



October 2011

## Welcome to the Metropolitan Business & Professional Women Newsletter

### President's Letter

October 2011

This month we celebrate National Business Women's Week with our event on October 20th entitled Women, Wisdom, Wellness.

National Business Women's Week was established to recognize the progress women have made as business owners and entrepreneurs. Only 20 years ago women were required to have a male co-signer before they could receive a business loan. In 1998 there were only 2 women running fortune 500 companies. Today there are 13. In 1992 there were 4 women in the Senate and 24 in the House of Representatives. Today there are 17 women in the Senate and 73 women in the House. Today, there are many opportunities for women to continue to make their mark in business and in the world. In 2007 28.2% of all businesses were owned by women representing a growth of 44% from 1997. On January 29, 2009, President Obama signed the Lilly Ledbetter Fair Pay Act. That is a significant contribution to decreasing the pay equity gap. We have come a long way, but there is still a long way to go.

I think back to my childhood when my mother was a business woman. I was one of only two girls in my class whose mother worked outside the home. My mother chose to go to work to be able to provide a college education for my two brothers and me in addition to saving her money to explore the world. When I was 6, I was sitting on a milk carton at a friend's house when her brother decided to throw a toy clock through



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[Treasurer's Report](#)

Local MBPW President:  
Barb Proctor

Newsletter Editor:  
Amanda Saari

For further information on our organization, please visit our website at [www.mbpw.org](http://www.mbpw.org).

You can also email us at [info@mbpw.org](mailto:info@mbpw.org) with any questions or comments - We welcome your feedback!

**October Meeting**  
**Thursday, October 20, 2011**  
**11:30 am**

**The NBWW Event will be held at The Omni Hotel in downtown Charlotte**  
**Website Design Tips - Article #4**

In this installment, I am providing tips for how to make the navigation within your website as user-friendly as possible. If any term from the below is confusing, visit <http://www.wikipedia.org/> to look up the definitions.

1. Main navigation links are clearly and consistently labeled
2. Navigation is easy to use for target audience
3. If images, Flash, or DHTML is the main navigation, clear text links

the glass storm door. I ended up with glass in my knee and my friend's mother taking me to the doctor's for stitches. My father was working, my brothers were playing sports and my mother was traveling in Spain. In the mid-1960's she was considered different by all the other women in town but I saw her as an early adopter to the idea of Women in Business. She was a writer, a decorator and an artisan.

In the 1970's, we learned about the existence of the glass ceiling. In one of my early career interviews in Toronto, I was told by an agency to tell the interviewer that I had no intention of having children because, yes the question was asked if I planned to have a family. In the 1980's and 1990's, women found we had to work twice or even three times as hard as our male counterparts to earn significantly less for doing the same job. Work-life balance was not a concept that I or my female peers understood during that time.

Join your fellow business women at our National Business Women's Event on October 20, 2011 for an opportunity to learn more about women's health issues and to network with other successful business women.

"Well behaved women never make history."

Barb

Barb Proctor  
MBPW President

### Treasurer's Report (August)

|                                   |           |
|-----------------------------------|-----------|
| Beginning Cash                    | 19,398.34 |
| Cash Inflows                      | 1,750.00  |
| Cash Outflows                     | (822.29)  |
| Ending Cash                       | 20,326.05 |
| Lunch Change                      | 45.00     |
| Total Funds as of August 31, 2011 | 20,371.05 |

### UPDATE FROM WAYS AND MEANS COMMITTEE

By Andrea Buschur

### IT'S HERE!!! OCTOBER 20TH - NBWW EVENT

National Business Women's Week ® (NBWW) was created by BPW in 1928 to recognize and honor the achievements of working women throughout history. The week is celebrated annually throughout the United States. Over the years, NBWW has become an event widely recognized through the initiative of BPW who is the primary sponsor of NBWW events for decades. Our local chapter will be sponsoring the event this year on **Thursday, October 20<sup>th</sup>** with an expo and luncheon from 10:30-2 at the Omni in Charlotte.

- are in the footer section of the page (accessibility)
4. Navigation is structured in an unordered list (accessibility)
  5. Navigation aids, such as site map, skip navigation link, or breadcrumbs are used (accessibility)
  6. All navigation hyperlinks "work" - are not broken

By Christy Williams

### Working Women and the Recession

It would be difficult to find a person in the United States who the recent recession did not affect. Lost jobs, rampant unemployment, the tumultuous stock market, and federal budget woes have negatively impacted most Americans' bottom line. Interestingly, women and men have had totally different experiences.

