

Executive Women's Council of Greater Pittsburgh, Inc.  
P. O. Box 3059, Pittsburgh, PA 15230

### **2003-2004 Board of Directors**

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### ***Events***

**Thursday, Dec. 11 - Annual Holiday Social  
5:30 – 7:30 p.m.**

#### **Meet.com**

**945 Liberty Avenue, The Bruno Building**

**Cocktails and hors d'oeuvres. EWC members \$10.00 – All  
guests FREE, so bring a friend.**

**Special coupon package from the Pittsburgh Downtown  
Partnership. It's Ladies Night Out in Downtown, so specials  
and gifts available throughout downtown. Park at the Ninth  
Street garage, Lazarus garage (enter off of Oliver Way) or  
park at Station Square and take the "T" to Wood Street.**

### **2004**

**Jan. 22 - Negotiating Strategies  
Breakfast Meeting, Rivers Club**

**Feb. 26 - Corporate Ethics and Board  
Service: Restoring the Trust  
Breakfast Meeting, Rivers Club**

**Mar. 25 - Masterminding Process  
Breakfast Meeting, Rivers Club**

**Apr. 22 - Inner Wisdom  
Speaker – Maureen Murray  
Breakfast Meeting, Rivers Club**

**May – Annual Meeting and  
Third Annual Woman of  
Achievement Award**

**June – BLOWOUT event for Women's Organizations**

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### **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**

State Women's Business Council  
Forbes Fund Research  
**Did You Know?**  
**Presidents Message**

**Pittsburgh. After 25 years, it remains a unique organization providing opportunities for qualified women in a variety of fields to meet and interact.**

## **Member Features**

### **Focus on our Members**

Ayanna King, the new membership chair of EWC, is a recent member of our organization, and already very active. She is also Executive Director of Pittsburgh Transportation Equity Project (PTEP). PTEP was formed in 2001 as an outgrowth of the environmental justice movement – a social justice movement in pursuit of equal rights and equal protection under the law for all environmental statutes and regulations without discrimination based on race, ethnicity and/or socio-economic status. The mission of PTEP is to engage, empower, and educate African-American residents, groups, community and faith-based leaders to become advocates for in transportation policy, equity issues, investments, and regional planning.

PTEPs vision is that African-American residents will become active participants in transportation decision-making, and will benefit from the opportunities associates with equitable and accessible community transportation. To learn more about PTEP visit their website [www.ptep.org](http://www.ptep.org) or visited their offices at 1901-15 Centre Avenue, Suite 202, Pittsburgh, PA 15219 or call them at 412-325-1616.

Upcoming newsletters will feature selected EWC members. If you wish to be featured, please send us information of your work.

### **New members**

New Member Marcia Diamant, Co-founder of Cygnet Strategies, LLC, has recently joined the Greater Pittsburgh Chapter of the Executive Women's Council. In Cygnet Strategies newsletter, Marcia mentions that she has joined EWC and outlines our objective, "EWC's objective is to provide enrichment, support, and a source of collective influence for executives and professional women in Pittsburgh. Members are experienced professionals who have applied their education, experience, and personal philosophies to a success in a wide-range of fields. They have been employed as managers or senior professionals for at least five years, or have a similar length of experience in running the own companies or private practices."

Thank you Marcia for giving us such a nice acknowledgement in your newsletter. EWC appreciates it, and I would like to encourage everyone else who has this opportunity to acknowledge their membership as well. This goes far toward helping us spread the word about our influence in professional women's lives.

## **Member Congratulations**

Congratulations to member Suzan Lami, principal and founder of Lami, Grubb Architects, LP. Her firm has been named one of the hundred fastest growing companies in Pittsburgh by the *Pittsburgh Business Times*. The firm ranked 44<sup>th</sup>, with a growth in sales of over 25% for the last year.

