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The Colonelette



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

THE COLONELETTE

VOL. XIII, NO. 5 BOWLING GREEN, KY.

MARCH, 1976

Chapter Chartered - June 1, 1964

THE COLONELETTE is edited and published monthly by the Bulletin Committee of the KENTUCKY COLONEL CHAPTER, American Business Women's Association, BOWLING GREEN, KENTUCKY.

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OFFICIAL PUBLICATION - WOMEN IN BUSINESS

AMERICAN BUSINESS WOMEN'S ASSOCIATION
9100 Ward Parkway
Kansas City, Missouri 64114

NATIONAL DIRECTORS

Founder & Executive Director.....Hilary A. Bufton, Jr.
Assistant Executive Director.....William H. Blair
Administrative Director.....Ruth H. Bufton
Assistant Administrative Director....Clorine Tuohy

COLORS: Black & Gold FLOWER: Carnation (White)

NATIONAL MOTTO

"Better Personality for Better Living"

NATIONAL THEME

"Beyond Our Heritage"

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 employers, and their customers, thereby increasing their earning ability, success, and happiness.

NATIONAL OFFICERS

President.....Alnoma E. Dinger
Vice President, First.....Catherine E. Hargerum
Secretary-Treasurer.....Laura M. Barnes
Vice President, District II.....Frances M. Wilson

T H E P R E S I D E N T S P E A K S :

Dear Colonelettes:

We are entering into a very busy time in our chapter. We have the Souvenir Program, Boss Night, Woman of the Year and the attendance contest. The ads are coming in slowly; and if you have not contacted the ones you did last year, try to get this done as soon as possible. The letters on the Woman of the Year should be in to the Chairman by March 31st. All of the captains are working with their group on the Perfect Attendance Contest. For the benefit of those that are new in the Chapter, please ask some of us about making up any meeting that you have missed. It is nice to have the opportunity to visit with the Charter Chapter to make up this meeting.

All the activities are planned and working out fine. I am looking forward to one of the best Boss Night Events we have had. By the time you read this, we will have had our enrollment event on March 21st. and hope it was enjoyed by all.

Please keep in mind the Regional Meeting; and if it is not possible to go and stay for the full time, it is so close, many of you could go for a day or night portion. I know that many things will be available to us and very informative. As business women, we need to be continually searching for things to help us to do our jobs better, as well as means to enjoy it more.

Remember, always, to call on me if I can be of help to you.

MARCH MEETING

DATE March 23, 1976

TIME 6: 30 P.m. Social
7: 00 P.m. Dinner

PLACE RED CARPET INN

INVOCATION

PLEDGE OF ALLEGIANCE

SPEAKER: Mrs. Louise Gentry
Warren Co. Realty

TOPIC: FACTS ABOUT REAL ESTATE

VOCATIONAL TALK: Sandra McWhorter
Bureau for Social Ins.

BUSINESS MEETING Edda Mae Lawson

BENEDICTION

HOSTESSES: Frances Jones, Chr.
Estelle Holloway
Lucille Walton
Ann Bays
JoAn Stacker

ABOUT THE SPEAKER

Mrs. Gentry is currently employed by Warren County Realty with offices on Scottsville Road. She was formerly employed by Tarter Realty. She is a member of the Bowling Green Board of Realtors and has served in the capacity of president in that organization. She is also associated with American Free Enterprise which works with students.

"BOSS NIGHT - SPIRIT OF '76"

The Kentucky Colonel Chapter of the American Business Women's Association will present its 13th annual Boss Night Event, June 14, at the Red Carpet Inn.

Mr. William Blair, Assistant Executive Director and Convention Director of the American Business Women's Association, will be our guest speaker.

Accepting reservations for the event will be Mrs. Florence Perkins, Hospitality Chairman. The cost per person will be \$6.00 and should be given to Florence ~~by~~ June 7.

Letters nominating you ~~for~~ Boss of the Year should be returned to Brenda Williams, Boss Night Chairman, by April 15. The previous deadline was March 15; but due to changing the date of Boss Night, we have extended the deadline.

Please start making your plans NOW to attend!

Boss Night Souvenir Program...we have sold 31,200 and there are several who have not turned in their report... please do so by April 15th. We must have ALL AD SALES PAID before publishing...WHY, because there are still two outstanding from last year. You know this project has been the best ways and means with less effort put forth...so let's continue to make it the biggest.

WHO SHOULD BE INVITED TO BOSS NIGHT?

