

# PW FORWARD



American Planning Association  
**Planning and Women Division**  
*Making Great Communities Happen*

A Publication of the Planning and Women Division  
of the American Planning Association

Greetings! You are receiving this email because you are a member of the American Planning Association's Planning and Women Division. If you wish to unsubscribe, please see the link at the bottom of this message.

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## Chair's Corner



*Elizabeth H. Tyler, FAICP*  
*Chair, Planning and Women Division*

This is the inaugural issue for our new Newsletter Editor, Joyce Levine. Joyce hails from Sunrise, Florida and is a planning consultant for PlanWise. We thank Joyce for stepping up to this position. Thanks also to former editor Shannon Malik for her service in prior years.

The past months have been busy ones for the division in conducting outreach and fulfilling a number of Continuing Education functions. During the fall, our division was featured at the Utah Chapter Conference, while in Illinois the division helped to sponsor the state conference in Normal. Past Chair Patti Petrie coordinated a panel presentation about the John Street Watershed, a community-activism project in Champaign.

Webinar participation has also helped the division to offer low-cost continuing education opportunities for APA members. With the help of the webinar series coordinated by Jennifer Crowley and Cody Price at Ohio State University and advertised and archived by the Utah Chapter, the division organized two webinar panels during the winter and spring. The first topic was Planning for an Aging Population, which was inspired by the division's initiative focus (see [www.planning.org/leadership/divisions/initiatives/index.html](http://www.planning.org/leadership/divisions/initiatives/index.html) for more information). This session featured Professor Len Heumann of the University of Illinois and Jacques Gourguechon of Camiros, Ltd. In March, the division sponsored a session on Childcare and Sustainability with presentations by Kristen Anderson, an author and the childcare coordinator for the City of Redwood City, and Professor Mildred Wagner of Cornell University. Both sessions had over 200 attendees. Go to the Utah Chapter website for copies: [www.utah-apa.org/webcast-archive](http://www.utah-apa.org/webcast-archive).

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Another divisions initiative, this one on food-system planning, is featured in this issue. Rebecca Bird reports on a strategic planning effort that is underway for the Market at the Square, one of Illinois's largest. (See the feature article below.)

The annual conference in Boston will mark my finale as Chair of Planning and Women. I will be passing the baton to the very capable Vicki Taylor Lee, who has served as Vice Chair for the past four years. Stepping into the position of Vice Chair is Chekesha "Kesha" Nelson, who is an intermodal specialist with the Missouri Department of Transportation. Kathleen Pagan and Ramona Mattix will continue on as Secretary and Treasurer, respectively. Stepping off the board will be Past Chair Patsi Petrie, who has served the division for many years, providing inspiration and leadership for our members.

The Boston conference promises to be fantastic. I am looking forward to our annual meeting and to our sponsored session, "The Impact of the Wage Gap on Women and Their Families." (See below for more information.)

We hope you enjoy this issue of our newsletter.

With felicity and good cheer,

Libby Tyler

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## 2011 Election Results Now In!

Congratulations are due to the successful candidates for the Planning and Women Division executive committee:

Chair: Vicki Taylor Lee, AICP

Vice-Chair: Chekesha (Kesha) Nelson

Secretary: Kathleen Pagan, AICP

Treasurer: Ramona Mattix

We thank all of the candidates for stepping foward to run and those of you who participated in the election.

Please join us in welcoming the new officers during the Division's Annual Business Meeting in Boston on Sunday, April 10 from 11:45 AM to 12:45 PM.

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## From the Newsletter Editor

I'm Joyce Levine, the new editor of *Forward*. I'm excited about my new job, and I'm looking for a few good women. Yes, this means you!

Consider submitting an article, plan, report, book review, or news item to *Forward*. Let us know what you've been doing, what you've accomplished, what you're reading, where your new job is, when you reach AICP status, what conferences or workshops you've attended and their relevance to planning and women. Tell us about other women who are news- or note-worthy. Send us links to articles of interest to our members.

I want to make this YOUR newsletter, but I need your help. If you submit an article, don't worry about perfection -- I'll edit your work and clear it with you. If you think appending an entire plan to Forward is a bit much, write a summary, or send me the executive summary so I can write about it. Just be sure to submit material that will liven up the newsletter and help us to better know and appreciate one another. Reports from the Boston APA conference are especially welcome in the next two months.

