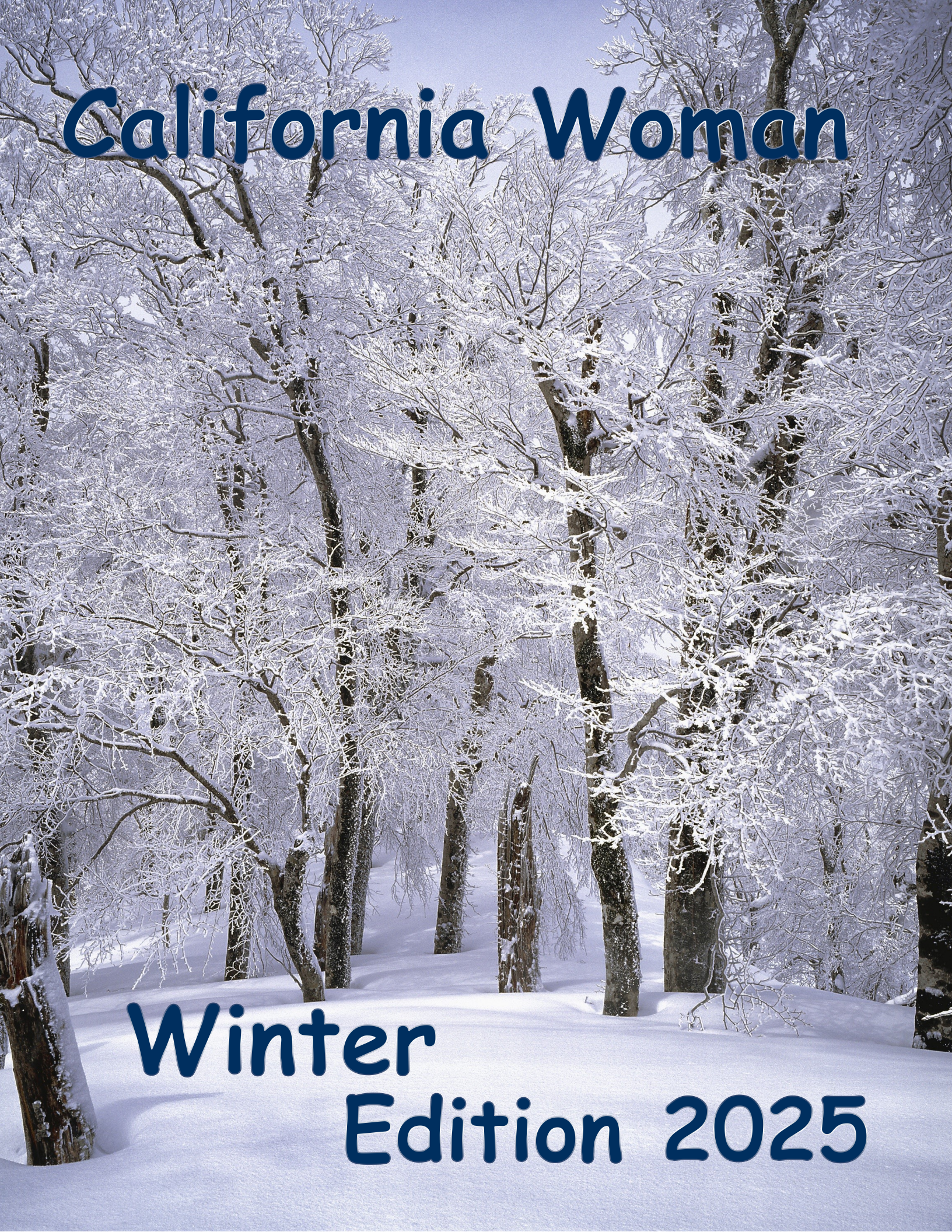
California Woman



Winter Edition 2025



Respect Tradition
Embrace Change !

Dear CFBPW Members,

It is with joy and enthusiasm that I wish you and your families a most productive, creative and fulfilling 2025. More than ever we must attempt through the deeds of our BPW spirit to bring stability, wisdom and care to this chaotic world . We CAN make a difference,

We MUST make a difference.

Anne Marie Johnson
CFBPW President



President's Message

Tradition provides us with stability and a sense of belonging. One of our BPW traditions is our yearly Public Policy Conference (PPC). It will be held on Saturday, February 22, 2025 and it will be our 65th yearly conference. Our Program Chair, Rosemary Enzer, has organized an exciting and informative day for us. We are also having a special guest coming all the way from New York. The NFBPW's Vice President of Advocacy, Emily VanVleck will be joining us. All the details can be found in Rosemary's article in this publication.

Another tradition is having our Winter Board (WB) of Directors meeting in conjunction with the PPC. Our yearly WB meeting is scheduled for Friday, February 21, 2025. At the Board meetings we make decisions for the future of our organization, report on our progress, share ideas, and enjoy the fellowship of our BPW family.
One change that I embraced in the past year is the use of **LinkedIn**. Unlike platforms like Facebook, Instagram, or TikTok, LinkedIn is a professional networking site that focuses on fostering meaningful business and professional connections, sharing insights, and building your personal brand in a professional environment. It's not about posting casual updates or viral entertainment but about presenting a polished and professional image.

