



THE EQUALITY STANDARD December, 2009

This is the monthly publication on women's issues, local and global, published by Fifty-Fifty Leadership, A non-profit organization promoting women's equal leadership

Our Vision
That 50% of
leaders are
women
Our Mission
To transform
the culture
within which
we live to one
that naturally
includes
women on an
equal basis in
the selection
of leaders

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German magazine uses real women – not models. Story Below

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IN THE NEWS

🌀 The German women's magazine "Brigitte" announced a "no model campaign," saying they will no longer be using professional models for their magazine photos. The editors of "Brigitte" have decided to use "normal" and "real" women, instead of the anorexic-like models currently featured in the media and found on catwalks and magazines around the globe.

The new models will be women from various backgrounds, ages and sizes. They might be students, career women or stay at home moms. What matters is that they possess a unique personality and are not afraid to show it. [Read More...](#)

🌀 **Mammograms** may actually boost the risk of breast cancer in some high-risk women, a new study suggests.

Dutch researchers analyzed six previously published studies, four examining the effect of low-dose radiation exposure from mammography among women with the genetic mutation boosting breast cancer risk and two looking at the effect of radiation from screening in women with a family history of breast cancer.

"Women who were exposed before the age of 20 had a 2.5 times increased risk of breast cancer," said Martine Jansen-van der Weide, an epidemiologist and researcher at the University Medical Center Groningen, in the Netherlands. So did women with five or more exposures. *US News & World Report* 12/1 [Read More...](#)

🌀 **Men and women see things differently**

Brain-imaging comparisons of men and women viewing the same series of positive and negative images suggest what many of us have long suspected: we think differently. That was the upshot of research conducted by a group of Polish researchers... When men viewed a lengthy series of images conveying negative events, their brains responded in a way that cues a rapid physical response--say, fight or flight: in men, the pictures evoked a burst of activity in the left insula, a portion of the brain that appears to serve as a kind of tracking station for involuntary physiological responses: as signals such as elevated heart rate, increased sweating or rapid heartbeat are detected, the insula appears to give rise to subjective feelings, which, in turn, serve as a guide for action.

Comparatively speaking, women responded to the same pictures with quieter response in the insular cortex. Instead, researchers noted strong and sustained activity in the women's left thalamus--a relay station for sending sensory information to the brain's cerebral cortex, including pleasure and pain centers. That pattern ... suggests that women's brains responded to the negative images by trying first to identify and analyse the emotional content of stimuli.

Los Angeles Times, 11/30 [Read More...](#)

Comment



Fifty-Fifty Leadership Board Update



Congratulations to Board member Heather Hillman Mutz on the birth of twin boys on November 10th. Dad John, bother , and sister are adjusting to these two new family members to love.



Mi Kim's daughter, Jade, is growing at almost six months old with Mom enjoying the opportunity to stay home and take care of her.

Ellen Snortland just



celebrated her first year of wedded bliss, congratulations Ellen.

Barry Allen will be a grandfather for the third time this month – the little one is expected to arrive on December 5th.



HOLIDAY SHOPPING – GIFTS THAT MAKE A DIFFERENCE



Heifer International – Since 1944 Heifer International has worked to bring help, healing and hope to millions of impoverished families worldwide. In its first 65 years, Heifer assisted more than 10.5 million families in more than 125 countries. In areas where hunger and despair once prevailed, Heifer programs have reinvigorated communities through livestock, training and passing on the gift. Heifer International works in the areas of livestock and agriculture to develop programs that alleviate hunger and poverty. Their field staff is comprised of specialists and their programs are considered among the most successful in the world. Gifts you can give are things like a share of a Heifer for \$50 (or a whole one for \$500); a share of a goat for \$10 (or a whole one for \$120), or a trio of Rabbits for \$60. There are many more choices at every price level to fit your budget. To see a catalog and order online, go to [Heifer](#) or call them at 800-422-0755.



FINCA International's mission is to provide financial services to the world's lowest-income entrepreneurs so they can create jobs, build assets and improve their standard of living.

FINCA today reaches 725,000 clients in 21 countries.

