



THE EQUALITY STANDARD January 2011

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

www.5050Leadership.org
818.243.2322

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IN THE NEWS

Dilma Rousseff, the new President of Brazil, said during her inaugural address, "I don't come here to extol my biography, but to glorify the life of each Brazilian woman. My supreme commitment is to honor women, protect the weakest and govern to all."



FIFTY-FIFTY LEADERSHIP EVENTS

Saturday, January 15

2:00 – 4:00 p.m.

A Woman with Wings: The Leader Within



A workshop on Leadership through journaling and creativity led by Patricia Varga, a 25-year veteran of publishing and media and also the founder of A Woman with Wings (www.womanwings.com)

The unique approach of this workshop to building Leadership skills

takes you on your own journey of creativity which will:

- Connect with your passions, dreams and desires
- Above all, connect with your unique leadership abilities and your wisdom within

Complimentary writing paper, Faber-Castell Artist Pens and Wings Intention Cards for each participant.

Location: 1017 S. Fair Oaks Blvd, 2nd Flr (Offices of PRI), Pasadena 91105

Donation: \$50

Space is limited ...so hurry!

First 10 to sign up will receive a leadership note and card package (retail value: \$20) with our compliments

[Click to Register](#)

Or call 818-243-2322



Be your own Valentine – How to Have a Healthy Heart



Dr. Vyshali Rao, Cardiologist and Medical Director of the Women's Heart Program at Huntington Memorial Hospital will speak to us about the #1 killer of women – heart disease – and what we can do to prevent it.

DATE: Tuesday, February 8th

TIME: 6:30 – 8:30 p.m.

DONATION: \$10 for Members

\$15 for General Public

*Includes complimentary copy of
"Healing Hearts; A Memoir of a Female Heart Surgeon"
by Kathy E. Magliato, M.D.*

LOCATION: Luna Playhouse, 3706 San Fernando Road, Glendale, 91204

Reserve your seat today: Tickets@5050Leadership.org or 818-243-2322



3rd Annual Women of the World Awards
Saturday, March 12th
1:30 – 4:00 p.m.
Brookside Golf Course, Pasadena

March is Women's History Month; World Leadership Day is celebrated, and We will be honoring three outstanding women who are inspiring in the difference they are making:



Andrea Herz-Payne founded Aid Still Required because she knew that areas of the world that suffer devastation, such as Indonesia, Haiti and Louisiana, need more help than is given during the short time that the media are focusing on them. Aid Still Required brings hope to the people in these areas.



Tracy McCubbin co-founded OneKidOneWorld because there were too many children in developing countries who do not have what they need to succeed. OneKid OneWorld's goal is to provide an education to children in impoverished communities through the creation of academic and athletic programs. OneKid OneWorld ensures the sustainability of these programs by rebuilding schools using green technologies and forging partnerships with U.S. students, instilling in them a lifelong commitment to social responsibility. One soccer ball and one notebook can have a profound affect on the lives of kids who have nothing.



Concerned at the imbalance between coffee producing countries and coffee consuming countries, **Mireya Asturias Jones** is helping women in coffee-producing countries become more independent and prosperous. She connects North American consumer coffee industries to women producers in Latin America through the International Women's Coffee Alliance. By mentoring women in coffee producers, she helps strengthen their leadership and technical skills. She is currently expanding her efforts to East Africa and Japan by sharing her best business practices there. To date, there are more than 20 chapters forming, representing upward of 3,000 women directly impacted by the programs.



To **reserve** your place today, for information on **Sponsorships**, or
To reserve space for an **advertisement** in the Program Guide -
Email: WOW@5050Leadership.org
Or call: **818-243-2322**



NEW YEAR'S RESOLUTIONS

Is one of your resolutions this year to volunteer?

If so, here's some ideas for volunteering with Fifty-Fifty Leadership and an opportunity to meet us and find out more -



Leadership Circles Team

Call or email now!

This year we will be starting our Leadership Circles, small, powerful training programs to build leadership skills. To complete development, promote and implement them we need -

- Find and follow up with venues
- Program development
- Mentors
- Mentor Coordinator
- Participant liaison
- Liaison with Promotions Team
- Outreach to organizations with our target audiences

Event Planning Team

Call or email now!

Do you love to give parties? Are you detail-oriented? Do you love working on a team? We have two teams, one for our Annual Women of the World Awards in March, the other team for other events throughout the year

- Find venues, follow up with them
- Find and follow up with resources – vendors, speakers, creative, entertainment, etc
- Volunteer coordinator
- Help on the day of the events
- Finding silent auction and raffle items
- Putting out flyers, postcards
- Anything and everything that needs to be done!

