



Advisory Link Winter 2007 Newsletter

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What's New with Advisory Link?



Juli Ann Reynolds

Advisory Link is developing some exciting new training modules in conjunction with **Juli Ann Reynolds**, President and CEO of Tom Peters Company and **Dr. Susan Murphy**, Ph.D., president of Professional Business Consultants. Together we have formed a collaborative relationship that extends from Susan's home base in California to Juli Ann's on the east coast in Boston.



Dr. Susan Murphy

One of our missions is to create a program designed for corporations who seek a strong succession plan at all levels

of the organization. When completed, the modules will focus on key leadership characteristics and exercises insuring that both women and ethnic minorities are part of the company's long-range strategies.

Juli Ann's in-depth knowledge of business and people positions her effectively as the CEO of Tom Peters Company, a management consulting firm. Her understanding of the profoundly disruptive nature of the New Economy, and her enthusiastic willingness to reinvent herself to meet each business challenge makes her the ideal pilot for a global transformation organization based on the pioneer of passion and reinvention, Tom Peters.

Dr. Susan Murphy is a business and organizational consultant whose background includes over 25 years of national and international experience. Her extensive background, which combines the three worlds of corporate leadership, academia and management consulting, is unique. She has been an executive in two Fortune 500 Corporations, has served on the faculty at the University of San Francisco, Graduate School, and has performed corporate-wide international management consulting for a variety of industries. She combines research and theory with real life experiences. Her expertise in Leadership and Team Development, Gender Differences, Change Management, Performance Management, and Customer Service blends well with the work Advisory Link is doing. Susan has written three [books](#); *Quantitative Approaches to Management*, *In the Company of Women* co-authored with Dr. Pat Heim and *Conversations On Success*.

Additionally, Advisory Link is assisting Tom Peters Company with a Cultural Assessment Research Study on the cultures within very successful women-owned businesses and women-managed departments. This analysis, which hasn't been done previously, is being conducted with a number of high-level women across the country. Tom has long been a vocal proponent of the business case for marketing to women and now is providing sound reasons for increasing the recruitment, retention and promotion of women within an organization. Like Advisory Link, he has spoken to thousands of people, both here and internationally, about the buying power of women. In fact, he often has said, "Women Are Economic Opportunity #1."

Women of the World

In this country, as in many, if you hold the purse strings, you control a lot of the power. Women in the U.S. make 85 percent of all purchases. They earn, inherit and control vast amounts of wealth. But how are women in other countries doing?

In France, the female workforce is growing at an increasingly rapid rate. At the beginning of the 1950s, seven million women held a paying job, or about a third of the working population. Today women make up 47 percent of the workforce. Credit Agricole Asset Management Japan Ltd., a French-affiliated asset management company, has formed an all-women project team responsible for developing investment products for women as well as offering various programs, including marketing plans, education and seminars, for companies that sell these products.



In the UK, women started 38,100 businesses in the first six months of this year, up nine percent for the same period last year (34,600), according to the latest small business research from *Barclays*. Women are continuing to break through the glass ceiling of British businesses. Almost 40 percent of full-time female employees earn more than their partners. According to *The Economist*, since 1970, women have held two out of three new jobs. "Over the last 10 years the increase in women [in the workplace] in developed countries has made more of a contribution to global growth than China has," concludes the *British Weekly*.

Southeast Asia's economic success is due primarily to women who hold two-thirds of the jobs in the export industry, the region's most dynamic sector. There were 337 million female employees in China by the end of 2004, accounting for 44.8 percent of the total workforce. The following message was seen on a billboard in the country town of Qingtianxian, Zhejiang Province in China: "Nu haishi guojia de weilai!" meaning "Girls are the country's future!"

Russian and Indian businesswomen have taken up the responsibility of boosting trade between the two countries, according to *The Hindu* newspaper. Ms. Mukta Nandini Jain, President of the FICCI Ladies Organization (FLO), said there was no reason why Indo-Russian trade, stagnant for more than a decade at about \$2 billion, should not grow to \$20 - \$25 billion.

The Committee of 20 is a nonprofit organization comprised of the most successful Russian businesswomen. They hold top positions in leading companies. Their mission is to help Russian women entrepreneurs succeed and be recognized as an influential power in the economic development of the country.

