

ADVOCATE

<https://aauwbuffalo.org>

Women on the Move with AAUW!

June 2022

Vol. CXXX No. 10



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SEPTEMBER ADVOCATE

The deadline for each issue of the Advocate is the 10th of the previous month. Submit articles to the editor:
(NEWSLETTER@AAUWBUFFALO.ORG)
via email by August 10. Please be sure to put "AAUW Buffalo Advocate" in the subject line.



Scholarship Celebration

June 14, 2022

Please come and celebrate our Scholarship Winners of the last three years!

Salvatore's Italian Gardens Restaurant - Victorian Room

6461 Transit Road, Depew, NY 14043

- 5:30 Registration
- 6:00 Imported and Domestic Cheese Display
- 6:00-8:00 Open soda bar
- 6:15-7:15 Food Stations and Hors D'oeuvres
 - Turkey Carving Station
 - Caesar Salad
 - Three Cheese Baked Macaroni
 - Farfalle Fra Diavolo
 - Vegetable Flatbread
 - Artichokes Francaise
 - Stuffed Mushrooms
 - Caramelized Bleu Flatbread



7:15 - 8:15 Presentations by scholarship winners

Cost: \$10.00

Send registration to: Betty Preble, 1 Fox Run Lane #622, Orchard Park, 14127

Name(s) _____

Number attending _____ Amount enclosed _____

**THE BUFFALO BRANCH
ADVOCATE**

is published monthly, September to June, as a bulletin of events for members and as an update on AAUW issues and programs.

The opinions expressed within the newsletter are those of the individual writers and may or may not reflect those of the Branch.

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President's Message

Lilyen Mascellino

"Happiness is not a goal, it is a by-product."

~ Eleanor Roosevelt

Greetings!

As my 1st year as President is coming to a close, I want to take a moment to thank the seasoned Board Members who have mentored me, as well as Barbara Carier for her ongoing assistance. Our Board consists of dedicated women who understand the value of teamwork; for which I am grateful, as I have enjoyed this wonderful learning experience!

The pandemic certainly put a laser-like focus on the things we value about being an AAUW member. Absence did make our hearts grow fonder! This year we were able to enjoy in-person gatherings once again, but when needed - ZOOM was an asset! We utilized ZOOM for a few board meetings, as well as programs...and weren't we blessed with spectacular programs this year?! Marian Deutschman and the Program Committee Members stepped it up for us in regards to programs. We all benefited from their work on that committee.

Spring Time = Renewal Time! With everything else we have to do in the spring, it is also time to renew our membership! Renewal letters have been mailed. If you haven't already done so, please take a moment today to mail in your renewal form. And while membership is on your mind, find an opportunity to tell someone this week about AAUW, as we may be exactly what they are looking for!

Want to stay up to date on what's happening in our Branch? It's now as easy as checking in regularly with our website! Our new website isn't so new anymore, as Betty Preble had it up and running this time last year. The website is a treasure trove of information that's kept current for you! Oh, and feel free to share pertinent info from our site on social media.

Branch plans for next year ('22-23) are already in motion, so mark your calendars!

We are going back to Chef's! Our September meeting will be held at Chef's Restaurant on September 22, 2022. I am looking forward to seeing you all there!



CONDOLENCES to the families of these members who have passed away:

Marion Fay died peacefully at home on March 19 at age 95. She will be remembered for her organizing skills, her friendships, and her support of others.

Carolyn Day, a past branch president passed away June 30, 2021, at the age of 97. She would have become an honorary life member this year.

MAY 2022 INTEREST GROUPS

THE HAPPY WANDERERS

Due to continued concerns for COVID, we have decided to take a hiatus for a time.

DINNER BY THE BOOK

When: Wed. June 15th at 5:30

Where: Family Tree Restaurant, 4346 Bailey Ave.

Book: *The Secret Keeper* by Kate Morton.

Facilitator: **Mary Georger**

Discussion Leader: **Sue Stapell**

RSVP: Frances Witnauer 716-688-5708
or grandmafran4547@gmail.com

WNY CULINARY DELIGHTS

When: Thurs. June 9th at 6 PM

Where: Red Pepper Restaurant, 3910 Maple Rd
(between N. Bailey and NFB).

