



EWC Hosts Allegheny County Executive Dan Onorato (letter from President Cathy McCollom)

On Tuesday, June 15th EWC hosted Allegheny County Executive, Dan Onorato at a lunch with a full house of 50 plus women-small business owners and executives. The idea for the luncheon originated with WIRED (Women Initiating Regional Economic Development) and became a program of EWC with the merger of WIRED into EWC. We asked Mr. Onorato to address the lack of women on corporate boards and political commissions, and we asked his personal commitment to appoint and hire women in his administration.

County Executive Onorato agreed with the greater need for diversity in government and on those commissions appointed by legislators. He believes his record reflects positive momentum with 34% of his appointments to date being women. Mr. Onorato mentioned his new director of communications, Ali Detar, and the deputy executive for Allegheny County, Kathleen McGregor, were women in highly influential positions within County government.

Mr. Onorato said he welcomed the opportunity to address the issue and he vowed to continue to work for better representation. He suggested we contact Ali Detar, and he agreed to return in January to benchmark his progress.

There was much concern as to how slowly Pittsburgh seems to be moving based on the recent Ralph Bangs study, with concern expressed that government lags far behind, rather than leading change. When

corporate decision makers state that women don't yet "meet their criteria" women now are finding that unacceptable. The response should and will continue to be: "change the criteria"!

Small business women are anxious to serve in positions that impact economic development, as small businesses are the quickest growing aspect of the economy. A local small business owner pointed out that those chosen to represent women are often the same "gate keepers", and there is a heavy burden on those gatekeepers. There are others willing to fill the ranks.

There was a consensus that in 2004, it is unconscionable that a fiscal oversight board of five men, mostly older, be chosen to make such important, far-reaching decisions for a city that is 51% female and 13% minority. There was equally strong consensus that change must happen if Pittsburgh is to grow.

As a follow up both to the Onorato luncheon, and the Ralph Bangs Benchmark release, EWC was contacted by Chris Potter, a writer for the *City Paper*, who is exploring the issue in greater detail. Several members of EWC were contacted for their reflections on the issue, and how we might initiate change.

As our second year of this Board's service begins we will send an email broadcast of upcoming programs. As is typical of most organizations, in the summer months with heavy vacation schedules, EWC will be relatively quiet. New programs will launch in September.

If you have any thoughts to offer our program co-chairs, Maureen Murray of



Maureen Murray Associates, or Christine Kirby of Pennsylvania Legal Services, let us know and they will consider your suggestions.

On behalf of the EWC Board, we look forward to working with you. It will be an exciting year with much discussion about the contribution of women on corporate boards, political commissions, and in decision-making positions. With a community in financial crisis, hopefully we are in the right place at the right time to really make a difference.

Cathy McCollom
President

DON'T FORGET WE HAVE A NEW ADDRESS:

*EWC Administrative Office:
Regional Enterprise Tower
425 Sixth Avenue, Suite 2660
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412.201.7430 phone
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New Members

EWC is pleased to welcome the following new members:

Francine Abraham
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Senior Vice President

Arthurs Lestrangle
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Cecilia Griffin Golden, Ph.D.
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YWCA Greater Pittsburgh
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Roseanne Silva
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Member News

Bonnie Rack-Wildner, Chief Executive Officer of Akoya, recently appear on



KDKA-TV on the Pittsburgh Business Page program, representing women owning businesses.

Congratulations are in order to members Mary Frances Gargotta and Elaine Rizzo-Cribbs. They received the award for 2004 *Fifty Best Women in Business* from the Pittsburgh Business Times.

Congratulations ladies and thank you Elaine for mentioning your membership in EWC.

EWC - WIRED Merger

Women Initiating Regional Economic Development (WIRED) merged with EWC earlier this year. The leaders of both organizations perceived significant benefits from the synergies of the two groups. WIRED brings its ability to get the attention of local and state leaders, such as Dan Onorato, Jim Roddey, and Governor Ed Rendell. In addition to their 60 active members, they are able to generate the power of over 100 women through their email network.

WIRED and EWC share similar goals, such as the importance of placing women on boards. WIRED has been successful in placing women on the Sports and Exhibition Authority Board, and a woman on Onorato's transition team. The two organizations also share many members. WIRED desired the added value of the support structure that EWC has in place. Truly, this is a merger of equals that brings added value to each organization, to the benefit of women's influence in the economic and political arena.

Woman's Power Lunches

Several months ago, a group of women began meeting for lunch with no special agenda except to share business contacts, and to network. The luncheons have grown considerably, and are now drawing 60 plus women each month.

If you wish to attend, contact Suzanne McMahon-Froehlich, SMC Business Council, 724-935-6447. The time is 1:30 p.m. to 3:30 p.m.

Upcoming dates for the summer include the following:

July 16th
Nakama Japanese Steak House
and Sushi Bar
1611 East Carson Street
South Side (412-381-6000)

August 20th
Fox Chapel Yacht Club
1366 Old Freemont Road
Fox Chapel

RSVP to Suzanne two days before the lunch. Bring plenty of business cards, and cash, as it is easier for separate checks if you pay in cash.

EWC's 2004 Woman of Achievement

Audrey Brouman is EWC's 2004 Woman of Achievement. She is founder and President of A.L. Brouman Associates, Inc., a fundraising and public relations firm.



Audrey wishes to commend EWC members on their goals to improve the economic condition of women. She is proud to be the recipient of this award and sees it as a confirmation of her work in her chosen profession and also her efforts to support and promote the talents of women. At the moment, all her staff members are female. Audrey says she did not start out with the intent to have an all female staff, but when she selected the best talent available, it happened to be women.

