

ENG 101

November 11, 2016

### Grassroots Movements Annotated Bibliography

Working Thesis: Even though the Women's Suffrage movement and the Pampered Chef multi-level marketing movement vary in intensity, each movement illustrates how even one single person can change a social landscape in America.

Bilhartz, Terry D. "Susan B. Anthony." *Salem Press Biographical Encyclopedia*, 2016.

*Research Starters*, <http://athena.jeffersonstate.edu:2048/login?url=http://search.ebscohost.com/login.aspx?direct=true&db=ers&AN=88807466&site=eds-live>.

This article is a biography of Susan B. Anthony, including a discussion of her early life, her life's work, and the significance of the movement she was a part of. The article gives simple facts like when and where Anthony was born and died, but it also goes into detail about how her early years influenced the social activist in her. Anthony was able to be educated, and in turn worked as an educator herself. The article notes that her father, Daniel Anthony, was also a reformer and together, they worked to commit themselves to their causes. The article continues with a discussion of Anthony's partnerships with individuals like Elizabeth Cady Stanton and other women dedicated to women's rights. The article concludes on Anthony's heroic efforts to lead women to better opportunities in education, workforce, and property rights. I will use this article in both the discussion of the background of the Women's Suffrage movement and in illustrating

Anthony's partnerships with other women while the movement was still a small grassroots idea. The mention that "The two women developed an instant friendship that led to a strong partnership in reform work" will help me show that the relationship between Stanton and Anthony was the beginning step in growing this movement. I will also then use the information about her partnerships with larger groups to illustrate the growth of the movement through community ties and support. Even the insistence that Anthony's assertion "that if reformers linked these two great causes, then the moment in history called by some 'the Negro's hour' could be the woman's hour as well" will help me prove that growth of a movement depends on ties in the community; even though the slave struggle and the women's struggle was different, a joining of the two causes could grow larger than either alone. This article credibly recounts this woman's life as it is a well-known encyclopedia; encyclopedia entries are well documented and are the starting points in many research papers. This was also updated in 2016, which means current information has been checked and the article has been updated for any new information or double checked for any inconsistencies.

McKernan, Kathleen. "Her Home Cookin' Pays Dividends; Good Taste: Doris Christopher turned the Pampered Chef into a winner." *Investor's Business Daily*, March 22, 2007, p. A03. *General One File*, athena.jeffersonstate.edu:2048/login?url=http://go.galegroup.com/ps/i.do?p=ITOF&sw=w&u=avl\_jeff&v=2.1&id=GALE%7CA192628128&it=r&asi d=7fc9b1b88eb61bb9c689b9c8dee1c877.

The article from McKernan is a snapshot of the business growth of the Pampered Chef company, and a background on the founder, Doris Christopher. McKernan describes the desire Christopher had for a flexible job so she could be with her family more fueled by her enjoyment of cooking

and sharing that love with friends was the combination Christopher needed to jump into this venture. The article focuses on how Christopher tried to make her company a little different from other direct sales companies by not putting pressure on the attendees to buy the products and by offering attendees freebies, like recipes, to make people want to attend the sales parties. The article concludes by looking at the recent annual sales of the company and Christopher's own thoughts about the growth of the company along with her sentiments on her commitment to quality of family life. I will use this article mainly in my discussion on the grassroots steps of a small movement. Information like "Although Christopher didn't have a business background to draw from while her business was growing, she had a husband, Jay Christopher, who did" is an excellent example of how grassroots movements start with a small group of strong ties. This is a perfect illustration of the first step in growing grassroots movements. I might use some facts noted here about the business growth: "The Pampered Chef's sales reached \$1 million in its seventh year...[and] By 1991, sales surpassed \$20 million;" however, my main use for this article will be on how she started this movement. The article is credible for several reasons: for example, it is included in a business news outlet journal, and it was published just 9 years ago. The *Investor's Business Daily* has been around since 1984 and covers topics ranging from international business to more domestic economic issues, so information presented here is reliable.