Promotions Team

Call or email now!

*Do you have experience in any part of public relations?
We have openings for volunteers to -*

- Write Press Releases

Contact/ follow up with the media
Increase our social network visibility

Fundraising

Call or email now!

Are you creative? Are you okay with asking people for things?

We have openings to help us expand our fundraising.

Affiliate programs ready to be added to our website and promoted

New affiliate programs set up

Campaign for special event sponsorship

Membership development and follow up

Following up with previous vendors, in-kind donors and more

Administrative

Call or email now!

Are you detail-oriented? Organized? Like to put things in order?

A whizz on the computer? We need help with our

Office organization

Following up phone requests

Helping volunteers feel good about the work they are doing

Supporting our other teams

Call 818-243-2322 or

Email Volunteers@5050Leadership.org

Or

**Join us for some social time
on Wednesday, January 12th**

7:00 – 8:30 p.m. at

Cherry on Top, 1299 E. Green Street, Pasadena

Bring your family and friends

***Enjoy some yogurt (no host), and mix and mingle
with other volunteers and members***

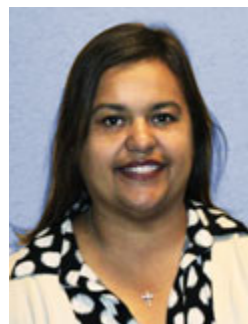


WHAT DOES LEADERSHIP LOOK LIKE

Our volunteers are a wonderfully varied group of people from around the world and this month we begin highlighting them.

This month is Annalee who has been volunteering with Fifty-Fifty Leadership for almost a year and now is Chair of our Love Yourself event coming up in May.

Annalee Siller



I am a Training Professional with more than 15 years experience in training and organizational development. Proven success motivating multiple groups to achieve corporate and personal objectives. Known for establishing and maintaining excellent work relationships with various levels of employees and departments, expertise with logistical

*planning and implementation, and personable demeanor.
Exceeds client and company expectations consistently.*

*I thrive in helping and teaching others - it's my passion and purpose!
I volunteer my time for worthy causes, help organize various projects,
I love to learn new things.*

*Hobbies: healthy cooking, spend time with family and friends, being outdoors,
networking, spending time with my dog.*



FREE TICKETS
to the Pasadena Museum of California Art
We have 4 tickets to the museum – value up to \$7 each –
that will expire on January 23rd.

Simply register for any event, subscribe to The Equality Standard
or become a member of Fifty-Fifty Leadership. First come, first served.

Email: Tickets@5050Leadership.org

Call: **818-243-2322**



Women Organizing for Justice Leadership Institute

~a free leadership development program for women~

~Formerly incarcerated women encouraged to apply~

APPLICATIONS WELCOME!

1st and 3rd Friday of every month
beginning January 21st- April 2011
All sessions 1-4pm, 958 E 108th St, Los Angeles, CA

Women Organizing for Justice is a leadership development program that seeks to increase the participation of formerly incarcerated and other women in the struggle for social justice. With a focus on criminal justice reform, the Leadership Institute serves to build our grassroots organizing skills and knowledge in order to grow the movement for Civil Rights and progressive social change.

Over the course of 4 months, the Leadership Institute will use a combination of interactive workshops, field trips, hands on practice, and book study to build a collective critique of the criminal justice system, an understanding of how to organize for social justice, and a vision for our own leadership.

***Deadline for Applications: FRIDAY, January 7, 2011**

For more information, please contact Melissa at 323-357-8431 or
Melissa@anewwayoflife.org

LEADERSHIP INSTITUTE APPLICATION

Name: _____ Ph: _____

E-mail: _____

PERSONAL STATEMENT: Please attach a 1 page personal statement that tells us a little bit about yourself and explains: 1) how you heard about the Leadership Institute and why you want to participate; 2) what you hope to learn from the Institute; 3) any experience you have had in working for social justice

HOW TO APPLY: Return this form and your personal statement by email to: melissa@anewwayoflife.org or by fax to: 323-563-1889, or by mail to 852 E 91st St., Los Angeles, CA 90002



DID YOU KNOW...

