

March 2011



Many disasters will affect essential services and possibly disrupt your ability to travel or communicate with each other. You may be confined to your home, or forced to evacuate your neighbourhood. In the immediate aftermath of a disaster, emergency services will not be able to get help to everyone as quickly as needed.

This is when you are likely to be most vulnerable. So it is important to plan to look after yourself and your loved ones for at least three days or more in the event of a disaster.

Get your family or household together and agree on a plan. A functional emergency plan helps alleviate fears about potential disasters, and can help you respond safely and quickly when a disaster happens. You can get a copy of a household emergency plan and checklist [HERE](#)



A household emergency plan will help you work out:

- What you will each do in the event of disasters such as an earthquake, tsunami, volcanic eruption, flood or storm.
- How and where you will meet up during and after a disaster
- Where to store emergency survival items and who will be responsible for maintaining supplies.
- What you will each need to have in your getaway kits and where to keep them.
- What you need to do for members of the household, family or community with a disability or special requirement.

- What you will need to do for your pets, domestic animals or livestock.
- How and when to turn off the water, electricity and gas at the main switches in your home or business.

Turn off gas only if you suspect a leak, or if you are instructed to do so by authorities. If you turn the gas off you will need a professional to turn it back on and it may take them weeks to respond after an event.

- What local radio stations to tune in to for civil defence information during an event.
- How to contact your local council's civil defence emergency management office for assistance during an emergency.

If life or property is threatened, always dial 111.

Ask the emergency management staff at your local council about your community's civil defence warning system, and the location of civil defence or public shelters. It is also useful to learn first aid and how to deal with small fires.

## TALK TO CHILDREN ABOUT DISASTERS

Parents and caregivers should consider talking to children about the disasters that could happen in your community and what to do to keep safe. This can help to reduce fear and anxiety and helps everyone know how to respond.

## INSURANCE

Make sure your insurance cover is adequate and up to date and that important documents can easily be gathered if you have to evacuate.

[www.getthru.govt.nz](http://www.getthru.govt.nz)

The world has changed for many people.

New Zealand is such a small place that even if you don't live in Christchurch or grew up in Christchurch, chances are, you will know someone there or someone who knows someone. We have, literally, two degrees of separation here in New Zealand. Incidentally, that is why the new phone company called themselves that.

We have a beautiful country with extraordinary landscapes. Trouble is, the forces that created the beauty are also those that can destroy it by simply shaking. We have seen the destruction of buildings and infrastructure, which will be rebuilt.

By the time you read this, we will most likely know the full extent of human suffering. Please will you take the time to remember those that were not lucky enough to survive and also their families that are left grieving?

I watch with sadness the coverage each day and my spirits rise with each survivor pulled from the wreckage. I also feel very strongly for the animals. Cats especially, are affected by earthquakes and displaced dogs will be looking for their masters.

We can help! We have provided information in this newsletter and through email alerts.

Coming up though, we have our conference and I look forward to seeing you all there. We have over 70 registrations so far and I look forward to sharing my support of your work with you.

Given the tragic events we as a nation have had to endure, and the fact that I haven't seen some of you for twelve months, I can promise you there will be enough hugs from me for each of you!

Kia kaha tuahine



Angela McLeod  
BPW NZ President  
president@bpwnz.org.nz



## INTERNATIONAL WOMEN'S DAY

*Celebrating 100 years*  
**8 March 2011**

**Celebrate ♦ Reflect ♦ Inspire**

### In this Issue

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## Clubs – Membership and the Success of BPW.

It was a pleasure meeting with members at the recent Leadership Forum which provided the opportunity to listen to some interesting speakers and to learn from some of the current Club Executive Officers the issues and challenges that many face. Only eleven clubs were represented at this event but it certainly reflected that there are common factors that many clubs share and it is not limited to the size of a club. There are challenges that Presidents of both large and small clubs have, for example not getting enough members to step up into committee roles or the same women doing it all.

It was noted in the feedback form that my presentation was “very relevant, could’ve planned more time, too much content too fast” it was true on all accounts as there was a huge amount of information that was compiled to pass on to members but 15mins was just not enough time to cover all the issues highlighted, so I have offered the powerpoint presentation to any club that would like a copy, just send an email and I will forward it to you.

