BOARD PROFILE

Marietta Castellano, Vice President for Marketing

A successful marketing campaign has been the ticket to success for many new products and ideas. The newly designed APCF Marketing Committee, chaired by Marietta Castellano, is about to embark upon a new marketing strategy to raise the awareness about Alice Paul, the Foundation's work and goals, and to recruit new members.

Reaching out and grabbing someone's attention means relating to them on an issue that hits home, whether it's on women's rights, historical preservation, networking or leadership for girls. The Foundation has much to offer and more people need to know about it.

The Committee intends to put together an annual publicity plan which will ensure targeted and continued attention to the Foundation's purposes and goals. This will involve obtaining media coverage from TV, radio and newspapers and getting exposure at selected professional conferences and conventions on a local, regional and national basis. We intend to generate more public awareness by promoting Paulsdale as a New Jersey historic landmark.

Our continuing challenge is to provide the membership with educational, leadership and networking opportunities. In the meantime, all members are able to spread the word by telling people about the work and goals of the Foundation.

We welcome your ideas for new marketing concepts and encourage you to volunteer on this committee. You may reach Marietta, Marketing Chairwoman, through the Alice Paul Centennial Foundation at 609-231-1885 or P. O. Box 472, Moorestown, NJ 08057.

Alice Paul Centennial Foundation Board of Trustees 1994

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Thanks for the Help

Volunteers are what make this organization work. Two volunteers who have performed essential behind-the-scenes duties are retiring. A public, heartfelt thank you is in order to volunteer coordinator Cheryl Maitlen and saleables coordinator Alice Shultz.

For four out of her five years as a Foundation member, Cheryl has been the volunteer coordinator. Her task has been to find people to help with mailings or special events. She noted it was sometimes hard to find volunteers. But with her persistence she always succeeded. Knowing that her resources were leading very full lives and often involved with other groups, she said she was always grateful for whatever time they gave. The Foundation is grateful too.

Alice has been a member of APCF for over five years. For the last two and one-half years she has taken care of fulfilling mail order requests, putting inventory together for various events and the annual meeting and maintaining an inventory of products. She said as a regular mail order shopper she knew how important it was to provide excellent customer service. Alice hopes the dream of having a gift shop at Paulsdale will become a reality.

We are fortunate to have Lucille Spatucci taking over Cheryl Maitlen's job as volunteer coordinator. We are still seeking someone to take over Alice Shultz's responsibilities. If you are interested, please contact the Foundation office.

FOUNDATION BOARD COMINGS & GOINGS

Congratulations to Faith Greenfield and Sherron Laurrell. Both have accepted new positions in their respective fields. Faith was named Campbell Soup Company's chief litigation counsel. She had been a partner in the law firm of Blank, Rome, Comisky & McCauley. Sherron has joined CoreTech Consulting Group, Inc., a technology-focused consulting firm, as the manager of the firm's support services consulting practice. She was previously with Scott Paper Company.

Message from the Chair

Women have made great strides that only a short while ago seemed impossible. Fifteen years ago, who would have thought that in the 1990s, women would be elected to significant political offices; there would be two women sitting as Supreme Court Justices; more than fifty percent of new businesses would be started by women; women would be holding leadership positions in some of the world's largest corporations; and women would significantly influence global economies and politics.

The women before us fought hard to make it possible for women today to pursue any path we choose. More than any time in the history of this country, each of us has the opportunity to make a difference. Through strength of character, perseverance, courage and hard work, each of us has the ability to contribute to the future. Women have important things to say and our voices add critical perspectives to the vital issues faced by all people today. By taking leadership roles in our communities, we can make invaluable contributions to the political process, the economy and the environment. Our input is critical to making things better.

Alice Paul is a compelling example of how one woman made a difference, in our country and in the world. She took the cause of women's equality as her own and her dedication and determination for achieving it never wavered. The Foundation, using her steadfastness and perseverance as its inspiration, wants to carry on her legacy.

As we approach 1995, the 75th anniversary of Women's Suffrage, make a commitment to do something that will add value to your family, your community, our country. I have found that my work with the Alice Paul Centennial Foundation has enabled me to make a difference, and I invite you to join the Foundation to help make the future better for women and girls.

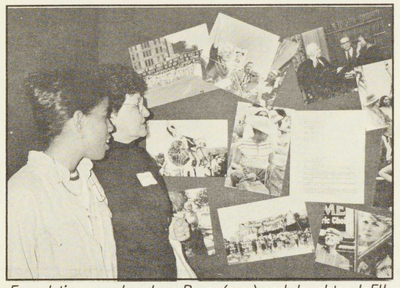
Faith Greenfield

IN OUR MOTHER'S FOOTSTEPS

On a glorious spring day in May, a bus filled with women including several mother-daughter duos and a few men, journeyed from New Jersey and Philadelphia to Washington, DC to discover more about women's political roles in history. The trip was conceived and sponsored by the Alice Paul Centennial Foundation. Foundation member Lucy Beard deserves special recognition for her superb organization of the event.

Sewell Belmont House

The trip began with a tour of the Sewell Belmont House, one of the last remaining homes on Capitol Hill and since 1929, headquarters of the National Woman's Party and one-time residence of Alice Paul. Named after Robert Sewell, whose family owned it for over 100 years, and Alva Belmont, a major financial supporter and member of the National Woman's Party, the house was saved from demolition for federal building expansion in the 1970s by designating it a National Historic Landmark and turning it over to the National Park Service.



Foundation member Jean Perry (rear) and daughter JoEllyn

Edith P. Mayo, curator of the division of political history at the Smithsonian Institution's Museum of American History, was our guide through the two exhibits she mounted, "From Parlor to Politics: Women and Reform in America, 1890-1925 and the "First Ladies: Political Role and Public Life."

"Parlor to Politics" uses three metaphors of place to trace women's increasing political action. Parlor represents the middle class women who used the experience of their home life to move into the world. The tenement looks at issues facing working class and immigrant families. The settlement house is the place where the two classes came to work together. Out of these three places came women's clubs, the temperance movement and home economics. These movements built powerful coalitions that served as alternative political parties for women. The result was women from all races, religions and socioeconomic groups brought about social reforms such as child labor laws, mandatory education, consumer laws, public health sevices and the organization of women's labor.

Foundation president Barbara Irvine (L) and chair Faith Greenfield

"The First Ladies: Political Role and Public Life" examines how first ladies develop a public image and use it. Martha Washington and Abigail Adams had to create the role of first lady. The first two presidents and their wives combined political and ceremonial roles. John and Abigail Adams, political partners throughout their marriage, demonstrate that the "co-presidents" identification has long, strong American roots. It is clear that first ladies are political partners and as wives have been intimately involved in presidential matters.

There have been first ladies focusing on historic preservation and culture and those acting as advocates of social causes and being the link between the public and policy. Each one has had to decide on her image. This decision was aptly described by Sarah Polk who said to her husband,"I won't keep house and I won't make butter." One participant noted that the exhibit clearly showed how other first ladies were criticized, putting Hillary Rodham Clinton's treatment into historical context.

Taylor Williams as Alice Paul

The day ended with the debut of a one-woman performance of "Alice Paul" by attorney Taylor Williams, a member of the American Historical Theater in Philadelphia. Ms. Williams offered an inspirational portrait of Alice Paul, capturing her dedication and persistence and her prescient understanding that suffrage meant gaining only the right to vote, not the right to equal citizenship under the law.