But the scope of global poverty compels us all to do more. At the beginning of the new century, the nations of the world agreed to work toward eight [Millennium Development Goals](#) that would eliminate extreme poverty and hunger

In 1984, **FINCA's** founder, John Hatch, conceived a small loan program for low-income farmers that put them in charge. The program allowed them to obtain loans without collateral—their main obstacle to accessing credit—at interest rates they could afford. The following year, he began **FINCA** and in 1986 started a small program in El Salvador to provide credit to low-income women involved in commerce and petty trade, or “microenterprise.”

The women's businesses began to thrive after only one or two loans; their income grew, they posted exemplary repayment rates, and, above all, many reported that their children's diet improved. There were additional benefits. Because the women came together to borrow capital, they began to support one another—and each other's businesses. The Village Banks became engines of empowerment and focal points for grassroots community development.

It expanded to Mexico, Honduras, Guatemala, and Haiti in 1989, Uganda in 1992, Malawi, Tanzania, Zambia, and the Democratic Republic of Congo soon after. Next came Kyrgyzstan, followed by Georgia, Azerbaijan, Armenia, Russia, and Kosovo and most recently Afghanistan and Tajikistan.



In 1997, **FINCA** co-sponsored the first global Microcredit Summit, 2,000 policymakers, practitioners, and donors agreed to provide 100 million of the world's poorest families with credit for self-employment. Acknowledging microcredit's potential as a tool to alleviate global poverty, The United Nations proclaimed 2005 the Year of Microcredit. In 2006, the Nobel Committee went a step further, awarding the Nobel Peace Prize to Muhammad Yunus and Grameen Bank, and thereby recognizing microcredit's contribution to world peace.

In April 2009, the **FINCA** network achieved another milestone, reaching 740,000 clients in 21 countries with financial services. But to help meet the UN Millennium Goal of cutting world poverty and hunger in half, **FINCA** is committed to an ambitious plan for growth. By 2010—our 25th anniversary—with your support, we will:

- Open new Village Banking programs in countries where **FINCA**'s services are needed most.
- Build 100,000 Village Banks in the world's most destitute neighborhoods.
- Reach one million of the world's working poor with financial services they couldn't otherwise obtain.

Over the past few years, **FINCA** has received the highest ratings from several independent evaluators, including Worth Magazine, the American Institute of Philanthropy, and Charity Navigator (which has awarded **FINCA** an extraordinary seven consecutive "4-Star" rating).

[Learn More About FINCA and Donate](#)



International Rescue Committee



One of the first to respond, one of the last to leave. For 75 years, the **International Rescue Committee (IRC)** has been a leader in humanitarian relief. We mobilize quickly, bringing sustained support to regions torn apart by violence and deprivation. We provide a fresh start in the U.S. for refugees. And we advocate tirelessly on behalf of the displaced, addressing the root causes of violence and standing up for the world's most vulnerable populations.



Your donations will help people who have survived violence, homelessness, and trauma — in over 40 countries around the world. For each meaningful gift you choose, you will receive a special card you can send to a friend or loved one.

Here are a few examples of gifts you can choose:

Mosquito nets that cost \$18 can protect an entire family from malaria and other diseases.
Prenatal care that costs \$52 can give a refugee mother the chance to provide her baby with a healthy start.

Clean water that costs \$100 can quench the thirst of 200 people in an emergency.
And a **medical examination kit that costs \$153** can help an **IRC** health worker treat children after a disaster.

[Learn More About The IRC Here](#)

[Buy Gifts Here](#)



The media is a major contributor to the culture of the world in which we live. What is made available to us, and what is not. How women are portrayed, leadership is defined, and

whether misogyny is swept under the rug. Because the media, in all its forms, is such a critical element in whether we transform leadership, or not, I want to draw your attention to **World Pulse**. **World Pulse** has built a media platform where women can speak for themselves, connect, and have a say in the issues affecting their lives.

