

BPW CANADA

Yours, Mine, Ours to Create

FALL 2011 ISSUE

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One Year Later in BPW Canada - 2011-2012

BPW...Yours, mine, ours to create Le vôtre, le mien, le nôtre à créer

Since convention last year, BPW Canada has progressed towards the goals we set for this biennium. There is great excitement about BPW across the country and we have received many enquiries from women looking for a club and interested in forming new ones. As we work towards these achievements, it has been a great pleasure to work with an excellent executive team and receive valuable guidance from members and past presidents for which I am grateful. As stated in my theme for the biennium, Yours, mine, ours to create. Le vôtre, le mien, le nôtre à créer, we are being creative in advancing ideas for the future success and sustainability of BPW across Canada. As well, BPW Canada continues to participate on the world stage. Our members attended the Regional Conference in Las Vegas, the Leadership Summit and Committee Meetings on the Status of Women in New York and the International Congress in Helsinki. BPW Canada was well represented at these events. Also, many members take part on international committees and task forces. What we have accomplished thus far...

- ✓ The database for BPWC's Index of Resolutions is posted on the website as a resource for all members. The French version will be completed within the next few months with the assistance of our Quebec members.
- ✓ A new committee was formed at the Annual General Meeting to focus on membership growth and retention. Updates on this initiative will be forthcoming. In the meantime, check the members only web page, Cross-Canada Connection for the Value Stream Map, the BPW Why Factor 3Cs and the sample Value Propositions statements. Once you have reviewed these documents, you will see how it helps you as a member of your local club to listen to the needs of women and connect the dots to what BPW has to offer. It provides insight to attract new members and retain current members. There is more to come! It is in everyone's best interest to participate in the activities of your club, share ideas and be the Club for all Women.
- ✓ Streamlining communication is being achieved through our web-based newsletters and club mailings. We have also established visibility on Facebook, Twitter and LinkedIn. Add your comments about current events also.
- ✓ Advocacy is still a priority for BPW Canada. The Advocacy Committee has been brainstorming how to be more effective in lobbying the government. All BPW members can participate in advocacy by meeting with your local Member of Parliament, present a copy of our Brief and make sure that he or she is familiar with BPW's issues.

BPW has remained strong across the past 80 years because we have adapted to changing times. We continue to move forward to make changes for women. Let's create a better future together.

Yours, mine, ours to create Le vôtre, le mien, le nôtre à créer

Doris Hall, BPW Canada President, August 2011

REPORT ON BPW INTERNATIONAL CONGRESS

(by Doris Hall, President of BPW Canada)

(by Doris Hall, President of BPW Canada)

The capital of Finland is Helsinki with 585 000 residents. Finland is an advanced industrial economy and is one of the leading countries in Internet use with more mobile phones than fixed network subscriptions today.

It is situated in northern Europe and has 75% forest cover. It is a beautiful city with 190,000 lakes and 180,000 islands. The winters are cold and summers are warm. The population is well educated.

Finland is known as “the land of the midnight sun” because the sun does not set for several weeks during the summer. It is one of the leading countries in Europe for physical activity. The most popular sports among adults are walking, floorball, cycling and skiing.

Finland hosted an awesome Congress in Helsinki with a great variety of speakers on many topics and daily workshops presented by members from around the world. For a complete list go to <http://www.bpw-international.org/events/helsinki-congress-2011>

During business sessions, resolutions were debated and passed. Below is a short version of the ones which were passed.

- Blood donation - to support the policies of WHO and Pan-American Health Organization on safe blood donation by establishing a national blood program and legislation on blood safety to achieve an adequate supply of safe blood in support of Millennium Goals 5 and 6.
- Equal Pay - to promote gender sensitive policies and programs, and to promote the Equal Pay Day Campaign.
- Membership Dues increase - details will be included in the next mailing
- Friends Program - to expand the Friends Program to include non-member women and men,
- Brand strategy for BPW - to establish a Brand Taskforce to develop and implement an integrated strategy.

