



NEW ZEALAND

August 2008 Circular

BPW New Zealand

"advancing the interests of working women"

Theme for the Year "New Dimensions of Leadership – for the Future"

The truth about why women are paid less - even if they ask for more

Although differences in starting salaries are usually modest, small differences can have big effects down the road. If a 22-year-old man and a 22-year-old woman are offered \$25,000 for their first job, for example, and one of them negotiates the amount up to \$30,000, then over the next 28 years, the negotiator would make \$361,171 more, assuming they both got 3% pay rises each year. And this is without taking into account the fact that the negotiators don't just get better starting pay; they also win bigger pay rises over the course of their careers.

The traditional explanation for the gender differences that Babcock found is that men are simply more aggressive than women, perhaps because of a combination of genetics and upbringing. The solution to gender disparities, this school of thought suggests, is to train women to be more assertive and to ask for more. However, a new set of experiments by Babcock and Hannah Riley Bowles, who studies the psychology of organisations at Harvard's Kennedy School of Government, offers an entirely different explanation.

Their study found that men and women get very different responses when they initiate negotiations. Although it may well be true that women often hurt themselves by not trying to negotiate, this study found that women's reluctance was based on an accurate view of how they were likely to be treated if they did. Both men and women were more likely to subtly penalise women who asked for more. The perception was that women who asked for more were "less nice".

"What we found across all the studies is that men were always less willing to work with a woman who had attempted to negotiate than with a woman who did not," Bowles said. "They always preferred to work with a woman who stayed mum. But it made no difference to the men whether a guy had chosen to negotiate."

In this study, which was co-authored by Carnegie Mellon researcher Lei Lai, Bowles and her colleagues divided 119 volunteers at random into different groups and provided them with descriptions of male or female candidates who tried to negotiate a higher starting salary for a hypothetical job, along with descriptions of applicants who accepted the offered salary. The volunteers were asked to decide whether they would hire the candidates - who were all described as exceptionally talented and qualified. While both men and women were penalised for negotiating, Bowles found that the negative effect for women was more than twice as large as that for men.

In a final set of studies, Bowles's team had 367 volunteers play the role of job candidates and left it up to them to decide whether to ask for more money than they were offered. Women were less likely than men to negotiate when they believed they would be dealing with a man, but there was no significant difference between men and women when they thought a woman would be making the decision. The applicants, in other words, were accurately reading how males and females were likely to perceive them.

"This isn't about fixing the women," Bowles said. "It isn't about telling women, 'You need self-confidence or training.' They are responding to incentives within the social environment."

The findings, published this year in the journal *Organisational Behaviour and Human Decision Processes*, help explain why some other studies have reached conflicting conclusions. For example, one study by Barry Gerhart, then at Cornell University, found little difference between male and female MBA students in whether they negotiated over their starting salary. Similarly, Bowles said, the new study showed that women did not act in the same way at all times: they were more likely to negotiate when dealing with another woman than when dealing with a man.

"It is not that women always act one way and men act another way; it tends to be moderated by situational factors," Bowles said. "The point of this paper is: yes, there is an economic rationale to negotiate, but you have to weigh that against the social risks of negotiating. What we show is that those risks are higher for women than for men."

Shankar Vedantam [The Guardian](http://www.guardian.co.uk/world/2007/aug/21/gender.pay), Tuesday August 21 2007
<http://www.guardian.co.uk/world/2007/aug/21/gender.pay>

Also in this circular, President's Message, Marketing – The 3 WWW's, Keys to Achievement – Excellence, New Pre-Employment Guidelines, Website Updates, Candle lighting Gisborne, Operation Christmas Child, Obituary – Shona Reeves

President's Message

Kia ora tatou, greetings to all BPW members and friends.

What a stormy month we have had, I do hope you and yours remain warm, dry and unscathed by the wind and rain. Since last talking to you I have been to Wellington on behalf of BPW NZ. Together with Vice President Angela McLeod and Legislation Convener Noeline Reisch, I have met with the Minister of Women's Affairs, the Hon. Steve Chadwick, and with Shenagh Gleisner, CEO of the Ministry, to discuss issues and bring them up to date on our activities. They were both very generous with their time and good exchange of views occurred about a number of things, including candidates for election to the CEDAW Council, maternity services and post natal primary care in New Zealand, strategies to improve women's participation on Boards and at senior executive levels, and the BPW NZ project re Domestic Violence issues. We are so fortunate to have this access to our Minister and very appreciative of her fitting us into her busy schedule. Lobbying to improve conditions for women is one of our primary activities with a history going back to our founding in 1939. I feel very privileged to be part of this continuum on behalf of New Zealand women through BPW.