From the Membership Brainstorming meeting in January there were a number of items and tools that were identified, thanks to BPW NZ Life Member/Past President Joan Bielby who passed on information that she in her turn was given from a previous member of BPW, the three Ps and as PP Joan Bielby noted it should be the four ‘Ps’. I presented this concept to clubs in the greater Wellington area that BPW NZ President Angela McLeod and I visited on the 14/15/16th January and then President Angela McLeod announced it in her opening presentation to members at the Leadership Forum (acknowledging PP Joan Bielby) and certainly more detailed information is available in the powerpoint presentation. So what are the four ‘Ps’:

- Promotion: how a club promotes itself in its local area, is there a club brochure, is it relevant and up to date, the club newsletter does it include a biography of the speaker, news of local, national and international events and what other tools are used, for example the local media or a club website.
- Programme: how detailed is the club programme, are speakers planned for a whole year or

is there flexibility to allow for other events to be inserted? Having a clear programme with a majority of speakers confirmed will allow the members to promote, in advance, upcoming events and speakers.



- Projects: having some specific projects identified early in the year will provide members with some clear aims, goals and directions. This will allow for members to say how they would like to participate and will assist in the sharing of the workload.
- People: the success of BPW is through its members, without members you do not have a club, but it is important to note that it is not how small or big a club is, if there is not support and encouragement then the very structure of the club can be undermined. How a club is promoted by its members in the wider community will also impact on its potential growth and future sustainability.
- Professionalism: finally my ‘P’ added to this equation, we are an organisation that promotes business and professional women, therefore we as individuals must be professional in how we deal with each other within the club, within the community and through our communications with each other. My challenge to every member is are you being professional inside the club/organisation as you would be with your work colleagues? Do you come to work together or have you a separate agenda, do you look to provide support or are you there to undermined others? Remember we are a volunteer organisation and respect should be given to everyone you work with, you don’t necessarily need to like them, but you should always show courtesy and respect. I believe in the old saying “treat others as you yourself would like to be treated.”

Finally: I look forward to seeing you all at the BPWNZ 47th Annual Conference, Waipuna Hotel, Mt Wellington, Auckland on the 2nd April 2011.

Carolyn Savage, BPW(F)  
BPW NZ 1st Vice President  
Email: fvp@bpwnz.org.nz, or

## Remits:

At the time of reading this report you will have all received the remits and hopefully made any amendments and sent them back to the Resolutions Chair, IPP Faye Gardiner. The conference papers are in the process of being finalised and a copy will be posted out to Life Members, Past Presidents and conference delegates.

On-line Issues Register/Forum: this is going to be developed as part of the newly formatted web site, the Executive Secretary is currently obtaining quotes for this project to be undertaken. It will provide a basis for all members across the country to participate in a project, prepare submissions and comment on policy resolutions, all through a secure forum. Further updates will be released after the Executive Strategic Planning meeting when confirmation of the proposed upgrade will be completed.

Red Bag Day, 18th February 2010 (Friday): -

As spokesperson for the Pay Equity Coalition, President Angela McLeod participated in the "Are You Man Enough to Wear a Red Bag" and challenged the public and politicians on the status of Equal Pay. Refer to her press release

[http://www.nzherald.co.nz/nz/news/article.cfm?c\\_id=1&objectid=10706957](http://www.nzherald.co.nz/nz/news/article.cfm?c_id=1&objectid=10706957)

International Women's Day: 8th March UNIFEM 100 BreakfastsS.. there are a number of events being held around the country, look forward to receiving reports what your club will be achieving on the 8th March.

Other Key Dates for your information:

21st March: International Day for the Elimination of Racial Discrimination

10th June: World Environment Day

17-21st June: BPW International Congress

June/July: Candle Lighting

10th July: World Population Day

9th August: International Day of Indigenous People

Projects: there are some effective projects being developed by clubs around the country, if you require some ideas for a project that your club and members could work on then send an email through to the projects convenor, Diane Dean..

