



2004 Board of Directors

President: Cathy McCollom

Chief Programs Officer
Pittsburgh History and Landmarks Foundation
412.471.5808
cathy@phlf.org

President Elect: Joan Ellenbogen

Managing Director
Crawford & Ellenbogen, LLC
412.731.1500
jellenbogen@ce-cpa.com

Treasurer: Karen Myres

Director, Corporate Education & International
Programs
Carnegie Mellon University
412.268.4167
kwm@Andrew.cmu.edu

Secretary: Mary Frances Dean, Esq.

Attorney/Planned Giving Officer
The Pittsburgh Foundation
412.394.4291
deanm@pghfdn.org

DON'T FORGET WE HAVE A NEW ADDRESS:

*EWC Administrative Office:
Regional Enterprise Tower
425 Sixth Avenue, Suite 2660
Pittsburgh, PA 15219
412.201.7430 phone
412.201.7428 fax*

The Mission of Executive Women's Council

EWC was created in 1975 by a group of women interested in exploring issues of interest to professional women, providing networking opportunities, support and a source of collective influence for executive and professional women in Pittsburgh. After 25 years, it remains a unique organization providing opportunities for qualified women in a variety of fields to meet and interact.

2004 Committee Chairs

Membership: Ayanna King

Executive Director
Pittsburgh Transportation Equity Project
412.325.1616
ayannaking@msn.com

Programs:

Christine Kirby

Director of Resource & Statewide Support
Pennsylvania Legal Services
412.255.6700 x287
ckirby@yahoo.com

and

Maureen Murray

President, Maureen Murray Associates
412.561.1577
mmurrayha@aol.com

Women on Boards: Debra Ruckert

Director, Quality Improvement
Allegheny General Hospital
412.359.4159
debraruckert@yahoo.com

Newsletter: Kathleen A. Guinn

President, Human Capital Partners, Inc.
412.967.0100
kguinn8901@aol.com

Public Relations: Rosemary Martinelli

Consultant, Corporate Citizenship and
Philanthropy
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Woman of Achievement Award:

Connie Kovolenco

Account Executive
Yearick-Millea
ckovolenco@yearick-millea.com

EVENTS PUBLICATION POLICY

EWC will often inform its members of upcoming events related to women's concerns or of general interest. We do not wish to imply an endorsement of any specific cause or issue by publicizing an event. We can not publicize all

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events, but will give preference to those sent to us from EWC members.

Events

**Apr. 22 - Spring Networking Breakfast
How Organizing and Priority
Setting Increases Your
Professional Productivity
Speaker: Patty Kreamer
Breakfast Meeting, Rivers Club
- 8:00 a.m.
Call 412-201-7430 to register
Cost: \$25/\$20 if you bring a
guest**

**May 13 - YWCA's Tribute to Women
Luncheon
Thursday, May 13th - Noon
Pittsburgh Hilton & Towers
Call 412-255-1257 for more
information**

**May 25 - Annual Meeting and
Third Annual Woman of
Achievement Award
Rivers Club - 5:30 p.m.
Cost: \$25**

**Sept. 23- BREAK THE BARRIER
BLOWOUT event for Women's
Organizations
David Lawrence Convention
Center, 5:00 p.m. - 9:00 p.m.
Details to follow, but SAVE
THIS DATE. This will be a
spectacular event!**

**Women of Achievement Award
DEADLINE FOR NOMINATIONS:
APRIL 23**

EWC is now accepting nominations for its annual **Women of Achievement** award. The annual award honors a woman from the

Pittsburgh region who best exemplifies EWC's mission of providing mentoring and leadership opportunities for executive and professional women to increase their political and economic power and well-being.

Nomination forms with complete instructions can be obtained at www.ewcpittsburgh.org; by calling 412-201-7430; or by writing to EWC Pittsburgh, Suite 2660, 425 Sixth Avenue, Pittsburgh, PA 15219. **Deadline for the nominations is 5:00 p.m., April 23rd.** Send or email completed nominations to the EWC office. The winner will be announced May 25th at a gala event at the Rivers Club in Pittsburgh. Nominees do not have to be members of EWC.

