

# 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

## Happy Fall Everyone!

I'm thrilled to be writing to you as the new Chair of the Planning and Women Division (if you missed news of the change, Vicki Taylor Lee resigned due to work commitments, but luckily we'll still be able to catch up with her in Atlanta!). This is an exciting time for the Division – our numbers are growing and our members are a dynamic and dedicated group pushing the boundaries of what it means to be women planners and how we address gender issues in our communities.

At the end of September, the APA Divisions Council (of which each of the 20 Division Chairs is a member) met in Arlington, VA to discuss the overall state of APA and of Divisions themselves. Highlights included worksessions on branding, member recruitment, succession planning, and promoting emerging issues related to the *“Planning for a More Dynamic Population”* Divisions Council initiative. A number of Divisions (including Planning and Women!) will be sponsoring related sessions and facilitated discussions at the 2014 National Conference.

This month we'll be finalizing our **FY 2014 workplan** – we have ambitious goals, including the **member survey** you'll find in this issue, thought-provoking webinars, a series of call-in conversations with leading female planners, and our not-to-be-missed conference events in Atlanta. Thanks to our fantastic social media and newsletter volunteers, we're staying on top of the latest topics and trends that relate to planning and women and we're also spearheading opportunities to partner with state chapters.

Keep an eye on the **Planning and Women Division website** and social media for the final workplan and our performance report. We want to be transparent (and show off all the great things we're doing!) and we welcome your ideas and contributions.

To get involved, please e-mail me at [jegordon@arlingtonva.us](mailto:jegordon@arlingtonva.us) – I look forward to hearing from you!

*Jennie Gordon*

## FROM THE CHAIR



**Jennie Gordon, AICP  
Chair,  
Planning and Women**

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# Get to know your new PWD Chair

*Jennie Gordon, AICP*



*Jennie with her husband Scott, and daughter Elinore*

*An Economic Development Specialist for Arlington County, VA, Jennie Gordon has her Master's Degree in Planning from Virginia Tech and Bachelor's in International Relations/Spanish from The College of William & Mary. She has been an active APA member since 2005 and also serves as the Newsletter Editor for the Economic Development Division. As Planning & Women's newest Chair from August 2013; here is a short introduction for the members of PWD.*

## **Where do you live currently? Where do you work?**

I live in Alexandria, VA and work "next door" as an Economic Development Specialist in Arlington, VA – we're right across the Potomac River from Washington, D.C. It's an inspiring place to work – Arlington is very progressive in terms of planning and economic development, and right out my window is an unbeatable view of the Washington Monument and the Capitol.

## **How did you become interested in the planning profession?**

I actually was a double-major in International Relations and Spanish, but I first became interested in planning on a trip to Harpers Ferry, WV. It's an amazing little pocket of history and walking around the town, I found myself wondering why the town was laid out as it was and how the 19th century community had utilized its natural resources (the town sits at the confluence of the Potomac and Shenandoah Rivers, and is the midpoint of the (now) Appalachian Trail). I decided to check out a graduate planning course through Virginia Tech and the rest is, well, history!



## **What are your primary planning interests? What types of projects personally appeal to you?**

As an Economic Development Specialist, I do a lot of work supporting small businesses (especially retailers). I think a community's retail and local businesses are what really add color and life to a place (not to mention I love doing "field work" at the local sweet shops!) and I enjoy working to create policies that enable these more active and vibrant urban spaces to thrive. Local businesses have a tremendous impact on the community, economy, and environment, and I like being a part of their success and knowing that I'm contributing to the greater good.

## **Why and when did you join Planning & Women?**

I joined a few years ago – I had been a member of the Economic Development Division and it was time to renew. While I was glancing down the list of Divisions, I noticed Planning &

Women and wondered what it was all about! I hadn't really thought specifically about what it mean to be a female planner, nor had I any idea at the time about all the women's issues in planning. Besides the importance of the issues, I especially love the community within Planning & Women – I think it's something really unique to and special about the Division and it's an honor to serve as Chair.

