

APRIL 2015

<http://eugenelane-or.aauw.net>

AAUW Eugene-Lane Branch Meeting

Saturday, April 11

Westminster Presbyterian Church
777 Coburg Road, Eugene.

Social time: 9:30 am

Business meeting: 10:00 am

Program: 10:30 am



Phaedra Livingstone, Assistant Professor, Arts Administration, will speak on the topic: ***Snake Oil and Mothers' Milk: Images of Gender and Disease in Early Advertising.***

Advertising ephemera are exceptional documents for social analysis. The introduction of chromolithography in the early 1800s made color printing cheap and trade cards quickly became the first mass advertising medium. Like stamps, trade cards were widely collected objects in the mid to late 19th century.

Drawing on the analysis Dr. Livingstone conducted on a comprehensive medical trade card collection, this illustrated lecture discusses the ways women are depicted in the images found in North American patent medicine advertising trade cards ca. 1870-1895.

She found this collection to be representative of the work of a good range of significant late 19th-century patent medicine proprietors and lithographers, and to offer a fairly representative range of types of advertising images of women, as compared to the images found in trade card reference publications. Significant differences, but also striking similarities, are also noted between the ways women were framed in these first mass advertisements and in contemporary print advertising.

Phaedra Livingstone is an assistant professor and the Museum Studies coordinator in the University of Oregon Arts Administration Program. She is interested in the many factors that influence the interpretation of artifacts, how contemporary historical or intercultural consciousness is mediated by museum and heritage experiences, and the normative nature of museum interpretation and display. Livingstone draws from her extensive museum, gallery, and heritage experience, and applies feminist research methods in her work.

Thanks to the University of Oregon Center for the Study of Women in Society for their sponsorship of this program.



AAUW PUBLIC POLICY UPDATE KAPPY EATON

April 2015

Women's Health and Wellness Issues

There are a number of important bills this session related to women's jobs, health and safety that are often inter-related. Several are specific to women's employment and economic security. HB 2662 and HB2823 deal with college access and affordability that ensure women have job training and STEM education for higher paying work. Increasing the minimum wage is critical to bring about economic security. SB 310 and HBs 2008 and 2009 deal with wage increases. Statewide paid sick leave is proposed in SB 454 and HB 2005 while affordable childcare is found in HB 2015. Long-term economic security can be addressed

with the passage of equal pay for equal work. HB 2007 has been passed by the House. It prohibits retaliation by an employer for discussion of wages with other employees. HB 2006 would create an employer crime for paying different salaries/wages to one sex over the other in equal work positions. Of Oregon women now in retirement, 40% are living in poverty. HB 2906 and SB 615 offer a retirement plan that would make savings for retirement possible. Domestic violence and sexual assaults are addressed in parts of the Department of Justice and Human Services proposed budgets.

The Women's Health and Wellness Alliance has been in existence 22 years. It includes many women and special services organizations including AAUW, as well as legislators. The group meets bi-weekly in the Capitol during legislative sessions to discuss priority bills and share information. Prior to each legislative session, it meets to set legislative priorities. Co-chairing the alliance for 2015-16 are Senators Sara Gelser and Elizabeth Steiner-Hayward and Representatives Alissa Keny-Guyer and Barbara Smith Warner. A number of legislators are represented at the meetings by their male staff members, and the Alliance is well-regarded for its advocacy.

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You can easily look at bill texts and follow legislative committee agenda through OLIS, the Oregon Legislative Information System. Go online to OLIS which will lead you to access to information.

State of the State

Oregon - Another First: On March 16, Governor Brown signed HB 2177 into law making Oregon the first state to enact automatic voter registration for all Oregonians with driver's licenses. From 2013 and going forward, all persons over 17 years of age who meet the license requirements for driving or an ID card, or who apply for license renewal, will have their records sent to the Secretary of State. These records are the same as the records required for voter registration. Each person not already in the statewide registered voters list will receive a notification card and may opt out or chose a political party. The prepaid card needs to be returned in 21 days. If the person does not indicate a party, they will be registered as non-affiliated, not independent since there is now an Independent political party.

Oregon has been in the forefront of several areas including enacting the direct democracy Initiative process in 1902, declaring the entire beach line public property in 1920, requiring land use protections in 1971, and establishing vote by mail in 2000. Oregon has been in the top states for voter registration and voter participation for several elections at above 70 percent in both categories. The Governor indicated that this new law will highlight Oregon's response to the severe suppression of voters' rights in several states and hopefully lead the way to reversing it.

