

# the TIDINGS

News of AAUW-Half Moon Bay

Volume 55, Issue 4

December 2021



*Holiday Dinner*  
*Fun, Friends, Festivities, Food*  
*Monday, December 13 at 5 p.m.*  
*Sign up by Saturday, December 4!*

Please join us for our annual branch holiday event on Monday, Dec. 13!

We'll gather at 5 p.m. at Half Moon Bay Joe's, 2380 Cabrillo Hwy S., in Half Moon Bay.

The first 20 people to register *and* pay for their meal will receive a teacup to take home!

Come for the food, come for the fun, come for friends, come for the *door prizes!* We'll even have a photo booth available to create fun

keepsake pictures to remember the evening.

Look for the registration form on page 4 and sign up before the deadline on Saturday, Dec. 4. Send in your reservation and payment early; this is a hard deadline because Joe's needs a firm count by Saturday.

There is only room for the first 35 people to register. COVID protocols will be in place, so be sure to wear your mask.

If you have any questions, please call, text, or email **Barbara Cohen** at 650-740-4404 or [Lv2red@gmail.com](mailto:Lv2red@gmail.com).

In the holiday spirit we, will donate socks to Abundant Grace in Half Moon Bay. Please bring a new pair of socks to the party. If you would like to donate socks, but cannot attend the event, please contact Barbara.

**Remember: The registration deadline is Dec. 4.**



American Association  
of University Women  
Half Moon Bay Branch  
P.O. 1414  
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[halfmoonbay-ca.aauw.net](http://halfmoonbay-ca.aauw.net)



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[aauw.hmb.newsletter@gmail.com](mailto:aauw.hmb.newsletter@gmail.com).  
Articles should be pasted into the body of the email. Attach any photos as .jpg or .png files. Deadline is the 15th of the month prior to publication.

### Neighborhood Groups

South Half Moon Bay, Central Half Moon Bay, North Half Moon Bay, El Granada/Miramar, and Moss Beach/Montara. Look for the distribution in your directory.

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

AAUW Half Moon Bay Branch is a tax-exempt 501(c)(3) corporation. Your contribution is tax-deductible.

## President's Message December Crunch Time

If you have lived in the Midwest, you understand why December is definitely crunch time. You are both literally crunching icy snow under your feet and spending the month crunching in twice as many activities. Parties, shopping, shoveling, baking holiday delicacies, writing holiday cards, writing lists – when you have a lot to do, you get it done. December is the month of doing.

It's the most exhausting time of the year, but full of religious celebrations. And it's a great time of the year for music! "Stille Nacht," "Dreidel, Dreidel, Dreidel," and "All I want for Christmas is my two front teeth," which has taken on a slightly different meaning at our age.

Maybe Fixodent as a stocking stuffer?

We hope you can join us for some merriment on Monday, Dec. 13. Our branch is having a holiday party and I bet there is a plate with your name on it. Send **Barbara Cohen** your registration form (on page 4) right away to let us know you are claiming your place!

So, into December we go! Maybe your party will be on Zoom, maybe your shopping will be online, maybe your baking will be the low-sugar recipe, and maybe you will be shoveling sand in lieu of snow. Whatever will be, embrace this month and try to squeeze as much life as possible out of it. Alleluia and I'chaim.

*Peggy Rozhon, President*

### AAUW Legacy Circle: Growing the Next Generation

Including AAUW in your estate plans is a lovely way to leave an enduring legacy that will support women and girls long into the future. By making a planned gift to AAUW National, you become a member of the AAUW Legacy Circle. Planned gifts expand AAUW's ability to make meaningful strides in our work to advance education, leadership, and economic security. Your generous legacy gift will enable AAUW to achieve its bold vision: equity for all.

There are many ways to make a planned gift to AAUW. You can establish a charitable gift annuity or name AAUW as a beneficiary in

your will, trust, insurance policy, or individual retirement account, among other options. Visit [aauw.org/legacy](http://aauw.org/legacy) or call 202-785-7766 for additional information.

"The Legacy Circle is what's going to last forever. I really think that's the best way to be involved."

—*Longtime AAUW member and donor Liz Bathgate*

**Branch Named Gift Honoree:**  
Start thinking of who you wish to nominate for this branch award. Information on the award and nomination details will appear in the January *Tidings*; nominations are due Jan. 31, 2022.

