

SBWPC NEWSLETTER • Spring 2011 Edition

BOARD OF DIRECTORS

Beth Schneider
Board President

Yesenia Curiel
Vice-President, Policy

Elsa Granados
*Vice-President,
Organization*

Carol Keator
Chief Financial Officer

Karena Jew
Secretary

BOARD MEMBERS

Esther Aguilera

Jane Gray

Lisa Guravitz

Hathor Hammett

Sharon Hoshida

Jacqueline Inda

Mary Rose

Kate Silsbury

Olivia Uribe

Silvia Uribe

Nancy Wahl

PRESIDENT'S MESSAGE



ECONOMICS MATTERS & FEMINIST POLITICS

"Economics always matters in the political world and it will matter tremendously in the 2011 Santa Barbara City Council election and for all those 2012 races in which the SBWPC will be involved (Congress, Supervisorial Districts, School Board)."

In the last six months, the threat to women's economic standing has gotten less media attention and less direct political activity than the very obvious targeting of women's health and reproductive freedom. How women understand the political world, whether they vote and how they vote, are based on a keen sense of what works and what doesn't for their economic health and that of the families for which women are responsible. Economics always matters in the political world and it will matter tremendously in the 2011 Santa Barbara City Council election and for all those 2012 races in which the SBWPC will be involved (Congress, Supervisorial Districts, School Board).

Most talk of budget cuts don't explicitly discuss women or women's issues, but much of what is or might be cut is gender-specific and has direct implications for women. Women are hit by budget cuts in multiple ways. Women account for half the work force, but pay gaps persist at all levels of education, with women earning 75 percent as much as their male colleagues and older women in the work force face even greater disparity. Additionally, a huge percent of working women are employed by the government in sectors earmarked for cuts such as education, health care, and social services. Moreover, attempts to undermine the strength of unions are a direct attack on workers' rights, and women's rights specifically, since

continued on page two

Welcome, New SBWPC Members!

Please join us in welcoming ...

Kathleen Barry • Blanca Flor Benedict • Hilary Campbell • Christine Dillard-Deherrera • Eric Friedman
Suzan Garner • Susan Zalon Green • Allison Grosfield • Tara Haaland-Ford • Lois Hamilton
Gretchen Hewlett • Joanne Orput • Suzanne Peck • Christina Pizarro • Jeannette Sanchez- Palacios
Angela Sells • Reyne Stapelmann • Luis Jose Stephens • Alatheia Tyner Paradis • Pamela Zwehl-Burke

President's Message continued

revoking collective bargaining rights of state and local workers will disproportionately affect women.

Because women are more likely than men to be poor, old, and/or caring for children or relatives, women are the major recipients of social services programs, many of which legislators have cut dramatically and are threatening to cut again. The omnipresent wage gap makes women especially dependent on Social Security, Medicare and Medicaid. These programs keep millions of middle class women and children out of poverty, and are one of the reasons a majority of voters support these programs. Finally, cuts to programs like Women, Infants, and Children (WIC) Feeding program and the Maternal and Child Health Block Grant directly harm poor women and serve to undermine progress made over the last 4 decades.

Employed or not, educated or not, women rely on social programs, now more than ever to supplement their incomes and provide for their families. In this period of slow economic recovery, women are not faring well. Women accounted for

one-third of the jobs lost in the recession; men have picked up 90 percent of the job gains. The wage gap makes it even harder for women to manage. And women of color, subject to race and gender wage discrimination, are even more at risk.

Cutting these programs to "balance" the local, federal or California's sorrowful budgets will not reap the short or long-term gains needed for a recovery. Instead, along with cuts to family planning, cuts will result in more ill health, more joblessness, and more poverty for women and their families. I know it may sound like old-fashioned feminism to ask how a bill or a plan will help or harm women. But, I find myself urging all of us to continue to press our council members, supervisors, legislators, and congressional representatives to preserve the social programs that help women and their families survive as they work on managing their respective budgets. It is worth remembering that economic measures that harm most women are measures that are harmful to the social justice SBWPC aims to achieve.