A gift from you to **World Pulse** this holiday season gives women in rural villages, conflict zones and forgotten regions of the world the chance to speak in their own words to the global public as agents of change. For **women leaders** in some of these countries your support means visibility and connection to grow their programs teaching illiterate women how to read and write. Membership in **World Pulse** is just \$30 for a basic membership for you AND a friend, and includes the semi-annual **World Pulse** magazine. Additional gift memberships are just \$15 for the holidays. \$100 pays for 6 months of internet access for women in remote villages. Visit their website and buy a membership today, or you can email them at info@worldpulse.com or mail them a check to

4223A NE Fremont, Portland, Oregon 97213.



[Go To World Pulse](#)



HELP OUT



The Prison Ministry at All Saints Church is once again collecting the small sample-sized toiletries for women in prison. As you'll remember, these small gifts are often the **ONLY** gift the women receive at holiday time. If you've traveled and have samples on hand, or if you'd like to purchase soap, shampoo, hand lotion, or small sizes of toothpaste, they will be gratefully received. They can be dropped off in the office at All Saints (132 N. Euclid, across from City Hall) during the work week, or to the Prison Ministry's table on the lawn on

Sunday mornings (until 1 p.m.)



FUN-4-5050

This month's event:

Sunday, December 6

1:00 – 4:00 p.m.

*****A Fun-4-5050 Event*****

Greeting Card Making

at the home and studio of artist Karen Bagnard

www.morethanmermaids.com

Thanks to Mary Ann Feeney, Intuitive for letting us know about this event

517 Wapello Street, Altadena

\$30 – all materials provided - Make as many cards as you like

(This includes \$5 for Fifty-Fifty Leadership)

Bring your imagination and sense of play...bring a friend
(or two)... make new friends... create cards to give to all your family and friends... amaze yourself!
Reserve your space now: 626-798-9307 ... or just show up!

What is Fun-4-5050? Each month we will highlight one or more events that will be part of **FUN-4-5050**. At these events, you collect pay an extra \$5 and collect \$5 from each person attending the event with you – a simple, inexpensive way to help put on Leadership Circles, a program of Fifty-Fifty Leadership. Then send the money to Fifty-Fifty Leadership – through pay pal, by credit card, or a check. – www.5050Leadership.org/Donations

You will be helping bring Leadership Circles to women who want to become leaders or who are leaders and want to hone their skills.




WOMEN OF THE WORLD AWARDS

The 2nd Annual Women of the World Awards event will be held on Saturday, March 13th, 2010 (Mark your calendars!). At that event we will also be celebrating World Leadership Day and Women's History Month. Our partner in this event is the United Nations Association of Pasadena and the Foothills and this month Fifty-Fifty Leadership's Board member Ellen Snortland was invited to be the keynote for the International Human Rights Day celebration. She will be speaking on Equality Means Freedom. Details in Events below.



WOMEN IN BUSINESS

 Your current customers love you.... They're happy to refer you when you're on their mind.

Here's a new way to stay on their mind. Create an Insider Circle of customers who receive text messages from you between visits. Contact **Vickie McConnell** at 818-621-5087 to learn how you can reach your clients and their friends, immediately, more often, and for much less than print advertising.

✎ Are you out of work? Looking to change jobs or career? Or maybe just need to get “unstuck”? Then maybe it is time to try something different. **Mary Ann Feeny** has been in the Healing Arts since she was three years old when she first knew that she is a healer. The Zen Way of Practice (Meditation) has been with her for most of her life, although Mary Ann also trained in various meditation practices and energy modalities, including Reiki of which she is a Master. She supports you in any tradition to find your true nature through the breath and through meditation practice.

One of Mary Ann's favorite quote is from Eckhart Tolle:

“The word enlightenment conjures up the idea of some super-human accomplishment, and the ego likes to keep it that way, but it is simply your natural state of felt oneness with Being.”

Call **Mary Ann** at 626-827-5588.



FROM THE EDITOR'S DESK

'Tis the season to shop. I hope you will consider giving some meaningful gifts this year, such as to the few organizations listed above. If you do not find anything of interest there, there are many other nonprofits doing great work in education, child welfare, healthcare, and more. Just google your interest and you will have many to choose from.

And while you are shopping, please consider either a subscription to *The Equality Standard* – a bargain at just \$15 a year, or a membership for \$50. Great gifts for every girl or woman who wants to hear our voices alongside our males.