*Mary Sheridan, AAUW Fund VP*

## 2022 Scholarship Season Ramping Up

The Scholarship Committee is gearing up to distribute information about our 2022 AAUW Local College Scholarship.

Young women are eligible for our scholarship if they:

- Are a graduate of Half Moon Bay or Pescadero high schools.
- Will be a junior or senior in an accredited college or university by summer 2022.
- Complete the application.

Scholarship packets can be obtained by contacting **Sheila**

**Spieller** through text or a call to 650-888-1392 or by an email to [sheilamspieller@gmail.com](mailto:sheilamspieller@gmail.com).

We mail notices to graduates of the schools from the years 2019 and 2020, but with COVID, there may be other young women who qualify but graduated in different years.

Spread the word and thank you for supporting this very special AAUW project!

*Sheila Spieller and Sue Hatfield, Co-Local Scholarship Committee Chairs*

## Speech Trek Has Launched

The Speech Trek Committee visited nine high school classes during the last two weeks of October to present the Speech Trek contest. It looks like we have several students interested in participating.

We also contacted Main Street Scholars, which has grown from a tutoring program to offering a full high school curriculum. Because Speech Trek is open to all high school students in California in

public, private, continuation, or home school, the board decided to offer an article to the *Half Moon Bay Review* to publicize the contest to a wider student audience. That article was published in the Nov. 24 edition. We hope that we will be able to have a wide range of students presenting their speeches to us at our February meeting.

*Mary Vargas, Speech Trek Coordinator*

## Big Lift Collaborative

“The Big Lift Delivers on Promise to Improve Outcomes by Third Grade.” That was the topic of an email I received last week from the San Mateo County Office of Education touting an important



milestone. They announced that an evaluation by RAND Corp. revealed the initiative’s success in improving educational outcomes for children from families with low income. Better reading and math outcomes were shown for third graders and entering kindergarten were better prepared for school. You can read the report [here](#).

It truly has taken a village – or perhaps a cohort of agencies – to enable these students to be more successful in their education. AAUW-HMB can be proud to be a part of this effort.

*Sue Hatfield, AAUW Representative*

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*You'll Find  
Fun, Friends, Festivities, and Food  
at the  
AAUW Half Moon Bay Holiday Dinner*

Monday, December 13, at 5 p.m. • Half Moon Bay Joe's, 2380 Hwy. 1 S.

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come for the **door prizes!**

We'll also have a photo booth for fun pictures to remember the evening.

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Please send in your reservation early.

This is a hard deadline because the restaurant needs a firm count.  
There is only room for 35 people! COVID protocols will be in place.

In the holiday spirit, we will donate socks to Abundant Grace in Half Moon Bay.

Please bring a new pair of socks to give.

If you would like to donate socks, but cannot attend the event, contact Barbara Cohen.

**Holiday Dinner Registration Form**

Member's name \_\_\_\_\_

Choose one meal\* (tax and tip included):

Eggplant Parmigiana (\$30) \_\_\_\_\_ (vegetarian option)

Chicken with Mushrooms (\$35) \_\_\_\_\_

Filet of Sole (\$35) \_\_\_\_\_

*\*All meals include choice of soup or salad and mixed vegetables and mashed potatoes. No substitutions.*

No-host bar with soda, wine, and beer available.

There is a \$15 corkage fee.

Amount enclosed \$ \_\_\_\_\_

***Because the deadline is so close, please email or call Barbara Cohen when you make your payment.***

Make checks payable to AAUW HMB and send them to:

Barbara Cohen

P.O. Box 370021 • Montara, CA 94037

If you have any questions, please call, text or email

**Barbara Cohen** at 650-740-4404 or [Lv2red@gmail.com](mailto:Lv2red@gmail.com).

You may also pay with Venmo.

***Registration deadline is December 4.***

# AAUW California Brand Style Guide

As part of our journey to improve the awareness of AAUW in California, we've been collaborating with Dowitcher Designs to personalize our brand and develop a style guide. This will help us expand our reach to new members by tailoring our messages to reach two key audiences: the working age group and the retirement age group.

The creation of a brand persona for AAUW California and audience personas for each group will allow us to focus our promotions. The personas have gender-neutral names and avatars to help us remember them. Our working age persona is named Jess and our retirement age persona is named Pat. Want to learn more?