## **In your opinion, what are the most pressing issues for women planners that need to be addressed?**

I think the most important thing we can do as women planners is to encourage others in the profession to view their work through a gender lens and to call attention to planning's responsibility in addressing the unique needs of women (e.g. in transportation/mobility, economics, housing, and the built environment). Gender issues are not on the radar of traditional planning – if we as women planners do not advocate for and elevate these issues in academia and practice, they will continue to be overlooked.

## **Tell us a bit about your family. Do you find it difficult to balance your career and home?**

I have a wonderful husband, Scott, a very happy (and silly) 3-year old daughter, Elinore, and a sweet 8-year old lab-border collie, Liddy. Family always comes first for me and I'm extremely fortunate to have both a job and a manager that recognize the importance of work-life balance. I was able to restructure my position to work part-time after maternity leave and with few exceptions, I keep regular hours. That said, I specifically sought out such a job and avoided traditional planning positions that would have required night and weekend meetings. In some ways, this "inflexibility" limits my career options, but it's a choice I'm happy with to be able to spend the time I want and need with my family.

## **What do you do in your free time?**

I love spending time outdoors – especially biking and camping – though more so these days I find myself doing a little less of that and instead having tea parties and playdates (and I love it)! I read as much as I can – I'm big into historical fiction (just finished "*The Chaperone*") and also just finished a terrific book about local farming and sustainability that I'd recommend ("*Gaining Ground*") – I know it doesn't sound like a page-turner, but the anecdotes are just great! My daughter even enjoyed "reading" it to our dog, as you can see in the picture on the right!



*Elinore reading "Gaining Ground" to their dog Liddy*



# Spotlight: Carol Barrett, FAICP



**Carol Barrett, FAICP**  
**Assistant Director for**  
**Planning and Transportation,**  
**City of Burbank, CA**

*When Carol Barrett started as a planner, her first job interview included the following question, “Is it O.K. with your husband if you attend night meetings?” Yep. Times were different. She was part of a Class Action Lawsuit filed by the Department of Justice against Fairfax County for discrimination against women. When she was a candidate for APA Chapter President on the East Coast, staff from the national office in Washington, D.C. made telephone calls urging that she not be elected on the grounds that she was young and a woman. But have things really changed? Today, in the name of cultural sensitivity, Carol is told not to meet with applicants who prefer to deal only with men. The answer about the nature of real social change, as always, is “It depends.”*

*Read what she thinks she learned over the decades.*

## **How did you become interested in the planning profession?**

When I was a junior in college, I participated in an Urban Semester and attended American University in Washington, D.C. In addition to meeting with federal officials, we spent some time with the City Manager of Alexandria Virginia who asked her Planning Director to meet with us. When he described the job, something just clicked and I knew that was the career for me. It was the combination of creativity and rigorous technical skills with the soupçon of politics that I found irresistible.

## **Did you have a mentor who has helped focus your career to where it is today?**

Tony Catanese, a professor at Georgia Institute of Technology helped me survive the program at a time when the Department Chair was openly hostile to women.

Margarita McCoy, a well known practitioner and academic, took me in hand when I was the Student Representative to the Board of the American Institute of Planners and provided wisdom and the occasional kick in the pants, both of which were needed from time to time.

## **How difficult has it been to balance your professional and personal life?**

The balancing act of family and work was a hard one. I gave up local government planning while the children were young. The night meetings were just too difficult. I switched to regional planning and chamber of commerce work for about a decade. When I went back to local planning, I stayed away from jobs involving community input until my children were older. My children resented my work and were angry at me for putting so much energy into it.

## **You were one of the founding members of Planning & Women. What were the initial goals and mission statement for the group?**

The Division sought to transform the practice of planning so that it recognized the interests of women and children as worthy of attention by practitioners. For example, transportation planning used to only be about the journey to work. Travel that involved working women and multiple stops for children, grocery shopping, etc. were simply ignored as too difficult to model and therefore to plan for. A second example is the need for zoning to permit child care was placed on the APA radar by the Division and resulted in helpful research published as PAS Reports. The Division worked to change ideas and attitudes. We went to APA and AICP Board meetings with specific ideas in hand. We attended Division meetings to bring up topics.

