



# The Transmitter

**Empowering Women in  
Utilities Since 1923**



## Message from the Chair

**Krista Tillman, Ohio Chapter Chair**

Dear Ohio Chapter Members,

It seems impossible that the 2015 year is more than halfway through, "time flies when you're having fun!" Fun is a simple word, yet I will use this word to describe my experience with WiNUP. I joined the Ohio Chapter in 2008 by doing a simple Google search. At the time, I lived in Marietta, Ohio and drove approximately two hours to attend a New Members Breakfast. I remember two things about that day: (1) Janet Rehberg greeting me with her impeccable charm, and (2) Velda Otey commending me for driving two hours. From this meeting on, I had a passion for this organization and what we stood for - empowering women! For the past seven years, I have had fun being a WiNUP member. I am pleased with the value I have gained as a professional woman, in my personal development, and with great friendships.

Now I want to talk about active involvement in WiNUP and what you can gain from it. WiNUP thrives on the participation of our membership. Without time commitment from our members and the passion to contribute to our organization, many opportunities would not be available to you as a member. Some examples of these opportunities are monthly meetings, clothing drives, community events, the annual conference, and this newsletter! There are several people behind the scenes and many people in the front doing the lifting. As the 2015 Chair, I am so grateful to all these individuals. I see ladies that are passionate, dedicated, and selfless. I am delighted on a weekly basis with the support I receive throughout our board and our membership.

If you are not involved in a Chapter committee, I urge you to do so, and it is not too late to do this for 2015. We have great opportunities available, and the Ohio chapter will either be supporting or co-hosting the 2017 Annual conference so we will be working on building up that conference committee. Also, many more opportunities exist at the International level. My advice is to get involved at the Chapter level and learn how the Ohio Chapter operates, then work your way towards International. The opportunities are endless, and along the way you will make friends, gain mentors, and practice skills that will offer professional and personal development.

If you want to get more active in WiNUP but do not know where to start, reach out to me at [kdillman@aep.com](mailto:kdillman@aep.com), and we can talk about all the opportunities that are available to you.

Thank you,

Krista Tillman  
2015 WiNUP Ohio Chapter Chair

### WINUP'S MISSION

Provide a link for developing and recognizing professions involved with utility business trends, issues, products, and services.

### WINUP'S OBJECTIVES

1. Opportunities for professional development
2. Networking and mentoring among members
3. Recognition and visibility

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**For additional information,  
please visit our website  
[www.winuxpoh.org](http://www.winuxpoh.org)**

# Member Spotlight: Amanda Owen

By: Amy Russell

The Ohio Chapter of WiNUP continues with a great year in Membership with thirty-five new members joining since January 2015. If you, or someone you know, is interested in joining, please email Kristen Thompson at [kathompson@aep.com](mailto:kathompson@aep.com). One of these new members is **Amanda Owen**, who has worked for American Electric Power as a regulatory consultant principal for over a year, and came to AEP after working for three years as a regulator at Reliability First. Amanda has been married for four years and lives with her husband, her 4½ month old daughter, and her dog.



## How did you hear about WiNUP?

A colleague told me about WiNUP and I also heard about it from the women at work.

## Have you attended any monthly meetings? What were you expecting?

I have been to a couple of meetings, but was unable to attend a few due to maternity leave. This is a good group of women committed to furthering women's issues in the utility industry.

## What skills from your previous career with the regulators have been useful in your current position at AEP?

My previous work was on the other side of the table, working as an enforcement attorney. Now, I am in the NERC (North American Electric Reliability Corporation) compliance department where I may use my past experience to predict the regulator's actions. It requires building relationships and collaborating.

## Do you have any hobbies?

I play tennis and we work on various home improvement projects.

## What do you do to relax?

I love to watch TV, take walks, and hike, when we can. It has been hard with the recent weather. We also visit my in-laws in Huron and enjoy the Lake Erie beaches.

## Thank you for sharing a little about yourself with us.



## Calendar of Events

August (TBD)	Networking event (Arena district, after work)
August 24	WiNUP Guidelines - Part II (webinar)
September 11	Community Outreach/Special Events (TBD)
September 24	New Member Breakfast
September 28-30	WINUP Conference hosted by the West Virginia WiNUP chapter
October 5-9	Fall Clothing Drive
October 19-20	Indiana Chapter regional conference in conjunction with the Indiana Governor's conference for Women
October 22	Tom Froehle - VP External Affairs in the Regulatory Services Dept (AEP) Speak about: The Regulatory issues, your career path and what challenges you and your team face with lobbying at the local and federal levels. Location: AEP – Scioto Room 11:30am
November 17	Joe Hamrock – CEO at NiSource (after work event at NiSource)
December 11	WINUP Holiday Social (after work event at AEP)



*Save the Date*

# ✓ Power Up Your Career

By: Lindsay Chambers  
and Hillary Sheffer

Kay Fittes – CEO of High-Heeled Success, LLC ([www.highheeledsuccess.com](http://www.highheeledsuccess.com)) spoke to us in June regarding “Power Up Your Career with Power Presentations”™. She started by asking, “When you have to present, do you come out punching?” She explained that every opportunity to speak is a presentation opportunity, no matter if informal, formal, or if it is in front of one individual or hundreds.