Join the webinar "Marketing - From Gen Z to Boomers!" on Jan. 19 at 7 p.m. where we'll address such topics as:

1. What is a brand persona and why do I care?

- How we arrived here.
  - Characteristics of the AAUW brand.
2. What is an audience persona?
    - What characteristics describe Jess, the working age persona?
    - What characteristics describe Pat, the retirement age persona?
  3. How to use the personas in state and branch communications.
    - Examples of targeted messages

for the working age group using Jess.

- Examples of targeted messages for the retirement age group using Pat.
4. Differences and similarities of messages between the two groups.
  5. Social media platforms that are most effective for the audience.

Register for the webinar [here](#).

*Sandi Gabe, President-Elect,  
Marketing Project Manager*



## AAUW January Pop-Up Rummage Sale

**When?** Saturday, Jan. 15, 2022

**Where?** Terrace Avenue, Half Moon Bay

**What?** You price it and you bring it.

**DE** Suggestions, ideas, and instructions to come later.

Interested? Contact Peggy Rozhon at

[prozhon@gmail.com](mailto:prozhon@gmail.com).

## *Dates to Save & Remember*

**December 1, 1955**

Rosa Parks is arrested for not giving up her bus seat

**Thursday, December 2**

International Day for the Abolition of Slavery

**Monday, December 13**

Branch Holiday Event  
5 p.m.

**Monday, January 10**

Branch Meeting  
7 p.m.

**Wednesday, January 19**

Marketing - From Gen Z to Boomers!  
7 p.m.

*Please check calendars on the [AAUW-HMB](#), [AAUW-CA](#) and [AAUW](#) websites for updates, additional events and announcements.*

## **Paradise Fire Anniversary**

Following the third anniversary of the Nov. 8, 2018, Paradise Camp Fire, those of us who received so much help from AAUW members in California and elsewhere want to give an update and renew our thanks.

One small plea posted on the AAUW California website and a few emails asking for help brought tens of thousands of dollars in gift cards, offers of housing, furniture, and – in the case of a member who couldn't get her garage door open and had no replacement insurance — a car.

The Paradise board, all of whom (except yours truly) lost everything, gathered frequently to sort mail and

distribute the contributions to 35 of our 40 members. After their needs were fulfilled, we gave cards and checks to our Tech Trek families, most of whom also lost everything and often had fewer resources. We offered gas money to the son of **Suzy** and **Paul Ernst**, the couple who were trapped by the fire and spent many months in the U.C. Davis Burn Center.

There were so many ways everyone's contributions helped. From all of us, thank you!

*Carol Holzgrafe and every AAUW Paradise member*

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## **AAUW Fund Events Available Online**

Thank you to all who were able to attend one or more of our AAUW Fund events. What a truly memorable experience to listen to our grant recipients and fellows from so many diverse backgrounds working in such varied fields. They were truly awe-

inspiring!

If you missed the opportunity to view the events live or if you'd like to see one or all of them again, click [here](#).

*Lynne Batchelor, Secretary,  
AAUW Fund Committee Chair*



# 2022 AAUW California Nomination and Election Process

Members are invited in 2022 to vote to elect members of the Board of Directors. The voting period is scheduled for April 23 through May 14, 2022.

Our bylaws limit the AAUW California Board of Directors to 11 members, including president, president-elect, secretary, chief financial officer and directors.

This coming year, we vote to elect eight positions:

- secretary (two-year term 2022-24)
- three one-year directors (2022-23)
- four two-year directors (2022-24)

When the election period starts, every member will have the opportunity to vote electronically or by mail.

The member roster will be requested from AAUW National in early March, so every branch has time to make sure that all email and mailing addresses are correct.

Each member with a valid email address on file will be sent an email message containing a personal invitation to vote that includes a link to the ballot.

Members who do not have a working email address will be mailed a paper ballot.

If you prefer a paper ballot, request one by contacting the AAUW California office at 916-389-0220.

If you do not receive an email with your link to vote, please check your

spam folder to see if it's there. The mail will be from [siteadmin@aauw-ca.org](mailto:siteadmin@aauw-ca.org). You can also search in your email for the subject 2022 AAUW California Election Ballot.



If you still are unable to find the email, send an email to [webteam@aauw-ca.org](mailto:webteam@aauw-ca.org) for assistance.