The winner will receive the third in a series of unique nickel and brass kaleidoscopes created by local artisan, Marcia Clark. The kaleidoscope award symbolizes the vision, focus and direction of EWC in its mission to create economic and political equity for women.

EWC and WIRED Merge

The Board of the Executive Women's Council and the membership of WIRED are delighted to announce that our two organizations merged effective April 1, 2004.

EWC welcomes all WIRED members as members of Executive Women's Council.

One of EWC's most active projects is the Women on Boards Directory, and we welcome all WIRED members to fill out an application to be included in the Directory.

We very much look forward to mutually promoting and advocating for women and women's issues.



Visit www.ewcpittsburgh.org for an application to participate in the Women on Boards directory.

EWC Mission & Goals

In January, EWC Board of Directors reviewed the organization's mission and goals. After much debate, they recommended the following main strategic initiative. We welcome all membership input as to other objectives you feel we should strive to achieve. We recognize we can not be "all things to all people" but we are all willing to stretch.

Strategy:

Assist Members in Achieving Leadership Positions

Tactics:

1. Elevate awareness of successful women in Pittsburgh region through the Women of Achievement Award
2. Create mentorship opportunities for members
 - a. Associate membership
 - i. Contact Associate members and assess professional progress toward meeting regular member status
 - b. Match new members to current members
3. Form coalitions to promote Women on Boards in the region
 - a. Identify members
 - b. Convene coalitions
 - c. Assign responsibility for management of Women on Board activities
 - d. Market
 - i. For profit boards
 - ii. To distribute directory
 - e. Areas of emphasis;
 - i. For profit boards
 - ii. Government boards and task forces

Should you wish to offer comment, call 412-201-7430 or email ewcmarilyn@aol.com

EWC and Coro Grads Explore Collaboration

Recent graduates of a program sponsored by the Coro Center for Civic Leadership may be collaborating with EWC to advance our "Women on Boards" initiative. The idea of placing more women on public boards emerged as the final project of Women in Leadership (WIL) class offered by Coro last fall. EWC has been a sponsor of the WIL program since its inception two years ago. Debra Ruckert, immediate past president of EWC, and Karen Myres, EWC board member and current member of the Coro Advisory Committee, participated in December graduation ceremonies for the 20 women who completed the fall session.

Graduation for the Coro participants capped an intensive two-month educational program designed to enhance their personal and professional leadership skills and better position them to assume leadership roles in the Pittsburgh region. The women-on-boards project, which they selected and researched in fulfillment of a group requirement, was described in a detailed written and oral report the women presented at graduation to document the need for such an initiative locally.

Because of its similarity to EWC's longstanding Women on Boards initiative, the Coro graduates and EWC have agreed to discuss possibilities for a joint initiative. Graduates and members of the EWC board are meeting in February for an initial exploratory session. All the WIL fall graduates were participants in a special executive series open only to women with at least 10 years of managerial or entrepreneurial experience.

Coro was formed more than 60 years ago in San Francisco to advance education and leadership development for young high-potential professionals. The program has grown to include centers in New York, Los Angeles and several smaller U. S. cities. The Pittsburgh center was established in 1999 and offers an array of educational programs designed to interest young

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professionals in political life, economic issues and community service. EWC is joined by the Duquesne University Non-profit Leadership Institute in sponsoring the Women in Leadership program.

EWC congratulates the following graduates of the Fall, 2003 program: Susan Allen, Databanque; Nancy Coppola, Citizens Bank; Frances Ciamacco, Pittsburgh Mercy Hospital; Lynn Colosi, URS Corporation; Colleen Dobson, City of Pittsburgh; Julie Farr, Greater Pittsburgh Arts Alliance; Tracey Geyer, Equitable Resources; Kelley Maloney, Duquesne University; Larisa Dugan Murphy, WeatherWise USA, Inc.; Stephanie Novosel, PNC Bank; also Suzanne Pegg, Pittsburgh Regional Alliance; Patricia Cepko Polansky, Red Square Systems; Nancy Reese, Akoya; Terri Sokoloff, Specialty Group; Bonnie Staley, PNC Bank; Nancy Stampahar, Silver Lining Solutions; Cally James Vennare, marketing communications consultant; Bari Weinberger, Pittsburgh Stimulation Corporation; Rebecca Winter, Success Horizons; Amy Wong, The MetricMaps Group.