Kay also took us on a journey to her high school speech class where she was so afraid of speaking in front of everybody that as soon as she was done, she passed out. So if she can go from someone who is so petrified of speaking that she passes out, to speaking as a profession through her own company, anybody can overcome their fear. She shared with us three tools to help make our presentation skills better.

## **Command Attention** – Use Props & Questions to command attention ...

Try to avoid starting a meeting off with Good morning, afternoon or evening. She asked if you had ever been at a meeting where they said, “Good Morning” and you repeated, “Good morning”, but they aren’t happy with the response and repeat it again so that the audience gets louder. She then proceeded to say that most, if not all, of your audience is probably rolling their eyes or is already frustrated.

Instead, start off with a prop or by asking a question to get the audience intrigued. An example given was a leader of a nonprofit organization that had \$100,000 to give away in scholarships and had not given away a cent. If she accomplished this goal, it could lead to her becoming the chief officer. She was very boring with her delivery, so Kay coached her and gave her a prop of a “100 Grand” candy bar. She started off with, “what if I told you I had to give away 100 grand and all you had to do to get a part of it would be to fill out a quick application?” They got excited and she went on to say, “well you are in luck, as I do have a 100 grand to give away for your educational pursuits and to get you started with your application, I will give you a 100 grand candy bar. Who’s ready to start?” As a result, she was able to give all \$100,000 away .

## **Command Memory** – Stories – Tell a story that is true, relatable, and relevant ...

She gave the example of being at the gas station and seeing a mom trying to show her daughter how to pump gas, and the daughter could not get the credit card to go through, had gas everywhere, and so on. It was a complete mess. Rather than giving up, taking the credit card and gas pump out of her hand, and doing it herself, the mom kept coaching her daughter along until the girl was able to complete the task by herself. Fittes planned to use this story in an upcoming presentation for a meeting with some leaders. Have you ever been frustrated or concerned that an employee couldn’t get the task done... and you just took it back or assigned it to someone else you could trust, versus coaching them along to challenge them to do something outside their comfort level and expand their skill set?

An example from the audience was that the speaker brought a toolbox to a meeting and pulled out different tools and said, “What does this do?” She continued to explain that the toolbox had a specific purpose— much like in our own IT toolbox, we have all of these tools and they have a specific purpose, the key is understanding what those purposes are and using them to accomplish our goals.

Start a story file. When things happen in your life, have a little notebook to jot down stories as they happen to you. Similar to the pumping gas story, you never know when you will need it for a presentation or a behavioral interview. It is said that most executives have twenty stories handy prior to an interview for different types of questions they could be asked. *Continued on next page*

## ✓ Power Up Your Career (continued)

### Command Action – Avoid I ...

So many people will use I, I, I in their presentations focusing on their thoughts and feelings versus having a “You” mentality and a “You” focus, which is critical. When trying to persuade the audience to do something, you have to relate how it is going to benefit them. People take action when they can see a benefit for themselves. Kay challenged each of us over the next three days to take any opportunity to share information utilizing a “You Focus”. If you want those around you to buy into your ideas, they need to see what is in it for them.

Remember, “Every time you open your mouth, it is a presentation opportunity”

[Kay@highheeledsuccess.com](mailto:Kay@highheeledsuccess.com)

[www.HighHeeledSuccess.com](http://www.HighHeeledSuccess.com)



## Buckeye STEMs: Techieloka !

By: Katie Blubaugh

Techieloka! was a technology competition held on May 8, 2015 at Columbus State Community College for third to fifth grade students participating in a Technology Club program. The event, similar to a science fair with a focus on technology and engineering, was hosted by a local company, TechCorps, which specializes in reaching out to the Youth in our community who have an interest in Science and Technology. In support of the 2015 WiNUP STEM initiative, WiNUP members volunteered in assisting with the event and some, with judging the projects. Teams of students presented projects focused on a range of computing and engineering concepts to a cadre of tech-savvy judges from throughout the community. WiNUP volunteers who participated include Bonnie Shaffer, Teresa Smith, and Dee Richards (of NiSource), and Michelle Kinds, Katie Blubaugh, and Susan DeMoen (of AEP).

“The energy of the participants was great. I loved talking with the students and encouraging them in their endeavors. It is truly wonderful to see young students: 1) have the opportunity to engineer something that solves a problem, and 2) get excited about engineering and technology.”

**Bonnie Shaffer** (NiSource)

“What a great opportunity for these young kids to have this kind of support. I was able to view all of the projects. Had I been a judge, it would have been difficult to select a winner.”

**Teresa Smith** (NiSource)

**Executive Sponsor**

The winning entry was from a group of four students who invented a unit that attaches to the back strap of swimming goggles and senses the pool wall for someone swimming the backstroke. The idea was definitely real-world applicable, preventing the swimmer from running their head into the wall while swimming backward. The winning team explained the problem very well, introduced their proposed solution, demonstrated their product, and relayed challenges they overcame during the engineering of their solution. This team truly did a terrific job and deserved to win!