Send your submissions to me at [jnatlevine@gmail.com](mailto:jnatlevine@gmail.com). Be sure to put "PWD" in the subject line so I won't overlook your message.

Thanks. I look forward to hearing from you!

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## Join PW at the National Conference

Please join the Planning and Women Division at the American Planning Association's National Planning Conference to be held in Boston, April 9-12, 2011! On-site registration is still available. Click [here](#) for more information.

The PWD Business Meeting will take place on Sunday, April 10 from 11:45 AM - 12:45 PM (check conference program for location). All are welcome to attend to meet the new division officers, hear about recent accomplishments, and learn about what's to come in the year ahead.

We look forward to seeing you in Beantown!

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## PW Division-Sponsored Session in Boston

How Lower Wages Impact Women and Families (S561)

Tuesday, April 12, 7:30 - 8:45 AM

Although women have made major advances in education in income over the past thirty years, there's still a significant pay gap between the sexes. The 2010 Census shows men and women as equals in terms of degrees earned, yet females currently earn only \$0.77 for every \$1.00 earned by their male counterparts, a gap that amounts to an annual total of \$10,622. The gap is most critical for women during difficult economic times, such as our current predicament. The disparity starts shortly after a woman graduates from college and gradually worsens over time. Even after adjustments are made for hours worked, type of job, parenthood, and other factors known to affect earnings, 25% of the wage gap still cannot be explained.

With greater access to education and women entering all kinds of formerly male-dominated fields, such as engineering, science, law, and medicine, will the problem right itself over time? Will pay gaps continue even after more women enter these fields? It's well known that women must become better negotiators and companies should do more to accommodate mothers with young children, but is there more we can do? Identifying the problem is only the first step, yet the reports and data that continue to bombard women may just hurt them by keeping them from understanding what else can be done.

We've assembled an exceptional panel for the conference session on this topic:

**Dr. Barbara Gault** is Executive Director and Vice-President of the Institute for Women's Policy Research. Since joining the Institute in 1997, she has focused on a wide range of issues that affect working women and their families, including poverty, access to education, health, work-life balance, political engagement, and expansion of preschool and child-care options. Her publications include *Resilient and Reaching for More: Challenges and Benefits of Higher Education for Welfare Recipients and Their Children*; *The Women of New Orleans and the Gulf Coast: Multiple Disadvantages and Key Assets for Recovery*; *The Price of School Readiness: A Tool for Estimating the Cost of Universal Preschool in the States*; and *Working First but Working Poor: The Need for Education and Training Following Welfare Reform*.

**Dina Lassow** is Senior Counsel for Education and Employment at the National Women's Law Center. She also works on other issues at the Center, such as contraceptive coverage and reproductive rights, especially when they involve litigation. She has been preparing amicus curiae briefs for the Supreme Court, which is hearing several employment-discrimination cases this term. Before joining the Center, Ms. Lassow worked for two small legal firms and for other non-profits, and also as a trial lawyer for the Civil Division of the US Department of Justice.

**Dr. Mary Gatta** is currently a senior scholar at Wider Opportunities for Women. Her areas of expertise include gender and public policy, low-wage workers, earnings inequality, and evaluation of workforce projects. Dr. Gatta's latest solo book, *Not Just Getting By: The New Era of Flexible Workforce Development* (Lexington Press), chronicles groundbreaking thinking and research on new and innovative workforce development initiatives that deliver skills training to single working mothers via the Internet. An earlier work, *Juggling Food and Feelings: Emotional Balance in the Workplace*, was published in 2002. She is also one of the editors of a new anthology, *A US Skills System for the 21st Century: Innovations in Workforce Education and Development* (Cornell Press). In addition to books, Dr. Gatta has published numerous scholarly articles and public-policy papers on topics including gender equity in academia, the gender-based pay gap, and welfare policy. Prior to coming to WOW, she served as Director of Gender and Workforce Policy at the Center for Women and Work and taught on the faculty of the Department of Labor Studies and Employment Relations at Rutgers University.

Please join us for this timely session and help us to identify steps we can take to end these inequities.

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## Making Farmers' Markets a Central Part of Food Systems Planning: A Case Study

Farmers' markets have a unique opportunity to play a leading role in local food systems. They can bring fresh, healthy local foods to large numbers of people, provide jobs to residents, support local farmers and their enterprises, incubate new businesses, and keep financial resources in the community. They also lighten the carbon footprint of the community and promote economic sustainability. Rebecca Bird of the City of Urbana, IL offers an in-depth case study of one city's experience with its successful farmers' market. Read her article [here](#).