By embracing **LinkedIn**, I've shifted my online presence to align more closely with BPW. I've used the platform to connect with professionals, share relevant content, and connect with other BPW members in California, across the USA, and even in other countries. This change has been a valuable step in allowing me to use social media as a tool for growth and to promote BPW.
I mention this because in the afternoon of the WB **Brooke Burns** will present a training session on "How To Set Up And Use **LinkedIn"**. Brooke is a member of North Carolina BPW and a master at using LinkedIn. She will take us step-by-step in setting up and navigating this important social media platform.

Also, in the afternoon, **Barbara Davis**, **Lifelong Leadership and Learning Chair**, will lead a discussion entitled "Projects -Planning for Positive Outcomes**".**
Together we can ensure the legacy and work of BPW. Please plan on joining us on February 21 and 22, 2025.

Anne Marie

Anne Marie Johnson
CFBPW President

UNITING & ADVOCATING for Women

Dear CFBPW Members,

It is with great emotion that I am forwarding these messages recently received.

Anne Marie Johnson
CFBPW President

Dear Anne Marie,

I am forwarding these messages to you from your Regional Coordinator, Karin Gorgerat and Diana Barragan, President of BPW International.

Dear BPW California sisters:

Seeing the news of the terrible fires in your region is heartbreaking and your losses are unimaginable.
BPW Members in the North America and Caribbean Region are offering you their thoughts and prayers as you deal with this challenging time.
We are here for you in your time of need as you move forward.
Warm Wishes
Karin Gorgerat
RC North America and the Caribbean

Dear President Barbara:
Happy New Year! I hope this year brings hope and resilience to you and your Affiliate.
I write to you with a heavy heart after witnessing the devastating fires that continue to ravage the Los Angeles region. The images and reports of destruction are truly heartbreaking, and my thoughts are with you, your members and all those affected.
On behalf of the Executive, please accept our deepest solidarity during these challenging times. If there is any way we can provide support or assistance, do not hesitate to reach out.
Sending you strength and warmest regards,
Diana
Ab. Diana Barragan Medina
International President
2024-2027
BPW International

With my continued prayers for your safekeeping,

Barbara Bozeman
President, 2024-2026
National Federation of Business and Professional Women's Clubs
president@nfbpwc.org

California Federation of Business and Professional Women
Winter Board of Directors Meeting
Friday, February 21, 2025

Tentative Agenda

9:00a	Registration
9:30a	Board Meeting
10:20a	Break
10:35a	Board Meeting continues
11:30a	Break
Noon	Lunch
1:15p	Speaker—"LinkedIn Is For YOU" - Brooke Burns
2:15p	Break
2:30p	"Projects—Planning for Positive Outcomes" - Barbara Davis
3:45p	Board Meeting Wrap-up
4:00p	Adjourn

CALIFORNIA FEDERATION OF BUSINESS AND PROFESSIONAL WOMEN

65th Annual Public Policy Conference

TENTATIVE AGENDA

Saturday, February 22

9:30 a.m.	Call to Order Welcome Introductions	Anne Marie Johnson
9:35 a.m.	*ONE FINE DAY* Updated version of the film by Martha Wheelock and Wild West Women	
9:45 a.m.	NATIONAL ADVOCACY UPDATE Emily VanVleck Vice President Advocacy, NFBPWC	
10:15 a.m.	BREAK	
10: 35 a.m.	REPORTS Public Policy Chairs California North — Elaine Sierra Sierra Mar — Sally Mc Mahon Valley Sunset — Elaine Aftergut	
	CFBPW AND CALIFORNIA WORK AND FAMILY COALITION: OUR YEAR IN REVIEW	Elaine Aftergut
11:00 a.m.	THE CALIFORNIA WOMEN'S WELL-BEING INDEX Darcy Totten, Executive Director California Commission on the Status of Women and Girls	

11:30 a.m.	BREAK	
12:00 p.m.	Lunch	
12:30 p.m.	Legislator of the Year Award Assembly Member Stephanie Nguyen	
1:45 p.m.	Meeting Resumes	
	TOGETHER WE ARE STRONGER Jenya Cassidy, Executive Director California Work and Family Coalition	
2:15 p.m.	Activity - Women's History Bingo	
2:35 p.m.	Bill Screening	Elaine Aftergut, Chair
	Committee:	Shaaron Casey, Jo Anne Mitchell, Elaine Sierra
2:55 p.m.	Drawing?	
	Closing Remarks	
	Announcements	
3:15 p.m.	Adjourn	

CALIFORNIA FEDERATION of BUSINESS & PROFESSIONAL WOMEN

Winter Board of Directors and 65th Annual Public Policy Conference
February 21-22, 2025 – Courtyard Cal Expo (Sacramento), CA
CFBPW REGISTRATION FORM

Please note: You will be registering for each meeting separately.