☞ This Christmas season 15.5 million children in America are living in poverty — the highest child poverty rate the nation has seen since 1959.
Reported by Marian Wright Edelman, President of the Children’s Defense Fund

☞ The Centers for Disease Control and Prevention published its preliminary findings of the birth rate for America in 2009 showing that among American teenagers it is now the lowest in the 70 years since such records were kept. In 2009, 39.1 in 1,000 teenagers had a baby, down from 41.5 in 2008, a 6 percent decrease.

☞ “Beauty Sleep” More Than A Myth. To determine whether sleep deprived people are actually less attractive, researchers photographed study participants after a normal night’s sleep-8 hours-and again after being kept awake for 31 hours. They then asked untrained observers to rate the attractiveness of the faces in the photographs. Not surprisingly, people were perceived to be less attractive and less healthy when they were sleep deprived.



HEALTH

☞ According to a recent study involving more than 700 participants between the ages of 12 and 80 who were experiencing early signs of a cold, the popular herbal remedy Echinacea does not speed recovery or reduce the severity of symptoms like runny nose, sore throat, and cough. Though participants who were given Echinacea for five days reported slightly less severe symptoms and slightly shorter colds than those who did not receive the supplement, the difference was not statistically significant, meaning it could have occurred by chance. *Source - LBN Alert*

☞ A study of nearly 8,900 adults found that men and women who got married during the course of the study generally experienced a decline in cardiovascular fitness, as measured by a treadmill test. Women who remained single, meanwhile, showed a small increase in their fitness level over time, as did men who got divorced during the study. The findings highlight the influence of social factors on people's fitness levels. *Source - LBN Alert*



WOMEN AROUND THE WORLD

☞ The already precarious Women's Rights Movement in Afghanistan has to overcome yet another obstacle. Nasto Naderi, a notoriously controversial television host in Afghanistan, has come out with a series of comments condemning the country's women's shelters. Naderi claims that these shelters encourage behavior that violates Islamic law, although he has yet to show proof of such claims. Prior to his last statement, Naderi had shown footage of a family guidance center. He then showed footage of women who work for a program called Women for Afghan Women entering their offices. Despite the fact that no one has substantiated Naderi's claims, his recent campaign has those who work at the shelters both nervous and defiant, says [a new article on The Daily Beast](#).

☞ A South African woman in Dubai is one of the newest victims of international anti-abortion laws, as she serves the final weeks of her six month jail sentence for procuring an abortion. The hotel employee, who has been identified in news reports as MB, was discovered to have obtained an abortion after checking into a hospital due to hemorrhaging.

According to Hotelier Middle East, MB was impregnated by a hotel guest, and aborted the fetus at four months by taking pills given to her

by a friend. When she went to the hospital for complications, she was then reported to the police both for the abortion itself and for violating sharia law by having sex outside of marriage.

Although the jail sentence and deportation seem like a heavy punishment, MB appears to be fairly lucky in that respect. The publication states that the maximum sentence was five years in prison, as well as 100 lashes.



SUBSCRIPTIONS

Annual Subscription: \$15

[Click Here to Subscribe/Donate Online](#)

Send your check, payable to Fifty-Fifty Leadership to:
P.O. Box 11202, Glendale, CA 91226

Questions? Call 818-243-2322



EVENTS

Tell us about events in YOUR area that we can post here.



Sunday, January 9

2:00-4:00 p.m.

Meet Feminist Press founder

Florence Howe

Ms. magazine would like to invite you to join Gloria Jacobs, Carol Jenkins and Katherine Spillar at our editorial offices to celebrate Feminist Press founder Florence Howe and the release of her memoir, "A Life in Motion."—a tour de force on the international women's movement and the advent of women's studies. What better way to sum up our history and launch our future than to spend the afternoon with Florence as she shares her life story as an activist, scholar and publisher.

THIS EVENT IS FREE.

433 South Beverly Drive, Beverly Hills, CA
(Between Olympic Blvd & Pico Blvd; ample free parking.)
RSVP required at 310-556-2515



Thursday, January 13, 2011

1 PM to 3 PM

**Commission hosts Geena Davis and
Jennifer Siebel Newsom in Briefing at Capitol**

Location: State Capitol, Room 112, Sacramento, CA
The California Commission on the Status of Women
invites you to attend a briefing on two important issues:

Startling Research on the Gender Message the Media Send Children
Presented by Actor and Commissioner Geena Davis

Geena Davis will discuss some startling findings on the
impact of media images on children. The Geena Davis

Institute on Gender in Media has sponsored eye-opening research on the subject, and works with entertainment creators to reduce stereotyping and improve the gender balance kids see.

