Five Myths That Keep Women From Starting a Small Business

1. *It is impossible for a woman to succeed as an entrepreneur.*
2. *Women just are not as entrepreneurial as men.*
3. *Women do not achieve as much success as entrepreneurs as they do in the corporate world.*
4. *Running a small business is more time consuming than working in the corporate world.*
5. *Your children and family will suffer because of your small business.*

Have you heard this before? Come listen to three ladies who HAVE started their own business. Hear what they have to say about what they did to make their business successful.

**Sophia Berman** and **Laura West**, both graduates of Carnegie Mellon University, have co-founded Trusst Lingerie, an emerging fashion and technology company that has engineered a patent-pending system of support for larger busted women.

**Tori Mistick**, a graduate of Duquesne University, spent a year living in London, worked for a local lifestyle magazine, an eco-friendly fashion accessories company, a national high-end retailer and an ad agency as the in-house social media expert before making the jump into starting her own company, Marketing With Style.

*October 21, 2015  Ryan Room, La Roche College*

*6:30 p.m. Meeting*

*7:00 p.m. Program*

*Refreshments follow program*
Co’s Corner

Hello Fall! We kicked off our new year on September 16, 2015 at La Roche College. The meeting was a chance to network with each other and reconnect after a few months off for the summer. However your new Executive Board was hard at work getting things ready for an awesome and successful new year!

At the meeting, members learned about all the different committees the AAUW North Hills-McKnight Branch would be forming this year and were given the opportunity to sign-up to serve. We also presented our Sister Matilda Kelly AAUW Incentive Grant recipient, Michelle Draskovich, with her monies to continue her success at La Roche College.

We also discussed the opportunity that our branch will have to host a Tech Savvy event in May at La Roche College. The application has been submitted and we should have an announcement to make regarding the application decision at our next General Membership meeting on October 21, 2015. It will take everyone of our members to make this event a success, but we are confident that we can put our branch on AAUW National’s map for branches doing something great in their community!

Changes regarding how our Board will function and the added duties of our Executive Committee were also shared in an effort to help our branch run more effectively and smoothly as we look toward the future. Susan and I look forward to serving with you all this year and are excited about all the opportunities for community service we have to promote our mission. So please join us for our next meeting and let’s keep empowering women!

Sincerely,

Michele Buford, Co-President 2015-2017
Susan Banerjee, Co-President 2015-2017
BRANCH CALENDAR

October Happenings

10/13/2015 Morning Book Group
Destiny of the Republic
By Candace Millard
Reviewer: Fran Bogos
Hostess: Deborah Hackney, 9:30 a.m.

10/19/15 Bookers of the Evening
The Boston Girl
By Anita Diamant
Reviewer: Maripat Kwaczala
Hostess: Ann Carlson, 7:00 p.m.

10/21/15 Branch Meeting and Program
Women Entrepreneurs in Business
La Roche College, Ryan Room
General Meeting, 6:30 p.m.
Program: 7 p.m.

10/24/15 International Dinner
Theme: Comfort Food

10/31/2015 HAPPY HALLOWEEN

November Happenings

11/10/2015 Morning Book Group
The Burgess Boys
By Elizabeth Strout
Reviewer: Sandy Brown
Hostess: Marilyn Loichinger, 9:30 a.m.

11/16/2015 Bookers of the Evening
The Wright Brothers
By David McCullough
Reviewer: Katherine Keith
Hostess: Nora Bell, 7:00 p.m.

11/18/2015 Branch Meeting and Program
Women Entrepreneurs in Restaurant
and/or Catering Business
Meeting/Program 6:30 p.m.

Bookers of the Evening
by Peggy Garbooshian

The Bookers of the Evening will meet Monday, October 19th AT 7:00, (check out our new time) at the home of Ann Carlson. Maripat Kwaczala will review “The Boston Girl” by Anita Diamant. This is an unforgettable coming-of-age novel about family ties, values, friendship, and feminism told through the eyes of a young Jewish woman growing up in Boston in the early 20th century. Addie is 85 years old and tells her story to her granddaughter who had asked “How did you get to be the woman you are today?”

CONGRATULATIONS

Jane Depee with La Roche College
2015 Scholarship Recipient,
Michelle Draskovich

CHANGE IN BYLAWS
NORTH HILLS-MCKNIGHT BRANCH

As per our bylaws, any change in bylaws requires that members be given a written notice at least 30 days prior to voting at the general membership meeting. At the Board discussions over the summer, the following change was proposed to ARTICLE XII. BOARD OF DIRECTORS:

Current By-Law: Meetings of the board shall be held at least six (6) times per year.

Proposed Change: Meetings of the board shall be held at least three (3) times per year.

Discussion and voting on this proposed change will occur at the October branch meeting to satisfy the 30 days written notice requirement. Please come to the October meeting to hear the excellent program and to vote.

Cindy Stewart By-Laws/ Branch Policy Appointee

Due Date for next Viewpoints: 11/6/15
CHECK OUT THESE ARTICLES

in the NORTH HILLS MONTHLY
September 30, 2015

AMERICAN ASSOCIATION OF UNIVERSITY WOMEN
PROMOTES EQUAL RIGHTS EQUAL PAY
*featuring comments by Michele Buford

in the Pittsburgh Business Times
September 18, 2015

Entrepreneurs put Trusst in making better bra
*picturing Susan Banerjee, VP of Technology with Laura West, CPO, and Sophia Berman, CEO

AAUW at La Roche
By Peggy Schmiedecke, Co-Advisor

September was a busy month for founding President “Shelley” Michele Draskovich getting the paper work submitted to La Roche Student Development to make this a new student organization at La Roche, writing bylaws, starting a Facebook Group - AAUW La Roche. The Facebook Group is another way to communicate and update the student members in addition to email.