### Why are STEM careers important? Did you Know?

That the Top Ten in-demand jobs in 2010 did not exist in 2004?

That teachers are preparing today’s students for jobs which do not yet exist ...

Utilizing technology that has not been invented ...

In order to solve problems we do not even know are problems?.

Source: Karl Fisch and Scott McLeod’s “Shift Happens (Did You Know?)” series.

“Buckeye STEMs” will be included in each newsletter to inform you of the chapters’ STEM-related news in accordance with the WiNUP national philanthropic platform.

## ✓ Career Moves and Leadership Lessons

By: Sandra McCormick

Teresa M. Smith, Executive Sponsor for WiNUP Ohio, was the speaker at the Ohio Chapter meeting on May 14, 2015. Teresa started her career as an administrative assistant, and while working full time, earned both a Bachelor of Human Resource Management and a Master's Degree in Organization Development. During her 26 years at NiSource, Teresa held a variety of positions in business strategy and human resources, and is currently the Vice President of Human Resources. She and her husband, Gary, live in Canal Winchester, and they have two daughters in college.

Teresa started the meeting with an icebreaker activity called 'Connection'. She stated a word or phrase, such as 'Too Many Books, Not Enough Time' or 'Camping', and if those words described you, then you stood up. This icebreaker provided a way to find something in common with other group members. Hopefully we can use these shared interests as a way to build new connections or strengthen existing ones.

Teresa then talked about **Leadership and Influence**. Everyone deserves a good leader. A good leader takes the time to get to know others. Understanding others' interests and the type of information they need to get their job done helps us work together more effectively.

**Support others' dreams.** Don't tell people they cannot do things. Likewise, if there is a job or project that interests you, don't wait for someone to ask if you are interested. Let others know your interests and take the steps needed to get there. Build your craft and take control of your career. Life is full of choices; don't abdicate yours.

**Use your capacity wisely.** Most working days, we have a list of what we want to do, but get so many interruptions or take on work from others, that little of what we had planned, gets done. Teresa recommended the book *The One Minute Manager Meets the Monkey* by Ken Blanchard. It contains advice on how to stop taking on tasks that are not yours. Managing these "monkeys" not only frees up time to deal with priorities, but it also helps you to coach others to solve problems on their own.

**Extend an "umbrella of grace" to people you work with.** Allow them (and yourself) room to mess up. A good manager encourages people, but allows them to figure out on their own how to get the job done. Help others to connect, grow, and lead.

*Continued on next page*



Theresa Smith

## ✓ Transmission Operations Center Tour By: Orawan Wells

On July 21, 2015 the Ohio WinUP Chapter visited the AEP New Albany TDC (Transmission Dispatch Center) in this exclusive WinUP event open only to members. This building was named the WS Pete White Jr. in honor of AEP's CEO from 1976 to 1991. The location was built in 2008, encompasses 35 acres of land, and the building itself is an impressive 83,500 square feet. Also in 2008, The New Albany TDC was certified LEED Silver by the US Building Council.

AEP has the largest transmission system in the U.S. - 40,000 miles of transmission lines providing reliable power to 5.3 million customers in 11 states. The AEP transmission lines are interconnected with other utilities at about 2,500 points, and the TDC monitors AEP's Transmission system in a state-of-the-art control room where dispatchers monitor real-time system conditions and ensure the system stays intact, especially where connections with other utilities occur. There are occasional incidents of scheduled 'outages', due to construction or line replacement, where the TDC team will oversee the process and, at times, this can be challenging. Having a plan in place for additional events, maintaining load balances, and storm restoration are other areas of involvement which we learned about .



At the center, presentations and tours were given by Trena Riffle (Engineer Sr), Ed Schnell (Director Transmission Dispatching), Roz McAuley (Planning & Engineering Supervisor), and Paul Johnson (Managing Director Transmission Ops). The facility uses the analogy from "The Miracle" of the pilot that landed the plane on Hudson River. By using that concept they have established their own concept to "Keep the Lights On" and to "Keep Everyone Safe". This was a great learning experience for all members of the Ohio WinUP chapter to see what goes on behind the scenes.

## ✓ Career Moves and Leadership Lessons (*continued*)

Finally, Teresa asked the audience to share their experiences of people who influenced them. Positive role models included family members, co-workers, and teachers -- many of them having a profound effect on the lives they touched. If somebody made a positive difference in your life, consider going back and letting that person know. A few negative influences were also discussed, and while at the time seem detrimental, even negative influences help us learn and grow. Remembering the ways in which other people influenced us, and think of how we are influencing others. Sometimes we do not realize how simple words of encouragement can make a huge difference in other people's lives.

# ✓ WiNUP Guidelines 101

By: Amy Russell

For those of you who were unable to attend the WiNUP Guidelines 101 webinar hosted by Danette Scudder, the WiNUP International Vice Present, you missed some great information! The May 13, 2015 webinar focused on chapter-related guidelines and the next webinar has been rescheduled to August 24, 2015 and will focus on international-related guidelines and bylaws. For anyone interested in pursuing leadership roles in WiNUP or who are just interested in understanding the hierarchy and format, this is a great opportunity to have the WiNUP guidelines explained at a local and international level.