Although not a primary purpose, the Division also served as a sounding board and lobbyist within the APA itself. Here are two wildly disparate examples: The Division advocated for child care at the national conference and vetoed cover art of bare breasted women proposed for the Journal of APA. Over time, it seems to Division members have wanted more of a networking role for the group.

## What are some key lessons that you have learned through your extensive career?

Here are three of the truisms that I live by:

- A. There is no limit to the good you can do when you don't care who gets the credit.
- B. No good deed goes unpunished.
- C. Live by the sword, die by the sword.

And here is one key observation.

- D. Women are judged in the workplace by the standard of niceness more than competence.

## What are your long-range goals?

I want to focus more on coaching younger planners.

## What kind of advice would you give to women professionals?

I still see women hanging back and letting men take charge in the planning environment. That makes me sad. My advice is:

- Be curious.
- Be energetic.
- Be committed.
- Be a little bit angry about issues of social justice.
- Be the person who takes charge.
- Be mobile. Get away from where you grew up or went to school. Planning is done differently around the country. Benefit from this knowledge. Pick jobs where you will learn the most, not earn the most. Work in different planning settings – city and county, private and public.
- And be nice. (See item D above)

## What do you do in your free time?

I research, write, and teach about planning ethics in my free time. I also brake for garage sales. I'm active in my church and a member of several community organizations. My most important volunteer effort is as the President of the California Planning Foundation which raises money for planning student scholarships.

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Carol's article on "Planning for and Designing the Downtown" was recently published in this new volume by Springer: *Ethics, Design and Planning of the Built Environment*

*The Spotlight is a recurring section in the PW Forward Newsletter, which highlights a member of the Division who has portrayed excellence in the field of planning.*

*If you have any suggestions regarding members that we should spotlight in upcoming issues, please contact the editors, [Kim Prillhart](#) and [Ruchita Kadakia](#)*

# Can Women have it All? Depends on how you define “all”...

*Kim Prillhart, AICP*



Top: Kim with Finn and Levi  
Right: Jaden

*Kim Prillhart, AICP currently serves as the Planning Director for the County of Ventura in southern California, the Past Director of the Central Coast APA and a member of the California APA Board from 2008 to 2010. She is also the newsletter editor for PW Forward, is active in the local Foster Care program and manages to balance her personal and professional life effortlessly (or so it seems).*

Happy brothers: Jaden with Finn



**Can women have it all? I say depends on how you define “all”...**

I always knew that I wanted to adopt a child. Five years ago I adopted a beautiful baby boy and named him Jaden as it means “thankful”. He has been such a joy... all boy – trucks, dirt, scooters and bugs is all that it takes to make him one happy kid. I was also single, with a new house, new baby and new job as the first female Planning Director for Ventura County with a staff of 40 and a budget of 4 million.

***My mantra... One day at a time.***

When he was just three, I was down at our Board of Supervisors hearing room waiting patiently for my planning item to be heard (story of my life!) and the item just before mine happened to be on the **Ventura County Foster Care Program**. The room was filled with children and a couple came to speak at the podium and told the story about how they fostered and adopted three boys from the Foster Care Program. The young boys also spoke about how they now had a mom and dad and how happy and safe they felt. The boys were adorable in telling their stories of new family and friends and how they now were able to play baseball on a real team... there wasn't a dry eye in the room.



Our board members are huge supporters of the program. During their presentation, they spoke of the shortage of foster parents and the need for these children to be placed in loving and caring homes. I knew right then that I was “all in” and signed up for the informational class. I followed that up shortly with about 20 hours of training, a TB test, a physical, finger printing, CPR training and off I went to become a foster parent.