— *Beth Schneider*

SBWPC Board President

SBWPC 2011 ANNUAL MEETING BRINGS RENEWED COMMITMENT

Each year, the SBWPC has an annual meeting, a time for good cheer, some organizational business, serious political discussion, and renewal of our commitment, typically with a program reflecting some of our goals and highlighting some of our local talent. The meeting in February this year with 50 members in attendance was a model of the character of these SBWPC events.

At the home of **Mickey and Dick Flacks**, President of the Board **Beth Schneider** thanked the outgoing members of the Board – **Mahsheed Ayoub**, **Sonya Baker**, **Maria Lopez**, and **Mary O'Gorman** (each received a special bouquet of flowers), welcomed reappointed board members – **Elsa Granados**, **Mary Rose**, and **Nancy Wahl**, and then introduced two new SBWPC board members – **Jane Gray** and **Kate Silsbury** (see bios on page 5) to learn more about them. The new and reappointed board members were approved by acclamation. The new Executive Committee was introduced – **Beth Schneider**, **Elsa Granados**, **Carol Keator**, **Karena Jew**, and **Yesenia Curiel**. In keeping with tradition, a request was made to the assembled members for nominations of others who might serve on the board; no new names were offered. The organizational part of the program ended with an introduction of all the elected women and men in attendance who we have endorsed over the years – **Margaret Connell**, **Doreen Farr**, **Salud Carbajal**, **Lois Capps** and former Assembly woman **Hannah-Beth Jackson**.

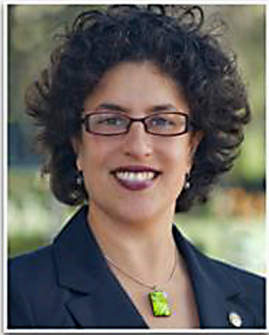


Congresswoman Lois Capps provided a brief talk on happenings in DC in the first month of the Republican-led House of Representatives. Then, newly elected Assembly member **Das Williams**, who was the featured speaker for the event, offered a lively description of his first months in office, followed by a Q+A with many questions about the fiscal future of California.

If this wasn't enough, young people from our local chapter of **City of Peace**, staged a collaborative poetry reading. The group is a nationally recognized non-profit organization that empowers teenagers to create safe, healthy and peaceful lives and communities. Using the performing arts as a vehicle, City at Peace is developing the next generation of engaged community leaders.

POLITICALLY SPEAKING...

by Helen Schneider



Santa Barbara Mayor, & SBWPC Past President

The Personal Side of the Political Process

Campaigning can be simultaneously exhilarating and a tireless, monotonous grind. This holds true for candidates as well as staff and key volunteers. Of course, every campaign must develop and follow a solid plan that includes the campaign platform, endorsement lists, fundraising goals, media buys,

and a field strategy. But what about the personal side of this political process? How can we work through the grind without getting burned out?

As Santa Barbara begins its next City Council race and looks towards the 2012 elections, here are some tips for current and future SBWPC members running for public office and their supporters that can transform the campaign plan from paper to reality to victory, while keeping us all sane in the process.

CREATE A KITCHEN CABINET. This is a group of people who want YOU to win, and whom you can absolutely trust. Some members should have political expertise, others can be local grassroots organizers, business leaders or a really good friend.

HIRE GOOD CAMPAIGN STAFF and then let them do their job – do not micro-manage them.

KNOW THE ISSUES. Interview lots of people and do this early - you will not have time to learn the ropes once the campaign is in full swing.

KNOW YOUR OPPONENTS. What makes you different from your opponents? Are they focused on one issue? Is their role one of a Bridge builder? Stirring the pot? Staying the course? How are they unique and attractive to voters?

KNOW YOUR AUDIENCES: Especially during candidate forums or public speaking engagements. Do you have a personal connection with the group? Is there a personal story you can tell that will resonate with them?

BE CONSISTENT. Avoid saying things that people want to hear if you don't believe it yourself. Rather than going for being liked, go for being respected. Most importantly, stay true to yourself.

