



W O M E N ' S T R A N S P O R T A T I O N S E M I N A R

WOMENS TRANSPORTATION SEMINAR  
WASHINGTON CHAPTER REPORT  
1981

Prepared By:

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## TREASURY

WTS Washington completed an analysis of the Chapter operating budget and general financial condition. Chapter expenditures, income and committee and officer budgets were studied extensively. Recommendations to improve budget procedures, reduce expenses and increase income were made and then evaluated by the Board. New budgeting procedures were agreed to and provisions were made to alter current membership practices.

Financial data follow:

### INCOME

Membership dues	\$10,190.00
Luncheon fees	9,605.56
Fees from seminars and other programs	7,365.00
Reimbursement from National	
Bulk mailing rate fee	40.00
TRB hospitality suite	<u>85.10</u>
<b>SUBTOTAL</b>	<b>\$27,285.66</b>
Interest from savings	<u>17.37</u>
<b>TOTAL</b>	<b>\$27,303.03</b>

### EXPENSES

National membership dues	\$ 1,848.00
Luncheon meetings	8,852.39
Seminars and other programs	7,156.61
Scholarships	300.00
Membership brochures and directories	1,687.82
Membership data processing	1,025.16
Newsletter	3,695.85
Stationery and typing	207.50
Postage and delivery	280.09
D. C. Treasurer	38.00
Bulk mailing rate fee	80.00
Post office box rental	28.00
WTS Washington sign	125.00
Achievement award	214.89
Miscellaneous	<u>175.97</u>
	<b>\$25,715.28</b>

**NET** **\$ 1,587.75**

Statement of Change in Financial Position  
January 1, 1981 - December 1, 1981

BEGINNING BALANCE

Checking account	\$ 3,040.51
Savings account	437.15
	<u>\$ 3,477.66</u>

Add: Income	\$27,303.03
	<u>\$30,780.69</u>

Less: Expenses	<u>\$25,715.28</u>
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Ending Balance per books	\$ 5,065.41
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Ending Balance

Checking account	\$ 4,610.89
Savings account	454.52
	<u>\$ 5,065.41</u>

## PROGRAMS

### LUNCHEONS: September 1980 - September 1981

September: No luncheon

October: Hazardous Materials Transportation - Lee Santman, Materials Transportation Bureau, DOT

November: NASA Space Shuttle - John Fabian, NASA Astronaut

December: WTS Business Meeting

January: No luncheon

February: Women's Expedition to Dhaulagiri - Lynn Murphy, Mountain Climber and Attorney (IRS)

March: Transportation Issues Facing Congress - Senator Nancy Kassebaum (R-Kan)

April: Transportation Safety in the Current Regulatory Climate, Patricia Goldman, Member, National Transportation Safety Board;

May: Railroads: The Federal Railroad Administration's Perspective - Robert Blanchette, Administrator, Federal Railroad Administration

June: Regulating Transportation on Land and at Sea: Consequences for Intermodalism - Dr. Leslie Kanuk, Chairman, Federal Maritime Administration

July: The Increasing Role of General Aviation - Edward Moore, Chairman of the Board and Edward Stimpson, President, General Aviation Manufacturers' Association

August: Meet the Members: Grace Crunican, Staff, Transportation Subcommittee, Senate Appropriations Committee; Jane Elliott Mansfield Holt, Consultant, Transportation Financial and Policy Analysis; M. J. Fiocco, Director of Legislative Communications, National Industrial Traffic League; Connie Poorman, President/Owner, Central Valley Transportation, Inc.; Diane Steed, Deputy Administrator, National Highway Traffic Safety Administration

September: International Law of the Sea Treaty and General Maritime Issues - Congresswoman Claudine Schneider (R-R.I.)