In making this decision, always remember Boss Night is planned especially for member's employers. This is the member's opportunity to express her "thank you" to her employer; to say she is proud of him or her, and proud to be affiliated with the company or business where she is employed. Some members may be self-employed or retired. These members should be encouraged to bring a co-worker, competitor, friend, or husband...Some chapters include spouses of both members and guests. The decision of whom to invite is usually based on the facilities available and the cost to the members. If it is decided to invite other guests, always keep in mind the purpose of Boss Night, do not dilute the honor which is paid to bosses.

Across the page is a boss night reservation form. It is not too early to be thinking about attending. Please complete your reservation as soon as possible and return to Florence Perkins.

POINTS FOR JUDGING BOSS OF THE YEAR LETTERS ARE:

1. Community Activities (Charitable, Fraternal, and Church-related activities.) 3 Points
2. Business Experience and Accomplishments--Education (What the nominee has achieved in the business world in relation to formal education and training. 4 Points
3. Member's Recommendation--250 words maximum (Include ways he or she has encouraged employee advancement.) 8 Points

TOTAL POINTS OF 15 POSSIBLE.

BOSS NIGHT RESERVATION

To be returned by June 7 to Florence Perkins
(Date) (Hospitality Chairman)

From _____
(Member)

Please make _____ reservations for our chapter's Boss Night on
June 14 at Red Carpet Inn. A check is enclosed
(Date) (Location)

to cover the cost of the meals. Please send invitations to:

NAME _____ NAME _____

Street _____ Street _____

(City, State, Zip) (City, State, Zip)

ATTENDANCE CONTEST

The attendance contest is a Standard of Achievement requirement #10. The contest begins in March and runs through May. Listed below are teams and captains.

Team #1

Ann Bays - Captain
Debra Akin
Linda Boston
Mimi Burr
Deborah Carroll
Wanda Chapman
Cindy Glascock
Martha Raymer
Jo An Stacker

Team #3

Ema Ray Smith - Captail
Brenda Campbell
Marcia Cassady
Pat Cole
Virginia Cross
Dixie Goad
Diane Moore
Florence Perkins
Mary Scantland

Team #5

Frances Jones - Captain
Jean Manning
Sandra McWhorter
Linda Perdue
Estille Holloway
Betty Stone
Linda Howell
Jane Whitaker
Mary Perry

Team #2

Opal Runner - Captain
Sally Crider
Hazel Davis
Sara Ford
Jean Fulkerson
Laura Alford
Nancy Ladison
June McWhorter
Martyne Bogle

Team #4

Lucille Walton - Captain
Peggy Sharer ✓
Imogene Graves
Dot Howard ✓
Belle Hunt ✓
Jane Jones ✓
Brenda Keith
Edda Lee Lawson ✓
Doris Thomas ✓

Team #6

Larcia Westbrook - Captain
Peggy Richardson
Carolyn Schoenbauer
Rebecca Bone
Lartha Vissman
Brenda Williams
Judy Wilburn
Diann Shultz
Janet Wills

ATTENDANCE CONTEST CONTINUED

Each captain is responsible for getting a team name and some kind of identification label.

Each member must attend both the dinner with speaker and business session for credit. At the end of the contest the winning team will receive a special surprise.

POINTS ARE EARNED IN THE FOLLOWING WAYS:

- 5 - Points present at dinner and business meeting.
- 3 - Points for being on time at meeting.
- 4 - Points for wearing ABMA pin correctly.
- 10 - Points for sponsoring new member.
- 3 - Points for wearing name tag.
- 5 - Points if chapter dues are currently paid or paid in advance.
- 5 - Points if sitting by different person each month.
- 10 - Extra Points earned each month for completing all seven above.
-
- 45 - Total Points earned each month by member.

So, Let's Get to Work!

HOW TO STRENGTHEN ANY ORGANIZATION

1. Attend meetings regularly
2. Keep in mind the purpose of your organization
3. Live up to the duties of the membership
4. Show a personal interest
5. Think for yourself, but not only of yourself
6. Develop your ability to communicate
7. Promote a spirit of teamwork
8. Stir up listless members
9. Seek the best interests of everyone
10. Do your "homework" for each meeting
11. Be a peacemaker
12. Don't lose your sense of humor

13. Give credit where credit is due
14. Prevent meetings from bogging down
15. Persuade capable persons to run for office
16. Give your official representatives respect and cooperation
17. See that officers stay within the limits of their authority
18. Don't dodge thankless jobs that must be done
19. Encourage, Don't Discourage
20. Back up words with deeds
21. Keep expenses under control
22. Keep long range goals in mind
23. Persevere amidst shortcomings and difficulties

Reprinted

CORRECTIONS TO ROSTER ARE AS FOLLOWS:

Ina Ray Smith
Smith's Bookkeeping and Secretarial Service
(B) 842-0432

Marth Raymer
Business Extensions to 245

REMOVE THE FOLLOWING NAME FROM YOUR ROSTER:

Mildred Stasel

NOTE: LUCILLE WALTON has agreed to be the yearbook
chairwoman for this year.

