

Athena Society



B R I E F I N G S

February, 2014

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ELEANOR HUBBARD
813/251-9172
ewhubbard@aol.com

ATHENA SOCIETY

P.O. Box 10813
TAMPA, FLORIDA 33679

Upcoming Meeting

- WHEN:** Thursday, February 6
11:55 a.m.
- WHERE:** Centre Club
Westshore at Kennedy
- PROGRAM:** The Impact of Media on Domestic Violence:
Real or Imagined?
Tribute to Suzy McLain
- SPEAKERS:** Martha Coulter, DrPH, MSW
Director, The Harrell Center, USF
Richard Pegram, III
VP/Station Manager, WFTS-TV
Lissette Campos-Perez
Director, Community Affairs, WFTS-TV
- MENU:** Sweet & Sour Pork Tenderloin
Veg plate available on request when reserving
- COST:** Guests - \$25
- RSVP:** By February 3 – Register online
or email ewhubbard@aol.com.

OPEN MEETING – GUESTS WELCOME

This month's program is being coordinated by the Community Action Committee under the direction of Chair **Sylvia Carley**.

Join expert Martha (Marti) Coulter and leaders of the ABC Action News campaign "Taking Action Against Domestic Violence" to learn how media sources (including music, video games, television and movies) impact aggressive behaviors and domestic violence; what local media outlets are doing to address the issue; and what Athena can do to help.

Dr. Coulter will focus on the Harrell Center's work, published studies and her experience regarding media's impact on domestic violence. She'll examine how the presence of media violence in our daily lives may lead to DV, bullying in school/workplaces and violence in the streets. Richard and Lissette will discuss media's position in general and who, why and how their award-winning campaign came about...its success and challenges.



President's Message

Our January program featured **Paddy Moses** and Kerriann Greenhalgh who each spoke about the challenges they faced as female business owners. For those of you who missed the meeting, Paddy spoke first and described the obstacles she encountered years ago when starting her staffing company.

Kerriann is a young chemist with an undergraduate degree, masters and Ph.D. from USF. In 2011 she founded a woman-owned company called KeriCure, Inc. According to her website, "KeriCure was formed to bring a novel polymer technology to market in the form of highly effective topical wound care products." Basically, KeriCure is a liquid bandage product. Kerriann's product is now available on the shelves at Publix and Kroger stores.

As the mother of an active child, I listened carefully to the benefits of KeriCure and quickly pocketed samples for my medicine cabinet and purse. My son constantly scrapes his knees playing street hockey, riding a skate board and climbing trees. KeriCure has solved the wound care issues in my home!

I also listened to the challenges Kerriann encountered as she attempted to secure funding from private investors for her innovative product. With the help of family and friends, she successfully navigated the business world, obtained a patent, received FDA approval and launched a product. She faced numerous obstacles along the way, particularly from potential investors who questioned her maturity and ability to succeed. Her inspirational story was a reminder that Athena's purposes are still relevant and necessary to insure that women have opportunities in the business world.

I am confident that Kerriann and other young businesswomen would benefit from membership in Athena. Our members have a depth of experience and strong desire to share their hard earned wisdom. We support one another, provide guidance and connect one another to valuable resources.

The Membership Committee recently distributed the nomination form which is due on February 28th. For the next month, please focus on identifying other women like Kerriann who will benefit from membership in Athena and strengthen our organization.



February Birthdays

Birthday wishes to the following members who celebrate in February

Ruth Bell
Jan Cornelius
Annette DeLisle

Stephanie Ferrell
Mary Gamble
Arthenia Joyner

Susan Leisner
Dorry Norris
Maryanne Rouse



Women's Day in Tallahassee

You're invited to join the Florida Commission on the Status of Women and women from across the state for a day dedicated to informing and motivating women to engage in the legislative process. Make plans to attend *Women's Day at the Capitol: Uniting to Make an Impact* on March 12, 10 a.m. to 5 p.m. The day will conclude with the 2014 Florida Women's Hall of Fame induction ceremony honoring **Dottie Berger MacKinnon**. For additional information, contact the Commission office, 850/414-3300.

Athena Housekeeping

If you'd like a behind-the-scenes look at art and culture in NYC May 14-18, be sure to get your \$500 deposit in by February 3. Checks should be made out to Miller-Giles and mailed to Ann Giles at The Bank of Tampa. **Margaret Miller** and the Athena Bonus Committee have planned a trip that will give you an insider's tour of the Chelsea Galleries and major exhibitions at the Museum of Modern Art, the Whitney Museum and the Guggenheim. Our group will also tour the costume shop at Lincoln Center before the NYC Ballet performance. For additional details or questions, call Margaret at 974-5867.

WISDOM - noun

- 1 intelligence, sense, common sense, shrewdness, astuteness, smartness, judiciousness, judgment, prudence, circumspection
- 2 knowledge, learning, erudition, sophistication, scholarship, philosophy; lore.
Being Athena – Women of Wisdom, Strength and Enlightenment
Don't miss the Athena Retreat July 18 – 20
Renaissance Vinoy Resort and Spa, St. Pete

Directory Changes/Additions

Athena's 2014 pocket directory will again be distributed at the February luncheon. Please make the following notations in your copy.