The presentation started by defining the WiNUP Mission and Objectives, which are also located on the first page of every Ohio Chapter Newsletter. WiNUP is a “not-for-profit” organization listed with the IRS as a 501(c)6, where contributions are not tax deductible, but may qualify as a business expense. The role of the International Board of Directors and the protocol for establishing a new chapter, and on the other end of the spectrum, dissolving, revoking, or merging chapters was also discussed.

The Executive Committee (EC) of each WiNUP Chapter consists of five officers elected annually – the Chairman, Chairman-Elect (or Vice Chairman), Secretary, Treasurer, and Immediate Past Chairman - and the International Board Member (which holds office for two years). The officer responsibilities and criteria are specified in the WiNUP Guidelines, but are also available on the Ohio Chapter website under the “About Us” tab. This is useful information if you are considering a leadership role in the chapter as a way to further develop your skills personally and professionally. The WiNUP Guidelines actually provide timetables to assist the Chapter Chairman to stay organized and to use good time management skills – i.e. to be successful! In general, the goal of the Vice-Chair is to prepare to be Chairman; for the Secretary to provide timely, accurate communications; and for the Treasurer to maintain accurate financial records and provide the Chapter Financial Report by January 31. The Past Chair serves in an advisory or support role – (Can you say Mentoring?!) – and the International Board Representative keeps the EC and membership up to date on the events at the International level.

The WiNUP Guidelines recommend several committees to distribute the duties of the Chapter throughout the membership, as needed. New committees may be created and others may be dissolved depending on the needs of the Chapter. The Ohio Chapter WiNUP committees and their Committee Chairs are also listed in this newsletter on page 13 and on the Ohio Chapter website under the “About Us” tab. Joining a committee is a great way to make WiNUP work for you. By getting involved, you are enhancing your professional network, professional knowledge, and creating opportunities for growth, informal mentoring, and improving your self-esteem. As you become more confident, the choice to volunteer as a Committee Chair will continue to reap rewards.

The WiNUP Guidelines provide recognized practices on where to find prospective members, how to promote the organization, and resources for mentoring new and existing members. This resource even provides suggested chapter procedures for processing new member applications. Meetings shall be governed by Roberts Rules of Order, and regular meetings should be designated in the chapter bylaws. Each business meeting should include roll call and special meetings may be called by the Chairman at the written request of the EC, or not less than one-third of the members of the chapter.

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Dannette Scudder, member services manager with the Tennessee Valley Public Power Assoc (TVPPA), is WiNUP's 2015 Vice-President and 2016 President-Elect.

## ✓ WiNUP Guidelines 101 (continued)

When a Chapter chooses to award honorary life memberships, the Chapter assumes responsibility for all future chapter and international dues for that member. There are also a variety of forms and templates available to assist Chapters with their business proceedings.

There are three possible International Individual Achievement Awards – the OAK Award, the Power Award, and the International Honorary Life Award. The past recipients of these awards from the Ohio WiNUP Chapter and a description of each award is available by following the “Historian Section” link from the homepage of the Ohio Chapter website. The WiNUP Guidelines provide application tips to assist candidates in submitting the most comprehensive and compelling nomination forms possible. In addition to these Individual Achievement Awards, Chapter Achievement Awards for outstanding chapter participation and newsletter communications are available to the WiNUP Chapters, and Fellowships, Scholarships, and Grants are available to individual WiNUP members.

### Webinar/Conference Call Etiquette:

- **Keep your phone on mute.**
- **Do not place phone on hold, which may trigger company “hold music”.**
- **Identify yourself before speaking.**
- **Commit your attention as if you were in a face-to-face meeting.**
- **Do not try to multitask while the event is happening or you will most likely walk away gaining nothing.**

These WiNUP Guidelines provide the minimum standard of business, but each Chapter provides the necessary details and goals that reflect the individuality of their membership. **Don't forget to register with Dannette Scudder ([dannette\\_scudder@TVPPA.com](mailto:dannette_scudder@TVPPA.com)) for the August 24 webinar which will focus on international-related guidelines and bylaws.**

## SAVE THE DATE!

# “TOOLS FOR SUCCESS”

## Regional Conference for Women

### Monday, Oct. 19, 2015, in Indianapolis

Keynote presentations and breakout sessions will help attendees gain “tools for success.” Enjoy networking, expand your knowledge of the utility industry and gain tips for female leadership, conflict resolution, teamwork, mentoring, and more!

Vendor booth space will be available.

This conference is being planned in conjunction with the Indiana Governor's Conference for Women. Learn more at [www.IndianaGovernorsConference.com](http://www.IndianaGovernorsConference.com).

Hosted by the WiNUP Indiana Chapter



The WINUP Indiana regional conference is in conjunction with the Indiana Governor's Conference for Women on October 20<sup>th</sup>. The Ohio Chapter is invited to both of the day's events. The Governor's Conference is a nonpartisan event focused on education and leadership development for women.