We hope Coro grads will join EWC, so if you know any of these women, encourage them to apply. An application is available at www.ewcpittsburgh.org

News from the Society of Women's Health Research

The Gender Differences of Heart Disease

February 21, 2004 (HealthDayNews)
Fatigue, shortness of breath can presage a heart attack in women.

For all the myriad differences between men and women, the gravest seems to be the divergence in how the genders experience heart problems—specifically, heart attacks.

Visit <http://www.womens-health.org/0javascripts/dropinnav.htm?/sbb/news.htm>.

Chronic Cough Hacks Away at Women

February 9, 2004 (HealthDayNews)
Women are more severely affected than men by chronic cough, which hacks away at their quality of life, says a study in the February issues of *Chest*. Visit <http://www.womens-health.org/0javascripts/dropinnav.htm?/sbb/news.htm>.

Risks of Stroke Higher in Women Study Defines Lifetime Risk of Stroke in Women

February 6, 2004 (WebMD Medical News)
One in five women older than age 55 will have a stroke over the course of a lifetime, while one in nine women will be diagnosed with breast cancer during her lifetime. These are alarming figures that researchers say now put women at higher risk for stroke than men.
Visit <http://www.womens-health.org/0javascripts/dropinnav.htm?/sbb/news.htm> to read more.

The Woman's Corner

From Marcia Diamant, Partner in Cygnet Strategies, LLC and new EWC member

Planning for the expected.
Moving ahead towards some of your goals:
Buying a home, Paying for college, Planning a retirement.
10% here and 10% there.
You think you can't afford to invest 10%?
Try calculating it this way.

- 1-Multiply your annual income by 10% (0.10)
- 2-Divide the answer by 52
- 3-Divide the answer by 7

That's the amount you need to set aside each day to invest 10%. If you wrote your investment account a check for the weekly amount every Monday morning, or better yet had it debited directly from your checking account, you'd probably never miss the money.



At the end of the year, you'd have something to show for your efforts.

National Woman's Heart Day a Great Success! From Working Hearts

Congratulations to all of you—You made National Woman's Heart Day—Pittsburgh a tremendous success. The Working Hearts Coalition saw over 2,500 people that day, provided nearly 600 free heart health screenings, inspired fair-goers to take charge of their heart health—and gave tips, education, and advice they needed to do just that. You've probably already seen the February 21 *Pittsburgh Post Gazette* article by Michelle Massey—if you haven't visit www.workinghearts.org to click on a link that will take you to it. Many of you also saw the great coverage on WTAE later on February 20. Again—many thanks to all of you. We are—and should be—proud!

Compelling Local Research About Board Positions

- Women held 17.3% [147 of 850] board positions for 45 major economic development organizations [EDOs] in the Pittsburgh region in 2001
- Of 37 EDOs studied, 18.9% had no women board members in 1999 and 10.8% had none in 2001
Ralph Bangs/Christine Anthon, One Economy 2001 Research Project, University of Pittsburgh
- "With women now making up a greater share of the adult working population in Pittsburgh [69.3% in 2000], it could remove a barrier to local population growth."

Paula Flora, Pittsburgh Economic Quarterly

This research highlights the need for Women on Boards Initiative and it is the reason the Directory was created.

Executive Women's Council continues to focus on *Breaking the Barrier* between women and positions on corporate boards and political commissions. We will reach our goal when the percentage of women on these boards reflects our population in the work force.

For businesses and governments, it's not only the right thing to do; it's the smart thing to do as it results in better decisions.

