



LAKE MICHIGAN FEDERATION

LEADERSHIP NETWORK
PRE-CONFERENCE MEETING
MARCH 22-23, 1994

SM
APR 8 1994

TUESDAY, MARCH 22

Introductions: Short video taped introductions were given by those in attendance. The group then participated in the "Squares Game" designed to foster a cooperative atmosphere.

The challenge for this meeting is to determine the content of the conference and develop a work plan to get there.

Background: The idea for a Network came from frustrations felt by women that critical issues were not being addressed, and if they were, they were often unsuccessful efforts. A grant proposal was submitted to the Kellogg Foundation to develop a Great Lakes Leadership Network and was accepted. Lake Michigan Federation received the grant but feels strongly that it **is not a Federation project**. LMF is simply facilitating this effort for the Great Lakes community. Less than 1% of the budget will actually cover LMF staff time (a copy of the grant is available upon request). The funding is mainly for travel scholarships and conference expenses.

There are two basic goals for the Network. The first, is to unite women from all backgrounds and geographical areas to identify links that exist between the environment and other aspects of our communities including health, education, crime, and economic development. The second, is to identify women leaders in the community and help foster the development of potential women leaders.

The conference will shape the future role the Network. The Network's future will hopefully pass into the hands of a group or individual that passionately believes in its potential. This will, in all likelihood, not stay in LMF's hands beyond the conference.

Afternoon Session

Attendees spoke briefly on what they are working on, who inspires them and what roads they traveled to come to where they are. This session was video taped.

Rebecca reviewed ideas that came out of the february meeting (a synopsis of the February meeting is available through LMF). Then she took comments.

Some felt that many people identify themselves within the existing system - a massive power system controlled by the media, high paid individuals and corporate structure. The system controls the dialogue. We will be seen as "radicals" because we will be talking outside the "system." This may create a problem in reaching out to women that are hooked to the system whether through their marriage or employment. Because the system is so powerful they will continue to radicalize attempts like ours. We don't have the same access to the media as the power structure does because we lack financial power and "credibility." We have to talk about things far deeper and recapture the dialogue and make our credibility powerful.

AUDIENCE: The question on the participation of men is a concern and was a concern at the last meeting. It seemed clear from the last meeting that what made this network useful was that it focused on women. This was a passionate concern that should not be diluted.

Response: We are presently working under a funded grant with an agreement to not exclude men. We will focus on women leadership and development. Women will develop the ideas and agenda but men should be welcome to participate in the conference. We have to learn to understand the commonalities and differences between us and learn to communicate in spite of the differences.

Printed on Non-chlorine Bleach Recycled Paper

59 E. Van Buren St. • Suite 2215 • Chicago, IL 60605 • 312 939.0838 • FAX 312 939.2708
812 S. Fisk St. • Green Bay, WI 54304 • 414 499.0220 • FAX 414 499.8889
647 W. Virginia St. • Suite 307 • Milwaukee, WI 53204 • 414 271.5059 • FAX 414 271.0796
425 W. Western Ave. • Suite 201 • Muskegon, MI 49440 • 616 722.5116 • FAX 616 722.4918

Ideas: Maybe men can be included as "observers." If we are talking about coalition building then it might be useful to include men at the conference for this purpose. Why not welcome the role of men, but it will be women taking the leadership role. Achieving the goal of being "holistic" can't exclude 50% of the population. In fact, communication between the sexes could be an agenda item.

The network will be an outgrowth of the event; ~~the~~ event is not an outgrowth of the network.

This conference will be used to bring existing leaders in the community together with potential leaders.

Should we invite industry? Governmental officials? Do we want to hear their views at the conference? This was not received well since this conference is a strategy-setting conference.

PROGRAM

How many days? Friday morning through early Sunday afternoon. Friday for the "300 level" group (the more informed or deeply interested), then Saturday will deal with leadership skills. End by noon on Sunday to avoid lunch costs and allow for travel time. Friday night should be a get-to-know each other. The facilitators may have to arrive on Thursday. Maybe we should convene on Friday at 11:00 am. Friday night should have entertainment.

Attendees will want introductory level information and some will also want more detailed information. Everyone should come to teach and to learn. This should be the basic premise. If you come to give a presentation you will be asked to stay and learn and to network as well.

Conference ideas were broken into several categories:

1) Leadership: define leadership; report on female driven successes (citizen testimony); how to stand together as leaders; use models from international movement; Develop Great Lakes school for leaders; carry out solution driven leadership; learning, leadership, communication and motivation styles; role-models; and the importance of passion and charisma.

