



THE EQUALITY STANDARD

July, 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



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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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IN THE NEWS

President Obama on Wednesday signed a measure awarding the 300 surviving **Women Airforce Service Pilots** from World War II the Congressional Gold Medal.

The bill passed by both chambers of Congress bestows one of the nation's highest civilian honors on the group known as WASPs more than 60 years after they were the first women to fly U.S. military aircraft.

"The Women Airforce Service Pilots courageously answered their country's call in a time of need while blazing a trail for the brave women who have given and continue to give so much in service to this nation since," Obama said in a statement. "Every American should be grateful for their service, and I am honored to sign this bill to finally give them some of the hard-earned recognition they deserve."

All Girl Disco Opens in Turkey, Neeha Mujeeb reports.

Turkey is a country where the Islamic and non-Islamic factions co-exist peacefully giving rise to new options for both parties Many businesses have found a way to cater to the religious in a way that gives them the high of partying while not degrading their values.

Shah Inn Paradise resort in Turkey's beach city of Antalya has opened a ladies only disco as part of its facilities. Like any other disco it opens late, at 10 in the night, and closes at 4 in the morning, complete with a dance floor and bar. Of course, the bar only serves soft drinks and mocktails as ladies dance to the latest Turkish pop hits, also provided by a female DJ.

As consumption patterns change, many are targeting the religious crowd, giving recreation, especially holidays a new meaning from ladies only beaches to single sex gyms and discos.

A disco such as this changes the regular dynamics of partying, as it removes flirting, and general mixing of the two sexes. But this is the very reason religious crowds feel more at ease engaging in late-night dance.

More than anything else, the disco raises questions of whether this is an effort by religious groups to isolate themselves or to better merge into society at large.

Circus Vargas to Give Free Tickets to Anyone Unemployed in California!

With unemployment in California over 11 percent, **CIRCUS VARGAS**, America's Favorite Big Top Circus, is doing its part to help those hit hardest by the economic downturn and will allow those who are unemployed to bring their families at no charge to any of the locations where Circus Vargas will be performing in the San Francisco Bay area now through August 3 and in the Los Angeles area throughout the fall.

"The economy has hurt so many people lately and has affected our business as well," said Nelson Quiroga, President of Tabares Entertainment which operates Circus Vargas. "As a family show, we are very sensitive to the economic situation and how it affects the local communities. We know that many people can't afford to take their families for entertainment like Circus Vargas so we want to help them when they need help the most."

Free tickets can be received on the day of the show from the Circus Vargas Box Office. To receive the tickets, patrons should bring their layoff notice from their job or a stub from their unemployment check to demonstrate that they are unemployed. Each person will receive four general admission tickets. Circus Vargas is now in the San Francisco Bay Area, as it celebrates its 40th Anniversary! Tabares Entertainment is presenting an entirely new production for 2009 stressing **FUN** family entertainment, starring performers from all over the world, working together under a beautiful striped Big Top in a spectacular extravaganza!

"Circus Vargas has presented more shows in California over the last 40 years than any other touring family show and this is one way we can give back to the people of California who have allowed us to prosper," said Quiroga.

Circus Vargas will be performing at the Great Mall in Milpitas, July 2-6, Westfield Oakridge Mall in San Jose July 9-13, Eastridge Mall in San Jose July 16-20, Hilltop Mall in Richmond July 23-27, and Newpark Mall in Newark July 30-August 3. Following its Bay Area tour, Circus Vargas will continue in the Los Angeles area in the fall.

More information about Circus Vargas can be obtained at www.circusvargas.org, on the phone at 877-GOTFUN-1 (877-468-3861) or at the circus box office.



WOMEN IN BUSINESS



Thanks to Barbara Rocha, Presentation Skills Trainer, Speaker and Author of "Getting Over Yourself: A Guide to Painless Public Speaking and More," for letting us know about Chic Entrepreneur:

So my 22 year old cousin texted me from out of the blue earlier this week to say she was headed through Atlanta the next day on her college kid cross country summer tour. She wanted to see if I could take off work and hang out reminding me once again of **the joys of Chic Entrepreneurship**.