PLEASE PRINT ALL INFORMATION – Please, one form for each person attending

FIRST NAME: _____ LAST NAME: _____

Club: _____ District: _____

E-MAIL _____ PHONE: _____

February 21, 2025 - Winter Board of Directors Registration

__ *I will be attending via Zoom and understand the Registration Fees below apply to Zoom participation as well as in-person.*

GUESTS DO NOT PAY A REGISTRATION FEE BUT MUST REGISTER

2023-2024 STATE POSITION: (Select Only One)

_____	State Officer	_____	Standing Chair	_____	Member
	Past State President		Special Chair		First Timer
_____	District President/Alternate	_____	District Representative	_____	Guest

REGISTRATION:

Board Meeting - Received by **February 13, 2025**	$ 20	$ _____
Friday Lunch	$ 45	$ _____
ANY Registration Received after 2/13/25 ADD $10	$ 10	$ _____

TOTAL AMOUNT FOR BOARD REGISTRATION **$ _____**

February 21-22, 2025 – 65th Public Policy Conference Registration

__ *I will be attending via Zoom and understand the Registration Fees below apply to Zoom participation as well*

GUESTS DO NOT PAY A REGISTRATION FEE BUT MUST REGISTER

2023-2024 CFBPW PUBLIC POLICY COMMITTEE POSITION:

___ PUBLIC POLICY CO-CHAIR ___ DISTRICT PUBLIC POLICY CHAIR ___ PARLIAMENTARIAN

___ SCREENING COMMITTEE

REGISTRATION:

Public Policy Meeting Postmarked by **February 13, 2025**	$ 25	$ _____
Saturday Lunch –	$ 55	$ _____
ANY Registration Postmarked after 2/13/25 ADD	$ 10	$ _____

TOTAL AMOUNT FOR PUBLIC POLICY REGISTRATION **$ _____**

TOTAL AMOUNT ENCLOSED – PLEASE MAKE CHECK PAYABLE TO: CFBPW $_____

MAIL CHECK MADE PAYABLE TO CFBPW AND THIS FORM TO:
Katherine Winans – CFBPW Registration
1171 Chaparral Court, Minden NV 89423

PHONE/FAX NUMBER:
775 267 0539
jkw@gbis.com

YOU MAY PAY USING ZELLE. SET THIS UP THROUGH YOUR BANK ONLINE. NO FEES CHARGED.
SEND THROUGH ZELLE USING THIS EMAIL: **bpwvsd@gmail.com**
With Zelle payments you still need to mail or email the registration form as above.

SPECIAL REQUIREMENTS:
__If you have a disability and require accommodation to fully participate in this activity, please check here.
You will be contacted to discuss your specific needs.
__If you have dietary restrictions, please let us know: _____

CALIFORNIA BUSINESS & PROFESSIONAL WOMEN

CALL: **To Winter Board of Directors Meeting & 65th Public Policy Conference**
TO: **CFBPW Board of Directors**
Past State Presidents
District Presidents
Members

WHEN: Friday & Saturday, February 21-22, 2025

LOCATION: Courtyard Cal Expo
1782 Tribute Road, Sacramento, CA 95815

DEADLINES: Hotel reservations should be made by January 31, 2025
Registration must be received by Thursday, February 13, 2025

RATES: Single/Double @ $149 Plus 15.5% Occupancy Tax and $.19/night ($172.28)
Breakfast coupons are not included with the group rate and will not be provided for hotel guests. Food and beverages may be purchased by guests from our Bistro, which is open for breakfast and dinner service.

PLEASE NOTE: THERE ARE SEPARATE REGISTRATION SECTIONS FOR BOTH WINTER BOARD AND PPC.

ABOUT THE HOTEL

Comfort, convenience, and style the Courtyard Sacramento Cal Expo. The contemporary hotel places you just minutes from major area attractions – Arden Fair Mall, Old Town Sacramento and the California State Capital. Well-appointed hotel rooms and suites include amenities like free Wi-Fi access, new deluxe bedding, and flat-screen TVs - as well as mini-fridges and room service. Start the day with a healthy breakfast at The Bistro restaurant or end the day with drinks and a casual meal. There is an on-site fitness center and pool and whirlpool. Complimentary Wireless Internet is available in-room, in the Lobby and public areas. Complimentary on-site parking for hotel and meeting attendees only.
http://www.marriott.com/hotels/fact-sheet/travel/sacce-courtyard-sacramento-cal-expo/

ROOM RESERVATIONS

The Hotel requires a one-night deposit with your reservation with a credit card. Make your reservations **Book your group rate for CFBPW 65th Public Policy Conference/Winter Board of Directors Meeting** or by calling at 1-800-973-1386. Please identify yourself with CFBPW 65th Public Policy Conference & Winter Board of Directors Meeting to get our special rates. Reservations made after January 19, 2025, will be accepted on a space and rate available basis. If paying by check, your check must be received 14 days prior to arrival. Cancellations must be made directly with the hotel 48 hours prior to the scheduled day of arrival. No Shows will be billed. Check-in time is 3:00 PM and checkout is 11:00 AM.