## WiNUP Pulse

By: Amy Russell



**Mrs. Gahanna** Janet Phan Rehberg, past Ohio Chapter chair and past International president, recently competed in the 2015 Mrs. Ohio pageant. Her city title was Mrs. Gahanna and she competed with twenty other contestants from different cities across Ohio. The pageant was hosted at Gahanna Lincoln High School on May 30. Mrs. Rehberg's platform was on encouraging more women to enter STEM fields. She was awarded second runner-up and won "best in fitness" for the swimsuit category, as well as the most ticket sales with a number of WiNUP sisters there cheering her on! Rehberg will be competing as Mrs. Gahanna in the Captivating Pageant on August 16 at 5 pm at Northland Performing Arts Center (4411 Tamarack Blvd, Columbus, OH 43229). This pageant has a jungle theme and will include a fashion show. Please come support Janet!



**Ready, Set, Go!** WiNUP members, Kernes Samana, Andora Marshall, and Orawan Wells ran the Columbus, Ohio "Cap City Quarter Marathon" on May 2, 2015.

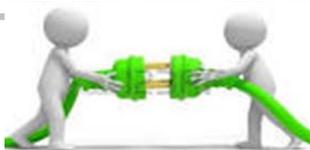


**It's a Boy!** Congratulations to Jill Lukehart and her husband who welcomed their first child on Saturday July 25, 2015. Evan James Lukehart was born 8 pounds 4 ounces and 21 inches long. Jill is an Environmental Specialist at AEP.

**Do you have pictures from a WiNUP event? Or pictures of you and other WiNUP members out and about?** Send them to Amy Russell ([acrussell@aep.com](mailto:acrussell@aep.com)).



**"WiNUP Pulse,"** is used to keep membership informed of life-changing events - professional and personal achievements, celebration of marriage, birth, adoption, etc., as well as remembering those we have lost. If you have an event you would like to share with others, please send the information to Amy Russell ([acrussell@aep.com](mailto:acrussell@aep.com)).



## EMPOWERING MOMENTS:

By: Amy Russell

### Empowering Women Means Empowering Girls

Have you seen the Always ad for #LikeAGirl? A voice asks adult women and men and a young boy to “Show me what it means to run like a girl,” and “Show me what it means to fight like a girl.” Each one acts out an absurd depiction of “girly” running – knock-kneed, floppy running, and “girly” fighting - limp-wristed, slapping. When a group of young girls were asked the same question, they put their all into it. They sprint back and forth as fast as they can, and they strike a boxing pose and punch like professionals. So the question is raised, “When did doing something “like a girl” become an insult?” The Always campaign attempts to rewrite these stereotypes and counteract societal expectations. Their next ad in the campaign asked girls what society tells them they cannot do. Girls are weak and slow. They cannot be pretty and smart, They are emotional, talkative, incompetent, submissive, and cry babies. Girls cannot be brave, or muscular, or athletic, and they cannot rescue anyone. Studies show that during puberty, girls’ confidence plummets, making her susceptible to accept society’s limitations. She is expected to behave in traditional ways and to give up on her dreams, because she just isn’t good enough. This is not just an American problem. Every year, roughly 50 million girls enter puberty worldwide. Along with puberty, comes the shame and embarrassment of the changes they do not understand. Always supports puberty education, explaining how the body changes are a natural part of life, and through health education and peer counseling, they are trying to stop this drop in confidence among young girls. This second installment of the #LikeAGirl states that women are not limited by these stereotypes and that “You are unstoppable!”

Luckily, Always is not alone in the empowering of women. Cover Girl has a campaign, #GirlsCan, where celebrities such as Ellen DeGeneres, Sofia Vergara, Janelle Monáe, Queen Latifah, Katy Perry, Pink, and professional female hockey player, Natalie Wiebe tell us that girls can be funny and strong, they can rock or rap, they can lead, run the show, or own businesses, and they can definitely play sports. This campaign also supports the Girls Who Code program which “works to inspire, educate, and equip girls with the computing skills to pursue 21st century opportunities”. Girls Who Code aims to provide computer science education - hard and soft skills - and exposure to 1 million young women by 2020. The CEO and founder of Girls Who Code, Reshma Saujani, seeks to close the gender gap in STEM education and empower girls to pursue careers in technology and engineering. She also advocates for a new model of female leadership focused on risk-taking, competition, and mentorship.

Another empowering campaign is #UseYourAnd, from Gillette Venus. This campaign dares women to throw off the labels they have been given and to break out of the box and to take a stand. “When someone labels you this or that, use your & to take a stand” “If someone says you’re smart, say yes—and. If someone says you’re pretty, say yes—and. Help them understand.” Gillette declares that women are not one-dimensional. They can be pretty AND smart, athletic AND feminine, successful AND loving. Girls can be traditional AND break the mold. There are no limitations.

Before Always and Cover Girl and Gillette, there were Dove products and the “Campaign for Beauty” in 2004. The spark ignited when Dove conducted a study of more than 3,000 women in 10 countries in order to learn about women's priorities and interests, and they discovered that only 2 percent of the women interviewed considered themselves beautiful. The first phase was implemented through billboards across Canada, the United States, and the United Kingdom. Each featured women with a “Tick Box” - “fat or fit?”, “grey or gorgeous?”, “flawed or flawless?”, “withered or wonderful?”