Carolyn Savage, FBPW

BPW N Z 2nd Vice President

Email: [svp@bpwnz.org.nz](mailto:svp@bpwnz.org.nz), or [carolyn.bpw@xtra.co.nz](mailto:carolyn.bpw@xtra.co.nz)

## Calendar

**BPWInternational  
Congress Helsinki,  
Finland**

17-21 June 2011

Mark your diaries now

**BPWNZConference**

April 2nd, 2011  
Waipuna, Auckland

**BPWNZCalendar**

2010-2011

[Click HERE](#)

Planning ahead.

**COUNTDOWN TO  
CONFERENCE**

Conference Deadlines

Registration for  
Conference 15th March 2011  
Levies and Membership  
Returns 15th March 2011



Aims of BPW

- To work for:
  - o Equal opportunities and status for all women in the economic, civil, and political life in all countries,
  - o The removal of discrimination;
- To encourage women and girls to:
  - o Acquire education, occupational training, and continuing education,
  - o Use their occupational capacities and intelligence for the advantage of others as well as themselves;
- To improve the position of women in business, trade, and the professions, and in the economic life of their countries;
- To stimulate and encourage in women a realisation and acceptance of their responsibilities to the community, locally, nationally, and internationally;
- To work for high standards of service in business and the professions;
- To promote world-wide friendship, co-operation, and understanding between business and professional women;
- To collect and present the views of business and professional women to Parliament, national, and world organisations and agencies.



Dear Members,

There is lots of action at BPW International! Registrations are flowing in for our Congress in Helsinki and a big schedule begins in New York on Sunday with the Annual Leaders Summit followed by CSW55. Equal Pay Day awareness programs are underway in many affiliates in addition to our initiatives, Women’s Empowerment Principles “Equality Means Business” and our ICT partnership and focus on “Getting Women into the Global Supply Chain”

BPW International is again leaving its mark at the UN CSW with high level side event workshops arranged by Vice President Freda Miriklis and the New York UN rep team. We have 110 BPW members attending despite the construction restrictions at the United Nations! Please do visit the website and look at all the activities and initiatives so that you can also be fully informed on all.

Check the Congress webpage for new Information on Congress activities- pre and post yours ( there are wonderful trips arranged that will enhance your Congress experience). Early bird deadlines are fast approaching so don’t lose out on saving some money! We are entertaining a “silent auction” at congress where affiliates could bring a special gift from their country for auction.

In addition we will have “red purse” auction to recognize our equal pay day activities. All kinds of red bags will be very interesting and special! So look out for one to bring to Congress. Lastly please support our congress with an advertisement of your business in our workbook (Euro 100) so we can view and appreciate all our business women in the world!

Liz Benham  
President BPW International 2008-2011



CLICK the LINKS  
President Benham's Message  
Candle lighting Instructions

CChhrrisstcchhuurrcchhEaarrthhquuaakke--  
MMeesssaaggeessooffssuupppoorrttffroommaarroounnddthheWwoorlidd.....

## A Message from President Angela McLeod

Tena koutou

Re: Christchurch

Our Christchurch BPW sisters are doing well. I spoke with Lyn Ellis yesterday and Robyn Davidson today. They are coping and thinking of their next moves.

Robyn and her family are lucky as they have a well, so they have water and now that the supermarket is open they were able to stock up on the essentials.

Lyn is back at work and was going to email us all with her update - please keep an eye out for it.

We have had many wonderful emails of support from around the world and they all send their thoughts and prayers. BPW International President Liz Benham and Vice President Freda Miriklis, Vice President Gabriella Canonica and Executive Secretary Dr Jean Murray all have emailed us. Young Hai Park, Asia Pacific Regional Co-ordinator; Susan Jones, Oceania Co-ordinator; Jill Worobec, Regional Co-ordinator North America; Yasmin Darwich, Regional Co-ordinator South America; Judith van Unen, Past President of BPW Australia, Sue Ashmore President BPW UK and Marilyn Forsyth President BPW Australia, and Barbara Hunter, BPW Central Coast have also emailed us.

I have also had best wishes expressed on my Facebook page from other BPW women throughout the world - from North America, Argentina and Europe.



