

GFWC

Ideas, Information, Insight, and Inspiration

Clubwoman

Magazine

SPRING 2022 | Volume 100 | Issue 2

100 Amazing Years at Our Historic Headquarters

See page 11



www.GFWC.org

GENERAL FEDERATION
of WOMEN'S CLUBS



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The magazine of the General Federation of Women's Clubs, whose members are dedicated to community improvement by enhancing the lives of others through volunteer service.

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GFWC CLUBWOMAN MAGAZINE

Publisher Marian Simmons-St.Clair, International President

Contributing Writers

Marian St.Clair, Nancy Ames, Angela Cutrera, Karyn M. Charvat, Taylor Fussman, Patty Gentry, Stephen A. Hansen, Becky Wright

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From the International President



Dear Fellow Members,

GFWC clubwomen have worked together for nearly 132 years to improve lives. For many of us, the primary focus has been to help those who are unable to advocate or provide for themselves—people of all ages who are victims of intimidation and abuse; children who are deprived, unschooled, mistreated, or abandoned; citizens of foreign countries without access to vaccinations or healthcare; and anyone who is disabled, physically or mentally ill, or has been illegally coerced into one of the many forms of human slavery. The list is long and heartbreaking.

I'm tremendously proud of the efforts we make to speak for those who do not have a voice and to act for those who cannot improve their circumstances. Our ability to be changemakers, as well as our eagerness to address problems, are gifts that cannot be squandered. Stepping forward to make things right not only lifts others, it also makes us stronger, more learned and capable, and I hope more sensitive to the injustices in this world and to the harms and hazards of inequality.

We must also realize, as clubwomen working for a better tomorrow, that we are not immune to injustice. When Jane Cunningham Croly and Alice Cary joined forces in 1868 to organize a woman's club, Jane talked about relieving women from "every form of injustice in church, state, education, or at home." But even today, women comprise 70% of the world's poor and 65% of the world's illiterate, and statistics for our country are shocking. Of 149 countries rated on the Gender Gap Index, which considers women's access to resources and political empowerment, the United States ranks 51st, and though some countries are on track to reach parity within a lifetime, at the current rate of change it will take 208 years to close the gender gap for American women.

I've often framed my efforts at promoting equality as attempts to provide my granddaughter with the same rights and protections as my grandson, but more lately I've realized that I should be advocating for you and me, because every legitimate effort at advancing the human condition requires women at the table. Only collective input and effort can create a more objective, productive, and abundant future.

As we celebrate the 100th anniversary of our GFWC Headquarters on April 1st and 132 years of service on April 24th, and plan for the 2022 GFWC Annual Convention that will bring us together in New Orleans in June, I hope you will be empowered and energized by the fundamental goals of our Federation and rise to meet the many challenges still ahead.

Yours in ***Living the Volunteer Spirit!***

MARIAN ST. CLAIR

GFWC International President

From the Director of Junior Clubs



Dear Federation Sisters,

Spring is the season of new beginnings. Fresh buds bloom, animals awaken, and the earth seems to come to life again. Spring is also an exciting time for GFWC. It is the time of year when we gather to celebrate our accomplishments. It has been an honor to visit so many states and get to see firsthand what everyone achieves at the grassroots level. All clubwomen across our Federation stick their necks out in some way to enhance the lives of those in their communities.

Spring is also when we celebrate the anniversary of our beloved GFWC Headquarters at 1734 N Street. On April 1, 1922, GFWC took possession of the building, and this year will mark 100 years as we "Run for the Roses" in the final leg of the Campaign for the Future. Visit the Club Manual, available within "C" Resources of the GFWC Member Portal for more details.

Spring is also the time to register for the 2022 GFWC Annual Convention, "Catch the Volunteer Spirit and Let the Good Times Roll," in New Orleans, June 25-28. The Juniors are planning a little black dress Fun Night, "Putting on the Pearls" to close out the 2020-2022 Administration. This is a night you do not want to miss!

Springtime is seen as a time of growth. It is a perfect time to push ourselves to stick our necks out in new ways. Challenge yourself to step outside your comfort zone. It is time for new growth and new opportunities. Take on a leadership position in your club. Offer to join a new committee or start a new project. Attend your first state meeting or GFWC convention. Remember, from little acorns come mighty oaks. A tiny acorn seed produces a mighty oak tree is a reminder that great results will come from humble beginnings, if you allow yourself to break open your shell and nourish your true identity. This spring, take that opportunity to allow yourself to become the mighty oak you were meant to be.

Ralph Waldo Emerson once said, "The creation of a thousand forests is in one acorn." Take that first small step, and another, and another, and eventually you will get where you want to go. I cannot wait to see you grow.

Wishing you Peace, Love, and Friendship,

KRISTINA HIGBEE

Director of Junior Clubs

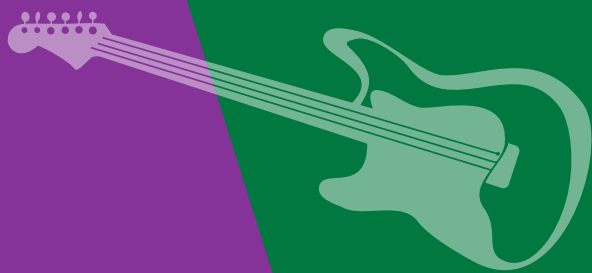
OFFICIAL CALL TO CONVENTION

Now exclusively available on
www.gfwc.org/what-we-do/annual-convention



Catch the
Volunteer
Spirit and

LET THE GOOD TIMES ROLL



2022 GFWC ANNUAL CONVENTION
NEW ORLEANS, LA • JUNE 25–28



WELCOME FROM THE PRESIDENT

Dear GFWC Friends,

After last year's astounding convention in Atlanta, I can hardly wait for the thrill of gathering together for the 2022 Annual Convention in New Orleans on June 25-28. World-famous for its lively music, creative cuisine, and vibrant nightlife, as well as its multi-cultural heritage and festivals, "The Big Easy" offers something for everyone.

This spring issue of the *GFWC Clubwoman Magazine* provides a brief overview of the convention, so visit www.gfwc.org/what-we-do/annual-convention for full details. There you will find the proposed amendments to the GFWC Bylaws and Resolutions, information about tours and speakers, and the complete convention schedule that is jam-packed with the personal development and club enhancement opportunities our members have come to expect. Look for exciting business sessions that inform members and engage them in shaping the future of the organization, enlightening workshops provided by GFWC leaders and Affiliate Organizations, amazing celebrations and awards, and times to share, socialize, and connect with one another.

The theme for this year's event is "Catch the Volunteer Spirit and Let the Good Times Roll!" Our convention host, GFWC South Central Region, is planning to roll out the red carpet with a "Fais do-do" Celebration Banquet that will bring the best of New Orleans to our tables and have us dancing to a Cajun beat. The fun continues throughout the weekend with Saturday's Junior Fun Night, Sunday's Region Banquets, Monday's Grand Gala, and Tuesday's 2022-2024 Installation events.

Of the many gifts that GFWC has given me, one of the greatest has been the opportunity to travel to GFWC meetings across the country, meet thousands of clubwomen, and experience and enjoy the many things that unite us. Our time together has helped me see that working together not only builds communities, it builds strong, caring, and capable women, too. How lucky we are, to step outside of our everyday routine once each year and come together in friendship and earnest pursuit of improving the lives of others.

Explore the pages that follow and imagine the possibilities! You do not want to miss this chance to "Catch the Volunteer Spirit and Let the Good Times Roll!"

Marian St. Clair
GFWC International President

Jolie R. Frankfurth
GFWC Secretary

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SPRING 2022 CONVENTION

EXPERIENCE THE CULTURE OF NEW ORLEANS



BY ANGELA CUTRERA, GFWC ARTS AND CULTURE COMMUNITY SERVICE PROGRAM CHAIRMAN

The motto “Laissez les bons temps rouler” or “Let the good times roll” exemplifies New Orleans, Louisiana. Unique in its celebrations and traditions, the cultural influences of Native Americans, African, French, German, Haitian, Irish, Italian, and Spanish people are reflected in its food, music, festivals, architecture, and museums.

In an area originally inhabited by Native Americans, New Orleans was founded in 1718 by French colonists, ceded to the Spanish Empire in 1763, and returned to the control of France in 1800. It became a part of the United States in 1803 as part of the Louisiana Purchase.

The French Quarter is the oldest neighborhood in New Orleans and is the heart of the city. Also known as Vieux Carre or Old Square, French and Spanish architecture is reflected in its recognizable buildings with cast-iron balconies, and it is famous for its Bourbon Street jazz clubs, restaurants, and bars.



The historic park, Jackson Square, is in the center of the French Quarter. It was declared a National Historic Landmark in 1960 as the site where Louisiana was made a United States territory in 1803.