ASK EVERYONE FOR SUPPORT. You'll never know who will say yes.

DEVELOP A SUIT OF ARMOR. If you take everything that people say about you (or see a quote in the paper or on a blog) personally, it will eat you alive. Laugh about it, if you can.

THANK YOUR SUPPORTERS. Do this more than you think is necessary.

THERE'S NO SUCH THING AS "OFF THE RECORD." The media can be both friend and foe. A reporter's job is to get people to read their stories, not to be your buddy or confidant. Make sure you are comfortable seeing whatever you say to a reporter in print.

TAKE TIME OUT FOR YOURSELF AND YOUR FAMILY. Take a beach walk. Hang out at home. Go to the movies! You may think you must attend every event, but sometimes it's okay to say no.

You can run the campaign or the campaign can run you. Stay focused, stay in charge, and as much as you can, enjoy the ride.

Lois Phillips, PhD Communications Consultant

Candidate Coaching • Conference Design • Media Skills • Speechwriting

2005 El Camino de la Luz
Santa Barbara, CA 93109
Office: (805) 962-8083
Mobile: (805) 637-3959
lois@loisphillips.com
www.loisphillips.com



MARY ROSE & ASSOCIATES

211 E. Victoria St. Suite A
Santa Barbara, CA 93101
Phone: 805.965.3952



Helping progressive causes & candidates since 1975
Free initial consultation for members of the SBWPC

mr@maryroseassociates.com

SBWPC 10th Annual Presidents Circle Luncheon

"FEMINISM IN THE 21ST CENTURY"

Friday, March 18, 2011

Montecito Country Club

Keynote Speaker, Kathy Spillar

This year's 10th Annual Presidents' Circle Lunch was an extremely well attended and successful event that brought together phenomenal women and men in our community to hear a dynamic, compelling and timely speaker, Kathy Spillar. The event MC'ed by Hannah-Beth Jackson, featured Ms. Spillar, the Executive Vice President of the Feminist Majority Foundation, the Feminist Majority as well as executive editor of Ms magazine.

Ms. Spillar delivered a "tour de force" speech which centered on the critical nature and relevance of women's involvement in politics and in the media. At a time when the century long struggle of women's emancipation and political activity has culminated in historic events such as the first female Speaker of the House, Nancy Pelosi and her incredibly productive tenure and the nation's first female Secretary of State, Hillary Clinton, to name only a couple, these hard-won successes and some of the most fundamental rights women have obtained are being systematically eviscerated by an increasingly powerful political minority and media oligarchy intent on turning back the clock to a time when women were considered second-class citizens without voice or choice. Kathy Spillar's message was replete with historical evidence and current statistics all illustrating both the necessity and the magnitude of the individual and democratic force required to ensure that women's rights in health, economic prosperity, access to education and reproductive choice, are maintained and furthered for current and future generations of American women and men. Ms. Spillar underscored the media's ability to support positive messaging on women and that there are real, meaningful and positive media outlets that present honest and open dialogue on issues important to women and our society.

Following this rousing and powerful message, Congresswomen Lois Capps provided the group with an



SBWPC Past President Lois Phillips, Keynote Speaker Kathy Spillar, and Susan Rose, a SBWPC Founder & Past President.

insight into the current political climate inside the beltway, her thoughts on the first anniversary of health care reform, the continuing assault on the environment and what she is doing to work collaboratively with her opposition and continue to support and advance energy independence and women's health.

As always, the event provided everyone with thought-provoking information, some funds to support candidates in future elections, an inspiring call to action, and fun with friends, colleagues and fellow like-minded community members. The Board of Directors of the SBWPC wants to thank everyone who attended the luncheon and all the past and current presidents for making it happen and continuing the important work of championing women's rights in this millennium.

*— Jane Gray
SBWPC Board Member*

★
Are you interested in being considered for placement on a County or City wide Board or Commission? The SBWPC is interested in talking to our members about placements. Please contact us at: info@sbwpc.org so we can contact you and add your name to our list.

