

## FROM SAN RAMON

Volume 31, Number 8

April 2015

### New Kids on the Social Media Block: SnapChat, Pinterest, and Instagram



**Saturday, April 18 at 2:00 PM**

**San Ramon Library**

**Public Welcome Free Admission**

**Speaker: Kimberly Legocki**  
**Social Media Expert**

(See page 4 for details)



#### AAUW MISSION AND DIVERSITY STATEMENTS

American Association of University Women advances equity for women and girls through advocacy, education, philanthropy, and research.

AAUW values and seeks a diverse membership. There shall be no barriers to full participation on the basis

of gender, race, creed, age, sexual orientation, national origin, disability or class.

## 2014–2015 Board

### PRESIDENT, IMMEDIATE PAST PRESIDENT

Cindy Alpert

### PRESIDENT ELECT

**OPEN**

### VP PROGRAM

Margie Goldware

### CO-VP MEMBERSHIP

Arlene Chang

Millie Kessler

### VP AAUW FUNDS

**OPEN**

### CO-VP LOCAL SCHOLARSHIP

Julie Gin

Susan Walker-Christensen

### VP FINANCE

Claire Mailhot

### RECORDING SECRETARY

Sandie Alex

## AAUW San Ramon Information

### **Websites:**

Branch Website: [www.sanramon-ca.aauw.net](http://www.sanramon-ca.aauw.net)

Webmaster: Isabel Lau

Association website: [www.aauw.org](http://www.aauw.org)

CA State website: [www.aauw-ca.org](http://www.aauw-ca.org)

### **Branch mailing address:**

P.O. Box 336, San Ramon, CA 94583

### **Branch email address:**

[aauwsr@gmail.com](mailto:aauwsr@gmail.com)

### **Facebook:**

San Ramon University Women/AAUW

## Appointed Officers

### ART & WIND FESTIVAL

Debra Marconi

### COMMUNICATION

Isabel Lau

### CORRESPONDING SECRETARY

Lois Kamoroff

### HOSPITALITY/FELLOWSHIP

Betsy Hoffmann

### NEWSLETTER

Marsha Froines

Carol Lombardi

### PARLIAMENTARIAN

**OPEN**

### PUBLIC POLICY

Susan Beyerle

### TECH TREK

Jeanne Benedetti

Debra Marconi

### TELEPHONE TREE

Renee Coles

Lois Kamoroff

## President's Pen

Happy Spring! The days are getting longer—I hope you can enjoy some of the "extra" sunshine.

April is a busy month for our branch. On the social side, we have a very interesting program and two "fun" fundraisers in addition to the recurring Interest Group meetings. On the business side, we will elect our branch officers for 2015–2016, vote for AAUW-California officers, and begin the voting process on AAUW national matters.

Please plan to attend our **program on Saturday, April 18 at 2:00 PM** (see separate article on page 4) and the **general meeting** immediately before!

You can cast your vote for our Branch Board of Directors and then enjoy a very informative presentation on social media. Voting is a very important aspect of your membership. The nominating committee worked very hard to select the candidates who will serve as your board for the upcoming fiscal year. We hope you can make it to show your support for the branch.

The first "fun" fundraiser will be on **Monday, April 20 at Gianni's** restaurant in San Ramon. Proceeds will go towards our Tech Trek and Local Scholarship programs. Please see the separate article about the event on page 7. Friends, family, co-workers, and neighbors are all invited! A separate flyer is attached for you to share with others. Thank you to Fran Bartholomew for making this event happen!

The second "fun" fundraiser is a garage sale scheduled for **Saturday, April 25**. We are participating in the Bollinger Hills Neighborhood Garage sale event. Janice Colby coordinates the event for the neighborhood. All funds raised will support AAUW Funds, Tech Trek, and Local Scholarships. Please consider volunteering to help set up, to cover a shift on the day of the event, or to help clean up. Thank you to Claire Mailhiot, who volunteered her garage and driveway for this event! (See separate article on page 4 for more details.)

