

# TENNESSEE WOMEN'S POLITICAL CAUCUS

## 2009 Annual Report

Presented at the 2009 Annual Membership Meeting

by Sandra Bennett, President

October 18, 2009

### 2009 Board of Directors

Sandra Bennett	President	Manchester, TN
Christi Granstaff	Immediate Past President	Nashville, TN
Angela Wallace	Secretary & Treasurer	Chattanooga, TN
Barbara Dean	VP - Membership	Cookeville, TN
Judy Greenwood	VP - Political Planning	Kingston Springs, TN
Holly Spann,	VP - Legislation	Nashville, TN
Janna Herbison,	VP - Public Relations	Memphis, TN
Sheri Fox	SE TN Representative	Chattanooga, TN
Karen Baker	Middle TN Representative	Nashville, TN
Sharon Taylor-McKinney	West TN Representative	Memphis, TN
Lisa Pote	At Large Member	Nashville, TN
Virginia Thigpen	At Large Member	Gallatin, TN
Yvonne Wood	Historical Advisor	Lebanon, TN
Jennifer Rawls	Ad Hoc Member	Hermitage, TN

Continuing the goals established under the leadership of Christi Granstaff and the Caucus Board in 2007 and 2008, the Tennessee Women's Political Caucus has had a very productive 2009. At the Strategic Planning Meeting in January the Board agreed to focus on the following goals:

#### **GOAL: Increase Caucus Revenues**

Over the course of several years now, the only income for the TWPC has been our membership dues. The board recognized that we would need to find ways to increase our revenue if we were to stay viable. The primary use of additional funds would be to increase our contribution to the lobbyist fees, but additional funding is also needed in order to:

Provide Seed Money to establish new locals in other areas of the state;

Revamp our Web Site and cover the cost of maintenance;

Establish and maintain an e-Communications account;

Pay for Marketing Tools such as brochures and flyers; and

Possibly hire a part-time staff person in the future.

The Board elected to do two things to bring in more revenue for the State Caucus.

The first was to raise our state dues by \$10.00 a year, from \$15.00 to \$25.00. The dues for the State Caucus had not been raised since January of 1998. The increase took effect as of April 1st. The Nashville Caucus decided to absorb the increase in state dues and not pass it on to their membership at this time, so the members of the Nashville Caucus did not see an increase in their dues this year.

We also explored ideas for fundraising events and settled on holding a luncheon in conjunction with the Women's Day on the Hill. Our first Yellow Roses Luncheon turned out to be a huge success. There were about 90 attendees at the luncheon and we netted around \$1000.00 in profit from the event. Our hope is that the Yellow Roses Luncheon will become a signature event for the State Caucus.

#### **GOAL: Enhance the TWPC Website**

Another goal of the Board was revamping our website to provide more information for both our members and visitors - sort of a "one-stop shopping" site for women interested in getting involved in the political process. The new website was launched in July and during that month we had 945 visitors to the site and 4,868 hits compared to 47 visits and 356 hits in June.

**GOAL: Establish Administrative Systems and a Detailed Policy & Procedures Manual**

The Board acknowledged the need to establish solid administrative systems and procedures which had been lacking. Of key importance were the need to develop a set budget to work from and to begin developing a Policy & Procedures Manual to capture additional administrative systems and the policies and procedures of the Caucus.

The Executive Committee was able to develop a budget for 2009 in a format that follows the requirements for non-profit organizations. The budget has been used to keep us on track with our goals and expenditures for the year. A copy of the 2009 budget and our expenditures through September 30th is available for review by the membership.

Work has begun on developing a detailed Policy & Procedures Manual, but because it's a fairly large task we aren't looking to have this completed until sometime in 2010.

**GOAL: Find Better Ways to Communicate with Our Membership & and Our Locals**

The Board discussed the importance of finding a better way to communicate with our locals and our membership.

In June, the Board voted to absorb expenses for the President of the TWPC to attend the Memphis Caucus' membership meeting that month. The visit from the State President helped provide a much needed connection between the Memphis local and the State Caucus.

The Board also agreed to establish an e-Communications account. e-Communications will allow us to develop a central database of all our members from across the state and send timely announcements and legislative alerts to everyone at the same time. The database can also be utilized by our locals so they can send announcements and news specific to just their membership. The account is scheduled to be set up in December and will be ready for use beginning in January, 2010.

**GOAL: Establish New Locals**

The Board voted to continue our focus on establishing a new local in Southeast Tennessee. We'll be holding a reception in Chattanooga on November 12th as an introduction to the Women's Political Caucus. At the meeting we hope to bring in enough new members from that area to begin forming this new local.

**GOAL: TWPC History Project**

The Board also agreed to a special project aimed at collecting and preserving the history of the Tennessee Women's Political Caucus. We sent letters and history forms to around 20 women who were involved with the TWPC in the past. We have had limited response from our written communication and will need the assistance of other Caucus members to complete this project. The TWPC has done such great things for the women of Tennessee and we want to capture and record this history for future generations.

**GOAL: Develop a New Logo**

The last goal set by the Board for 2009 is to develop a new logo for the Tennessee WPC and our Locals. Since we separated from the National WPC we cannot continue to use their logo as ours. The hope is to have the new logo in place prior to doing the design work for the new e-Communications account in December.

This report reflects the highlights of the work of the Tennessee Women's Political Caucus in realizing the goals set by the Board of Directors for the year 2009.

Respectfully submitted,

Sandra Bennett  
President, 2009