Welcome to Spring, 2002! I hope that everyone relaxed at least a little bit over winter break and is ready to hit the ground running for another productive semester. Thank you to all who purchased fudge for our scholarship fundraiser in December. It was quite successful, and the profits will help finance the education of a nontraditional female student on our campus. (Be sure to encourage any female students in good standing to apply for this scholarship!) I would also like to urge you to attend the Work/Life Conference that will be hosted by our campus in June. Look for more information about this event in the OCW newsletter.

Part of OCW’s mission is to work with other groups to improve the status of women on this campus. I encourage you to join our organization or to simply take advantage of events that we support or sponsor. Do not underestimate the importance of meeting and networking with other women at UW-L. This semester, our steering committee will be meeting on the second Tuesday of each month at noon in 342 Cartwright Center. Meetings are scheduled for February 12th, March 12th, April 9th, and May 14th. The meetings are open to all and you are certainly welcome to bring your lunch and attend. If you have information that you would like to share with us, please contact me a few days before the meeting date (5-8246; galbrait.anne@uwax.edu) so I can make room for you in the agenda. Here’s to a terrific spring semester!! ☺

Sincerely,
Anne Galbraith

Jean Kilbourne on Campus 3/5/02
Jean Kilbourne – “The Naked Truth: Advertising’s Image of Women”
Tuesday, March 5, 2002, 7:30 p.m. Valhalla, Gunning Addition, Cartwright Center.

What is advertising really selling us?

Advertising is an over $140 billion a year industry. We are exposed to over 1500 ads a day. The ads sell a great deal more than products. They sell values, images, and concepts of success and worth, love and sexuality, popularity and normalcy. They tell us who we are and who we should be.

Jean Kilbourne, Ed.D., is an internationally known media critic, lecturer, and writer. Through her illustrated lectures and her award-winning films, she has revealed to thousands of audiences, including business and community groups, universities, colleges, schools, and conferences, the serious cumulative impact of advertising on individual attitudes, values, and behavior and on the society as a whole. With expert knowledge, insight, humor, and commitment, she brings her audiences to see that, although ads may seem harmless and silly, they add up to a powerful form of cultural conditioning.

Dr. Kilbourne is known for her ability to present provocative topics in a way that unites rather than divides, and that moves and empowers people to take action on their own and in society’s interest.

Special points of interest:
• OCW Non-Traditional Students Scholarship deadline — MARCH 1, 2002
• Thanks for making the OCW Fudge Fundraiser a big success!
Websites of Interest

Here are some web sites that will help you search for your favorite author or look for new books for all those long, winter evenings by the fireplace:

- http://www.nybooks.com/
- http://www.washingtonpost.com/wp-dyn/style/books/
- http://www.usatoday.com/life/enter/books/leb.htm
- http://www.wellesley.edu/WomensReview/
- http://www.bookreporter.com/
- http://publishersweekly.reviewsnews.com/
- http://www.writerswrite.com/books/

Don't forget to check:

http://www.uwlax.edu/ocw/

Thank You!

The OCW Fudge Sale Fundraiser was a success!! OCW raised $465.45 toward the OCW Scholarship. Thanks to all who contributed to the event’s success by purchasing fudge, and a "special thank you" to OCW member helpers who gave of their time to cook, wrap, or sell the fudge.

Mary Berling
Committee Reports

Scholarship Committee
The OCW Non-Traditional Students Scholarship is sponsored by UW-L Organization for Campus Women for women 25 years of age or older, enrolled or accepted for fall admission. For more information, contact the Foundation Office at 608/785-6803.

DEADLINE: March 1, 2002.

Symposium Committee
Lissa Carlson reports that the committee is at the beginning stages of planning for this Spring’s Symposium and welcomes anyone interested in event planning. It is a fun, project-oriented group that plans an annual symposium for women on campus.

Membership Committee
Jo Ann Kuester and Gloria Wiener have volunteered to co-chair the Membership and Elections Committee. Thanks, Jo Ann and Gloria! We appreciate your involvement!

OCW Steering Committee
The OCW Steering Committee will be meeting this semester at noon-1 p.m. on the 2nd Tuesday of each month, starting February 12th in Room 342, Cartwright Center. (Please note room change from last semester.) You are welcome to attend or to let steering committee members know if you have issues or ideas for OCW. A list of Steering Committee members and phone numbers can be found at:

http://www.uwlax.edu/ocw/

--------------- Cut Here ----------------

ORGANIZATION FOR CAMPUS WOMEN
University of Wisconsin - La Crosse
2001-2002 MEMBERSHIP FORM

Name:                                                                             Department:
Campus Address:                                                                      Campus Phone:
Membership Area (circle):     Academic Staff           Classified Staff            Faculty
                                     Graduate Student       Other (describe)__________________________

Enclosed is $5.00 for OCW dues, September 1, 2001 – August 31, 2002. Please make checks payable to OCW. Dues are used for printing, refreshments, and program support.

I would like to contribute to the OCW Scholarship Fund. Please make check payable to UW-La Crosse Foundation. The scholarship is awarded annually to a non-traditional female student.

I would like to see OCW do the following:
The University of Wisconsin System is holding its first Work/Life Conference on June 13-14, 2002, at the University of Wisconsin-La Crosse. Please mark this date on your calendars now. This is a conference focused on the sharing of useful, practical ideas to help colleges and universities implement work/life programs, policies, and initiatives related to work/life balance, including but not limited to elder care, child care, flexible work options, domestic partner benefits, health and wellness, and recognition and appreciation. The goal of the conference is to move the University of Wisconsin System as a whole towards becoming a workplace of choice for people interested in balancing work demands and personal commitments.

A description of the conference and contact information for the event organizers can be found at: <http://www.uwsa.edu/acadaff/status/home.htm>. As it becomes available, ongoing conference details and registration information can be accessed at this site. If you have questions, please contact Donna Anderson, Jodi Vandenberg-Daves, Jennifer Wilson, Becky Yoshizumi, Sandra Grunwald, Penny Tiedt, Jon Hageseth, or Karen Palmer McLean.

— Donna Anderson

FEBRUARY IS INTERDISCIPLINARY ENVIRONMENTAL STUDIES MONTH

With the support of the Chancellor, the Provost, and the Deans at UW-La Crosse, the Environmental Studies program is presenting a series of lectures representing all colleges and the interdisciplinary character of Environmental Studies. The lectures will be held on Feb. 7, 14, 20, 25, at 4 p.m. Locations vary. Call 785-8424 or email philosophy@uwlax.edu for more information.

2001-2002 MEMBERSHIP FORM (continued)

I am interested in serving on the following committee(s):

_____ Honors/Scholarship/Fundraising - plans and organizes fundraising events to benefit the scholarship

_____ Membership/Elections - recruits and maintains records on members, also recruits persons to serve on the steering committee

_____ Newsletter - edits and distributes the OCW Newsletter

_____ Social Program - plans and coordinates social/programs held throughout the year

_____ Symposia - plans and coordinates the annual spring symposia open to all persons on campus

_____ YWCA Tribute - solicits, nominates, and assists with application process for the YWCA Tribute to Outstanding Women

_____ OCW Web Page - contributes to the design and content of the OCW web site

Please send completed form and check(s) to: Jo Ann Kuester, 144 Graff Main Hall