In addition to the events planned in April, we will also begin our **membership renewal effort**. Please consider using the online membership renewal process, which can be accessed through the national website ([www.aauw.org](http://www.aauw.org)). This saves time and paperwork for you and our officers. Please refer to the article from our Membership VP's to learn more.

I appreciate your support of all the activities and events planned in the next couple months. There are many ways to contribute to the success of our branch.

Have a great April! I hope to see you at one of our branch events.

Cindy Alpert  
President

## 2015–2016 Board of Directors Election Slate

It's time for us to elect officers to lead the San Ramon Branch of AAUW for the coming year. It is the task of the nominating committee to seek out members willing to serve in these important positions. Joining the Board of Directors is an excellent opportunity to provide leadership toward the future of our branch. The slate of candidates below has been presented to the current Board of Directors and will now go to the general membership for approval on Saturday, April 18.

Note that we still have **several positions OPEN** and hope you will consider serving! Contact Cindy Alpert or another member of the nominating committee—**we would love to talk to you!** These positions, which are very important to the operation of our branch, do not require an extensive amount of time (on your part) spent per month and can be shared with another member, which would decrease the amount of time spent each month by you.

Voting will take place at the general meeting to be held on **Saturday, April 18 at 2:00 PM**, at the San Ramon Library. The general member meeting will be immediately before our program on Social Media. Meet the candidates and participate in the vote!

### Nominations for 2015–2016 Elected Board of Directors:

President: Cindy Alpert

President Elect: Millie Kessler

**Vice President, Finance: OPEN**

**Vice President, AAUW Funds: OPEN**

Co-Vice Presidents, Scholarship:

Julie Gin and Susan Walker-Christensen

Co-Vice Presidents, Membership:

Arlene Chang and Claire Mailhiot

Co-Vice Presidents, Program:

Chris Burchik and Kim Giuliano

Recording Secretary: Sandie Alex

Your 2015 Nominating Committee:

Cindy Alpert, Fran Bartholomew, Chris Burchik, Julie Gin, Millie Kessler, Susan Walker-Christensen, and Lucy Weed

## Program

### **New Kids on the Social Media Block: SnapChat, Pinterest, and Instagram**

**Speaker: Kimberly Legocki  
Social Media Expert**



**Saturday, April 18  
2:00 PM**

**San Ramon Library  
100 Montgomery Street, San Ramon**

**Public Welcome  
Free Admission**

You've heard about Facebook and Twitter, but what do you know about these rising social media platforms? SnapChat is the latest rage with teens, while Pinterest and Instagram have claimed a 25% global brand recognition in just a few years. Stay hip and savvy with an updated understanding of social media trends by attending this fun and lively presentation!

Our speaker's expertise in the social media arena will help you determine the skills you need to stay current in today's world. She works as a university lecturer, researcher, and director of the new social media certificate program at CSU East Bay Continuing Education division. Kimberly's knowledge will impress you and her enthusiasm will inspire you.

And, if you are a beginner, Kimberly welcomes all questions.

So come, bring a friend, and become informed!

Questions? Contact me. This program is co-sponsored by the San Ramon Library and the San Ramon Library Foundation along with the San Ramon Branch of AAUW.

Margie Goldware  
Vice President, Program



**April 25, 2015**

**(Home of Claire Mailhiot)**

**Do you have gently used household items that need to find a new home? Dishes, furniture, bikes, exercise equipment, books, DVDs, clothing, luggage... you deliver it, we'll try to sell it!**

The Board of Directors supports this event as a fundraiser for AAUW Funds, Tech Trek, and Local Scholarships. All proceeds from items sold at the Garage Sale will go toward these programs.

**The garage sale is part of the Bollinger Hills Neighborhood event.**

Items to be sold can be dropped off at Claire's house starting Thursday, April 23 after 7:00 PM. Items will be accepted through Friday, April 24 at 8:00 PM. To coordinate a daytime drop-off, **please contact Claire.**

**Your help is also needed!** We will need people to sort items before the event, set up on the event day, monitor sales during the event, and clean up at the end of the event.