Key Dates:

Jan. 15, 2022: Candidate information posted on the website in order of receipt of completed nomination form

March 1, 2022: Deadline for nominations

Click [here](#) for candidate information.

## Nomination Process

Submit a nomination for someone else by contacting [nominating@aauw-ca.org](mailto:nominating@aauw-ca.org). See the nomination form [here](#). Or declare your own candidacy by completing the nomination form yourself. The instructions and next steps will be given as you progress.

Please note that you will be asked several essay questions. You will

have plenty of space to type your answers. You can also paste your answers into the form from another application. Your responses will be posted on the AAUW California website in the order received starting Jan. 15, 2022.

Preview the application [here](#).

The candidate may complete an optional two-minute video to be linked to the candidate page on our website. Send the YouTube link to [nominating@aauw-ca.org](mailto:nominating@aauw-ca.org).

Candidates' campaign Facebook pages can also be linked to the candidate page. You will need to set up a separate campaign Facebook page; we cannot link to your personal page. Send the link to [nominating@aauw-ca.org](mailto:nominating@aauw-ca.org).

Click [here](#) for AAUW California committee responsibilities.

Click [here](#) to review AAUW California Policies and Procedures. Section 500 contains information specific to the nomination and election process.

Click [here](#) to review AAUW California Board of Directors' roles and responsibilities.

Please note that you may be required to enter a password. Contact the AAUW California office at 916-389-0220 or [office@aauw-ca.org](mailto:office@aauw-ca.org) if you need this information.

Send any questions to [nominating@aauw-ca.org](mailto:nominating@aauw-ca.org).

# Adventures in AAUWland: Calling All AAUW Adventurers

This year's state convention will be different. Renaming it the "Annual Event" and holding it virtually are only the beginning.

On Saturday, April 30, 2022, we will all be explorers, searching for new routes to connect to AAUW and its mission.

And you can be a Trail Guide!

To launch the trip, the morning session will:

- Kick off with inspirational words from Lisa Maatz, Senior Adviser, Ohio Citizen Action and former AAUW Policy Rock Star, and Jasmine Sadler, Owner and Founder, The STEAM Collaborative.

- Focus on the year's accomplishments.

- Honor our AAUW expedition leaders with the announcement of the Named Gift Honoree, Equity Champion, and Branch Activity of the Year winners.

- Review our advocacy efforts.

- Share important news and updates.

- Venture out with a few surprises.

The afternoon route will wind into unfamiliar territory. Instead of the usual workshops, you will have the chance to choose your own adventure with a self-guided journey deep into the "topical" jungle of AAUW ideas that you might be interested in discussing.

We will offer multiple Zoom breakout rooms hosted by trail guides (people like you), who will informally guide the conversations in the room. No agendas. No PowerPoints. No handouts. We'll just network and share thoughts, stories, experiences, and maybe some debate. There's no set trip itinerary. You will be able to move freely back and forth between breakout rooms to stay and share

or take off and find another.

As we travel along those afternoon passageways, we'll take a few side trips to see the three Speech Trek finalists' inspirational videos.

## Call for Trail Guides

This is your chance to talk about what matters most to you. Offer to host an informal 30-minute sharing session in a Zoom breakout room with your fellow explorers. Co-hosts are okay. Non-members, too. Be brave!

What provisions will you need? A topic! What do you want to talk about with other members? We want to be more inspirational than instructional. Let's remind people of the shared values and interests of the AAUW community. Some possibilities:

- Personal stories – Has AAUW touched/changed/enriched a life?

- Speech Trek for Grownups – Thoughts on this year's topic?

- Life lessons learned – What should we tell our daughters and sons?

- Whither goest AAUW?

- Roads not taken – What do you wish you'd done differently in life?

- The good, the bad, and the ugly – What are branches doing well? What are their challenges?

- Open membership – Should we try again?

- True life Tech Trek – Any virtual camp volunteers or campers have experiences to share?

- Brushes with inequity – Have a story?

- Re-entry from COVID – How's it going?

- Creative aging – Ideas for staying vital?

- Mentors – Who impacted your life? Whose life have you impacted?

- Who has AAUW helped? Conversations with grant recipients or NCCWSL participants or Start Smart/Work Smart attendees.