I was ready to take any child out of the foster care system... for any length of time, any age, sex, race, religion... it didn't matter to me. Well it didn't take long. I was a foster parent for only a week or so before the first call came but unfortunately I was out of the state on vacation for the Christmas holidays. When I came home right after the New Year, my phone rang again and the placement worker asked if I could pick up a baby at the hospital. A BABY??? Somehow I expected an older child so a baby wasn't in my immediate plan but I made a quick trip to Target for a swing, diapers, formula and a couple of cute outfits and made my way to Ventura County Medical Center. I'll never forget the first glimpse of my now adopted two year old son. He was so tiny and pale but had a smile on his little face. I named him Finn as it means “pale” and “fair” and boy was he ever!

***My new mantra... minute by minute.***

## Can Women Have it All? (contd)

Fast forward 20 months and only five days before Finn's adoption hearing. I received another call from the placement worker asking if I could take a new baby boy born to the same biological parents. Of course I said yes and two hours later, at midnight no less, another precious baby boy was delivered to our home. We called him Levi as it means "joined in harmony" as I felt that he joined our family's hearts from the moment we laid eyes on him. He is now 13 months old and I'm working towards his adoption which will hopefully be completed by the end of the year.

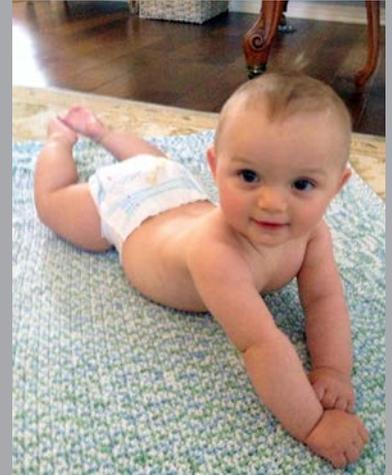
*My new mantra... breath in, breath out.*

I've fostered other children along the way for a day or two until their parents were able to sort out their troubles so that they could be reunited. I fully understand and support the mission of the Foster Care Program which is to reunite the biological parents with their children if it's in their best interest and I celebrate the parents who can make that happen - but I'm also there for those who are unable or unwilling to do so.

The trick has been for me, the same as it's been for all "working outside the home" parents, is to balance the needs and "funs" of my three sons with my desire to be a forward-thinking Planning Director with a vision for the future planning of Ventura County. Our Planning Division is a hub of activity - we are responsible for all of the land use planning in the unincorporated County - from wild animal keeping to landfills, and from single family homes to large mines. Ventura County has a population closing in on 850,000 which includes ten beautiful cities. We have a State University (go Dolphins!), a Naval Base and over 40 miles of coast with some of the best surfing in the world. As the county immediately north of Los Angeles, we issue over 350 film permits each year, we staff the Mobile Home Rent Review Board to ensure fair rent increases for their occupants, as well as our Cultural Heritage Board to ensure our local history is not lost. We work hard to implement our Boards policies to preserve our coast, mountains, open space and agriculture all the while issuing close to 2000 entitlements each year for our customers. We have a very busy and dedicated staff that does amazing work each day - lucky me!

So back to my question... *Can you have it all?* I have a loving family, great friends, a dream job (on most days), I'm involved in my community, I've been able to travel the world (recently to Israel, Jordan, Paris, Spain, Morocco, and of course to Chicago for the National Conference) and I have three beautiful sons who are active in sports, church, school and who love their mom, so for me - **it's a resounding YES!** *My new mantra... Enjoy your amazing life (with a hint of breath in... breath out)*

**If you are interested in becoming involved in foster care, I would urge you to attend one of the many informational meetings in your area to find out more. It can change your life and the life of a child... or three!**



*Baby Levi (well, he's still pretty much a baby!)*



*Traveling with her mother, Masada, Israel*



*Enjoying mint tea in the High Atlas Mountains with friends in Morocco on 12-12-12*

# Balancing Career and Family: Then and Now

Jennie Gordon, AICP

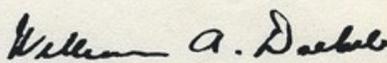
Times have changed for women in planning. Or have they? In 1961, Phyllis Richman, a young aspiring female planner, applied to graduate school at Harvard University. With passion for and an interest in “people and the impact that planning ha[s] on their lives”, it is likely Richman would have made her mark on the profession and been one of the early trailblazers for women in planning (Jane Jacobs’ “*The Death and Life of Great American Cities*” was published the same year). However, her application was met with resistance from a professor who questioned her ability to balance her studies and an eventual career in planning with her marriage and future children.