**Contact Cindy to volunteer your time and/or donate your saleable items.**

**THANK YOU!**

## Public Policy



### Senators introduce Women's Health Act

Sens. Patty Murray (D-WA), Barbara Boxer (D-CA), and Barbara Mikulski (D-MD) have introduced the [21st Century Women's Health Act \(S. 674\)](#), which aims to improve women's access to primary health care, help survivors of sexual assault, and strengthen women's preventative health services through Medicaid and private insurance. Said Senator Murray, "We absolutely can't get complacent about the gains we've made so far. As we continue to fight back against those who miss the Mad Men era, the 21st Century Women's Health Act lays out important ways we can and should move forward on women's health."

### School Voucher Amendments Blocked Vote on Bill Cancelled

Thanks to quick mobilization by AAUW's e-advocacy network and other education and civil rights advocates, two voucher amendments to the House education bill were stopped before they even went to the floor. House Republicans then cancelled the scheduled vote on their version of the [Elementary and Secondary Education Act \(ESEA\)](#) amid opposition within their own party. Although it's not entirely clear what led to cancellation of the vote, House leaders couldn't deny the power of thousands of AAUW members who registered their opposition to school vouchers and the House GOP version of the reauthorization bill.

AAUW opposes the bill because it would open the door for private school vouchers, virtually eliminate federal efforts to narrow the achievement gap, and remove mechanisms that hold states accountable for billions of federal education dollars. It is unclear when House leaders will reschedule the vote on the bill (H.R. 5), but President Obama has indicated that he would veto it if it were passed.

***Let's Keep the Momentum Going!***

[Send a message to your representative that this bill will not improve public education for all students.](#)

## AAUW Participates in White House Launch of International Girls Education Initiative

In recognition of the profound positive impact of educating girls, the White House partnered with the Peace Corps, USAID, and other organizations to launch [Let Girls Learn](#), a new initiative aimed at expanding existing efforts on international girls education to reach adolescent girls. Research has consistently shown that additional education for girls correlates with lower maternal and infant mortality rates, lower rates of HIV/AIDS, and other improvements to a country's well-being.



Susan Beyerle  
Public Policy Chairwoman

### April Birthdays

Patricia Kelly	4/11
Betsy Hoffmann	4/14



*Friendship that insists on agreement on all things is not worth the name.*

*Gandhi*

## Money Matters



### Healthy Living is Better for Your Bottom Line

If you made a New Year's resolution to get healthy, you may get more bang for your resolution buck than you bargained for. That's because healthy habits can benefit your wallet as well as your body.

#### The Link Between Health and Money

According to the Centers for Disease Control and Prevention (CDC), chronic conditions—including diabetes, heart disease, and cancer—account for more than 75% of all health-care costs nationwide. Nearly half of all Americans have a chronic disease, which can lead to other problems that are devastating not just to health but also to a family's finances. People with a chronic condition pay five times more for health care each year, on average, than those without a chronic disease.

Many chronic diseases can be linked to four behaviors: tobacco use, excessive alcohol consumption, poor eating habits, and inactivity.\* A closer look at each of these behaviors demonstrates the health–money connection.

#### Tobacco and Alcohol

The American Cancer Society (ACS) reports that the average price of a pack of cigarettes in the United States is \$6.36. That means the average annual cost for a pack-a-day smoker is more than \$2,300. However, the average health-related cost to a smoker, says the ACS, is \$35 per pack—or \$12,775 per year for someone who smokes a pack a day.

The National Institute on Alcohol Abuse and Alcoholism defines moderate drinking as one drink per day for women and two for men. Drinking more than that can lead to health problems, including various forms of cancer as well as impairment of your brain, heart, liver, and pancreas. Such outcomes have economic costs. The CDC reports that in 2006, the national cost of excessive alcohol

consumption was \$223.5 billion, 42% of which was shouldered by excessive drinkers and their families.