RSVP: Barbara Libby by June 6th at 716 836 8303 or
bplibby1@verizon.net

CLUELESS MYSTERY BOOK CLUB

When: Wed. May 25th at noon

Where: Family Tree Restaurant, 4346 Bailey Ave

Book: *Dead Connection* by Alafair Burke.

Discussion Leader: **Paula Salamone**

RSVP: Barbara Libby at 836-8303
or bplibby1@verizon.net



WHAT'S HAPPENING

Judy Weidemann

Once again, be sure to check out the availability of cultural offerings. Because of the nature of Covid outbreaks, there have been pauses in offerings because of concern over infection

Burchfield Penney Art Center

SUNY Buffalo Campus
1300 Elmwood Avenue,, Buffalo NY
716-878-6011

<https://www.burchfieldpenney.org/>

There are docent-led tours every Thursday, Saturday, and Sunday at 2:00 pm. The tours are free with Center admission.

Irish Classical Theatre

625 Main Street, Buffalo, NY 14203
716-853-1380

<https://irishclassical.com>

The Onion Game

June 3, 2022 - June 26, 2022

The Kavinoky Theatre

D'Youville College Campus
3220 Porter Avenue,,Buffalo, NY 14201
716-829-7668

<http://kavinokytheatre.com/>

Lifespan of a Fact

June 10, 2022 - June 26, 2022

MusicalFare Theatre

Daemen College Campus
4380 Main Street, Amherst, NY 14226
716-839-8540

<https://musicalfare.com>

A variety of single night shows are available during June.

Shea's Theatre

646 Main Street, Buffalo, NY 14222
716-847-1410

<https://www.sheas.org/>

Shen Yun

June 10, 2022, June 11, 2022



Labeling, Marketing, Division & Politics

Dr. Marian Deutschman

More than 81 million people voted for Joe Biden, compared with more than 74 million for Donald Trump in the 2020 election. Biden won with 306 electoral votes to 232 for Trump. According to Sarah Longwell, executive director of Republican Accountability Project, publisher of *The Bulwark*, some 35 percent of Americans—including 68 percent of Republicans believe the perpetuated Big Lie about fraud in the 2020 election. There are questions regarding the January 6 attack on the Capitol, some calling it an attempted coup, and others say it was simply a riot that got out of control. According to an NPR/Ipsos poll in January 2022, a year after the event, 70% of poll respondents agree that the country is in crisis and at risk of failing. What accounts for these extreme differences in perceptions? Polarization and labeling cause division, discourage negotiation, and reject seeing the opposing side.

The June 2022 issue of *Consumer Reports* has a challenge on its cover, “Boost Your Brain Power at Any Age.” It suggests a variety of ways to preserve and improve thinking skills. One of the recommendations is to **make learning a lifelong pursuit**. We are surrounded by challenging questions that deserve exploration to challenge the mind. If our democracy is at risk of failing, shouldn't we be taking action to avoid such a crisis?

Examine your sources of information. Are you a victim of habit, listening to the same radio stations, TV news channels, newspapers, magazines and social media? Have you checked the media bias chart (see <https://adfontesmedia.com/>) online to determine the truth, accuracy, and bias of your media sources?

We could begin with an acknowledgement that we are a target market, a specific, well-defined segment of consumers that an organization targets with its messaging, usually to buy its products and services, but also to promote its ideas. Target marketing tailors various components of the marketing function toward a single group, maximizing the appeal to specific markets. The term

“target audience” is narrower and more specifically defined than a target market. A target audience is a group of people identified as likely consumers. The more that is known about that target audience, the more likely that the customized message will appeal to that target.

Algorithms have been used successfully by advertisers for a long time (look around you and ask yourself why you bought a particular item). Algorithms help marketers and persuaders use consumer-specific information such as demographics, previous behavior, and consumer choices to craft customized messages. They help companies track customers, cross-sell to them, and promote products. Algorithms are used on social media to sort content in a user's feed. Because there is so much content available, social networks prioritize content they think a user will like, based on a number of factors.

Marketing can divide groups into opposing factions. The factions need not be polarized but that has happened by choice or design in our political system. Political polarization is the extent to which opinions on an issue are opposed, and the process by which this opposition increases over time. **The Carnegie Endowment for International Peace**, a nonpartisan international affairs think tank, suggests you think about doing the following: If partisanship is equated with patriotism, then destroying the other side becomes the goal, which leads to democracies falling apart. Declare yourself against hateful, polarizing speech. You may criticize your own group to reinforce what is acceptable. Avoid bad jokes. Make social media kinder. Provide real information to overturn polarized beliefs. Remind people that there is a range of opinions even within each side of a complex issue. Promote empathy to reduce prejudice. Avoid repeating false information even if the goal is to debunk it. And then I add, make learning a lifelong pursuit.