If you are one of the millions of people who are out of work, you may want to consider direct marketing. There are so many companies using this approach to get the word out and make sales, that there is probably a product that you would feel comfortable with. In this issue you will see that there is now an opportunity to help others get the word out through text messaging – a great idea and something that will take you almost no cash to get started. Or our advertiser this month, **Sandy McBride** can help you get started in *BeautiControl* – a lovely way to be with girlfriends and hold parties or pamper others one-on-one.



LETTERS TO THE EDITOR

What do you like about the *Equality Standard*? What bothers you about it? Do you have a comment about an article? You will notice a “Comment” button on many of the articles. Just hit that and it will allow you to easily send them, and they will be posted here the following month. We want your opinions, facts that might not have been shown in an article, or links for our readers to go to for more information.

If you want your comment to be anonymous, please note that, otherwise you will be given credit.

This email came from reader Kellie and she needs your help:

I need your help: Do you know of any non-profits in the South Bay who would be interested in joining our weekly networking group? Their annual membership is free.

We meet in Carson every Tuesday morning. For more information, please have them call me.
Thanks, Kellie J. Morris | kjeanne@email.com | 626.482.9525

Alexis Krasilovsky, Director, "Women Behind the Camera" sent us this note:

...I'd also like to bring to your attention my global feature, "Women Behind the Camera," winner of four "Best Documentary" awards. This film is about camerawomen around the world, and their challenges in a male-dominated industry as well as their visions. Camerawomen are featured from Afghanistan, Australia, Austria, China, England,

France, India, Iran, Japan, Mexico, Russia, Senegal, S. Korea, Spain and other countries.

If you haven't already seen this film, which has screened at over 40 festivals and conferences around the world, it's now available

on DVD at www.womenbehindthecamera.com.

In response to healthcare inequities reported we received the following:

In your last 2 Equality Standard newsletters you quote a percentage of higher premium rates for females over male with CA health insurance plans. In the Oct issue it was 39% based on information provided by Planned Parenthood of Los Angeles. In the Nov issue its 5% to 40% based on information provided by FindLaw.

I have a problem with the concept of percentage differences and the reliability or value of these differences.

Lets take a look at 3 companies, Anthem Blue Cross, Blue Shield and Kaiser. I pick these 3 companies because they make up the vast majority of health insurance plans purchased in CA. Anthem/Blue Cross accounts for about 50% alone. Also these are the companies that I primarily use.

All 3 companies premium rates are base on age. Blue Shield & Kaiser does it in 4 year age bands. Anthem Blue Cross does it yearly. Blue Shield & Kaiser do not have separate gender rates, Anthem Blue Cross does.

With the health insurance plan that I deal with Anthem Blue Cross there are 64 age bands.

In 12 of these the womens premium are higher than the men's. The highest difference is \$38/month. In 37 of the bands the mens rate is higher than the women's. The highest is \$106/month. This difference occurs in the 50 to 64 age group. In 15 of the groups the premium is the same. This particular plan does not cover maternity. The exact same plan is available with maternity benefits

The CA parity mandate that will go into effect next year will not have an impact on Blue Shields or Kaisers' premiums. However with Anthem Blue cross you will see a significant increase in premiums for senior women.

For your information almost 100% of my clients 50 and over purchase the Anthem Blue Cross Plan. The reason for this is that the non-gender premiums for a similar plan with Blue Shield is several hundred dollars higher than Anthem Blue Cross's premium for either men or women. Kaiser does not have a similar plan. *Neal Peterson, Insurance Broker*



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BOOKS

Just in time for the holidays. *Women Who Light the Dark*, a 239-page, full-color photographic book that highlights women-led grassroots groups from around the world that are developing creative strategies to the difficulties they face. <http://j.mp/8MBYix>

Source: Wired Women



From FRAN DRESCHER (Actor): I would really recommend that every woman read Naomi Wolfs *The Beauty Myth: How Images of Beauty Are Used Against Women*. Its a fantastic concept, it says that no matter how high women get on the food chain in the corporate world, because they are women living in a mans world, they don't invest their money in the way that men might. Many of them put most of their money on their back and on their face because regardless of how educated they are or how successful they are or how much money they make, their true value in our society is if they look like a million bucks.

