



**Volume XXVI, Number 5
 May 2012**

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**Happy
 Mother's
 Day**



Athena Café

Free and open to the public
 Thursday, **May 24**

Noon to 1:00 p.m.

Florida State College at
 Jacksonville

Administrative Offices
 501 W. State St., Boardroom
 Jacksonville, FL 32202
 Catering provided by
 Tidbits

Lunch is \$10.00

Brownbaggers welcome

Call 904.256.6987 to RSVP

Lunch reservations must be
 pre-paid with check
 by Tuesday, **May 22**

Please make checks payable
 to Florida State College at
 Jacksonville and mail to the
 Rosanne R. Hartwell
 Women's Center, South Campus,
 11901 Beach Blvd.,
 Rm. E-100, Jax FL 32246
 in time to arrive by Tuesday.

**He's Not Coming: A Financial Reality Check for Women!
 Athena Café with Brooke Stephens
 Thursday, May 24**



"Before women can be in charge of their lives, they need to break free of the 'someday he'll come along' syndrome foisted on us by fiction and fairy tales, history and Hollywood," says, Brooke Stephens, featured speaker at the May Athena Café

luncheon. Stephens is an author and investment advisor who focuses on finance and gender issues. She's also a woman who tells it like it is!

"Until you can write a check on your dreams and make something happen, you're not really in charge. You're following someone else's path for you when you depend upon getting your bills paid by a parent, spouse, lover, government agency or corporate entity. If women understood how to make smarter choices about money there would be less domestic violence, fewer child abuse victims, less divorce and more balanced healthy lifestyles. Unfortunately, by the time most women figure that out they are already trapped in miserable marriages, with more children than they can afford and stuck in dead-end careers that lead to unhealthy forms of acting out to relieve stress, depression and anxiety."

Stephens offers these disturbing statistics to give women a much needed financial reality check:

- Working women, age 18 to 25, have no savings and are not contributing to their retirement plans. Women of color under 40 have less than \$100 of net worth.
- 60% of career women in the 40 to 55 age group have less than \$25,000 in savings, investments and retirement accounts.
- The average age for widowhood is 57

and women often outlive men by 17 years.

- Divorce impacts 50% of marriages and among African American and Hispanic women the numbers are worse. Divorce is closer to 57% and among professional women of color, marriage is harder to achieve.
- 36% of African-American professional women are not married and never will be.

The message is clear: He is not coming! That means women must take financial responsibility for their own lives. Older women who do not have sufficient retirement savings often end up babysitting, doing housecleaning and competing with teenagers for jobs as waitresses and at fast food restaurants. If we teach financial skills to children now, we can prevent the next generation of women from being in that situation.

"It's not impossible to make financial independence happen if you start now and stick to an investment plan," says Stephens. "Don't let the stock market scare you. Just think of where you spend and begin investing there – with just \$25.00 a week. Small choices and the regular discipline of investing can make a big difference! Financial skills need to be taught with the same passion we use to get kids to learn to wash their hands and brush their teeth," she says.

Who taught Brooke Stephens about financial independence? "People who read my books or take my workshops think my career on Wall Street and business school made me the expert that I am and much of that is true, but the beginning for me came with my aunt, Sallye Mathis (1912-1982). She was a very important local figure in Jacksonville politics during the Civil Rights Era and an educator long before she became

the first black woman to sit on the City Council. Her sense of discipline and constant vigilance with money made me aware early that if I wanted to accomplish even half of my dreams I had to follow some plan of action. Her financial independence made her the perfect candidate to run for public office. The Urban League and the NAACP had qualified members who were interested in making that move, but each of them, in some way was in a position to be financially threatened if they had made that step."

Stephens travels the country teaching two workshops: *Getting Rich on \$100 a Month* and *He's Not Coming! A Financial Reality Check for Women*. At the Athena Café, she will make it easy to understand how small amounts of money can grow to give you the cash cushion you need, whether it is for college tuition, buying a home, retirement ease or just the mental well-being that comes from having life choices.

About the Speaker

Brooke Stephens is a 20-year veteran of Wall Street who started her financial career as an international trade officer in West Africa with Chase and was a senior investment consultant for Citicorp Investment Services in New York. She has been a certified financial planner, a stockbroker, an insurance agent and a registered investment advisor. She holds a B.A. degree from Fisk University in Nashville, Tennessee, an M.A. from Western Michigan University in Kalamazoo, Michigan and completed further studies in marketing and finance at Harvard University Graduate School of Business Administration.