Democracies erode slowly in barely visible steps according to Steven Levitsky & Daniel Ziblatt, the authors of *How Democracies Die*. We must learn from other countries to see the warning signs.




LAST MONTH!



What would one expect for an April day in Buffalo? It was chilly, indeed, but the rain stopped and several branch members enjoyed the walk through the Tifft Nature Preserve, a lovely light supper, and an enlightening talk by Dr. Steve Vermette on April 21.

★★★★★★★★★★★★★★★★★★★★★★★★★★★★★★★★
 ★ **WELCOME TO OUR NEWEST MEMBERS!** ★
 ★
 ★ Ms. Elizabeth Kauffman Mrs. Patricia R Smith
 ★ 334 Hudson St 2973 Paxon Rd
 ★ Buffalo NY 14201 Eden NY 14057
 ★ Home: 716-882-5028 Cell: 716-863-7156
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 ★ Bflobeth7@gmail.com BSN Nursing 1977
 ★ AAS Dental Hygiene 1971 D'Youville
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 ★ BSN Nursing 1996 SUNY Buffalo
 ★ D'Youville Retired
 ★ Retired
 ★
 ★★★★★★★★★★★★★★★★★★★★★★★★★★★★★★★★

Anne Ryan, executive director of the “Read to Succeed” program gave us an overview of that agency at our April 2016 branch program . It supports and trains teachers and students in the Buffalo public schools . They are in need of tu- tors for their program. Interested people could call the office at 716-843-8895 or go to their website www.readtosucceedbuffalo.org



BUFFALO BRANCH ELECTED OFFICERS 2021-22

| | | | |
|---|--|--|--|
| <p>PRESIDENT Lilyen Mascellino</p> | <p>VP MEMBERSHIP RETENTION Dr. Susan McClary</p> | <p>BRANCH TREASURER Mary Bashore</p> | <p>CHAMBERLIN/FUNDS FOR EDUCATION TREASURER Kathleen SantaMaria</p> |
| <p>VP PROGRAM Dr. Marian Deutschman</p> | <p>SECRETARY/ PARLIAMENTARIAN Diane O’Brien</p> | <p>EAP TREASURER Sue Stapell</p> | <p>SCHOLARSHIP DIRECTOR Rosaleen Nogle</p> |
| <p>VP MEMBERSHIP RECRUITMENT Melissa White</p> | <p>CFO Shirley Joy</p> | <p>FUNDRAISING TREASURER Mary Crocker</p> | |

LOOKING AHEAD TO NEXT YEAR!

Our program committee has been hard at work already, preparing an exciting and informative set of programs for next year—be sure to plan to attend and bring your friends!

As Lilylen mentioned in her column, our “Welcome Back” program will be on Thursday, September 22, at Chef’s. We will have as our speaker our investment account advisor from M&T Bank, Dominick Lanuti, who will be talking about cryptocurrency. “Blockchain”, “non-fungible transactions”, “bitcoin” - what’s it all about? Come find out!

2022-2023

On October 13 we will have an opportunity to learn more about Ukraine from local immigrants. Whether or not the war with Russia is over by then, we owe it to ourselves to learn more about the country and its culture.

November 10 or 17 will bring us Bob Dail, head of MIS security at ECMC, speaking on cybersecurity. How many “bad guys” have access to YOUR personal information?

In December we hope to have a program on international holiday traditions featuring food stations from a variety of cultures.

How well is Title IX working after 50 years? Come in January to hear Jessica Coram, from UB, speaking on Title IX and sexual harassment



SCHOLARSHIPS—CELEBRATE!

