

HISTORY OF CALIFORNIA FEDERATION OF REPUBLICAN WOMEN

The California Federation of Republican Women (CFRW) was organized in January 1925. Previously, **Mrs. Florence Collins Porter** had founded a Study Club in Los Angeles in 1920. The objectives of the Federation were "to promote a wider knowledge of the principles and policies of the Republican Party."

1925-1931 O. P. Clark: O.P. Clark CFRW's first President (1925-1931), was the first woman elected to the Republican National Committee in 1924.

1932-1942 Edith Van de Water (Mrs. Charles P.): Edith Van de Water the Federation's first historian, was one of the Founders, served for 10 years as the second State President (1932-1942), and was National Committeewoman from California for 12 years.

In 1938, Convention delegates voted to join the newly formed National Federation of Women's Republican Clubs (NFWRC) as the California Council of Republican Women (CCRW). In 1953, NFWRC became the National Federation Republican Women (NFRW); and in 1954, CCRW became the California Federation of Republican Women (CFRW).

1943 -1944 Jessie Williamson:
1945 -1948 Barbara Whittacker:
1949 -1950 Mary Jasper (Mrs. Paul G):
1951 - 09/54 Jean Wood Fuller:
09/54 -12/54 Gladys O'Donnell:
1955 -1956 Gladys Leggett Penland
1957 -1960 Cecil Kenyon:
1961 -1963 Lucile Hosmer (Mrs. R.G.):
1964 -1965 Dorothy Goodknight (Mrs. L.H.):
1966 -1967 Virla Krotz (Mrs. Donald):
1968 -1969 Angela Lombardi (Mrs. Louis):

Gladys O'Donnell served briefly as State President (Sept. 1954 to Dec. 1954), but went on to be NFRW President (1968-1972).

The Federation grew in membership and activities. Members worked on campaigns, taught English and Americanism to the foreign-born and held political seminars throughout the state.

1970-1971 Elsa Sandstrom: At a Spring Conference in Sacramento in 1971, President Elsa Sandstrom began the education of CFRW's members on the issues in the capitol.

1972-1973 Oma Umhey: In 1972, when 18-year-olds became eligible to vote, CFRW began to sponsor the California Student Republican Organizations through local units. Also, a "Talent Bank" was established to encourage Republican women to seek elective office or appointments to State commissions and boards.

1974-1975 Marie Solberg: President Marie Solberg appointed Nancy Ehlers as CFRW's first Legislative Advocate in 1974, and began the annual "Advocacy Workshop." A Community Involvement Chairman was appointed; and, in 1975, a Status of Women Chairman

studied current issues affecting women.

1976-1977 Jackie Harker: Under President Jackie Harker in 1976, Mrs. Ehlers was registered as a full-time, volunteer lobbyist to represent CFRW in Sacramento. A monthly legislative newsletter, "Canvassing the Capitol", began publication; and an Action Alert/Hot Line continued to support Federation positions on legislation. Associate memberships were established to raise funds from individuals interested in the Federation; the Bicentennial Chairman coordinated programs in celebration of our 200th year as a nation; an Opposition Research Chairman was appointed to collect data on opponents seeking office; and a Speakers Development Bureau trained Republican women to become speakers.

1978-1979 Charlotte Mousel: The Legislative Advocate's Sacramento Office Fund (LASOF), which allowed CFRW to maintain and operate an office in Sacramento, was created in 1978 under President Charlotte Mousel. The National Federation adopted portions of the Advocacy program with the publication of Cap Alert, and the establishment of a Hot Line.

In 1981, the membership voted to designate a \$2 dues increase to the Advocacy program, ensuring a stable source of funding.

Debra Beck became the Advocate during Eleanor Ashmore's term. In June 1984, a secretary was added to the staff; and in 1985, Ellenor Howell replaced Debra Beck.

1986-1987 Barbara Magleby: A Campaign Activities Review Committee presented primary candidates in forums during Barbara Magleby's regime in 1986; and in 1987, CFRW researched party identification of non-partisan office holders statewide. Special task forces presented in-depth studies on current issues.

1988-1989 June Wallin: "Leadership--the Key to Membership," June Wallin's 1988-1989 theme had the dual purpose of recognizing leadership through a new "Woman of Achievement" award program, and developing leadership through training and incentives. Charlotte Mousel, Nanette Rigby, Gloria Deukemjian, and Joan Castle Joseff were 1988 recipients. Gloria Deukemjian was the first Honorary Life Member of CFRW. Barbara Stone and Marcella Whitmore were 1989 award recipients. 1990 recipient was June Wallin and 1991 recipient was Ella Mae Butterfield.

Shelters for battered women and children; books and magazines for hospitals and convalescent facilities; and an all-out campaign to provide tutors for the literacy program were community concerns that earned CFRW the NFRW annual "Caring for America" award in 1988.

A financial support group, "CFRW Advocates", patterned after the NFRW "Regents" program was successfully established to ease budget restraints, and to support our Advocacy program.

1990-1991 Ella Mae Butterfield: Under the presidency of Ella Mae Butterfield, the emphasis of the CFRW focused upon Political Education. Five new Board positions were added. The results of the election

in 1990 reflected the effectiveness upon Political Education.

The NFRW conducted three workshops in California: Membership, Polling School and Campaign Management School. Also, in September 1990, a National Board meeting was held in Los Angeles, and a reception for State Presidents was hosted by CFRW.

Gayle Galven was declared the Kabis Award winner from California.

The Advocacy Program was expanded to include panel discussions among legislators, and a reception for students followed. Gayle Wilson, California's First Lady was presented the "Woman of Achievement" Award in 1991.

In addition to the presence of NFRW First Vice President, Charlotte Mousel, at all conferences, NFRW President Huda Jones, NFRW Second Vice President Mary Jo Arndt and NFRW Third Vice President, Lou Brown attended meetings in California.

CFRW President Butterfield was one of seven elected to serve on the 1991 NFRW Nominating Committee, which met in Atlanta.