We are well-loved and I have said to all of them on behalf of BPW NZ that we really appreciate their kind words, thoughts and prayers.

We realise that New Zealand is such a small place and we will all be affected in some way. We know that there are many of us who have family, friends and colleagues in Christchurch. I wish to convey to you, on behalf of BPW NZ, our best wishes, support and love.

If there is any support you need from us, and I mean anything, please do not hesitate to contact Executive Secretary, Chris Turner on [secretary@bpwnz.org.nz](mailto:secretary@bpwnz.org.nz), or me at [president@bpwnz.org.nz](mailto:president@bpwnz.org.nz)

Angela McLeod  
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# Leadership Forum 2011 Report

Saturday 12 & Sunday 13 February 2011

The leadership forum was held in Wellington with a variety of speakers including:

- Lisl Prendergast, BPW NZ Young Careers Women (1979) who spoke on the difference between Management and leadership.

Lisl quoted extensively some of the great thinkers of the world:

"Know Thyself" on great temple of Apollo in Greece.

:He who knows others is wise. He who knows himself is enlightened." Tao Lao

"Remember, no matter where you go, there you are." Confucius



Denise Gluyas from  
Speak Up, Speak Out.

"A person is a person through other persons." Ubuntu

"We don't come fully formed into the world. We learn how to think, how to walk, how to speak, how to behave, indeed how to be human from other human beings." Desmond Tutu

- Denise Gluyas, Effective Communication and Effective Teams. Denise spoke enthusiastically about getting uncomfortable in your leadership role - because if you're comfortable, you've turned off. And when you turn off,

you're no longer an effective leader.

As women, we work together well as a team. We need to continue working together to achieve our goals. TOGETHER EVERYONE ACHIEVES MORE.

She asked us to think about: -

What are you going to start doing now?

What are you going to stop doing?

What will you continue doing that you have been doing well?

- Heather Newell, Foresee Communications, gave us a valuable insight into Fundraising. We learned some interesting techniques for raising funds for projects, for instance.

Fundraising Continuum =donations, funding, sponsorship partnerships, bequests

Talk to people about cause, face to face. (Chugging – fundraising mugging.)

We want to find people who know us and love us and want to support us for a long time.

Members of the Federation Executive spoke on their different roles, leadership, membership, KTA, secretaries (the gatekeepers), projects, issues facing women (powerpoint and new Census book) provided by Dr Judy McGregor of the Human's Rights Commission and Faye Gardiner on BPW International, United Nations and the newly formed UN Women and Women's Empowerment Principles.



## IMPORTANT LINKS

[Conference 2011 0 Minutes](#)

[Conference registration](#)

[Levies form](#)

[levies instructions](#)

[Membership form](#)

[Nomination for Executive form](#)

[BPWNZ Awards Entry Forms](#)

[Instructions for amendment procedure](#)

[Proposing amendments to resolutions](#)

[Emergency Resolutions](#)

[Voting delegates](#)

[Margery Toulson Scholarship Criteria](#)

[Margery Toulson Scholarship Entry Form](#)

[Membership Competition Spreadsheet](#)

It's not too late to register for  
 the 47th Conference and  
 Annual Awards Dinner  
 Waipuna Hotel and Conference Centre  
 58 Waipuna Rd  
 Mt Wellington  
 Auckland.  
 April 2nd, 2011  
 Email [sec.bpwnz@gmail.com](mailto:sec.bpwnz@gmail.com)  
 NOW

Power to Make a Difference

Please note:  
 the following positions are still  
 vacant and open to nominations  
 from the floor:  
 Vice President and  
 funding,  
 marketing,  
 public relations  
 legislation convenors.



[www.bpwnz.org.nz](http://www.bpwnz.org.nz)



Remember in June last year I was Chairperson of the BPW International Health Committee. Faye Gardiner asked all BPW NZ Clubs for information about any health-related activities? We published Faye's excellent report in the December Newsletter.

All of Faye's hard work paid off, and BPW International is one of only 54 organisations recommended by the World Health Organisation to maintain official relations for the next three years.

This is good news, and congratulations must go to Faye and her team for their work.