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NEAREST AIRPORT & TRANSPORT

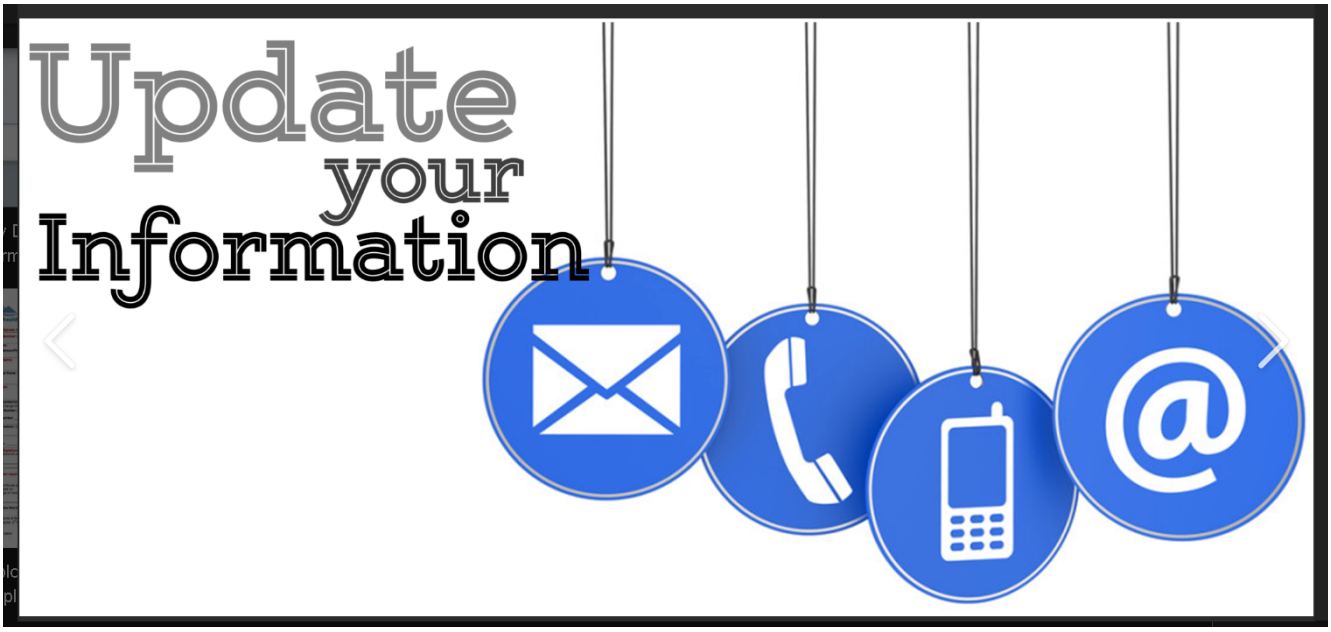
Sacramento International Airport – SMF. The hotel does not provide shuttle service. Sacramento Airport (SMF) to Courtyard by Marriott Sacramento Cal Expo (rome2rio.com)

PARKING Complimentary.

DRIVING DIRECTIONS

From SMF/North: Take I-5 south to Sacramento. Take 80 east to Capital City Freeway. Exit Exposition Blvd. Turn left and go back over the freeway. Turn left onto Tribute at the stop sign. **From the South**: Take I-80, 5 or Hwy 99 North to Sacramento. Take Capital City Freeway and follow directions above.

BPW/CA wishes to demonstrate an environmental ethic in its meetings and is encouraging all attendees to participate at their level of comfort. CFBPW is working closely with the Courtyard by Marriott Sacramento Cal Expo to coordinate Green practices. When possible, communication will be done electronically with minimal paper use.



It's Time to Update Your Information

Our National Federation (NFBPWC) uses Wild Apricot software to keep information about each member. This is a secure source. Members need a Login Name and Password to access these records. Each member can access their record and make updates as necessary.

Please sign on to the National Federation of BPW website (nfbpwc.org) and look at the information that is in their database.

How to access and update your information: go to nfbpwc.org, click on the X to close the message in the center of the screen, and then click on the green box with the outline of a person. It is in the upper right hand corner. If your user name and password are saved, click login; if not, put in your email address and password. Your user name is your email address.

You may need to create or recreate your password. Then click on the yellow box in the upper right corner and click view profile and then edit profile. Scroll down through your information and change anything that needs to be updated. *National is asking especially that all members enter their age range*. Scroll all the way to the bottom of this page and click save. Go back to the green box in the upper right corner of the screen and click on logout.

Email me at **president@bpwcal.org** if I can be of assistance. Or reach out to our webmaster, Linda Wilson, **lindalwilson@juno.com**, for help.

