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Calendar

12/02/2011 – 13/02/2011
BPW Leadership
Forum

02/04/2011
BPW New Zealand
Conference
Auckland

17/06/2011 – 21/06/2011
BPW International
Congress Helsinki

Contact young BPW NZ

Email Anita Scott
youngbpwnz@gmail.com

Christmas Spirit

I would like to start off by sharing a little personal story with you.



*Photo: Me, Santa and Sam
(representing Child, Youth and
Family in Hawera).*

Very recently I have organised a Christmas party for the foster children in the Taranaki area.

Well, that is I took the initiative, but WE made it happen. WE - that is my team at work. We approached Child, Youth and Family with the idea and a couple of weeks later we were surrounded by happy children's faces.

It was a very simple concept; Child, Youth and Family provided us the children's names, ages, gender and interests and we all bought the presents for these children from our personal budgets. The company I work for financially supported the party (food, drinks and sausage sizzle) and also a financial gift to Child, Youth and Family. It was a huge success. The children had a great time and loved their presents and we got as much and more back as we put in, just by witnessing the joy that our little effort brought to these children.

This time of the year we should all keep our eyes open for opportunities to support our local communities. This doesn't always have to involve fundraising or other financial burdens. It can be as simple as this initiative or BPW members buying some Christmas presents for the women in the safe houses. I'm sure if you look around it won't be hard to find a good course.

I wish you all a warm and happy Christmas and healthy and prosperous New Year, full of opportunities and challenges!



Warm Regards,
Anita Scott

YoungBPW Seminar

As communicated before, I was playing with the idea of organising a Young BPW seminar in 2011.

At this stage I have not received the support of the young members that is required to make this happen.

This means that I will put this idea on hold for now. If you feel strongly about the need for such a seminar, please contact me and we might be able to pick it up again....

Contact young BPW NZ
Email Anita Scott
youngbpwnz@gmail.com

Marketing

In 2010 there has been a lot of discussion on National, Regional and Club level about declining membership numbers. Some clubs are actually doing really well, but other clubs have lost members, or have even disappeared.

Learning from clubs that do well, we have seen that those clubs in general do a good job with continuously bringing guest and eventually new members in. The first step to welcoming guests and ultimately new members is making sure these women know that we exist, who we are and what we do. And this means ACTION for us!

We have to get our name out there. Clubs, make yourself known! Actively invite new members in.

Business and Professional Women Your network, Your development !

To help you and to get a consistent message out throughout the country, a proposal has been developed that will be shared with the clubs before the end of 2010. It is a marketing proposal that you can choose to use.

A step by step marketing plan is proposed which can be edited to suit your local club's identity, beliefs and needs. Poster ideas will be supplied as well; again to be edited to suit your club. Please ask your Club Executive about the proposal. For questions, comments, help or advice, please contact me.

Anita Scott

Posters and Post Cards

On the right is an example of a poster that I have designed. The idea is that you will come up with your own slogans that will motivate the people in your community to join your club. The posters will have photos of real members on them. One that I particularly like for attracting young women (mothers) is:

"Love the kids, but need intellectual stimulation and adult company?"

BPW every month, for networking, great food, advocacy and professional development"

Business and Professional Women Your network, Your development !

"Are you ready for the next step in your career? We will get you there ...
BPW every month, for networking,
great food, advocacy and
professional development"

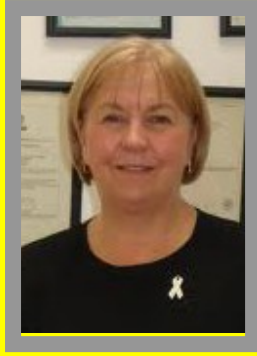


BPW promotes **Advocacy, Leadership, Personal Development and Networking**

Contact BPW Hawera: hawera@bpwnz.org.nz or call Linda 06 278 8603

Issues

If there are any issues you would like to draw attention to and/or motivate BPW NZ to lobby for, please let me know and we can address it within the group of young BPW members. Email me at youngbpwnz@gmail.com



Lyndy Jackson
KTA Programme Convenor -
2010

BPW NZ On line

BPW NZ Internet page:
www.bpwnz.org.nz

BPW New Zealand and young BPW are now on Facebook – Become a friend and start a discussion!
www.facebook.com

BPW New Zealand now has a Blog as well:
www.nzbpw.wordpress.com

And yes, Twitter:
www.twitter.com/NZFedBPW

Did you know there is an International BPW group on LinkedIn as well? Expand your network and sign up:
www.linkedin.com

Keys to Achievement

Key's to Achievement is a wonderful tool to get more involved in BPW while working on your personal development at the same time. I asked Lyndy Jackson why we should join the program.

Lyndy: "There have been some great achievements in the past, brought about by advocacy, and these are listed on the appropriate BPW websites. Information on national and international achievements and challenges are distributed on a regular basis and delivered to us monthly at our dinner meetings by first rate speakers. These speakers also educate us and we learn from women with different ethnic and cultural backgrounds, covering different levels of business and government. We are given the opportunity to network with women we may not have met if not for our commitment to BPW.

KTA was introduced to the clubs to put in place a structure that could compliment these monthly learnings in a challenging and self satisfying manner. It also provides a base for "older" club members to mentor the "newbies" in an understanding of the nurturing culture of BPW. Most of us have had a good basic education, however there are some skills, such as public speaking, that were not taught in schools some years ago and even today. This is a skill that we all can benefit from, whether in business or serving on sports committees or local boards.

Look closely at the Bronze level of KTA and you will see that it is based on getting to know your club members and club history, and becoming involved. Introducing and thanking guest speakers can be a fun and rewarding exercise, rather than a blasé "thanks very much and come again some time". Learning to communicate a powerful message within a given time frame is a skill that will benefit you when you become a delegate at a BPW conference, or a spokesperson for your sports committee or school board, or in the conference room of your workplace. It is about learning about your subject – BPW – communicating effectively within your club and communicating the work of BPW and your club to a wider audience. All this you can practice in a safe and supportive environment, surrounded by women who are focused on your success and achievements.

The Silver level goes a step further with communication outside your club. Now that you know your club better you are able to participate effectively as a club executive and gain wider experience at a regional and national level.

Gold takes you on to the International level. It also introduces you to the challenges of finance, which presently are a huge issue for some clubs.

As confident young people, most of you will be able to undertake and complete the set tasks without difficulty or a need of assistance. If the need does arise, however, remember that us "oldies" were "newbies" once. We were mentored to complete these tasks, although in a less structured manner, our duty now being to do the same for you.

I trust that all of you will take up this challenge. We are all individuals and I expect you will all approach the challenge in your own individual ways. The programme allows for this. You can get as much or as little out of the programme as you wish. If you research every step along the way, you will quickly gain the knowledge that will give you the greatest benefit from belonging to BPW, and also the knowledge to be of the greatest benefit to the organisation you have chosen to support. Good luck to all of you. Enjoy the commitment you have made to your community and your further education."

International

Connect with other young Business and Professional women throughout the world. Visit Young BPW International: <http://www.young.bpw-international.org/>