Election Reform: The House Rules committee has moved a number of election "housekeeping" measures. They include (1) HB 2176 which removes the requirement that persons elected to county office must file a certificate of election to the county clerk; (2) HB 2635 requires that the

ballot title for a local option tax measure must include the estimated cost of compression, early payment discount, and collection rate; (3) HB 2855 extends the time that a person nominated/elected to public office by write-in to respond to 15 days, up from 8 days; and (4) HB 2957 which establishes specific dates for local government elections on measures not referred by the government.

National Popular Vote (NPV): SB 680, the Interstate Compact agreement among states, has been introduced and is awaiting a hearing in the Senate Rules committee. The purpose of NPV is to ensure that the U.S. President is the candidate who receives the most votes in all 50 states and D.C. The Electoral College (EC) in the federal Constitution is authorized to count the votes from the electors in the states with the count needed to elect set at 270. The number of votes is determined by each state's number of members of Congress (Oregon has 7 – 2 Senators and 5 Representatives). The Compact will be implemented when the number of states signing equals or exceeds 270 electoral votes. Currently, 11 jurisdictions have enacted the Compact, with 165 electoral votes – 61%. In the West, Washington and California have signed. The bill has passed in 33 legislative chambers, including the Oregon House (38-21) in 2013. John Koza, President of NPV, spoke in favor at a debate on March 11 in Portland, sponsored by the American Constitution Society, and 16 Oregon senators are sponsoring the measure.

Campaign Finance Reform: SJR 5 addresses campaign contribution limits. Oregon is one of only six states which have no limits on the amount of money that can be contributed to political campaigns resulting in rising costs and increasing the power of large donors while diminishing the voices of many small contributors. SJR 5 is a constitutional amendment that would authorize citizens and the legislature to establish campaign limitations which would be on the November 2016 ballot.

In Loving Memory



Patricia "Pat" Elizabeth (Dunsing) Lanier

Age 80, Passed away on Monday, March 9, 2015, in Eugene, OR.

She was born on August 11, 1934, in Concord, NH, to parents Emma (Huckstep) Dunsing and Daryl Dunsing.

Pat earned her Bachelor Degree in Elementary Education at Eastern New Mexico University in Portales, New Mexico, in 1955. She met her husband, Richard (Dick) Lanier, Sr. in Portales and they were married in Hammond, Indiana, on September 3, 1955. Pat taught fifth grade in Portales from 1955 to 1959.

Pat and Dick moved to Roseburg, Oregon, in August of 1959. They had three sons, Richard, Jr., David and James. Pat taught a combined fifth and sixth grade class at Umpqua Elementary from 1977, until her retirement in 1991, when she and Dick retired to Lakeside, Oregon. Pat moved to Eugene, Oregon, in 2003.

Pat loved writing, politics, education and music. She was active in AAUW, League of Women Voters, and Readers Theater. Pat sang in church choirs at First Presbyterian Church in Roseburg and Peace Presbyterian Church in Eugene, where she also served as an Elder and a Deacon.

She sang with the Roseburg Concert Choral in Roseburg and with Song Spinners in Eugene.

She is survived by sons James Lanier of Eugene and Richard Lanier of Portland; brother Richard Dunsing of Richmond, VA; and five grandchildren.

There will be a memorial service on Saturday, April 11, 2015, at 1 p.m. at Peace Presbyterian Church - 3060 River Rd - Eugene, OR.

In lieu of flowers, donations may be made to Peace Presbyterian Church, 3060 River Road, Eugene, OR 97404; Kappy Eaton Scholarship Fund, Lane Community College, 4000 E 39th Avenue, Eugene, OR 97405; Roseburg High Drama Department, 400 W. Harvard Avenue, Roseburg, OR 97470; Oak Hill Cemetery, 6445 Hohman Avenue, Hammond, IN 46324.





The Out-to-Lunch Bunch

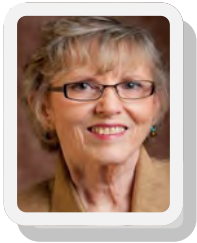
The Out-to-Lunch Bunch will gather at Aiyara Thai Cafe in Springfield on Wednesday, April 8th at 11:30 am. The cafe is located in the Gateway area—1010 Harlow—around the corner from Ben Franklin craft store. Come join us! RSVP Carol Miller 541-343-7541 or zebcarol@comcast.net so I can alert the restaurant about needed table size.