For more resources related to food systems, check out the division initiative webpage: [www.planning.org/leadership/divisions/initiatives/food/index.htm](http://www.planning.org/leadership/divisions/initiatives/food/index.htm).

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## Free APA Resources Offer CM Credits

APA provides several opportunities to earn CM credits for free. The most readily available resources are Tuesdays at APA, a series of one-hour sessions on a wide variety of topics. Although their quality is a bit uneven, these sessions offer an interesting way to earn credits that doesn't absorb lots of concentrated time.

Check out "The Abundant Community" from September 2010. The session focuses on the way in which local neighborhoods are now the vital resource for providing health, security, food, child-raising, economy, and a healthful environment and points to the need for us to fashion new approaches to neighborhoods. CM Credits: 1.0

Another program available until December 31, 2011 deals more directly with community health: "Planning for Healthy Places with Health Impact Assessments." This six-hour training module is provided by APA and the National Association of County and City Health Officials and sponsored by the Centers for Disease Control and Prevention. CM Credits: 6.0

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## eConference: Planning Healthy and Child-Friendly Communities

An unprecedented gathering of leaders, practitioners, and scholars in planning, transportation, landscape architecture, and public health spoke at the recent International Making Cities Livable (IMCL) Conference in Charleston, SC. Presentation topics include:

- Health and the built environment;
- Healthy transportation planning and livable streets;
- Children and the urban environment;
- Children and nature;
- Children and youth participation in planning; and
- Planning and urban design challenges.

These high-quality presentations are available online. For the complete eConference, visit [www.livablecities.org/conferences/conference](http://www.livablecities.org/conferences/conference). The full conference is available for a registration fee of \$495. However, the conference report is available for free.

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## Fascinating Reading: *All the Devils Are Here*

Bethany McLean and Joe Nocera have written a blockbuster about the financial meltdown and its causes and effects in the housing market. The most incredible aspect of the book is that it explains the meltdown in terms intelligible to a non-MBA. This book should be required reading for everyone with an interest in the future of housing in the U.S. To see why, read the book review [here](#).

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## More Fascinating Reading: *A Paradise Built in Hell*

Journalist Rebecca Solnit has written a thoughtful, well-researched book about the communities that form in the aftermath of major disasters. Immediately following the

event itself comes a (usually) temporary lapse of social norms that prohibit wide social interaction. This lapse is filled, not with chaos, predation, and crime but with what she terms a "falling together" of spontaneous mutual relief, cooperation, and coordination. Solnit uses examples that span the 20th Century to show how this happens. Read a review [here](#).

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## Women's Transportation Seminar Conference

The Women's Transportation Seminar (WTS) is holding its 2011 National Conference May 18-20 in San Francisco. Founded in 1977, WTS is an international organization dedicated to the professional advancement of women in transportation. Boasting roughly 4,000 members - both men and women - WTS is helping women find opportunity and recognition in the transportation industry. Through its professional activities, networking opportunities, and unparalleled access to industry and government leaders, WTS is turning the glass ceiling into a career portal.

Go to [www.wtsinternational.org](http://www.wtsinternational.org) for more information.

AICP credit hours for each session have been submitted for review.

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## Scholarships Available for Division Members

The Rutgers Edward J. Bloustein School of Planning and Public Policy is offering special scholarships to members of the Planning and Women Division and Planning and the Black Community Division.

\$100 discounts are offered for every Bloustein Online Continuing Education Deep Learning classes.

Contact Leonardo Vazquez at [vazquezl@rci.rutgers.edu](mailto:vazquezl@rci.rutgers.edu) or [Click here for more information](#).

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## Improve Your Presentations



Jeff Cerny writes in TechRepublic about the ten habits that can limit a presentation. If your presentations aren't memorable and engaging, certain habits could be standing in your way. See how to turn those habits around and achieve positive results [here](#).

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## APA Ambassador Program

Commit to one year of volunteer service, conduct informational sessions at three to five academic institutions during that year, and visit career and graduate school fairs. You could have a real impact on the future of the planning profession.

Interested? You will need to fill out an application and submit your resume. You should be an APA member with at least five years of experience as a professional planner.

You will also need to make a one-year commitment to the program. This is an unpaid position. APA will provide you with appropriate materials.

