

Western Kentucky University

TopSCHOLAR®

The Colonelette

Kentucky Library - Serials

5-1967

The Colonelette (May 1967)

Department of Library Special Collections
Western Kentucky University, spcol@wku.edu

Follow this and additional works at: https://digitalcommons.wku.edu/colonelette_abwa



Part of the [Cultural History Commons](#), [Social History Commons](#), [United States History Commons](#), and the [Women's History Commons](#)

Recommended Citation

Department of Library Special Collections, "The Colonelette (May 1967)" (1967). *The Colonelette*. Paper 102.

https://digitalcommons.wku.edu/colonelette_abwa/102

This Newsletter is brought to you for free and open access by TopSCHOLAR®. It has been accepted for inclusion in The Colonelette by an authorized administrator of TopSCHOLAR®. For more information, please contact topscholar@wku.edu.

The Colonelette



AMERICAN BUSINESS WOMEN'S ASSOCIATION
KENTUCKY COLONEL CHAPTER
Bowling Green, Kentucky

THE COLONELLETTÉ

VOL. 3

Issue 12

May, 1967

Kentucky Colonel Chapter
American Business Women's Association
Bowling Green, Kentucky

Installed June 3, 1964

EDITOR ----- Brenda F. Williams
526 East 13th St.
842-5168

CO-EDITOR ----- Jean Fulkerson
842-5168

CO-EDITOR ----- Kay Boswell
842-5168

Color

Black and Gold

Flower

White Carnation

National Motto

"Better Personality For Better Living"

National Slogan

"Circle Eleven in '67"

Monthly Meeting - Fourth Tuesday 6:30 Social
7:00 Dinner

NATIONAL HEADQUARTERS

American Business Women's Association

9100 Ward Parkway

Kansas City, Missouri 64114

NATIONAL OFFICERS

PRESIDENT - - - - - Mrs. Geraldine Neuman
VICE PRESIDENT - - - - - Mrs. Kathryn Williams
TREASURER - - - - - Mrs. Jeanne Knight
S. E. DIST. VICE PRES. - - - - Miss Sue Sharpe

CHAPTER OFFICERS

PRESIDENT , - - - - - Mrs. Joann Rudolph
VICE PRESIDENT - - - - - Mrs. Judy Faught
RECORDING SECRETARY ' - - - - Mrs. Holly Denney
CORRESPONDING SECRETARY - - - Mrs. Ann Bays
TREASURER - - - - - Miss Jean Fulkerson

PURPOSE

The purpose of the American Business Women's Association shall be to elevate the social and business standards of women in business by uniting them nationally for training designed to make them more efficient, more considerate and more cooperative toward their work, their employer, and their employer's customers, thereby increasing their earning ability, success and happiness.

THE PREZ SEZ

Another Month - Another Milestone!

A Third Anniversary belongs to us...and brings us up to reviewing the steps we have taken and giving direction to the steps we are about to take. This our Third Anniversary, is truly to be an outstanding and memorable occasion with the official visit of our National President, Mrs. Geraldine Neuman and our southeastern district vice president, Miss Sue Sharpe....giving spectacular momentum to its meaning and purpose. Last-minute details will be coming to you direct from our chairman, Sue Short at the May 23rd dinner meeting. It's "PREZ" let me remind you all....an anniversary, especially one observed to the fullest as our third will be..should be supported enthusiastically. I would expect each and every member to put forth an extra effort to attend every function possible during the three-day observance. The complete itinerary is listed in your bulletin for handy reference so mark your calendars now for June 3rd, 4th, and 5th.

It's Scholarship Month....Dr. W. R. McNeill, Superintendent of Bowling Green City Schools, will be the educational speaker. Pat Potter, our chairman, will have our scholarship recipient, Sharon Capps, present to be granted our chapter's scholarship award for \$100. Our S.B.M.E.F. contribution of \$35 is also being mailed to national this month. Please plan to attend the May dinner meeting (Holiday Inn, May 23rd). Something is always happening to the Kentucky Colonels....so don't miss a single meeting. We're drawing near to the close of another year but many pleasant surprises are still pending.

DON'T FORGET THE BLOODMOBILE! SEE ANN BAYS, CHR.

Anniversary Observance Itinerary

Saturday - June 3

10:23 - Arrival National President and
Southeastern District Vice President
Airport

12:30 - Luncheon at Holiday Inn

2:00 - Tour Western Kentucky University

7:30 - Dinner at Manhattan Towers

Sunday - June 4

2:00 - Anniversary Party at Cutliff Bldg.

7:00 - Pot Luck at Ann Bays home -
1213 Leeson Drive

Monday - June 5

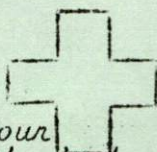
8:00 - Breakfast at Town Towers

- Radio Interview

12:30 - Leave Airport

Please make your plans NOW to attend each of
these events!

BLOODMOBILE VISIT



Your blood falls in o one of four groups-designated..O, A, B, and AB. Blood also has a type factor called RH-if you have it you are Rh Positive; if you lack it you are Rh Negative.