Phyllis Richman did not go to Harvard. She did, however, go on to become a renowned food critic for The Washington Post and an award-winning book author. This year, 52 years later, she took the opportunity to respond to that professor. [Read her response and the original letter she received from Harvard here.](#)

However -- to speak directly -- our experience, even with brilliant students, has been that married women find it difficult to carry out worthwhile careers in planning, and hence tend to have some feeling of waste about the time and effort spent in professional education. (This is, of course, true of almost all graduate professional studies.)

Therefore, for your own benefit, and to aid us in coming to a final decision, could you kindly write us a page or two at your earliest convenience indicating specifically how you might plan to combine a professional life in city planning with your responsibilities to your husband and a possible future family?

Sincerely yours,



William A. Doebele, Jr.  
Assistant Professor  
for the Department

**Read the full letter >**

In 1961, Phyllis Richman received this letter from Harvard.

Receiving such a letter from a university admissions officer would be highly unlikely today (and would probably go viral), but it still begs the question why the planning profession continues to be male-dominated. Case in point, [according to APA's 2012 Salary Survey, men comprise 62 percent of the membership vs. 38 percent women.](#) Does the typical public engagement process that favors evening and weekend meetings turn off working mothers? Is finding child care coverage for “off” hours a challenge? Despite the fact that these issues could similarly apply to men, anecdotal evidence

suggests women still feel a greater burden in balancing family responsibilities and the workplace. Thinking about how we can affect these issues will lay the groundwork for the next generation of female planners, so hopefully planning becomes the ideal profession in which to have both a rewarding career and a fulfilling personal life.

We’ve come a long way since Phyllis Richman’s experience, but clearly there’s more work to be done.

Jennie Gordon is an Economic Development Specialist for Arlington County, VA and the Chair of the Planning & Women Division.

# PWD is on all social media networks! Join us today!!

Planning & Women is on Facebook, Twitter, Google+ and LinkedIn! Please “like”, “follow” and “join” us on these sites so you can stay up to date between newsletters. Here are some highlights from the postings in the past 3 months!

## Women in the Workforce & the Economy

- **Read** how Fairfield Inn decided to offer free office space to small businesses

- **Ideas Lab discusses** that women are an untapped resource for the U.S. manufacturing industry.

- A surprising truth about America's shrinking labor force. **See this article** that includes statistics that women are entering the workforce at a reduced rate.

- Lael Brainard, the under-secretary for international affairs at the US Treasury says, “Political leaders often overlook that women are a key to economic growth. Without the full contribution of women, no economy will reach its potential”. **Read the entire article here.**

- Researchers are narrowing in on the host of factors that can contribute to postpartum depression, from genes to social connections. **The latest work** focuses on where a new mother lives, and discusses how urban moms are at a greater risk.

- Location matters while climbing the economic ladder. **A study finds** the odds of rising to another income level are notably low in certain cities, like Atlanta and Charlotte, and much higher in New York and Boston.

## Aging

- “Don't wait for a crisis.” **Read** about the choices, caring and coping with aging.

- Read discussions related to Land Use, Transportation, Housing and other factors important for aging in place **here.**

## Policy

- Controversial? Probably. Fairfax City council votes to create a new term in its zoning law, “medical care facility,” delete the term “clinic” from the current definition of a doctor's office, and require all medical care facilities to obtain a special use permit, a detailed approval process and a final vote by the City Council. **Read more about this here.**

## Urban Design

- **Pittsburgh's Chatham Village** and its pocket neighborhood cousins encourage “social spontaneity”.

- “In architecture's ‘Mad Men’ era, there was a woman.” **An eloquent eulogy** to Skidmore, Owings and Merrill's Natalie de Blois, and her inspiring work over the years.