Stephens is also the author of *Talking Dollars and Making Sense: A Wealth-Building Guide for African-Americans* (McGraw-Hill); *Wealth Happens One Day at a Time: 365 Days to a Brighter Financial Future* (Harper Collins) and *The Brooke Stephens Wealth-Building Journal* (Brooke Stephens).

She has been featured in *Reader's Digest*, *Money*, *The Washington Post*, *Working Woman*, *The Chicago Sun-Times*, *The Atlanta Journal-Constitution* and *USA Today*, which described her most recent book as the best new money book to help you turn your financial life around. She has also written for *Black Enterprise*, *Ebony*, *Essence*, *Self* and *MS* magazines.

Over the past few years, Stephens has appeared as a regular guest/commentator on many nationally syndicated radio shows and television programs, including CNBC's "Power Lunch," CNN-FN's "It's Only Money," and CNN's "Your Money." For two years she was the weekly personal finance expert and business commentator on NPR's "The Tavis Smiley Show," PBS's "Nightly Business Report" and the Bloomberg "Morning Report."

You can visit her website at www.brookestephens.com.

She said,

"When I stopped seeing my mother with the eyes of a child, I saw the woman who helped me give birth to myself."

~ Nancy Friday

Celebrating the 100th Birthday of Sallye B. Mathis (1912-1982)

Sallye B. Mathis was the first African-American woman elected to the Jacksonville City Council in 1967. She was a civil rights activist and a member of the League of Women Voters. During her tenure on the council, Mathis initiated legislation for a Citizens' Police Review Board, free public toilets, equal job opportunities in public agencies and fought for reduced bus fares for senior citizens. Before going into politics, she had a 28-year career teaching elementary school and high school history in Duval County schools and was a successful businesswoman in partnership with her husband, Earl Mathis. The local NAACP chapter gives an annual Sallye B. Mathis award for community service. The Sallye B. Mathis Elementary School here in Jacksonville is also named in her honor.

Mathis died in 1982 at the age of 70, but the work she began continues on. Her niece, Brooke Stephens, is organizing a celebration in honor of her aunt's 100th birthday on **May 17**. On that day, Mayor Alvin Brown will be issuing a proclamation in honor of Ms. Mathis. For more information on the celebration, contact Brooke Stephens at 718.812.7433 or stephensb52@gmail.com.

She said,

"I, like most mothers, would kill for my children. With a husband, it would depend on the mood I was in."

~ Carly Simon

Zonta Offers \$1,000 Women in Business Scholarship

The Zonta Club of Jacksonville is an organization dedicated to advancing the status of women locally, nationally and internationally. Each year, they give out the Jane M. Klausman Women in Business Scholarship: a \$1,000 scholarship given to a woman undertaking a business or business-related program at an accredited college/university/institution. Applicants must:

- be enrolled in at least the second year of an undergraduate program through the final year of a master's program at the time the application is submitted
- have achieved an outstanding academic record during their academic studies, including business-related subjects
- demonstrate initiative, ambition and commitment to pursuing a career in business
- complete the Zonta application form
- provide one recommendation from a faculty member and one from an employer
- write a 500-word essay describing their academic and professional goals

The deadline to apply is **June 1**. To get an application form, please contact Emily Putnam at 904.553.5769 or putnam.emilyr@gmail.com.

Free Women and Money Workshops!

Financial expert, Brooke Stephens will be offering two *free* workshops on Women and Money at Florida State College at Jacksonville during the citywide event called Money Week, **May 7 - 11**.

Women -- "He's Not Coming!"

Thursday, May 10, 5:30 p.m. to 7:30 p.m.
Deerwood Center, Rm. A-1106

Small Investor: How to Get Rich on \$100 a Month!

Friday, May 11, 5:30 p.m. to 7:30 p.m.
South Campus Auditorium, Rm. G-0101

To register, contact Tina Cross at 904.256.6987 or tcross@fscj.edu.

Free 3-Credit College Class for Displaced Homemakers!

The next Challenge Class will be held **May 14 through June 1**, Monday through Thursday from 8:45 a.m. until noon. This *free* 3-week class is now a college credit course. If you qualify and successfully complete the class, you could earn three college credits in just three weeks! The tuition is paid by the Challenge Program for those who qualify as a displaced homemaker and who can prove Florida residency for the past twelve months. Some of the topics include:

Resumes and Cover Letters	Reinventing Yourself
Identifying Skills	Job Hunting
Assertiveness	Interviewing
Online Job Searching	Networking

Call Tammy Watkins at 904.256.6983 today to reserve your spot for the next class. In just three weeks, you will learn more about today's job market, acquire many successful job search techniques and learn a lot about yourself along the way. Don't miss out on this incredible opportunity!