2) Skills: How to form alliances; goal setting; keeping a group together; sustaining a movement; identify solutions; how to deal with threats and violence; community-based decision making; bargaining/negotiating; proposal writing; community organizing; getting all of the players to the table; consensus building; facilitation; publicity/media work; communication; work place organizing; working with businesses; working with men; conflict resolution; mediation; computer skills; use of AV equipment; working in the political system; fund-raising; media contacts and work; diversity training; ten bull-shit arguments and how to counter them (Mary O'Brian and Hazel Henderson); total cost accounting - identify subsidies, tax breaks, infrastructure, etc.; public speaking; dealing with rejection/despair; using artistic sharing through story telling, myths, singing and rituals as organizing tools as well.

3) Background: Alternative land use/ community development and town planning (Ann Riley, California); discuss differences between men and women; define vocabulary and terminology; good vs. phony science/statistics; reclaiming our pre-industrial traditions/ history; food issues including what to eat and where it comes from; vocabulary building; what (content) do we teach our children and how; how the EPA works; mapping; geology; access to and communication of technical information; statistics; understand economics and threats of severe job loss environmentally related; understand and influence public policy; risk assessment - what is it? what are its problems?; Global trading issues; place-base organizing; get back to biological basics; change the paradigm - example - chemicals are proven safe rather than guilty; change the mindset of "issues;" Know societal cost of doing business; educate industry; total cost accounting; subsidies for pollution prevention; it is not a right to pollute - amend the Bill of Rights; functions of government and how to gain access.

4) Organization of Conference: stories, myths, ritual games/diversions, fables from elders and ceremonial leaders; experience the conference location; interactive "how to" handout/notebook/workbook; media work; committees need to be formed; reference manuals - bibliography CEU credits, etc.; certification with Great Lakes pledge; structure of multi-level education for experts and novices; time for participants to get to know one another; strategic planning for future Network; vocabulary development

Linkages: We may want to talk about gaps that exist in exploring the linkages - what's missing. Concern was expressed that we have to determine the purpose of the conference before we identify the gaps. In identifying our exact purpose everything will fall into place. It was decided by the group that we should proceed with defining and determining the purpose of the conference.

The group broke into small groups to discuss the conference content and organization. The results of these breakouts are as follows:

Group #2: Tried to develop a name for the conference/network they used the WEB OF LIFE: WOMAN LEADERSHIP DEVELOPMENT - INVESTING IN OUR FUTURE

Group #3: To recognize the role of women in the Great Lakes in creating and affirming leadership to sustain the whole environment. Idea: What are households doing; crystallizing personal power- directing purchasing power.

Group #4: Looked at the broad program. To demonstrate what it would look like if we set the societal agenda. Create an event that models what this ideal society would look like. We also recognize that there will be two types of people coming together - the ones already working for the betterment and those who work a normal job but have desires to work for a better society. Friday might be dedicated to professional while Saturday might be dedicated to building future leaders and developing leadership skills. A weekend conference means that you really only have Saturday so having Friday for those with more experience could accommodate all levels of understanding.

We must have rituals layered in throughout the conference. One activity might be forming a human map of the Great Lakes. People will stand on the place on the map where they live, and then commit to do specific actions in that region. This commitment can be done by stating it or by writing it down on a pledge sheet. Writing it allows the Network to follow-up.

Group #1: We must establish the linkages. Must establish how important these links are. Understand all the skills that are needed to carry out goals and be able to share these skills in the community. They then must work in the community after the conference.

People can be identified at the conference with the issue they are working on. Each having pieces of yarn to give to others doing work linked his/her own. These pieces of yarn will help people identify the linkages and help them realize the people and groups they must work with in their community to achieve their goals.

SITING FOR THE CONFERENCE: Bea checked out a place in Chicago that she is familiar with. International Conference Center (ICC) in Uptown-Chicago. It is in a multi-cultural area and has sleeping accommodations for over 150 people. Kitchen capacity is sufficient and the staff is really good to work with. This center is run by a not-for-profit group. The Center is a microcosm of the community of Uptown. The downside to this Center is that its capacity for large group space is limited. There is only one big room with no auditorium. Next door there is the Dance Center of Columbia College that may be utilized for larger groups. Parking is probably not a problem. The room size is the sticking point. The Midland Hotel is more expensive but can handle larger groups.

Other Thoughts/possible sites: **Chicago** Hotels - Bea and Liane will take lead; **Toronto** - Debra; **Kellogg Summer Home** in Battle Creek - Rebecca; **Milwaukee** - Susan and Kathy; **Cousin's Center** Milwaukee - Joan; **The Nunnery in Monroe, MI** - Rebecca and Mary Ginnebaugh; **Detroit** - Mary and Rebecca; **Duluth** - Wolf Ridge, Kira will look into; **George Williams College** in Lake Geneva, WI - Liane found out that they are in Lake Geneva and can accommodate up to 200 people that weekend. They have 10 double rooms with private baths for a fee of \$97/person for the whole weekend. This includes meals and break rooms. They also have bunk-style dorm rooms with shared bathroom. These are at a cost of \$66/person.