- ULI's UrbanLand discusses age segregation as a silent and growing problem in the United States of the 21st century. **The article** focuses on multi-generational communities in affordable housing and their advantages.

- Bad Urban Planning can be a reason for obesity. **Read** what a group of University of California, Berkeley researchers found when they checked to see if neighborhood design, or smart growth planning principles – like mixed land use, walkable neighborhoods, compact housing, and green space – could shape activity and health.

## Livable and Safe Cities

- Vienna, Austria - the world's second most livable city - is shaking up the way city landscapes are designed by focusing on equal rights for men and women to use urban space. Read more **here.**

- Read **how Vienna redesigned its city to accommodate women** when city planners asked residents to fill out a survey about how they use public transportation, and found stark gender divides in how people spent their time – and therefore how they used the city. **Another similar article** discussed how the design of Vienna was analyzed through its issues related to public transit, and safety.

- See how sensitive urban planning techniques such as the design of public arenas can **make cities safer.**

- We have heard of separating men and women, but this is a first. Prague unveils **subway cars for singles.**

- Can Urban Planning help India's cities reduce sexual violence and make cities safer? Read the country's challenges **here.**

- “When you live in a place, you need to be committed to that place, and be committed to working on something you're passionate about fixing”. **Read the story** of how keeping track of slumlords became one Baltimore woman's full-time job.

Get PWD updates here:



# Where Women Aren't - Sheryl Sandberg Tackles Hard Truths

Fiona Akins, AICP

## A BOOK REVIEW:

*Lean in: Women, work, and the will to lead.*

Author: Sheryl Sandberg

Published: Alfred A. Knopf, 2013

**SHERYL SANDBERG** has an impressive resume, from graduating *summa cum laude* from Harvard - twice - to her role as Chief of Staff for the Treasury Department under President Clinton. She joined a three-year-old Google in 2001 and led their online sales efforts (still Google's primary revenue source). In 2012 she was named amongst "**the world's 100 most influential people**" in **Time Magazine's annual list**, and she is currently the Chief Operating Officer of Facebook. That Sandberg is also a mother of two seems to push her already impressive achievements beyond expectations. Sandberg's much discussed book, "***Lean in: Women, work, and the will to lead***", however, questions that we should find her achievements remarkable at all.

*Lean In* aims to ignite a cultural discussion to address the drastic lack of women in leadership roles. "***A truly equal world would be one where women ran half our countries and companies, and men ran half our homes***", Sandberg states in her introductory chapter. She details the various reasons women tend to be held back from leadership roles, supporting her points with extensive research and enriching the story with personal anecdotes - ranging from pizza night with Mark Zuckerberg, to finding the women's restroom in corporate America.

Sandberg's key point centers on the fact that **women typically take time out of their careers to raise children precisely at a period when their male cohorts are clocking up years of professional experience and moving toward the boardroom**. Crucially, the lack of support currently granted to women at this key period in their careers and their lives, leaves most women struggling to choose between conflicting options, rather than succeed at both. Indeed, Sandberg claims, the sense that a choice between career and family will eventually force itself predisposes many women to ease off the gas pedal - refraining from self promotion or declining greater responsibilities - long before child rearing appears on the horizon.

But *Lean In* also details the cultural biases that shape women's expectations of themselves, and society's expectations of how a woman should behave and progress in a professional arena. Sandberg describes a 'double bind' facing women in the workplace: "***If a woman is competent, she does not seem nice enough. If a woman seems really nice, she is considered more nice than competent. Since people want to hire and promote those who are both competent and nice, this creates a huge stumbling block for women.***"

*A truly equal world would be one where women ran half our countries and companies, and men ran half our homes.*

*- Sheryl Sandberg*

And the challenges for women extend beyond the office. Sandberg cites a study that **full-time working mothers perform 40% more child care and 30% more housework than their full-time working husbands**, and notes a survey showing that less than 10% of dual-earner marriages shared housework, child care, and breadwinning evenly. Sandberg emphasizes the need for women to have **real** partnerships in the home, encouraging men to step up to greater responsibilities at home, and the need for more support for those minority of fathers who chose to stay at home to raise their children.

