



**2002-2003 Board of Directors**

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An Executive Decision**

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**Allegheny County Appointments**

Beth Wainwright, Executive Director of Leadership Pittsburgh, has been appointed to the Allegheny County Appointments Committee. The Committee's responsibility is to find and then recommend individuals to Jim Roddey for appointment by him to boards affiliated with Allegheny County. He then selects from that list, presents these names to Council, and they either approve or ask for more names. Beth does have a copy of EWC's Leadership Directory.

The following County appointments will be discussed at the September County Appointments Committee meeting:

Conservation District Board  
John J. Kane Regional Centers Advisory Board  
MH/MR Advisory Board  
Southwestern Pennsylvania Commission  
Three Rivers Workforce Investment Board

For those of you who are in the Leadership Directory and are interested in descriptions of these committees where there are open seats, please go to the Allegheny County website <http://www.county.allegheny.pa.us/>. If you are interested in having your name put in the "hat" for these appointments, please contact Debra Ruckert at daruckert@magellanhealth.com

We know of two of our members (Debra Ruckert and Sue Gove) who have been contacted regarding appointments but, unfortunately, for various reasons have had to decline.

However, this indicates that our Leadership Directory is achieving results!

**2001-2002 Committee Chairs**

**Barbara Pearson**  
**Membership**  
412.571.2265  
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**Christine Kirby**  
**Program**  
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**Sandra Williamson**  
**Women on Boards**  
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**Kathleen A. Guinn**  
**Newsletter**  
President, Human Capital  
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412.967.0100  
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***Mark Your Calendars!***  
***September 19***

EWC Membership Drive  
And Reception  
6:00 – 7:30 pm

Hosted by  
Buchanan Ingersoll, P.C.

One Oxford Center, 20<sup>th</sup> Fl

Please RSVP by email to  
[ewcpittsburgh@telocity.com](mailto:ewcpittsburgh@telocity.com)

**EWC Leadership Directory**

Has been sent to:

State of Pennsylvania – Governor Schweiker and his Aide  
US Representative, Melissa Hart  
US Senator, Arlen Specter  
State Senator, Jay Costa  
Advocate – Elsie Hillman

Will be sent to:

US Senator, Rick Santorum  
State Senator, Jane Orié (EWC Member)  
Allegheny County – Jim Roddey, Beth Wainwright  
City of Pittsburgh – Tom Murphy, Gerry Voros, Tom Cox  
Pittsburgh Chamber of Commerce  
Airport Chamber of Commerce

Please contact Sandra Williamson at [sandraw@pitt.edu](mailto:sandraw@pitt.edu) or 412.422.0111 if you or someone you know knows any of the above individuals and could present the Directory personally.

We need to monitor our successes! Please, if you do receive a call concerning an appointment, contact Sandra or Debra Ruckert at [daruckert@magellanhealth.com](mailto:daruckert@magellanhealth.com)

**CONGRATULATIONS TO:**

**EWC member, Doris Carson Williams**, President, African Chamber of Commerce, was recently appointed to the Allegheny County Redevelopment Authority.

**EWC member, Joy Flowers Conti**, has been confirmed by the U.S. Senate for the U.S. District Court in the Western District of Pennsylvania. She is the first of President Bush's four nominees for the federal bench in this District to be confirmed. Joy was the first female lawyer hired at Kirkpatrick and Lockhart law firm in 1974 and presently is with Buchanan Ingersoll. She has taught law at Duquesne University, is active in the bar association and in the nonprofit community. She is also past president of Catholic Charities of the Diocese of Pittsburgh and served on the board of the Southwestern Pennsylvania chapter of the American Red Cross.

## **MEMBERSHIP NEWS**

Wanted: New Members. You have to know of women who would be interested in becoming a member of EWC. Please contact Ann McKenna, EWC Administrative Assistant, for membership materials at 412.255.1095 or at [ewcpittsburgh@telocity.com](mailto:ewcpittsburgh@telocity.com)

## **Welcome New Members and Associate Members**

### **Members**

- Karen Bricker, Senior Office Manager, Cardiology Associates
- Cynthia D. Busis, Executive Assistant to the President, Chatham College
- Jessica Main, HR Manager, Questar
- Suzanne Cafferty Ross, Senior Vice President, PNC Financial Services Group

### **Associates**

- Gail A. Davis, Manager, Crawford Ellenbogen, LLC

### **Transitions:**

How sad to report the recent passing of an early EWC member and pioneer, Dorothy Christie Scott. She was 76 and suffered a heart attack. She was one of two women in the University of Pittsburgh's medical class of 1956. As an ophthalmologist, Dorothy was skilled in cataract operations and after her retirement, arranged to bring medicine and eye care equipment to Montserrat, a small island in the British West Indies. She was the first female resident in ophthalmology training for Eye and Ear Hospital, the first female president of the medical staff at St. Francis Hospital, and the first woman president of the Pittsburgh Ophthalmology Society.