October: No luncheon

November: Development of Transit and Intercity Bus Systems in Saudi Arabia - B.R. Stokes, Senior Vice President, ATE Management and Service Company (Formerly Executive Director ATE, DMJM Joint Venture for the Saudi Public Transit Company)

ROUNDTABLES: September 1980 - September 1981

October: New Highway Legislation - A DOT Perspective - Carolina Mederos, Chief, Transportation Assistance Programs Division, OST; Lindy Knapp, Assistant General Counsel for Legislation, DOT; Joan Bauerlein, Chief, Policy Planning Branch, FHWA

November: Hazardous Materials - Federal and State Regulations

Hazardous Materials - Industry Involvement (Safety, Emergency Response, Liabilities)

Hazardous Materials - Transportation of Nuclear Materials

December: Daily Metro Operations - Cody Pfhanstiel, Spokesman - Washington METRO

February: Air Traffic Controllers - Sue Spina, Air Traffic Controller and President, Professional Women Controllers, Inc.

March: Office Automation - Joe Leo, Senior Management Analyst, OST, DOT

Chrysler Loan Guarantee - Michael Driggs, Executive Director, Chrysler Corporation Loan Guarantee Board, Treasury Department

May: The Dilemma of the U.S. Automobile Industry - Don Trilling, Director, Office of Industry Policy, OST, DOT

June: Conrail - Donald Cook, President, USRA; Clarence Robinson, Executive Director, BRAC; Janice Rosenak, Minority Staff Counsel, Senate Commerce Committee; Alvin Arnett, Assistant Vice President for Conrail; M. J. Fiocco, National Industrial Traffic League

July: Montgomery County Ride-On Bus System - Genevieve Leary, Division of Transit Services, Montgomery County

September: WTS Overview - Tape for Reston, Virginia, cable TV show featuring Martha Schwendeman and Drucie Andersen

October: Metro Operations

CAREER SEMINARS: September 1980 - September 1981

November: Time Management - Jim Davidson, People in Business

February: Women Managers Speak Up - Janet Stone, Speaking Up

September: Skill Assessment and Goal Identification and Job Hunting Techniques and Resume Writing - Heidi Hoffman, Counseling Service for Career Change of Bethesda

BUSINESS MEETING

December 1980 Washington Chapter Annual Business Meeting - Chapter Board

HOSPITALITY SUITE

At the Transportation Research Board Annual Meeting

FOURTH ANNIVERSARY PARTY

January 1981 Executive Dining Room/National Academy of Sciences

CONGRESSIONAL RECEPTION

1981 WTS Congressional Reception honoring Senator Nancy Kassebaum and Congresswoman Geraldine A. Ferraro, Barbara A. Mikulski, and Claudine Schneider.

PRODUCTIVITY CONFERENCE

A one day conference, jointly sponsored by the Women's Transportation Seminar and the Transportation Research Board.

MARAD RECEPTION

A reception to welcome the women of the Maritime Administration to the Department of Transportation.

## JOB BANK

The Washington Chapter Job Bank activities expanded significantly this year, responding to cutbacks in hiring and planned layoffs in Washington. Of particular note are the following highlights from the year:

- The Chapter sponsored three job hunting workshops on consecutive Saturdays in September. Participants acquired a variety of job hunting techniques, including skill assessment, resume writing, and salary negotiations.
- The Job Bank Committee helped organize a network of women's organizations in order to share job information and explore areas of mutual interest. Now formally called the Women's Job Network, WTS is proud of this cooperative effort and plans to continue efforts to expand job opportunities for members.
- The Committee arranged special presentations regarding employment and career development, including a RIF workshop and a roundtable on the local labor market.
- Maintaining the WTS Job Bank is the committee's most important responsibility. The number of resumes in the Job Bank is growing as is the number of referrals informing the Job Bank of available positions. The Bank has instituted a new means of collecting and storing information regarding members' interests. Members may now clip and fill out a form, published in the Newsletter, in lieu of or in addition to providing resumes.

## LEGISLATIVE

During 1981, the Legislative Committee held several successful programs featuring many Congressional Members and staff who play a key role in the development of transportation legislation. Of special interest were the informal briefings and round tables featuring staff from the Budget Committees and Commerce Committees in the Senate and House on such topics as "Transportation and the Budget Process" and the "Northeast Rail Service Act of 1981".