When Audrey is not enmeshed in the demands of her very successful business, she loves to find the opportunity to fly fish. In fact, Audrey sees fly-fishing as an appropriate analogy to running one's own consulting business. First, one has to find the right bait that attracts the fish. Then, the right location must be found where the fish are biting. That takes developing the right strategy to find the fish. Finally, you have to catch the interest of the fish; if you can do that, then you don't really have to "sell" to the prospect because the prospect will be ready to "bite." Spoken just like a P.R. person!!

CONGRATULATIONS, AUDREY!!!

Your Support is Needed to Pass Legislation

Currently, there are offices and positions of women's health in the Food and Drug Administration (FDA), the Centers for Disease Control and Prevention (CDC), the Agency for Healthcare Research and Quality (AHRQ), the Health Resources and Services Administration (HRSA), and the Department of Health and Human Services.

However, these offices are not officially authorized by law, which means that they are in danger of being eliminated or having their funding cut in the future.

The Women's Health Office Act permanently authorizes these offices to ensure that they will be able to carry out their important missions in the years to come. In 2002, the WHOA was unanimously passed by the House of Representatives but was not voted on by the Senate. Last year, Senators Olympia Snowe (R-ME) and Barbara Mikulski (D-MD) introduced the bill again.

Now that the WHOA has been introduced in both the House and Senate, it is critical for you to contact your senators and representatives to express your support for this legislation and urge them to become cosponsors of the bill, or thank them if they have already done so.

Please contact your Senators and Representatives at www.senate.gov and www.house.gov to encourage them to cosponsor and vote for the WHOA.

The First Pennsylvania Governor's Conference for Women

On September 14, 2004, the first Pennsylvania Governor's Conference For Women will be held at the Pennsylvania Convention Center in Philadelphia. Co-sponsored by Governor Rendell and the Pennsylvania Commission for Women, the one-day event will be similar to those held in other states.

Among the scheduled speakers are former Texas Governor Ann Richards, AFL-CIO

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Executive Vice President Linda Chavez-Thompson and CNN financial expert Kathleen Hays.

For more information on this important program visit:

<http://www.habitat.org/wb/>

If they can shed some light on how to get more women elected to the legislature, an area where PA compares poorly to other states, it will have taken one giant step for womankind. More information is available at www.pagovernorsconferenceforwomen.org. Perhaps EWC members who are interested in attending could attend as a group to represent the western part of the state. Three Board members are already registered to attend.

Pittsburgh Habitat for Humanity

Be a part of history.... Pittsburgh Habitat for Humanity and Carlow College's *Women Build*© Planning Committee has invited EWC to assist in the first-ever Pittsburgh *Women Build* project. A Habitat for Humanity *Women Build* house sponsorship is unique in that it is exclusively comprised of women volunteers and wherever possible, women contractors. They invited leaders, organizations, and individuals who we believe have the talents, time, resources, or funding to help make this project a success.

A *Women Build* home construction project empowers women to make a positive impact on their lives and the lives of a low-income program partner in need of simple, decent, affordable housing.

Members of EWC will participate and report back to the membership as to further opportunities within this initiative.

2004 Board of Directors

President: Cathy McCollom

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2004 Committee Chairs

Membership: Ayanna King

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Programs: Christine Kirby

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and

Maureen Murray

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Woman of Achievement Award:

Connie Kovolenko

Account Executive
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Did You Know?

According to Catalyst, the New York based research organization:

- African-American women are an important and growing source of talent, yet they currently represent only 1.6 percent of corporate officers in the Fortune 500.

- In 2003, African-American women made up 6% of the US labor force. By 2012, they are projected to make up 6.4% of the workforce, an increase of 45.8% from 1992.
- The number of African-American women getting master's degrees increased 149.5% from 1991 to 2001 (from 10,700 to 26,697)
- African-Americans' buying power is predicted to increase from \$318.3 billion in 1990 to \$921.3 billion in 2008 - an increase of 189.4%.
- actually seems to help their performance in some ways.

Catalyst has published the results of their study, *Advancing African-American Women in the Workplace: What Managers Need to Know*. To order a copy, visit www.catalystwomen.org.

- Median earnings of full-time women workers rank 15th lowest among the 70 largest urban areas in the U.S.; median earnings of part-time working women in Pittsburgh are among the lowest in the nation.
- Pittsburgh has the 13th highest poverty rate for female headed families with children under 18. this is among the highest in the nation.
- The poverty rate for African-American children in Pittsburgh is 3.4 times the white rate; and the per capita income of African-Americans is only 57% that of whites.

In the Pittsburgh metropolitan statistical area (MSA), which includes Allegheny, Beaver, Butler, Fayette, Washington and Westmoreland counties, women represent



- 52% of the general population
- 47% of the labor force
- 49 % of the adult population (ages 25-64) with bachelor and professional degrees.

Although women represent approximately half of the population, they represent only

- 16.6% of the 374 board positions for the 21 major employers in the region
- 17.3% of the 850 board positions for the 45 major economic development organizations in the region.

By contrast, women are more equitably represented on the non-profit board positions for the region, holding 39% of all board seats.

Won't You Be EWC's Next Newsletter Editor?

Kathleen Guinn commits to assisting the next EWC editor with articles of interest to the membership for a least the next year. Putting together the newsletter is a wonderful opportunity to communicate effectively with a great group of women. Think about it - and then VOLUNTEER! Call Cathy McCollom today! 412-471-5808 or cathy@phlf.org.