Source: LBN Alert

Comment



DID YOU KNOW...

The first novel, [The Story of Genji](#), was written in 1007 by Japanese noble woman Murasaki Shikibu.

Source: LBN Alert

[Comment](#)

Somewhere along the line, especially in recent years, progress for women has stalled. This isn't simply a woman's issue; it affects us all. Read more commentary on this topic in a recent NY Times.

Source: Wired Women

[Read the Article](#)



HEALTH

🌀 An American woman is 11 times as likely to die in childbirth as a woman in Ireland. – So noted Nicholas Kristoff in an article comparing statistics on health care in the U.S. with other countries. There are some shocking other statistics too. Read them by clicking below.

[Read the article](#)

[Comment](#)



Cleaning for a Reason Provides FREE Housecleaning for Women Undergoing Cancer Treatment. If you know any woman currently undergoing treatment for any kind of cancer, please pass the word to her that there is a cleaning service that provides FREE housecleaning - 1 time per month for 4 months while she is in treatment.

All she has to do is sign up and have her doctor fax a note confirming the treatment. Cleaning for a Reason will have a participating maid service in her zip code area arrange for the service. [Click for more info on: Cleaning For A Reason](#)

Please pass this information on to help a woman going through cancer treatment. This organization serves the entire USA and currently has 547 partners to help these women. It's our job to pass the word and let them know that there are people out there that care.

Thanks to Karen Kalensky, Actor and Acting Coach for letting us know about this service



One day I was in the library, working on my thesis and feeling tired. I made a stop in the bathroom, looked in the mirror, and remember thinking that I looked pretty weary. Then as I was getting ready to leave the bathroom, I noticed a small Post-It note on the mirror. It said simply, "You are beautiful just the way you are." I remember thinking that it was so refreshing to see encouragement from other women in a place where so many women look in the mirror and think critical thoughts of themselves.

Suddenly, everywhere I looked, I noticed campaigns for positive body image- in my Glamour Magazine, in commercials on TV, even on TV shows. It suddenly hit me that women have made a lot of progress in seeing their bodies in a positive light in the last several years.

The Post-It note I saw on the bathroom mirror at school was part of a project called [Operation Beautiful](#). This genius idea by Caitlin Boyle encourages women to write uplifting, anonymous messages like "You're beautiful," "You're perfect just the way you are," and "You are beautiful because you are God's masterpiece" on Post-It notes and post them in public places.

The Dove Campaign for Real Beauty: If you are a role model in a young girl's life, take note: [Dove's Campaign For Real Beauty](#) hosts self-esteem workshops for girls ages 8-12 to help protect them from the pressures of idealized body image in the media. Girls attend with a mother, teacher, or other mentor in their life (fathers and male mentors can also attend) to explore self-esteem issues faced by young women. A portion of the proceeds from Dove products go toward these self-esteem workshops. The \$10 donation required for workshop registration goes directly to the National Eating Disorder Information Centre. There is also a Dove self-esteem program available for both boys and girls called the Real Beauty School Program.

Glamour Magazine- In Glamour's September 2009 issue, Akiba Solomon wrote an article entitled "What Everyone But You Sees About Your Body," highlighting all the beautiful aspects of women's bodies. Perhaps the most empowering thing about this article was the beautiful woman pictured on Page 194, model Lizzie Miller. This beautiful woman is a size 12-14, the size of an average American woman, and appears in the picture showing off what magazine editors called "a belly roll," which is something I have never seen in a magazine before. It is so nice to see an average, *real* woman's body in a magazine. [Read the story](#)

Even "America's Next Top Model" is making strides toward a more diverse definition of beauty. Whitney Thompson, a plus-sized model, won Cycle 10 of the show, and the current season features only models under 5'7" (unusually short for "typical" models).