Each year the Legislative Committee sponsors a monthly luncheon featuring a prominent lawmaker involved in transportation issues. WTS was fortunate to have Senator Nancy Kassebaum from Kansas at one of our most well attended luncheons this year.

In October, the Legislative Committee sponsored the Annual WTS Congressional Reception honoring the following Members of Congress for their significant contributions toward the goals of the transportation industry:

- . Senator Nancy Kassebaum
- . Representative Geraldine Ferraro
- . Representative Barbara Mikulski
- . Representative Claudine Schneider

All four honored guests attended, along with excellent participation from WTS members and guests. This year's Congressional Reception was organized by Mary Legatski, Manager for Regulatory Affairs, FMC Corporation.

For the first time, this year the Legislative Committee initiated a targeted membership drive, aimed at attracting additional members with a specific interest in transportation legislative issues. This year's drive succeeded in adding to WTS ranks several members with a legislative interest. The Legislative Committee intends to continue this effort in 1982.



## MEDIA RELATIONS

On August 31, the name of the Publicity Committee was officially changed to the Media Relations Committee by the Chapter Board to more accurately reflect the Committee's primary function of developing media contacts and securing press coverage of WTS.

The goals established by the Committee for this year include name recognition of WTS, and identification of WTS as a resource for transportation expertise and as a neutral forum for key transportation officials on major issues.

Articles focusing on either the WTS Washington Chapter or chapter-sponsored events have appeared in the following newspapers, wire services, and magazines:

Washington Post	Transport Topics
New York Times	Aviation Weekly
Wall Street Journal	Travel Weekly
Associated Press	Traffic World
United Press International	Railway Age
Washington Star	Christian Science Monitor
Baltimore Sun	Philadelphia Inquirer
Journal of Commerce	St. Louis Post-Dispatch
Topeka Kansa Transporter	Milwaukee Sentinel
Houston Post	Pittsburgh Press
Dallas Times-Herald	

The press list of the Washington media was revamped in March. It is now structured into the following categories: primary coverage, chains and service bureaus, newspaper bureaus, television networks, television news bureaus and networks, Washington television stations, Washington radio stations, general magazines, and trade press.

Press releases on the monthly luncheons and roundtables were distributed in February, March, April, May, June, and July. Press releases were also issued for special events, such as the anniversary party in January, additional luncheons, and the scholarship awards in April. The press releases were supplemented by follow-up telephone calls to reporters prior to the events by members of the Media Relations Committee. WTS events were also covered by local radio reporters and, on two instances, by NBC News.

WTS Washington Chapter President Martha Schwendeman and Media Relations Chair Drucella Andersen appeared on a local cable television talk show in July. The show was aired four times, both in the morning and in the evening during the third week of July. The tape is scheduled to be shown during the WTS Second Annual Conference in Philadelphia and it will also be

shown during a Chapter roundtable on September 10. Additional talk show appearances by Washington Chapter Officers are being scheduled in New York, Ohio, and in Washington, D.C.

In November, the Washington Chapter President appeared with the WTS New York Chapter President on a television talk show devoted to business and economic issues in New York City. Other talk show appearances by Washington Chapter Officers are being explored with television stations in Cincinnati and Washington, D.C.

The Media Relations Chair commissioned a podium sign featuring the WTS name and logo to be used at Chapter events because of the increase in photographic and television coverage. The sign is also being used as a prop during talk show appearances.

Further, the Washington Chapter Board recently voted to adapt the Chapter logo to conform with the new national logo developed by WTS. The national logo was adopted by all the WTS Chapters across the country, with the exception of the San Francisco Chapter. The use of a uniform logo will help to give WTS nation-wide symbol recognition.

Fact sheets on WTS have been developed as background materials for the press. One is "A Short History of WTS," and another one contains the Officers' biographies. Additional fact sheets, specifically dealing with membership statistics and publicity tips for luncheon sponsors to consider, are planned.