In 1991, membership increased in all Divisions.

1992-1993 Marcella Whitmore: In 1992-93, under the leadership of President Marcella Whitmore, whose theme was "Educate, Activate, Participate", CFRW forged ahead on matters of importance to its members. The Advocacy program has continued to grow, and 1993 saw the retirement of Ellenor Howell as Legislative Advocate. In April, she was honored with CFRW's "Woman of Achievement" award at the Advocacy Workshop. Valerie Otis replaced Ellenor as Advocate.

The annual Advocacy Workshop, which had been a one and a half day event since its inception, became a one day event in 1993 because of space limitations and proved highly successful, not only in cost saving but a more efficient use of time. We were honored to have Charlotte Mushow, 1st Vice President of the Illinois Federation, observe our workshop in order to initiate a similar program in Illinois.

In May 1993, CFRW hosted, in La Jolla, the most successful and best attended state-sponsored NFRW Campaign Management School. CFRW led the other 49 states and territories in financial support of NFRW's new National Headquarters building with donations over \$60,000. Once again, CFRW led with the most clubs and members. A "First" was the endorsement by the Board of Directors of candidates for California Republican Party office. CFRW had more members as delegates and alternate delegates to the 1992 Republican National Convention. CFRW was represented at NFRW's 1993 biennial convention in Las Vegas by the largest delegation, whose specific purpose was to support Charlotte Mousel in her bid for the Presidency of NFRW. In this we were successful. She was elected on Sunday, September 26th - only the second President of NFRW from California.

1994-1995 Sheila Carroll: President Sheila Carroll brought progressive leadership to the Federation. Her 1994 theme "Federation Focus" concentrated on communication, structure and working procedures of the Federation. President Carroll changed the format of the CFRW roster (listing the officers by their names, not by the husbands' names), and revised the Gold Sheet. A

State general membership pin for all members was designed and a Membership Promotional Video about CFRW was produced for local TV Cable stations. Kathy Nelson-Turner was hired as Legislative Advocate in July and in September; Helen Lazar was hired as Legislative Assistant (this position was formerly called Legislative Secretary). A Standing Rule change was adopted to make the CFRW Roster available to Republican candidates and office holders.

On April 8, 1994, CFRW hosted the National Federation of Republican Women's Board of Directors Meeting in Los Angeles Governor Pete Wilson installed Charlotte Mousel as National President.

In 1995 President Carroll's theme "Vision 21st Century" took a futuristic point of view for the Federation. For the first time a complete list of officers was endorsed by the Board of Directors for the candidates of the California Republican Party. At the CRP February convention, 2000 CFRW endorsement sheets were distributed on the convention floor.

For the first time, CFRW hosted a "Capitol Reception" for the Republican legislators at the Sutter Club in Sacramento. This was held on the eve of the Advocacy Workshop. This highly successful event also honored NFRW President Charlotte Mousel. At this 20th Annual Advocacy Workshop, all CFRW Presidents who served during the past twenty years were honored, as were the three past Advocates Nancy Ehlers, Debra Beck and Ellenor Howell.

A CFRW Task Force was formed to investigate private sector contributions to the Federation to offset expenses. Also, for the first time, CFRW sponsored legislation. Senate Bill 259 dealing with voter fraud was introduced by Senator Newton Russell. In 1995 the Legislative Office computer was put on the Internet. (CFRWLeg@netcom.com)

An unprecedented three NFRW Campaign Management Schools were held in California (San Diego, Sacramento and Los Angeles). The Advocate Handbook for the Advocacy Workshop packet was rewritten. The Advocacy Workshop Manual and CFRW Legislative Advocate Manual were both updated. The name of the Advocate Program was changed to "CFRW Ambassadors", thus eliminating the confusion with the name Advocate.

The 29th Biennial Convention included Bylaws changes. The State general membership fund dues were raised to \$1.40. (In 1975 the State dues were raised from 15 cents to 40 cents and have remained the same for twenty years) NFRW President Charlotte Mousel was made an Honorary Life Member of CFRW.

CFRW continues to build a better tomorrow by offering women in California an active organization in which to participate, as volunteers or professionals, at every level of government

1996-1997 AnnaQue Salo: President, AnnaQue Salo, with "Challenges" as her theme, marched to the National Republican Presidential Convention in San Diego with a volunteer force of over 400 Federation women. Robert Dole was the GOP presidential candidate.

October 1997, we voted to have a domain on a website, a "challenge" for the future. Fourteen new clubs were formed and 6 clubs were disbanded. A bylaws sample for new clubs was established and a dissolution

form for a permanent record of clubs that disband was formulated. October 12, 1996, Helen Lazar was hired as Legislative Advocate along with Stacy Kranz as Legislative Assistant.

The Ambassadors Program to help finance the Advocacy Program was highly successful. Eighty-three Ambassadors raised \$20,899 in 1996 and 85 Ambassadors raised \$21,250 in 1997.

Chris Fischer chaired the 1996 Advocacy Workshop with 534 adults and 361 students in attendance. 508 adults and 386 students attended the 1997.

Vice President North, Joan Heagerty, chaired the third Capitol Reception for California Republican legislators, at the Sutter Club in Sacramento. This was a great opportunity to meet and talk with legislators. Over 270 members and guests attended.

Honorary lifetime CFRW memberships were awarded and gratefully acknowledged by California First Ladies Nancy Reagan and Gayle Wilson in 1997.

Guest speakers welcomed from the National Federation were First Vice-President Mary Jo Arndt, Third Vice-President Marian Miller, and Treasurer Heidi Smith.

381,730 hours were recorded for campaign and precinct volunteers for the period of 1996-1997. The Bounty Program had 130 clubs participating for the period of June 1995 through September 1997, and registered 31,427 voters.