SILENT AUCTION UPDATE

By Jo Brew

We are receiving the forms for the Silent Auction contributions now and moving along with our plans. Our branch has generally been contributing a basket of mysteries which have sold well and been a goal fairly easy to reach. However, most branches are contributing more than one item and there is an opportunity to do extra. If you have a craft or art project, a nice collectible you don't have room for, even a business you would like to promote. This is an opportunity to benefit our AAUW funds and do some promotion at the same time. I have extra forms so let Ardith or me know.





Carene's Contemplations

I will be out of town on April 11, so Program VP, Cindy Parker, will be the presiding officer at the branch meeting. With such an accomplished speaker, it will be an enlightening and enjoyable meeting.

Today I'm contemplating all I learned during the launch event for *Solving the Equation: The Variables for Women's Success in Engineering and Computing* that was broadcast live from Samsung's Mountain View Campus. The research team who brought you *Why So Few? Women in Science, Technology, Engineering, and Mathematics* gave us a deeper look into engineering and computing. These are fields that offer 80 percent of STEM jobs but still include small numbers of women students and workers. The research helps explain why women aren't in these fields—and what we as employers, educators, and parents can do about it.

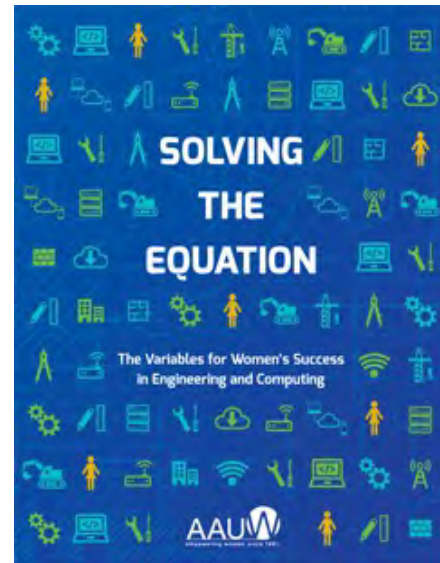
A panel of experts from the industry and academia, was moderated by leading gender-in-science researcher **Londa Schiebinger**. The panel included:

Robin Bienfait, Executive Vice President and Chief Enterprise Innovation Officer, Samsung
Aprille Ericsson, Ph.D., SBIR/STTR Program Manager, NASA Goddard Space Flight Center
Elizabeth Gunn, Vice President of Service Delivery and Assurance – West, AT&T
Jessica Lindl, Executive Director, GlassLab
Scott McGregor, President and Chief Executive Officer, Broadcom

They took questions from the audience in the room and online and discussed the report's findings and what they mean for anyone who cares about tapping the innovative solutions that half our population offers.

A few of the findings from the report:

Girls are studying and excelling in science and mathematics more than ever before. However, this increase has not been matched by increases in the number of women working as engineers and compu-



ting professionals. Just 12 percent of engineers are women, and the number of women in computing has fallen from 35 percent in 1990 to just 26 percent today.

Diversity Is Good for Business

Women's representation in engineering and computing matters. Diversity in the workforce contributes to creativity, productivity, and innovation. We need everyone's experiences to inform and guide the direction of engineering and technical innovation. In less than 10 years, 1.7 million more engineers and computing professionals will be needed in the United States alone. We simply can't afford to ignore the perspectives or the talent of half the population.

Stereotypes and Bias Are Holding Everyone Back

In one study, potential employers systematically underestimated the mathematical performance of women compared with men, resulting in the hiring of lower-performing men over higher-performing women for mathematical work.

But employers aren't the only ones making this mistake. Stereotypes and biases affect women's beliefs about their own abilities and the choices they make about their own futures as well. Girls with stronger implicit

biases linking math and science with boys spend less time studying math and are less likely to pursue a career in a STEM field.

Show Women That They Are Welcome in These Fields

Everyone can encourage women to enter engineering and computing and help transform these fields into places where more women—and men—want to be.