### Breaking News: BPW International Recognised and in Official Relations With World Health Organization (WHO)

24th January, GENEVA: At its Executive Board session in Geneva today, the World Health Organisation (WHO) considered reports prepared by the Standing Committee on nongovernmental organisations (NGOs) that recommended BPW International maintain its official relations with WHO for the next 3 years. Out of 69 NGOs that were considered, the Board noted with appreciation the contributions of only 54 NGOs and commended them for their continuing support.

Gabrielle Gonzenbach, WHO Alt Representative, Geneva, attended the meeting on behalf of BPW International and was thrilled to see that BPW was one of the NGOs commended for its work.

Michèle Gerber, WHO Permanent Representative, Geneva, said: "It is a pleasure and an honor to be the permanent representative person at WHO for BPW International. I look forward to working with the incoming chair to build on our agreed theme for the next triennium and trust that our affiliates will support this".

After hearing the news in New York, President Liz Benham said "It is wonderful that BPW has been able to maintain its status. We must work hard for the next 3 years to ensure that we keep it. Many thanks to Michele and Gabrielle for their ongoing commitment, to Faye Gardiner for her work with the Health Committee this term, to Vice President Freda Miriklis for the wonderful work she did to promote all these health activities and lastly to our BPW Affiliates around the world."

Click

"Past President of BPW Franklin and BPWNZ, and winner of the inaugural Margery Toulson Scholarship (2009), Dianne Glenn is now seeing fruition of Board training that she has been undertaking. The Ministry of Women's Affairs Nomination Service has been nominating Dianne for board appointments and her recent appointment to the Auckland Conservation Board is the first to be confirmed. It takes up to 6 months for some appointments, making it a waiting game, whereby you have almost forgotten you have been nominated."

Dianne Glenn, for twelve years the Auckland Regional Councillor representing Franklin and Papakura, has recently been appointed to the Auckland Conservation Board. In contrast to her previous governance role, this one is an advisory role to the Department of Conservation and the New Zealand Conservation Authority, providing for interaction between the public and the Department at conservancy level. The Auckland Conservation Board is one of 13, each with a defined geographical boundary coinciding with each conservancy boundary, the Auckland one being similar to the Auckland Council in the north and in the south, it runs from Port Waikato (on the west coast) to Miranda (Firth of Thames).

A board's focus is on policy issues, strategic direction and planning, not day-to-day operational details of the Department's work. A major responsibility of each board is overseeing the implementation of the Conservation Management Strategy (CMS) for its region and any national park management plan. The CMS implements general policies and establishes objectives for the integrated management of natural and historical resources, (including any species managed by the Department), and for recreation, tourism and other conservation purposes.



Dianne was inducted on Tuesday 1 February which included a briefing on the Auckland Conservation Management Strategy, which is currently in a "mock-up" form, ready for input from the Board members of which there are twelve. It is envisaged that in future there will be more consistency between the 13 Conservancies, with a new approach of being simpler, more concise, strategic and based on "place" rather than "functions".

Dianne is excited about the development of this CMS and sees much of the work she undertook in strategic planning, policy development and environmental management as

a Regional Councillor, and her knowledge of both the 40,000 hectares of Auckland regional parkland and the 38,000 hectares of the Auckland conservation estate, as being extremely helpful over her term on the Board. "I am also sure that my community networks will provide valuable input during the consultation phase of the development of the CMS", she said.

CONTACTS: Dianne Glenn, 59 East Street, Pukekohe. 2120

09 238 5352 and 0274 284 779  
dglenn@ihug.co.nz

CONGRATULATIONS

In the words of some of those marketing hypes seen around from time to time, I am really excited right now!! Why?? After a slight lull in proceedings, BPW Central Hawkes Bay have started the year with a bang!! 3 bronze and a silver and all before their first meeting of the year. Congratulations!!

Upper Hutt has also achieved another bronze and silver and just to show I am willing to walk the talk, I am proud to say I have achieved my Gold Key. And in telling you that I would like to thank you all for the support and opportunity to do so. It is my involvement with the National Federation that has seen me able to push through to the finish line..... or is it? For some, achieving Gold may be just that, the finish line, others may be looking for more.