The National Federation of Republican Women Convention was held in New Orleans with California being well represented by 120 delegates, 53 alternates, 46 delegates-at-large and 23 alternates-at-large. 139 clubs submitted NFRW achievement award forms. The California Federation of Republican Women won the Betty Heitman Award for Excellence. Cajon Valley Republican Business RWF, Truckee RWF, and Thousand Oaks RWF won the National Caring for America Award. Fairbanks RWF had the highest percentage of increase in membership.

The first Betty Rendel National Scholarship Award was won by Hedy Henderson of Dana Point, California.

A dues increase from \$3.00 to \$5.00 was approved at the National Biennial Convention.

The past is history; we now face the challenge of the future.

1998-1999 Lois Godfrey: President Lois Godfrey will be remembered as innovative. "Activism is no longer just licking, sticking and stuffing -- it's now e-mail, computers, web pages and more," said Lois. She implemented her theme, "Winning Women on the Web", by installing a CFRW website (which averaged more than 1 1/2 inquiries per day) and an e-mail system. The e-mail database grew to 450, improving our Action Alert and providing cost-effective communication.

Our influence in the CRP skyrocketed. More than 300-of our members (wearing CFRW ribbons) were appointed as voting members of the state central committee. In CFRW hospitality suites at every CRP convention, we educated members about pending resolutions or bylaw changes and hosted receptions for Congressman James Rogan and presidential-candidate Elizabeth Dole. We staffed a CFRW vendor table, distributing CFRW information. Seventeen candidates for the officer positions in the CRP sought our endorsement. Several of our members ran for office.

We were awarded the CRP 1998 Bounty Award of the Year for registering more Republicans than any other statewide volunteer organization. We worked with Governor Pete Wilson on his Educational Opportunity Act and with Congressman James Rogan in a "Call to Arms" to help with his reelection.

Our influence in the NFRW expanded. CFRW received the highest award - the Betty Heitman Awards for State Excellence. Eleven CFRW members were appointed to NFRW committees. The California delegation to the NFRW convention exceeded 300, including 150 voting members (115 of our 252 clubs were represented). We garnered 43 Delegate-at-Large appointments and 154 Achievement Awards, including 88 Diamond, 23 Gold, 24 Silver, and 19 Bronze. We won 2nd Place in the Public Relations Contest from NFRW. More than 1000 women attended our convention hospitality suite.

In 1998, 425 members and 299 students attended the Advocacy Workshop; in 1999, 347 members and 253 students attended. More than 250 members and guests enjoyed the 4th and 5th Annual Capital Receptions held at the Sutter Club.

The vital Ambassadors program was expanded. In 1998 we had 92 members and in 1999 we had 95 members. President Godfrey gave the newsletter, The California Republican Woman (it has a mailing list of more than 900), a more professional appearance. A new membership brochure was developed.

During her term of office, President Godfrey prepared us for the 21st century.

2000-2001 Shirley Foote: President, Shirley Foote, opened the 21st Century with a bang by making enormous contributions to the Federation and to the Republican Party. Her theme was "Republican Women Taking Charge." Many important goals were achieved, a great source of pride.

The CFRW:

- increased the number of Ambassador donors to 117, an all-time high number of supporters.
- doubled the number of Federation members in our e-mail database. This permitted us to out action alerts daily, providing instant information on many issues.
- instituted sending the CFRW Republican Woman and Canvassing the Capitol via e-mail, thereby increasing our communications potential with all members.
- Established a Virtual Club, an on-line local unit for women unable to attend traditional club meetings.
- Created the CFRW Ronald Reagan Scholarship Fund and awarded two scholarships.
- Created the CFRW Sister City program. Our first Sister City affiliation consisted of Sacramento RWF and Del Mar VA RWF, of Ocean City, Maryland.
- Revised and improved the Advocacy Workshop format. Students participated in "Mind Fields" Workshops and members held legislative workshops as part of our new programming. The present Advocate is Janine Bedley.
- Donated over 900 sets of business attire to the WEAVE project during Advocacy Workshop 2000 and promoted Breast Cancer Awareness during 2001, as part of our Caring for America program.
- Explained the Advocacy Workshop program at

the NFRW Board meetings. In response to the many requests from other state presidents, we sent our format outline to them and offered to help them use this outstanding program that was created by CFRW President Marie Solberg in 1974. Sharing this type of information with Federation members met one of CFRW's goals – working with the National Federation in order to increase visibility of our organization.

President Shirley Foote served on the NFRW Board of Directors. She was appointed to serve on the NFRW Research and Restructure Committee, along with seven other state presidents. Representing CFRW, she brought to that Committee many programs and ideas that originated in California and that were successful. The finished plan, which was presented at the NFRW Convention in San Antonio in September 2001, was a precise and workable way to re-energize and build the NFRW over the next four years.

She was honored to be elected to serve on the NFRW 2001 Nominating Committees

California's commitment to NFRW's No Child Left Behind program supported President George W. Bush's education program. Many local units actively promoted the program. We were proud and honored to have our applicant, Katie Jackson, win the Dorothy Kabis Memorial Internship in 2001. At its national convention, NFRW Achievements Awards were present to 154 clubs, 113 of which received the prestigious Diamond Award. The awards were a reflection of members' active participation and high level of commitment to the Federation. An all time high number of members made donations to our Hospitality Suite in San Antonio, and over 1000 members and guests enthusiastically enjoyed our successful presentation of California Gold.

President Foote was appointed to the California Republican Party Reform and Restructuring Committee, which had the mandate of creating a more visible, effective and professional Party. The Committee submitted recommendations to the membership at the CRP Convention for approval. In addition, she was asked to serve as Co-Chairman of the CRP Volunteer Organization Committee, a committee that sought to develop ideas and solutions for enhancing the support and influence of the chartered organizations within the Party. She was also appointed as an Elector to the California Electoral College.

The CRP gave nine Party appointments to CFRW as a direct result of the number of voters our members registered under the Bounty Program. This was a "first" for CFRW. All of these appointments reflect the growing Federation influence on the California Republican Party.

