



Executive Women's Council  
of Greater Pittsburgh, Inc.

P.O. Box 3059, Pittsburgh, PA 15230

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### **A Message from the President**

I would like to personally invite you to offer your suggestions as we work together to strengthen EWC.

The new officers who will join me this year are listed on the first page of this newsletter. Feel free to call any of us with your suggestions.

We look forward to sharing our ideas with you in the upcoming months.

High on our agenda this year is to continue our encouragement of the placement of women on corporate boards and as political appointees. The new board hopes to expand the Women on Boards directory and Debra Ruckert has agreed to continue her tremendous commitment to EWC as the chair of this project.

Rosemary Martinelli, a member of EWC for a number of years and a public relations consultant has agreed to help us with our organization's public relations needs. We hope to connect with other women's professional organizations more frequently and will also announce their programs.

In June a "Blowout" networking event for all women's organizations will be held, bringing these organizations together for the first time.

Kathleen Guinn president of Human Capital Partners, who has been writing the newsletter for the last two years has agreed to continue in that capacity, and we look forward to having regular newsletter contributions from the membership!

Ayanna King, a new member of EWC and executive director of the Pittsburgh Transportation Equity Project has agreed to assist in membership development and increasing the diversity of our membership rolls. Finally, Connie Kovolenko, director of marketing for Caring Habits, who assisted in creating the criteria for our annual Woman of Achievement Award has agreed to chair the committee for the upcoming year. The third annual Woman of Achievement Award is scheduled for May with our annual membership meeting.

With such a dynamic group of women it promises to be a great year. Please join us as we launch the new year.

Cathy McCollom  
Director of Operations and Marketing  
Pittsburgh History & Landmarks Foundation

Working Hearts Coalition  
**Did You Know?**



## Events

**Oct. 30 - Meet the Women Candidates Night**  
5:30 p.m. to 7:30 p.m.  
**Mulhaney's Harp & Fiddle**  
2329 Penn Avenue  
\$10.00  
**Hors d'oeuvres will be served, cash bar.**  
**Invite friends and family!**  
**Co-sponsored with the League of Women Voters**

**Nov. 6 - Book and Author Series**  
Carnegie Music Hall - 6:30 p.m.  
Call the Junior League at  
412.422.8580

**Nov. 20 - Members Meet Members/EWC Orientation**

**Dec. 11 - Holiday Social**  
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/Third Annual Woman of Achievement Award**

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

## EWC Member Successes!

Dear Cathy and Deb,

I want to thank you for your help in our board recruitment this summer.

**Carol Lampe** joined our board in September. We're really pleased to have someone of her caliber on our founding board. And, I'm sure we'll refer to your board binder again in the future.

Thanks for offering that resource. Appreciatively,

Patricia M. Ulbrich, Board President  
The Women and Girls Foundation of Southwest Pennsylvania  
P.O. Box 3155  
Pittsburgh, PA 15230  
Telephone: 412-434-4883

**Yvonne Campos**, CEO, Campos Market Research, received the Commonwealth of Pennsylvania's Business Leadership Award in Harrisburg this fall.

**Barbara Mistick**, distinguished Service Professor of Entrepreneurship & Public Policy and Director, The Girls Math and Science Initiative, Carnegie Mellon University, has received the 2003 Carlow College Women of Spirit Award.

**Doris Carson Williams**, President, African American Chamber of Commerce of Western PA, has also received the 2003 Carlow College Women of Spirit Award.

**Alka Patel**, Counselor at Law & Attorney, The Webb Law Firm, has been named by Pittsburgh Magazine and PUMP, one of the 2003 Forty Under Forty. She will be featured in the November issue and honored at a ceremony on Fri., Nov. 14.

## Resources

### October 9 - Lights On After School

On October 9, more than 5000 communities rallied by participating in the fourth annual *Lights On After School*. The event called attention to after school programs and resources required to keep the lights on and the doors open.

*Lights On After School* is the only nationwide event celebrating after school programs and their important role in the lives of children, families and communities. After school programs keep kids safe, help working families and improve academic achievement.

Helping Pittsburgh and Allegheny County, United Way of Allegheny County participates in this project by publishing its *Guide to After School Programs* which can be found on its web site [www.unitedwaypittsburgh.org](http://www.unitedwaypittsburgh.org).

### Help for Working Moms

Children need a safe, stimulating place to go after school and working parents need an easy way to locate the right after school program. United Way of Allegheny County has published the **2003 Guide to After School Programs** on its web site [www.unitedwaypittsburgh.org](http://www.unitedwaypittsburgh.org)

Click on Guides and Directories to find this 25-plus page guide. Sponsored by Duquesne Light, it is free and easy to use. Every after school program described includes the address, phone number, web site and fee, if any. This year's Guide also features Tips for Parents such as

*How to Choose an After School Program, Getting your Child Off to a Good Start in School and How to Get Your Child's Opinion on the Program.* Want more information, click on other helpful web sites listed. An added bonus is how to find opportunities to teach children the art of "giving back" through volunteering.

### **Find Out What Women in Pittsburgh Are Doing**

About once a week, Linda Carey, Small Business Administration, emails a large accumulation of various events pertaining to women. If you would like to get on her emailing list, send an email to her at [linda.carey@sba.gov](mailto:linda.carey@sba.gov), subject: abc lunchflyer.

### **Did You Know?**

*New study offers possible keys to success for executive-level women.*

"Leaders in a Global Economy: A Study of Executive Women and Men" is a new study conducted by the **Families and Work Institute, Catalyst** and the **Boston College Center for Work & Family**. It closely examines high-level male and female executives and the "factors that enhance, and inhibit, their success on the job and at home."

Excerpts from **their** findings:

Common Wisdom: Executives have to be work-centric, feel successful and succeed in their careers. Finding: 61% of executives placed a higher or much higher priority on their work than on their personal or family life over the past year. However, 32% of both the men and the women reported placing an equal priority on work and on their personal or family lives.

Common Wisdom: Men are more ambitious than women.

Finding: 19% of the male executives said they aspire to be a CEO or managing partner compared to only 9% of the women, and 54% of senior-level males reported they hoped to join their senior management committee compared to only 43% of the women.

Common Wisdom: Companies need to use different strategies to help women and men succeed.

Finding: 83% of all the respondents noted opportunities for leadership positions as a strategy that has been helpful to their success, and 80% (male and female) noted challenging assignments.

Common Wisdom: Men and women use different personal strategies to succeed.

Finding: Executive men and women described similar personal strategies that have helped them succeed. These included both so-called "masculine" strategies, such as taking risks and challenges and standing up for what they think, as well as so-called "feminine" strategies, such as being collaborative.

Common Wisdom: Men and women face different organizational barriers to advancement.

Finding: Women reported facing many more obstacles than men, including being excluded from important networks, having a limited number of role models, having limited opportunities for experiences in line management or general management, facing gender stereotypes and being in dual-career families.

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

#### **Membership Development and Diversity: Ayanna King**

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#### **Programs:**

##### **Christine Kirby**

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##### **Maureen Murray**

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

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

Consultant, Corporate Citizenship and Philanthropy  
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#### **Woman of Achievement Award:**

##### **Connie Kovalenko**

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