Whilst I was in the Wellington area, I went to the BPW Mana meeting and participated in their launch of the Keys to Achievement Program. They received the program with interest and enthusiasm and have set a goal to have all members at bronze level or higher by next Conference. Now, there is a challenge for the rest of you! One of the questions that came up was "Do longer term members have to start at the beginning and work through all the tasks individually?" I think a lot of you will be wondering about that, and the answer is that if you have already achieved all the elements of a particular task, and can verify that from club records, and the club President will endorse it, then get the task signed off, and spend time on those tasks that you have yet to achieve. Another question was "Do we have to complete all of one level before starting on the next level?" Well, you will find that when you have opportunities to do things they won't always occur in KTA order. That is OK, the important thing is to grasp that opportunity and get it signed off, regardless of which level it belongs to. However, you do have to complete 10 of the 12 tasks in a level before gaining recognition and getting your badge. I am sure other questions will come up, please contact Gwendolyn Needham, our Programs Coordinator when you need guidance.

It was with a sense of nostalgia that I went to the candle lighting at Hibiscus Coast club in July and realised that it would be my last candle lighting as NZ President. It was a lovely evening and I felt just as passionate about my Message as I had for all the candle lightings that had gone before. International Night is so special and an annual reminder that we belong to a worldwide fellowship of women all working for our common cause.

Next year I will leave this Office at a very noteworthy time - our 70th Anniversary. The Federation of BPW clubs was formed in NZ in 1939 and has remained staunch for women and achieved much through 70 years. This deserves recognition and a big celebration – what do you think we should do to mark 2009 as a major milestone in our history? We have a few ideas - your suggestions are needed please.

Faye Gardiner
President BPW NZ
president@bpwnz.org.nz

President's Calendar 2008

August	2	BPW Executive Teleconference
	13	Tamaki BPW meeting
	16	Central Regional Forum, Kapiti
Sept.	10	Tamaki BPW meeting
	14	Northern Regional Forum, Warkworth
Oct.	2-5	NCW Conference, Masterton
	8	Tamaki BPW meeting
	24-28	BPWI Congress, Mexico City
	18 Oct. – 16 Nov.	President on holiday.

MARKETING - THE 3 WWW'S

As my first report as the new Marketing Convenor I wanted to first introduce myself to you all. It is one thing for someone to write a report, but who are they, what do they do and why are they giving us ideas on what may (or may not) work for our club.

WHO AM I?

Carolyn Savage, a woman that has various titles and responsibilities which include just some of the following:

- wife, friend and partner to my husband Irvine,
- mother who has been blessed with two beautiful sons,
- grandmother (extended families have unique structures) and recently a great grand mother and not yet hit 45yrs
- Registered Architect,
- Business woman, Director and Principal of a small successful architectural practice
- mentor to other women architects through support, study groups and providing partnership opportunities for various projects,
- an advocate for sustainable and energy efficient buildings through Green Star accreditation and Energy Star registration
- Chairperson for the NZIA (NZ Institute of Architects) Environmental Group
- NZIA Auckland Branch Committee, with the Environmental Group and NZ Green Building Council portfolios
- University of Auckland Society Alumni member
- a relatively new member (approx. 4 years) of BPW Franklin and their 1st Vice President.

WHY DID I BECOME A BPW MEMBER?

First became aware of BPW when I applied and won a BPW Franklin Scholarship towards my Masters degree in Architecture. I decided I wanted to give something back to this group of women who work towards providing educational and mentoring support to other women in the community.

Did I know much about BPW? – NO. I was fairly reserved attending the meetings and was not really sure what BPW did. I knew the club had guest speakers and fundraised for the education/scholarship programme but really that was my limit of knowledge. A year later I joined the committee and became the programme/events convenor so I could have a little more involvement and understanding of BPW and our club.

WHERE TO FROM HERE

1. I want to know what you know of BPW NZ and BPW International. To get an idea a copy of a simple survey is being sent through to all the clubs to complete and send back, thanks to Franklin for being my trial run. All the data will be compiled and a copy sent through to all the clubs for your information.
2. I will be attending the Regional Meetings to meet with other clubs and their representatives and find out what you do to promote BPW in your areas.
3. I will be representing BPW as an alternative Delegate at the 2008 Congress in Mexico City to obtain any ideas that we can implement or adopt in NZ so as to market ourselves and strengthen the growth of our clubs.
4. Looking at each club and how they market themselves. Note on all your documentation, letterheads, booklets and other promotional material the BPW 'world' logo should be displayed. Look at the BPW NZ web site www.bpwnz.org.nz for the logo.
5. Look at different ways we can promote BPW, for example 'pull up' display screens that can be used at conferences or at stands at Women's Events.
6. Invite every club to come up with a set of ideas to market BPW NZ in 2009 for the 70th Anniversary and BPW Franklin's 25th!
7. Continually encourage clients and friends to attend our club meetings and show them the benefits of joining a club that works for women.