SPRING 2022 CONVENTION

Within Jackson Square is the St. Louis Cathedral, the oldest active cathedral in the United States. It was founded in 1720 and named after King Louis IX of France. The Cabildo museum was built under Spanish rule between 1795 and 1799 and was the seat of the Spanish Colonial city hall of New Orleans. It is now the Louisiana State Museum and houses rare artifacts of American and Louisiana history.

A visit to The French Quarter and Jackson Square is not complete without a stop at Café du Monde for café au lait and beignets. Café du Monde, or Café of the World, was established in 1862 in the French Market and serves dark roasted coffee with chicory. Coffee was originally brought to the area in the 1700s by the French, and the New Orleans Creoles developed chicory, a blended coffee, because of a coffee shortage during the Civil War. The chicory adds a chocolate flavor to the café au lait.

The Beignet is a square piece of deep fried dough covered with powdered sugar. It was brought to New Orleans in the 18th century by French colonists and the Acadians (Cajuns) from Nova Scotia.

Besides beignets, the New Orleans flavor is found in the po'boy, Italian muffuletta sandwiches, Jambalaya, etouffee, gumbo, crawfish, red beans and rice, and the Praline – a candy made with brown sugar, granulated sugar, cream, butter, and pecans.



Experience the culture of New Orleans at the Jazz and Heritage Festival (Jazz Fest), the city's largest music festival. Tour the National World War II Museum, the New Orleans Museum of Art, the Audubon Zoo, and Aquarium of the Americas. Eat King Cake, and laissez les bons temps rouler!





GFWC SERVICE PROJECT

Friday, June 24, 2022 | 3:30 p.m.-4:30 p.m.

Join us in assembling 1,000 toiletry care packages for service members at the 2022 GFWC Annual Convention. GFWC is teaming up with USO for an amazing, hands-on service project that supports the USO Care Package Program. The toiletries in the care-packages will be travel-sized to make room for a wide-range of hygiene products.

The USO Care Package Program provides service members with a connection to home through care packages that best suit the needs of our military men and women. The program harkens back to the USO's early years, when Americans packed boxes full of little "tastes of home" to keep deployed service members connected to the people, places and things they cherish. Those small gestures provide the comfort and care that make a difference for service members stationed far from home.

Visit the Call to Convention online for details.



JOIN THE MOVEMENT

Join the movement to fight for the health of all moms and babies. By joining March for Babies: A Mother of Movement™, you're lifting up communities, creating connections and taking action to make America more equitable and ensure that every family is healthy.

Gather your GFWC club and help raise critical funds for families.

REGISTER AT

marchforbabies.org/gfwc

CONTACT

Patty Gentry, GFWC Liaison
pgentry@marchofdimes.org



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SPRING 2022 CONVENTION

CONVENTION TOURS

Oak Alley Plantation Tour plus Lunch | \$115

Thursday, June 23, 2022 | 8:30 a.m.-1:30 p.m.

Friday, June 24, 2022 | 8:30 a.m.-1:30 p.m.

On this tour, you will travel down River Road via motor coach, where you can admire the beautiful landscape along the levee. You will head to Oak Alley, site of many movies and articles as well as the country's most famous avenue of 400-year-old oaks. As you tour the house and grounds of Oak Alley, you will be in awe of its elegance and charm.

There is a guided visit of the "Big House" Exhibit and a self-paced experience to the following exhibits:

- The Allée; East and West Gardens.
- People of Oak Alley Exhibit; Sugarcane Theater Exhibit.
- Blacksmith Shop.



The National World War II Museum Tour | \$58

Thursday, June 23, 2022 | 8:30 a.m.-12:00 p.m.
12:30 p.m.-4:00 p.m.

Friday, June 24, 2022 | 8:30 a.m.-12:00 p.m.
12:30 p.m.-4:00 p.m.

Today's tour will take you to the city's finest historical attraction—the National World War II Museum. This landmark museum celebrates the American Spirit, the teamwork, optimism, courage, and sacrifice of the men and women who won World War II. Corporate sponsors, as well as veterans and their families, donated an impressive collection of artifacts from the Battle of D-Day and subsequent campaign. State-of-the-art interactive exhibits include oral histories from veterans worldwide, artifacts, documents, photographs, hands-on activities, and never-seen-before film footage.

During your visit you will have the chance to view the award winning documentary, Beyond All Boundaries, the Museum's signature 4D cinematic experience. Presented on a 120-foot immersive screen, this 50-minute multi-sensory film tells the tale of the Greatest Generation's journey from Pearl Harbor to America's final victory in the War That Changed the World.



SPRING 2022 CONVENTION

Creole and Cajun Cooking Demo | \$52

Thursday, June 23, 2022 | 2:00 p.m.-4:00 p.m.

Friday, June 24, 2022 | 2:00 p.m.-4:00 p.m.

Sit back and enjoy watching a skilled, entertaining chef from the New Orleans School of Cooking prepare a classic Cajun/Creole meal for you, while learning about the vibrant history of New Orleans cuisine!

The four-course meal that the chef will prepare for Convention attendees will start with chicken and andouille gumbo before the shrimp etouffee entre with steamed rice, assorted vegetables, and dinner rolls. Bananas foster will follow for dessert, and as a bonus, you'll be able to take home some pralines. The chef will also circulate copies of recipes so you don't have to worry about taking notes during the class.

The New Orleans School of Cooking's culinary shows are sprinkled with history, tall tales, and recipe tools of the trade. Since 1980, the New Orleans School of Cooking has introduced countless visitors from around the world to the wonderful food and rich culture of New Orleans and Louisiana as a whole. Its cooking classes and Louisiana General Store are located in a renovated molasses warehouse built in the early 1800s in the heart of the French Quarter, 524 St. Louis Street.

Register for these tours through the GFWC Member Portal.



Order Your 2022 Convention T-Shirt When You Register!

www.GFWC.org/MemberPortal



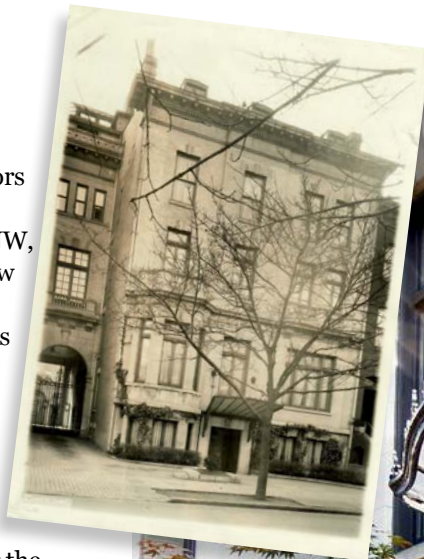
Our GFWC Home on N Street

BY MARIAN ST.CLAIR, GFWC INTERNATIONAL PRESIDENT

Of the hundreds of Washington, DC, residents and visitors who walk the 17th block of N Street NW, each day, only a few cross the threshold into 1734. Slowpokes or the curious might catch sight of the brass plaque designating the building as the “General Federation of Women’s Clubs Headquarters,” but those striding briskly are unlikely to notice the sign or the recessed front door, three steps below the street.

Much has changed on this block of N Street since the Gilded Age, when the mansion was built in 1875 by Rear Admiral William Radford for his wife and family. Visitors to the home in its early days dressed in striking military uniforms or double-breasted frock coats and top hats, or in bustled skirts beneath tight bodices and small bonnets that tilted onto the forehead.

Radford, a newly retired military officer who commanded the Union’s Ironclad Division in the Civil War, took advantage of the rapid, post-war real estate development in Washington by selecting the posh neighborhood of Dupont Circle as the site for his luxurious home. Located just blocks northwest of the White House, the fashionable area provided paved

