

## OWL National Board Meeting, May 5-6, 2011

1. Agenda/, Mother's Day, misc.
2. Margaret Huyck: Statement
3. Speaker's Bureau
4. Social Security discussion
5. Lilo resignation
6. Council of Champions Discussion

### May 5 2011, briefing in Capitol: morning

- OWL Pres. Margaret Huyck:
  - Greetings and recognitions
  - Brief overview of OWL history and accomplishments
  - Overview of Report
- Kathy Greenlee, Asst. Secretary for Aging
  - Comments on ACA and CLASS Act
  - Questions
- Debbie Wasserman Shultz, congresswoman
- Meet with Congress people and Senators (I met with Doris Matsui, John Lewis, Pete Stark, John Garamendi, Jackie Speiers)
- Nancy Pelosi asked for (and received) copies of the report for every member of Congress and distributed them.
- [http://www.owl-national.org/Mothers\\_Day\\_Reports\\_files/MothersDay2011\\_1.pdf](http://www.owl-national.org/Mothers_Day_Reports_files/MothersDay2011_1.pdf) (Mother's Day Report online: *The Affordable Care Act: The American Version of Healthcare for All*)
- We got donations in kind plus some cash donations; Pfizer gave us \$15,000 which paid for printing of the report. Later they committed to another \$30,000.

### Afternoon: at DLA Piper:

Membership: Bettie Baca. We discussed the future of membership, including broadening the definition to include online membership, similar to MoveOn. It was suggested that we get memberships from organizations like the unions or the League of Women Voters; I said most of our members already belong to more than one such group including these and all these organizations, at least in CA, are experiencing the same problems.

### Friday, May 6, DLA Piper

- President's Reports
- Regional Reports
- Report on Mother's Day: Amy Shannon (see above.)
- Updates on Social Security: Joan, Bobbie Joan gave us a history of Social Security. We also talked about the current crisis in attacks on Social Security under the guise of "protecting" it.
- Executive Director Report. Focused on running the office (Diane is gone and Alyson is working part-time. We had a lot of problems with the computers; got new (used) ones and are back in business.)
- Financial Reports: Anne Kuh. We are not in good shape. WE will need to focus on corporation donations if we are to stay in business. Chapter contributions are not enough.
- Development Committee report and discussion: Daniella Levine (phone). This is an initial pathway towards getting corp. donations.
  
- The OWL logo is officially the plain OWL logo.
- Brochure: the old brochure is no longer being used

- The next Board meeting is October 22-24
- Topic of next Mother's Day meeting. Effects of the recession on employment for older women
- Debbie Wasserman Schultz was just appointed head of the DNC as of today (May 6)
- Pfizer gave us \$15,000 for Mothers' day, allowing us to order and disseminate copies of our report: to all Senators and congresspersons, 10 to each chapter, copies to all presidents.
- Pfizer is giving us another \$30K
- NCWO has heard of OWL

We will all be mindful of our covenant on how to relate to each other: mutual respect, fairness in hearing each other out; having fun together; and making significant progress! For all those, being able to trust each other is crucial -- trust that no one will disparage the intentions/ motivations of another (even though we may disagree on tactics), and trust that we will always maintain a civil, collegial discourse.

4.1.2011

To: Margaret Huyck, President OWL

From: Lilo Hoelzel-Seipp,

Dear Margaret,

After much contemplation and consideration I am asking you and the Board of directors, to accept my resignation as treasurer of OWL, effective immediately.

I do not think that a transition period to a new treasurer is necessary since the flow of financial information from the executive to the bookkeeper now is timely and accurate. Simultaneously the monthly reporting of financials to the executive board also occurs within a regular time frame along with appropriate comments relating to cash flow, operating funds available for the immediate future, income and expenses.

If I want to account for my meager accomplishments since serving on the board I feel that I made a contribution to the regularity of financial reporting, and a greatly increased interest and level of understanding by board members relating to budgeting, control of expenses and need for sustained income.

What I have not accomplished is to greatly increase the membership base of the organization, bring more order and regularity into financial contributions by chapters, not to mention raise interest into the financial oversight of chapter dues.

Another need, about which I was unable to do something about, is the urgency to establish and secure ongoing funding for an endowment fund, ideally large enough to at least partially fund organizational activities.

Throughout my time of serving I was impressed with the organization's philosophy, its accomplishments and the efforts of individual board members and the board as a whole.

However, in my humble opinion, the organization lives on its reputation and wonderful past but lacks an identifiable and contributing base.

Thank you for having given me the opportunity to serve.

Dear Arianna,

It was an honor to speak with you this morning. Thanks for the OWL shout out—very nice of you.

I'd love to work together on your new initiative. OWL National is based in downtown D.C. but I'd gladly fly anywhere, at any time to meet.