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## EMPOWERING MOMENTS *(continued)*

The next phase in 2005 featured six real women with real bodies and real curves – different colors, different sizes, all beautiful. In 2006 the Dove campaign released several short films, but “Evolution” proved to make the Campaign for Beauty a household name. Evolution depicted the transformation of a real woman into a model and promoted awareness of how unrealistic perceptions of beauty are created. In 2007, the campaign continued with Beauty Comes of Age, celebrating the beauty of women over fifty years old - wrinkles, age spots, grey hair and all. Dove targeted Self Esteem in 2010 and released a video titled “Real Beauty Sketches” in 2013, where several women described themselves to a forensic sketch artist who could not see the subjects. The same women are then described by strangers (or their daughters, in another generation of this advertising campaign) whom they met the previous day and when the sketches are compared, the stranger's/daughter's image is more flattering, more forgiving, and more accurate.



Dove continues with the Real Beauty campaign with a message that hits home to me and will hit home to all mothers. Before girls believe that #GirlsCan, before they learn to #UseYourAnd, and before #LikeAGirl becomes a positive phrase, they need to learn to like themselves the way they are and to learn to speak positively about their images. Where will they learn this? From television?

From magazines? From empowering women advertising campaigns? No, from the women in their lives – their mothers, aunts, grandmothers, older sisters. Dove released an ad, #LoveYourCurls, where girls with curly hair talk about how much they dislike their hair; how they wish it was smooth and “beautiful”. Instead of fighting the curls, you should love your curls because it was noted that “girls are seven times more likely to love their curls if the people around them do.” Continuing with the “Perfect This Way” concept, Dove continued with “Legacy” which pointed out the harsh reality that the way a girl feels about her body (and her beauty) starts with how her mother feels about her own. Dove's research has shown that when girls have a positive, body-confident role model in their lives, their concerns about their own appearance are much less likely to inhibit them. One of the mother's in the clip stated it best, "Self-worth and beauty, it is an echo. It can echo from me to them, and from them to others."

So, I guess it is up to us to lead the next generation into rejecting labels, into breaking stereotypes, into building self-confidence, into loving what God has given us, into fulfilling their dreams. Which leads me to my final Dove hashtag - #SpeakBeautiful. The video states that, “Women sent 5.3million negative beauty/body image tweets in 2014. Be a part of the positive change and help women #speakbeautiful.” Instead of posting “I hate my body. I give up.” on your Facebook account, try “Check me out in this dress! I stole the show!” Instead of posting a comment related to a celebrity picture that, “She needs to get back into the gym.”, try “Her latest song brings a smile to my face.” Dare to Post positive, Tweet terrific, Instagram inspiration, YouTube your support, upload flattering photos to Flickr, Google the gifted, and Pin the practical.



## WiNUP SEEDS OF MENTORING

By: Michelle Kaseff

**2015 WiNUP Mentoring Program! Six mentees have already been paired with their six mentors and there will be a Mentoring Kickoff the first week in August. Thank you Kernesana Samana and Michelle Kaseff !**



“WiNUP Seeds of Mentoring,” is used to keep membership informed of the Ohio WiNUP Mentoring Program, the benefits of mentoring and being mentored, and testimonials from those who have participated in the WiNUP and other mentoring experiences.

# ✓ WiNUP International Update

By: Cynthia Helenthal

The Summer WiNUP International Board (IB) meeting was held in in Roanoke, Virginia on Friday June 26. The agenda included a discussion of bylaws, status updates, conference schedules, and other various items. Unfortunately, I was unable to attend the Summer meeting due to prior commitments, missing out on meeting the International Board representatives from the various chapters in person. I will be attending the Fall Board meeting which coincides with the Annual Conference in Charleston, WV on September 28 -30. I hope to see you at the conference!

***On a separate note, have you checked out the [WiNUP.org](http://WiNUP.org) website lately?***

*It has undergone a fantastic makeover which was revealed on May 11, 2015. The WiNUP Website and Social Media Committee (consisting of Holly Huffman, Debbie Sain, Velda Otey, Kay Bostick, Julie Jumper-Morris and Claudia Powell) spent many hours designing the site, improving the content, as well as the overall feel.*



## RECIPE CORNER

### Quick Brownbag Burritos

By: Orawan Wells

Serves: 8      Prep: 2 minutes      Cook time: 10 minutes

#### Ingredients:

- 1 can black beans , 15 oz
- 1 cup salsa
- 1 cup corn (optional)
- 1 tablespoon ground cumin
- 1 tablespoon chili powder
- 8 (10 inch) flour tortillas
- 1 cup shredded Monterey Jack cheese

#### Directions:

1. Rinse beans in cold water, drain well.
2. Combine beans, corn (opt.) salsa, cumin and chili powder in large pan. Cook over medium-high heat for about ten minutes, mashing beans slightly with back of wooden spoon. Stir occasionally, adding a little water if mixture looks too dry.
3. Spoon bean mixture into tortillas. Top with cheese. Fold each tortilla into an envelope shape, ensuring both ends are tucked in. Eat warm or wrap in plastic to take for lunch.