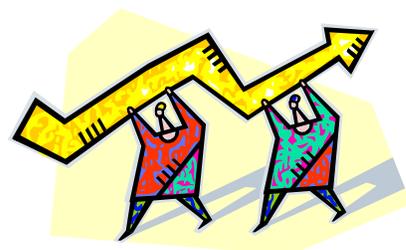
In New Delhi, India, developers, recognizing women's purchasing power and decision-making authority, are creating malls that cater only to women. The North Square with its tagline, "Here, woman is a queen," carries all the popular brands. There is even a children's play area with caretakers so women can browse and shop without the hassle of children. In India women are becoming more prominent. The country's dominant political party, the National Congress Party, is headed by Sonia Gandhi, a woman who is considered one of the [World's Most Powerful Women](#) and a keen businesswoman.

A recently expanded **Rwanda** Path to Peace project is helping thousands of survivors of Rwanda's 1994 genocide lead more successful lives through the sale of handmade peace baskets. "The Macy's Rwanda Path to Peace project has given thousands of women the opportunity to demonstrate their strength, talent and pride in ways they never thought possible," Willa Shalit said in a recent Macy's press release.

On a less positive note, women in the **Middle East** still have limited power, resources and skills. While more women are becoming entrepreneurs, it is slow. Turning a business idea into reality is difficult. But, in democracy-challenged countries known for their particularly severe gender bias and high poverty and illiteracy rates, these women face an even steeper battle than your average entrepreneur. The bright side: Things should only get better as many new programs are giving women a chance.

Trend Watch

According to *The Wall Street Journal* (December 11, 2006), some firms are pitching flextime as “macho” in order to retain women. As companies redefine flextime as a quality of life issue, rather than a women’s issue, they are reducing the perceived stigma associated with it. This approach seems to be working, especially in the male-dominated financial-services sector, where employers have long struggled to retain and promote women.



By highlighting successful men who have tapped flexible work arrangements; encouraging more employees to work from home part of the time; and promoting alternative career paths, companies are beginning to better understand the needs of women, men and the younger GenX employees who don’t want to sacrifice their lifestyle for a 60-80 hour work week.

The idea of flextime isn’t new, just the presentation. “Encouraging men to consider flexible work arrangements is a way of ‘making it legitimate,’” says Sylvia Ann Hewlett, president of the Center for Work-Life Policy, a New York research and advocacy group.

Quarterly Tip



Breast Cancer awareness month made us see pink wherever we looked. While I’m all for funding awareness and research of this invasive disease, companies should not consider pink the “holy grail” in reaching women. Instead, they should develop sound marketing strategies and women’s initiatives to increase revenue. If you keep thinking pink is the answer, you may end up in the red.

Linking Women Together

The **Women’s Automotive Dealers Exec-U-Link** held its first meeting of 2007, January 10-11. The remaining two meetings are April 25-26 and October 16-17. The interactive meetings are one-and-a-half days of packed agenda including challenges women dealers face, success stories, best practices, specific marketing strategies and policies/procedures in their respective organizations. The Women’s Automotive Dealers Exec-U-Link is the only venue of its kind that focuses on the issues facing women dealers in a confidential, entrepreneurial setting. It provides unique experiences for women in the industry who own and manage the day-to-day operations of the business. Dealers in the group have added franchises, expanded and relocated their facilities, and improved overall operations and profitability. They have been able to avoid costly mistakes by having a place to reflect on issues with other savvy women in a comfortable, highly-productive environment.

The **Women Executive Business Owner Exec-U-Link** is an exceptional group of women business owners and high-level corporate executives who meet three times a year to share expertise, experiences, advice and best practices in a confidential setting. Their agenda topics are varied from growing revenues and profits to having a life. They discuss recruiting and retention issues, marketing solutions, the joys and pains of expansion, cash flow, succession planning, as well as exchanging contacts and vendor information. Their 2007 meetings are February 8-9, May 3-4 and October 4-5.

If you are, or you know a woman who qualifies for one of our Exec-U-Link groups, please contact Gerry Myers at 817-379-0956 or gerry@advisorylink-dfw.com.