The Personal Advisors of
Ameriprise
Financial

Kate Silsbury, CRPC®
Financial Advisor
Chartered Retirement Planning
Counselor SM

Ameriprise Financial Services, Inc.
Suite 4
1625 State Street
Santa Barbara, CA 93101
Tel: 805.687.0355
Fax: 805.687.8294
katherine.x.silsbury@ampf.com
CA Insurance #0681569

An Ameriprise Financial franchise

**LINDA'S FINGERPRINTING &
CHILD ID**

Linda Tuomi
Owner/Operator

PO Box 21433

Santa Barbara, CA 93121
805-682-3710

latuomi@yahoo.com



SBWPC WELCOMES TWO NEW BOARD MEMBERS



SBWPC is excited to welcome new board member, **Kate Silsbury**, a local financial planner. Ms. Silsbury was raised in Carson City, Nev., attended the University of Nevada-Reno for both her bachelor's degree and eventually a master's

degree in education and microbiology with plans to pursue medicine. She then taught high school science for several years before deciding she wanted to move to Santa Barbara, a favorite vacation spot of her youth.

Silsbury became the internship director at UCSB while working on another master's degree, in marine biology. A company that would later become American Express Financial Advisors explored with her a new profession in financial planning.

She was intrigued and decided to pursue the field. She took tax and accounting classes at UCSB as well as training provided by the company. Her first year working in her new profession, Silsbury received a stipend as an employee, then became an independent contractor and finally, with Ameriprise, a franchisee. She says that 25 years later, she still loves her decision.

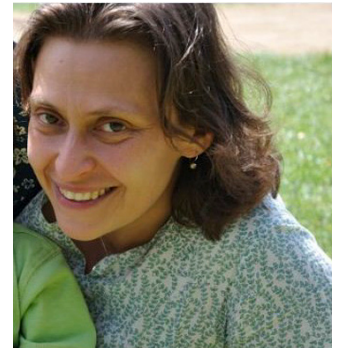
Ms. Silsbury is heavily involved in the community and teaches both investing and finance through SBCC Continuing Education. She has also held Board positions for Women's Economic Ventures, Girls Scouts of Tres Condados, The Fund for Santa Barbara and Valle Verde Retirement Community. She also involved in volunteer projects for the Rape Crisis Center and the Pacific Pride Foundation.

If you are interested in advertising, or know businesses who want to advertise, please contact the SBWPC at 564-6876.

SBWPC is also excited to welcome returning board member **Jane Gray**.

Jane is a Regional Planner, employed at a local engineering and environmental firm. Born in Rochester, NY, she was involved in politics at a young age through activism in the performing arts with the group "Peace Child," an organization founded to promote youth understanding and awareness of world issues, peaceful intervention and positive social change. Jane was an avid youth volunteer and that spirit of community has continued to today. She received her undergraduate degree in Social Work from SUNY College at Buffalo (Buffalo, NY) and worked for NGOs in Arizona, New York and California in the administration and implementation of refugee resettlement programs and in securing grants for resettlement projects. She taught ESL for 10 years in the U.S. and in Germany in a variety of settings from language schools and Universities in the U.S and Germany to high school students in downtown Los Angeles. While living in Germany for 5 years, she earned her Masters in Regional Planning and Management from Universität Dortmund (Dortmund, NRW, Germany). Subsequently, Jane spent time in Ghana, West Africa working on community development projects and programs providing basic means of transportation (IMT, Bicycles) to rural women.

Currently, Jane spends time volunteering with the Santa Barbara Wildlife Care Network and ECPAT and raising her son.