As I mentioned earlier, OWL is actively seeking a national spokeswoman. Of course you would be ideal!!! But on the off chance you're overcommitted perhaps you could help us identify someone else. Other women who come to mind are Suze Orman (our upcoming focus is women and employment/money), Selma Hayek, Geena Davis, Mika Brazenski or Whoopie Goldberg (she mentioned the growing importance of older women on a show not long ago). We would appreciate your thoughts.

Attached is a description of OWL's new Council of Champions—we're looking for supporters from the business community. Please feel free to share with your closest friends!

Warm regards, Bobbie

Bobbie A. Brinegar, MSW  
Executive Director  
OWL - The Voice of Midlife and Older Women  
1025 Connecticut Avenue, NW Suite 701  
Washington, DC 20036  
P: [202.329.3607](tel:202.329.3607)  
[www.owl-national.org](http://www.owl-national.org)  
[www.socialsecuritymatters.org](http://www.socialsecuritymatters.org)  
OWL Combined Federal Campaign #11321

\*\*\*\*\*

## **OWL's Council of Champions**

**Business Advocates for America's Largest Market Sector: Midlife and Older Women**

### **About OWL**

Founded in 1980, the Older Women's League (OWL), known as "the Voice of Midlife and Older Women," is a nonprofit, nonpartisan, national grassroots membership organization that focuses solely on issues unique to women as they age. OWL works to provide mutual support for its members, achieve economic and social equity for its constituents, and serve as a bridge between women's groups and organizations representing the aging. OWL accomplishes its work through research, education, and advocacy activities conducted through its member and support networks.

OWL's first national agenda focused on three issues: Social Security, pensions, and access to health insurance. Since those early days, others have been added, but these three core issues remain central to the mission of the organization.

For over three decades, OWL has been a reliable and persistent advocate for midlife and older women, and it continues to be the only national membership organization that advocates solely from the perspective of over 70 million women age 40 and over—the demographic that is the strongest voting bloc in most elections.

### **Join OWL's Council of Champions**

Corporate partnerships are an essential part of OWL's work. Membership in OWL's business council, the Council of Champions, can provide your business or organization with unique benefits.

*Make an Impact*

As a member of OWL's Council of Champions, you will be linked to *the largest-growing engaged and influential demographic in the U.S.* You'll be the first to know about policy trends and analyses that affect midlife and older women in your workforce and in the marketplace. And you'll have the opportunity to demonstrate your commitment to key domestic policy concerns and to contribute your voice to the formation of reasoned, sensible public policy.

*Promote your Message*

As a benefit to membership, your brand will be featured in OWL's communications and outreach, including alerts and bulletins via mass and social media. OWL will include your name in its education campaigns on issues of importance to your employees or membership. You will be mentioned in OWL's annual Mother's Day Report, which is read by tens of thousands and is the centerpiece of an event attended by prominent policy, business and community leaders; in OWL's newsletter, with a readership of thousands; and on OWL's website, which receives over 32,000 unique visitors each month.

*Support OWL's Work*

As a corporate or organizational partner, you will be helping to ensure that OWL can continue to be a strong and effective voice for the 70 million American women age 40 and over – in support of economic security and pay fairness, access to high-quality health care that is affordable, strengthening Social Security and other issues critical to women as they age.

## **OWL Council of Champions Gift Levels**

**\$50,000 +**

### **Platinum highlights**

- Full-page message printed in OWL's Annual Mother's Day Report
- Presenting rights (e.g., "OWL's Mother's Day Report, presented by Your Company")
- Acknowledgement in Annual Mother's Day Report
- Featured web display with your logo and link to your website on OWL's website
- Visual brand representation on OWL's outreach distributions
- Sponsorship table opportunities at OWL events

**\$25,000 +**

### **Golden locks**

- Half-page message printed in OWL's Annual Mother's Day Report
- Acknowledgement in Annual Mother's Day Report
- Featured web display with your logo and link to your website on OWL's website
- Visual brand representation on OWL's outreach distributions
- Sponsorship table opportunities at OWL events

**\$15,000 +**

### **Silver tresses**

- Acknowledgement in OWL's Annual Mother's Day Report
- Featured web display with your logo and link to your website on OWL's website
- Visual brand representation on OWL's outreach distributions

**\$10,000 +**

### **Bronze streaks**

- Acknowledgement in OWL's Annual Mother's Day Report
- Acknowledgement with link to your website on OWL's website
- Acknowledgement on OWL's outreach distributions

**\$5,000 +**

### **Permanent waves**

- Acknowledgement in OWL's Annual Mother's Day Report
- Acknowledgement on OWL's website
- Acknowledgement on OWL's outreach distributions

All contributions to OWL are fully tax deductible.

For more information, contact:  
Bobbie Brinegar, Executive Director  
OWL