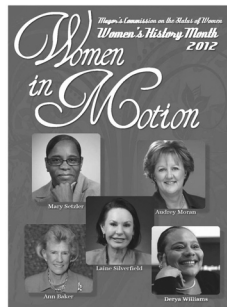
Colette Taylor Receives Women's Center Outstanding Student Award!



Congratulations to Colette Taylor, winner of the 2012 Women's Center Outstanding Student Award! She was nominated by Harriet Courtney, Project Coordinator for the Challenge Program for Displaced Homemakers, because she is an inspiration to other women. Colette came to the Women's Center in February 2009 as a widow who was raising a teenage son. She signed up for our Challenge Program because she knew that re-entering the workforce after being a stay at home mom for 14 years would not be easy.

After completing our 3-week class, Colette experienced a tremendous, positive change in her life and decided to enter college. Colette has worked as a student assistant in the Enrollment Services area and is known for her great customer service, as she enjoys helping other students. Now she comes to each Challenge class we have to share her story and offer encouragement to other women to let them know that they can do it, too! Colette is a role model for other women who have dedicated their lives to their families and must now find employment and become financially independent. Congratulations on your award, Colette!

2012 Mayor's Commission on the Status of Women Poster Honorees



Five local women who have made outstanding contributions to the Jacksonville community have been selected for recognition as 2012 Women's History Month honorees by the Mayor's Commission on the Status of Women. These women epitomize this year's theme, *Women in Motion*. The Commission, in partnership with the Thomas G. Carpenter Library at the University of North Florida, hosted a reception in their honor during

Women's History Month in March. The 2012 honorees are:

Audrey Moran – Senior Vice President, Social Responsibility & Community Advocacy, Baptist Health

Mary Setzler – Founder, PFC. Tavarus D. Setzler Foundation

Laine Silverfield, Former Executive Director, Dreams Come True

Ann Baker, *deceased*, Long-term Community Activist and Visionary

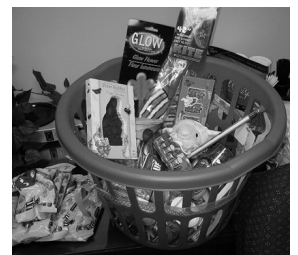
Derya Williams, *deceased*, Former CEO, River Region Human Services, Inc.

As is the commission's tradition, this year's honorees are featured on this specially designed commemorative poster, which was unveiled at the reception. The poster has been placed in the UNF Thomas G. Carpenter Library where the permanent collection of commemorative posters is exhibited. The poster honorees were selected from nominations received from individuals, women's organizations, agencies and businesses.

The purpose of the Mayor's Commission on the Status of Women is to develop a public consciousness of the talents of women, regardless of race, color or creed, to encourage women to become actively involved in matters pertaining to the community and to work toward the utilization of capable women in roles of leadership. Thanks to Mayor Alvin Brown for his support of this Commission and for his words of encouragement at the reception to honor these distinguished women.

Easter Baskets for Kids at Community Connections

Thanks for your donations to our Easter baskets for Community Connections and to Rebecca Nelson for coordinating that effort! The women and children living in their facilities appreciate your kindness during this stressful time of transition in their lives. Kudos to Community Connections for all that they do for our community!



Free Business Startup Workshops for Women!

Considering Business Ownership

Wednesday, **May 16**

10:00 a.m. to noon

Planning for Business Ownership

Wednesday, **May 16**

1:00 p.m. to 3:00 p.m.



Both workshops will be facilitated by **Donna Padgug, Economic Development Specialist with the U.S. Small Business Administration.** They are *free* and open to everyone in the community, and will be held at the Florida State College South Campus, 11901 Beach Blvd., Jacksonville, FL 32246 in Room M-1142. To register, call 904.256.6987 or email tecross@fscj.edu.

Portfolio Editor

Dr. LaDonna K. Morris

Contributors

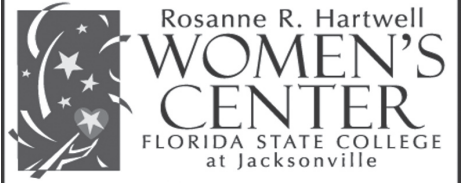
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mission

Helping women to succeed
personally and professionally