The group thought a siting committee should rate each site based on:

- 1) Costs and means of transportation (check on three distinct sites in the Great Lakes ie) Chicago, Detroit, Toronto.
- 2) Accommodations for approximately 200 including food, size of meeting rooms, cost, lodging and other personal facility considerations like showers.
- 3) Entertainment and other externalities.

The siting committee will be made up of those individuals volunteering to identify possible sites. Detail of each committee member's findings should be faxed to LMF by April 6th.

Steering Committee

Necessary committees will be identified to assist in conference planning. The steering committee has been fluid up to this point but from now on a core group of people committed to the conference is needed. The group will communicate through conference calls.

Liane, Rosemary and Kira would like to be added to the steering committee.

There will be several working committees including program, siting, public relations and fundraising. These working committees will be doing the brunt of the work load because the grant is written with volunteer help as the basis. The steering committee will:

Review the program committee's work, promote the conference through distribution of fliers and personal invitations, and provide a general oversight function through the end of the conference.

Working Committees

Marketing/Public Relations: Ideas on who our target audience is: women who want to get involved in the community; people who are already doing community work; Great Lakes audience; those with a commitment to long-term, social change; a mix of those who are not involved and those who are; professionals and non-professionals; female elected officials; students; social service professionals; and churches.

There seems to be consensus on a mixture who can focus on the need to instill "agents of change" at home and in the workplace. Make sure the people who attend carry the message back and go the long haul. This list really includes a broad cross section of the community. The challenges will be to develop sessions that are of interest to all those in attendance, and reach out beyond the environmental community. We must develop a strategy to bring in these other citizens in the community.

A key strategy is to have those involved in these planning committees spread the word. Each of us should target 10 people who they feel would be interested in attending making sure between 1-5 come (act as a mentor). Liane will write a generic, camera ready article about the conference to publish in local newspapers across the Great Lakes basin.

Who do we not want to come: Participants felt that it will take too much energy to exclude people. We don't want to exclude people like other groups have tended to do in the past, but we will specifically target individuals.

Brochure design: Diane suggested that the ad council might be interested in doing a pro-bono project. Bea and Rebecca also volunteered to work on the brochure. CJ will check with a contact she has. We would like to have an initial announcement flier out by the beginning of May. This flier will act as a "save the day" announcement. A brochure describing registration and program content will be mailed out in June.

Program Committee : A suggestion was made to designate a core group to develop the content of the conference reflecting the ideas that have come up from these planning meetings. That draft agenda will then be passed on to all those involved for comments. This committee will also review and choose suggested facilitators and speakers.

Volunteers for this program committee are: Debra, Deborah, Rebecca, Liane, Bea and Kathy.

Emphasis should be on action. Some ideas that have come up include doing a wilderness skills activity and having the Trinity Theater group perform. Some special activities can be done before the actual start and ending of the conference. This will accommodate early arrivals and late departures.

This group will also discuss products of the conference. Products could include a list of advisors for participants to tap. These advisors should commit at least one year to giving assistance to community leaders. A certificate/pledge for people who participate in the conference. (Dianne volunteered to do the calligraphy). The pledge should identify specific actions, be signed by participants, and followed up on by the Network. An interactive workbook and/or "How to" manual could also be produced and available for attendees. This product should be user friendly. Materials available at the conference should relate directly to the conference agenda. Kira would like to be involved in the development of the workbook/manual.

The conference could be offered for continuing education credits.

Scholarship Committee: We should have about \$25,000 for the conference and travel scholarships. We hope this is enough money to keep the costs low so as not to exclude people. We might make up some of the unfunded costs through registration fees from organizations and those willing and able to pay their way.

This committee will review requests for scholarships and decide on recipients based on a list of criteria they will develop. Diane can help develop these guidelines. It was expressed that the process be kept as simple as possible because it could feel degrading to applicants. The bottom line is that we don't want people not to attend because of money. If they want to come - we'll work out something to get them there.

Registration: The registration will cover the conference costs and meals. Accommodations should be kept separate from conference costs. At the Bioregional conference they had a category that included all the costs, those that only included conference costs, discounts for seniors and students, etc. We might consider variable rates and fees ala carte.

Fundraising: Identify local efforts to publicize and sponsor someone to attend the meeting. Also, look for community-based sponsors at the site. Sponsorship could include in-kind and money donations. Any fundraising beyond conference expenses could be used for to continue Network efforts.