Perhaps the most compelling pieces of *Lean In* however, are Sandberg's willingness to discuss uncomfortable truths. She cautions against the "**gatekeeper mother**" - the woman who is reluctant to hand over responsibility to her husband, unwittingly ensuring that she will have to perform the bulk of child care and household chores. "**As women must become more empowered at work, men must be more empowered at home.**" Sandberg emphatically debunks "**the myth of doing it all**" and rightly frames the challenge as one of balancing, compromising, sharing, and sacrificing. "**I still struggle with the trade-offs between work and home on a daily basis**", she states. She also goes straight for the emotional jugular - whether children are better off with their mothers at home. Citing her own insecurities around the issue, Sandberg says "**This is where my trust in hard data and research has helped me the most**", and summarizes empirical data showing that stay-at-home maternal care does not correlate with better outcomes for a child. (Indeed, parental behavior - such as fathers who are responsive and positive, or parents with emotional intimacy - was many times more influential on a child's well being than whether their mother stayed at home to raise them.)

At a time when 51% college graduates are women and just 4% of Fortune 500 CEOs are women (Harper's Index, June 2013), it is clear that gender equality in this country has significant obstacles to overcome. *Lean In* targets the heart of the issue - gender equality requires equal support of both men and women to achieve their ambitions. Sandberg's intellectual rigor, concise writing, and empathetic style has created a welcome moment of energy in the movement for more women to fulfill leadership roles within our society.

**Sheryl Sandberg is donating all profits from the book to an organization inviting people to "continue the conversation" (visit [leanin.org](http://leanin.org)).**

By Fiona Akins, AICP  
June 2013

*If a woman is competent, she does not seem nice enough. If a woman seems really nice, she is considered more nice than competent. Since people want to hire and promote those who are both competent and nice, this creates a huge stumbling block for women.*

- Sheryl Sandberg

*Fiona Akins, AICP is an environmental planner based in New York City. Born in Vancouver, B.C. Fiona helps to lead the efforts of the Event Planning Committee, and also manages the Division's [Google+ profile page](#).*

# Other PWD News

## PWD IN NUMBERS

**38**

% of APA's female membership  
vs. male (62%)

**9,000**

The average (\$) difference  
between what full-time female  
and male planners earn

**38**

The number of states and  
countries PWD members  
represent

**12**

Fewer years women have in  
the paid workforce over their  
lifetimes

**2x**

The likelihood of women vs. men  
age 65+ to be living at or below  
the poverty line

**16**

Percent increase in PWD  
members in the last Quarter!

Our Division has recently experienced increasing membership, and we need to continue to build our momentum after a long period of membership decline. **WE NEED YOUR HELP AS DIVISION MEMBERS!**

You might ask, what can I do to promote the Division?

Well, here are five easy ideas!

1. "Like" us on [Facebook](#), follow us on [Twitter](#), join our [LinkedIn group](#) or find us on [Google+](#)... or all four! The more followers, the more people will know about us. Check out our often-updated pages.
1. **Encourage** your friends, colleagues, and student/alumni networks **to join the Planning and Women Division**. There are lots of benefits, including receipt of a Division newsletter, frequent updates on pertinent articles and research, and great discussions on the future of women in the planning profession and how planning can give more consideration to gender issues.
1. **Work with your chapter or section leadership** to send out an email or postcard to women (and men!) in the chapter urging their membership. Even if it's just a one-time alert, many people don't even know the Division exists, so this will raise awareness.
1. **Volunteer with the Division**. The more interested people we have, the more we can do, and the higher our profile will become. This will result in a higher profile for women in the planning field overall.
1. **Set up a "women in planning" booth at your local conference** and ask the Division how it can help. This requires a little more work, but it will pay off with lots of exposure!

Thanks for being part of our Division as we continue to find ways to better serve our membership.