- Volunteering – Why do we do it? Is volunteerism dead?

- Self-promotion and brand identity in your career.

- What should AAUW be doing? What should it not be doing?

- Hot topics – Pick some bills that AAUW is supporting and talk about them.

- Diversity reigns – DEI is not a jungle.

- Show me the money! – Has your branch had a successful fundraising treasure hunt?

- TTAG: A roadmap to tracking Tech Trek alumnae.

- Your topic!

A journey starts with a single step.

To become an AAUWland Trail Guide, complete the short form [here](#)

## What Steps Will You Take?

- Do *not* prepare a PowerPoint presentation!
- Do prepare a 20-second "commercial" pitching your awesome topic so people will trek to your room. Feel free to add a costume or music or poem or quote. Entice them. We'll help you.

- Be a facilitator, ready to gently guide people's discussion on your topic. Let the road wander where it may.

- Convince others to become Trail Guides.

# Happy Birthday, AAUW!

When AAUW began in 1881, few women had the opportunity to pursue a degree, prompting founder **Marion Talbot** to support a fund for women's education. Today, women outnumber men in earning degrees at nearly every level. Yet our work is far from done.

Over the past 140 years, AAUW has evolved to become the leading voice in advancing gender equity in education and workplaces everywhere. Through research, education and advocacy, we're committed to ensuring that everyone gets the same opportunity to learn, earn, and lead. Our programs aim at moving women forward as we fight for policies that support our goals.



## Do Your Holiday Plans Include Gift Giving?

While you're doing your holiday shopping, please shop local and remember our advertisers, who support *Tidings* and AAUW-HMB with their advertising dollars all year.

**Christine Maren Salon**  
**Coastside Books**  
**Goldworks**  
**Hartcards**  
**The Paper Crane**  
**Small Town Sweets**

Do you have a business that you'd like to advertise in *Tidings*?  
Do you know a company that could benefit from their message being seen by our readers?

Please send the company name and contact info to  
[aauw.hmb.newsletter@gmail.com](mailto:aauw.hmb.newsletter@gmail.com).

The *Tidings* advertising coordinator will follow up.

# December 2021

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
28	29	30	1	2	3	4
5	6	7	8	9	10	11
	<b>Hanukkah ends at sundown</b> Walk & Talk 10 a.m.	Evening Book Group 7 p.m.				
12	13	14	15	16	17	18
	Walk & Talk 10 a.m. • Branch Holiday Dinner 5 p.m.					
19	20	21	22	23	24	25
	Walk & Talk 10 a.m.				<b>Christmas Day (observed)</b>	<b>Christmas Day</b>
26	27	28	29	30	31	1
<b>Kwanzaa begins</b>	Walk & Talk 10 a.m.		Janus (weather permitting) Noon		<b>New Year's Day (observed)</b>	<b>New Year's Day</b>

# Interest Groups Carrying On

**Curiosity Club** (formerly STEM interest group): We encourage young women to explore STEM fields in education and strive for STEM careers. In 2019, we decided to explore what we're asking them to do and find out more about STEM fields ourselves. If you're curious and enjoy learning new things, we can help. And we have a great time together!

We're looking for ideas and would love to hear yours. If you can teach us something – even better! Contact **Juliet Bolding** or **Barbara Von Glahn**, co-chairs of the group.



**Days for Girls:** This newest interest group, which will create menstruation kits for vulnerable women and girls, is in its organizational phase. Watch this space for future meetings. If you'd like to join the group, contact **Vivian Costello** or **Karen Hume**.



**Evening Book Club:** All meetings are the last Tuesday of the month unless otherwise noted. Our Zoom meetings begin at 7 p.m. Members will be included in all discussions and decisions to change to in-person gatherings.

The following is our reading list for 2021-22.

Dec. 7: (holiday potluck) *Fresh Water for Flowers* by Valerie Perrin. Facilitator: **Nancy Evans**.

Jan. 25, 2022: *Neither Wolf nor Dog: On Forgotten Roads with an Indian Elder* by Kent Nerburn. Facilitator: **Marilyn Garrison**.

Feb. 22, 2022: *Station Eleven* by Emily St. John Mandel. Facilitator: **Lee Ellis**.

March 29, 2022: *The Island of Sea Women* by Lisa See. Facilitator: **Linda Lowens**.