## **EWC BOARD OF DIRECTORS MEETING HIGHLIGHTS**

The last EWC Board meeting was held on July 9 at which the following issues were discussed:

- ◆ Membership Issues
  - Sectors that should be targeted for membership recruitment include insurance, real estate, investment, travel, Hi Tech, architecture, media, city/county, pharmaceuticals, engineers, manufacturing.
  - A goal was set to increase membership by 50%.
  - A major membership drive will be scheduled for September.
- ◆ Several EWC members attended the Greater Pittsburgh Commission For Women Strategic Planning Summit in June. The Commission will be restructured and the Board agreed that EWC should stay abreast of their activities. At the meeting, EWC's activities were shared with the Commission, especially the activities related to Women on Boards and our intention to be a leader in this effort.

### **Timely Commentary!**

From Your Editor

With apologies to all our golf-loving members, there are those of us (myself included!), who truly hate golf. I know that is supposedly a tremendous barrier to joining the ranks of the executives but I have never been sufficiently masochistic to understand why all those people are hooked on a game that appears to generate such frustration. Believe it or not, there are executives, both men and women, who forgo the fairway – at least according to an article by Thom Weidlich in the New York Times, from which this commentary is substantially taken.

There really are those successful executives who agree with Mark Twain that golf is “a good walk spoiled.” But does ignoring a prime networking opportunity really damage career prospects? One-third of chief financial officers surveyed in a study by RHI Management Resources, a staffing firm in Menlo Park, California, said golf was at least somewhat important to enhancing a career, compared with 45 percent who said golf was “not at all important.” Another RHI study of chief financial officers showed that, outside the office, the second most common place to close a deal was the golf course, with one in 10 respondents saying they had done so. Number 1 was over a meal.

Gail Evans, a former executive vice president at CNN and the author of “Play Like a Man, Win Like a Woman” (Broadway Books), who does not play golf, tells all the mostly female audiences she speaks to that golf is not an absolute essential for joining the executive ranks. And a dozen female executives she has asked about the issue agree with her. They all said you don’t play golf unless you want to play golf but you make the relationships in other ways – and you do have to make the relationships.

So how do you establish relationships off the golf course? Executives who do not golf say that the main outlet is breakfast, lunch or dinner, and concerts or sports events can work well, too. Ms. Evans once had a boss who loved to play the market, so they would get together to trade stocks and chat about business. Another frequent place for non-golfing executives to meet their golf passionate colleagues is at the 19<sup>th</sup> hole. See all you “I really don’t like golf” executives at the bar!!

### **In This Issue:**

We welcome a columnist to the newsletter – Maureen Murray – who will contribute a monthly column called “The Power of

Presence,” about tips for female executives to develop a more powerful presence in order to advance professionally. “Presence” includes nonverbal as well as spoken communication, beliefs, attitude, expectations, and appearance. EWC member Maureen Murray is a speaker, trainer, and executive coach. She asks that you email topic suggestions to [mmurrayha@aol.com](mailto:mmurrayha@aol.com). Here is her inaugural column. Thanks, Maureen!

### **The Power of Presence**

Monthly tips for creating the powerful presence necessary for professional success and advancement

#### Powerful Verbal Communication, Part 1

One important element in professional success is whether or not we are perceived as powerful. This presents more of a challenge to female executives because there is still a cultural bias against strong women. But remember that salaries and promotions are sometimes based on perceived rather than actual value to the organization, and one element in perceived value is power. Power comes in many forms: external ones such as money and connections, and internal ones such as competence, determination, and strong social skills.

One essential component of powerful presence is the use of language that conveys confidence. Strong verbs create an impression of skill and success. Begin to say “I will” and “I plan to” rather than “I hope to” and “I’ll try.” The former implies commitment, accomplishment, and planning. The latter suggests striving, lack of priorities, and even a steep learning curve ahead.

Avoid qualifiers such as “Don’t you agree” and “Do you know what I mean?” They diminish your authority and make you sound tentative. Instead, try “Does anyone need clarification” or

"I'll entertain questions now." These approaches contribute to image of a polished professional who is a confident expert in her field.

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*Next Month: Powerful Ways to Deal with Being Interrupted.*

**NOTICE:**

- ◆ Make this newsletter valuable to you by volunteering to write a column that shares your expertise with EWC's members. Contact Kathleen Guinn at [kguinn8901@aol.com](mailto:kguinn8901@aol.com) with your ideas.

- ◆ We would also like to start an "Advice" column. Please submit your inquiry about whatever and we will contact an EWC member who might be able to respond with expertise to share. Tap into the wide range of expertise represented by our membership!
- ◆ Last but not least, your editor wants to know what you would like to read about in this newsletter. Please submit your topic ideas, your feedback, your comments about and in response to articles, columns, etc., to [kguinn8901@aol.com](mailto:kguinn8901@aol.com). I look forward to hearing from you!