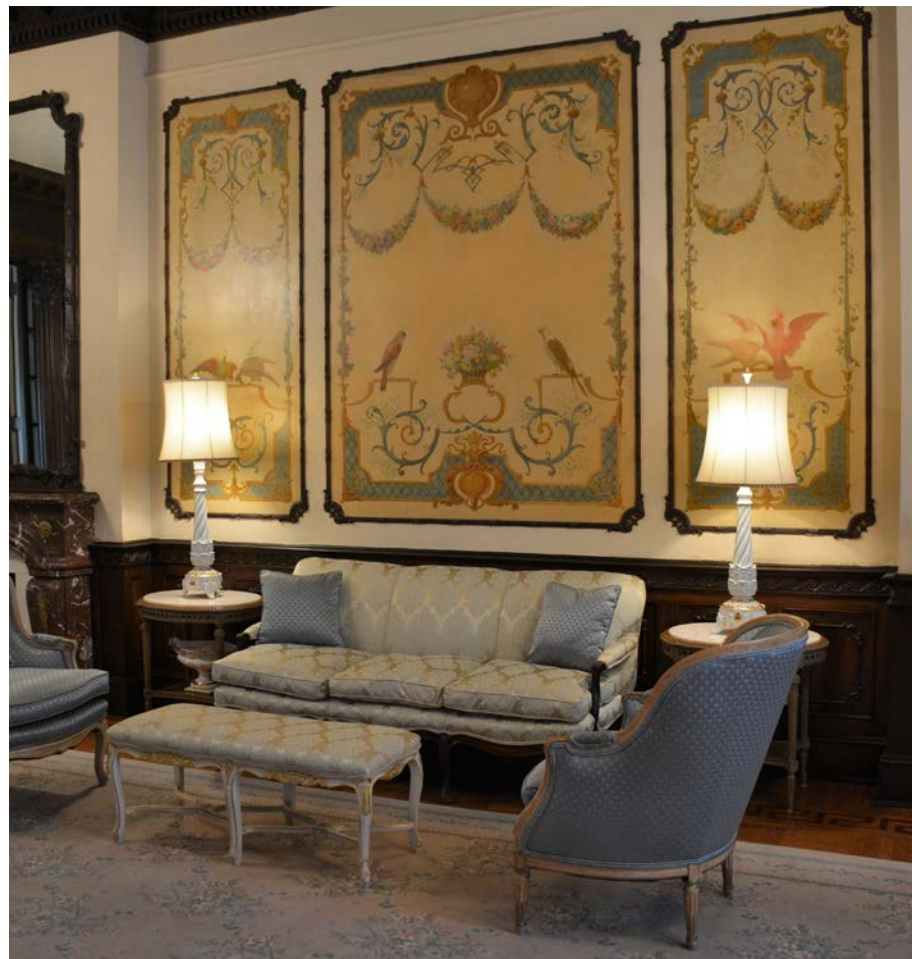


streets, a new sewer system, and the modern convenience of a streetcar line. A few years later in 1878, distinguished guests including President Rutherford B. Hayes and William Tecumseh Sherman were received at the mansion for the wedding of the Admiral's daughter, Sophia, and Russian Diplomat Vladimir de Meissner.

Today, 147 years after the walls of 1734 N Street reached for the sky, the wide thoroughfare between Connecticut Avenue and 17th Street is narrowed with bumper-to-bumper cars parked along its curbs. The facades of many of the 100+ year-old residences remain intact, but some buildings have been redesigned and a few have been demolished and rebuilt, providing space for various enterprises, from hotels and businesses to embassies, nonprofit organizations, and scientific and cultural institutions. Gone too are the days of top hats and flirty bonnets. Many of those who now ring the doorbell of the mansion wear a FedEx or UPS uniform, or arrive with an Uber Eats bag in hand.

Not everything has changed, however. Since GFWC's purchase of 1734 N Street, spearheaded by President Alice Ames Winter in 1922, the history and elegance of the building have been maintained and enriched through the generosity and work of members. Gifts for furnishing and decorating were provided by State Federations, clubs, and members from across the country, and in subsequent years many dignitaries have gathered here to work with GFWC leaders and members, or to simply enjoy the hospitality of the Federation.

Perhaps most importantly, the dwelling on N Street still exudes the aura and grace of a cherished home. Embellishments from earlier owners, such the poetic sentiment, *I cannot warm you if your heart be cold*, engraved on the Music Room mantel, and the Drawing Room's thirteen murals by Albert Herter (1871-1950), which were both added during the 1908-1922 ownership of John



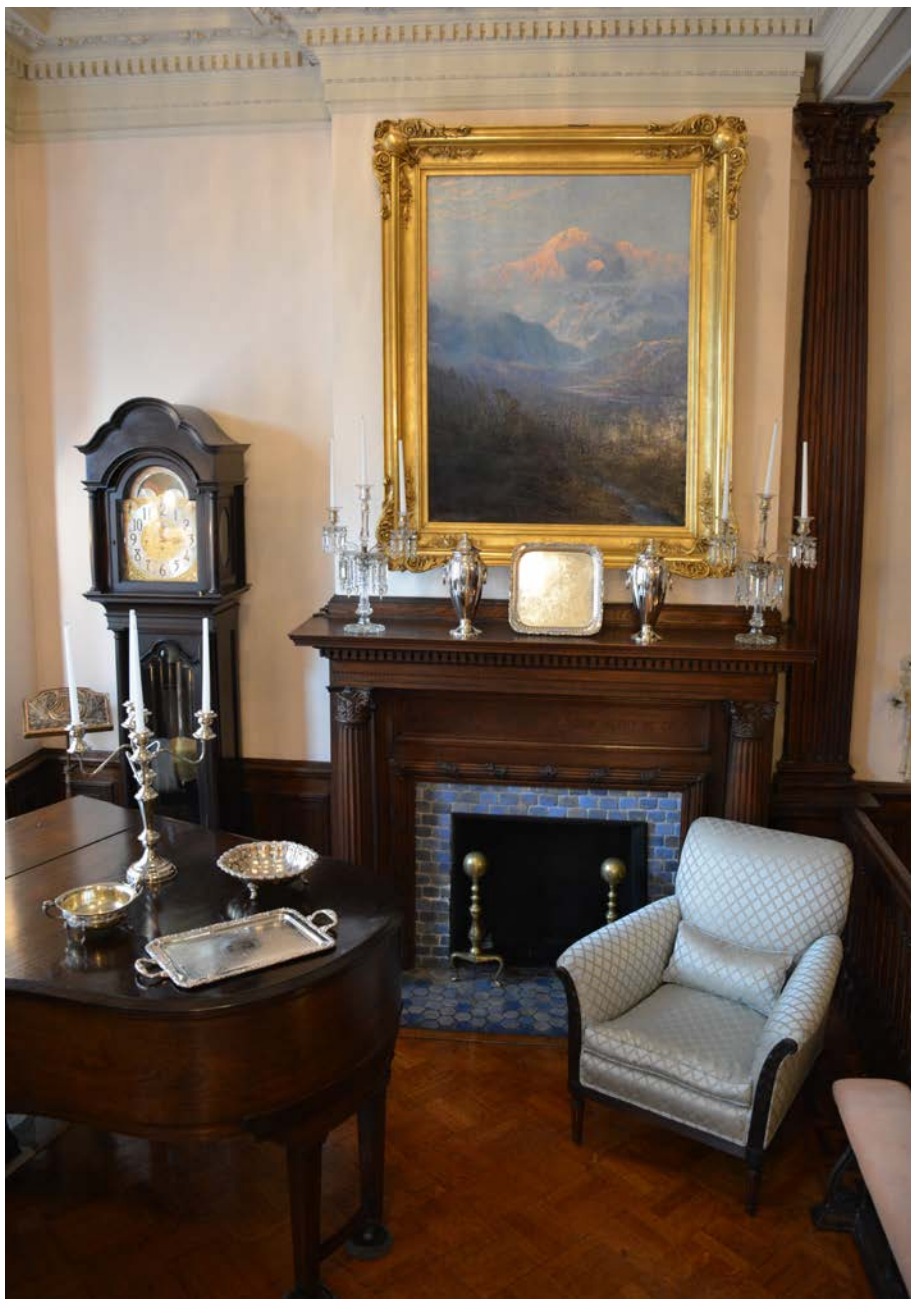
Jay White, Jr., and his wife, Grace Hoffman White, are carefully preserved alongside the art, silver pieces, furnishings, and other handsome and useful objects donated by clubwomen.

The GFWC Headquarters Committee was quick to acknowledge the importance of these gifts, which they said were essential in "making Headquarters seem like the American Home. With the beautiful pictures, the well-filled book cases with choice books from every state, and the music, the Headquarters is exemplifying our ideals and ideas."

During my time in Washington, the beauty and significance of the collections has made living here a special experience. They also remind me of the rich legacy of GFWC programs and the varied interests and geographic diversity of our members. I am especially interested in the original paintings found throughout the home

and the incredible amount of silver that decorates the dining room.

In 1920, the Art Division of GFWC's Department of Fine Arts adopted the slogan, "Art for Everyone—and Everyone for Art." Clubwomen embraced this motto with enthusiasm and when Headquarters was purchased, filled its walls with paintings that powerfully present a variety of American landscapes. Some of the art pieces are now gathered on the third floor of the Women's History and Resource Center, located at 1728 N Street, in a small, museum-like room known as the "Regional Art Gallery." Standouts include *In Summer Hills*, by William Forsyth (1854-1935), a striking impressionist painting donated by GFWC Indiana with thickly applied paint and vigorous brush strokes, and *California Redwoods*, by Howard Little (1883-1965), a realist painting donated by GFWC California that captures the stillness of the daytime forest.



GFWC's most noteworthy and valuable painting, *Mt. McKinley National Park*, is displayed in a place of honor over the fireplace mantel in the Music Room. Painted by Sydney Laurence in 1923 and donated in the same year to Headquarters, it depicts the artist's most important and well-known image, the mountain now known as Denali. With its original frame, the art work is monumental in size—measuring roughly five and a half feet tall by four and a half feet wide.