Do I feel as though I am now equal in learning with Past Presidents, Life Members and Parliamentarians because I have achieved Gold? No, I don't. It would be facetious of me to even consider so. I have a lot of learning still to do. I am a baby compared to the legendary 'Golden Goddesses' of years past. KTA however, is giving me the basis on which to build my knowledge and appreciation of BPW.



Becoming involved with National and International activities extends your knowledge and understanding of BPW. The importance of membership at the local level to the successful running of the organisation becomes even more apparent when viewed as the 'bigger picture'.

The Keys to Achievement programme has the potential to encourage and develop confidence in members to speak up for the good of all. There are those who will never have a problem with voicing their opinion, and there is a fair share of those at local level who will be happy to complain if things don't go the way they think they should. It can be difficult sometimes to put the organisation first and 'put aside fault finding and self seeking', however this must happen for the sake of carrying on the amazing achievements that have

gone before and remaining focused on the BPW aims.

Working your way through the steps of the programme will gradually bring you to the point where you do understand and want to be a part of the bigger picture. Does that mean you will be required to speak at the UN or to perform some other daunting international task? Not necessarily, although the opportunity is there to do so. As Faye Gardiner remarked at our Leadership Forum over the weekend:

'That is why we have the Federation: So that there will always be someone who can speak up for those who feel they can't.'

The purpose is to learn to communicate in a meaningful and non aggressive manner at club level, the issues that are important to you. If you feel going to a higher level is too great a challenge, then there will be someone at National and/or International level who will pick up the baton.

Some of you have heard me say before that supporting your club members to attend Leadership Forums, Regional Meetings and Conferences is so important for their continuing understanding of the importance of the organisation. I have no hesitation in repeating myself, and will continue to do so. 'Furthering the education of women' is one of our aims. Let's start with our own club members.

Today I will not let fear stop me from reaching my goals. I will take action where I need to. I will not let fear paralyse me. It is only by acting, doing, and making decisions that I can define who I am. I accept that sometimes I will succeed and sometimes I will fail, but I will remind myself that no failure is permanent – Source unknown.

**THE ONLY FAILURE IS THE FAILURE TO PARTICIPATE**

Lyndy Jackson - Programme Convenor



## Key Achievement Roll



Adrienne Grogan	Auckland
Sujatha Anthony	Auckland
Penny Stevens	Auckland
Colleen Brooker	Auckland
Jan McLean	Kataia
Patsy Thornton	Kataia
Jean Park	Dunedin
Carolyn Richardson	Dunedin
Susan McKillop	Dunedin
Alison Siphthorp	Dunedin
Marilou Scott	Dunedin
Dianne Glenn	Franklin
Gail Littin	Franklin
Virginia Warren	Franklin
Barbara Clarke	Gisborne
Alison Crosswell	Gisborne
Andrea Panther	Kataia
Anne McCracken	Southland
Faye Gardiner	Tamaki
Joan Bielby	Tamaki
Anita Devcich	Te Puke
Angela McLeod	Upper Hut
Lyndy Jackson	Upper Hut

If your name is not here and it should be, contact your Club Executive and ask them to forward your name to:  
[programmes@bpwnz.org.nz](mailto:programmes@bpwnz.org.nz)

Check back in this space for KTA Gold, Silver and Bronze winners!

CONGRATULATIONS TO YOU ALL!

BPW Whangarei –  
International Red Bag Day  
1 8th February 201 1

APay Gender Gap in New Zealand? Yes, even today, when men receive a \$20 note women receive 12% less and their portion is only \$17.60.

So why was the Pay and Employment Equity Unit disestablished on 30th June 2009 well before equity existed between our male and female counterparts?

This is one of the issues that BPW organisations are addressing in the USA, Australia and Germany and our local BPW Whangarei members are no exception. Their yellow banner and red bags could be seen fluttering in the Cameron St Mall on Friday as they set about raising awareness of the gender pay gap in support of the pay Equity Coalition which is chaired by Angela McLeod, president of BPW New Zealand.