None of these accomplishments would have been possible without the dedication and talent of the CFRW Board of Directors and our members. President Shirley Foote, and the members working together, took charge

In the aftermath of 9/11 we found ourselves and our lifestyles changing, spending more time trying to get into airports than our actual flights took and finding security doubled and tripled around our government offices.

2002-2003 Joy Stewart: In January 2002, while the rest of the country came to its senses, California went totally Democrat in all state elected offices. The Democrats, once again, held the majority in the state assembly and senate.

Immediately upon being sworn in it became apparent to the people of California that perhaps Gray Davis might not have entirely told the whole truth during his campaign regarding the economic plight of our state. Within months there was movement afoot to recall him and shortly thereafter pandemonium broke out.

The Democrat Party rallied behind Davis and they all said that no one would run against him and they would concentrate on defeating the recall.

Then that paragon of virtue and integrity, our Lieutenant Governor, jumped on the bandwagon running on a platform of defeating the recall, but, just in case, perhaps the democrats should have someone to vote for.

In October 2003 we elected another Hollywood actor as the Governor of California. My prayers are that he is at least half as good as that other actor that we are so proud of.

During California's time of political turmoil we sent our troops to Iraq to liberate an oppressed people and try to eliminate, or at least control, the threat of terrorism that shook our nation's very foundation. Many local clubs took on the task of providing some minimal comforts to our troops in the way of packages from home.

Among many accomplishments during President Joy's administration she is credited with improving:

❖ The State Advocacy and Ambassadors Program;

- ❖ Convention Education;
- ❖ The Mamie Eisenhower Library Project;
- ❖ The No Child Left Behind Program;
- ❖ Scholarships;
- ❖ Voter Registration.

President Joy's had four goals during her administration. The first was to establish better communication with the membership.

This goal was accomplished in four ways.

1. The CFRW website that has become a valuable tool for the members.

2. The e-mail database that was built so that President Joy could directly communicate with the local unit presidents and the members on a regular bases

3. The advocate's weekly update

4. Placing the CFRW newsletter and *Canvassing the Capitol* on the website so that they were available to all of our members, not just a few.

President Joy met with local unit presidents at the CFRW Conferences. Communications lines were opened with round table discussions. This had never been done before.

The second goal was to establish better leadership training and team building.

President Joy felt the first step in accomplishing this goal was changing the CFRW Board meetings from board meetings into conferences making members feel welcome. Doing this has increased the attendance at conferences where leadership workshops were available.

Her third goal was marketing CFRW.

The new CFRW website drew interest to our organization. The use of the CFRW brochure at CRP events, county fairs and other events gets the message out.

Joy's fourth goal was to elevate our influence with the CRP. The CFRW has been recognized and praised at every CRP Convention.

We thank Joy for her dedication to the CFRW, her personal touch in communicating with the membership and her courage in continuing after a great personal loss.

2004-2005 Martha House: The term of Martha House presented many hurdles, some of which were nationwide and some created within the state. Some of these hurdles were self-imposed by President Martha. Those included her six-point goals as follows:

❖ **Improving the image of CFRW – To network with businesses with the intention of developing an advisory committee through legislative analysts.**

An advisory committee was formed and started with seven (7) members. We now have ten (10) members. They are: Linda Ackerman, Barbara Alby, Hon. Patricia Bates, Dr. Jo Dutton, Catherine Firestone, Noel Irwin Hentschel, Jean C. Lu, Hon. Sharon Runner, Alice Starr (Mrs. Kenneth Starr) and Donna Tuttle. We also have three (3) honorary advisors. They are: Mrs. Nancy Reagan, Mrs. Gayle Wilson and Mrs. Gloria Deukmejian.

❖ **Expanding the organization – To charter five (5) new local clubs during 2004-2005.**

President Martha's goals for implementing five new local clubs were met and exceeded the goal set. Welcome to Santa Clara River Valley, Folsom Lake, American River, Montebello, South Fresno County, Tri-Valley, Asian American, Inland Empire, Tehama County, and the rebirth of Turlock.

2004 ended with 4,815 new members for a total of 20,437

Kudos to Huntington Harbour, the largest RWF club in the nation.

51% of the delegates and alternates to the RNC National Convention were from California.

❖ **Introduce a piece of legislation – To select an issue that we can all support and find a member of the legislature to introduce the bill.**

To date this goal has not been reached.

❖ **Advance technology – To continue to find ways to work smarter and more efficiently in order to keep our focus on shaping policy and electing Republicans.**

During this administration CFRW set up weekly e-mail updates to the membership. In addition, CFRW is now capable of assisting members in submitting per capita reports on-line.

❖ **Establish a host fund for 2007 NFRW convention in Palm Springs**

President Martha and her supportive husband Charles donated a time-share vacation to kick off the fund and netted several thousand dollars. This fund continues to grow.

Miscellaneous tasks

During this administration two successful advocacy workshops were held. In June 2004 we lost our beloved president Ronald Reagan and watched as Nancy Reagan showed the strength and dignity of the quintessential Republican woman.

Republican women were out in force during the 2004 campaign and on Election Day, November 2004. Although California remains a blue state the voter count was closer than it has been since the Reagan years.

During President Martha's term six (6) successful state conferences were held, each with their own individual theme.

A new CFRW Advocate, Jenna Booth, was hired.

In January 2004 Central Division hosted the conference with "Operation Federation Automation" as the theme. This was followed in April 2004 with "Operation Federation Legislation" hosted by Northern Division. In September 2004 Southern Division hosted "Operation Federation Save the Nation". January 2005 found us in the Central Valley for "Operation Federation Modernization". In April we were back in our state's capital for "Operation Federation Reformation". In September, Nashville found that the California Federation really knew how to party as the hospitality suite hosted by President Martha became "the place to be" with rocking music, good wine provided by Kate Firestone and the chocolate fountain that was ravaged by usually staid Republican women.

At this convention, CFRW was proud when Ron Carcich, a reading teacher at Buena Park High School, was named NFRW "My Favorite Teacher." Ron was nominated by Orange RWF (Southern Division) for his Read Around the Clock program. On March 3, 2006 *Guinness Book of World Records* announced that Ron and six female students broke the record for longest, continuous oral reading – 103 hours and 3 minutes.