Anne Marie Johnson
CFBPW President



CONSIDER USING CEF AS A MEMBERSHIP TOOL

In order to be eligible for a California BPW Education Fund loan, you must be a BPW member or a member of the immediate family of a BPW member. So….do you know someone who

- graduates from high school this year and will be enrolling in college for the first time?
- is re-entering the workforce and needs new skills?
- is changing career fields and is looking for training?
- wants to earn an advanced degree?

These are all potential members of BPW. Tell them about the benefits of our organization and invite them to join now!

LOOKING FOR LOAN RECIPIENTS! CEF HAS MONEY TO LOAN!

Thanks to the generosity of our members, the CEF treasury has grown, and we are ready to grant loans. Applications and information are available on the CFBPW website, so please share with your members. The Board accepts applications year-round.

Rosemary Enzer



65TH ANNUAL PUBLIC POLICY CONFERENCE SCHEDULED FOR FEBRUARY 22.

Whether it's called the Legislative Conference, Government-in-Action or, most recently, the CFBPW Public Policy Conference, this meeting provides an opportunity to learn more about the legislation and the issues that are important to California women. So, plan to join us—in-person or via Zoom—for the 65th annual conference in Sacramento on Saturday, February 22, for a full day of speakers and information.

We will begin our day with a special guest speaker from NFBPWC, **Emily VanVleck**. Emily currently serves as the National Vice President Advocacy. She is a former Young BPW Chair and the founder of the Period Poverty project which encouraged federations and clubs to contribute menstrual products to women in need and to support legislation - guaranteeing access to products in schools, prisons and workplaces. Emily will be providing an update on national advocacy programs.

We are pleased to renew our long-standing relationship with the California Commission on the Status of Women and Girls, as Executive Director **Darcy Totten**, presents information on the California Women's Well-Being Index.

Our luncheon program includes the presentation of the 2025 Legislator of the Year Award to **Assemblymember Stephanie Nguyen**, representing the 10th Assembly District.

She also serves as a member of the Commission on the Status of Women and Girls. You can read her biography elsewhere in this magazine.

Our final speaker of the day will be **Jenya Cassidy**, Executive Director of the California Work and Family Coalition. CFBPW has been a member of the Coalition for the past three years. Their advocacy for the issues that we support has provided our organization with a voice in Sacramento. We will learn more about the Coalition, its members and its legislatives successes.

The conference also provides an opportunity for sharing what our clubs and districts are doing throughout the state to further the goals of our Public Policy Statement. The Bill Screening Committee will update members on legislation signed into law last year and any new legislation now pending.

For a break from all the reports and speeches, get ready for a game of Women's History Bingo. There will be PRIZES! Be sure to read the instructions and print the Bingo Card that will be included in the conference packet.

Make your plans now to attend on February 22!

Rosemary Enzer
Program/Projects Chair



Assemblymember Stephanie Nguyen
Named Legislator of the Year

The CFBPW Public Policy Committee is pleased to announce that our 2025 Legislator of the Year is **Assemblymember Stephanie Nguyen**, who represents the 10th Assembly District. She will receive the annual award at the CFBPW Public Policy Conference on February 22.

Nominated by the Downtown Sacramento Club, Assemblymember Nguyen has lived, worked and served in the Sacramento and Elk Grove communities almost all her life. She was elected to the California Assembly in 2022, after serving on the Elk Grove City Council.

Assemblymember Nguyen currently serves as the Assistant Speaker pro Tempore of the State Assembly. She has also been appointed by the Speaker to serve on the Commission on the Status of Women and Girls. In addition to her legislative duties, Assemblymember Nguyen has spearheaded crucial initiatives aimed at advancing women's health rights and healthcare standards nationwide. Notably, she led the passage of Assembly Bill 1646, ensuring comprehensive training for OB-GYN medical students across the country, particularly focusing on abortion procedures. Her dedication to promoting equitable and accessible healthcare underscores her commitment to serving the needs of all Californians.

The daughter of Vietnamese refugees who fled the Vietnam War by boat, she grew up in Sacramento's Little Saigon district and attended Sacramento schools before graduating from Sacramento State University.



The next four years are bound to be a rollercoaster ride.

We need to be strong and continue to advocate for human rights (aka women's rights). The best approach to doing that is starting with strong leadership. I hope you, **yes YOU**, consider running for office for the upcoming CFBPW year.

By the time you read this, I will have sent the information about all offices and the eligibility process to the club presidents. If you would like the packet sent straight to you just ask. I can also answer your questions - or get the answers. My email address is Michelle.husby@gmail.com and cell is 510.260.4349.

If you aren't ready to be an officer for the 2025-2026 year, let me know where you would like to support our amazing federation. I will collect your interests and/or skills for our incoming president, Sher Singh. There are plenty of committees that need members and chairs.

How will you support WOMEN during the upcoming rollercoaster ride?