Julie Makuta, Co-Advisor along with me and Shelley called a quick lunch meeting in the private dining room. We had six members stop by and get information on leadership options from AAUW and Julie emailed the forms and links to the other members. Shelley discussed ideas for a first project and is actively (with our help) trying to get a student to be the Treasurer so she can submit the paperwork to AAUW to make this a student group.

Sister Rita is making her students aware of this new student organization and we have no new member to date from these communications. Stay tuned for more news!
LUNCH WITH THE BUNCH
AAUW North Hills-McKnight Branch
2015-16

Our lunch group will meet on the 4th Wednesday of the month at 12:30p. Exceptions for the day and time will be noted(*). Check the web sites for more information about their menu.

Wed., Oct. 28  **PICCOLO FORNO**  Italian cuisine - Lawrenceville
   www.piccolo-forno.com

Tues., Nov. 24  **TABLE86 by Hines Ward** - American cuisine - Cranberry Twp
   www.table96byhinesward.com

Wed., Dec. 16  **Teutonia Mannechor** - Christmas buffet lunch - German cuisine - North Side. pghmannechor.com. 11:30am

Wed., Jan. 27  **Bonnie and Clyde** - American cuisine - Wexford
   bonnieandclyde.com

   wildsage.com

Wed., Mar. 23  **Lidia's** - Italian cuisine - The Strip
   www.lidias-pittsburgh.com

Wed., Apr. 27  **LaFeria** - Latin American cuisine - Shadyside
   laFeria.net

Wed., May 25  **Nola on the Square** - Market Square - New Orleans cuisine
   www.nolanonthesquare.com

Contact Anita Wurthner, by email (adwurthner@verizon.net) or phone (412-486-5161), 4 days before the planned lunch. Please feel free to ask friends or family. Carpooling will be available.
The Literary Society Schedule for 2015-2016

Friday - November 6, 2015 – 7 p.m. – College Square

Father Peter Horton, our former campus minister, will discuss a series of musical compositions from various American musicals, in our first Literary Society presentation: *Faith in the Footlights*. As a special treat, Father is bringing Mrs. Dianne Falvo, his Director of Liturgy, and several choir members from St. Winifred’s Church in Mt. Lebanon to provide live music.

Friday – February 26, 2016 – 7 p.m. – Ryan Room

Thomas White, adjunct professor in History at La Roche and archivist at Duquesne University, will discuss his newest book, *Haunted Roads*, a study of the history and legends of area roads. Installation for new members of Sigma Tau Delta will take place before this presentation.

Friday – April 1, 2016 – 7 p.m. – College Square

Greer Reed, Founding Artistic Director of REED DANCE ENSEMBLE, a senior in the La Roche Dance Department, and a teaching artist within the program, will close our season with an exciting program entitled *Dance Before the Lord: A History of Gospel Music and Liturgical Dance*. She will bring her young troupe of dancers with her and take you on a spiritual journey in the College Square.

We hope you will join us for one or all of these evenings of music and mystery.
2015 HOLIDAY GREENS SALE

Please use the order form below. You may bring your order to the October Branch Meeting or send it to Joan Killinger, 2611 Autumnwood Drive, Glenshaw, PA 15116. All orders must be received by Thursday, November 5, 2015. Payment may be made when you pick up your order, except for Gift Items. Please include payment for Gift Items with your order. All checks should be made payable to North Hills-McKnight AAUW. All profits go to the La Roche College Grant.

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Please provide the following information for EACH of your Gift orders and staple it to the order form.

From: ____________________________ Telephone: ____________

Send to: ____________________________ Telephone: ____________

Address: ____________________________

Message: ____________________________ Gift Item Sent: ________
MISSION STATEMENT OF AAUW ASSOCIATION AND EDUCATIONAL FOUNDATION
AAUW advances equity for women and girls through advocacy, education, philanthropy and research.

MISSION STATEMENT OF AAUW LEGAL ADVOCACY FUND
LAF provides funding and a support system for women seeking judicial redress for sex discrimination.

AAUW MEMBERSHIP
AAUW, founded in 1881, is open to all graduates who hold an associate’s or higher degree from a regionally accredited college or university.

AAUW DIVERSITY STATEMENT
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.

BRANCH CONTACT INFORMATION

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<tr>
<th>Position</th>
<th>Name</th>
<th>Phone Number</th>
<th>Email Address</th>
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<tbody>
<tr>
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</tr>
<tr>
<td>&amp; Sylvia Lynn</td>
<td></td>
<td>412-486-0151</td>
<td><a href="mailto:sylviaklynn@gmail.com">sylviaklynn@gmail.com</a></td>
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Branch Website: http://northhillsmcknight-pa.aauw.net

CONNECT2AAUW: 800-326-2289 or connect@aauw.org
Association Website: www.aauw.org
State Website: www.aauwp.org

VIEWPOINTS

North Hills-McKnight Branch
Michele Buford, Distribution Manager
57 Mckinley Drive, Mckees Rocks PA, 15136-1794

because equity is still an issue