Southern Division hosted the CFRW convention in Irvine. "Operation Federation Celebration" wrapped up an extremely successful term of office.

Congratulations on a job well done.

2006-2007 Marianne Haydon: President Haydon assumed the office of President of the CFRW in 2006 -- a year that was not beneficial to the Republican Party. The Iraq War was dividing the country and the Democrats took control of both Houses of Congress. Despite the bleak future prospects of our Party, Marianne held us together, urging retention of our members, increasing our numbers, and registering as many Republicans as possible in a State where we're outnumbered by Democrats.

Marianne, who was the leading Parliamentarian in the State, guided us through the hills and valleys of '06 and '07. She drew recognition at a NFRW Board meeting in Washington, DC when she outlined California's plan for the Palm Springs Convention. Her plans grew into fruition and it was a huge success

Personally, she ran the gambit from a member of the Lollipop's Singing Group at a State Conference to being the head of our State organization, admired and loved by her Board and CFRW members. Thank you, Marianne, for a job well done.

2008-2009 Kathy Brugger: Kathy Brugger was elected CFRW President in 2008. Her goals for 2008 and 2009 were:

1. Review activities of the Advocate's Office,
2. Address improvements for new member orientation and recruitment and,
3. Develop publicity and marketing activities to increase membership.

Goal #1 CFRW's registered lobbyist was replaced with a part-time "at-will" legislative advocate and at-will data center manager. CFRW's Legislative Analysts continued their jobs and the CFRW Executive Committee continued to vote on legislative positions based on their recommendations and research. The CFRW office remained open and a new lease was entered into November 1, 2009.

The newsletter, *Canvassing the Capitol*, was discontinued and replaced with electronic updates. The electronic *Weekly Update* received a new name *Capitol Update* and continued to report current happenings in and around the State Capitol. The California Republican newsletter was revamped and is now being sent electronically to all members.

Goal #2 The CFRW website got a new updated look and is taking advantage of modern technology while retaining the tools currently available. The various divisions of CFRW addressed the issue of new member orientation and recruitment in often unusual and creative ways. Members of the Executive Board visited clubs and divisions sharing encouragement and ideas to assist in addressing the barriers to attracting new members.

Goal #3 Cable TV and calendar sections of our local newspapers received information on the activities at State, Division and local levels. Kathy encouraged Division presidents to increase the membership and the number of clubs in California. Workshops have added to the membership toolbox.

California Federation figures under Kathy's leadership:

Members	16,160
Clubs	212
Chartered clubs	4
Charters pending	3
CFRW volunteer hours	
108,929.25 hours x \$8.00 =	\$871,514

At the 2009 NFRW Convention, Kathy became a Member at Large, giving her a position on the NFRW Executive Committee. She was also a 2009 Ronald Reagan Leadership Award finalist.

On September 1, 2009 she hired new CFRW Legislative Advocate Allison Daley Olson and the Advocacy Office was moved to 1029 J Street, Suite 340, Sacramento, CA 95814.

Despite her critical health problems starting at the beginning of her term as CFRW President, Kathy accomplished all of the goals she set out to do. She served CFRW well.

Congratulations and thank you to Kathy Brugger, a truly talented and committed CFRW President.

2010-2011 Mariann Hedstrom: Marianne Hedstrom was elected CFRW President in 2009 and began her term in 2010 with the theme "Women In Numbers" WIN. During her tenure CFRW continued to advance and update the website by adding all CFRW forms, guides and training materials, as well as creating a members only database of over 16,000 members. CFRW became part of the 21st Century by joining Facebook, Twitter, other social networks, and continued our branding with the design of a new logo used on all official CFRW materials and media.

The Federation was proud to see three of their Republican women running for statewide office and winning the Republican nomination in their primary election. One of our candidates was a Latina and one an African American, which broke the myth that Republican women are not inclusive or diverse. Sadly, we did not win one statewide constitutional office; however, a highlight for celebration was the vote by Assembly Republicans to choose Assemblywoman Connie Conway, a Federated woman, as the

Republican Assembly Leader. The election also brought the passing of Prop. 14, which not only makes the primary open to all registered voters but only the top two candidates will go on to the General Election. This means, there may be areas of our state where Republicans may not have a candidate. Only history will predict the outcome and how this will affect California.

A new Data Center Manager, Marianne Raia, was hired in early 2010, an extremely valuable addition to the CFRW staff. Advocate, Allison Olson, who was hired in 2009, continues to be a force at the State Capitol and in our Legislative Analyst Office in Sacramento.

The Ambassadors Program continued to flourish with 131 members and over \$68,550.00 raised in 2010-2011. The Employees Manual was updated to strengthen our employee-employer relationships and keep us in compliance with the current labor laws.

The California Republican Party made good on their promise to bring more CFRW women to the table with Chairman Tom Del Beccaro appointing many Federated women to boards and commissions and highlighting clubs for their "Caring for America" projects through the new CRP website CAGOPCares.com and the CA Speaks Out Tour. CFRW now has 199 members who are delegates to the CRP.

CFRW worked with the CRP in the summer of 2011 attending the California Redistricting Commission hearings and fighting to have our communities' voices heard. CFRW continued to help in the fight to have the commission's newly drawn Senate lines overturned by gathering signatures for the petition to place the referendum on the 2012 ballot.

CFRW had 151 delegates attend the National Federation of Republican Women Convention in Kansas City, MO. Once again CFRW received the "Betty Heitman Award for State Excellence and 99 of our clubs received Achievement Awards with 77 of those achieving the highest award, the Diamond. Immediate CFRW Past President, Kathy Brugger, was elected NFRW 2nd Vice President, which will insure that the California Federation continues to have a voice at the national level.

Five new clubs were chartered under Mariann's term as well as the first "virtual" club in the United States, Virtual Patriots RWF.