In the nearby dining room, the warmth and hospitality of the Federation is evident in the number of silver serving pieces on display in the mahogany breakfront and an open-shelf sideboard that holds three large punch bowls. Special silver pieces include a pair of coffee and tea urns, ca. 1840, donated by the Nebraska Federation in 1927. The sterling flatware from Dulin & Martin Co., a department store that was located at Connecticut and L Street and known as "Washington's best house for china



and glassware," is a simple pattern with an incised border on the handles, which are typically monogrammed "GFWC" in stacked block letters.

The most precious piece of silver in the collection dates to 1898 and was donated to GFWC in 1980 by Sorosis, the New York club organized by Jane Cunningham Croly in 1868 as the first professional women's club in the United States. The eight-inch round silver bowl is engraved, "From Sorosis to Ella Dietz Clymer Oct. 19, 1898." Ella Clymer coined the GFWC motto, "Unity in Diversity."

Since GFWC established its Headquarters on N Street, the home has continued to be the site of many special events. During the Carter Administration, a lunch was hosted for Mrs. Anwar Sadat at the request of the State Department and, later, during the Regan years, Elizabeth Dole was honored with a reception. In 1984, Vice President George H.W. Bush attended the opening of the Women's History and Resource Center, participating in the ceremonial ribbon-cutting.

My first visit to Headquarters coincided with the 2001 Orientation for the incoming 2002-2004 Board of Directors. I do not remember many of the particulars but will never forget the impact of the home's size and stateliness. After being elected to the Executive Committee in 2010, I've spent many days here, attending Executive Committee Meetings and participating in the annual Holiday Open House and Women's History Month Events, and the biennial Open House for Orientation. Now, as President and hostess, it is an honor to welcome clubwomen from across the country into our historic home, where they connect with generations of past clubwomen and are inspired to write the next chapter of our GFWC story.

GFWC President's Apartment

For many years, the 4th floor of 1738 N Street has been the President's Apartment.

The furnished space includes a living room, a tiny kitchenette, three bedrooms, and two bathrooms. Each

President can arrange the space

to suit her needs. For 2020-

2022, I painted an abstract

artwork to hang above the couch,

personalized the living space

with new paint, coffee table,

lamps, and pillows, and added

personal items including books,

photos, and a collection of

vintage folk-art doll chairs.



Introducing Canine Companions Puppy Sims

Thank you for your long-standing support of Canine Companions. GFWC members' generosity, hard work and dedication have helped provide life-changing service dogs to children, adults and veterans with disabilities free of charge.

For more information or to request materials or a presentation by a Canine Companions graduate or puppy raiser, visit canine.org/GFWC. Watch for updates on Sims through GFWC social media posts and more.

Sims was named in honor of
GFWC International President
Marian Simmons-St.Clair.



canine.org | info@canine.org | 1-800-572-BARK

A Look into the Past:

GFWC through the Eyes of Three International Past Presidents

With more than 130 years since its founding, the General Federation of Women's Clubs has seen the world change, grow, and evolve in countless ways. Throughout this decades-long history of service, there have been leaders from all walks of life who have stood at GFWC's helm and helped guide the organization into the future. Many of those leaders have remained dedicated members after leaving their position and continue to pass along their knowledge, ideas, and treasured memories to their fellow clubwomen.

A shining example of continuing dedication to GFWC is Juanita M. Bryant, GFWC International Past President (1982-1984). Since her time as International President, Juanita has had the pleasure to visit GFWC Headquarters at 1734 N St. NW, Washington, DC, on numerous occasions, and has always been thrilled to return to the building and community she came to love and call home. In December

2021, Juanita had the opportunity to sit down with the 2020-2022 Administration to share her stories and wisdom from the past.

"The two years of each Administration pass very quickly," Juanita said. "You don't realize when you walk in through those doors downstairs how quickly that time goes by. You have to hit the ground running."

During Juanita's stay in Washington, DC, GFWC Headquarters underwent many changes, most notably the creation of the Women's History and Resource Center. She explained that at the time, the building at 1728 N St. NW was in relative disarray, with the first floor being used as storage and no connection between the interior of the 1728 and 1734 building. During the process of opening the WHRC, Juanita's Administration had to obtain permission to connect the buildings and then had to raise the funds to complete the necessary work.

Ultimately, Proctor and Gamble generously contributed \$50,000, with an agreement that clubwomen would match that amount in order to renovate 1728 and the archives that now connect the two buildings. With everyone coming together to lend a hand, Juanita said they were able to open the WHRC by their intended deadline in May 1984 and to host a well-attended ribbon-cutting ceremony with Vice President George H.W. Bush, as well as a reception at the Mayflower Hotel.

She explained it is a common misconception that the archives space is the entirety of the WHRC, when in actuality the whole building at 1728 is the WHRC, even though a portion of it is being used for GFWC staff offices.



Juanita Bryant's President's Portrait
at GFWC Headquarters



International Past President Juanita Bryant at Women's History and Resource Center Opening

"I feel so good about the things that have materialized from the WHRC," Juanita said. "I think it's really great that we can utilize the space that way. I think Headquarters – this building – is so special and I hope that everyone will see that it is always taken care of."

Other significant changes to GFWC's Headquarters during Juanita's Administration included renovating the fifth floor to be used by Executive Committee members, thus reducing hotel costs when they came to Washington, DC, to conduct GFWC business, and having furniture delivered by the North Carolina Trucking Association that was donated by furniture companies in North Carolina.

For Juanita, every stitch of fabric, floorboard, and piece of art in Headquarters is important, but she said her favorite place to go to reflect and find peace is still the Drawing Room, where she can appreciate the beautiful murals there.

"I have a great love for not only this organization, but this building as well," she said.

During her presidency, Juanita took advantage of every opportunity GFWC provided, from traveling to each state in the country and various locations around the world, to visiting the White House and learning how clubwomen could continue to make a difference in communities everywhere.

"I wouldn't trade anything in the world for all the friends I made during that time," Juanita said. "There's not a state I could go to that I couldn't call someone up if I had a problem while I was there."

Juanita's experience as GFWC International President was one shared by many other past leaders in the organization.

Carlene A. Garner, GFWC International Past President (2010-2012), said she too loves GFWC not only for the chance to help others, but for the opportunity it offers in all aspects of one's life.

Carlene, like Juanita, will always be thankful for her experience while living at Headquarters.

"It was the most wonderful, marvelous, incredible experience of my entire life with the exception of having children," Carlene said. "I went through a couple pairs of shoes walking all over. I went to all the museums, all of the houses that were open, and just had a wonderful time being a tourist during the time that I lived there for two years."

During Carlene's Administration, Headquarters itself did not see as many changes as it had in the past aside from basic maintenance. However, some more noteworthy repairs were necessary due to a 5.8-magnitude earthquake that struck the East Coast in August 2011. Thankfully, Carlene said, Headquarters was built to last and stood up to the test.

Since her time living in Washington, DC, Carlene has only been able to make the journey back from Washington State to visit a couple times, but said that she always enjoys returning to the building she called home.

Sheila E. Shea, GFWC International Past President (2016-2018), also used her time in Washington, DC, to explore the city and Dupont Circle area. Her stay at Headquarters was marked by many guests to 1738 since that building had been renovated during the previous Administration, allowing members to stay overnight when the International President was also onsite.

"I had a lot of member guests over the two years," she said.

While Sheila's Administration was focused on some roofing and general building maintenance, she was more occupied with making the house comfortable for visiting members than making major changes to the buildings.

However, she said she has enjoyed returning to Headquarters to see the many interior changes implemented during the current Administration under GFWC International President Marian St.Clair.