Michelle Husby

Past State President

CFBPW Nominations Chair

****



Valley Sunset District's Winter Conference, scheduled for February 8, will focus on the climate crisis facing our planet today.
The invited guest speaker, Kathy Kelly, will discuss

"Climate Crisis: BPW's Global Efforts and Tips to Make a Difference in Your Community".

Kathy, a former NFBPWC Vice President Membership, is a passionate advocate for fighting climate change locally. She is a graduate of former Vice President Al Gore's Climate Reality Project. Kathy has served in many BPW positions and her three-year term on the Women for Water Partnership awakened her to the connection between the environment and women's economic self-sufficiency.

The conference, hosted by **the Conejo Valley Club**, will be available via Zoom and everyone is invited to attend. For registration information, please contact Sandy Thompson (oscarthom@yahoo.com).

Burbank BPW has been busy providing **Christmas baskets** for a needy family and hosting monthly meetings focused on a variety of interesting topics.



Denise Luckhurst is shown here with Christmas baskets donated By Burbank BPW and members of the family that received them.

Conejo Valley's monthly meetings have been held at various locations in the area, acquainting local businesses with our organization.

Hollywood BPW has maintained its club status, although they have not met this year, and their future is uncertain at this point.

Valley Sunset has recently amended its bylaws to return to a one-year term for officers, so the Nominations Committee is busy seeking members interested in serving as officers in 2025-26. Parliamentarian Sandy Sanders has undertaken the job of revising the district's Policies and Procedures for the first time in a dozen years.
Our members continue to serve at all levels of BPW. We are proud to count CFBPW president Anne Marie Johnson, treasurer Denise Luckhurst, and parliamentarian Sandy Thompson among our membership. Additionally, Elaine Aftergut and Shaaron Casey serve on the Bill Screening Committee and Rosemary Enzer is CFBPW Program/ Projects chair.

Rosemary Enzer, President
Valley Sunset District

Sierra Mar District Report

Sierra Mar Fall Conference was held October 19, 2024. Twenty- one people, including 15 members and 2 presidents, were in attendance. Clubs represented were East Los Angeles-Montebello, El Monte, and East Valley. State representative Rosemary Enzer, California BPW Program/Projects Chair, President of California Education Fund and Valley Sunset District President brought greetings.



WE HAD AN INTERESTING PROGRAM, "THE GLAMOUR OF DIAMONDS" PRESENTED BY GEMOLOGIST RENEE NEWMAN.



RENEE HAS WRITTEN SEVERAL BOOKS ON GEMS. SHE SHARED SOME OF THE HISTORY AND PICTURES OF NOTABLE DIAMONDS. SUCH AS, HERE ABOVE IS THE HOPE DIAMOND 45.52 CARATS.

In addition, there was discussion of propositions on the November ballot. The afternoon speaker, a police officer, came to present information regarding scams targeting seniors.

Sierra Mar District **Winter Conference** is scheduled for **Saturday, January 18, 2025, 9am** at St Paul's Lutheran Church, 2009 S. Garfield, Monterey Park. Speakers will be **Jannel Rap** from **GINA** for Missing Persons. Jannel is a singer songwriter whose sister disappeared October 17, 2000. She has since launched a podcast, "America Lost and Found", which features guests who have learned to use their loss and refuse to let their lost loved-ones be forgotten.

Afternoon speaker will be **Larissa Matzek**, Executive Director of **CROSSROADS**, a residential licensed substance use disorder treatment program that has provided services to formerly incarcerated women for 50 years. Their mission is to provide housing, education, counseling and employment readiness in a homelike environment for women who have been incarcerated.

Sierra Mar District is based in the San Gabriel and Pomona Valleys and is part of the California Federation of Business and Professional Women (CFBPW). The organization is a member of the National Federation of Business and Professional Women's Clubs (NFBPWC) and BPW International. BPW has been advocates for women's issues for more than 105 years.

Karen Roberson

East Los Angeles-Montebello BPW Report

East Los Angeles-Montebello BPW meets monthly in-person from September-June with speakers at all the programs except June, which is the planning meeting for the next year.

We have two special programs honoring local women.

- The October program which is also in commemoration of National Business Week is our "Woman of Achievement" program. Besides giving the honoree a plaque, we give her a membership in BPW for about a year.

- The January program is our Young Careerist honoree. Besides giving the honoree a plaque, we give her a half-year membership in BPW. We also pay her registration to Sierra Mar's Annual Conference, where she is the luncheon speaker. As there usually is no other Young Careerist from the District, she then becomes the Young Professional for the District. The District pays her registration to CFBPW Annual Conference. Previously, the Young Careerist has spoken or participated in a panel at the CFBPW Annual Conference. This has not happened in the last couple of years.

These two programs have helped East Los Angeles-Montebello BPW maintain and slightly increase membership. Friends of the honorees attend the programs so we spread the message into the community about the organization. We also do news releases and flyers for the programs.

Below is information on the 2024 "Woman of Achievement" and the 2025 "Young Careerist", who will be honored on January 22, 2025.