With over 303,000 volunteer hours donated by our members to various campaigns and committees CFRW continued to be recognized by our elected officials as the volunteers to count on when work needs to be done.

Six board of directors meetings and two Advocacy Workshops were held along with one of the most attended conventions in recent history, which brought together 300 members and guests to convention. At the 37th Biennial Convention bylaws changes were made. A \$1.00 dues increase to be used to augment our funding of the Legislative Analyst office in Sacramento was approved.

Packing a hat or two as part of her luggage, Mariann attended four NFRW Meetings, four CRP meetings, traveled 13,716 miles (not including air miles) and visited 37 clubs throughout the state.

President Mariann, with her gracious smile, professionalism, and business acumen led CFRW Forward. She was a loyal, dedicated and supportive

Federated Republican Women who will continue to work hard to elect Republicans. Hat's off to Mariann!

2012-2013 Carol Hadley: Carol Hadley had a very busy two years as CFRW President. She traveled over 13,000 miles here in California and across the United States. She visited clubs from Truckee in Northern California down to San Diego in Southern California and many clubs in between.

Sharon Day from RNC presented a workshop called "Back to Basic" in Washington DC. Carol, Lynn Wyman, Claire Plotner and Roseann Slonsky Breault were able to attend this very informative meeting.

The Republican National Convention was held in Tampa, Florida in 2012. Carol was asked to be a delegate representing California. We even saw her on C Span!

Under her watch CFRW gained status with the CRP.

Along with Allison Olson, Carol met with a large majority of Republican Senators and Assemblymen. Many joined the Ambassador Program and became advocates for CFRW.

Carol was Campaign Manager for Kathy Brugger when she ran for NFRW President. She also helped Kathy Brugger with 2 other campaigns.

Carol always closed her memos with "You are the Best of the Best, One Team, One Purpose, One Goal". Also "The Republican Women no longer clean the table or set the table, we are at the table". Carol will continue to work in electing good Republican candidates and helping CFRW and NFRW become even stronger.

2014-2015 Roseann Slonsky-Breault: Roseann Slonsky-Breault was elected CFRW President in 2013 and she chose "*Working Together To Make A Difference*" as her 2 year theme. Her # 1 goal: To elect Republican candidates from across California in the critical 2014 election. Republican Women worked tirelessly to help end the Democrat super majority in Sacramento, helped to elect more Republicans to Washington DC and to local offices across California. RNC Co-Chairman Sharon Day presented a workshop "Taking Back the Future" in Washington DC. Roseann attended and also appointed 5 CFRW members to attend.

#2 Goal: To Grow our clubs and Engage women we have not been able to reach in the past. We have talked about reaching out to more women for a long time but Roseann wanted CFRW members to actively engage women from all backgrounds and ages. She appointed Standing Committee chairs to engage more Hispanic and Asian-American women as well as millennials. CFRW has been successful in engaging and recruiting many more Hispanic Republican women, and we are making progress also with engaging Asian American Republican women. Many of our clubs are engaging millennials and inviting them to join the Federation.

#3 Goal: Educating our members and bring -ing our Republican Message to voters across California. Roseann was busy visiting clubs across California and met so many outstanding women. She was inspired by all the wonderful work our clubs were doing in their communities. She wanted our clubs to understand how

important each member is to the success of our Federation. Knowledge is Power!

#4 Goal: CFRW Working as a Team. CFRW selected a state wide project so members and clubs could work together as a team and donate to the "All Terrain Track Chair" for a severely wounded Veteran. We have already presented checks to the Independence Fund for 2 Track chairs!

We are so fortunate to have our own advocate, Allison Olson. She keeps our members up to date with legislation and news coming out of Sacramento. Roseann had the opportunity to go to the Capitol with Allison many times to meet with our Republican legislators. Roseann wrote a popular President's Message in the weekly Capitol Update. CFRW has a new virtual office our Advocate can use when she needs to be in Sacramento. Allison now works from home, gets more done and CFRW is saving money!

CFRW had two nominees selected by NFRW as winners for scholarships. Sophia Hernandez, was selected for the NFRW Dorothy Kabis Internship for the 2015 summer program. The NFRW Betty Rendel Scholarship was won by CFRW nominee Bethelle Feumba Takang.

Roseann was appointed to serve on the NFRW Program Committee for 2014-2015. She was also a 2015 NFRW Ronald Reagan Leadership Award Finalist.

CFRW had over 140 delegates and more than 250 CFRW members and guests at the NFRW Convention in Phoenix. CFRW won the Membership Award for the Outstanding State

Membership Campaign, the Campaign Volunteer Award for our 265,466 Volunteer hours, and once again the Betty Heitman Award for State Excellence. Achievement Awards went to 94 CFRW clubs, with 54 Diamond Awards!

Our 2015 Convention was a great success with over 300 members and guests attending. Roseann did not want gifts, she wanted CFRW to honor our military wives. Our *Military Wives Salute* was an inspiring evening, thanking 100 wives from Camp Pendleton for their courage and sacrifice.

Roseann will be remembered for her positive attitude, energy, enthusiasm and her dedication and support to our Federation. She will continue to work hard to elect more Republicans and help CFRW and NFRW grow even stronger.

2016-2017 Shirley Mark: Shirley Mark was elected CFRW President for 2016-2017. She selected her theme, "One Voice, One Team". She reduced Board of Directors meetings by combining them with California Republican party conventions. This saved cost in travel, hotels, meals and time spent away from home. The once popular Advocacy program was disbanded and moved into a Board of Directors meeting. We had been losing money on the program and it was harder to get students to come and it was just no longer cost effective.

The NFRW Data Base was introduced during 2017 and with a few problems it became very effective for California members to access their own account. Our per capita reports are still a work in progress, due to the size of our membership. We are still the largest state with over 11,900 members

When NFRW President Carrie Almond, took "Rosie" the bus on tour, President Shirley rode with President Carrie, as it traveled through California. A wonderful 3 day trip to visit with clubs along the way and to register voters.

