

CHARTER 100 DC

December 2021 NEWSLETTER



Ladies,

This morning I awoke to the most magnificent array of sun-dappled reds, oranges, ochres, rusts and greens dancing through the window as the winds blew softly on every tree. How uplifting.

I hope everyone is experiencing a similar joy of autumn, that magic wonderland of color and light, rustle of leaves and woodland scent in the air.

We have another great Zoom program scheduled this month on November 16, so mark your calendar. Our new member, Kathy Gest, will talk about her duties as an official observer of 23 elections in 12 countries. What an important and timely topic.

Also, don't forget about our long-awaited Charter 100 Holiday Tea at the Sulgrave Club on December 14. Details to come.

In keeping with the sentiment of this month's holiday, have a blessed month and wonderful Thanksgiving Day and weekend with family and friends – and, of course, our loyal pets -- In our family this is petite Lilette Louise, a magnificent snow white toy poodle – AKA Lilly!

Paula Hantman Tolle

Paula Hantman Tolle

THIS ISSUE

PRESIDENT'S LETTER

ANNOUNCEMENTS

NOVEMBER'S FEATURED

MEMBER: CAROL

HITMAN

2021-2022 CHARTER 100

EXECUTIVE COMMITTEE



ANNOUNCEMENTS

NOVEMBER SPEAKER PROGRAM

Please join us on Tuesday, November 16, from 12:00-1:30 p.m., for a lecture by Kathy Gest, who has been an official observer of 23 elections in 12 countries.

SPEAKER REFERRALS REMINDER

The Programs Committee would like to remind you that your topic ideas and/or proposed speakers are welcome and desired. No doubt, each of us knows or knows of noteworthy, informative, and motivating people who could share their knowledge, experience, or inspiration with us for an engaging program. There are currently several speaker opportunities available in Q1-Q2 2022. You may complete the Speaker Nomination Form in the Members Only section of the C100 website or reach out directly to Mini Campos (minicampos509@gmail.com) or Catherine Harper (catherineharper@comcast.net) with your ideas!

SPEAKER FORMS

If you are interested in recommending a speaker for our program speaker series, complete the new speaker nomination form and program speaker form attached with this newsletter and email them to the Program Committee co-chairs, Mini (minicampos509@gmail.com) and Catherine (catherineharper@comcast.net) for review. We already have our three speakers lined up for the fall season and one for the spring.

SAVE THE DATE

On Tuesday, December 14, from 4:00-6:00 p.m., Covid permitting, Charter 100 DC will celebrate our Holiday Tea at the Sulgrave Club at 1801 Massachusetts Avenue, NW, Washington, DC 20036. There will be valet parking.

USEFUL MEMBER INFORMATION

Charter 100 DC Website: www.charter100dc.org
Website Password for Members Only/Info: 2021charTer100
Questions, Administrative Assistance: charter100dc@gmail.com

A NOTE FROM THE MEMBERSHIP COMMITTEE

Thank you for being a valued member of Charter 100. Currently, the Washington DC chapter has 57 members. We are achievers who believe that bringing together accomplished women will create a stimulating forum for sharing ideas, successes and experiences. We are advocates of a system of support and assistance to one another, a system that crosses professional and sector boundaries. And, finally, we are champions of friendship built upon professional and personal respect.

Last year we welcomed nine accomplished women to our group - you will meet them in future newsletter profiles, and at future in-person events. One of the Membership Committee's objectives has been to increase the composition of our organization by age and diversity. We look forward to having you meet them as we move back to more in-person meetings and events.

As we move into new member recruitment for 2021-2022 we are focused on the benefits of membership in Charter 100:

- Social - this year's Holliday Tea offers one of our first opportunities to socialize in-person. On Tuesday, December 14, from 4:00-6:00 p.m., Covid permitting, Charter 100 DC will celebrate our Holiday Tea at the Sulgrave Club at 1801 Massachusetts Avenue, NW, Washington, DC 20036. There will be valet parking.
- Intellectual stimulation - from ambassadors to arts experiences to successful authors, Charter 100 provides opportunities to hear and experience a broad spectrum of cultural and intellectual activities from our rich membership access.
- Connection to others with like interests - as a result of program interest surveys conducted by our Programs and Special Events committees, our activities provide multiple occasions to connect with members and their guests in diverse locations.

The Membership Committee is committed to recruiting and inviting extraordinary women from all sectors to continue our growth as an organization. New members offer the lifeblood for us to continue to grow. Please help us in our mission:

- Invite friends or identify women of substance to whom the Membership Committee may reach out
- Invite family members - many of us have accomplished daughters and/or their friends who would benefit from membership in Charter 100
- Reach out to former members or those you know who have been absent from meetings or events
- Contact anyone on the Membership Committee with ideas of women in the community you might know of through your other affiliations who would correspond and enhance our organization - see below for contacts.