With the continuous changes in schooling during the pandemic, the whole scholarship process has been difficult. We are delighted to finally be able to celebrate these winners of the past three years.

| Scholarship | 2021-22 | 2020-21 | 2019-20 |
|---|--|-------------------------|--|
| Women Entering College | Gabriella Petrizzo | Maymuna Akter | Fiona Stewart |
| | Rhiannon Furey | Lucy Dietrich | Vada Kirsch |
| | Hannah Gabelnick | | |
| Catalyst for Change | Candice Strahin | Claire Elizabeth Mullen | Aliaya Williams |
| | | Somayah Dejbord | Erin Byers |
| | | | Pamela Zwick |
| Olga Lindberg | Tiffany Gaines | Emily Ivey | Lindsay Heck |
| | Sophie May | Sara Jamieson | Lisa Gagnon |
| Jacquie Walker | Hayley Gannon | | |
| Clarine Radt Educational Mini-Grants | Julie Pernick, teacher at Hillery Park Elementary School | | Ellen Gossel, teacher at Charles Lindbergh Elementary, Kenmore/Tonawanda Schools |



We're having a **Book Sale!**



We're in our site! It's the former **BAC for Women**, at 480 Evans Street in Williamsville. (right next to the Rite-Aid)

As many of you may know, this Sale is a tremendous *all-hands-on-deck* undertaking every year. Every one of us has experienced a difficult two years and we are now surfacing to continue to assist future scholarship awardees in seeking the life-changing realization of higher education. This year, *like no other before*, **WE NEED YOUR HELP**. Many of our volunteers have "de-conditioned" or relocated, and many positions are open.

Right now **we need workers!** We need to finish sorting, clean up tables put up signs, vacuum, etc.

And **we need people for the sale**. We need greeters, checkers, cashiers, exit door guards, people who straighten up after customers mess up books, people to take names for our mailing list, treasurers, etc.—everyone can do something! Sign up on the form below or on our website!

Finally—we need people to lead us to future sales. The current committee needs new, fresh ideas to move forward - would you be interested in joining us? We'll start work right after the sale, determining what worked and what didn't and plotting our future. Please contact me if you're interested in this important work!



Book Sale Volunteer Registration Form

Use this form to sign up for shifts during the book sale from June 1-June 5

Name _____

Phone _____ Email _____

Please check all Shift Days/Times you are willing to work:

- | | | | |
|--------|--|---|--|
| June 1 | <input type="checkbox"/> 8:45 am - 1:00 pm | <input type="checkbox"/> 12:45 pm - 5:00 pm | <input type="checkbox"/> 4:45 pm - 8:00 pm |
| June 2 | <input type="checkbox"/> 8:45 am - 1:00 pm | <input type="checkbox"/> 12:45 pm - 5:00 pm | <input type="checkbox"/> 4:45 pm - 8:00 pm |
| June 3 | <input type="checkbox"/> 8:45 am - 1:00 pm | <input type="checkbox"/> 12:45 pm - 5:00 pm | <input type="checkbox"/> 4:45 pm - 8:00 pm |
| June 4 | <input type="checkbox"/> 8:45 am - 1:00 pm | <input type="checkbox"/> 12:45 pm - 5:00 pm | <input type="checkbox"/> 4:45 pm - 8:00 pm |
| June 5 | <input type="checkbox"/> 9:45 am - 1:30 pm | <input type="checkbox"/> 1:15 pm - 5:30 pm | |

OTHER TIME(S)

- I will do other volunteer duties: _____
- I will help with the packing of left-over books on June 6.

Please return this form to: Judy Huber, 1805 Maple Rd #301, Williamsville 14221 or contact her at 716-529-9881 or judyhuber62@yahoo.com. You may also sign up on our [website!](#)

DATES TO REMEMBER

Please note: All events are possibly subject to change or cancellation. Please check our website for last minute information.

June 1-5, BOOK SALE!

Wednesday, June 8, 6:30, Board Meeting at Ebenezer Church of Christ in West Seneca. **NOTE– Second Wednesday!**

Tuesday evening, June 14, Scholarship Celebration!

June 23, Title IX turns 50!

Thursday, Sep 22, Fall Branch Program at Chef's

PLEASE VOLUNTEER TO HELP BOTH BEFORE, DURING, AND IMMEDIATELY AFTER THE BOOK SALE!

AAUW has been empowering women as individuals and as a community since 1881. For over 140 years, we have worked together as a national grassroots organization to improve the lives of millions of women and their families.

Mission: *Gender Equity & Economic Security*

Vision: *Equity for all*

Values : *Intersectional. Inclusive. Intergenerational. Empowering.*

In principle and practice, AAUW values and seeks a diverse membership. There shall be no barriers to full participation in this organization on the basis of gender, race, creed, age, sexual orientation, national origin, disability, or class.

Moving? Please contact Mary Crocker 716-838-2796



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