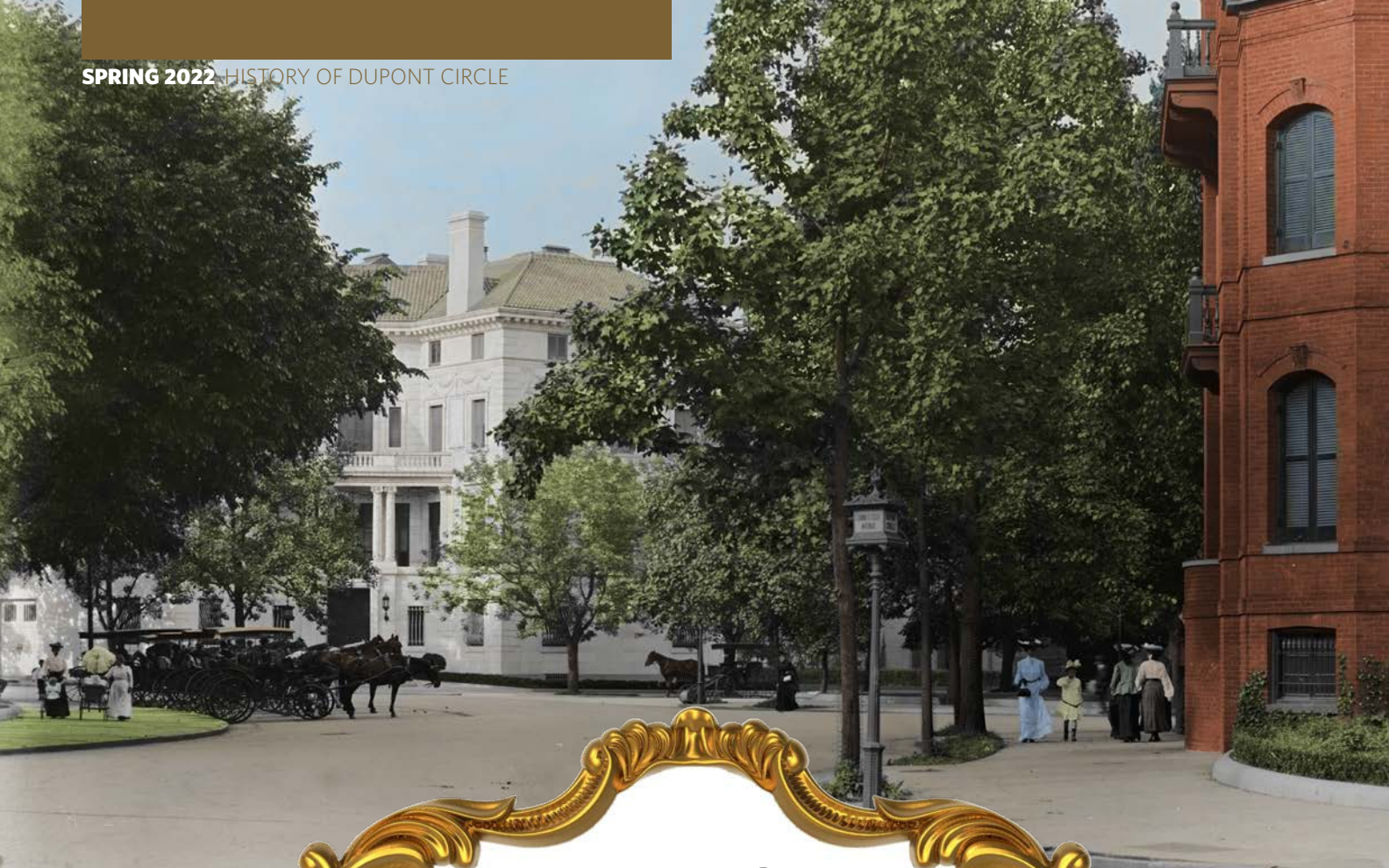
"Marian has done an unbelievable amount of aesthetic work as far as I'm concerned; she's got a real decorating eye," Sheila said.

Whether it was making changes to Headquarters itself or implementing new programs and ideas, each Administration has brought something special to the organization, and leaders of the past believe those in the future will continue to do so.

"I truly believe that we have a great organization that has been able to change and adapt," Sheila said. "I believe this is the best volunteer organization in the world."

International Past President Juanita Bryant and current International President Marian St.Clair





Dupont Circle During the *Gilded Age*

BY STEPHEN A. HANSEN

The center of the Dupont Circle neighborhood in Washington, DC, is located at the intersection of three of the city's grand avenues: Massachusetts, Connecticut, and New Hampshire. What began as one of the many squares drawn on Pierre Charles L'Enfant's 1791 plan for the city of Washington—intended as a public park in the hinterlands of city—became a concentration of wealth, status, and power that was not equaled in any other nineteenth century American urban neighborhood. To understand the history of Dupont Circle is to understand the evolution of high society in the city during the second half of the nineteenth century that spurred the neighborhood's rapid growth.

Until the Civil War, Washington's high society consisted of two distinct classes: residential and official society. Residential society was the oldest, composed of the city's first permanent residents, nicknamed the "Antiques" by Mark Twain, and later known as the "Cave Dwellers" on account of their exclusiveness. Mainly from landed, slave-owning southern Democrat families, the Cave Dwellers could trace their heritage in Washington back to the first political administrations in the capital, namely those ranging from John Adams to Andrew Jackson. Its members never strayed far from their geographic home base—the area immediately around Lafayette Square in front of the White House or just north of the square in the blocks between H and K Streets Northwest. The area still has architectural artifacts from the early days of the Cave Dwellers, such as the homes of Stephen Decatur, Dolley Madison, and Benjamin Ogle Tayloe.

A position in official society was automatic with a presidential appointment, a congressional election, military ranking, or diplomatic posting to Washington. In contrast to the residential permanency of the Cave Dwellers, Washington's official society's time in the city was seasonal, and its presence in the city followed the relatively short congressional season, which then was from around Thanksgiving to Lent in the spring.

The Gilded Age began immediately after the Civil War. Lasting about three decades, it was a period of rapid economic growth in the United States, especially in the North and Midwest, with industrialization and railroads, and in the West, with silver and gold mining. With the dawn of this era also came a new local government in Washington, DC, and an opportunity for fortunes to be enriched in real estate development with the significant



To understand the history of Dupont Circle is to understand the evolution of high society in the city during the second half of the nineteenth century...

improvements under Alexander "Boss" Shepherd's controversial board of public works programs in the early 1870s. The era also introduced a new social class to the city – the nouveau riche, or "new money" – who were seeking to relocate away from the social barriers they were encountering at home due to their self-made, rather than inherited fortunes.

The nouveau riche began to view Washington as a socially accepting destination and started to invade the city en masse in the 1880s, seeking to take advantage of its more temperate winter climate and its open-door social policy. The seasonal transience of official society allowed these newcomers to slide in unnoticed with the start of the congressional season and present themselves as members of high society—a privilege they were not afforded in their home cities. They were loathed by the Cave Dwellers for their ostentatiousness and never fully accepted by official society.

No one could turn a more jaundiced eye on politics and society in Washington than Mark Twain. Twain took a

particularly strong dislike to the post-Civil War nouveau riche, nicknaming them the parvenus, a corruption of the French parvenire, “to arrive.” In Mark Twain and Charles Dudley Warner’s 1873 novel *The Gilded Age: A Tale of Today*, the “Aristocracy of the Parvenus” was embodied by Patrick O’Riley and his family. O’Riley had made his fortune selling overpriced shingle nails to a corrupt city government official who was modeled after Boss Tweed. After living in Paris for two years and learning to speak English with a foreign accent, O’Riley and his wife arrived in Washington. Now the Honorable Patrique and Lady Oreillé (the French word for “ear”), they were ready in their minds to finally take their place in society.

At the time, there was only one neighborhood where the parvenus could comfortably settle and that was Dupont Circle. The remaining Cave Dwellers continued to occupy the area around the White House, and official society had firmly established itself in the city’s Logan Circle neighborhood east of Dupont Circle. With Alexander Shepherd’s 1870’s improvements to the Dupont Circle neighborhood, including water, gas, and paved streets, the still mostly-uninhabited terrain was open for development. It was here that the parvenus built palatial homes until there was simply no more land to be had. Most of the grand mansions were concentrated directly around the circle and along Connecticut, Massachusetts, and New Hampshire Avenues.

With their ever-growing strength in numbers, the parvenus finally became their own recognized social class, known as the “smart set,” defined not by their lack of birthright or the origins of their money, but as those whose reasons to be in Washington were purely social. Members of the smart set considered themselves officially arrived in society when they received an invitation to an event at the British Legation. The Legation had moved to the neighborhood in the 1870s, establishing it as the new center of the city’s social world.

One social tradition that developed at the beginning of the Gilded Age was known as simply the “season.” The season stretched from mid-November until the end of Lent and marked the time that official society and the smart set

returned to Washington. Over the roughly twelve weeks of the winter season, social life for the smart set consisted of a grueling marathon of balls, receptions, parties, dinners, musicales, and other activities. Following New York’s social calendar, the month of December was the month for coming out receptions and balls for daughters to be introduced to society. Activities during Lent tended to be less publicly ostentatious and offered a means to quietly close the season.

Summers would be spent in any number of acceptable locations—namely, Bar Harbor, Newport, and the European capitals—and almost never back in the cities from which they originally came, unless it was for business. By the 1890s, the smart set had broken into cliques based on where they chose, or were invited, to spend their summers. Newport remained the prime destination for many, as it allowed them to mingle with New York society. The Cave Dwellers rarely left town during the summer season, quietly suffering through the city’s heat while scornfully watching the rest come and go.

The Gilded Age in Washington came to an end in the early part of the 20th century. In addition to a banking panic in 1907, the first federal income tax was imposed in 1913. As a result, many lost their fortunes, and those who still had money became much more cautious with it. They could no longer afford their large homes and the staff needed to maintain their affluent lifestyles.