To watch an archive of the launch, download the report and/or watch a power point presentation about the report go to <http://www.aauw.org/research/solving-the-equation/>

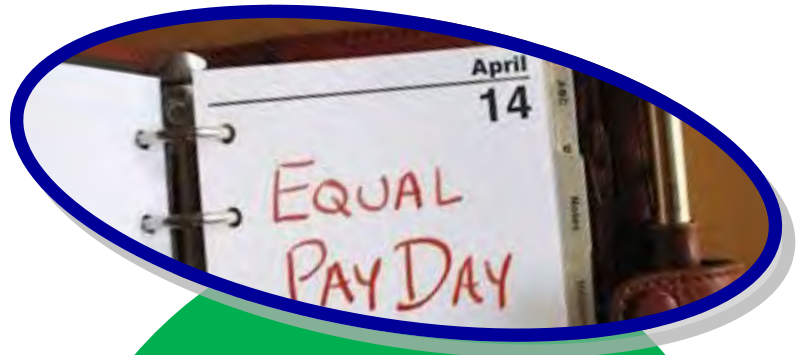
Solving the Equation is made possible by these generous supporters: the National Science Foundation, Research on Gender in Science and Engineering award 1420214; AT&T; and the Mooneen Lecce Giving Circle.

30 years after graduation,



women with engineering degrees are half as likely as men to be working as engineers.

There's a reason for that. A lot of reasons actually. Read more: <http://www.aauw.org/research/solving-the-equation/>



AAUW EUGENE-LANE

UNHAPPY HOUR

EQUAL PAY DAY

APRIL 14, 2015 4-6pm

Women must work until this day in 2015
to earn what men made in 2014

Join Us and Wear **RED** to Commiserate

LaVelle Tap Room

400 International Way, Springfield
Please invite your friends and relatives



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VISION

AAUW will be a powerful advocate and visible leader in equity and education through research, philanthropy, and measurable change in critical areas impacting the lives of women and girls.

MISSION

AAUW advances equity for women and girls through advocacy, education, philanthropy and research.

VALUE PROMISE

By joining AAUW, we belong to a community that breaks through economic barriers so that all women have a fair chance.

DIVERSITY

In principle and in practice, AAUW values and seeks a diverse membership. There shall be no barriers to full participation in the organization on the basis of gender, race, creed, age, sexual orientation national origin, disability or class

Mark Your Calendar for April 17-19, 2015

**"SOARING TO NEW HEIGHTS"
AAUW of Oregon State Convention
Eagle Crest Resort**

We are hosting the Silent Auction and can certainly use your help both before and during the convention. There is still time to register! Join Carene, Cindy, Ardith, Kappy, Jo, and JoAnn for a fun weekend filled with fresh views and new ideas!

Forms are available online at: <http://aauw-or.aauw.net>, password is oregonaauw.

Interest and Project Groups

Branch members are invited to join any group. Please call the contact person for details. If you're interested in forming a new group, please contact the branch president.

Afternoon Book Group—3rd Monday at 2:00 p.m.

Meets in homes of members. Contact Betty Kjeldgaard, 541-683-4926

Alpha Bridge—Every Tuesday at 1:30 p.m.

Willamalane Senior Activity Center, Springfield. Contact Ardith Hinman, 541-747-4310

Fourth Tuesday Bridge Group at 1:00 p.m.

Contact Donna Pierce, 541-344-3365

Out-to-Lunch Bunch

Contact Carol Hildebrand, carodane@aol.com, 541-344-4267

Readers' Theatre

Contact Barbara Carter, 541-554-2944

Monthly Board Meeting Schedule

Board meetings are held on Tuesdays at 11:30 am at the Falcon Wood Village Clubhouse, 1475 Green Acres Rd., Eugene. All members are welcome.

April 7

May 5

June 9

Monthly Branch Meeting Schedule

Monthly program information is available in the branch newsletter and on the website <http://eugenelane-or.aauw.net/Newsletter>.

April 11, 2015

May 9, 2015—Annual Meeting

June 13, 2015—Readers' Theatre

The News

is published monthly, September through June, by AAUW Eugene-Lane Branch. It is distributed to members by e-mail or regular mail.

Deadline is the 20th of each month, August through May. Items are to be submitted to the editor by that date.

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Jo Brew, our Advertising Manager, needs business cards that you gather from those places you frequent. Just hand her the cards—she does all the rest!

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