\* Recipe submitted by "Lori Brodhurst" on [allrecipes.com](http://allrecipes.com).



# ✓ Ohio Chapter Update

By: Orawan Wells

**Make a Difference:** “Success isn’t just about what you accomplish in your life. It’s about what you INSPIRE others to do.”

- ✓ Participate in the International 2016 Board Elections and the Ohio 2016 Board Elections in September. Direct questions about the board positions to Velda Otey or Krista Tillman.
- ✓ Contact your local Board or Committee members for Committee Chair and Member opportunities for 2015/2016. See the list below!



## Upcoming Events

- ✓ The **East Tennessee Chapter of WiNUP** Invites You to a Lunch & Learn Webinar on Aug 24.
  - Dannette Scudder will host WINUP Guidelines 101 Part II , which will focus on international-related guidelines and bylaws. Email [dannette\\_scudder@TVPPA.com](mailto:dannette_scudder@TVPPA.com) to register.
- ✓ Have you registered for the **2015 WiNUP International conference** in Charleston, West Virginia on Sept 28-30? The deadline to register is August 9!
  - Learn About Your Industry with Three Amazing Tours - Tours of the John Amos Power Plant, West Virginia American Water's Water Treatment Plant, and the M/V Mountain State River Towboat will increase your understanding of the energy and utility industry.
  - Topics include: Responding to a Crisis in Your Backyard, A President's Perspective, Future of the Oil and Gas Industry, Outclassing the Competition, Stress Busters!
- ✓ Don't forget to clean out your closets! **The Fall Clothing Drive is October 5 though October 9.**
- ✓ Join our WiNUP sisters for the **FIRST Indiana Chapter Regional Conference** on October 19.
  - Topics include: Professional development, Female leadership, Mentoring, What is WiNUP? , Finding your passion, and Utility industry changes
  - Early Bird Admission ends on September 1st. The cost will increase from \$65 to \$75 after that date. For more information, email [WiNUPIN@gmail.com](mailto:WiNUPIN@gmail.com) or follow the WiNUP Indiana Chapter at [Facebook.com/WiNUPIndianaChapter](https://www.facebook.com/WiNUPIndianaChapter).

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<b>Clothing Drive</b>	Scindra Kolecki	<a href="mailto:sskolecki@aep.com">sskolecki@aep.com</a>
<b>Community Outreach</b>	Jackie Knight	<a href="mailto:jknight@nisource.com">jknight@nisource.com</a>
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# In Our Own Backyard: The Utility of the Future

By: Hillary Sheffer

AEP offers the Strategy for the Future Learning Map, where small group learning discussions are used to assist AEP employees in understanding the big picture of AEP: where the company is today and how to become the utility of the Future. **Therefore, what does the utility of the future look like?**



In a nutshell, the utility of the future will probably look nothing like what we have today. According to Bloomberg Business, “The way humans get electricity is about to change forever”. The renewable-energy boom has arrived with trillions of dollars being invested over the next 25 years. That is according to an article and forecast of the Bloomberg New Energy Finance. The article outlines six shifts coming soon to power markets near you:

**Solar Prices Keep Crashing** Solar power is expected to become so cheap that it will out-compete new fossil-fuel plants and even start to supplant some existing coal and gas plants, potentially stranding billions in fossil-fuel infrastructure. The industrial age was built on coal, and that is about to change.

**Solar Billions Become Solar Trillions** With solar power so cheap, investments will surge. Expect \$3.7 trillion in solar investments between now and 2040, according to Bloomberg New Energy Finance. Solar alone will account for more than one-third of new power capacity worldwide.

**The Revolution Will Be Decentralized** It is being projected that the biggest solar revolution will take place on rooftops. High electricity prices and cheap residential battery storage will make small-scale rooftop solar even more attractive, driving a 17-fold increase in installations. By 2040, rooftop solar will be cheaper than electricity from the grid in every major economy, and almost 13 percent of electricity worldwide will be generated from small-scale solar structures.

**Global Demands Slows** Yes, the world is inundated with mobile phones, flat screen TVs, and air conditioners, but growth in demand for electricity is slowing. The reason: efficiency. To cram huge amounts of processing power into pocket-sized gadgets, engineers have had to focus on how to keep those gadgets from overheating. That has meant huge advances in energy efficiency. Switching to an LED light bulb, for example, can reduce electricity consumption by more than 80 percent.

*Continued on next page*



“In Our Own Backyard,” is included in each newsletter to inform you of energy related news, current events and tips. If you have a suggestion for next quarters’ topic, please email Amy Russell at [acrussell@aep.com](mailto:acrussell@aep.com).



## In Our Own Backyard (continued)

**Natural Gas Burns Briefly** The U.S. fracking boom will help bring global prices down some, but few countries outside the U.S. will replace coal plants with natural gas. Instead, developing countries will often opt for some combination of coal, gas, and renewables.