Schnell, J. Christopher. "Alice Paul." *Salem Press Biographical Encyclopedia*, 2016. *Research*

*Starters*, <http://athena.jeffersonstate.edu:2048/login?url=http://search.ebscohost.com/login.aspx?direct=true&db=ers&AN=88826864&site=eds-live>.

**\*\*What not to do for an annotation below:**

Alice Paul was an activist in the Women’s Suffrage movement and she worked with a lot of groups to help support women’s rights. There are many things that this author writes that show what Alice Paul did for this movement. It tells about how she influenced some other women during her time and today’s time. This is a really credible article because it came from Jefferson State Community College’s library and because it said things that will support my points very well. I will use this article to support my thesis. “Paul persuaded the National-American Woman Suffrage Association (NAWSA) to allow her to coordinate its lobbying effects in Congress and promptly organized a huge march on the White House backed by a suffrage army estimated at a half-million people.”

Tortora, Andrea. “The Future of Direct Selling in the U.S.” *Direct Selling News*, October 1, 2015, [http://directsellingnews.com/index.php/view/the\\_future\\_of\\_direct\\_selling\\_in\\_the\\_u.s#.WCDGIGczWM8](http://directsellingnews.com/index.php/view/the_future_of_direct_selling_in_the_u.s#.WCDGIGczWM8).

This article overall is a look at and projection of direct selling marketing companies in the United States. Among its larger topics, the article looks at company leadership traits, some of the companies in the more profitable group of direct sales companies, culture and products of some of these companies, innovations of these companies, and the loyal customers of these companies. The article lays out successful leadership practices as harnessing data, staying true to classic business practices, using better compensation plans, fostering an entrepreneurial spirit, and maintaining a focus on selling. It also lists direct sales company trendsetters that have made between \$300 million and \$1 billion, of which Pampered Chef, Ltd. is a member. Social selling strategies – from home parties to social media – and how these strategies are reaching more people are also discussed. From this article, I will really look at the projection of the Pampered

**Commented [a1]:** What groups did she work with?

**Commented [a2]:** What are things?

**Commented [a3]:** What did she do?

**Commented [a4]:** Like whom?

**Commented [a5]:** Although a library database is one that has been put together with scholarly articles, this is not the only reason a source is credible

**Commented [a6]:** A horrible article could say what you want it to say. Source credibility is not based on how it fits into your essay.

**Commented [a7]:** Way too general – how are you going to use this article. What points of your own will you support with information from this source?

**Commented [a8]:** A quote just stuck in the middle of an annotation does not mean anything. The quote itself needs an introduction, and then it needs a discussion of usefulness to your paper.

Chef, Ltd. company. My point for the projection paragraph is that the company will continue to survive and that it is now a regular household name, and a sentence like the following that then lists Pampered Chef as one of these companies will help me show this: “Companies with annual sales roughly between \$300 million and \$1 billion are shaping the future of the U.S. channel. *DSN* research has identified more than 30 companies believed to be approaching, within or recently exceeding that range.” Many of the other notes in this article look at other companies and their techniques, so I might not use a bunch of this information. However, the look at why these companies are doing so well might fit in with my idea of how the growth from grassroots to large company worked and made this company successful: “Leading firms are smart. And they maintain a focus on in-person human interaction, even while embracing all the benefits of digital technology. Additionally, strong growth companies possess a genuine culture and continuously reinforce it.” This illustrates the need for both one-on-one interaction and overall larger interaction, proving my point about strong individual ties and larger community ties. This source is an internet page, but it is credible for several reasons. First, *Direct Selling News* is a site that has been managed since 2004 specifically for direct sales marketers; it uses researchers to look at trends and companies in direct sales to offer ideas and discussions to businesses. It cites its own research and research from CEOs and leaders from top data research companies like the Girardi Group and InfoTrax. This article specifically is from 2015, so it is very timely also.