There were also some Constitutional Amendments passed and some deferred. They will be posted on the web as soon as the secretary completes her notes.



The United Nations has created a new strong UN agency that will be working on women's rights globally. UN Women consolidated all four UN bodies working on gender equality: OSAGI, UNIFEM, INSTRAW, and DAW

The Global Gender Equality Architecture Reform (GEAR) Campaign has been advocating for five years for the creation of UN Women. It monitors how the UN implements promises it has made and ensure that civil society participation is formalized and the women's rights groups are consulted about the program and future of UN Women.

The strategies and the positions of the GEAR Campaign are determined by the GEAR Campaign Working Group. The working group brings together the global and the regional focal points of the Campaign, and the members of the New York based UN Lobbying Strategy Group. The GEAR Campaign is coordinated by a facilitation committee that consists of six organizations based in New York. For more information about the global GEAR Campaign, contact gearcampaign@gmail.com or visit www.gearcampaign.org or click www.bpwcanada.com/membership/bpw-international.html.

Empowered

BPW Canada Virtual Club

BPW International XXVII
Congress 2011



Going after the things you want to get, having a heart and leaving a footprint

(by Vi Andersen)

If you think BPW - The Canadian Federation of Business and Professional Women isn't for you, THINK AGAIN!

This is an organization that not only addresses the needs of women working in various sectors of business and professional life, BPW also works for women at all levels. As Marshall McLuhan, a famous Canadian educator, philosopher and scholar teaching at University of Toronto predicted, our world would become a "global community". The transcendence of all of Business and Professional Women's activities and our intercommunication around the universe now link us beyond the borders of the municipal, provincial, national to the international. Through the devices of the current age of social media and technology, BPW is, on a grand scale, living in that global community in this organization.

A case in point, recently a Canadian delegation of eighteen women participated in the XXVII BPW International Congress in Helsinki Finland from June 17 - 21, 2011. Out of the six current members of the BPW Canada Virtual Club our representation of two members was impressive; Tara Dawood went not only as a member but also as a speaker on Entrepreneurial Innovation: Leveraging Your Creativity and Flexibility to Tap into Emerging Opportunities and Vi Andersen attended as a Canadian Delegate. Another Canadian BPW presenter of the Power of Mentoring workshop was Maureen McIntosh from New Brunswick.

For some from our Canadian delegation, the program seemed daunting but for others, like President Doris Hall, it was just another comfortable 'old hat' experience. The following three streams of workshops highlight and depict through a snapshot overview, the morning plenary sessions and ensuing workshops throughout the five days of Congress 2011:

- TRACK I...A New Breed of Leaders
 - Women on Boards - What will happen when women finally gain critical mass at the highest levels. Speakers from Nokia, Sanoma Media, Norwegian Ministry of Equality and Social Inclusion, and the Global Summit.
 - Corporate and Organizational Culture: A Fresh Look into Breakthrough Working Environments.
 - Emotional Intelligence: Deepening self awareness for effective engagement and communication at work.
 - Social Change: What will happen when women lead world decisions?
- TRACK II...Equality Means Business
 - Principles into practice: Focusing on the Facts
 - 2015 Countdown: Utilizing women's empowerment principles to Fast-track the realization of the millennium goals (MDGs)
 - WEPs Future Visions: From the change masters mapping the future
 - Action and Implementation : Bringing the WEPs to life. Your life.