Christina Nani Aiu-Quezada was our 2024 "Woman of Achievement."
Christina is the owner and operator of Hālau Hula Moani'a'ala Anuhea (HHMA), a hula school that was established in Monterey Park, California almost 18 years ago. Throughout the years, the Hālau has performed in professional concerts with reknowned Hawaiian artists like The Mākaha Sons, Natalie Ai Kamau'u, Raiatea Helm, Lorna Lim, Kuana Torres, and HI'ikua. Christina has led the haumāna in other projects such as taking the children to the beach to make hula implements and creating a garden of Hawaiian and native California plants bridging the gap between Hawaii and the mainland. Regular classes include life lessons from teaching the children how to fold their clothes, teaching the teens what to be aware of as they grow, guiding the young women in wise choices, sharing stories of motherhood with that age group and keeping the elders young in mind and spirit, all through the mantra of "Hula is Life."

To see her group in action, go to the following site:

https://youtu.be/BNVcYjjRnpo

Christina sits on the Board of Directors of Kūlia I Ka Pūnāwai Kumu Hula Association of Southern California. The association hosts an annual Hula Camp every year with registration open to the public, where the members contribute workshops to further the spread of knowledge from many sources. Through this association, the Hālau has participated in several large projects including a colalborative concert entitled "Kaulana Nā Pua" in 2015. In addition to founding the Hālau, Christina has also established Hi'ikua a Hi'ialo Cultural Foundation, a 501(c)3 non-profit organization. Through this foundation, a Mālama Fund (financial aid) and a Scholarship Fund have been established. Since 2012, the Scholarship Fund has granted scholarships to 27 young women who have left Hālau for college. In developing the Hālau over the years, it has become Christina's personal mission to grow confidence, generosity, morality and citizenship in her haumāna.



Dr. Shawndeeia Drinkard, who is the Director of Health and Wellness at The Boys and Girls Club of the West San Gabriel Valley and Eastside, is our "Young Careerist for 2025."

Shawndeeia grew up in Los Angeles. She has a Bachelor's Degree in Psychology from Mount Saint Mary's University and a PhD. in Clinical Psychology from Alliant International University, Los Angeles. Previously, she volunteered for the Boys and Girls Club. She also volunteered as a Program and Outreach Assistant for Foster Care Resource Group and is the Executive Director of Urban Mental Health and Wellness Initiative.

From 2019-2022 she was a Senior Staff Therapist at Claremont University Consortium. She has a robust background in clinical psychology and community advocacy, clinical and research interests encompassing mental health promotion, child and family interventions and advancements in culturally responsive, community-based approaches. Shawndeeia has extensive experience providing consultation, conducting psychoeducational workshops, and hosting wellness promotion events. She is passionate about improving access to culturally responsive mental health care and ensuring the well-being of youth and their families.

The Clubs in Sierra Mar District each host one of the Sierra Mar conferences.

East Los Angeles-Montebello BPW will host the Annual Conference, which will be Saturday, April 19th at St. Paul's Lutheran Church, 2009 S. Garfield Avenue, Monterey Park. The in-person meeting starts at 9:00 A.M. with a Memorial Service for members who have passed away in the last year. Mavis Hansen, **El Monte BPW President,** will conduct the service. The State Rep. will be CFBPW President Anne Marie Johnson.
- One of the speakers will be Jill Welker, who will talk about her work volunteering in Ukraine.
- The topic of the other speaker is "Earthquake Preparedness", but the speaker has not been confirmed.
- The luncheon speaker will be East Los Angeles-Montebello BPW Young Careerist.

There will be election of officers. Sierra Mar President-Elect Carolina Flores-Helizon, a member of El Monte BPW and a past Sierra Mar President (2001-02), will be installed as President.

Linda Wilson, President
East Los Angeles-Montebello BPW

AMENDMENTS

- **According to our California Federation bylaws article "Amendments", they may be proposed by the Board of Directors, a District, a Club, three or more Members-at-large or a special committee appointed for that purpose.**

- **All proposed amendments shall be submitted in writing to the CFBPW By-laws Chair at least sixty (60) days before they are to be considered.**

- **And the deadline for submitting 2024-2025 proposed bylaw amendments is:**

- **March 17, 2025 to this State Bylaws Chair.**

Trudy Waldroop
Bylaws/Resolutions Chair
IloveBPW@yahoo.com

DID YOU KNOW . . .

- In 1924 CFBPW adopted our first legislative program.

- In 1937 "the first national organization to support the ERA" was the National Federation of Business and Professional Women.

- In 1931 we elected our Legislation Chair with directions to go to Sacramento and remain there while the Legislators were making laws.
In 1940 the members adopted the recommendation to budget for a paid Legislative Advocate in Sacramento.

- In 1960 CFBPW established its Government-in-Action Conference during which a legislative platform was developed and legislative education, action and lobbying took place. Today it is called the Public Policy Conference.