And finally, as we seek to reconnect and re-engage our current members, please be aware that the Membership, Programs and Special Events committees are working together to provide a diverse offering of interests and scheduling. We agree that it is in all our interests to be more connected with one another - to establish personal rapport, build collaboration to ensure member expectations are being met and foster retention and coordinate activities to prevent overlaps and to build synergies.

We look forward to seeing many of you at the December 14 Holiday Tea.

The Membership Committee

Beverly Dean - beverlybdean@gmail.com

Sandie Preiss - spreiss@apogeecs1.com

Barbara Ciconte - blciconte@gmail.com

Myrna Fawcett - myrnafawcett@gmail.com

Judith Hunter - judithlhunter@yahoo.com

Stephanie Karsten - stephaniekarsten1215@gmail.com

Clara Montanez - Clara.I.Montanez@gmail.com

Charter 100 DC Vice President Carol Whitman



How did Vice President Carol Whitman first get involved with Charter 100 in 2006? "It's a great story," she remembers. "Melanie Miller, a former president of our organization, was director of marketing at both the U.S. Tuna Foundation and the Sugar Association. Melanie was my capable client during her tenures. The two would plan their business meetings around the Charter 100 DC luncheons, and soon I was hooked. I became a member within the year.

Two years later, Whitman began a long tradition of participation in Charter 100 committees, beginning with the Arrangements and Special Events committees (then one committee) and moving on to chair the Membership Committee, then treasurer for several years and secretary, before segueing into her current role as VP. "The involvement has made the Charter 100 even more rewarding."

When asked about where she sees Charter 100 going, she predicts, "Our programs continue to be amazingly interesting, thought-provoking and challenging; there's a lot of learning going on, and I'm confident we will continue in that direction with the many, new talented members."

Whitman knows a thing or two about matching programming with an audience. An expert in strategic planning, marketing and business development, she moved up the ladder from account director to director of business development to senior vice president, working with national firms such as Lever Brothers, Mars

Inc., McCormick, Ralston Purina and General Electric. She has also assisted in the Discovery Channel's ascent from a minor cable television network to a global brand as well as moved the pebble forward for the Food Network and Home and Garden Television.

For her, marketing and advertising come down to matchmaking: "raising awareness of particular products, services, and joining them with people who want and need is important. Creating an emotional connection between them is key to success." Her fascination with people's needs began at Bucknell University, where she majored in psychology. "I love engaging in strategic research about people," she said, very common in Madison Avenue agencies at that time.

When asked about whether she was a fan of *Mad Men*, a television series set in a similar business environment, she said, "I couldn't watch it. It was just so true during the initial years." Women were paid lower salaries and treated poorly. Whitman was actually among a group of about 15 or 20 women who attended a lunchroom meeting with Gloria Steinem and Betty Freidan addressing these very issues. Part of Whitman's personal resistance against the pervading misogyny took place in mentoring women over the long term to ensure equal opportunity.

A lot has changed since then, but some things haven't. The same goes for the marketing world. What hasn't changed: "The fundamentals of marketing which include positioning and knowing your target audience and how to differentiate your product or service and how to make it meaningful..." What has: how one delivers a message. Businesses have far less time to communicate, but with far more options on where and how to do so.

In addition to her marketing work, Whitman has enjoyed a long practice of volunteering, beginning in high school. She has worked with the elderly, with young people as a literacy tutor and with various social organizations, as well. She is also an avid traveler—the only continent she has not visited is Antarctica. Though COVID curbed the amount of travel that she and her husband, David, undertook in recent years, they are back to it, having recently gone to Alaska. They live in Baltimore and were foster parents to two now-adult children.

**"My interest is either in human animals or non-human animals."
-Carol Whitman**



2021-2022 Charter 100 DC Executive Committee

Paula Hantman Tolle, President

Carol Whitman, Vice President

Sally Fowler, Secretary

Jackie Hunt, Treasurer

Beverly Dean & Sandie Preiss, Membership Committee Co-Chairs

Mini Campos & Catherine Harper, Program Committee Co-Chairs

Lucília Harrington & Rosemary Kimball, Special Events Committee Co-Chairs

Gail Nordheimer, Arrangements Committee Chair

Gail Raiman, Ombudsman

Arleen Heiss, Past President

The Charter 100 of Washington, DC brings
together women of outstanding
accomplishments in diverse fields.