“We have come long way from the days when women salespeople were paid more for selling men’s clothes than they were paid for selling women’s clothes in the same department store,” says BPW Whangarei’s Vice President Noell de Zoete, “but we are not there yet.”



Red Bag Day - Bev and Audrey at BPW Whangarei's stand in the Cameron St Mall 1 0am to 1 .30pm. Those who manned it were Audrey H arris, Bev Redwood, J anet H erron and N oell de Zoete.

**NNOOTTICCEESS**

**MARCH 201 1 LEVIES**

In order to ensure your club's vote at conference I need to have received club levies by 1 5th M arch 201 1 .

You can pay directly into Bank A/c N o 03-0474-0492908-00  
and send your Membership return to :

The Treasurer, Apartment 1 4 Ocean Apartments, 44-46 M arine Parade,  
Paraparaumu Beach 5032. Any queries email treasurer@bpwnz.org.nz

This series started before I realised it was going to be a series, so we first told you how you could create sub-menus on your websites using [www.weebly.com](http://www.weebly.com)

I then covered how you can buy a domain name and setup email forwarding to reduce the hassle of always having to update email listings whenever you change your club committee members/positions.

The third tip was encouraging you, URGING you, to protect all personal and valuable data properly by using a secure password.

Now that you have a domain name and you can protect your website content, the next tip is a basic checklist of items you should consider when creating your website:

1. Have few main menu options (or buttons). Traditional main menu options include: home, about us, contact us. Other typical main menu options relate to the products, services or solutions provided online – for example: 'shop', 'services' or 'gifts for girls'
2. Use sub-menus to provide more detail e.g. shop > pens, badges, annual report, letter head, business card holders S
3. Each menu item takes the viewer to a website page that you have set up. Ensure you have optimised each page so that it is more likely to be found by search engines such as Google. To effectively optimise a page, consider what words or phrases a person is likely to be keying into a search engine when looking for information your website can help them with. For example, new women to Cambridge might search 'clubs in Cambridge NZ'. For our website to be found, we must ensure that the words club, Cambridge, and NZ are repeated regularly within the content of our website and in the keywords that we can tag our website (and website pages) with.

To enter optimise your website overall using [www.weebly.com](http://www.weebly.com):  
Click on the Settings tab

(If you do have any specific questions or concerns about setting up or maintaining your club website, please contact us at [karen@karenelson.co.nz](mailto:karen@karenelson.co.nz) or [sec.bpwnz@gmail.com](mailto:sec.bpwnz@gmail.com))

Click on Search Engine Optimisation  
Complete the Site Description (which will be used in search results to describe your site to people searching for information)  
Complete the Meta Keywords (which will be used by search engines to improve search results if people are using your meta keywords when searching)

To optimise each of your website pages using [www.weebly.com](http://www.weebly.com):  
Click on the Pages tab  
Click on the Page you want to optimise  
Click on Advanced Settings  
Complete Page Title, Page Description and Meta Keywords

Remember to click the orange PUBLISH button when you have finished to save/enable your changes.

4. Decide what transaction you want a viewer to complete when they land on your website, and ensure it is easy for them to start that transaction from any page within your site. For example, if you want your viewers to 'join now', ensure you have a 'join now' button on every page so that at anytime the viewer can rapidly and easily complete the transaction to join your club. [www.weebly.com](http://www.weebly.com) provides free shopping-cart software that utilises pay-pal so that your viewers can purchase/join via your site using their credit card. For example, we set up a shopping cart for clubs to be able to buy/share our Cambridge website-page graphics template: <http://www.bpwcambidge.org.nz/shop.html>
5. Send out an email to club members and contacts and let them know you have published a website. Include a link to your website. Encourage them to help you by clicking the link to launch your website, and to explore your website. This high volume of traffic will indicate to search engines that your website is useful and will improve the likelihood that search engines will start to display your website as a search result for relevant search words/phrases. Similarly, list your website on other websites as a link e.g. Yellow Pages. This will also improve your sites ranking in search results.







To help out with accommodation for anyone who needs or wants to leave the area, register with Housing NZ. The phone number to register is 0800 435 700. If you have spare room or bach or similar, you may like to help in this way.

