



# The Apple Branch

American Association of University Women  
Appleton, Wisconsin Branch

## THE WONDERFUL WORLD OF BOOKS

Our 74<sup>th</sup> Annual Book Sale

Volume 23 Number 8  
June 2010

Preparations are underway for our 2010 Book Sale which will be held **Oct 21-24** at the Northland Mall. Moving day will be **Oct 12** and the Book Sale work night will be **Oct 14**. Please mark these important dates on your calendar.

Mark your calendars



How you can help now:

1. Handout bookmarks and flyers requesting books in as many places as possible. Extras are available from Cindy Fallona or at the Atlas Mill.
2. Help with book pick-up. Call Pat Nelson or Stephanie Malaney to volunteer.
3. Bring books you have collected to the Atlas Mill. When you come in the main entrance turn right and take the elevator to the basement. In the basement, take a right followed by a left and you'll see the stack of books already there. For a large load there is a back entrance directly into the basement. Call a book sale chair if you need directions.
4. Attend summer and fall sortings at the Atlas Mill. They are taking place every Tuesday morning (9-12) and Thursday evening (6-8) starting the 1<sup>st</sup> week in August until we move to the Northland Mall in October. The Atlas Mill restaurant is conveniently located on site! On August 3, the first day of sorting, we plan to have lunch together at the restaurant to celebrate the official start of the booksale season!
5. Purchase gift certificates for the Book Sale to give to friends and family. Contact Cindy Fallona.
6. Collect as many books as possible. This year we have again decided not to accept donations of books from public libraries because many of these books do not sell. Therefore, we need to make an extra effort to get other books.
7. The bookmarks and posters announcing the details for the actual sale will be available in early September.. Pick yours up at the September Branch meeting, one of the book group meetings, or at the Atlas Mill.

June 23	Mystery Book Lunch
July 21	Mystery Book Lunch
August 18	Mystery Book Lunch
Oct. 12	Book Sale Moving Day
Oct. 14th	Book Sale Work Night
Oct. 21-24	Book Sale
Aug. 26	Women's Equality Day

Questions: call any of the book sale chairs



Sorting: Betsy Mintern (832-9218) & Kathy Cullen (739-8234)  
 Pick-Up: Pat Nelson (731-4693) & Stephanie Malaney (734-6750)  
 Publicity: Cindy Fallona (766-3475)  
 Business Manager: Mary Ditter (766-1990) & Mary Grace (734-6379)

## President's Message

Thank you all for your vote of confidence in choosing me to be your president of the branch for the next two years. I was very pleased with the enthusiasm at our board meeting June 7. Many good ideas were presented and everyone seems eager to do their job and do their best for you. If you have any ideas that you want to share to help our branch grow, please pass them on to a board member. The possibility of having more summertime activities, e.g., was brought forward due to the success of our Summer Mystery Reading Group. (Thanks for your leadership on this, Betty.) Should we have classes to sharpen our computer skills, a "games group" for those who like Scrabble or other games, or take some day trips?

Programs for the 2010-2011 year are being planned by Barbara and Jackie as our Program Vice-Presidents. If you have an issue or a speaker you would recommend contact them soon to get your suggestion on the table.

One of our branch projects in April, 2011 is hosting the AAUW State Convention. Please let me know if this is something you are willing to help with. I am just finding out what our responsibilities are and what is done by the AAUW State Board.

We are looking forward to an exciting year with something for each of us (and all we know who could be members). Share the fun by spreading the word about AAUW.

Connie

### Dues are due!

If you have not yet paid your dues for 2010-2011 please do so as soon as possible. Dues are \$74.00 payable to AAUW-Appleton. Please send by June 30th to: Kathleen Gagnow, 1208 Montclair Ct. Appleton 54915.

Add to your calendar: future summer **"Mystery Lunch"** dates are **Wednesday, July 21** and **Wednesday, August 18**. Watch for email clues regarding times, locations, etc. All branch members are welcome to join the fun. If you don't receive email and want to be part of the fun, call Betty Pontius for more information: 725-1302

## MEMBERSHIP NEWS

Summer is upon us. This is a good time to be thinking of people you know who would be interested in joining AAUW. We have so much to offer them -- good programs, (your Program Committee is working hard on providing interesting and timely programs for the coming year) a belief in equity for women, encouragement for young girls to become interested in Science and Math, fellowship and friendship, love of learning, book groups, eating groups, fun times and a chance to help with the best Book Sale ever. You should have no trouble convincing your friends to join us. We will also be advertising and sending out a Press Release to the local media. Now is the time for everyone to help us grow and involve more people in our worthwhile activities.

