

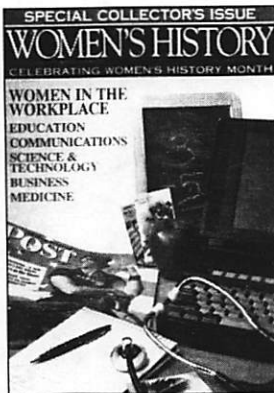
**COWLES HISTORY GROUP
PRESENTS...**

The 1996 issue of
**Women's
History
Magazine**

highlighting the
accomplishments of

**Working Women in
America.**

Fascinating biographical sketches and images present the stories of women from the Colonial era through the post-World War II years. Women who left their mark in both the traditional and nontraditional workplace.



**On sale March 12, 1996, at
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ABWA

NEWS, VIEWS & ATTITUDES

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MENTORING OUR DAUGHTERS

On April 25, millions of girls ages 9 to 17 will accompany adult mentors—like parents, relatives, teachers and friends—to workplaces during Take Our Daughters to Work Day. Girls will learn about exciting career options and discover firsthand what it takes for workplace success.

The Ms. Foundation for Women has established a \$60,000 scholarship sweepstakes to celebrate the program's fourth anniversary. Three girls will receive \$20,000 in U.S. Savings Bonds for secondary education, continuing education or college. Plus, each winner's school will get \$1,500 for its girls' athletic program. Winners will be chosen by a random drawing this summer.

Encouraging girls to feel confident about their minds and bodies has a tremendous impact on their self-esteem, says Marie C. Wilson, president of the foundation. "Everyone has a stake in girls' futures because when they are healthy and educated, families, communities and our entire nation flourishes," she says.

Girls, schools and organizations can receive an entry form by sending a self-addressed stamped envelope to The Ms. Foundation for Women, Take Our Daughters to Work Sweepstakes, P.O. Box 397, Camden, N.C. 27921. To order Take Our Daughters to Work Day buttons, T-shirts and other items, call (800) 676-7780. Deadline for entries is May 31, 1996.

SAFEGUARD YOUR EMPLOYMENT

This year, resolve to polish your career skills—whether you're job hunting or not. Strong, updated business skills offer security for life-

time employability because you can adapt them to other positions and industries.

Does your writing clearly communicate your ideas? Good writers possess one of the most transferable skills that companies look for because so much of today's business is conducted by reports, says Andrew Sherwood, chairman of Goodrich & Sherwood Associates Inc., a human-resources management consulting firm based in New York City.

To brush up your writing skills, take advantage of opportunities in your ABWA chapter. Serve as chapter newsletter editor or contribute articles. Here are more marketable job skills you can practice in your ABWA chapter:

■ **Public speaking.** Welcome opportunities to become more comfortable speaking to a group. Volunteer to present an ABWA program module on speaking, listening or delegating at a chapter meeting.

■ **Financial management.** As treasurer of your chapter, you can gain experience preparing a budget and maintaining financial records. You'll also learn how to give financial reports and conduct an annual audit.

■ **People management.** As chapter president, you would supervise officers and chairmen, helping the chapter meet its annual goals. Organizing and leading teams shows strong people-management skills.

■ **Interviewing.** Learn to ask insightful questions and feel comfortable interacting with others. To practice your interviewing skills, volunteer to write a profile of a chapter member for your newsletter.

■ **Training.** After leading a committee or serving as a chapter officer, teach the new leader how to perform the duties. Besides improving your training skills, you'll create a smooth transition for your chapter.

—*Jessie Eisenstein*