#### Eating Habits and Activity Level

Proper nutrition and regular exercise are vital to staying healthy, but they can also save you money. For example, reducing the amount of high-in-saturated-fat products, processed foods, and red meat in your diet can result in benefits to your heart and wallet. Replacing high-fat ingredients in some recipes with healthier, low-cost options—such as using beans instead of ground beef—can help trim your grocery bills. And replacing high-calorie meals eaten at restaurants with meals made at home using fresh, in-season ingredients can benefit both body and bank account.

Current guidelines from the U.S. Department of Health and Human Services recommend at least two and one-half hours of moderate physical activity per week. Many opportunities exist in everyday life to both accumulate active minutes *and* save money. Instead of driving to your destination, walk or ride a bike. Do your own yard work or house cleaning instead of hiring help. Go for a hike or play ball with your kids rather than going to the movies or visiting an amusement park.

#### Long-Term Considerations

Chronic disease also has indirect long-term costs. Leaving the workforce for extended periods—or having to retire early—means fewer paychecks, less chance to benefit from workplace-provided retirement plans and health-care benefits, and lower earnings to apply toward Social Security benefits. In addition, chronic diseases often necessitate home renovations, the hiring of specialized care providers, or even permanent nursing care. When viewed over the long term, taking steps today to reduce your risks of getting sick down the road may make good health *and* financial sense.

\*Sources: Centers for Disease Control and Prevention, the Department of Health and Human Services, and the Partnership to Fight Chronic Disease

**Please e-mail your financial questions to [diane@oaktreewealth.com](mailto:diane@oaktreewealth.com). Your personal information will be kept confidential.**

Diane Woodward  
San Ramon AAUW Member Columnist

For a list of states in which I am registered to do business, please visit [www.oaktreewealth.com](http://www.oaktreewealth.com). Diane Woodward, CFP®, RICP® is a registered representative with and securities and advisory services offered through LPL Financial, a Registered Investment Advisor, Member FINRA/SIPC [www.finra.org](http://www.finra.org) [www.sipc.org](http://www.sipc.org) Prepared by Broadridge Investor Communication Solutions, Inc. Copyright 2015

## Membership



Calling all early birds! Membership Renewal for 2015–2016 is now available. We would like to have as many people as possible renew their memberships by June 30. AAUW memberships run from July 1 to June 30, so do it now and avoid those pesky reminder e-mails!

Dues are \$89 with \$46 of that amount tax deductible. Your dues support national, state, and the San Ramon Branch programs. There are many additional special programs that can use your additional support through generous donations as well.

Renew your AAUW membership one of two ways:

1. Go to [www.aauw.org](http://www.aauw.org) to pay by credit card and make donations if you so choose;
2. Send us a check payable to AAUW SR for \$89 and mail it to AAUW SR, P.O. Box 336, San Ramon, CA 94583.

To renew online, you need to log in with your membership number, which is listed on the branch directory. Let me know if you have questions or can't find it. If you prefer not to use online renewal, we will be sending out an actual form; watch for the renewal and donation form in the mail. We'll have the forms available at upcoming events, too.

The school year is winding down on many campuses next month. Remember, you can give the students in your life a warm welcome into the AAUW community with the gift of membership through the [Give a Grad a Gift Program](#). Find more details at [www.aauw.org](http://www.aauw.org).

Finally, did you know that April 14, 2015 is Equal Pay Day? It's the date that focuses on the gender pay gap, one of AAUW's most important issues. Equal Pay Day is the symbolic day when women's earnings (78 cents on average to a man's dollar) finally catch up to men's earnings from the previous year. Engaging potential members, college students, and community people in a conversation about this issue that affects everyone is an opportunity to inform them about AAUW's mission and the benefits of membership!