[Click here for more information.](#)

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## Are You Ready to Take the AICP Exam?

*Jennifer Evans-Cowley, PhD, AICP and Chris Steins, M. Pl.*

The comprehensive planning examination for acceptance into the American Institute of Certified Planners is the only certification exam for practicing urban planners. The exam is given at over 300 testing sites in the U.S. and Canada, and offered twice a year in two testing windows for two weeks in both May and November. The testing period for this Fall is November 8-22. Applications will be accepted beginning in mid June.

### How, When To Register?

Beginning with the 2005 exam cycle, AICP has introduced a new application that combines the application and registration steps into one form and one fee. This eliminates the previous two forms and separate fee payments, and makes the process easier for applicants. Education and employment verifications for each degree and job listed in the application will continue to be required in order for your application to be considered complete for review. Fees are \$485 for new applicants and \$425 for returning applicants.

You can register to take the exam online on the APA's website:

<http://www.planning.org/certification/>

### Do You Qualify?

In order to take the exam, applicants must meet the following requirements:

1. Be a current member of APA
2. Be engaged in professional planning
3. Have completed a requisite number of years of education and professional planning experience (2 years of experience with a graduate degree in planning, 3 years with a bachelor's degree in planning, but other combinations are possible:

<http://www.planning.org/certification/eligible.htm>

### Preparing for the Exam

There are a variety of ways to prepare for the exam:

#### *Seminars*

There are a variety of possible preparation techniques. Many APA Chapters have professional development officers that provide or arrange for day-long seminars that introduce the exam and some of the topics. Contact your Chapter's Professional Development Officer for more information

#### *CPC Study Manual for the AICP Exam*

A good place to start is the APA's Chapter Presidents Council's CPC Study Manual. The purpose of this self-study manual is to help review basic planning concepts and to practice skills that are necessary for taking a multiple-choice test.

More information on the CPC Study Manual:

<http://myapa.planning.org/certification/studymanual.htm>

### *Online Courses*

If you'd like to start your studying early, and interact with students from around the US, consider an online course to guide your studying. The Planetizen AICP Exam Online Preparation Course, for example, is organized into a series of eight topics with a total of about 50 lessons. Each lesson is about 20-30 minutes to complete, enabling you to fit in a little studying whenever you have time -- during a lunch break, before work, or after you put the kids to bed. More than 10 hours of video presentations are also included, offering students a visual way to prepare. The course also provides over 450 sample questions, including a pretest exam and two sample exams. The course also includes five discussion forums to interact with other students and course staff, and ask any questions you might have as you prepare for the exam.

More information about Planetizen's AICP Exam Online Preparation Course:

<http://www.planetizen.com/courses/aicp/>

### *Study Groups*

If you live in an urban area, there are likely to be many others who will also be taking the exam. Using your Section's PDO or individual networking to create a study group of 4-6 people. Take turns preparing sample questions and "study sheets" on specific topics to share with the other members of the group. Study groups can be a great way to keep you motivated and studying for the exam when things get busy at work.

### *What's on the Exam?*

The AICP Comprehensive Planning Examination consists of 170 multiple choice questions (20 of which are pre-test and do not count toward the final score) in two main areas: Knowledge (40 percent) and Skills (60 percent). In order to pass the exam, candidates must receive a score of 55 or higher. A score of 55 means that you got approximately 75 percent of the questions correct. Your score is in no way related to the percent of questions that you got correct. The exam is weighted as follows:

History, Theory and Law [15%]

Plan Making and implementation [30%]

Functional Areas of Practice [25%]

Spatial Areas of Practice [15%]

Public Participation and Social Justice [10%]

AICP Code of Ethics and Professional Practice [5%]

Additional information can be found [here](#).

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## **e Announcements**

Please let newsletter editor Joyce Levine know about professional successes by emailing [jnatlevine@gmail.com](mailto:jnatlevine@gmail.com) for inclusion in a future newsletter.

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## **Advertise in PW Forward!**

We are now offering the opportunity to advertise in the PWD Newsletter! The rate

for ads measuring up to the size of a regular business card is \$35. Black and white and full color are accepted as long as they are in .jpeg file formats. Please contact Newsletter Editor Joyce Levine at [jnatlevine@gmail.com](mailto:jnatlevine@gmail.com) for further information.

All job announcements and personal recognitions will continue to be published at no cost and should also be sent to Joyce.

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