Sylvia Carley – Email is smcaka2011@gmail.com

Virginia Covington – Home is 2901

Helen Gordon Davis - Cell is 813/774-3027

Lee Essrig – Email is lessrig@gmail.com

Louisa VanEpoel – Cell is 314/341-1195





Philanthropy – Show You Care

By JoAnn Urofsky - Philanthropy Chair

February is the month of love. Arrow-slinging winged cherubs are just the ticket for your beloved, but why not let your friends in Athena know how much you care for them by making a contribution to the Athena Education Fund at the Community Foundation of Tampa Bay. Even a small gift in honor of your Athena sponsor or mentor – as little as \$10 or \$25 – will help Athena fund another grant for a woman in need in our community. It's a terrific way to let someone know you appreciate her presence in your life and it helps a woman you don't know improve her life. Designate your gift in honor or in memory of someone and the Community Foundation will send a note of recognition. Please make your check out to the Community Foundation of Tampa Bay with "Athena Education Fund" on the memo line. Mail it to Athena Society, PO Box 10813, Tampa, 33679. I know just who I want to honor and I'm writing my check. Please join me and let another Athena member know you care.

Bonus Activities

EVENT	SCHEDULE	NOTES
Holocaust Museum Exhibit on Hannah Senesh	February 1 at 10 a.m.	\$16 per person. Can then go to downtown market and/or lunch downtown.
Cocktail Tour of Harbour Island Home of Joan Zinober	February 20 from 5-8	20 people max. Joan will provide hors d'oeuvres and wine but would appreciate contributions of the same.
Art in Bloom, St. Pete Museum of Fine Arts	March 8 from 10 a.m to 5 p.m.	A showcase of the area's most creative floral arrangements designed to interact with artworks in the museum's collection.

Members' Projects

On January 30 the Hillsborough County Commission on the Status of Women is hosting a presentation by Dr. Jackson Katz designed to spark discussion about the critical importance men play in ending gender violence. It's hoped that those who attend this event will be inspired to have conversations at the office...on the golf course...in the parish hall...at their backyard BBQs... about ways to end domestic violence, teen dating violence, sexual violence, child abuse and other forms of violence. ManUp!, is a men's leadership forum featuring an international expert on gender violence prevention, Dr. Jackson Katz. The Commission members involved in this project (**Kim DeBosier, Linda D'Aquila** and **Yvonne Fry**) encourage you to invite the men in your organization to attend on January 30, 9 to 11 a.m. at the HCC Ybor Campus Performing Arts Building, Palm Avenue at No. 14th Street. To reserve seating, email info@thespring.org.



News About Members

Congratulations to **Molly Crews** who has been named one of the 2014 Women of Distinction by the Girl Scouts of West Central Florida. She is being honored for her 30 years of volunteerism with LifePath Hospice, Joshua House, Tampa Bay National Day of Prayer Council and a host of other community organizations. The presentation will be made at noon, March 18, A La Carte Pavilion; Jane Seymour will be the keynote speaker. Tickets are \$75 and may be reserved by calling 813/262-1688.

Our sincere condolences to **Dore Beach** whose sister, Marilyn Borg, passed away on December 23 in Durham, NC.

Betty Castor and **Kathy Castor** have been named the 2014 recipients of the Person of Vision Award presented by Prevent Blindness Florida. First presented in 1980 with almost 50 statewide recipients through the years, the award recognizes the impact that honorees have had on the region, state, and nation through their personal vision and service to the community. Previous winners include Athenians **Pat Frank, Judy Genshaft, and Alex Sink**. Betty and Kathy will be toasted at the Person of Vision Award Dinner on March 20 at the Renaissance Vinoy Resort. **Lorna Taylor** and Jim Davis are dinner co-chairs, and information is available at www.preventblindnessfl.org. Proceeds of the dinner provide eye exams and glasses for children and adults who cannot afford vision services, giving them independence to read, drive, and work.

Robin DeLaVergne was recently installed as the 2014 Chair of the Greater Tampa Chamber of Commerce. She is the sixth woman and fourth Athena member to chair the organization, the others being **Stella Thayer, Deanne Roberts** and **Judy Genshaft**. Robin's relationship with the Chamber has come full circle in the past 20 years: first as a volunteer, then a staff member and now again a volunteer. Her responsibilities as chair finds her often representing the 1200-member chamber at local, state and national meetings.

Calendar

- February 1 – Bonus – Holocaust Museum
- February 20 – Bonus – Cocktails, Joan Zinober home
- February 28 – Deadline for membership nomination forms
- March 6 – Luncheon meeting
- March 8 – Bonus – Art in Bloom
- April 3 – Luncheon meeting
- May 1 – Luncheon meeting
- May 14-18 – Bonus – NYC trip
- June 5 – Dinner meeting - TYCC
- July 18-20 – Athena Retreat, Vinoy

