

BPW/Isle City of Alameda 's symbol is the energizer bunny. We keep going, and going, and going. We have two new student members, a returning member (via email) who moved to Pennsylvania, three new members on the day of our NBWW Awards program, another this spring and the potential for three more members.

Isle City's theme this year is "Making a difference through advocacy" and our motto is "Make a difference within ourselves and within our communities." We accomplished both this year.

COMMUNITY INVOLVEMENT:

- For National Business Women's Week (NBWW) we celebrated by honoring five outstanding women. Our member, who is the CEO of the Alameda Chamber, was the Emcee. We had over 80 in attendance. Dorie Behrstock and Kimberlee MacVicar co-chaired and used their contacts in the community to invite movers and shakers to the ceremony, while JoAnn S. Ainsworth covered newspapers, online calendars, and the Alameda Magazine with press releases. The city council declared NBWW by proclamation, which was accepted by Isle City members.
- For Breast Cancer Awareness, Margaret Seaman created baskets of pink ribbons attaching labels with our contact information. Isle City BPW baskets were placed at the library, Island Eye Care, Urban Forest, Marti's Restaurant, Julie's Coffee and Tea, Harbor Bay Isle Community Center, Independence Plaza, at Bank of Alameda which sponsored our awards ceremony, and at the sign-in desk of our NBWW awards ceremony. We presented a basket to the city council at the time of receipt of its NBWW Proclamation.
- Isle City was one of the organizations to join with the U.N.-East Bay Assn. to sponsor an International Women's Day program at Mills College on March 8th. We contributed a speaker to the program, Maria Di Meglio, who spoke on the role of women to lead and to improve environmental protection, environmental health, and sustainable development through the use of the pocketbook and wise purchasing.
- Isle City members contributed sources/lists of existing green, sustainable products to buy. Maria Hargrove phoned local stores to ask what kinds of sustainable products they sell locally.
- We arranged with our local Alameda Museum to have a BPW historical display for Isle City's 50th anniversary in February 2009.
- We accepted donations and bought supplies of medical, children's books, scarves, and craft materials, packed eight 18x18x18 boxes, and shipped the boxes by cargo ship c/o The Kapnek Trust to our BPW/Kadoma members to distribute to an AIDS clinic for women and children.

- We continue to sponsor a bed at the Midway Homeless shelter.
- We are in contact with the Alameda Point Collaborative for a possible joint project for Equality Day where their youth engage in a poster contest that we sponsor. We also suggested having their volunteers help during NBWW. We contributed books and gift certificates to buy books to the Alameda Point Collaborative Library.

ADVOCACY:

- JuelleAnn Boyer represented us twice (in Hayward last fall and in Alameda this spring) on a panel sponsored by the Alameda County Commission on the Status of Women regarding CEDAW and equality for women.
- Our Legislative Chair protested the square buns ad, with the teacher dancing on her desk, to the CEO of Carl's Jr. as degrading to women.
- We had a Letter to the Editor published on Equality Day.
- At September, November and January meetings, Isle City discussed assistance for foster girls/children who turn 18 and must leave the system even though still in high school. Our original concern came from a newspaper article. We were concerned about the negative impact on these girls who are future women in the workplace. Members provided material, bills, information, and discussion of local, county, state and national practices or legislation. As a consequence, we learned that the legislatures are already aware of the problem and have introduced satisfactory legislation, some of which passed last year and some of which is still pending. We chose certain pieces of pending legislation to support (which fits under our legislative platform re equality in the workplace). We contacted the bill's authors (as well as our BPW/CA Legislative Screening Committee) to show our support.
- Sylvia Brown Olivetti, Isle City's Legislation Chair, spoke to Jeff Hild, Legislative Aide to Congressman Stark, about HR 1104. Here's what he told her: There were a couple of hearings on Income Security and Family Support where HR 1104 was discussed. HR 1104 has made the Ways and Means Committee aware of the issues raised regarding foster children and supplemental security income benefits. At this time, no further action has been taken. However, there is an effort in Congress to try to enact foster care reform and comprehensive child welfare legislation. Jeff indicated that Congressman Stark would try to get provisions of HR 1104 into that legislation if it is introduced. Also Senator Clinton has introduced legislation dealing with individual development accounts for children. The big issue is financial -- whenever legislation such as this is introduced, there are a number of Members of Congress and Senators who try to defeat the legislation because of the price tag. So at this point, it is difficult to predict if any legislation will be passed this session of the Congress and Senate and whether the President would sign it if passed.

- President JoAnn asked BPW/Bay Central, BPW/CA and BPW/USA to advocate in favor of such legislation.
- The legislative discussion at our February business meeting revolved around whether or not -- after all these years -- women have a level playing field with men. This comes to the forefront with the first woman running for president. We used the quote below from our Pennsylvania member as a starting point for the discussion.
- Legislative Discussion:
- “The very equality that we as feminists have worked to achieve demands that we not just vote for Hillary because she is a woman...the equality we have worked to achieve is that she be given the benefit of being judged by her accomplishments, her knowledge and her values...which, I might add, is STILL not happening.”
Carol Layton
- We came to the decision that there is not yet a level playing field. In the workplace, a woman still does more than her fair share in order to be considered equal. We walk a step behind in the media, in the way we use he and she in the language, and in the way adult women are called girls.
- Our guest, Past State President Barbara Sampson, reminded us that you cannot legislate attitude. Attitude is a behavior that is slow to change.
- We decided on JuelleAnn Boyer's action suggestion:
- Don't emulate inappropriate behavior.
 2. Object right away, point out the inequality and demand equal treatment. Don't accept the status quo.
- The legislative discussion after our March business meeting expanded on February's discussion on whether or not -- after all these years -- women have a level playing field with men. Added to the mix for discussion were voice, handshake, and eye contact as vehicles for credibility in the workplace
- Generation Y is anti-corporation and anti-"being in a box". They are interested in free time, not work time. "Give me my paycheck and let me go home." They are not salary conscious, but balance individual time with society's needs. No "collective" idea. They want respect and to be honored for what they are doing, no matter what it is. They want to do whatever they want. They want to value each individual regardless of the title.
- It's exciting being out of the box, but also scary. One can get whacked for being different. Traditionally, workplaces were forced into a hierarchy to prevent chaos. Today society is in flux. These are transitional times. BPW taught empowerment in ID. We are part of these changes.
- Today there is a mobile work force. Many employees are under contract with no benefits: 20 hours a week is okay.
- California is a nontraditional hiring state. No more are workers willing to stay at one job until retirement. They expect to have three or four careers.

- A reminder: Some personalities prefer stability and prefer 35 years at one job. They like structure with little change. These workers need a place for fulfilling their needs just like the workers who want change and need specialized jobs.
- Workers are getting squeezed through automation of jobs. Many times the bosses are sitting in overseas offices.
- People are not joining organizations like they used to in the past. An organization can no longer be one umbrella, but is made up of individual voices. "Here's what I want or am willing to do....and no more." And yet a core of people is needed to keep the mechanics of an organization going.
- Women are having as many heart attacks and high blood pressure symptoms as men. "We shouldn't do it as the guys do it. We should use our better ideas. We shake hands, look the person in the eye, and bring tea. We set up a cooperative environment."

Our members attended District Conferences and we expect three members to attend State Convention.

Isle City is alive and well in Alameda. We keep going, and going, and going...

JoAnn S. Ainsworth, President

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