We would like you to send the names of prospective members to Judy Phillips at 2609 S. East St., Appleton, WI 54915 or email them to [cubbie@athenet.net](mailto:cubbie@athenet.net) by the beginning of August. Please include their address, phone number and email address. They will be invited to the new and prospective member picnic on August 31 at the home of Judy Phillips. There they will learn all about our Branch and how exciting it is to be part of it. Members of the Board and Membership Committee will be there with lots of information and they will provide the food for the occasion. (Also, while you are mailing things, those of you who have not paid your dues may mail them to Kathleen Gagnow, 1208 Montclair Ct., Appleton, WI 54915) Who knows? If your prospective member becomes a member, you might receive a reward for your effort.

Thank you for your helping our Branch grow. We are looking forward to an exciting and productive new year.



### BITS AND PIECES FROM THE AAUW STATE CONVENTION

*"Imagining New Possibilities...*

*Making New Realities"*

Submitted by Betty Pontius

"Have no daylight between your mission and your vision." (Keynote Address by Laurie Benson, Entrepreneur and Community Activist)

Spring 2010 *Outlook* had an All Member Survey. Fall issue will have a Branch Survey.

Email: [connect@aauw.org](mailto:connect@aauw.org) for help 24hours a day

AAUWDIAlog, on-line blog:

<http://blog-aauw.org/>

Member Center Home Page:

[http://www.aauw.org/member\\_center/index.cfm](http://www.aauw.org/member_center/index.cfm)

Member Services Database:

<https://svc.aauw.org/RECore/inc/Login.asp?>



## Summer Mystery Lunches

**Who:** Everyone is welcome to join our Summer Mystery Lunches.

**What:** A different mystery will be discussed each month.

June book: The Girl with the Dragon Tattoo by Stieg Larsson

Please bring light-reading mystery suggestions.

**When:** Wednesday, June 23<sup>rd</sup>

Please bring your calendars as July and Aug. dates will be announced.

**Time:** 11:30 A.M.

**Place:** For now, it's a mystery to you. By reading the clues in emails called "Summer 2010 Mystery—Chapter \_" and reading emails I'll be sending throughout the summer, YOU can try to figure out each lunch location.

When you think you know, email me at [pontiusb@athenet.net](mailto:pontiusb@athenet.net) .

Do NOT worry, whether you've guessed or not,

I will email each location to everyone when it's time

to R.S.V.P ( about one week before each Mystery Lunch).



### More Bits and Pieces

Value of Belonging to AAUW:

<http://www.aauw.org/join/value/index.cfm>

Programs-in-a-Box On-line Resources:

[http://www.aauw.org/member\\_center/programs/](http://www.aauw.org/member_center/programs/)

State and Branch Membership Officer: Frequently Asked Questions:

[http://www.aauw.org/member\\_center/resources/membershipFAQ.cfm](http://www.aauw.org/member_center/resources/membershipFAQ.cfm)

For the latest LAF news, visit the AAUW website and AAUW Dialog.

Suggested reading: When Everything Changed by Gail Collins



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The League of Women Voters of Appleton  
cordially invites you to a

## **WOMEN'S EQUALITY DAY LUNCHEON**

celebrating 90 years of women's right to vote

**KEYNOTE SPEAKER**  
**LIEUTENANT GOVERNOR**  
**BARBARA LAWTON**

**Thursday, August 26th**  
11:00 a.m. to 1:00 p.m.  
Radisson Paper Valley Hotel  
Appleton

**Please R.S.V.P. by August 2nd**  
Cost: \$15.00 per person  
or table of 10 \$150.00  
Sorry, no refunds after August 20th

**Make checks payable to:**  
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## MEMBERSHIP RECRUITMENT IDEAS From Convention

Let's go fishing --

- You need to believe that there are a lot of "catchable" fish in your pond. Don't make finding potential members harder than it needs to be.

Five Rules of Fishing:

1. Fish where the fish are.
  2. If you don't bait your hook, you're not going to catch any fish.
  3. Use the right bait for the right fish.
  4. Throw back bad fish (Don't be desperate. Focus on those who will work for you.)
- Know that fish know other fish.

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

AAUW will be a powerful advocate and visible leader in equity and education through research, philanthropy, and measurable change in critical areas impacting the lives of women and girls.