I was proud to have been nominated to serve on the NFRW Nominating Committee as an Alternate for 2017. President Shirley pushed the use of New Technology. She offered a proposal to Restructure the Management levels of CFRW. Her proposal presented to the Board of Director's and then presented at the Convention for approval was passed. The state will now in 2020 have a Region assignment, and clubs will still be active in all that they do to help further the Republican cause, and elect Republican candidates. This will help reduce the number of meetings held, more opportunity to increase the status in California of the CFRW and what it does. All Board of Director meetings were very successful and the convention on 2017 was exceptional. President Shirley was selected as a Delegate to the National RNC Convention, in Ohio, where she had the honor to vote for and help elect Donald J. Trump as President of the United States. At the NFRW Convention, California received the most Achievement Awards than any other state, 76 in all. Our campaign hours for 2017 totaled 343,281. Outstanding number by the CFRW members. The state also won the Betty Heitman State Award for "Achievement".

At the end of her term, she reduced the amount of paper used to mail the Call to all voting members by placing it all "on line". She held many of her meetings via teleconferencing, to reduce travel time and other cost related to driving to meetings in various places. We were honored to have very special and wonderful speakers from NFRW, the 2nd Vice President Eileen Sobjack, 2018-2019 NFRW President Jody Rushton, and the assistance of NFRW Bylaws Chairman, Rae Chornenky at our convention, due to the sudden death of our beloved Bylaw Chairman Elaine Klock. We struggled through a horrific fire in Napa Valley, where many of our members lost homes and also fires in Orange County. We continue to move forward, to work toward change that will improve the overall structure of our organization. New determination, new growth, renewed commitment to make it better for all of California.

2018-2019 Nam-Yong Horn was elected becoming the first naturalized Asian-American citizen to serve as CFRW President. Her theme was "United-We-Win." With declining membership, due to California being a predominantly Democrat controlled state, President Horn visited many clubs across California traveling thousands of miles encouraging membership growth. President Horn encouraged our clubs to sponsor military wives to become members of their local clubs. She encouraged members to attend the three yearly CFRW Board of Directors meetings and conferences held around the State. Invited to

address the attendees were little known conservative speakers, giving them the opportunity to share their conservative values with the membership, along with more well know Republican elected officials and speakers.

Working with CFRW Youth Chair, Paula Prizio, CFRW hosted College Republican students to attend our conferences. Our membership was given the opportunity to hear, learn from and become acquainted with our future Republican leaders.

President Horn encouraged participation in rallies. CFRW opposed SB-54 (sanctuary cities) and supported the appointment of Supreme Court Justice Brett Kavanaugh.

As a naturalized citizen President Horn is an activist opposed to socialism, "a dangerous threat to the American way of life."

Many of our CFRW members attended the NFRW Convention in September 2019 held in Indianapolis, Indiana. Under President Horn's leadership CFRW was one of eight states that received the Betty Heitman Award for State Excellence; CFRW received the 3rd place Public Relations Award in Social Media and Branding. State Membership Awards were presented to CFRW for "outstanding use of technology to increase membership". Joy Miedecki, President of East Valley RWF, implemented a successful Hispanic outreach program and was recognized for the "greatest numerical full membership increase in 2018." San Luis Obispo RWF was recognized for "85% or greater membership retention in 2018." CFRW was very excited that Charlotte Christiana, Huntington Harbour RWF, was honored by NFRW as the "outstanding club member for membership recruitment". In the area of Club Achievement Awards, 45 CFRW clubs received the Diamond Award; 4 received the Gold Award; 3 received the Silver Award and 3 received the Bronze Award. Our 41st Biennial Convention was held in October 2019 at the Bakersfield Marriott Hotel in Bakersfield, CA celebrating CFRW's 95th Anniversary. Convention Chairman was Diane McGlinchey member of Huntington Harbour RWF. Kick off to the convention was a Friday night event at the famous "CrystalPalace". The convention was attended by over 400 CFRW members. We were honored to have the Honorable Ken Starr as the Keynote Banquet Speaker. The restructure of CFRW was continued with the passage of the revised bylaws lead by Bylaws Chair, Maxine Bennett.

2020-2021 Sue Blair began her term with lofty goals, a huge to-do list and a vision for success. She was charged with implementing the restructuring of CFRW as voted on at the 2017 Convention. The year began with the executive committee being doubled in size and the board of director positions being cut by 75%. Then, by March of 2020 COVID-19 began shutting down our country. Thanks to Governor Gavin Newsom's overbearing and draconian COVID response policies, California was closed for almost two

years. Sue was not going to let Governor Newsom or a global pandemic close CFRW. She immediately pivoted to new and innovative ways, using technology, to keep CFRW together and functioning well throughout the COVID-19 pandemic and the California shutdown. With her professional background, CFRW was run like a business and brought to new heights, despite the uncertainty surrounding COVID-19 and widespread restrictions on meetings and gatherings.

Sue had the opportunity to lead and collaborate with many talented members of the CFRW Executive Committee and CFRW Board of Directors. To name a few: Lois Godfrey, Mary Baker, Shirley Mark, Lorie Noble, Bunny Hacker, Ingrid Lake, Lydia Kanno, Sandy Rains, Mary Ervin, Annette De Modena, Ranelle Baldwin, Elaine Anthony, Val Emick, and Bibi Mesmer. The importance of the nine Regional Directors cannot be forgotten. They were particularly important to the implementation of the new CFRW structure.

Technology kept CFRW functioning and able to achieve its goals and objectives. When travel and meeting restrictions began, Sue immediately started video messaging with members. CFRW held virtual conferences, board of director meetings, executive committee meetings, club president meetings and roundtable discussions. In March 2021, CFRW held its first professionally produced virtual conference. CFRW also began the Distinguished Speaker Series, a one-hour evening event with notable Republican speakers. CFRW members had access to over 50 speakers during this term. CFRW held virtual training sessions to help with statewide elections, Congressional elections, the re-election of President Trump and the Recall of Governor Newsom. Virtual training sessions were also used help educate our members on various CFRW programs.