It is intended that over the next few months there will be ideas that evolve from your responses to the survey and a strategic plan in marketing BPW NZ to ensure its growth both in the strength of the existing clubs and obtaining new members from the wider communities.

Carolyn Savage
Marketing Convenor
marketing@bpwnz.org.nz

KEYS TO ACHIEVEMENT – EXCELLENCE

Your BPW Federation Executive Committee has confirmed 5 key values for BPWNZ. They are Integrity, **Respect, Excellence, Generosity, and Unity**. Values state where we stand; values give us roots.

Let's ponder on one value this month – Excellence.

The Keys to Achievement Programme lends itself especially to the fostering of Excellence.

Our professional nature requires us to become excellent. Where can we most beneficially apply the principle of excellence? Our public face and first shop-front is undoubtedly our monthly meeting. Excellence in the conduct of events/meetings makes or breaks us.



This event either enthuses, excites, empowers, and satisfies, or is in some degree not relevant enough to me, makes me too busy, drains my time and energy, doesn't deliver what it promises, more.

Where does our Club's performance stand now?

To find out, **please put on your constructive evaluative hat**, and then rank your Club's current performance (1 – 10) in these five fields. Do this in your mind now, or together at your next meeting. Your collective answers are important; decide to communicate and reward your existing excellences, or to sharpen up.

1. Professional monthly meeting/event overall presentation – preparedness, set-up, co-ordination, delegation
2. Professional Meeting skills, handling business with clear outcomes.
3. Welcome and incorporation of visitors and potential members; inclusiveness, warmth and friendliness.
4. Sense of positive progress, alignment with BPWNZ aims and goals.
5. Professional introduction and thanking of Guest Speakers.

Keep in mind the wise words of Socrates – “The unexamined life is not worth living”

Effectively incorporating KTA will actively assist excellence. **Decide to promote excellence!** How?

1. Have an excellence rosette to award each month to a member 'caught being excellent'.
2. Use themes of modules to present “how-to” sessions at your monthly events.

In August, Whangarei BPW have invited the local newspaper's Senior Business Journalist as Guest Speaker, with the brief to not only inform and entertain but to help us achieve KTA Bronze Challenges 3– “Express yourself in writing - Write a profile on yourself, and an article on an issue you are passionate about” and 8 - “Become media mogul – Increase media coverage of your Club by writing a press release about a Club activity”

Here's to growing the culture of excellence!

Gwendolyn Needham
Programmes Convenor
programmes@bpwnz.org.nz

NEW PRE-EMPLOYMENT GUIDELINES

Getting a Job, An A to Z for employers and employees, will soon be available from the New Zealand Human Rights Commission.

If you would like a hard copy version please email your name and postal address to EmiliaS@hrc.co.nz. You will then be added to the mailing list.

Website Updates

July is a dreary month for most things – weather and website updates included.

The changes this month have really been a tidy up from last month – partly because there has not been much in the way of news or new items to upload and partly because, caught up in the end of financial year in a busy Government Department as well as a critical time in the project I am working on, I have had little time to devote to looking at the web site. Now that the busiest part of the year is past, I can now turn my attention once more to the BPWNZ web site.

Several of us need to put our thinking caps on to carry out a review of the website and see if we can come up with some ideas to carry over the BPW branding to the site, to make the site more appealing and vibrant. There is a lot of really useful and helpful information for clubs and individuals on the site which needs to be presented in such a way that visitors and members find it easily and encourages people to find out more about BPW.

Having said that, I decided to look at how many visitors looked at the BPW web site for the month of July over the past 3 years (bearing in mind that for July 2008, this is only a part month). The figures show that there are more visitors this year than ever before – but I do not think this is a reason to rest on our laurels! It just shows me that more and more people use the internet looking for information.

The figures are as follows:

2006: - in July 2006 there were 346 individual visits to the site

2007: - in July 2007 there were 549 individual visits to the site

2008: - in July 2008 there were 626 individual visits to the site (remembering that there is still a week of the month to go as I write this).