At the beginning of the recession, men took the biggest blow in terms of job loss. Men lost around 70% of the jobs during the actual recession (December 2007-June 2009). During this time, male-dominated industries were hit hard; the construction and manufacturing segments alone lost around 3 million jobs. According to the Pew Research Center, men lost 5.4 million jobs during the recession. Women fared much better during the recession, only losing 2.1 million jobs during the recession period. This is largely due to the fact that women work mainly in fields that were not on the chopping block, such as teaching, nursing, and government.

The media actually dubbed this recession a 'manceession'. But that's not the end of the story.

It has all turned around during the recovery period.

To help make this event a success, we need your support. The Ways and Means committee has many areas for you to volunteer either your time or sponsorship. Please see the list below and feel free to contact Andrea Buschur at (704)995-3535 or [abuschur@metlife.com](mailto:abuschur@metlife.com) to let us know where you may be able to help with time or donations.

**Sponsorships** - ranging from \$1500 to \$250. Help advance the name and brand recognition of your company with constant recognition through the MBPW website and emails.

**Vendors**- Cost is \$125. Join us on the day of the event to highlight your business with hundreds of participants and other vendors.

**Raffle** - Donate anything from a gift card at your favorite restaurant to your company's products.

Remember that a portion of the money raised from all of these opportunities goes to help support our scholarship and endowment funds for women in higher education.

## Check out our busy calendar!

The next few months are packed with ways to empower yourself, network, learn from others and share your own strength. There is something for everyone.

Thursday, October 20: NBWW Luncheon being held at The Omni, Charlotte

Wednesday, November 2: NC Governor's Conference for Women, Charlotte - click [here](#) for details!

### **National Business Women's Week- Where it Came from and Why it's Here**

Carol Ambrose, PR/ Communications

In 1928 Business and Professional Women® established the first "National Business Women's Week®" (NBWW) to celebrate and dramatize the contribution of women to the country with the theme, "Better Business Women for a Better Business World," National Business Women's Week® magazine was established and NBWW was observed for the first time in North Carolina that year.

In 1932 Governor O. Max Gardner gave it his endorsement, and the General Assembly passed House Bill No. 582 officially

Since the end of the recession, men have recovered 984,000 jobs and lowered their unemployment rate by 1.1% (National Women's Law Center). Women, however, have continued to lose jobs. During the recovery, women have lost an additional 345,000 positions, and the unemployment rate for women has increased from 7.7% to 8.0%.

One of the reasons for the dismal news for women is that the sectors that were safe during the recession are now feeling the pain. The national budget crisis has resulted in significant layoffs in government jobs, which are largely held by women. State and local budget cuts also impacted women more than men.

Another reason women are not faring well in the recovery is the fact they are being hired at a much slower rate than men. The public sector is shedding jobs, and the private sector is not providing a soft spot for women to land. While the public sector has added over 1 million jobs during the recovery, a mere 1 in 15 were snagged by women.

This trend is troubling to the camp that believed women made headway on the job front during the recession. Are men simply gaining more jobs because they lost more jobs in the beginning, and there are more men looking for work? Or did the much-talked about 'mancession' spur employers to favor hiring men over women?

Either way, the recovery seems to have turned the tables on women in the workplace far more than the recession ever did.

~Susan McCullah is the Director of Product Development for Data Facts Inc, a 22 year-old women

designating March 5-11, 1933 as Business Women's Week and calling upon all North Carolinians to assist in its observance. By action of the National Federation, National Business Women's Week® is now held in October of each year.

owned company. Data Facts is a leading nationwide provider of pre-employment screening solutions.

BPW/USA celebrated its 75th anniversary at the 1994 St. Louis, Missouri Convention with Gloria Steinem as the keynote speaker. Also in October that year, the syndicated cartoon, "Cathy," celebrated National Business Women's Week®, one of BPW/USA's Signature Events.

The 75th Anniversary of National Business Women's Week® (NBWW) was recognized in 2003. Leaders of Business and Professional Women/USA (BPW/USA®) and BPW Foundation rang the closing bell at the New York Stock Exchange (NYSE) on Tuesday, October 21, 2003. This launched a six month national focus on women's issues and acknowledged the accomplishments of workingwomen and their important role in the business community. BPW/USA received a special welcome to the NYSE by Catherine R. Kinney, President, Co-Chief Operating officer and Executive Vice Chairman. The focus of the national discussion with workingwomen and business leaders was on "WOMENomics: The Economics of Work-life Balance" and the distribution of a nationwide survey on workplace equity and work- life effectiveness issues.

