



VENTURA COUNTY COMMISSION FOR WOMEN

3161 Loma Vista Road, Ventura, CA 93003

(805) 654-5396

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SEPTEMBER: QUALITY CHILD CARE MONTH

September has been proclaimed as "Quality Child Care Month" by the Ventura County Board of Supervisors. This proclamation launches the "awareness" campaign planned by the Child Care Project Committee with the sponsorship of the Public Social Services Agency, the Private Industry Council, Ventura County Child Care Resource and Referral Center in Oxnard, O.P.E.N. (Oxnard Providers Educational Network), Interface Community, and Southern California Association for the Education of Young Children.

The thrust of the campaign is to lay the foundation for the need for more and better child care, to raise public awareness about quality child care, and to introduce information about employer-assisted child care as a future option for parents.

Co-sponsors are being encouraged to initiate their own programs, workshops or other projects during September to supplement the information being prepared for newspapers and other media.

Meanwhile, a brochure and employer packet are being completed for the Child Care Project Committee's presentation to employers.

The Committee's goal is to raise employers' awareness of the many options

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AWARDS BANQUET TO FEATURE PRISCILLA PARTRIDGE-RANKIN

The First Annual Friends of the Ventura County Commission for Women's "Salute to Women" Banquet will be held on Thursday, October 28, 1982, at the Lobster Trap Restaurant, 3605 Peninsula Road, Oxnard. The keynote speaker will be Ventura College Re-Entry Co-Ordinator, Priscilla Partridge-Rankin. She will speak on the subject: "Women At Work Inside and Outside the Home: A Perfect Balance."

The cocktail hour will begin at 6:30 p.m. and dinner will be at 7:30 p.m. Reservation deadline is October 15, 1982, and can be made by sending a check to Commissioner Erin Sheffield at 1174 Guinda Court, Camarillo, CA 93010. The check should be made payable to her. The cost of the dinner is \$12.50 per person.

COMMISSION SEEKS NOMINATIONS FOR AWARDS

Awards for achievement and humanitarian effort by women will be presented at the Friends of the Commission's annual installation dinner on October 28, 1982. The Commission seeks nominations of women whose contributions to bettering their communities or furthering the advancement of women are outstanding. Nominations are being accepted for the

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SEPTEMBER cont'd.

open to them. By receiving information about a number of subjects important to the complex job of assisting their employees with child care solutions, employers will be preparing for that future predicted by the Bureau of Labor Stds., that by 1990, 70% of women of child bearing age will be working and over half of those will have at least one child under six years old.

In May 1983, a day long Countywide conference for employers will be presented at Cal Lutheran College. The purposes of the conference are: (1) to increase awareness of alternative personnel programs and policies which are responsive to the changing needs of the working parent, and (2) to inform employers of the generous tax benefits available to them, and the potential for bigger profits due to less absenteeism, higher productivity and the ability to recruit high quality employees. More information about this conference will be given in future issues of the Commission's newsletter.

WOMEN'S EMPLOYMENT AND EDUCATION HELPS LOW INCOME WOMEN OBTAIN EMPLOYMENT

The Ventura County Women's Employment and Education Program, a non-profit corporation affiliated with the National Women's Employment and Education Program, assists low income women to obtain permanent, full-time employment in the private sector.

Matching women's resources with jobs available is the whole purpose of this federally-funded program, according to Director Molly Carrillo.

Ms. Carrillo says that women have resources which need to be developed and, despite the economy, there are jobs available. She adds that employers are responding in a positive way to their program.

At the present time, one-half of the women involved in the program are AFDC (welfare) recipients, and one-third of those are presently employed through VCWEE.

The program components include Job Development, Outreach, Employment Readiness Training, Employment Placement, and Counseling/Follow-Up. The Coordinated five-component program provides a comprehensive approach to meeting the individuals employment needs.

NOMINATIONS cont'd.

following categories: The Arts, Business Sports, Humanitarian, Homemaker, Education, Outstanding Youth, Outstanding Senior Citizen, Medicine and Law Enforcement.

Nomination forms can be obtained from your local library or from the Commission's secretary, Beverly French. All nominations can be submitted to the Commission's office by the deadline of September 30.

WOMEN'S ISSUES CANDIDATES FORUM

The Ventura County Women's Equity Coalition is sponsoring "Women are Voting Their Values," a Women's Issues Candidates Forum, on Wednesday, September 8, from 7:00 to 10:00 p.m., at the Valle Lindo School, 777 Aileen, Camarillo.

Major party local candidates for Assembly, State Senate and Congress are being invited to answer questions regarding their position on women's issues. For more information, call the Commission's office at (805) 654-5396.

Generally, one month is spent in obtaining job-hunting skills through the VCWEE's training program, and another month is spent looking for employment before a job is successfully obtained.

However, Ms. Carrillo indicated that the job search starts almost immediately, even though the participant is still in training.