- TRACK III...Actionable Advocacy
 - Harnessing Your Leadership & Mentoring Skills for Maximum Impact
 - Raising Your Voice for Change: Practical Advocacy Strategies
 - Advocacy Tips & Tools: Learning advocacy skills and campaign best-practice from BPW Clubs around the world
 - Award-Winning Project Leaders Share Actionable Insights on Successful Projects

Moments of inspiration during these workshops and plenary sessions abounded with phrases resonating through the halls and corridors of Finlandia Hall during the lunches and breaks. No one would walk and talk without echoing words now a pattern within the aroused consciousness of all. For example,

- Special focus on women in societies is warranted...
 - women have a right to be born, to be educated, to live in a society with enhanced standards for authenticity and integrity, coalition building collaborative culture, creative approaches to quality of life and decreased tolerance of violence against women
- Throughout history women's voices have been faint and cacophonous despite the collectivity of sounds; today, though women's voices are louder and clearer and are bringing on changes to improve life for society as a whole
- Women have more impact with more women in the global supply chain
- Landscape of women and business in Smart Economies is changing
- Women who have had no hope of opportunities in the past work in textiles and other business ventures now operating successful business ventures as a result of micro financing, NGO assistance and trade support institutions
- Post modern woman engages in work and family, and as a result, she influences the economy and society improving the lives of all family members
- Women on boards and in companies positively affect businesses and boards by having a huge impact on the bottom line and corporate culture
- Women in upper management positions, according to stats, enhance productivity and growth in their respective working environments
- Gathering complex data about women in society raises the importance of gender specific policy debate and social policy analysis which enables governments to do something differently.
- Of greatest magnitude of importance is the opportunity for women to help in the fight to alleviate women's poverty.
- Women at the United Nations work to alleviate women's universal struggle to move up the value chain.

Towards the end of the Congress' workshops and plenary sessions, participants, having examined the 'What' and the 'So What', shifted focus to 'What Now'. Workshops of note were Keeping up with Technology, Emotional Intelligence and Corporate Social Responsibility. Technology worldwide is moving rapidly into new areas. "Clouds" will appear where one attaches data and uses new internet tools for data management and transmission. Through social networking we are transforming the world around us. In that mix, the person's need for personal self awareness increases and will be mitigated with deeper awareness and training of personal development skills to be able to lead more effectively.

Lastly, on those final days before we departed Helsinki, the women were leaving feeling inspired and motivated. Those final messages still ring true to many...."go after the things you want to get, have a heart and leave a footprint!" Time to be in awe of what membership in BPW Canada can mean for you. So think again...join a BPW Canada club or BPW Canada Virtual club.

For more information check the BPW Canada website at www.bpwcanada.com

Please note that this document does not reflect any of the business, resolutions and election sessions of the XXVII Congress 2011. For more information on those aspects of the Congress, please view www.bpw-international.org

BPW International Elects New Board of Directors

At Congress in Finland, a new board was elected to serve BPW International until Congress 2014 in South Korea. The new President is Freda Miriklis from Australia. Freda has pledged a renewed focus on women in the economy and women in leadership, power and decision making roles which will include workplace equality, equal pay and more women on boards. She will lead BPW women to inspire businesses, empower communities and create opportunities around the world. Freda was instrumental in partnering with UNIFEM to create the Women's Empowerment Principles (WEP) and has created tools to present them to businesses, available on the international website. This president says, "There is no better time to join BPW International and bring the voice of women to business. We are Empowered Women Leading Business."



President
Freda Miriklis
Australia



1st Vice President
Huguette Aurore
Sena Dossa
Benin



2nd Vice President
Jill Worobec
Canada



Executive Secretary
Dr. Yasmin Darwich
Mexico



Young BPW Rep.
Anastasia Safarian
USA



Immed. Past Int'l
President
Elizabeth Benham
USA



Regional Coord. -
Africa
Adenike Adeyanju-
Osador
Nigeria



Regional Coord. -
Europe
Sabine Schmeizer
Switzerland



Regional Coord. -
Latin America
Maria Ferreira
Brazil



Regional Coord. -
North America
Bessie Hironimus
USA

Not pictured:

Finance Director - Geva Murano, Australia

Regional Coord. - Asia Pacific - Susan Jones, Australia

Jill Worobec, BPWI Vice President



We are proud to announce that Jill Worobec, a member of BPW Coquitlam, BC has been elected Vice President on the BPW International Board. Her role will be in membership and public relations. On the last BPWI board, Jill was the Regional Coordinator for North America and the Caribbean. She is a past national president for BPW Canada and has worked tirelessly over the years for BPW. She is looking for members in Canada who are interested in participating in international committees. She may be contacted at jillw@pro.net

Anniversary Celebration!