To make a donation:

Telecom, Vodafone and 2degrees, along with all major New Zealand media have partnered with the New Zealand Red Cross to supply the official text-to-donate fundraising service for the New Zealand Red Cross 2011 Earthquake Appeal.

Users of these New Zealand mobile networks can text 4419 to make an automatic \$3 donation to the Appeal. Children please ask the bill payer first before donating.



New Zealanders can also include a message of support for the people of Canterbury when texting. 100% of the donation will make its way to the Appeal.

Donations may also be made through the following accounts:

- Any ANZ Bank branch: Account number 01 -1 839-01 88939-00
- Any National Bank branch: Account number 06-0869-0548507-00
- Any Westpac Bank branch: Account number 03-0207-061 7331 -00
- Any ASB Bank branch: Account number 1 2-3205-01 46808-00
- Any BNZ Bank branch: Account number 02-0500-0982004-000
- Any Kiwibank branch: Account number: 38-9009-0759479-00



### Canterbury Earthquake Appeal



The Salvation Army has relaunched its Canterbury Earthquake Appeal in expectation of great humanitarian need in the aftermath of 22 February 6.3 magnitude earthquake.



Other information:

If you have family in the affected area, you can top-up their prepay phone by calling 0800 32 32 32 for Telecom or 777 for Vodafone. Telecom are collecting old analogue mobile phones for use in Christchurch. If you have one, or believe you do, you can drop it into any Telecom store.

We'd like to make it easy for you to keep in contact with the Federation Executive and have put together the information below to support you with this.

Note: the President's Associate keeps a record of all correspondence so if you're emailing any of the Executive, including convenors, please copy her in.

- BPW NZ President, Angela McLeod: [president@bpwnz.org.nz](mailto:president@bpwnz.org.nz)

If the correspondence with the President is of a general nature, and by email, please copy in the President's Associate. You may choose to also copy in the appropriate Executive Officer, Convenor and/or Club Liaison.

- President's Associate: Elaine White: [presass@bpwnz.org.nz](mailto:presass@bpwnz.org.nz)

The Executive officers took on Club Liaison roles to support you as a club and to share the load amongst each other in keeping in touch with you.

Clubs Liaisons are:

Vice President – Membership - Carolyn Savage: [fvp@bpwnz.org.nz](mailto:fvp@bpwnz.org.nz)

- Franklin

- **Whangarei**

Executive Secretary - Christina Turner: [secretary@bpwnz.org.nz](mailto:secretary@bpwnz.org.nz)

- Hawera (with Anita Scott)

- **Cambridge**

- **Te Awamutu**

Immediate Past President - Faye Gardiner: [ipp@bpwnz.org.nz](mailto:ipp@bpwnz.org.nz)

- Tamaki

- Auckland

- **Hibiscus Coast**

- **Warkworth**

Treasurer Elect - Elaine White [treasurer@bpwnz.org.nz](mailto:treasurer@bpwnz.org.nz)

Financial Advisor - Vanessa Simpson

- Kapiti

- **Manawatu**

- **Waikanae**

- **Wairarapa**

Programmes Convenor - Lyndy Jackson: [programmes@bpwnz.org.nz](mailto:programmes@bpwnz.org.nz)

- **Upper Hutt**

- **Southland**

Projects Convenor - Diane Dean: [projects@bpwnz.org.nz](mailto:projects@bpwnz.org.nz)

- **Huntly & Districts**

- **Doubtless Bay**

- **Kerikeri**

- **Taupo**

Funding Convenor -

- Gisborne

- Kaitiaki

- Te Puke

- Katikati

Technology Convenor - Ann Desmond: [technology@bpwnz.org.nz](mailto:technology@bpwnz.org.nz)

- **Central Hawkes Bay**

YoungBPW Convenor - Anita Scott: [youngbpw@bpwnz.org.nz](mailto:youngbpw@bpwnz.org.nz)

Articles from clubs for the Circular need to be with Chris Turner by 20th of the month.

Send to  
[secretary@bpwnz.org.nz](mailto:secretary@bpwnz.org.nz)

BPWNZ website:

<http://bpwnz.org.nz/>

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