Today, only two of the grand winter palaces of Dupont Circle’s elite still stand directly on the circle itself: the Patterson mansion at 15 Dupont Circle and the pie-shaped Wadsworth mansion at 1801 Massachusetts Avenue. Not far off the circle along Massachusetts Avenue to the west, a few more still survive, among them the mansions of James Blaine (now home to a law firm), Thomas Walsh (now the Embassy of Indonesia), and Mary Townsend (now the Cosmos Club). Along with so many of the less grand houses that remain that are still private residences, or now home to clubs, organizations, businesses, and embassies, these buildings still provide the essence and lure of the neighborhood’s former Gilded Age.



Stephen A. Hansen is an architectural historian, historic preservation specialist, and author. He is principal of Preservation Matters, LLC, an historic preservation policy and architectural history consulting firm. Stephen holds a B.A. from Oberlin College, an M.A. from The George Washington University, and a graduate certificate in historic preservation from Goucher College. He is the author of the books: *A History of Dupont Circle: Center of High Society in the Capital* and *Kalorama Triangle: The History of a Capital Neighborhood*. Stephen also authors the website *Washington Chronicles* that focuses on the history of Washington, DC through the stories and images of its people, neighborhoods, and architecture.

2022 Jennie Award Nominees

The GFWC Jennie Award honors one clubwoman from each of the eight GFWC Regions for outstanding commitment to personal excellence.

Great Lakes Region



Gerrianne Eck

GFWC Illinois

Gerri's qualities of dedication, knowledge, kindness, leadership skills, professionalism, organizational skills, and her love for her family and friends are put into practice every day.

Deb Hazlett

Treasurer, GFWC Illinois



Patricia H. Mueller

GFWC Wisconsin

Pat Mueller is one of those rare guardian angels who have helped improve lives for the better part of 40 years.

David Ordan

CEO, Eisenhower Center

Middle Atlantic Region



Margaret Jill McDonald

GFWC New Jersey

She has always been a clubwoman of untiring enthusiasm for the mission of the Woman's Club and has always fulfilled the responsibilities of the positions she has accepted.

Linda Babeuf

Past President, GFWC New Jersey



Susan Carla Pyle

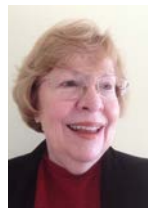
GFWC Delaware

Her dedication to the Federation on all levels has made a large impact on the community, as well as all of her fellow GFWC sisters.

Kirsten Ly

President, Woman's Club of Odessa, Inc.

Mississippi Valley Region



Donna Calvin

GFWC Kansas

We are so proud of her 43 years of service with GFWC and honored to endorse Donna as the GFWC MO Jennie nominee for MVR.

Judy Gustafson

State President, GFWC Missouri



Mona Gregersen

GFWC Minnesota

Some people just know how to make big things happen. You are absolutely one of those people.

Buddy Tester

CEO, Soles4Souls

New England Region



Phyllis Appler

GFWC New Hampshire

Phyllis's actions are like a stone thrown into a river. The impact of their effects ripple on and on and is deserving of the Jennie June Award.

Beth Roth

President Elect, GFWC New Hampshire



Mary Jo Thomas

GFWC West Virginia

She gives in so many ways, never expecting anything back and it is rare to find a true inspirational leader such as her.

Tina Shaw

President, Marion County Chamber of Commerce



Jennifer Nowak

GFWC Massachusetts

It has been my sincerest privilege to know Jen Nowak, to benefit from her strength, wisdom and love, and to follow in her footsteps.

Marva J. Walting

President, Wilbraham Junior Women's Club

Southern Region



Wanda Gail Whittom Mitchell

GFWC Mississippi

Passionate and smart, beautiful yet encouraging, years of commitment yet still spry, Gail has given so much to her family, her church, her community, and her Federation.

Becky C. Wright

South Central Region



Dr. Diana Glaze

GFWC Arkansas

She has demonstrated a truly outstanding commitment to her club work, community and family.

Maria Jones

Branch President, AAUW Little Rock, Inc.



Anne Redlus

GFWC South Carolina

Anne's volunteer spirit knows no bounds. Her love of family has no bounds. Her commitment to this community has no bounds.

Sharon R. Quinter



Marsha Wellman

GFWC Texas

Her example of service is an inspiration to her fellow community members and fellow club members.

Dianne Brown

President, Woman's Club of Aransas Pass 2016-2020

Western States Region



Pamela J. Crochet

GFWC Wyoming

Pam knows how to get things done, is willing to do whatever it takes, and goes above and beyond toward the betterment of her community.

Christina Bird

District Manager, Wyoming State Parks

Southeastern Region



Kathryn Scott Sowers

GFWC Virginia

She consistently demonstrates a love for people and community, and a willingness to use her time, energy, skills, and resources to improve both of them.

Rev. Travis Russell

Senior Pastor, Vinton Baptist Church



Corrinne Koehler

GFWC Colorado

She is grace under fire, poise under pressure, and a problem solver. She sees the big picture and details at the same time. She is an inspiration.

Brenda Collison



COMMUNITY SERVICE: GFWC Woman's Club of Denville Rockaway Recognized as 2021 President's Pick

GFWC clubwomen across the world dedicate their time to improving the lives of others and making their communities a better place to live. Throughout 2021, International President Marian St.Clair selected a monthly project success story from those on the GFWC Blog. Members were then given the opportunity to vote on which of these 12 projects they thought should win first prize. Although they were all exemplary club projects, the winner of the 2021 President's Pick is the GFWC Woman's Club of Denville Rockaway, in New Jersey, for their "Tricky Tray" fundraiser to support the Joey Bella Memorial Fund. This nonprofit organization aims to support local families trying to cope with caring for an ill or injured child through financial assistance and emotional support.

GFWC met with Club President Janet Walker and project chair Susan Richardson to discuss their winning project, why volunteer service is important in every community, and how clubwomen can continue *Living the Volunteer Spirit*.

What does it mean to you to have your fundraising project selected as the 2021 President's Pick?

Walker: It is just fabulous. We are so excited to receive this national recognition. The clubwomen volunteer their time and we are out in the community all year long looking for projects and looking for opportunities for us to help in the community, so this recognition is really a very rewarding thing for us.

We have also been a member of the GFWC New Jersey State Federation for 75 years, and we are really happy to be able to represent New Jersey as a state as well.

Richardson: It's just so rewarding to be recognized for your efforts. The women who worked on this particular project worked 250 hours in three months to put it all together from beginning to end, so that's monumental. I get goosebumps.

Why is the Joey Bella Memorial Fund an important cause to the GFWC Woman's Club of Denville Rockaway?

Richardson: The Joey Bella Memorial Fund is an organization that raises money to help families with a child who has a catastrophic illness or accident that has caused the family to be strapped for money. We step up and help them by leading them to different organizations and helping

pay their bills. That's our goal really, to keep them above water and to keep them going so that when they get through whatever it is in their particular case, they can go forward.

Over the years we have helped more than 50 families. Some of the families who have left our consultation have also come back to help other people because they know what it is like to suffer. They are the best people to help others.

It's close to my heart and I've been doing it for a long time. We didn't do this for the recognition, but it sure is nice to have.

How do volunteer projects such as this one positively impact your community?

Walker: We feel very strongly that if we help people who are in need, give them a step up and help them out, when they get back on their feet, they will come and put back into the community. This has been something we have really recognized in the past two years during the COVID-19 pandemic.

Our woman's club works very quietly in the background. Often we don't know what the direct impact is to an individual, but we keep going, we keep doing our collections, and we keep raising money to put back into the community.

How does improving your community impact you?

Richardson: It makes me feel so good when I can help somebody else. I can't help them in every way, but if I can do my little bit and gather other people around, it makes me feel really good. There's too many stories that we hear about people who are at food lines or soup kitchens, or their house burned down, or whatever it may be. To be able to give them a little box of something, a little help, it's kind of like giving them a hug for their future.

Are there any projects you have planned for the future that you are excited about?

Walker: One of our projects that we do on an annual basis is give scholarships to women in the community, including women in high school who are going on to college, women who are returning to a career in healthcare at one of our



vocational schools, and women with the Jersey Battered Women's Service who are taking educational courses. That project is something that we work very hard to raise money for during the year. During the pandemic, we got so much money we were able to increase the scholarships across the board in the past year.

There are a lot of other projects that we had to put on the side because of the pandemic that we would like to go back to. We work very closely with Social Services in Denville and Rockaway and we used to have collections during the year, so we want to get back to that.

How can clubwomen continue to uphold the GFWC idea of Living the Volunteer Spirit?

Walker: People come to GFWC for different reasons. We just say if you come to the club, maybe you are only going to do one project a year, and that's fine. Just come help with one project, and be part of our group.