I don't know about you, but when the weather starts to get nice, I find myself eager to get out of the office and enjoy it. One of the best parts of being an entrepreneur is that you are in charge. You have the **ability** and **flexibility** to create a schedule that works for you. Similar to Tim Ferriss's 4 Hour Workweek, I've created a **Chic Schedule** for myself. After all, what's the use of being the **head honcho**, if you can't head on over to the beach, the park, the golf course, the tennis courts, or your girlfriend's house on a Friday morning instead of heading to the office.

As a Chic Entrepreneur, you know about **succeeding in style** - your own personal style. Use these **Chic Tips** to continue to lead, conquer and enjoy.

- **Chic Tip: Prioritize based on Big Picture Impact.** Not all To Do's are created equal. Don't let the \$10,000 thing eclipse the \$100,000 thing. Mentally assign a dollar value to the successful completion of each task on your list and tackle the big things first.
- **Chic Tip: Get in Early and out Early.** The most productive people I know are up early, in to work early, and gone for the day early. They often report that they find the first 2 hours of the day to be their most productive time. While others are checking the spam filter, catching up on the weekend gossip and drinking coffee, these productivity queens are plowing through full speed ahead.
- **Chic Tip: Organize and Publicize your Chic Schedule with Pride.** Make your staff, your clients and anyone else who needs to know, aware of your new Chic Schedule hours in advance. This will help you avoid looking like you are playing hokey or slacking off, and instead position your new hours as the result of your brilliant time management skills.
- **Chic Caution: Say no to Guilt and Enjoy your time off.** Working long hours is a paradox of productivity. Ask anyone whose 80 hour weeks left them laid up in the hospital out of commission. There is nothing Chic about being a workaholic. With stress related illness on the rise, it is much more stylish these days to live and work in balanced harmony.
- **Chic Tip: Make Yourself more Productive in the office by Spending More Time Out of the Office.** Most 'idea people' report getting their best breakthroughs - out of the office. Nature, relaxation, laughter with friends, physical exercise, meditation, or a simple change of scenery are all ways to stimulate creativity ... banging your head up against the office walls? .. yeah, that's not one of them.
- **Flaunt your Decision to make Work, Work for You.** The attitude of ease and the confident air of person who is in control of her time, rather than one who lets time control her, are an outward display of your growing leadership ability. By being more well respected and influential, you will get more done.

Help Chic up your network and tell a friend to sign up for Chic Tips today.

[Find out more about Chic Entrepreneur here](#)

🌸 Noted Retailer and Author To Blog for Gift and Home Channel

Carolyn Howard-Johnson, a frequent contributor to *The Equality Standard* and an award-winning author will be bringing her nearly three decades of retailing experience to the Gift and Home Channel (www.gifthomechannel.com) with her the inauguration of her new blog, *The Frugal Marketer*.

Ray Gaulke, Director Of Strategic Partnerships, says "We know that retailing is a lonely business and Carolyn's wealth of knowledge on the keys to small business success will grow a retailers self-confidence and make them feel they are part of a growing community of success"

Howard-Johnson's newest book, *A Retailer's Guide to Frugal In-Store Promotions: How To Increase Profits and Spit in the Eyes of Economic Downturns with Thrifty Events and Sales Techniques* was just launched at the National Stationery Show (<http://www.nationalstationeryshow.com/>) at Javits Center New York. She also writes for that show's newsletter, *Paperclips*, edited by gift industry strategic marketer, Debra Gold or Gold & Co. (<http://www.goldsco.com/index.html>).

In addition to founding and operating stores ranging from home décor to gifts to antiques and other collectibles, she owned and operated the souvenir shop at the world renowned Santa Anita Race Track. She has served on the boards of directors of the malls where her stores were located, the boards of cooperative catalogs her stores utilized, and periodicals like *Gift Beat*. She also served on the California Gift Show board of directors.