Upon graduation, all participants become active members of the Alumnae Association, which aids them in their efforts to obtain and retain employment.

One of the greatest obstacles to obtaining employment successfully is the locating of adequate child care facilities. The Ventura County Child Care Resource and Referral Center in Oxnard has helped many participants in eventually placing their children in good child care facilities.

To encourage donations from private employers, an open house and a luncheon were held during April.

For further information regarding this program, contact Ventura County Women's Employment and Education, 374 Poli Street, Suite 204, Ventura, CA 93001, or call (805) 648-3206.

**CHILD CARE PROJECT MOVES
AHEAD FOR 1982-83 FISCAL
YEAR**

The Child Care Project Committee initiated by the Commission for Women is moving ahead toward its goal of encouraging private industry to support child care programs.

A survey and survey letter have been prepared by the Commission's Child Care Project Committee and is available to private industry to assess child care needs of their employees.

Members of the Committee are currently meeting with a large industry in the County (at the industry's request) to discuss child care options, according to Carol Keochekian, Commissioner.

A flyer has been drafted to distribute to private industry informing them of the benefits of employer-sponsored child care during September. The Commission is asking the Board of Supervisors to declare September as "Quality Child Care Month."

Timeline plans have been drawn up to guarantee that all work is done on time, Commissioner Keochekian said.

A Publicity Committee, headed by Executive Secretary Sandra Smith Ryder, is setting up contacts with the news media and a press packet publicizing Quality Child Care Month.

Representatives of the Commission addressed the Employers' Advisory Council in July on child care issues in relation to private industry.



Co-Chair Yvonne Bodle (l.) and Commissioner Brook Hubbell (r.) discuss plans of the Child Care Project Committee for the coming 1982-83 fiscal year.

**BUSINESS AND PROFESSIONAL WOMEN'S CLUBS GROOM
WOMEN FOR UPWARD MOBILITY**

Promoting women in business and the professions is the main goal of the National Federation of Business and Professional Women (BPW). For 63 years, BPW clubs throughout the U.S., and here locally, have been promoting women by stimulating their interest in legislative issues, and through learning programs, quarterly conferences and weekend seminars.

Originally, BPW clubs were a spin-off from a women's support organization active during World War I. Today, there are BPW clubs in all 50 states, as well as internationally. The membership includes women in the professions, working women, retired women and students.

BPW programs groom women for upward mobility in today's world. The needs of women have changed drastically and BPW clubs are changing accordingly. Their

programs are oriented toward the new professions and fields that women are now entering in increasing numbers.

BPW clubs stimulate interest in legislative issues, and two legislative analysts who work in Sacramento keep all members informed about current legislation.

Although BPW is not a political organization, individual members can donate money for women candidates who are doing a good job representing women's issues and concerns. In addition, each year a conference entitled GOVERNMENT IN ACTION is held in Sacramento to put together legislative platforms as guidelines for the legislative analysts for the coming year.

For further information, please contact your local BPW Club.

RUTHERFORD AND RANKIN HONORED IN CAMARILLO

Betty Rutherford, described as an outstanding role model for all women, was honored at Camarillo Women's Day by the presentation of a plaque.

In honoring Rutherford for her many years of volunteer service and her choice of nonpaid work, Martha Baskerville described her as a "well person -- well traveled, well educated, well read and well known. She is well known because she has always been willing to join in and help out."

Rutherford served with distinction on the Pleasant Valley School District Board of Trustees for 12½ years, twice as Board President; the Board of Directors of the Camarillo Boys and Girls Club since 1974, recently past president of that club's ladies' auxiliary; chairwoman of the Ad Hoc Committee for the organization of the Camarillo Fiesta Association; founder of the Ventura County Knowledge Bowl competition and coordinator for many years; the American Association of University Women; Children's Village; Camarillo Chamber of Commerce and Camarillo Aristocrats; Ventura County Alcohol and Drug Abuse Advisory Council; Friends of the Library, and more.

She was also recently selected as 1982 Woman of the Year by the Camarillo Chamber of Commerce.

Also honored as a role model was Priscilla Partridge-Rankin, Co-Ordinator of the Re-Entry Program at Ventura College, formerly at Oxnard College. According to presenter Erin Sheffield, Rankin preceded her service in counseling women with achieving "a full four year scholarship to USC and earning her doctorate when her youngest child was two years old."

Both honorees are residents of Camarillo.

Camarillo Women's Day is co-sponsored annually by Oxnard College, Camarillo American Association of University Women, Camarillo Newcomers' Club, Camarillo Junior Women's Club, Meadowlarks Service League, Soroptimist International of Camarillo, and the Ventura County Commission for Women.

The Commission hopes this newsletter will be self-supporting by and for the women of the County. Please send your contributions to the Commission office if you want to be a sponsor.

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