EWC will continue to expand the Women on Boards Directory by including for a fee qualified women who are not members of EWC. Inclusion in the directory is free for EWC members as a benefit of membership. We encourage all qualified women to join EWC, but as we wish the Directory to be as comprehensive as possible, the Board elected to open it to all for an inclusion fee of \$100 to offset printing and distribution costs.

SMC Women's Initiative Seminar

At this informative seminar, you'll learn what you've been missing and gain more profitable opportunities for your company. Aspiring entrepreneurs and minority and women business owners will learn about the many lucrative opportunities of conducting business with the Commonwealth of Pennsylvania.

Various incentives exist for prime contractors who are certified by BCABD or who subcontract goods or services from certified Minority Business Enterprises and Women Business Enterprises in the process of fulfilling their contracts with the Commonwealth. A Fair proportion of contracts for goods and construction MUST be solicited from certified MBEs and WBEs.

This program will conclude with a review of the Certification Process as there are specific activities that a business enterprise must fulfill in order to become certified.

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Thursday, June 3, 2004
"Doing Business with the Commonwealth of PA"
Westinghouse Research & Technology Park
Churchill, PA

Registration: 8:30 a.m.
Program: 9:00 a.m. – 12:00 Noon
No charge, but reservations are required.

Register online at www.smc.org or email
Lori@smc.org

Member News

EWC member Sara Davis Buss participated recently in *A Forum on Municipal Consolidation and Service Sharing* with County Executive Dan Onorato, Mayor Tom Murphy, William Summers, Deputy Mayor, City of Louisville, KY; Rep. Dan Frankel, PA House of Representatives; Councilman Sala Udin, Pittsburgh City Council; and Corey Detar, Esq. Deloitte Consulting, sponsored by National City, Allegheny County Bar Association (ACBA) Hot Metal Grille and PUMP.

EWC Member Maureen Kelly was recently appointed to the Pennsylvania IOLTA Board by State Supreme Court Justice Ralph Cappy. The interest on Lawyers' Trust Accounts (IOLTA) Program is a simple concept that allows Pennsylvania lawyers to raise \$6 million dollars annually for the provision of civil legal services to the Commonwealth's poor and disadvantaged and its operated by nine member board appointed by the Supreme Court of Pennsylvania.

EWC Member Barbara Mistick has been selected as the "2003 Woman of the Year in Education" by Vectors Pittsburgh. Barbara was presented the award at the "2003

Pittsburgh Men & Women of the Year" awards dinner on February 28, 2004.

EWC President Cathy McCollom was recently selected as a YWCA of Greater Pittsburgh 2004 "A Tribute to Women Awardee".

Welcome New Members

Francine Abraham
Sales Associated Director
Ernst & Young (ETY)
412-644-0411
fran@abraham.tv

Gail Bayer
Self-employed
412-720-5567
gfb1000@comcast.net

Georgia Berner
President
Berner International Corp.
724-658-3551
gberner@berner.com

Judith DePalma, Ph.D., RN
Senior Research Associate
Oncology Nursing Society
412-859-6272
jdepalma@ons.org

Selena Schmidt
President/Fellows Program Manager
Self/Coro Center or Civic Leadership
412-258-2674
selena@LDIX.com

Jessica Smith
Attorney
Kirkpatrick & Lockhart, LLP
412-355-6500
Jessica.smith@kl.com

Breaking the Barrier Blowout!

On September 23rd, EWC and a host of other organizations will hold an inaugural Breaking the Barrier Blowout Event tentatively scheduled for 5:00-9:00 p.m. at the David L.

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Lawrence Convention center. The event will bring together professional women's organizations from throughout the region and launch the greatly expanded Women on Boards Directory.

A Planning Committee chaired by EWC Vice-president Joan Ellenbogen, has been established and plans are rapidly coming together. The Committee is seeking assistance in multiple areas including:

- Sponsorship solicitation
- Marketing and P.R.
- Logistics
- Entertainment
- Leadership Advisory Council contacts

If you are willing to help (most business is done through email) just let Marilyn at 412-201-7430 or ewcmarilyn@aol.com.

In the meantime, hold the date
September 23rd for a great event!