

For kind attention of
Mrs Antoinette Ruegg
BPWI President

Valencia, 31.st May 2004

For knowledge to
Mrs. Ilse Spritzendorfer, 2nd Vice President, Membership
Mrs. Lena Hokfelt- ECC Coordinator
Mrs Gabriella Canonica ECC Member

Dear Antoinette,

Speaking about positive opportunities, when during the month of March, together with the President of Valencia Club and other members of our board went to Alicante to formalize the constitution of BPW Clubs, we had the pleasure to meet our common friend Enrichetta Bellini, BPW- Italy member, living partially at Denia that is a city of Valencia area.

A that same day Enrichetta Bellini got a phone call from our International President and both Maria Jose' and me, we had the pleasure to speak to Antoinette about the progress we had had by increasing clubs constitutions.

I would like enlarge the issue and inform you on the different steps of my activity in favour of BPW

Starting from October 2002, where we founded the first BPW Club i.a. BPW Valencia, better said AEP Association of Business and Professional Women on Valencia Community, as your personal ambassador I worked very hard without taking any rest keeping myself loyal toward our International President and our International Federation

During 2003, we attended the European regional Congress hold at Rome by the end of September reporting on current activities and special events (see the Report which has been distributed by our friend Gabriella Canonica)

Beside this activities, going on with my mentoring program, I have been able to put Together Business and Professional Women of our Community and other Regions of Spain as well.

The profile of these new members are extremely valid, been all actives and on duty. Before accepting them as members, we checked both their references and their own business,

Being particularly aware that they were not adhering to any other Federation and more than this that they have not had any contact with the former BPW Spanish National Federation, whose President Miriam Arnau you know quite well.

As mentioned in our Report and informed by e-mail and verbally, by May 2004, we could estimate to have at least between 3 and 4 clubs founded

By now, we have consolidated, undersigned by collecting the corresponding fees, the Clubs of Alicante Province, of Vitoria Alava (Vasco countries) having in advanced stage of consolidation the clubs of Castellon Province, Denia and Province of Catalunya.

With such a hard work developed in less than 2 years I am satisfied and proud to have had the chance and the opportunity to meet “true women”, very well known and estimated member of their community and town working in different fields both as professional, business and public administration.

Women that took their time to listen to me also when I had to erase such a bad profile they had got on BPW owned to the bad campaign that went on for so many years here in Spain.

In Spain and the same in other countries, one can get in touch with quite a lot of Federations, Associations and or Women Organizations, having different origin and style.

Among them you can find a good number, which are very good in marketing and can sell their “image” which however does not cope with the life and activity of their organizations, being anyway a good “façade” to get money from UE or other Organism.

This is the reason because by mentoring , the awareness is very important and basic in order to incorporate groups of business and professional Women, women involved in politic, decision maker Managers always remembering that we always have to give to our Federation a true contribution as per competence and high profile.

I would like to finish my report by informing you that all the affiliation forms from the new clubs along with the pertaining documents will be sent to Ann Swain together with the fees amount.

I am going to prepare within the end of June a report about the activities of BPW Valencia from October 2003 to May 2004 and a guideline on future activities , projects including the international Theme “A World of Peace” and the attendance to the Regional Meeting in Berlin with almost 6/8 BPW Women coming from all the new Clubs.

I remain with my best regards

Susana Reich S.