

**Closing Speech to CFUW AGM – Laurel Point Inn, Victoria, BC**  
**Susan Murphy, Incoming President CFUW 2012-2014**  
**June 24, 2012**

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Bonjour. C'est une honneur pour moi d'être votre President de FCFDU. Good morning. It is an honour for me to be President of CFUW, and to take office here on Vancouver Island.

I want to extend thanks again to President Brenda Wallace, the Board of Directors, Regional Directors, and Committee Chairs for their dedication and leadership over the past two years. I want to recognize my home club, CFUW Nanaimo, my friends who have travelled the two hours down the highway to be here this morning, the BC Council executive and BC member clubs for their support and participation. I thank my dear friend, Kate Hall, a long time member of CFUW Nanaimo, at the young age of 97, for being here today.

I want to welcome the 2012 – 2014 CFUW team - Board of Directors, Regional Directors, Committee Chairs and their members who will be working on your behalf for the next two years.

We have had an excellent AGM and Conference. We have dealt with our CFUW financial issues, Articles and Bylaws, and Resolutions. Yes, it did sometimes feel chaotic, needing our collective patience and wisdom. I'm reminded that we are all here because of our commitment to CFUW and we may have differing views sometimes on how to get to our goals. Now is the time to move forward together.

Dr. Geneace Williams has identified five essential elements for success in organizations.

**Intentionality - Authenticity - Transparency - Influence - Impact**  
**And I will add one more, Accountability.**

How will those key elements apply to CFUW going forward?

In part, I hope, with our theme for 2012 – 14. I haven't selected a new theme, but offer you one that I have used many times in CFUW and it represents for me a simple way to say what we do and who we are.

## ***Action, Advocacy, and Education***

### ***Actions, Défense d'intérêts collectifs, et Éducation***

#### **Action**

Together we can take action on our membership and increase it. Our financial picture would look much different with 200 or 500 or even 1000 more members.

Open our doors, welcome all women to join our group. What attracts them is the same thing that attracts all of us – our values and mission, interesting programs, access to information, advocacy and issues, scholarship, interest groups and friendship, and a welcoming atmosphere for all women.

We will continue to take action on efficiency and effectiveness; focus on our strategic plan and our core values, while looking for new and innovative ways to deliver our programs.

We will take action on developing leadership in CFUW, to give us the future group of women who will lead us to our 100<sup>th</sup> anniversary. Is that something you can do in your club?

Our community newspaper had a recent article about a young man named Tim. I met Tim one morning last week. In 2001, Tim suffered an accident during a slo-pitch game. When he dove to catch a ball, weakened blood vessels in the left part of his brain burst making his right side numb. He spent five nights in a coma and now uses a wheel chair. Tim has a job where his manager says about him...."The example he sets is positive-plus. It's positive in the extreme and his attitude rubs off on other staff members." He makes eye contact and engages the customers with a hello. He is always there to help them. Tim is a Walmart greeter and on May 30<sup>th</sup>, he was singled out among about 2.2 million associates worldwide and awarded the Walmart International Associate of the Year award in Fayetteville, Arkansas. This is a young guy with a great attitude. I asked him about his experience in Fayetteville, and he said, "It was just awesome." We can also have that positive-plus attitude in welcoming guests and new members. We need them to join us and feel included and welcome.

#### **Education**

We have talked a lot about our contributions to education. The 110 CFUW clubs and the Fellowship Program in CFUW fund over \$1 million annually. Although women are enrolled in large numbers at university and other post-secondary institutions, the cost of attending university and other post secondary institutions continues to rise and our support continues to be needed.

Could any of us consider a bequest to our Scholarship Fund or to the national Charitable Trust as a legacy we could leave to our club in the future?

Life-long learning and support for public education will continue to be two important areas of focus for CFUW nationally and provincially.

## **Advocacy**

Advocacy is the power of possibility – changing the current picture with one that is more positive. CFUW has been working with the power of possibility for over 90 years!

A recent Globe and Mail article made the point that associations don't exist to make money or provide revenue to shareholders. They exist only to advance their cause and serve the community and the needs of Canadians. These organizations bring people together, strengthen connections, make individuals part of a larger community and provide easy ways for them to get involved. And that is CFUW.

Dr. Ann Hall is a professor emeritus at the University of Alberta and my friend Kate's daughter. Ann is the author of a recent book about the Edmonton Grads basketball team. Ann sent me an email recently and in it she described CFUW as "one of Canada's pre-eminent women's organizations."

**'With the increased challenge of these economic times, an independent member-funded, non-partisan organization of thoughtful, engaged, educated women such as we have in our 112 Clubs, can have a real impact. This is an organization that recognizes the power of a group of dedicated women working together to help build a better future for the girls and women of the world. '**

With a shared vision and a welcoming approach, together we can sustain and strengthen CFUW. Thank you.