HAPPY BIRTHDAY TO:

Jane Jones	3-13
Marcia Cassady	3-22

DON'T FORGET THAT WOMAN OF THE YEAR NOMINATION
LETTERS ARE DUE.

The TFE Committee will have a "Get Acquainted Meeting" on Tuesday, March 30th at 7:00 P.M. at the Dero Downing Center, WKU, Room 226. The program will be on "What ABWA Means to Me" by "Making Tomorrow Better."

THE GET ACQUAINTED PROGRAM

FINDING AND ENROLLING CHARTER MEMBERS

PHASE #1 - Compiling Prospective Member List

Every possible source for names of business women in the proposed area of the new chapter should be explored. A few suggested sources are:

Sponsoring chapter members, through bulletin, TFE report at meeting.

Other chapters, in area and state, where it is believed members may be aware of prospective members. Publicity on project may be channeled to the chapter's President for announcing to her membership.

Members-at-large in the proposed area should be contacted for recommendations and about possible charter membership. Upon request, a listing of all members-at-large in the area will be sent to the TFE Chairman; or National Headquarters will gladly announce the project to all members-at-large in proposed area on record.

It is possible any inactive members in the area will wish to reinstate their membership to active status to become a charter member, and will also recommend business women as prospective members for the new chapter.

Other sources for obtaining the names of local business women are many, but a few of the better ones are: Local Women's and Men's Chambers of Commerce; City Directory at local library, which lists women along with their employers and occupations; news media; firms that employ many women can be contacted for recommendations, as well as past guest speakers and members' husbands and employers.

PHASE #2 - Contacting Prospective New Members

As prospective member lists are compiled, and as they continue to grow, the next step is to set up a program whereby you can personally meet them. This may be done by calling on them singly or in groups. For a sizable number of prospective members, your best plan is to work toward a Get Acquainted Enrollment Event for interested prospects. For best results, the following schedule is most effective:

A personal, one-to-one contact with each prospect by phone (or visit) by a member of the TFE Committee. The member should introduce herself and her chapter and tell the prospective member something about ABWA and that a new chapter is being formed. Where interest is determined, the prospect should be informed that she will receive a brochure telling more about the association and that, when plans are completed, she will receive an invitation to a Get Acquainted Enrollment Event where she can learn more about ABWA and the benefits of charter membership in a new chapter.

Mail the prospective member brochure as promised. The brochure will be part of the Get Acquainted enrollment material furnished by National Headquarters for the TFE Committee's use on the project.

After the initial contacts have produced a more realistic number of interested prospective members, make plans for a Get Acquainted Enrollment Event. Mail the invitations, asking for an R.S.V.P. by a certain date.

For any who do not respond by the specified date, follow up to confirm their attendance, offering rides, other possible assistance.

The number of guests, as prospective charter members, will be contingent upon the amount of publicity the project receives; on the issuance of as many invitations as possible, with follow-up on them before the meeting to insure each prospect has received hers, has noted it, and that she will attend.

PHASE #2 - CONTINUED

When a Get Acquainted Enrollment Event is held for enrolling charter members for a new chapter, it is not necessary that the prospects be approved prior to the event. At this time, the TFE Committee can avail itself of sufficient information to determine the basic qualification of employment and if the prospects will assimilate into the chapter well and enjoy being active participating members. If necessary, a prospect's employer can be contacted to determine her qualification.

ABWA stresses diversification in age, firms, positions--making our Association unique from many other organizations.

Care should be exercised to enroll new members correctly and helpful information about this is on separate sheets.

PHASE #3 - The Get Acquainted Enrollment Event

The type of program selected for the event is the TFE Committee's choice. Successful ingredients for any program are preparation, knowledge of subject matter, and presentation in an enthusiastic, positive manner. Presentation should be interesting and keyed to the new chapter project. Helpful information and ideas may be found in the last edition of the Hand of Friendship Enrollment Manual which was mailed to the sponsoring chapter. A panel type program where a moderator and two, three, four other members present ABWA and answer questions is popular. While this format should inform the prospective members of ABWA's aims, purposes, national and local benefits, individual members may tell briefly what personal benefits they have gained from the membership.

Points in the program to be emphasized are the pride and satisfaction one can gain in helping to build a chapter, prestige of charter membership, and that charter members have a voice in the selection of the new chapter's name, dues, and meeting night. Information should be given about monthly dinner meetings, educational chapter programs.