## **Other Events**

### **Woman's Heart Day in Pittsburgh A Celebration of Heart Health**

The third Friday in February, National Woman's Heart Day, falls on February 20 in 2004. On that day six major U. S. cities New York City, Chicago, Washington, D.C., Boston, Philadelphia, and Pittsburgh will celebrate the day with free heart health screenings for thousands of women. Here in Pittsburgh, our very own Working Hearts Coalition will present Woman's Heart Day at the beautiful

David L. Lawrence Convention Center. Pittsburghers will get free screenings of their cholesterol levels, blood pressure, and body mass index, as well as access to health professionals to help them understand their results. You'll be able to pick up fitness tips, take home giveaways, register free for exciting prizes, and visit dozens of exhibits. Set aside an hour on Woman's Heart Day for yourself. Come to the convention center in honor of your heart! To learn more about the Woman's Heart Day Campaign, visit [www.workingheart.org](http://www.workingheart.org).

*Note: EWC is working closely with Working Hearts; however, we need a member who is interested and willing to act as a liaison with the planning committee. The committee meets once a month now through February and I expect will meet more often closer to the event. Please call me at 412-471-5808 or email [cathy@phlf.org](mailto:cathy@phlf.org) if you are interested!*

### **Women's Business Network**

These are FREE networking events, and are open to all business women who would like to increase sales or contacts in the North Hills area. They meet the 1st Friday of every month at 1pm, highlighting a different restaurant each month. Please be sure to bring business cards, and any other business info. Please have cash available for your lunch check.

RSVP: [Susan@PittsburghCandleCo.com](mailto:Susan@PittsburghCandleCo.com)

**Dec. 5 1pm**

T.G.I. Friday's  
5300 Corporate Dr. Pitts, Pa. 15237

**Jan. 9 1pm**

Fox and Hound  
202 McKnight Rd. Northway Mall Pitts., Pa. 15237



## **SBA Small Business Awards.**

Nominations are being sought for Small Business Person of the Year, Young Entrepreneur, Small Business Exporter, Entrepreneurial Success, Journalist Advocate, Financial Services Advocate, Women in Business Advocate, Home-based Business Advocate, Research Advocate, Minority Advocate, and Veteran Advocate. Advocates are individuals who have fulfilled a commitment to increase opportunities for small business through their business or profession. An award for SCORE Volunteer of the Year will also be presented. An award for SCORE Volunteer of the Year will also be presented.

**Nomination binders must be forwarded to the SBA District Office by Friday, December 19, 2003 for the Small Business Person of the Year and Friday, January 9, 2004 for the other awards.**

To obtain a *2004 SBA Awards Fact Sheet and Information Checklists* detailing selection criteria and step-by-step instructions, contact SBA, c/o Ray Becki, Small Business Awards Coordinator, 1128 Federal Building, 1000 Liberty Avenue, Pittsburgh, PA 15222-4004 or call 412.395.6560 extension 104.

## **Resources:**

### **Comprehensive Information on State Women's Business Councils, Networks Now Available**

**Washington, DC** – Women business owners, public policy officials and other members of the women's business community now have access to a comprehensive and resourceful guide on the many state-level organizations that foster and support women's entrepreneurship policy development. This new *Issue in Brief*, "State Economic Networks for Women Business Owners," produced by the National Women's Business Council (NWBC), provides information about publicly-funded organizations, as well as similarly-focused organizations which do not receive state funding. It pays particular attention to those organizations that might be considered equivalent to the NWBC on a state level.

The full *Issue in Brief* and the companion resource guide may be found at the NWBC's web site, [www.nwbc.gov](http://www.nwbc.gov). This document was created by the NWBC as a first step in gathering information on state economic networks and other similar organizations for women business owners.

Despite intensive research, there may be existing organizations that have not been identified. The NWBC welcomes information on any such organizations that may have been inadvertently missed.

## **Forbes Fund Research**

In 2001 the Forbes Fund launched an annual research series on the nonprofit sector in the Pittsburgh region. It is an interesting report made more interesting by the serious disparity between men and women in compensation, particularly in executive director positions.

From the study: "62% of organizations' executive directors were women, 38% were men, and from the total sample of employees, 73% were women, 27% men. While in this respect women outnumber men in the survey by almost 3 to 1, a greater percentage of the males employed had supervisory roles than the females. In addition, these men had higher salaries.

Male executive directors had an average salary of \$82,979, while female executive directors' salaries averaged \$55,615. This difference of males earning 49% more than their female counterparts is greater than the national average (as reported in the *Nonprofit Times*) with male CEO's earning 31.5% more than females in 2002 and 23.3% more than females in 2003.

