



Louisiana Federation of Business & Professional Women's Clubs, Inc.

Letter from the President

Greetings to the members of the Louisiana Federation of Business and Professional Women!

Thank you for being a member of our Federation. As a member of Business and Professional Women, you are a member of an organization that welcomes and encourages your involvement, represents your interests nationally and at the state level through advocacy and programs, gives you exclusive membership benefits through affinity programs, and provides opportunities for networking, personal growth, and professional growth. Without your support, we will not achieve the goals that have been set for this coming year. There has already been much behind-the-scenes planning for 2010-2011; planning started in November, 2009.

The first and foremost goal for BPW/LA this year is membership recruitment and retention. Many of the plans for 2010-2011 contribute toward this goal. We are providing a suggested annual LO program list and LO resources to aid LO's in program planning that will attract and retain members. Data demonstrates that 'if you offer consistent value and relentlessly publicize, they will come and they will come back to BPW.'

Second, revitalization of the Young Careerist[®] program will revitalize our organization through the addition of younger members, mentoring opportunities for our current members, and networking opportunities for all.

Third, we have planned a comprehensive publicity program aimed at spreading the word throughout our state of the mission of BPW, the benefits of belonging to our organization, our scholarship program, the YC[®] program, our Signature events (Equal Pay Day and National Business Women's Week), our Mid-Year Board meeting, and our 2011 State Conference. We have a great story to tell; we can all be ambassadors for BPW.

Fourth, we will continue our program of advocacy, education, and information as put forth in our State Legislative Platform. We will encourage our members and the public to learn about the legislative and regulatory proposals and participate in advocacy efforts on legislation which will affect the lives and careers of Louisiana working women.

It sounds like a very ambitious program, doesn't it? However, I recently came across a quote from Michelangelo that is quite pertinent. "**The greatest danger is not that our aim is too high and we miss it, but that it is too low and we reach it.**" The time for stretch goals is now, because the future of our organization depends upon our success during this coming Federation year. Yes, we have hard work ahead, but, "Inspired and Empowered Women Can Transform Their World." When I reflect on the women in history that have gone before us, and when I see the members of our organization today, I know that if we work together, we can achieve these goals.

The BPW mission is still very relevant today. I look forward to this coming year, to working with each and every member, and wish success to each and everyone in the local organizations and at-large.

Peggy Wells