Howard-Johnson also applies her experience in journalism, public relations, and publishing, to this new resource for retailers and vendors at Gift and Home Channel.

Randy Eller, a nationally known speaker on the conference and tradeshow circuit and President of Eller Enterprises says, "In thirty-five years in the industry, there are only a handful of retailers I have observed reach the success level of Carolyn Howard-Johnson. There is only one thing you need to learn from her to succeed . . . everything she says!"

Howard-Johnson was named Woman of the Year in Arts and Entertainment by members of the California Legislature. The American Business Women's Association (ABWA) Impact Council also named her Woman of the Year and Pasadena Weekly honored her for literary activism. She is featured on national commercials and teaches marketing for UCLA Extension.



Learn more about the author at www.HowToDoItFrugally.com. She tweets for retailers at www.twitter.com/frugalretailing

Preview *A Retailer's Guide to In-Store Promotions* at <http://www.amazon.com/gp/product/1441467246/>. It is also available as a Kindle book at <http://www.amazon.com/gp/product/B0021AEXU0/>.

To find the new blog, just type *The Frugal Marketer* into the search box on the home page at www.gifthomechannel.com.



HAVE FUN, MAKE A DIFFERENCE

My coach recently told me I have to socialize as part of my business planning in my other life as a COO4Rent. Instead of work, work, work, I have to get out and have fun. After I checked him for signs of him being an alien being, I agreed to take it on. When I was thinking about what I would do, it occurred to me that there are lots of small events I would love to put on for Fifty-Fifty Leadership but have lacked the time or sufficient volunteers to help me.

Then I came up with an idea. What if I picked out one or two things each month that I would like to attend/participate in/go to, invite all of you, and add just \$5 per person to the price of the event as a donation to Fifty-Fifty Leadership.

So for instance, the first Thursday of the month, the Huntington Museum and Gardens has free entrance. So we could meet and walk around the exhibits, see the new Chinese Garden, and all it would cost us is \$5 each while we are having fun!

Or we could go to one of the Pasadena Magazine functions – such as a recent pool party at the Huntington for which they charged \$20. So an evening of schmoozing and dancing can be had for \$25 – while making a difference for Fifty-Fifty Leadership!

We recently went to Cal Tech to hear Jackson Katz – a free event that would have brought \$25 to Fifty-Fifty Leadership because there were five in our group.

Like the idea? Watch for the first events coming up in September. In next month's Equality Standard, out at the beginning of August, we will have the first events listed.

If there is a particular event or type of event you are interested in, I would like to hear about it. If you live in another part of town or another part of the country – as many of you do – consider doing this as a way to raise money to help start a Leadership Circle, finance completion of our database of conferences for women, and more.

With so many people out of work, business down, or just afraid of when this sour economy will sweeten again, many people have curtailed their philanthropy. This is an easy way to be nice to yourself – we all need to have fun – and to know that you are helping others as well as yourself.

Send me an [EMail](#) or call me at (818) 243-2322 with your ideas



PEACE OVER VIOLENCE

Peace Over Violence recently launched Start Strong Los Angeles, part of the largest national initiative aimed at 11-to 14- year-olds to promote safe and healthy relationships and prevent teen dating violence and abuse. Eleven communities across the country are participating in identifying and evaluating the most promising pathways to stop dating violence and abuse before it starts.

POV will work with parents, teachers and youth on healthy relationships, while also collaborating with community partners in this initiative, USC Institute for Multimedia Literacy (IML), El Centro del Pueblo and the Los Angeles Unified School District (LAUSD).

Start Strong is the largest national initiative ever funded targeting 11- 14 year-olds to prevent teen dating violence and abuse. Start Strong will rally entire communities in a public health effort to build environments that support healthy relationships and ensure violence and abuse are never tolerated.