Some financial options are to book advertisers for the program and/or brochure, seek local sponsorship where the conference is held, identify possible corporate and other contributors. These contributors may also want to sponsor some one from their community to attend. Rebecca volunteered to write/submit grant proposals to build the Network. In addition, we may want to have membership fliers available for people to join the Network.

Tasks and deadlines:

*Location details submitted by April 6th. Site decision by April 15th. This decision will be made by siting committee.

*Program committee will work on developing a draft outline of the conference program. May 1st is the deadline for this initial draft.

*A conference announcement will go out by May 15th. These announcements will go to LMF's existing mailing list and each of you will be responsible for distributing a bunch of them. If you have a mailing list, mail them and then send the mailing list to LMF. Bea will help with this.

* Program will be set by June 1st.

* Second mailing with a detailed registration and program will go out by the end of June. This will have a registration deadline and a first come-first serve notice.

*Registration deadline August 16, 1994 for price break after August 16 \$5 or \$10 will be added to your fee. (An added idea for consideration.)

Mission: Create a simple mission statement then have bullet-points that include the goals of the Network. Bea suggested, "Create a meeting place for women leading the way to a just and sustainable future for the Great Lakes." Kira suggested, "To plant, grow, nurture and harvest the seeds of women's leadership throughout the Great lakes community." Group two suggested, "The web of life: Woman leadership development - Investing in our sustainable future" as a title for the conference.

A combination of these was agreed to:

A GATHERING TO PLANT, GROW, NURTURE AND HARVEST THE SEEDS OF WOMEN'S LEADERSHIP TO CREATE A JUST AND SUSTAINABLE FUTURE FOR THE GREAT LAKES COMMUNITY.

To create a gathering of women leading the way to a just and sustainable future for the Great Lakes. We will plant, grow, nurture and harvest the seeds of women's leadership.

(Please get back to Kathy on which wording is preferable.)

Evaluation: Things we did well: communication, sense of humor, effective brainstorming, good organization, good food, good diversity, all voices were heard, and met new and interesting people. clarity of agenda was a bit sketchy, over loading of materials, facilitation got better, met new people.

Things that could use improvement: clarity of agenda, overwhelming amount of materials, facilitation improved as meeting progressed, and clarity of purpose.

**PARTICIPANT LIST FROM
GREAT LAKES LEADERSHIP NETWORK
PLANNING MEETING MARCH 22-23, 1994**

CJ Kim
Center for Great Lakes Research
600 East Greenfield Avenue
Milwaukee, WI 53204
414-382-1700/414-382-1705(fax)

Rebecca Shriner
1160 South Grove Road
Ypsilanti, MI 48198-6449
313-485-8132

Kira Medlin-Henschel
4975 North Woodruff Avenue
Milwaukee, WI 53217-5996
414-962-7487
add 123 after answ. mach.
answers for fax

Ann Boren
U.S. National Assembly
300 Broadway Suite 39
San Francisco, CA 94133
415-989-2906/same number for fax
415-567-8657(home)

Liane Clorfene Casten
1030 Asbury Avenue
Evanston, IL 60202
708-869-9144/708-869-9145(fax)
call first for fax

Shirley Axon
2016 Seneca
Ann Arbor, MI 48104
313-665-9349

Joan Viergutz
2828 North 70th Street
Milwaukee, WI 53210
414-258-4852

Dianne Dillon-Ridgley
WEDO
845 Third Avenue 15th Floor
New York, NY 10022
212-759-7982/212-759-8647(fax)
PO Box 2982
Iowa City, IA 52244-2982

Beatrice Briggs
Wild Onion Alliance
3432 North Bosworth
Chicago, IL 60657
312-929-5565/312-929-5521(fax)

Susan Mudd
Citizens for a Better Environment
647 W. Virginia Avenue Suite 2215
414-271-7280/414-271-5904(fax)

Deborah Wharton
Department of Public Health
277 Victoria Street 5th Floor
Toronto, ONT M5B 1W1
416-392-7415/416-392-0712(fax)

Rosemary Robinson
HONOR
2647 North Stowell Avenue
Milwaukee, WI 53211
414-963-1324/414-963-0137(fax)

Jacqueline Lepow
532 North Maywood Avenue
Wauwatosa, WI 53226
414-261-3453/414-261-4414(fax)
414-771-3407(home)

Nancy Kelly
737 Tyler Street
Gary, IN 46402
219-882-2995

Debra Alex-Saunders
Minority Environmental Association
PO Box 2097
Sandusky, OH 44871
419-625-3230/419-625-399(day fax)
419-625-4574(evening fax)

Kathy Bero
Lake Michigan Federation
647 West Virginia Avenue Suite 307
Milwaukee, WI 53204
414-271-5059/414-271-0796(fax)