The uses of blood prescribed by medical science are increasing steadily, with no end in sight. This need for blood con inues around the clock seven days a week, 365 days a year!

During this year, between five and six million pints of blood-ten pints a minute-will be needed throu hout the country. Because of blood and its various derivatives, thousands of people are alive after serious accidents or illnesses and after major operations; many would not have survived if blood, from another human, had not been available.

Ann Bays, chairman of the Bloodmobile committee, reports that the Bloodmobile will be held at the First Baptist Church, May 25 & May 26. Our chapter is responsible for 104 pints of blood. The quota is 408, hours 11-5. Make every effort to contribute to your chapter. **DON'T FORGET THE BLOODMOBILE.....MAKE YOUR SHARE OF CONTACTS.**

MAY 25-26

SOMETHING TO CROW ABOUT

The Third Anniversary observance of Kentucky Colonel Chapter A.B.W.A., is scheduled for June 3rd and 4th. The theme is "Something to Crow About", and we really do have something to crow about. The visit to be paid us by our National officers, Geraldine Newman, Pres., and Sue Sharpe, District vice pres., for this important event.

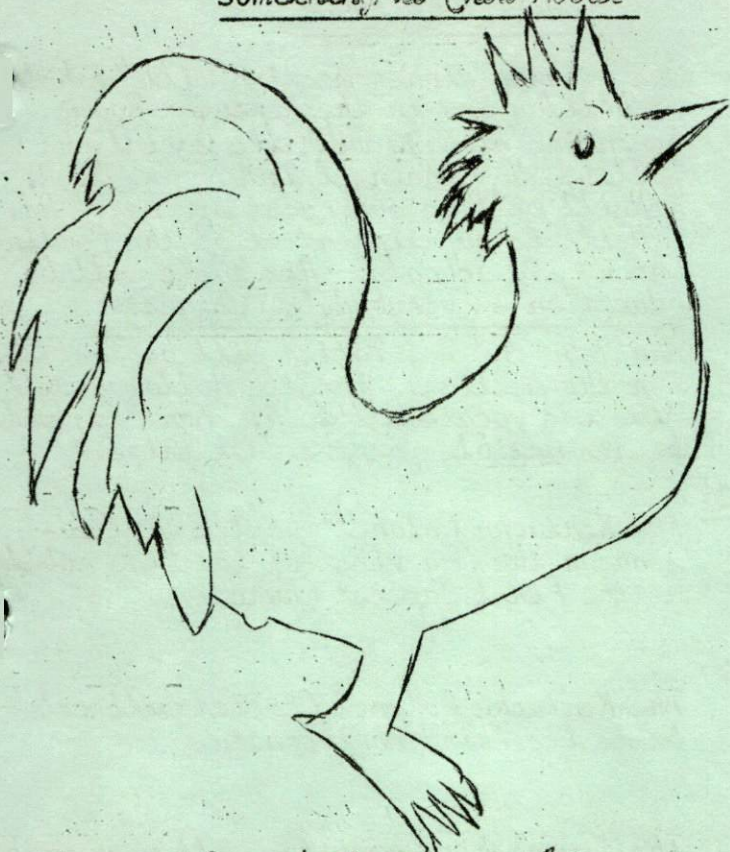
They will arrive here at the airport at 10:23 a.m., on Sat. June 3rd, will be met and escorted by motorcade to the City Hall where they will be greeted by the Mayor. There will then be a luncheon at Holiday Inn. That afternoon, a tour of Western Kentucky University Campus is planned. Dinner at Manhattan Towers on Sat. evening. The anniversary party will be held at 2:00 Sunday afternoon, at the "Cutliff Building" on the Louisville road. Potluck supper at 7:00 p.m. Sunday at Ann Bays and a breakfast on Monday morning.

There will be various awards at the Party on Sunday afternoon. Hope all our members will make this a memorable occasion by attending each event-----CHARTER-----members, do not forget, YOU are to be honored.

Sue Short,

Anniversary Chairman

"Something to Crow About"



National President and
S. E. District Vice Pres
to attend Anniversary!

This is Something to
Crow About!



CHAPTER CALENDAR

May 23 - Our regular dinner meeting will be held at Holiday Inn in the Kentucky Room, beginning at 6:30 with the social and followed by dinner at 7:00. Dr. W. R. McNeill will be our guest speaker. Dr. McNeill is superintendent of the Bowling Green City Schools. His topic will be Education - Everybody's Business.
Ann Irby and Pat Potter will be hostesse for the meeting. Estelle Holloway will give her vocational talk. Ann Bays will be responsible for the door prize.

May 25-26 The Kentucky Colonel Chapter will co-sponsor the May visit of the Bloodmobile at the First Baptist Church.

June 3-4 The Kentucky Colonel Chapter will celebrate its Third Anniversary.

June 15 The Membership Committee will meet with prospective members at the home of Jean Fulkerson.