BPW Barrie Celebrates 65 years!

The members of the Barrie Club are a proud, ambitious, creative, flexible, fun-loving group of women, who know how to throw a party. This terrific evening featured Jeanette Arsenault, singer-songwriter, and approximately 100 amazing women. Members came from all over Ontario to join in the celebration...from Picton, Campbellford, Peterborough, Bowmanville, Bracebridge, Brampton, Toronto, London, Sault Ste. Marie and Sudbury. Jeanette treated us to a variety of songs and included an impromptu choir to provide backup for her *Super Woman*. One of her most inspiring songs is *This is My Canada*, and of course, she had everyone join in singing our BPW theme song, *Women of the World*, with her.



Pictured above, from left to right: Jennifer Armstrong-Lehman, Mayor Linda Collins, Carol Wrightman, Karen Rudachyk, Sandra Franke, Teresa Habs, Barb Wetmore, Doris Hall

The History of Women's Rights Dr. Dorothy Williams, BPW Montreal

Dr. Dorothy Williams has graciously assembled a powerpoint presentation featuring the History of Women's Rights starting in 1608. You will find this very interesting stroll through memory lane on the BPW Canada website under "BPW History". Take a look and see how far we have come. <http://www.bpwcanada.com/about/history.html>

BPW Montreal Woman of Achievement Award Erin Kennedy 2011 Recipient



This award is open to BPW Montreal Members and non-members alike. We encourage nominations of women employed in business, education, the professions, industry, not-for-profits, charities, technology in the private or public sectors as well as those who run their own businesses.

Erin Kennedy exemplifies what BPW stands for. While engaging in the political arena as Municipal Councillor of the Town of Mount Royal, she was also on the BPW Montreal Board of Directors, taking over the Resolutions Chair the first two years and eventually becoming our 2008-2010 President. In addition, she is involved in numerous organizations whose mission is either the improvement of the status of women or to make the world a better place for children. With a household that includes a husband and three boys, she is a striking example that with good organizational skills, it is possible to balance work and family.

BPW CANADA - Our Mission and Goals

Our Mission - The Canadian Federation of Business and Professional Women's Clubs (BPW Canada) develops the professional and leadership potential of women in Canada through education, awareness, advocacy and mentoring within a supportive network.

Our Vision - To achieve a just and equal status of women in all levels and areas of society where decisions are taken in true partnership with men, based on mutual respect, for a more balanced and peaceful world.

Founded in 1930, we are part of the International Federation of Business and Professional Women, with clubs in more than 100 countries around the world. Our International Federation has Category I Consultative Status at the United Nations. Our membership model revolves around four key areas of activity, including:

- ✓ Awareness, advocacy and action
- ✓ Leadership skills and career advancement
- ✓ Personal development
- ✓ Supportive networking and lasting friendships

Our goal is the improvement of economic, political, social and employment conditions for women in Canada. Bottomline, we work to educate and empower women in Canada.

We are Women working for working women!
www.bpwcanada.com



BPW Canada 2011 Brief Now Available

At the BPW Canada AGM in Ottawa, July 23, 2011 delegates from across the country passed resolutions addressing the following issues;

- Prevention of Violence Against Women
- Equal Participation of Women in Politics
- Carcinogenic Chemicals in Personal Care Cosmetic and Household Cleaning Products
- Creation of a National Action Plan to Combat Human Trafficking
- Health Effects of Combining Alcohol with High Energy Drinks for Women

To review the brief and for more information about "What a Brief is" and how individual members, clubs and concerned citizens can use the brief to bring about positive change click on this link:

<http://www.bpw.ca/about/resolutionsbriefs.html>

BPW CANADA

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