Correcting Media's Misrepresentations of Women
Presented by Actress, Filmmaker, and First Lady of San Francisco Jennifer Siebel Newsom

Jennifer Siebel Newsom, director of the official Sundance documentary selection, *Miss Representation*, will present her findings on the media's limited and often disparaging representations of women. Media's inequities on and off-screen have fed a cultural backlash against women's advancement and contributed to the increasing violence against women and girls. The *Miss Representation* team--in collaboration with its coalition of educators, advisors, and partner organizations--will propose ways California can lead the nation on educational policy and socially responsible business practices that will curb mainstream media's damaging effects on our culture

The Commission on the Status of Women will hold their business meeting prior to the briefing, from 10 AM to Noon in the same location.



Wednesday, January 26

5:15 – 7:00 p.m.

AMINATTA FORNA

In conversation with Clare Winterton, Executive Director, International Museum of Women

From human rights in Africa, to the importance of education for girls and boys, hear from one of contemporary Africa's most important and perceptive chroniclers as she joins us to discuss her newest novel, *The Memory of Love*. Set in post-colonial Sierra Leone a few years after the civil war, *The Memory of Love* is a breathtaking view of modern Africa through the eyes of both insiders and outsiders who struggle to cope with the aftermath of a war waged against and among civilians. Fornata's novel depicts a deeply hopeful and universal story about love and human resilience.

Aminatta Fornata was raised in Sierra Leone and the United Kingdom. She is the author of several books. She has produced and presented several television documentaries, and her journalism has appeared in major newspapers and magazines.

In 2003, Fornata helped build a primary school in her family's village of Rogbonko, where she is also working to establish a cashew plantation.

This special event is presented in partnership with the World Affairs Council of Northern California.

World Affairs Council Auditorium

312 Sutter Street, Second Floor

San Francisco, CA

General Ticket \$25

Members \$15

Students/Low Income \$5

FOR MORE INFORMATION

Visit: www.imow.org

Email: events@imow.org

Call: 415.543.4669 x 27

Friday, February 4

8:00 – 4:00

**Violence Free Teens Conference
Presented by Peace Over Violence**

Location: California Endowment, 1000 North Alameda Street
Los Angeles, CA 90012
Fee: \$65.00

This conference will demonstrate why middle school matters within the rubric of violence prevention; how issues of intimate partner violence, family violence, gang/street violence and are interrelated; and why we must all be involved in promoting healthy relationships among youth.

A keynote presentation will be given by Dr. Linda Chamberlain on adolescent brain development and youth leadership, pulling on Dr. Chamberlain's expertise in working on youth development and violence prevention, particularly in the areas of sexual and domestic violence. In the closing plenary, Start Strong Boston will present their Breaking Up Summit to both adult and teen attendees. This interactive discussion will focus on healthy and positive ways to end relationships and building skills with a cross-generational perspective. This year also marks the first designated youth engagement track at the conference. During these youth sessions, teen leaders will develop a multi-media piece, prevention education campaign, or policy plan to share with the conference attendees and further hone their leadership, collaboration, and prevention education skills. Youth leadership is key to moving the field forward toward substantive prevention practices.

Workshops:

Premier Screening of Taking Control
Social Marketing for Prevention
Parenting and Parent Engagement for Healthy Relationships
Youth as Policy Advocates
Middle School Leadership
Start Strong Bronx Teen Advisory Board
Social Marketing Tool for Pre-Teens and their Parents
Linking Teen Dating Violence across Disciplines and Communities

Questions: emily@peaceoverviolence.org
[Register here](#)



FINAL WORDS

As we take on the new year with new intentions and goals, here's words to inspire you from two women who have made a difference:

“Not accepting who I was created to be. Fought it for years, accommodating other’s small visions and mindsets so they didn’t feel so threatened around me. From a very young age I wanted to own a million dollar company. In the 60’s when I was a little girl, this was unheard of. But God had put a dream into my heart. At 46, I’ve built

11 companies, all 6 & 7 figures, fighting the “inside voices” that held me back for so long. Do I have the ‘voices’ still? Yes, but it confirms I’m on track, rather than off.”

Sandi Krakowski

(CEO & Founder of A Real Change International, LLC)

“The river is constantly turning and bending and you never know where it’s going to go and where you’ll wind up. Following the bend in the river and staying on your own path means that you are on the right track. Don’t let anyone deter you from that.”

Eartha Kitt



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