April 26, 2022: *Spirits of San Francisco: Voyages through the Unknown City* by Barry Kamiya. Facilitator: **Antoinette Wrubel**.

May 31, 2022: *The Soul of an Octopus* by Sy Montgomery. Facilitator: **Judy Buckland**.

June 28, 2022: *American Dirt* by Jeanine Cummins. Facilitator: **Sue Perls**.

July 26, 2022: book nominations for 2022-23 books.

Aug. 30, 2022: *The Underground Railroad* by Colson Whitehead. Facilitator: **Janie Keeler**.

For more information, contact **Nancy Evans** at [egnancy@comcast.net](mailto:egnancy@comcast.net).



**Great Decisions** will resume in February 2022.

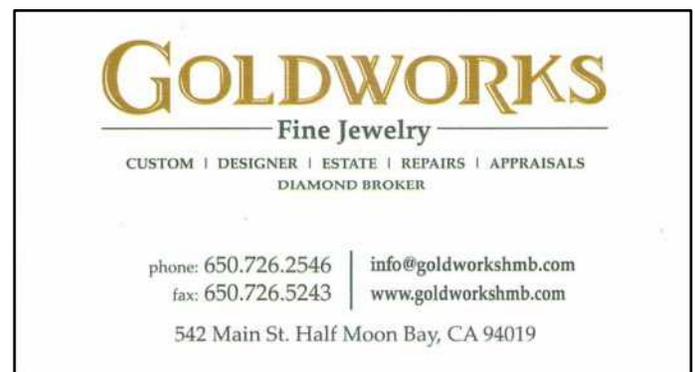
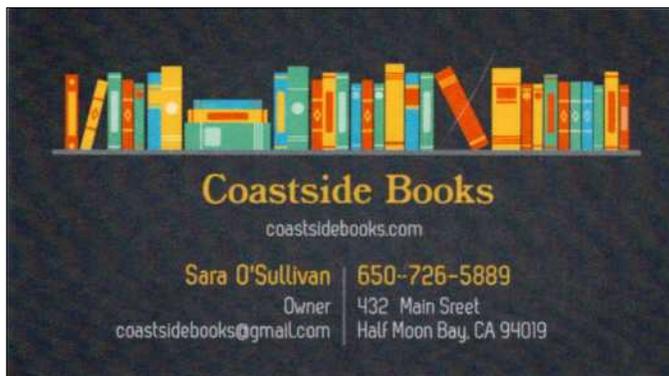
This interest group purchases booklets annually for about \$35 from the **Foreign Policy Association**. FPA's 113-year mission is to serve as a catalyst for developing awareness, understanding, and informed opinion on U.S. foreign policy and global issues. Contact **Barbara Von Glahn** with any questions.



**Janus** is still meeting outdoors, as recommended. Weather permitting, we plan to meet on Dec. 29. We will gather in **Nina Nelson's** backyard. If you are interested in joining us, please contact **Mary Alice Pearce** at [maalice\\_hmb@comcast.net](mailto:maalice_hmb@comcast.net) or 650- 863-1094.



**Walk & Talk:** Join us Monday mornings from 10 a.m. to noon for a walk on our beautiful Coastsides. Send your name and email to **Marilyn Garrison** at [marilyngarr@hotmail.com](mailto:marilyngarr@hotmail.com) and she'll add you to the weekly email list.



# Statement on House Approval of the Build Back Better Act

AAUW CEO **Gloria L. Blackwell** issued the following statement on the progress of the Build Back Better Act.

“The American Association of University Women is heartened by the passage of the Build Back Better Act in the U.S. House of Representatives, and we vow to continue working hard to ensure this essential proposal becomes law.

“The BBB includes many provisions that AAUW has long been fighting for, including paid family and medical leave, lower child care costs, an extension of the

Child Care Tax Credit, universal pre-school for three- and four-year olds, an increase in the maximum Pell Grant, and support for Historically Black Colleges and Universities, to name just a few.

“This historic package represents a desperately needed investment in American women and their families that not only will help us recover from the devastation of the pandemic, but will also move us toward a future where women truly have equal opportunity.

“We urge the Senate to show its support for women, families –



indeed all working Americans – by passing this measure with the same robust policies without delay.”

*Photo: [whitehouse.gov](https://www.whitehouse.gov).*



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