I could not write a column about body image without mentioning anorexia and bulimia and where to find help if you feel that you or someone you care about is suffering from either of these disorders. According to the DSM-IV-TR (American Psychiatric Association, 2000), anorexia nervosa refers to a refusal to eat due to an intense fear of gaining weight. Purging, or throwing up/expelling what one has eaten, can also be a part of anorexia (the person may cycle back and forth between refusal to eat and binge-eating/purging). Bulimia nervosa refers to the tendency to binge, or eat much more food than most people would within a 2-hour period, and purge, or throw up or expel what has been eaten because of an intense fear of gaining weight. If you feel that you or someone you care about is suffering from anorexia or bulimia, [the APA website](#) offers a listing of therapists in every state.

Women already have a lot to be proud of. Check out the above websites, magazines, etc. for inspiration, and remember: you are beautiful inside and out.

Excerpted from an article by Cristina Frick, Good News Network.

[Read more...](#)

[Comment](#)



- ✧ With the current debate about when we should have mammograms, it might be useful to check out this article sent to us by Neal Peterson, Insurance Broker, about things to look out for that needs a trip to the doctor.

[15 Cancer symptoms women ignore](#)



WOMEN – and MEN - OF NOTE

I am often asked to include articles, vendors of, about and by men. Mostly I use editorial license to decline. Why? Because one of the things we are fighting is the lack of visibility of women – the great and the every day and while there are many men doing great and wonderful things, our mission is to raise women's voices and visibility.

Having said all this, I want to take the time in this issue to note just a few of the men who come to mind who make a contribution to this newsletter and to the issues for which we stand. No doubt I will leave out at least one other major contributor, and if so, then I will continue this next month. In the meantime, your applause please for ...

- ✧ **Bruce Philpott**, a past board member of a local Planned Parenthood chapter and a former Chief of Police, is flying to DC with partner **Cynthia Lloyd Jones** to join demonstrations to help keep women's reproductive rights in health care.

Neal Peterson, a proponent of and broker for Health Savings Accounts, reads this newsletter each month and is always on the lookout for articles on women's health, many of which are included.

Barry Allen, Board member of Fifty-Fifty Leadership, sends many articles from numerous sources, which we include as space allows.



- ✧ **The Women's International Film & Television Showcase** and The WIFTS International Visionary Awards -- now in their second year -- will celebrate the talent and accomplishments of women in the film and TV industry worldwide with special screenings and award ceremonies.

The Women's International Film & Television Showcase and The WIFTS International Visionary Awards -- now in their second year -- will celebrate the talent and accomplishments of women in the film and TV industry worldwide with special screenings and award ceremonies.

On Dec. 3, TheWIFTS will screen "The Stoning of Soraya M." to honor TheWIFTS Humanitarian Award recipient Shohreh Aghdashloo for her outstanding contribution to the women's rights movement. Directed by Cyrus Nowrasteh, written by Betsy Nowrasteh and starring Aghdashloo, the pic is based on the true story of a village's persecution of an innocent woman that becomes both an act of witness and a parable about mob rule. The film will be followed by a Q&A with Aghdashloo and others involved in the making of the movie.

Other films participating in the lineup are "We are Half of Iran's Population," from Iran; "Tapestries of Hope," from the USA; "Native Dancer," from Kazakhstan; "Sidewalk Sisters" and "The Shore," from Turkey; "When Clouds Clear," from Ecuador; "Madri" and "The Man Who Loves," from Italy; and "Orgasm," from the U.K.

L.A. Times columnist Patt Morrison will head the jury for The WIFTS, which will bestow trophies for best film, best director and best actress as well as a diversity award and a jury award. All films will be screened at the New Beverly Cinema located at 7165 West Beverly Boulevard in L.A.

[More Details...](#)

[Comment](#)



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FINAL WORDS

Former Secretary of State **Madeleine Albright's** new book, "Read My Pins," is flying off store shelves. The tome recounts how Albright used her collection of brooches as a diplomatic message, starting with an elaborate snake pin worn to meet Saddam Hussein after he blasted her as an "unparalleled serpent." "People want a little bit of fun in our all-too-often grim world," Albright said. "So why not foreign policy with a nice piece of jewelry?"

*Enjoy the Holiday Season
From everyone at Fifty-Fifty Leadership*



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