



MARCH '05

Volume LX Number 7

“Through the Looking Glass of Advertising – Images of Women for 100 Years: Reflecting Where We Are Today”

This multi-media presentation provides a provocative, humorous and intriguing exploration of the image of women as portrayed in advertising – from the Gibson Girl to Ms. Consumer and the 21st Century. It is a thought-provoking look at the impact of advertising on the women’s cultural revolution, asking the question: Is advertising the mirror or creator of women’s image and role? See and hear what may have affected how you look and feel today.

Our guide and commentator for this presentation will be our AAUW-CA State President, Kathleen Cha, who in her professional life serves as Senior Communications Officer for the Association of Bay Area Governments. This program was developed in conjunction with the American Museum of Advertising, which in 2000 sponsored a spectacular exhibit in San Francisco called *Dream Girls: Images of Women in Advertising, 1890’s – 1990’s*. Coordinated by Kathleen, it displayed the image of women as portrayed in print, radio and TV advertising – a truly comprehensive retrospective.

You won’t want to miss this informative trip down memory lane as well as the opportunity to hear first hand from our State President. Don’t wait until the last minute to make your reservation and be sure to tell a friend.

Saturday, March 12th

11:30AM Registration & Welcome
Mission Room – Lower Level

Beverly Garland Holiday Inn

4222 Vineland Ave., North Hollywood
(Vineland exit off the 101 Freeway)

Parking: \$3 per car, so please indicate if you will be a driver. Carpooling is suggested.

Cost: \$21.00. Luncheon includes a house salad, choice of grilled vegetable sandwich OR penne with chicken OR tuna salad on croissant, plus cheesecake and beverage. Please indicate your menu choice when making your reservation.

RSVP by Wednesday, March 9th to San Fernando Valley Branch at 888-9744 or email at aauw@aauw-sfv.org; same day reservations will be accepted – space permitting. We are obligated for reservations, therefore, we require 24-hour notice of cancellation or you will be billed. Please have checks prepared beforehand to AAUW-SFV in order to avoid delay and congestion in the reception area.

*AAUW promotes equity for all women and girls, life-long education
and positive societal change.*

*AAUW is California’s most active and diverse organization for women, offering
action for equity · personal and professional growth · community leadership · friendships.*

In principle and in 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.*

**AAUW – SAN FERNANDO VALLEY CALIFORNIA BRANCH
MARCH 2005**

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		1	2 7:00p Drama Exchange	3	4 9:30a Book Discussion/ 10-2 Bridge	5 7:30p Bridge
6	7 6:30p Board Meeting	8	9 10:00a Day Literature	10	11 10-2 Bridge	12 General Meeting
13	14	15	16 7:00p Night Literature	17 St. Patrick's Day	18	19 7:30p Duplicate Bridge
20 Palm Sunday	21 9:30a Duplicate Bridge	22	23 9:30a Contemporary & Cultural Affairs	24	25 Good Friday/Purim/ 11:30 Lunch Bunch/ 10-2 Bridge/9:30a Duplicate Bridge/7:30p Bridge	26
27 Easter Sunday	28					



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