The complete research reports are available online at [www.forbesfunds.org](http://www.forbesfunds.org).

## **Did You Know?**

Women and CEOs agree that the No. 1 barrier to women advancing in business is a lack of general management or line experience. (Catalyst)

Of those women not already in top leadership positions, more than one half aspire to be there. (Catalyst)

Only one in four women are satisfied with the availability of mentors in their organizations. (Catalyst)

Coca Cola was originally green.

The percentage of Africa that is wilderness is 28%; the percentage of the US that is wilderness is 38%.

The cost to raise a medium size dog to the age of eleven is \$6,400.

Old age is like a bank account. You withdraw from what you have already put in.

Our background and circumstances may have influenced who we are, but we are responsible for who we become.

Either you control your attitude or it controls you.

The first corporation in Pittsburgh initiated and managed solely by women and the first women's organization to be chartered in the state is the Twentieth Century Club. It was established in 1894 by 25 enterprising women as an extension of their study group. It was established for "the purpose of creating an organized center for women's work, thought and action and the advancement of her interests and the promotion of science, literature and art."



## ***President's Message***

The Board of Directors will meet prior to the annual holiday social December 11, to review the Strategic Plan in 1999. It is a five year plan, so we are reviewing it now to see how we may want to alter it in the future. The goals of the Strategic Plan 1999-2005 are as follows:

### **Strategic Goal Number One:**

Develop linkages and services to strengthen the economic status of members.

Target Objectives:

1. Conduct a survey to determine the net worth of members and other facts to establish benchmarks.
  - Through EWC programs and services, educate members about the importance of their own economic power.
  - Develop strategies to strengthen and achieve members' economic goals.
  - Identify and provide specific services to help increase the net worth of members.
  - Link EWC members to sources of private investment.
  - Continue to reaffirm the importance of sitting on paid boards as a means of strengthening economic power.
2. Partner with organizations that will help members achieve economic power.
  - Establish formal association with PowerLink to mentor women in business
  - Establish a formal relationship with the Service Core of Retired Executives
3. Redesign the EWC membership directory, and particularly its reference guide in the appendix, to better reflect the skills and professional contacts of members in a manner that would enhance its usefulness
  - Add PowerLink and Leadership Pittsburgh applications to the EWC directory.
  - Use the services and contacts of EWC membership to help strengthen the economic power of individual members.
4. Promote greater participation of members in causes of particular importance to women.

### **Strategic Goal Number Two:**

Help members to achieve leadership positions

Target Objectives:

1. Secure advisory board positions and identify other leadership positions for members
  - Target a specific number of board positions and develop contacts with their nominating committees
  - Foster the Women on Boards initiative by continuing to revitalize membership on the WOB task force and developing specific action goals

3. Develop networking opportunities to strengthen the economic and political power of members.
4. Facilitate membership in Leadership Pittsburgh for one member each year, through avenues other than direct tuition payment (positioning, application assistance, access to funding sources).

After the board has had a chance to review the plan, we will host an annual meeting in January or February to get your input as well.

## **2003-2004 EWC Committee Chairs**

### **Membership Development and Diversity:**

#### **Ayanna King**

Executive Director

Pittsburgh Transportation Equity Project

412.325.1616

[ayannaking@msn.com](mailto:ayannaking@msn.com)

### **Programs:**

#### **Christine Kirby**

Director of Resource & Statewide Support

Pennsylvania Legal Services

412.255.6700 x287

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and

#### **Maureen Murray**

President, Maureen Murray Associates

412.561.1577

[mmurrayha@aol.com](mailto:mmurrayha@aol.com)

### **Women on Boards: Debra Ruckert**

412.359.4159

[debraruckert@yahoo.com](mailto:debraruckert@yahoo.com)

### **Public Relations: Rosemary Martinelli**

Consultant, Corporate Citizenship and Philanthropy

412.670.9942

[rmuddley@aol.com](mailto:rmuddley@aol.com)

### **Woman of Achievement Award:**

#### **Connie Kovolenko**

Executive Vice President

Caring Habits

724.453.0447

[conniek@zoominternet.net](mailto:conniek@zoominternet.net)

### **Newsletter: Kathleen A. Guinn**

President, Human Capital Partners, Inc.

412.967.0100

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2. Develop a mentoring program for business and professional women