Download the entire fact sheet document by [clicking here](#).
For more information on the Start Strong initiative, [click here](#).

Contact: Peace Over Violence 213.955.9090 www.peaceoverviolence.org



MOVIES: FOR WOMEN, BY WOMEN, ABOUT WOMEN

Women's ENews has an article about many films that are about women's lives, such as an autobiographical documentary of Agnes Varda, the French filmmaker known for "Cleo from Nine to Five" and "The Gleaners," among other classics which opens at the IFC Center in New York City on July 1.

Then there's the movie, "My Life in Ruins" starring Nia Vardalos (remember "My Big Fat Greek Wedding"?) "I Hate Valentine's Day" which debuts in July, is a romantic comedy written and directed by Vardalos.

Opening on July 3 is "Lion's Den" ("Leonera"), an Argentinean film that focuses on Julia (Martina Guzman), a woman who is charged with killing her lover and is sent to prison. There she discovers she's pregnant and delivers a son, who becomes her life's sole preoccupation. The film was shot in a real prison.

Director Lynn Shelton's new film – she produced and directed it - comes out July 10 is "Humpday," a humorous "bromance" in which two heterosexual young men decide it would be 'radical' if they made a porn film about having sex with each other.

On July 15, mothers, in particular, might be tempted by the blockbuster "Harry Potter and the Half-Blood Prince," the sixth cinematic installment in the series of novels author J.K. Rowling began writing as entertainment for her daughter.

"Homecoming," opening July 17, was written by Katie L. Fetting, This is her second film.

"A Women in Berlin" ("Anonyma - Eine Frau in Berlin") is based on a woman's diary, the film is a compelling drama about survival and sexual abuse in post-WW II Berlin.

"The Ugly Truth," opening on July 24, is a Robert Luketic (he directed "Legally Blonde") chick flick, cleverly penned by Nicole Eastman and Karen McCullah Lutz

On July 31, look for "Lorna's Silence." This dark, brutal psychological drama won the prestigious "prix du scenario" at the Cannes Film Festival.

To read the whole article, [Click here](#)



CAMP ROSIE

The Commission the Status of Women's business and leadership skills development camp, Camp Rosie, is accepting applications from Glendale, California female students ages 13 – 19.

Space is available for the final session, from August 3rd to 21st at the Pacific Community Center, 501 S Pacific Avenue. Girls from low-income families may apply to the free camp no later than July 15th. The

three-week day camp will include instruction in financial literacy and entrepreneurship, self-awareness and interpersonal skills, communication techniques, healthy relationships and teen dating safety skills, fitness and nutrition and self defense.

Applications are available at www.ci.glendale.ca.us/women or by contacting Christine Baboosian at (818) 548-4844



WRITING WOMEN BACK INTO HISTORY

The National Women's History Project has selected ***Writing Women Back into History as their theme for Women's History Month next year*** To recognize the 30th Anniversary of

President Jimmy Carter issuing, in 1980, a Presidential Proclamation declaring the week of March 8th as the first National Women's History Week. Seven years later, it became National Women's History Month. The National Women's History Project is launching a special campaign to encourage celebrations in our nation's schools, communities, and workplaces throughout the year.

This is a time to recognize the decades of progress and to become acquainted with the individuals and organizations that have kept our history alive and acknowledge their ongoing efforts to never again let women's accomplishments be relegated to a footnote. Now, more than ever, the work of this movement needs to continue and expand. Each new generation needs to draw information and inspiration from the last. It has been an amazing journey and one shared with countless others.

In the early eighties, the topic of women's history was limited to college curricula and even there it languished. At that time, less than 3% of the content of teacher training textbooks mentioned the contributions of women and when included, women were usually written in as mere footnotes.

Women of color and women in fields like math, science, and art were completely omitted.

The essential role schools play as the major transmitter of cultural values made this omission all the more problematic. This limited inclusion of women's accomplishments served to reinforce the idea of women's secondary status and deprived students of viable female role models.