**The Climate Is Still In Trouble** Even though it looks like the shift to renewables is happening shockingly fast, to some it seems it is not shifting fast enough to prevent perilous levels of global warming. About \$8 trillion, or two-thirds, of the world's spending on new power capacity over the next 25 years, will go toward renewables. Still, without additional policy action by governments, global carbon dioxide emissions from the power sector will continue to rise until 2029 and will remain 13 percent higher than today's pollution levels in 2040.

We can all play a vital part in the success of the Utility of the Future. We need to look at ways each of us can do our part - both as consumers and as employees.

*Reference: Excerpts of this article taken from an article written by Tom Randal of Bloomberg News*

## ✓ The Season of Networking

By: Krista Tillman

In the next few months, WiNUP will have particular events that provide excellent opportunities to network with other professional women. The Ohio Chapter is planning an after-hours networking event in August and the International Annual Conference that will take place in Charleston, West Virginia will be filled with networking opportunities. This Season of Networking can form connections that will last a lifetime. However, if you are anything like me, you do not feel that you are the best at putting yourself out there and making new connections. In a social situation, I am more comfortable within the circle of people I know. For this reason, I would like to provide some tips on networking that I find useful in getting out of my comfort zone.

1. Attend networking events with the mindset of "What can I offer" instead of "What can I get out of this". This can be as simple as introducing an acquaintance or friend to another acquaintance or friend that does not know one another. Doing so, you are helping others network with each other.
  2. Have a memorable handshake. I can say that I remember a firm, look-at-me-straight-in-the-eye handshake over a short, limp one.
  3. Know your speech. When you meet someone new, they want to learn something about you. Develop a concise description of what you do, where you work, and what your goals are. You never know when you may be talking to someone that can help you or have advice for you on reaching your goals.
  4. Listen attentively. Once you share your story, be open to hearing and absorbing someone else's story. Also, remember "What can I offer" while you are listening.
  5. Create a diverse network. It is easy to network only inside a circle that relates to what you do. Make an effort to network with others outside your direct line of work. Create a list of what those other areas could be and make it your goal to network with someone in each. (i.e., Accounting, IT, Engineering).
  6. Log your contacts. Make an effort to collect contact information for all the new connections you have made and save them. The next step is to reach out to those new connections and start the process of developing the deeper connection. This can be as simple as inviting them to attend the next WiNUP event with you!
- P.S. Bring your business card to the upcoming networking events!***

*Reference: <http://www.telegraph.co.uk/women/womens-business/11037202/Networking-for-work-and-business-9-tips-to-help-you-work-the-room-like-a-pro.html>*

## 2015 Ohio Goal

To operate an organization that offers its diverse membership a variety of opportunities for networking, professional and personal development.

## 2015 WinUP Ohio Chapter Leadership

**Krista Tillman, Chair**  
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614-716-3604

**Orawan Wells, Vice Chair**  
owells@aep.com  
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**Tina Monnig, Secretary**  
tmonnig@nisource.com  
614-460-6387

**Doreen Hohl, Treasurer**  
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**Michele Jeunelot, Immediate  
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*If you know someone that should be recognized, or for corrections, comments, and suggestions please contact the Newsletter Editor  
Amy Russell  
acrussell@aep.com*



## WELCOME NEW MEMBERS!

**Kimberli Anding (AEP)**                      **Yvonne Breland (AEP)**  
**Shannon Eiselstein (NiSource)**   **Lori Gainer (AEP)**  
**Amy McGuire (Columbia Pipeline Group)**  
**Aimee Ulstad (OSU)**                      **Deborah Wilson (AEP)**

Here are some of the exciting topics you can expect to learn about at the 2015 conference in "God's Country"?

**Ground Zero: Responding to a Crisis in Your Backyard** The presidents of WV American Water, Columbia Pipeline Group and Appalachian Power come together to discuss responding to crises, how they affect companies going forward, and what you can learn from them.

**A President's Perspective** First Energy's WV president discusses her journey from engineer to president of one of the nation's largest investor-owned electric systems.

**Future of the Oil and Gas Industry** Become familiar with the exciting changes happening in the domestic oil and gas energy, particularly the growing shale industry.

**Outclassing the Competition** Studies say as much as 85 % of job success may be attributed to courtesy and manners, body language, professional image and networking ability. Learn the "soft skills" that can mean the difference in your career.

**You Do What?** Join the conversation as a group of female utility professionals show us how they are breaking through barriers one problem and hardhat at a time.

**A President's Perspective** The president of PA American Water and senior vice president of the Mid-Atlantic Division will share her professional and personal story with us, including how she balances it all while finding time to give back to the communities she serves.

**Stress Busters!** Identify what triggers stress in your life and learn principles for letting it go by using simple techniques that provide immediate relief.

**The last day to register is August 9th!**

**Register through September 23rd at the Four Points by Sheraton in Charleston, WV with Group Code W I 24AA.**

**You can also order your conference t-shirt to benefit the **American Heart Association** on the [www.WinUP.org](http://www.WinUP.org) when you register for the conference!**