The Media Relations Chair conducted a survey of the men Chapter members in July. An article based on this survey is scheduled to appear in the October issue of the WTS Newsletter.

Future projects include setting up and coordinating a Chapter speakers' bureau, establishing contacts with reporters for working women's magazines, writing additional articles for the WTS Newsletter, and compiling a publicity book of WTS press clippings.

## GOALS AND OBJECTIVES

The Goals and Objectives Committee was created at the April 1981, Washington-WTS Board of Directors meeting. The Committee's major tasks are as follows:

- 1) Organization of informal gatherings of the membership for the purpose of obtaining "grassroots" input for the development of chapter goals and objectives.
- 2) Development of survey instrument to determine members' needs and interests and designed to solicit information regarding current and future WTS programs and activities.
- 3) Research of similar organizations' goals and objectives, including personal interviews with persons involved in the development of the goals and objectives. This task also included research of the actual structure of the goals and objectives within the particular organization's framework.

The Goals and Objectives Committee has held regular monthly meetings since May 1981. The three tasks previously outlined were assigned to Committee members based on individual skills and interests.

To date, information has been solicited from over 20 organizations for the purpose of researching their goals and objectives. This information is currently being analyzed to determine its usefulness and applicability in the development of our chapter's goals and objectives. Additionally, the Committee undertook a survey which was published in the November newsletter. The surveys are now being returned and those received prior to December 30 will be tabulated and analyzed to provide additional information for the development of chapter goals and objectives. Four dinners were held during August and September of this year. These dinners were well received, with approximately 10% of our membership in attendance.

The Goals and Objectives Committee intends to develop a specific set of goals and objectives for Washington-WTS by March 1982. We hope to serve as a model for other WTS chapters and are currently providing the Atlanta Chapter with assistance in this area.

## MEMBERSHIP

WTS, Washington had 365 members as of December 8, 1981. Of these, 345 were full members and 20 received our newsletter only. The Chapter published a Directory in July which contains each member's name, position title, office telephone number and place of employment. It is also cross-indexed by organization to facilitate access to individual members.

The WTS Board decided at its August Board meeting to institute a rolling membership year. Effective September 1, 1981, persons joining the organization will do so for a full year of member benefits at \$30.00. Membership of individuals who joined before September 1, 1981, will expire February 28, 1982, with renewal until February's end 1983.

The rolling membership year will ensure a full year of membership benefits regardless of when an individual joins the organization. It will also provide a year-round incentive to join the organization.

## SCHOLARSHIPS

Scholarships of \$150 were awarded to two Washington area university students at the January WTS luncheon. The recipients of these awards are Becky Shulz of George Washington University and Elaine Saunders of the University of Maryland.

This is the third year that the Washington chapter has offered scholarships to assist undergraduate level women in area universities in preparing for careers in transportation.

## ACHIEVEMENT AWARD

Ellen D. Hanson received the Chapter's 1980 Achievement Award at the Chapter's fourth anniversary party on January 29, 1981. The annual award recognizes and honors a woman who has contributed through her professional achievement and contributions to the advancement of women in the field of transportation.

A charter member of WTS, Ellen consistently demonstrated her sincere commitment to the promotion of WTS, its goals and objectives through her professional achievement, active leadership, and direct involvement in WTS. In addition, Ellen's personal belief in and support of a national network of skilled career women in transportation have helped create wider opportunities for women to develop expertise and professional capabilities in the transportation field.

## NEWSLETTER

The Chapter Newsletter is printed and distributed early each month. Newsletter subscription is included in the membership fee.

The typical contents of the Newsletter include:

### Regular features

- Monthly luncheon
- Calendar of WTS events
- Job Bank
- Highlights of upcoming events

### Periodic features

- Board activities
- Committee activities
- National Organization news
- News of activities of chapter members
- Notes from the President

### Special features

- Special programs and seminars sponsored by WTS
- Articles on current transportation legislation