Today, when you search the Internet "women's +history + month" you'll find more than 40,500,000 citations. These extraordinary numbers give testimony to three decades of the tireless work of thousands of individuals, organizations, and institutions to **write women back into history**.

In celebration of this 30th Anniversary, the National Women's History Project is inviting women's history performers, authors, filmmakers, and other creative individuals, as well as organizations, historic sites, and museums, unions, and work groups, school groups, military units, universities and women's history programs as well as parents, grandparents, and interested individuals to join us in recognizing women as a force in history.

For the full listing of ways to join our Writing Women Back into History Campaign visit [Celebrating 30 Years WWB](#).



WOMEN AROUND THE WORLD

I often hear from readers that they appreciate all the information in The Equality Standard. I am particularly delighted when I get copied on letters like this one where the reader thought of an action she could take to pass information on that would make a difference. This was sent to the

Executive Director of the Armenian National Committee after Stephanie read the article on the plight of Silva Harotonian:

I thought of you when Pauline Field's newsletter, The Equality Standard, included the story about Silva Harotonian, an Iranian citizen of Armenian descent, who is sitting in an Iranian prison. Perhaps your organization is working to make her story known and is garnering support to right her situation. But if not, I felt you might consider doing this.

The website Silva's relatives have created to provide information about her situation is www.freesilva.org People can also sign an Appeal on Silva Harotonian's behalf on this site. Stephanie Schus

🌀 "Women in Peacekeeping: The Power to Empower," is a multimedia exhibit in the visitors' lobby of the United Nations that runs through August 4.

Women are 8 percent of the U.N. police and 2 percent of its military personnel. Approximately 113,000 women work in military, police and civilian capacities in 18 missions around the world, with 117 countries contributing people to these efforts.

Some of the reasons advocates say more women are needed: Women in conflict zones tend to feel more comfortable confiding in other women, and children relate more easily to female peacekeepers. This is especially true when rape has been wielded as a tool of war.

Women are also expected to aid the expanding roles that peacekeeping missions play: fostering community dialogue and reconciliation, promoting human rights and the rule of law and encouraging citizens to participate in elections.

"There are still far too few women peacekeepers," U.N. Secretary-General Ban Ki-moon said in a May 29 ceremony memorializing the 132 peacekeeping personnel who were killed last year, 10 of them women.

The exhibit's photos depict women peacekeepers in action, disseminating information to the public through the media or speaking publicly, interviewing refugees in Darfur, providing security in Sierra Leone, providing medical care.

[Read More...](#)

🌀 SOPHIA 2010 World Conference



[Purpose: This is a major world conference to achieve global goals to improve social conditions, preserve nature and honor spirituality towards a peaceful, prosperous and sustainable world.](#)

[BECOME A MEMBER OF SOPHIA FOR ONLY \\$20.10.](#) May 25-29, 2010, Location: Sophia, Bulgaria

PAVE's Executive Director, Angela Rose, was appointed the Co-Chair for the Ending Violence and Human Trafficking track of the conference. The founder of the Sophia World Conference is Dr. Linda Stillman who was been involved with the UN for over 20 years.

[Visit Sophia's website...](#)

🌀 As many wars and conflicts continue to devastate communities and cultures throughout the world, one organization is working to empower women on the road from "victim to survivor to active citizen".



[Women For Women](#) is offering a one-year program for women left with nothing in post-conflict regions. Click [here](#) to learn more or sponsor a woman on her healing journey.



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Leadership Circle Scholarships: \$50

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P.O. Box 11202, Glendale, CA 91226

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FINAL WORDS

In paraphrasing the Declaration of Independence, our great foremother, Elizabeth Cady Stanton said,

“We hold these truths to be self-evident, that all men and women are created equal.”

Declaration of Sentiments, First Women's Rights Convention, Seneca Falls, New York , July 19-20, 1848

Happy 4th of July – Independence Day – To You All



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