June 20 The Executive Board will meet at the home of Joann Rudolph.

Please mark your calendars for these dates and be sure that you don't miss any of your chapter's activities!

MEMBERSHIP COMMITTEE REPORTS

News Flash! News Flash!

The Kentucky Colonel Chapter has completed number 11 of our Standard of Achievement.

*11. Enroll a total of at least ten (10) new members.

Since September, 1966 we have enrolled the following members: Beatrice Wood, Pat Potter, Ruby Gray, Ruby Lowe, Helen Ferrell, Susan Hanes, Patty Newman, Orpha Edeson, Shirley Towe and Marilann Melton. We extend our Hand of Friendship!

A special Hand of Friendship we extend to our newest member, Miss Marilann Melton, 717 Covington Avenue. Marilann is employed in the Bowling Green City School System as a Special Reading Teacher. She was sponsored by Judy Faught.

* * * * *

"We Have A Winner"

Our sincere Congratulations to Ann Bays for winning the Championship in her Bowling League for the second year! This is quite an honor and we are very proud of you, Ann.

* * * * *

"Wit and Wisdom"

Too many people recognize their duty just in time to avoid it.

Be careful about getting into a battle of wits-you may be only half-armed.

YOUR PERSONALITY

By Esther Brooke
President, Mrs. C. E. Brooke
& Associates
New York City

Show willingness to help-do even more than you are asked to do-if you would get ahead. It pays dividends in friendship and rewards in raises.

Be orderly-get the habit of putting things away when you have finished with the job. Not only because carelessness is one of the most common reasons for dismissal, but because you work more smoothly and effectively when you work in systematic, orderly fashion, you're foolish not to step up your efficiency. Clean-cut work habits mean clean-cut methods of thinking. And clear thinking is worth money in business today.

Self-discipline will help you to go on a little further when your mind or your muscles say stop. Self-discipline will make you keep a check of your own errors, omission, and the volume of work you produce. It's your business report card-your best way of knowing if you're really accomplishing what you set out to do.

Cooperate with others. Don't be a fault-finder. In any crew race, it is not individual skill but collective skill which benefits all concerned. Wise employers refuse to have a person around who does not "pull with the team"-no matter how brilliant he may be individually, because business is truly an affair of reciprocity.

Be cheerful. Your job may not be all smooth going. Learn to take what comes with spirit and zest. A smile and a "good morning" will do much to make the day brighter, to win the respect of your co-workers and cement their good will.

Show a sincere interest in your work, if you like it. If you don't you're in the wrong place and you'd better quit. Keep your mind on what you're doing. Don't listen to office gossip and don't be tricked into comments unless you want to be mixed up in office politics.

Be prompt. You can't hope to overstay your lunch hour, or be an habitual late-comer, to absent yourself without just cause, without expecting to reap the reward of seeing others getting ahead who assume the burden of extra work which your shiftlessness has cast upon them.

Be trustworthy. Ability to keep confidential information is regarded as one of the most important success factors by many employers. But trustworthiness goes beyond that. It means that you have moral integrity and can be counted on to do your part always.

Be polite. There is an old saying, "Politeness is to do and say the kindest thing in the kindest way." Thoughtfulness and graciousness are expressed in the frequent use of words, "Please," and "Thank you." You can't overwork them—just try and see. If other people are working under you, don't ORDER them to do things ask them if they will do what you want done. Don't say, "Johnny, bring in those records and make it snappy!" but rather, "Johnny, will you please bring in those records? I need them right away."

Be persistent. Success is never made overnight. It is a series of cumulative little victories which when added together will tally up the score in your favor. Stick with each problem until you have mastered it, or you'll never reach your goals.

"A MANY - SPLENDORED SPRING"

by Jack Nethercutt
Director of Product Planning
Merle Norman Cosmetics

For a perkier, prettier you this spring...let go of all your fashion inhibitions...wear colors, prints and textures you've never tried before...spice up your wardrobe with razzle-dazzle hues, vibrant new pastels, understated neutrals.

THE BRIGHTS

These are the festive shades of spring...hot pink, sizzling orange, spring green, sunshine yellow, throbbing purple, fiery fuchsia. You'll see them alone or in explosive combinations...stripes, plaids, dots, checks, primitive African prints.

THE PALES

Offbeat, brightened pastels that are cooled by a light wash of white.....rosy-peach pink, inside-of-avocado green, apricot sherbet, blue-sky blue.

THE NEW NEUTRALS

Handsome natural colorings of putty, eggshell, unbleached muslin, ivory, beige and grey. Lots of monotone effects you can spike with any accent of color - or keep in single shade perspective.

RED, WHITE, BLUE

Perennial flag-color favorites look better than ever this spring. See crisp, clear red, white, and blue combinations in two-and-three piece dress and sportswear ensembles.

With Brights select a new light-reflecting shade of lipstick. With Pales wear a washed white pastel color. With Neutrals wear a warm-tone lipstick. With Red, White and Blue wear your clearest, truest lipstick shades.