Join and Get PWD updates here:



## Welcoming our New Members!

Our Division is growing slowly and steadily!

**PWD increased in membership by 16% in the last quarter itself!**

Invite your friends and colleagues, make them aware, and ask them to join the Division [here](#)!!

## PWD'S MEMBERSHIP SURVEY!

Every few years, the Planning & Women Division surveys its membership on Division goals and activities.

Please take a few minutes to complete the survey, which will provide the Division leadership with helpful feedback to ensure you get the most out of your membership.

Click the link [here](#) to take the survey! Please complete the survey by Tuesday, Oct. 22nd

## Upcoming Events:



### APA 2014 NATIONAL CONFERENCE

April 26-30, 2014

Atlanta, GA

### State Conferences:

#### Georgia Fall Conference 2013

October 9-11, 2013

Jekyll Island, GA

#### Southern New England (CT, MA, RI) Conference 2013

October 17-18, 2013

Worcester, MA

#### New York Metro Chapter Biennial Conference 2013

November 8, 2013

New York, NY

## APA NATIONAL CONFERENCE EVENTS

### SAVE THE DATE FOR PWD'S BUSINESS MEETING

We've tallied your conference survey feedback and are planning events accordingly!

PLEASE JOIN US FOR OUR BUSINESS MEETING IN ATLANTA ON MONDAY, APRIL 28TH AT 7:00 PM.

We'll review our previous year's successes, present our FY 2014 workplan, and invite you to share your ideas and get involved in the Division! It's a great opportunity to contribute your talents and network with other planners who share your passions.

The meeting will be held at the Atlanta Marriott Marquis Hotel (room TBD) and by popular request, we'll head out to a local watering hole afterwards for those who want to connect a bit more informally. Stay tuned for details!

-- Your PWD Leaders!

## FORWARD: WINTER 2013 ISSUE

PW *Forward* is focusing on **TRANSIT**

in the upcoming Winter 2013 Issue. Do you have a project or research in mind?

We welcome articles, suggestions and information regarding workshops and other educational opportunities of interest to our membership. Please forward your submissions by email to the editors at [Kim.Prillhart@ventura.org](mailto:Kim.Prillhart@ventura.org) OR [Ruchita.Kadokia@ventura.org](mailto:Ruchita.Kadokia@ventura.org)



Planning & Women addresses issues of women in the profession & the role of women in society as it pertains to planning. We are a small but dedicated group and hoping to get more women (and men!) to join us in promoting women's planning issues & women in the profession!

## PWDs Leadership:

### Chair

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In order to continue to publish a timely and relevant newsletter that reflects the interests and needs of the American Planning Division Women and Planning Division accurately, **Forward needs your submissions!**

**Have you participated in a project or completed research** that would be of interest to readers? Article submissions are always welcome. **Did an article in this issue get you thinking and you'd like to contribute a letter to the editor for the next edition?**

Perhaps you've got a **job opening** or event that you'd like to make other Division members aware of. Or maybe you recently accepted an exciting **new position or earned AICP certification**. Please let us know!

Maybe you are looking for something a bit more interactive. Care to **initiate a discussion** about Division sponsored APA Conference Sessions? Are you a shutterbug who snapped pictures of Division events at the National Conference this past spring? **Send those photos** on! How about writing a review of a book or article you've read which would be of interest to other division members?

Or, perhaps you want to get to know other members and would be interested in facilitating local get togethers in order to network, socialize, or even study for the AICP exam. **Make yourself known!**

Know an amazing practitioner or student that other Division members should meet? We'd love to interview her. Please let us know she's out there. We have room to grow and we want you to be a part of it! Don't be shy; the newsletter is content hungry and ready for a commitment from its members in order to make it the valuable resource that it can be.

**Please contact the editors at [Kim.Prillhart@ventura.org](mailto:Kim.Prillhart@ventura.org) or [Ruchita.Kadakia@ventura.org](mailto:Ruchita.Kadakia@ventura.org) with your submissions or to discuss how you can get involved!**

**Special thanks to all of the contributors that helped make this issue possible!**