A lot of people are afraid that they are going to be in charge and that they can't do it, so we like to have co-chairs with a couple people running projects and the Executive Board there to help. It's good to be able to get different people involved, and once they do it, they realize it wasn't hard and they can do it again next year. We work very hard to get everybody involved a little bit.

Richardson: Just get people to be involved in one project. We are not asking them to run it, but learn about it, help out, and then they're done for the year. But they're not done – they are hooked.





Great Lakes Region, GFWC Illinois



Middle Atlantic Region, Pennsylvania

A Memorable
2021 GFWC

Holiday Open House

GFWC Headquarters was filled with the sounds of laughter and joy as GFWC International President Marian St.Clair welcomed clubwomen to the 2021 GFWC Holiday Open House. On December 8, members gathered during two event receptions to share stories from the past year and experience a bit of holiday magic. To help make the event special and celebrate the theme, *Good Tidings of Comfort and Joy*, State Federations sent decorated ornaments to adorn the two beautiful trees on display at 1734 N St. NW. For those who were unable to make the trip to Washington, DC, there was a remote Holiday Open House from December 15–February 15.

Enjoy the Holiday Open House photo album and download photos from this day of cheer.



Mississippi Valley Region, Missouri



New England Region, New Hampshire



Southeastern Region, Maryland



Southern Region, Alabama



South Central Region, Oklahoma



Western States Region, Wyoming



From Blankets to #Blanketchange

BY PATTY GENTRY, DIRECTOR OF VOLUNTEER ENGAGEMENT AND MOBILIZATION AND GFWC LIAISON

MARCH OF DIMES leads the fight for the health of all moms and babies. We imagine a world where every mom and baby is healthy regardless of wealth, race, gender, or geography. Every family should have a healthy start to life. Yet today, the U.S. remains among the most dangerous developed nations for childbirth—with COVID-19 only elevating the stakes and exacerbating persistent health disparities.

Unfortunately, we see this theme repeated.

Meet the Pearman Family

Imagine feeling, at 40 weeks pregnant, unseen and unheard by your doctor when you express your concerns... and then having a stroke a week after giving birth.

Everything was going smoothly until the last week of her pregnancy, when Shannel was really swollen and had gained a lot of weight in a short period of time. At her 40-week appointment, her doctor discovered that she had high blood pressure and tested her for preeclampsia. She was assured that she was fine and was sent home. “I felt like something wasn’t right,” Shannel says. “I voiced my concerns and my concerns were dismissed.”

Shannel and Jared went into the hospital as planned for Jayce’s birth. He was born perfectly healthy via C-section, and the three of them went home together. But a week later, their lives were turned upside down when Shannel had a stroke and needed emergency brain surgery—and then a second brain surgery several weeks later. “On top of dealing with the realities of being a new mom, I was now dealing with vision loss, walking around in a house that I can’t even see, trying to breastfeed my son when I can’t see half of him. It was gut-wrenching.” Shannel also suffered from cognitive issues such as processing information, focusing, and memory.



Shannel, Jared, and Jayce Pearman

“I believe if my concerns were listened to, none of this would have happened,” Shannel says. By sharing their story, Shannel and Jared want to encourage other women to be their own biggest advocates and to trust their bodies. “If something doesn’t feel right, speak up—don’t just take someone else’s word for it.”

March of Dimes fights for moms like Shannel to get the resources and support they need.

Meet the Spinas

After two healthy pregnancies, Matt and Tiffany Spina assumed the third wouldn't be different. However, they noticed that things were different soon after Tiffany was pregnant with Bria. "I started bleeding for absolutely no reason and I would have to rush to the emergency room to get an emergency ultrasound."

Tiffany's water broke at just 23 weeks. "One of the nurses checked to see how things were and how dilated I was and immediately turned around to get a doctor," remembered Tiffany. "Bria's cord had prolapsed so her umbilical cord was being birthed already and her head was pressing on it. So, at that moment the nurse got onto the bed, held Bria's head and umbilical cord essentially inside of me and we started running through the hallways to the operating room."

Bria was born at 23 weeks and 3 days, weighing 1 pound, 6 ounces. For 213 days, she was connected to machines that helped her fight to stay alive. After spending seven months and one day in the NICU, Bria was finally ready to come home and meet her big brother and sister. The effects of her early arrival linger to this day. Bria still receives care—she requires oxygen when sleeping and has a G-tube. Tiffany and Matt are thankful that March of Dimes was there to support their family throughout their entire NICU journey.

We have to do better.

March of Dimes was established by President Franklin D. Roosevelt in 1938 to combat epidemic polio. Since that time, our mission has evolved to fight for the health of all families. This year, March of Dimes celebrates 84 years and we are carrying forward our legacy of impact.

We know we can't do it alone.

Since 1938, General Federation of Woman's Clubs has worked along-side March of Dimes to change these outcomes for families through service, advocacy, and fundraising.

We are so grateful to the women who have sewn blankets and hats for babies, collected and assembled care kits, advocated on behalf of another and raised critical donations through March for Babies.

In 2021, members across the country helped make over 5,700 blankets and hats that were provided to Military moms through Mission: Healthy Baby and the GFWC Blanket Challenge.

General Federation of Woman's Clubs also signed on as a partner to demand #blanketchange. March of Dimes and partners across the country are calling on policymakers to demand #blanketchange to improve the health of every mom and baby. Using the hospital receiving blanket



Matt and Bria Spinas

that most parents are familiar with to raise national awareness to call for equity, access, and prevention.

In 2022, we are excited to continue to build on this work together.

- Make blankets and hats for babies connected to Mission: Healthy Baby.
- Fundraise through March for Babies year-round!
- Assemble personal care kits for parents whose babies were born too soon, or unexpectedly.
- Take part in a Day of Impact this fall.
- Make costumes for babies in the NICU.
- Advocate on behalf of families by supporting #BlanketChange.

From blankets to #blanketchange, our hope is that members will continue to fight with us for the health of all moms and babies. Contact your local March of Dimes staff partner or reach out to your March of Dimes liaison Patty Gentry at pgentry@marchofdimes.org for more information on how to do just that.

Leadership Succession Planning

BY NANCY AMES, GFWC LEADERSHIP COMMITTEE MEMBER

“If your actions create a legacy that inspires others to dream more, learn more, do more, and become more, then you are an excellent leader.”—Dolly Parton

Succession planning is about preparing your club, District, State Federation, Region, and GFWC for the future, and must be intentional and organized. Leaders should always be looking for potential in other members and encouraging leadership development. Creating a solid succession plan, especially in these uncertain times, will ensure your legacy remains after you leave office by helping to prepare the incoming Administration with a clear path to follow.

Taking on a leadership role in a new Administration can be exciting yet overwhelming at the same time. An orderly transition of officers is the glue that holds our organization together. The flow of information from one Administration to another needs to be seamless to ensure leadership continuity with the knowledge and resources from past leaders, and the opportunity for new officers to find their own voice.

This can begin by preparing a job description to supply a complete explanation of the role and responsibilities of each officer or chairperson. Within the Leadership Toolkit in the GFWC Member Portal’s Digital Library, there is a helpful tool titled *“Create a Plan of Succession and Checklist for Leadership Transition”* that allows outgoing officers to work with incoming officers, providing information about the office, officer’s roles, and goal-setting for new officers as well as a variety of additional printed materials.

Having a checklist will also help current leaders release ownership of the office through the sharing of information.

Mentoring is the best practice for creating a smooth transition. New leaders need to know the *how* as well as the *why* in decision making. It is important to support and invest in another’s growth for you both to be successful. Avoid micromanaging new officers. Give them the opportunity to do their job but assist when asked to do so. Passing on documentation of agendas, scripts, programs, and other information from meetings, conferences, and conventions in the form of a notebook or a flash drive is a valuable tool for new leaders to follow. These resources can also be stored in Google Drive or otherwise online. This will help build confidence and help with proper protocol when leading their own meetings.

Succession Planning is at the core of GFWC’s leadership structure, designed to foster effective implementation of the



organization’s strategic vision and continuity in leadership, along with ensuring the development of future leaders. Consider your Succession Plan as an “insurance policy,” which will help your club, District, State Federation, Region, and GFWC flourish in the future.

As one of the world’s largest volunteer-based international medical nonprofit organizations, Operation Smile has provided hundreds of thousands of surgeries for those born with cleft lip, cleft palate and other facial conditions. As it has over the past 30 years, **GFWC Clubwomen’s volunteer spirit** continues to bring **hope, healing** and **brighter futures** to children in places of need around the world.

Operation  **Smile**

operationsmile.org | 1-888-OPSMILE
gfwc@operationsmile.org



Faustina, 17

The Public Service Announcement: Promote Your Club Through Local Radio

BY KARYN M. CHARVAT, GFWC COMMUNICATIONS AND PUBLIC RELATIONS CHAIRMAN

One of the best resources for marketing your club can be found in almost every city—the local radio station. Whether you are in a major market or a small rural town, having your club advertised on local radio gives you visibility and credibility.