**Santa Barbara
RAPE CRISIS CENTER**

**CENTRO CONTRA
LA VIOLACION SEXUAL**

433 E. Cañon Perdido Street
Santa Barbara, CA 93101
(805) 963-6832
FAX: (805) 965-3271

24-Hour Hotline: (805) 564-3696

more than rape, not only crisis

AdHocAdministration.com
... for the Busy Executive

- Virtual & On-Site Administrative Services
- E-Campaign & Blog Management
- PowerPoint & Keynote Presentation Design
- Organizing & Systems Development
- Database Management

Cindy Faith
818.599.1365

cindy@adhocadministration.com
www.adhocadministration.com

Helping You Work Smart, Not Hard

PROSPECT
MORTGAGE

3780 State Street
Suite C
Santa Barbara, CA 93105

Catherine.Dishion@prospectmtg.com
www.myprospectmortgage.com/CDishion

office 805.898.4234
cell 805.705.5773
fax 877.592.0951



Catherine Dishion
Senior Loan Officer

Branch # 297574



P. O. Box 90618
Santa Barbara, CA 93190-0618

805.564.6876 • email: sbwomenspoliticalcommittee@gmail.org • www.sbwpc.org

This newsletter is published by the Santa Barbara Women's Political Committee. We welcome your responses and ideas.
Please address all correspondence to: SBWPC Newsletter, P.O. Box 90618, Santa Barbara, CA 93190-0618.
Editors: Jane Gray, Beth Schneider. **Desktop Publishing:** Laura Lynch. • Recycled paper
"GO GREEN" – Would you like to receive the newsletter electronically instead of in the mail? If so, please let us know by sending us an email at info@sbwpc.org. Thanks!

SAVE THE DATE! Don't miss these important events!

★ COFFEE WITH CONGRESSWOMAN LOIS CAPPS ★

Saturday, June 4, 2011 • 8:30am - 10am • Contemporary Arts Forum (Upper Terrace, Paseo Nuevo)

Congresswoman Capps hosts this annual gathering of the SBWPC membership to share her observations about the current political climate in Washington, D.C. She will also talk about the issues that are of particular concern to her. There will be light refreshments provided. This is an SBWPC members' only event. You are welcome to bring guests, but they will be asked to join SBWPC at the door. Please call **805-964-6874** or RSVP on our new website **www.sbwpc.org** – **Bookmark it!**

★ 2011 REDISTRICTING • SANTA BARBARA COUNTY PUBLIC MEETINGS ★

What is Redistricting? What does it mean for you? Why should you become involved?

Pursuant to Federal and State law, County Boards of Supervisors are required to reassess the boundaries of their legislative districts at least every 10 years coincident with US Census Data to account for population changes. Santa Barbara County is now in the process of redistricting and they are holding public workshops to: **1) introduce and present redistricting to the public; 2) outline the purpose of redistricting; 3) share census data; 3) gather public/community input on the issues of community concern and to educate the Board of Supervisors on concerns/suggestions that should be taken into consideration when the Board finally evaluates and decides on boundaries.** Redistricting affects all of us. It affects who gets elected to represent us as individuals and in our "communities of interest." Preservation of "communities of interest" reinforces the strength of each of our individual votes. In order to ensure that your voice is heard and your vote counts, SBWPC urges members to participate and check out the County's website on redistricting and attend the County's public meetings: **<http://www.countyofsb.org/ceo/default.aspx?id=30976>** For information on Congressional, State Assembly, State Senate and Board of Equalization Redistricting: **www.wedrawthelines.com**

2011 SBWPC Membership Coupon

SBWPC membership provides the opportunity to participate on several levels: on committees, in events, and financially. Please send your membership check to: SBWPC, P.O. Box 90618, Santa Barbara, CA 93190-0618 • Office: 805.564.6876

☐ \$15 Student/Limited income ☐ \$35 Individual ☐ \$50 Household ☐ \$100 Access ☐ \$250 Voice ☐ \$500 Power

I would like to participate on the committee/in the activities checked: ☐ Elections/Appointments ☐ Media/Newsletter
☐ Membership ☐ Fundraising/Events ☐ Interest in an Appointed Board or Commission ☐ Campaign Volunteer

Issues/Interests of Concern to Me: _____

Name: _____

Address: _____

Phone: _____

E-mail: _____

Employer: _____

Occupation: _____

(Information required by the Calif. F.P.P.C. and F.E.C.)

☐ YES! This is a gift membership from:

Name: _____

Address: _____

Phone: _____

Thanks for helping to make Santa Barbara a better place for women!