One item that needs constant updating is the Club contacts. Thank you to those Clubs who have notified me of changes. It is very frustrating for potential members and speakers to have their email returned as it no longer valid or worse, it appears to have been delivered successfully but because the correct contact details are not stored behind the scenes on the web site, it never reaches its proper destination and enquirers are left high & dry – thinking we cannot be bothered to respond. This does not give a very professional image to the wider community. So please remember to keep me updated with any changes to your club details as they appear on the web site or changes to the contacts where the emails are automatically re-directed. If you have any questions, suggestions or concerns, please contact me via technology@bpwnz.org.nz

Many thanks,

Ann Desmond

Technology Convenor

technology@bpwnz.org.nz

CANDLE LIGHTING 2008

Candle lighting in Gisborne had a real international flavour, with Auckland BPW President Sujatha Anthony as guest speaker. There was an important reason for inviting Sujatha to Gisborne.

Following the Boxing Day Tsunami, BPW Gisborne was part of a community project to raise a substantial amount of money to help rebuild houses in a Sri Lankan village. The street is now known as Gisborne.

Sujatha had her own story to tell about being home on holiday, in Sri Lanka, when the tsunami struck and the events that followed.

Sujatha also spoke of her education and working life in Sri Lanka. The challenges she faced to rise to the top in her field of Insurance, something unheard of for a woman in her country.

A life style choice was made to immigrate before her daughters were too involved in their own education to be shifted. Listening to the huge challenges that Sujatha faced as migrant woman in New Zealand it showed that all her experience and seniority meant nothing when she began to apply for jobs here. She worked in many different roles with several jobs at a time until her first real break came after she had become involved with BPW in Auckland. Many of you already know just how tirelessly BPW Auckland has worked for migrant women and continues to do so. Sujatha's story really highlights that BPW's aims to gain equal opportunities and status for women in all countries and the removal of discrimination are very relevant.

BPW Gisborne

OPERATION CHRISTMAS CHILD

OPERATION CHRISTMAS CHILD

BPW Mana have participated in this form of charitable giving for the past 3 years and found it to be great fun. Other clubs may find it to be of interest and would like to participate too.

Operation Christmas child is organized by an international organization "Samaritan's Purse" and delivers shoe boxes filled with gifts to children who have never had Christmas gifts, or indeed much of anything. The attraction of this programme is that the individual donor's box goes direct to a child; the only item that is removed is the money for transport. Although, of course there are some rules, nothing second hand, no war, gambling, political or religious items - these would be removed.

The donor decorates a shoe box [ordinary size, not boot size] with Christmas paper and fills it with small gifts, tee shirts, knickers, brush, cuddly toys, balls or coloured pens etc, selects the age group, and encloses \$8 for postage. The boxes are collected at a central location, checked and the container is sent to local distributors in the Solomon Islands. The boxes are distributed direct to children in the selected village. The rule is 1 child, 1 box, 1 time.

Should any club feel they would like to do this then please check the website at www.samaritanspurse.org.nz to obtain details of your nearest depot, supply of pamphlets (these have a list of suggested gifts & age bands), envelopes for donation and other relevant information. The local churches may be participating and would welcome your boxes to go with theirs. Final date for local depot is October 25th, Labour Day weekend. This allows time for transport to Auckland for containerization.

I do warn you though, it is very "moreish" start on a girl's box, then a boy, to make it even, and then find you have ½ of another box! A fun way for us, our children & grandchildren to understand the meaning and "power of a simple gift"

There is a DVD of the children opening their boxes and the delight on their faces is a joy. These children are not as sophisticated as N.Z children, they just love anything. Other countries boxes go to different areas so that the neediest children are supplied from different areas of the world. Last year N.Z contributed over 30,000 boxes. I would like to think BPW could adopt this project and add more to that total.

Margaret Clark
BPW Mana

Shona Reeve
17.12.1949-17.6.2008

It was with great sadness that we learnt of the death of Shona Reeve in June this year. Shona was BPW Dunedin's Honorary Solicitor for the past six years taking an interest in our work and providing support and encouragement.

However she was much more than that. She was a good friend, a highly competent, respected and sought-after lawyer, particularly in the area of family law working with many families and children.

Shona was good friend to many of us and we will miss her spontaneous smile and sheer joy of life. She lived life to the full treasuring the time with her family and her many friends.

She leaves a legacy as a mentor and a role model to so many women and we in the Federation of Business and Professional Women will remember her warmly and mourn her loss.

Jean Park
BPW Dunedin President

Attachments, Cover letter, Club Contact Details

Articles from clubs for the Circular need to be with Barbara by 20th of the month. Send to secretary@bpwnz.org.nz

*New Zealand Federation of Business & Professional Women Inc P O Box 28 326, Remuera,
Auckland 1541, New Zealand. www.bpwnz.org.nz affiliated with International Federation
of Business & Professional Women*