cover website expenses. It was expected to be self funding, however, unfortunately that has not resulted.

### **The roster [www.bpw-roster.info](http://www.bpw-roster.info)**

The roster (installed since 2004) provides a helpful tool for all Federations and Associated Clubs to register online their executive Members, contact information and member numbers. New logins and passwords are sent regularly to support affiliate Presidents to keep their part of the roster up to date. The tool has a great value and is invaluable also for the President’s Office, Member Services, Finance Director and Coordinators.

### **Worldwide communication**

I produced regular updates for Members on the E-news, which is circulated to all Members who are registered on the website. In this triennium the group emails for all 5 Regions (Presidents of Federations and Associated Clubs) were updated, as well as the Group Mails for Standing Committees and Taskforces. This is an important tool for our communication.

### **Connections for the benefit of BPW International**

I am member of the European Institute of Women's Health, representing BPW International. This allows regular exchange of inputs and recommendations on European level.

I am also a Member of the European Commission Network, representing BPW International in the context: "More women in decision making". This requires attendance at two annual meetings in Brussels and to report on BPW programs. This Network enabled me to invite Belinda Pyke, Director for Gender Equality and Non-Discrimination, European Commission to participate in the BPW panel and workshop in New York during CSW 2009/2010 and 2011. I was able to arrange that the Swiss Mission sponsored and hosted the BPW Gender Budgeting side event in 2009 and to invite Dr. Brigitte Schnegg, Interdisziplinäres Zentrum für Geschlechterforschung of the University of Berne Switzerland to be our speaker.

### **Presidents' Seminar**

I attended the 2009 and 2010 Presidents' Seminars where I delivered presentations on Membership and Communication and conducted break-out sessions. My Membership workshops at the BPW Asia Pacific Regional Congress and the BPW Australia National Conference in Perth, Australia achieved overwhelming results, generating an increase in Members after applying the program. I am grateful to Manjul Batra, BPW California, for sharing her Membership renewal documents which I adapted for a worldwide audience.

### **Activities with the BPW International Executive Board**

I attended all Executive Board Meetings in New York, Long Island, and other ad hoc meetings where Executive Members gathered at regional meetings. For me personally teamwork is very important.

At Executive Board level we enabled good practice by working together, respecting each other's viewpoint and seeking the best solution for the benefit of our Organization. We were able to get to know each other better thanks to the great hospitality of President Liz and her neighbors where we could stay 'in house' and share thoughts particularly after official BPW meetings.

Travelling with the President to many countries meant that we could discuss concerns and ideas and work closely together. Regular contact with the Finance Director enabled us to follow up on outstanding dues, advise low Income countries about dues reductions, and keep account of goods sold on travels.

I worked closely with the Executive Secretary to confirm the regulations, official wordings, and checking all application forms for the creation of new Clubs and Federations. My language skills were of great benefit to the Constitution Reform work, as I could advise on the meanings of terms in different languages.

The support and teamwork of the Regional Coordinators was very important, especially when new Clubs were created. Meeting new Club Members at the Regional Congresses was a highlight since face-to-face meetings helped to clarify and sort out so many points.

### **DVD 80<sup>th</sup> Birthday of BPW International**

The DVD for the Celebration of the 80th Birthday of BPW International was presented the first time in New York 2010 at the first celebration in this occasion. My personal sponsoring of the production of this DVD, was an honour for me. The DVD was given in exchange for 'donations' to many Members worldwide and was shown at various 80<sup>th</sup> Birthday Celebrations of BPW International. The donations went to the Helsinki Congress Fund. I am proud that the history of the 80 years is visualized on this DVD, as important promotional tool for future BPW Members.

### **Conclusion**

My six years experience working at the forefront of BPW International on the Executive Board was for me a great privilege and honour that I would not have missed in my lifetime. It made for sure "my power to make a difference" for the future. I thank all the Members worldwide for having taught me indulgence, patience, wide horizons and tolerance towards all human beings that allowed me to grow for the benefit of our wonderful organization.

As wonderful as all the experience was, the highlight of my time with BPW International was my active participation in the fulfillment of the official registration of BPW International in Geneva, my home country, and to become an Honorary Member of BPW Australia in 2010 was a tremendous honour for me which added to an awesome conclusion of the past six years.