Under the direction of Sherry Gillis, a beautiful new website was created, our social media reached over one million people a year and our You Tube channel was expanded.

TEXTHER, CFRW's new text messaging system, was developed and implemented as a new way to reach out to CFRW members. During Sue's term, CFRW also planned and began the transition of Per Capita reporting on the CFRW website.

Under the direction of President Blair, CFRW began a new membership program, assisted by access to Republican National Committee data: membership grew in 2020 and 2021, CFRW's first membership increase in 16 years – all while the state was effectively closed.

With a new structure came a fresh and updated look. CFRW adopted a new logo representing its nine regions, along with new stationery and professional branding on all CFRW correspondence. CFRW converted to Mailchimp for distribution of correspondence which enabled the collection of useful data on how our information is being received.

The Advocacy Program was restructured out of necessity due to the previous downturn in membership and finances. The CFRW Legislative Analyst Program was enhanced. Capitol Updates are emailed weekly educating our members on bills being considered in Sacramento. During election years, the Legislative

Analyst's provide in-depth education regarding ballot initiatives.

All CFRW clubs were asked to update their bylaws to reflect the new structure. In addition, our employee's job description was rewritten, the employee handbook was updated and 100% of our clubs attained Employer Identification Numbers (EINs) from the IRS.

CFRW members showed their generosity with two programs. Over \$40,000 was contributed to the Young America's Foundation Scholarship. Over \$30,000 was contributed to the Gary Sinise Foundation for our Armed Services Project.

During Sue's term CFRW saw its first membership increase since 2004. Membership grew in 2020 and 2021.

President Blair put CFRW back on the road to financial stability. Our income tripled and Standing Rules were adopted to ensure that CFRW continues to grow and thrive.

CFRW contributed over two million volunteer hours.

CFRW helped flip four Congressional seats.

CFRW played a significant role in the RECALL NEWSOM Special Election.

Six New Clubs were established – Gold Coast Patriots, Mojave Desert, El Dorado Hills, South Coast, Fort Bragg and The Ranch Community RWFs.

The California Federation remained the largest state in NFRW.

At the NFRW Convention, CFRW was awarded the:

- ✓ NFRW Public Relations Trophy, 1st Place, Best Overall;
- ✓ Betty Heitman Award for State Excellence;
- ✓ NFRW State Armed Services Award;
- ✓ NFRW 2020 Membership contest award for most new members;
- ✓ NFRW Most Volunteer Hours Award

CFRW also had 116 out of 132 clubs submit Achievement Awards to NFRW (88%) - 79 Diamond Awards, 14 Gold Awards, 12 Silver Awards, and 11 Bronze Awards giving us the largest participation by any state in NFRW.

All this was done while Governor Newsom had closed the state due to COVID-19.

At the CFRW Convention, President Blair stated, "It was because of the teamwork and respect that was established among the executive committee that so much was able to be achieved. They backed each other up, continually looked forward bringing new and innovative ideas to the table and did what it took to get the job done. Teamwork is how the California Federation accomplished such a great deal in 2020-2021."

The restructure is complete. The COVID-19 pandemic made us stronger as an organization as we embraced new and innovative ways of doing things, updated our technology, emphasized the business of the Federation, secured our financial future, and expanded our membership for the past two years.

2022-2023 Mary Ervin served as CFRW President under extraordinary circumstances. Due to an unfortunate situation, a CFRW State President was

duly removed from office during her first year. Ms. Ervin was qualified and bravely stepped into the position of the CFRW President. Mary Ervin immediately began rebuilding the California Federation of Republican Women. With an amazing and hardworking Executive Committee in place, CFRW was able to implement many good ideas and policies throughout the year.

At the Board of Directors meeting on February 11, 2023, all nine candidates running for election to the California Republican Party attended asking for the endorsement of the CFRW members.

The Summer Board of Directors meeting was held in person on June 24, 2023 in Paso Robles, CA . At that meeting, the Board of Directors took a step forward on something that was never done before and voted to set aside \$100,000 of CFRW's money to be put into an interest-bearing Certificate of Deposit account. This would help to ensure CFRW's financial future. The Directors also passed a Resolution on Reparations at this meeting.

In June 2023, CFRW started the process of trademarking its logo and brand which will ensure that the name and logo will not be able to be used improperly in the future. CFRW had never been in a financial position to do this in the past.

A new website was developed and launched so that the website would be more professional looking and user friendly than it previously had been.

Throughout this term, CFRW held many events, including several Distinguished Speaker Series and training by NFRW on Achievement Awards.

At the 42nd NFRW Biennial Convention in Oklahoma City, OK, CFRW received the Betty Heitman Achievement Award. 39 clubs took part in the NFRW Achievement Awards with 30 achieving Diamond status, 3 achieving Gold status, 3 achieving Silver status and 3 achieving bronze status. Two CFRW clubs were honored as Regional finalists in the NFRW Caring for America Program: Bakersfield RWF and Latinas United RWF. Two CFRW members were 1st Place State winners in the NFRW Political and Campaign Awards: Michele Leonhart, Laguna Niguel RWF, 1st Place Phone Calls and Faye Bourret, Marin RWF, 1st Place Hours.

CFRW's 43rd Biennial Convention was held on October 13-14, 2023, with the theme being, "Together We Flourish." Congressman Kevin Kiley installed the 2024-2025 officers and said that "the California Federation of Republican Women was the backbone of the California Republican Party". At that same convention, two Resolutions were passed by the Board of Directors on Human Trafficking and Fentanyl.

In November 2023, two of our clubs were honored for making it to the top 10 in the Nation for new members: Bakersfield RWF was #4 in the nation and Butte RWF was #10 in the nation.

CFRW has had an amazing 98 year history, and resolves to continue to elect Republicans to office in California. As CFRW approaches their 100th anniversary in 2025, together CFRW members will remain true to the cause of moving CFRW forward in a positive direction.