Millie Kessler  
Co-Vice President, Membership with Arlene Chang

**AAUW San Ramon "Fun"draiser**  
**Monday, April 20**

**Gianni's**  
**ITALIAN BISTRO**

**2065 San Ramon Valley Blvd.**  
**San Ramon**

**Family, friends, and neighbors are all invited to no-host dinner at Gianni's Italian Bistro in San Ramon. The food is delicious and the atmosphere is fun! All tips and 10% of sales will be donated to our San Ramon Branch of AAUW.**

**Dinner seating is between**  
**5:00 PM and 8:00 PM.**

**RESERVATIONS ARE RECOMMENDED**



**Call Gianni's at 925-820-6969 or go to**  
**[opentable.com](http://opentable.com)**

**The Board of Directors supports this event as a fundraiser for Tech Trek and Local Scholarships.**

*Contact Fran Bartholomew with questions.*

**Thank you!**

**San Ramon AAUW**  
**Cinco de Mayo Fiesta**  
**Friday, May 1 at 6:00 PM**



**Hostess: Sandie Alex**

**Catered by Maria Maria!**  
**Tasty Margaritas**  
**Members, Spouses, and Friends**  
**Welcome**

**Drawing for Gifts & Prizes**

**Proceeds/Donations Benefit**  
**AAUW Funds**

**Tickets:**  
**\$20 in Advance; \$25 at Door**

**Contact Renae Buckser or Sandie Alex to**  
**purchase tickets in advance.**

**(Please see full-page flyer separately**  
**attached to give to neighbors and friends**  
**who might be interested in AAUW and/or**  
**supporting AAUW Funds.)**

Renae Buckser

Sandie Alex

**San Ramon Art & Wind Festival**  
**Ice Cream Sale Fundraiser**



Our branch participates in the **San Ramon Art & Wind Festival** as one of the many local organizations that sell food items to raise funds for their groups. This year, **the San Ramon Art & Wind Festival will be held at San Ramon Central Park on Sunday, May 24 and Monday, May 25**. As in years past, we will be selling our ice cream treats again. It is an easy event to support—we sell in three different locations, the ice cream carts are stocked with the pre-packaged treats, all items sell for one price, you get a chance to visit with other branch members, and you meet lots of nice people from the community.

Last year, we raised about **\$3,600!** Proceeds support our branch expenses including programs, leadership training, membership, and administrative expenses.

Please check the time schedule below and contact Cindy Alpert to sign up to help. Remember, the sooner you sign up, the better your chances are of getting the best date, time, and location for you. Family members can help sell with you, too! Your support is most appreciated.

Locations available: Alcosta Blvd. by the Kids Zone, Bollinger Canyon Food/Stage Area, Amphitheatre Stage.

Time slots on Sunday, May 24 and Monday, May 25:  
9:30 AM–12:30 PM  
12:30 PM–3:00 PM  
3:00 PM–5:30 PM

Please send contact Cindy via e-mail or telephone to sign up now! Let us know which date, location, and time slot you can support.

We'll send you a reminder!

Cindy Alpert  
Ice Cream Sale Committee

## Interest Groups

### GAME NIGHT

#### First Saturday of Month

Saturday, April 4; 7:30 PM

Hostess: Chris White

Please call or e-mail Chris to let her know if you will be able to join us.

Questions? Contact Lucy Weed.



### LUNCH BUNCH

#### First Tuesday

Tuesday, April 7; 11:30 AM

Join us for a delicious lunch and lively conversation!

Sakura Japanese Cuisine 277-1628

3151 Crow Canyon Place, San Ramon

Notify Marsha no later than Sunday, April 5 if you will attend the lunch so she can confirm the reservation. If you aren't on the e-mail reminder list, also contact

Marsha Froines



### CHINESE MAH JONG

#### First Tuesday and Third Thursday \*\*

Tuesday, April 7; 7:00 PM

Lucy Weed

Thursday, April 23; 7:00 PM \*\*Note Special Date\*\*

Hostess: Mary Venkat

Please RSVP to the hostess.