Every station demonstrates its commitment to the community through the airing of public service announcements or PSAs.

PSAs are most commonly defined as advertisements for which no fees are collected and that promote the activities and/or programs of federal, state, or local governments or nonprofit organizations.

Components of a PSA

Your PSA should be clear, concise, and scripted for the broadcaster to read. It should also be 30 seconds in length and include a call to action. Frame the announcement around an annual club activity, and be sure to mention the relevance within the body of the announcement. As an example:

“April is National Child Abuse Prevention Month and the Main Street Junior Woman’s Club is hosting their annual fundraiser all month long. Show your support for Main Street USA’s children and get your family involved by making art therapy projects with children in need. You can sign up to participate by visiting [Main StreetJWC.org](http://MainStreetJWC.org)! Make a difference in the lives of the most vulnerable children and support the Main Street Junior Woman’s Club’s art therapy project today.”



How to Book a PSA

If you have a personal contact at the station, that is typically the fastest route to schedule your PSA. However if you do not have a contact, call the station and ask to be connected with the individual who schedules PSAs. Once connected, be prepared to quickly pitch your public interest campaign in 30 seconds or less. Use facts and relatable language; you need to capture interest quickly with your elevator speech. Send the station the prepared script, along with any accompanying materials that support your campaign.

How to Leverage Local Radio Personalities

The most effective way to get your club noticed by the station’s on-air talent is to invite them to be part of your club! By becoming a club

member, they will see the benefit you bring to your community firsthand and will be much more inclined to support you in your endeavors.

Or, using the PSA example previously mentioned, you could do a one-day art therapy project involving the whole community. Your club could invite the morning show host to be onsite with a live radio remote, interacting with all who come out to participate from noon–2pm that day!

Many stations will also post PSAs on their social media platforms as well as announcing on-air so you’d be getting twice the exposure, for little or no cost! Give it a try and tell us about your success by submitting your project success stories to PR@GFWC.org.

Are You Making the Most of Your Club's Accomplishments?

BY BECKY WRIGHT, GFWC MEMBERSHIP CHAIRMAN

"People work for money but go the extra mile for recognition, praise, and rewards."—Dale Carnegie

GFWC and State Federations have many programs and awards in place to honor, praise, and recognize members. From recognition as a "featured member" on www.GFWC.org to Gold Pins for 50-year members to the GFWC Jennie Award, GFWC offers many levels of recognition and achievement. Many State Federations award scholarships and Clubwoman of the Year recognition. Likewise, many local clubs have a variety of awards to foster enthusiasm and garner retention.

We know the importance of member recognition, but how does recognition benefit the club as a whole? What are the benefits of awards, tributes, or commendations? As Walt Disney once said, "Whatever we accomplish belongs to our entire group, a tribute to our combined effort."

Garner Support for Club Projects

Club recognition can open doors for sponsorships, grant opportunities, and collaborations. Partnering with city, county, and state agencies can be achieved with ease when your club has name recognition. Establish a reputation of being a winner by creating a longstanding award recognition prior to the ask. Knowledge of an award can serve to differentiate your club from another organization in the final selection for grants or sponsorship.

Improve Retention

New and seasoned members alike want to be a part of something bigger than themselves. Remind members



of collective efforts that garnered media attention. Recognition for hosting a conference, not to mention the confidence gained through the leadership training, boosts the self-esteem of each club member involved.

Encourage Recruitment

Fueled by recognition, each commendation makes members want to be better clubwomen and this is contagious! Being recognized as the top fundraising team establishes a reputation and builds pride within the club. Recognition for a GFWC Award Entry boosts enthusiasm and attracts interest in your winning team, inspiring others to join. Make the most of each accomplishment and

tribute and prepare for an influx of new members!

Recognition speaks volumes in establishing credibility, work ethic, and dedication. Recognition is a testament of the club's efforts and serves to strengthen the stability of the club throughout the community and state. Having visibility will garner community support to increase the results exponentially.

Looking to garner support for club projects? Improve retention? Boost recruitment?

Recognition, praise, and reward. It's invaluable to your club!

Recruitment List

GFWC Clarksville Women's Club - 57
Clarksville, TN

GFWC Naples Woman's Club - 30
Naples, FL

GFWC St. Petersburg Woman's Club - 23
St. Petersburg, FL

GFWC A.L. Brown Juniorette Club - 21
Kannapolis, NC

GFWC North Pinnellas Woman's Club - 19
Clearwater, FL

GFWC Woman's Club of Paramus - 16
Paramus, NJ

GFWC Lincoln Woman's Club, Inc. - 14
Lincoln, IL

GFWC Rotonda West Woman's Club - 12
Rotonda West, FL

GFWC Satellite Beach Woman's Club - 12
Satellite Beach, FL

GFWC Woman's Club of Cypress - 12
Cypress, CA

GFWC Woman's Club of Zephyrhills - 12
Zephyrhills, FL

GFWC Monroe Woman's Club - 11
Monroe, WI

GFWC Zwaanendael Women's Club - 11
Lewes, DE

GFWC St. Francisville Woman's Club - 10
St. Francisville, IL

GFWC Woman's Club of Raleigh - 10
Raleigh, NC

GFWC Bloomer Woman's Club - 9
Bloomer, WI

GFWC Greensboro Woman's Club - 9
Greensboro, NC

GFWC Muskego Woman's Club - 9
Muskego, WI

GFWC Woman's League of the LowCountry - 9
Buffton, SC

GFWC Rhinelander Woman's Club - 7
Rhinelander, WI

GFWC Shorewood Woman's Club - 7
Shorewood, WI

GFWC St. Andrew Woman's Club - 7
Columbia, SC

GFWC Starbuck - 7
Starbuck, MN

GFWC Tampa Woman's Club - 7
Tampa, FL

GFWC Woman's Club of Tarpon Springs - 7
Tarpon Springs, FL

GFWC Achieving by Reading Club - 6
Lee's Summit, MO

GFWC Glendale Woman's Club - 6
Glendale, AZ

GFWC Pikeville Woman's Club, Inc. - 6
Pikeville, KY

GFWC Ruskin Woman's Club - 6
Ruskin, FL

GFWC Tampa Bay Woman's Club - 6
San Antonio, FL

GFWC Woman's Club of Brielle - 6
Brielle, NJ

GFWC Woman's Club of Cotulla - 6
Cotulla, TX

GFWC Woman's Club of Madisonville - 6
Madisonville, KY

GFWC Coral Gables Woman's Club - 5
Coral Gables, FL

GFWC Morgan County Woman's Club - 5
West Liberty, KY

GFWC Thompson Falls Woman's Club - 5
Thompson Falls, MT

GFWC Woman's Club of Crestview, Inc. - 5
Crestview, FL

GFWC Woman's Club of the Midlands - 5
West Columbia, SC

GFWC Zebulon Woman's Club - 5
Zebulon, NC

GFWC Atlanta Woman's Club - 4
Atlanta, GA

GFWC Burlington Woman's Club - 4
Burlington, WI

GFWC Dover Century Club - 4
Dover, DE

GFWC Mount Dora Woman's Club - 4
Mount Dora, FL

GFWC Woman's Club of Charleston - 4
Charleston, SC

GFWC Woman's Club of Cranbury - 4
Cranbury, NJ

GFWC Woman's Club of Inverness - 4
Inverness, FL

GFWC Chapin Junior Woman's Club - 3
Chapin, SC

GFWC Charlotte Woman's Club - 3
Charlotte, NC

GFWC Coral Springs Women's Club - 3
Coral Springs, FL

GFWC Gloucester County Women's Club - 3
Sewell, NJ

GFWC Gordon Woman's Club - 3
Gordon, GA

GFWC Lutz-Land O'Lakes Woman's Club - 3
Lutz, FL

GFWC Paradise Valley Junior Woman's Club - 3
Phoenix, AZ

GFWC Pompano Beach Woman's Club, Inc. - 3
Pompano Beach, FL

GFWC Sebastian Woman's Club - 3
Sebastian, FL

GFWC Warwick Women's Club - 3
Warwick, RI

GFWC Wewahitchka Woman's Club - 3
Wewahitchka, FL

GFWC Woman's Club of Parsippany-Troy Hills - 3
Parsippany, NJ

GFWC Woman's Club of Sarasota - 3
Sarasota, FL

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Together, we can bring an end to exploitation, abuse and neglect and build a future for all children free from violence.

To learn how you can make a difference, visit unicefusa.org/GFWC or contact Kelly Procida at kprocida@unicefusa.org



for every child



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@life

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FOR GLOBAL VACCINE
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child has a shot at life.***

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