This year's celebration will be October 17 -21, 2011 to honor the contributions of working women and employers who support working women and their families.

National Business Women's Week® provides an opportunity to call attention to women entrepreneurs, facilitate discussions on the needs of working women, share information about successful workplace policies, and raise awareness of the resources available for working women in their communities.

### **Metropolitan Business and Professional Women Meeting Minutes**

September 21, 2011

The September meeting held at Georges Brasserie was called to order at 12:00 pm by Barbara Proctor, President. She stated the mission, goals, and platform of Metropolitan BPW.

Audra Buschur, National Business Women's Week Chair announced that there are sponsor and vendor opportunities available. She asked that everyone register next week when the email comes out, and to send the flyer about the event to all the women we know.

Audra Esposito asked that if anyone has an item they want to donate for the raffle, or about 100 of any item they want to have put in the goody bags to be distributed at the NBWW event, to please get them to her by October 12th. The goody bag items must be an item and not just a flyer.

Tracie Coronado recognized out guests attending the meeting. One guest had received a scholarship from a BPW/NC local organization when she was a senior in high school.

Mimi Zelman introduced the speaker, Chia-Li (Jolly) Chien of the Value Growth Institute. Over the course of her presentation, she presented 9 mistakes to avoid when running a business. She told of her experience white water rafting and correlated some of the aspects of that adventure to these mistakes and how to avoid them. The 9 mistakes were: 1) Not having a sustainable profit margin, 2) Utilizing only push marketing, 3) Lack of predictable profits, 4) Not setting the expectations with outsource partners, 5) Not having real time access for financial data, 6) Not having ownership of their own data, 7) Being unaware of you untapped potential, 8) Settling for less than ideal results in our current economy, and 9) Having very limited risk taking in your leadership role. She suggested various actions to take to address each of these mistakes. She also touched briefly on the Pay Equity issue of the wage gap between women and men's salaries for the same work performed. She also mentioned the issue of women in politics and how we have less women in public office today than we did 20 years ago and the importance of getting involved.

Mimi Zelman announced that there are still some lunch meeting sponsorships available. She also announced the fall BPW/NC WEE event in Pembroke, NC.

Barbara Proctor made the closing announcements about registering for next month's event, registering by Friday at 5 pm for monthly meetings, the deadline for newsletter articles is 9/30 to Amanda Saari, the next board meeting is 9/30 at Brio's, and to complete the meeting survey sheets on the tables.

The meeting was adjourned at 1:10 pm.

Susan Benton Wilson  
Bylaws Chair  
Substituting for the Secretary

#### **MBPW Board and Committee Chairs 2011-2012**

Barbara Proctor, President - [bproctor@cricketcommunications.com](mailto:bproctor@cricketcommunications.com)

Carol Ambrose, Past President - [carolambrose@mindspring.com](mailto:carolambrose@mindspring.com)

Mimi Zelman, Vice President - [mimi@womenwithknowhow.com](mailto:mimi@womenwithknowhow.com)

Laura Ramsey, Secretary - [lauraram\\_z@yahoo.com](mailto:lauraram_z@yahoo.com)

Janis White, Secretary Elect - [Janis@smarthalentsolutions.com](mailto:Janis@smarthalentsolutions.com)

Tashoma Lesane, Treasurer - [tlesane@cricketcommunications.com](mailto:tlesane@cricketcommunications.com)

Patrice Hawkins, Treasurer Elect - [hawkinsdecden@gmail.com](mailto:hawkinsdecden@gmail.com)

Susan Benton Wilson, Bylaws - [scbenton@wagnernoble.com](mailto:scbenton@wagnernoble.com)

Pam Sheppard, Foundation/Scholarship - [pam@sheppard.net](mailto:pam@sheppard.net)

Denise Wilson, Individual Development - [Wilsons@comporium.net](mailto:Wilsons@comporium.net)

Nancy Ridenhour, Individual Development - [nancy@nancyaridenhour.com](mailto:nancy@nancyaridenhour.com)

Tracie Coronado, Membership - [tcoronado@datafacts.com](mailto:tcoronado@datafacts.com)

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Mimi Zelman, Social Media - [mimi@womenwithknowhow.com](mailto:mimi@womenwithknowhow.com)

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Christy Williams, Webmaster - [cwilliams@cccom.com](mailto:cwilliams@cccom.com)

Pam Sheppard, Young Careerist - [pam@sheppard.net](mailto:pam@sheppard.net)

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