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Objet:

BPW International  
BPW INTERNATIONAL E-NEWS May 3, 2011, Issue 8



**BPW International**

Federation of Business and Professional Women

## BPW E-NEWS

May 3, 2011 Issue 8

# Message from the President

Dear **BPW**

Congress Delegates and participants; We are only 6 weeks away from Helsinki and hard at work to make it a memorable Congress!

All the Congress documents; [nominations, resolutions and constitution amendment \(new Constitution\) are on the website for you - translated into all the languages](#). You have to log in to access them.

The Congress is the highest decision making authority of BPW International and it means that each member attending has the responsibility and obligation to be fully informed. The constitution workshop prior to Congress will take place on Friday morning June 17th from 9 am -12 noon. This is a must for all to attend.

Remember to bring lots of small pins and gifts from your country to trade with other members. Also bring lots of business cards and we recommend you to have your photo on it. That way you will always be remembered by your fellow members.

If you have not yet finalized your plans to go to Helsinki we urge you to give important consideration to attend as the next Congress will be in 2014 In Korea!

**Dine Arouds** : IMPORTANT – No restaurants are open in Helsinki on Sundays therefore the dine- arouds are highly recommended. There will be no registrations taken at Congress. The restaurants must have their final count before and no additions will be accepted after the

deadline

The deadline for registering for the Dine- Arounds is May 13th. Check the website for the different locations. [Please support your own federation/ club that is hosting.](#)

**Lunch Tours:** They are activated on the website . Please register. No Payments are required now. The paid tours will be collected at the museum or tram.

**Hotels :** Remember there is a Bon Jovi Concert in Helsinki the weekend of our Congress. Make sure your hotel bookings are done.

**Equal Pay Day Celebration:** In order to celebrate this success of our worldwide campaign we will have a RED PURSE AUCTION at Congress. Bring and donate any kind of red purse from around the world for this silent auction. It will be wonderful to see all the different designs. Please advise the presidents office if you will donate one.

**Exhibition:** [Take advantage of selling and or displaying your goods in the exhibition space.](#) Time is running out to reserve a good location.

**Member Logo advertisements:** We want our business members to be visible on the international level. To support our Congress [take a logo advertisement for your business in the congress program book](#) for the reasonable cost of €100! Click here for the form on the website. <http://www.bpw-international.org/logo-advertisement>

**Business Survey:** Opportunities are available from the Multinational Corporations wishing to do business with women owners. That means our BPW business members! [If you are a business owner complete the 7 minute online survey:](#) by May 15th because this program which is a partnership with International Trade Center (ITC) Geneva is being launched at Congress. BPW International is about women in the economy and decision making so this initiative aims to make this a reality.

*Liz Benham*

*President BPW International 2008-2011*

## News from the Executive

Before we know it, CSW-56 will be upon us! The theme for CSW-56 is The empowerment of rural women and their role in poverty and hunger eradication, development and current challenges. Many of our UN Representatives have already started attending preparatory meetings and Affiliates are also working with national committee groups in their countries. [For members interested in making a start, we draw your attention to CEDAW Article 14.](#)

## BPW News

**BPW Argentina:** BPW SUR April newsletter. [Library](#)

**BPW Australia** [congratulates their members who have been recognised by BPW International](#) in the Power to Make a Difference Awards.

**BPW Australia** [Pays a tribute to the indigenous peoples of Australia](#) with their 'Women Dancing in the Rain' designer jackets for Congress 2011.

**BPW Porto Alegre, Brazil:** [Event Fashion and Sustainability for Business Women.](#)

**Young-BPW Cyprus:** [Seminar titled «Get the right job by getting it right!».](#)

**BPW Helsinki, Finland,** [celebrated its 80 years anniversary](#)

**Passage of the Outcome Document for CSW 55:** [A Rocky Road](#) by *Eva Richter BPW International UN Representative.*

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## BPW in the Media

**BPW Austria:** Tag der Roten Handtasche in Wiener Zeitung. [More](#)

**BPW Canada:** gala honours service and leadership in The Sudbury Star. [More](#)

**BPW Estonia:** Estonian women continue earning less than men in The Baltic Course. [More](#)

**BPW Lille, France:** Les femmes luttent toujours et encore pour obtenir l'égalité des salaires, in La Voix du Nord. [More](#)

**BPW Lille, France:** Journée de l'égalité salariale : pour un réveil des consciences in Nord Eclair. [More](#)

**BPW Rhône-Alpes, France :** Questions à la fondatrice du BPW Rhône-Alpes in Le Progrès. [More](#)

**BPW Vicenza, Italy:** Donne di affari a Palazzo Nievo, in Provincia di Vicenza. [More](#)

**BPW Jeju, Korea:** Twinning BPW Jeju and BPW Kaohsiung in Jeju Weekly. [More](#)

**BPW Pakistan:** Equality Means Business by Liz Benham in Pakistan Today. [More](#)

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## Worldwide News

**Canada:** Women Enjoy Retirement More Than Men. [More](#)

**Europe:** Promotion of gender equality key to effective EU strategy on Active Ageing, says European Women's Lobby on occasion of 3rd European Day of Solidarity between Generations. [More](#)

**India:** Why women earn less than men ? This year, Equal Pay Day fell on April 12, meaning that women had to work nearly three and a half additional months into 2011 to earn what men earned in 2010. [More](#)

**USA:** Female Entrepreneurs Still Trying to Slay Goliath. Between 1997 and 2011, the number of women-owned businesses increased at a rate of 1.5 times the national average. But there is still a long way to go before the playing field is even, say researchers. [More](#)

**USA:** New research finds over the next decade women will increasingly be the financial decision-makers for businesses. But their power depends in part on their age group. [More](#)

**USA:** Top 10 Best-Paying Jobs For Women. For the third consecutive year ForbesWoman has compiled its annually updated list of the best-paying jobs for women. [More](#)

**USA:** World's Most Influential Women. Time magazine list of the most influential people in the world features 34 women, a record number for it, and up from 31 in 2010. [More](#)

**Yemen:** Yemen protests persist over leader's women remark. Hundreds of thousands are demonstrating in major Yemeni cities denouncing the president comments against women taking part in protest rallies. [More](#)

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## BPW International Congress,

# Helsinki, Finland, June 17-21, 2011

## Story behind the Congress logo

The Congress logo of BPW International Congress 2011 resembles the first logo of BPW Finland, both being portraits of women in profile. The nature theme of the logo comes from Finnish folklore, which is rich in stories about spirits and gods of nature. It can also be interpreted as an image of "mother nature" since women have the gift of bringing new life to the world. There is also a connection to Finland's reputation abroad as a country of clean, untouched forests and lakes. BPW uses the same hue of yellow as its indentifying colour. The colours of the leaves of birch tree in the logo refer to seasons, from spring and summer to autumn, just like the life of a woman from childhood to old age. The image is of a young woman, because that the youth are the future, while the old fashioned hairstyle honours the 80 years history of BWP Association. The logo is designed by Sanna Hukkanen, a young female free-lancer artist from Joensuu in Eastern Finland.

## [Programm and Registration](#)

**BPW INTERNATIONAL 1930 - 2010**  
Business and Professional Women



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