WEBMASTER  REPORT

Please send your calendar of programs for the year (or for the upcoming month) to lindalwilson@juno.com or Linda Wilson, 1000 E. Newmark Avenue #22, Monterey Park, CA 91755 so that your webpage (each Club and District has a webpage on the State website) can be updated. Location and times of meetings should also be on your webpage so people can find out about your Club and District. Photographs can also be added to your webpage. Please take a look at the State webpage https://bpwcal.org. There is a great deal of information on the pages. There is an Events page so that is used in addition to your Club's page to publicize your programs.

New or other items added to the State webpage are the following –

1). The home page under the first blog is information on the Winter Board and Public Policy Conference including registration forms. This is also repeated on the **"Events"** page.
2). Under **"CFBPW Education Fund"** tab is the address to send donations or to apply for funds. It now has the list of donations in memory of members who have passed away or donations in honor of members. .
3). Under **"Awards and Recognition"** tab are recognitions of people for "Women of Achievement," "Young Careerists" and other awards given by Clubs, Districts and CFBPW. Remember to send photos of the honorees to this Chair along with their award. It also has the photo and name of the CFBPW Legislator of the Year - Assemblywoman Stephanie Nguyen.
4). Under the "**New Members"** tab are photos of new members. Congratulations to East Los Angeles-Montebello (two new members), Berkeley (one new member), Downtown Sacramento (one new member) and Hollywood (one new Student member) since Fall Board. Remember to send photos and names of new members to this Chair.
5). The photos for the Valley Sunset District and Clubs' Christmas and holiday parties are on their pages. Downtown Sacramento has added the booklet from their 105th anniversary to their home page.
6). Under the "**Legislation"** tab is a list of bills that the CFBPW Bill Screening Committee reviewed and what happened to each. If you have any bills for the new session of the California Legislature that you would like considered, please send them to Elaine Aftergut efarcl@aol.com.
7). Under the "**Events"** tab are the programs/meetings that have been reported to this Chair. There is usually a month at a time on the page.
8). Under the "**Members' Only**" tab are the latest issue of the "California Woman," CFBPW Officers and Chairs, the packet from the Fall Board, CFBPW Budget for 2024-25, Memorial Reporting Form, Dues Transmittal Form, Nominations Forms, how to do a Zelle transfer, CFBPW Bylaws, Model Club Bylaws, Policies and Procedures, information on membership recruitment and various presentations that could be used at the Club or District level. Remember the password is CFBPW.
9). Under the "**Photo Gallery"** tab are photos from CFBPW 2024 Fall Board.

Please use the CFBPW webpage (https://bpwcal.org) and submit information to this Chair to keep it up-to-date.

Linda Wilson



At the Post Board meeting in May, the Executive Committee recommended and the Board members voted to use **Constant Contact (CC)** as our communication tool. Our CC account has been established and three emails (including the CA Woman links) have been sent to every member. Hopefully, you are receiving these emails. It has been reported that some are going into the Spam/Junk folders.

If you are not receiving these emails, please check your spam or junk folder. You can then indicate that it is not spam or junk. Additionally, you can add this email to your contact list: **bpw-news@ca-fed-of-business-and-professional-women.ccsend.com**

I am in the process of relearning how to use Constant Contact so please be patient while I work on improving the look and function of the emails. I will be working with our Public Relations Chair, Monique Lee, on making this a marketing tool as well as a member communications tool.

Anne Marie

Anne Marie Johnson
CFBPW President
president@bpwcal.org

Constant Contact - YouTube

What is 'Constant Contact' ?
How does it work?

Constant Contact is a popular email marketing and online survey tool designed to help businesses and organizations build customer relationships and grow their businesses. Here's how it generally works:

1. Email Marketing: Constant Contact allows users to create professional-looking email campaigns easily. It provides customizable templates that can be tailored to fit different marketing needs, whether it's promoting products, sharing news, or sending out newsletters. Users can also segment their email lists to send targeted messages to specific groups of contacts.

2. Automation: It offers automation features that help streamline email marketing efforts. Users can set up automated email series (drip campaigns) based on triggers such as user actions or specific dates, like birthdays or anniversaries.

3. Contact Management: Users can manage their contact lists efficiently within Constant Contact. This includes importing contacts from various sources, organizing them into different lists or segments, and keeping track of their interactions and engagement levels.

4. Analytics: Constant Contact provides analytics and reporting tools to track the performance of email campaigns. Users can see metrics such as open rates, click-through rates, bounce rates, and more, allowing them to measure the effectiveness of their campaigns and make data-driven decisions for improvements.

5. Online Surveys: Apart from email marketing, Constant Contact also offers tools for creating and distributing online surveys. This helps businesses gather valuable feedback and insights from their customers or target audience.

6. Integration: It integrates with various third-party applications and platforms, including CRM systems like Salesforce, ecommerce platforms like Shopify, and social media platforms like Facebook, to enhance marketing efforts and streamline workflows.
Overall, Constant Contact is designed to be user-friendly, providing tools that allow businesses to engage with their audience effectively through email marketing and surveys, while also offering insights and analytics to optimize their marketing strategies.

END OF PART 1