PHASE #3 - CONTINUED

It should be explained that 25 or more charter members are necessary and that once this goal is achieved, each charter member will receive an invitation to the chapter installation of the chapter where charter members sign the Charter, the installation of the charter officers, and a brief organizational meeting, are held.

The sponsoring chapter's scrapbook and some bulletins should be displayed prominently. Members should wear their ABWA insignia.

Once approved, prospective members in attendance must be encouraged to enroll. Should any not enroll at the time, follow up by a visit or phone call to reaffirm their welcome into the new chapter. Additional enrollments often will result.

New members enrolled should be encouraged to recommend prospective members among their own circle of friends, business associates, and personnel at their place of employment. Place emphasis on the opportunity of earning Hand of Friendship credits and ~~awards--honorary~~, brand new members have the privilege of sponsoring other new members.

The membership Committee of the sponsoring chapter will, as usual, sign up members who enroll for membership in its own chapter. Unless it is impractical, the charter member enrollments may be held while the new chapter is being formed.

Following are the many awards and rewards that are possible when the formation of a chapter is undertaken, and charter members are enrolled for any new chapter at the sponsoring chapter's Enrollment Event.

STANDARD OF ACHIEVEMENT, REQUIREMENT #12

All members signed up for charter membership in the new chapter will apply as credit for the sponsoring chapter.

STANDARD OF ACHIEVEMENT REQUIREMENT #2, BANNER QUALIFICATION #4.

Credit would be given for holding an Enrollment Event during the designated period for signing up charter members for a new chapter.

STANDARD OF ACHIEVEMENT REQUIREMENT #10, BANNER QUALIFICATION #5, ENROLLMENT EVENT AWARD

Chapters are assigned a quota of members to enroll at the Enrollment Event, based on chapter size. ALL members enrolled during the designated two-week period would apply to this quota, whether they are enrolled for a new chapter or the sponsoring chapter.

BANNER QUALIFICATION #14

Sponsoring chapter fulfills qualifications when chapter is installed (applies to award year in which installation date occurs). Sponsoring chapter receives a special TFE Medallion which is presented to a chapter representative at the next National Convention.

BANNER QUALIFICATION #6

Chapters earn credit if a member reaches Inner Circle as a result of sponsoring members for a proposed chapter, or for sponsoring chapter.

JUST FOR LAUGHS

Thanks to TV, children now have seen more 1932 movies than their parents. Bill Vaughn

The Student Bar Association of the University of Dayton Law School calls its newsletter STATUTORY RAP. Carole McCormack

Sign on entering S. John, Ind.: "Drive carefully. See St. John, Not St. Peter." Karen Ericksen

People are becoming terribly cynical about politicians, which is too bad. But it all started when politicians became cynical about people. Bill Vaughn

SOMEONE has complained that postal service is so bad, even letters addressed to "Occupant" are getting lost. Don Miller

Everyone's cutting expenses these days. I overheard a man tell the waiter: "In lieu of a tip, my wife is going to help you clear the table. Angie Papadakis

One of today's riddles is how, in a world growing smaller with a population growing larger, people can be drifting farther apart. Times

I was complaining to my father about the way life is today. "Child," he said, "you should be thankful. When I was a boy growing up, I had no shoes to wear, and my clothes were hand-me-downs with holes in them. We had no food to eat, no car to put gas in--and then came the Depression. Perry Smith

Manager to workers around conference table: "Frankly, we're introducing worker participation because we don't see why you shouldn't share our headaches." David Langdon

Even if you're on the right track, you'll get run over if you just sit there. Will Rogers

INVOCATION

Lord, in the quiet of this evening hour,
We come to Thee for Wisdom, and for Power;
To view thy world through only love-filled eyes;
To grow in understanding; to be wise
And sure to see thy guiding light, and thus
To know each other as Thou knowest us.

AMEN

BENEDICTION

O Guiding Spirit, Guardian of our days,
Be with us as we go our separate ways,
Help us to feel these thoughts that life and bless,
To know a closer bond of friendliness,
To see thy beauty always - everyday,
Translated into living - this we pray.

AMEN

ABWA'S CREED

"IF YOU WORK FOR A MAN, in Heaven's name, work for him. If he pays you wages which supply your bread and butter, work for him, speak well of him, stand by him and stand by the institution he represents. If put to a pinch, an ounce of loyalty is worth a pound of cleaveriness. If you must vilify, condemn and eternally disparage - resign your position, and when you are outside, damn to your heart's content, but as long as you are part of the institution do not condemn it. If you do that, you are loosening the tendrils that are holding you to the institution, and will at the first high wind that comes along be uprooted and blown away, and probably will never know the reason why."

ALWAYS GIVE YOUR BEST

NO ONE CAN ASK MORE OF YOU.