If you have questions about this group, contact

Beth Allen



## Interest Groups

### WALKING GROUP

#### Second Saturday

Saturday, April 11; 9:00 AM

San Ramon residents meet at the Bollinger Park and Ride at 9:00 AM to carpool to Walnut Creek. Margie Goldware will lead this walk since it is in her new neighborhood. We will explore Shell Ridge, part of the Walnut Creek Open Space. Be ready for beautiful views of Mt. Diablo and three other summits.

Let's meet at Margie's house to decide whether we want a walk/hike that is more or less strenuous. There are hills either way, so hiking shoes rather than tennis shoes are recommended. You'll be glad to have the Vibram soles under you. Walk can take one or two hours, depending on the desire of walkers that morning.

Let us know you're coming, and we will wait for you.

Diane Griffiths

Lois Kamoroff



### THE DAYTIME BOOKIES

#### Second Monday

Monday, April 13; 1:00-3:00 PM

We will be discussing *The Invisible History of the Human Race: How DNA and History Shaped Our Identities and Our Future*, by Christine Kenneally, at the home of Jane Young

Please contact Jane if you plan to attend.

For book club information, contact:

Sandie Alex



## Interest Groups

### THIRD TUESDAY BRIDGE

**Tuesday, April 21; 7-10 PM**

Hostess: Jane Young

RSVP required: Contact Jane as soon as possible to let hostess know if you are playing or not.

If you have questions or would like to join this group, please contact:

Chris White



### FOURTH FRIDAY FLICKS (FFF)

**Friday, April 24**

Fran Bartholomew, Organizer

Watch your e-mail for location and time of movie.

Contact the Monthly Organizer if you are interested in joining us.

If you would like to receive these e-mails, please contact:

Chris White

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 Fax (800) 878-0939  
 CA Insurance License: 0800380

## Interest Groups

### TRAVEL GROUP

**Saturday April 25; 7:30 PM**

Travel Group Goes to Cuba!

Hostess: Anne Hayden

Renae and Steve Buckser just returned from an educational and very interesting visit to Cuba. Come hear their impressions of this island nation and enjoy their photo presentation.

Travel Group programs are open to AAUW members, their spouses, friends and significant others. We'd love to see you at our events this year! Because refreshments are served at our events, please respond positively if you will be attending.

Renae Buckser

Anne Hayden



### READING SOCIETY

**\*\*Special Date\*\***

**Monday, April 27; 7:00 PM**

Chris White will review *In fidel and/or Nomad*, Ayaan Hirsi Ali, at the home of Sally Scholl

If you have questions about this group, contact Cheri Ng

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**APRIL 2014**

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1	2	3	4 7:30 PM Game Night Chris White
5	6	7 11:30 AM Lunch Bunch Marsha Froines	8	9	10	11 9:00 AM Walking Group Diane Griffiths
		7:00 PM Mah Jong Lucy Weed				
12	13 1:00 PM Daytime Bookies Jane Young	14 5:00 PM Board Meeting Cindy Alpert	15 Newsletter deadline	16	17	18 2:00 PM General Meeting/Social Media Program Margie Goldware
19	20 Gianni's Fundraiser for Tech Trek and Scholarships with <u>seating</u> <u>from 5:00–</u> <u>8:00</u>	21 7:00 PM Bridge Jane Young	22	23 7:00 PM Mah Jong Mary Venkat  (Yes—special date)	24 Fourth Friday Flicks	25 8:00 AM Garage Sale Fundraiser Cindy Alpert  7:30 PM Travel Group presents Cuba Anne Hayden
26	27 7:00 PM Reading Society Sally Scholl  (Yes—special date)	28	29	30		

**SNIPPETS**

If you have a Snippet item (family events, career changes, etc.) that you would like to share with branch members, please contact Marsha Froines. **This column depends on member contributions.**

**Save the Dates**

Friday, May 1: San Ramon AAUW LAF Fiesta Fundraiser

Sunday & Monday, May 24–25: San Ramon AAUW Ice Cream Sale Fundraiser at San Ramon Art & Wind Festival

June 18–21: AAUW National Convention, San Diego