For more information, go to our website at www.advisorylink-dfw.com.

Who's a Sport?

Twenty million women (40%) watched the Super Bowl last year, slightly less than half the total viewership. This year women continue to be a strong base of fans enjoying televised sports, especially the Super Bowl. The NFL, NBA and NHL all are producing apparel for women fans. As more and more teams focus on the women's market, I hope soon they will realize that the women's apparel should have stylist designs, but manufactured in the team colors, rather than pink. I love pink and wear it, but not if I'm supporting a home team. I can't imagine why I would want to wear a pink Dallas Cowboy jersey or tank top, rather than the traditional blue and silver team colors that is on the men's apparel. Sometimes different isn't better.



In the last three years, there has been a 17 percent increase in the number of females who watch NASCAR events. NASCAR has built a marketing strategy of attracting women fans as well as men, touting its races as events geared for the entire family. "Any business which is not focusing on the African-American and Hispanic communities or women is doing itself a disservice," said Tish Sheets, NASCAR's director of diversity.

While sports franchises are discovering their growth and profitability depends on women, advertisers of the events are still struggling. Commercials during the Super Bowl, the most expensive television advertising event of the year, are dominated by beer, cars and electronics. Additionally, they focused on performance, noise, action-oriented graphics and other characteristics that leave women disconnected from the products. Record numbers of women spectators tuned in to this year's World Cup soccer finals in Germany but many advertisers overlooked the trend and pitched almost exclusively toward men.

Check Out Our Website



Go to www.AdvisoryLink-dfw.com and you will find we have been busy writing articles for www.MarketingProfs.com and *Dealer Magazine* (also online at www.dealer-magazine.com)

In the last few months, Gerry Myers had an article translated and published in a leading newspaper in Thailand, *inMarketing*. Additionally, she was featured in *Marketing Matters*, the foremost publications for shopping centers in Australia, in December. New articles on automotive marketing appear bimonthly in *Dealer Magazine* and are added to our website. Later this month, an article on how advertisers missed some real opportunities to connect with women during this year's Super Bowl will appear on www.MarketingProfs.com and on our website.

When you visit our website, check out the *Marketing to Women* or *Employing Women* brief quizzes on the home page, as well as the *Facts about Women* section.

KUDOS



Jeanne Brewer, owner of Acura of Glendale, is proud of her recently opened new facility. Prior to the expansion and relocation, she ran Acura of Pasadena. Jeanne is celebrating 20 years with Acura this year.

Leslie Grossman and **Andrea March**, founders of Women's Leadership Exchange, were pleased when Eyewitness News aired a segment on the speed coaching concept seen at the November conference in New York.

Susan Rees, an agent with MassMutual Financial Group, graced the cover of *Peoria Woman* in October. The featured story highlighted Susan's business success and her continual involvement in the community.

Lisa Schomp, owner of Ralph Schomp Automotive, has been nominated for The *TIME* Magazine Quality Dealer Award. This is the automobile industry's most prestigious and highly coveted award for car dealers. TMQDA recipients are among the nation's most successful auto dealers and demonstrate a long-standing commitment to the community.

Susan Steinbrecher, owner of Steinbrecher and Associates, custom designs [training programs](#), [facilitates leadership retreats](#) and offers [one-on-one executive coaching services](#). She has received a Teachers Excellence Award from the Cox School of Business at Southern Methodist University and recently published her book, *Heart-Centered Leadership* with co-author Joel Bennett, PhD.

Cathi Coan, President of Techway Services Inc., received the *Rising Star Award* from the Women's Business Council in January. Cathi, who has built a \$1.2 million enterprise in just two years, provides certified hard drive data destruction services, offers disposal of obsolete PCs and electronics in compliance with federal regulations and gives its customers the best financial return for re-marketable IT assets.

Gerry Myers was one of 12 nominees for the *Rising Star Award*. She will be speaking in March on the *Power of Women*. In April, will be moderating a panel on *Women's Advisory Boards*.



In each newsletter I want to congratulate a few people for their outstanding achievements or special recognitions they have received. If you have been honored, published or have another item of interest, please let me know so I can share it with others.
