



Advisory Link

Spring 2009 Newsletter

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What's New with Advisory Link?

Advisory Link has been busy the first quarter of 2009. We are now fully certified to work with federal, state and local government agencies as a contractor or sub-contractor. Thanks to the help of Juliet Morphey with Telelogic, we have added a DUNS number and CCR/Cage number to our WBENC and HUB certifications. To view these and our Statement of Qualifications (SOQ), go to <http://www.advisorylink-dfw.com/certifications.html>.

Advisory Link booked speeches in April for Women of Influence, Grand Prairie Chamber of Commerce, the Presidents Forum and Monday Motivators. We will continue to speak on our new book, [Leading the Way to Success](#), which is co-authored by Dr. Warren Bennis, Jack Canfield, James Kouzes, and several other leadership gurus. Our new presentation, "Ten Keys to Leadership Success: There Isn't a One-size-fits-all Approach," will teach the audience the importance of women in leadership roles, increasing productivity by retaining senior executives, downsizing with grace and compassion, leading in a multi-generational workplace and setting and reaching your goals. To view additional topics or book Gerry for a speaking engagement, go to <http://advisorylink-dfw.com/speeches.html>

After a few months' hiatus, we are continuing to blog weekly. Check out our [latest blogs](#). A few of our more recent ones are about "Saving our Planet," "Social Media" and the incredible "Springtime" display that is handmade from sugar. Additionally, we are now featuring Guest Bloggers. If you have a topic you would like to blog about, let us know at gerry@advisorylink-dfw.com.



Speaking of social media, we have joined Twitter <http://twitter.com/glmyers>. We are LinkedIn <http://www.linkedin.com/pub/9/499/130> and also have a presence on Facebook. We would love to know your experiences with any of the social media venues, as a businessperson primarily, but also as a friend.

Advisory Link became a [Strategic Alliance Partner with Wind Enterprises, Inc.](#) Other Wind Enterprises' strategic partners include: [Commercial Real Estate Women of Atlanta](#), [Georgia Commission on Women](#), [National Association of Women Business Owners](#) and [Women in Technology \(WIT\)](#). Wind Enterprises was founded in 1996 by entrepreneur Linda Wind. The company is committed to the personal and professional development of executive businesswomen.

Women in High Places as Fortune 500 CEOs

There are 15 women, or 3 percent, Chief Executive Officers (CEOs) of Fortune 500 companies. There are an additional nine female CEOs of Fortune 1000 companies. The women who have reached this top rank are dynamic, smart, hard working and results oriented. Those not included in the bio profiles below are: [Patricia A. Woertz](#), Archer Daniels Midland Company (#52), [Lynn Laverty Elsenhans](#), Sunoco (#56), [Indra K. Nooyi](#), PepsiCo, Inc. (#59), [Carol M. Meyrowitz](#), The TJX Companies, Inc. (#132), [Mary F. Sammons](#), Rite Aid Corporation (#142), [Andrea Jung](#), Avon Products, Inc. (#265), [Susan M. Ivey](#), Reynolds American, Inc. (#290), [Laura Sen](#), BJ's Wholesale Club (#291), [Christina A. Gold](#), Western Union Holdings, Inc. (#473), [Janet L. Robinson](#), The New York Times Company (#637), [Linda A. Lang](#), Jack in the Box, Inc. (#694), [Dona D. Young](#), The Phoenix Companies, Inc. (#756), [Constance H. Lau](#), Hawaiian Electric Industries, Inc. (#872), [Katherine L. \("Kay"\) Krill](#), Ann Taylor Stores Corporation (#793), [Cindy B. Taylor](#), Oil States International, Inc. (#872), [Mary Agnes \("Maggie"\) Wilderrotter](#), Frontier Communications (#818), [Anne L. Stevens](#), Carpenter Technology Corporation (#906) and [Patricia Gallup](#), PC Connection, Inc. (#945).

Angela Braly (#33), the only woman to lead a Fortune 50 company, has one of the toughest jobs in business. Prior to 2007 when she assumed the role of President and CEO of **Wellpoint Inc.**, a \$60 billion company that employs 40,000



associates, Angela served as general counsel and a public relations executive. WellPoint is the nation's largest health benefits company in terms of commercial membership. In 2008, Angela was ranked #4 on *Forbes* magazine's "World's 100 Most Powerful Women" list, and was ranked #5 by *Fortune* magazine on its list of the "50 Most Powerful Women." Previous positions include managing public-policy development, government relations, legal affairs, corporate communications, marketing efforts and social-responsibility initiatives. She managed the nation's largest Medicare claims-processing business, as well as the federal employee health-benefits business. Angela, who began her career as a lawyer in private practice, received her law degree from Southern Methodist University and her undergraduate degree from Texas Tech University.



Irene Rosenfeld (#63) was appointed CEO of **Kraft Foods** in June 2006. She assumed the post of Chair in March 2007. Her career goals were always big. Growing up she wanted to be President of the United States. In high school, she was an athletic, highly competitive player, who participated in four varsity sports. For college, she chose Cornell University because they had a fabulous women's athletic program. Irene is a 26-year veteran of the food and beverage industry. One of her many accomplishments was the successful integration of the Nabisco acquisition by Kraft Foods. Irene also served on the senior team that led Kraft's Initial Public Offering in 2001. In 2004, Irene was appointed Chair and CEO of Frito-Lay, where she accelerated growth and oversaw the development of many health and wellness offerings. She holds a Ph.D. in Marketing and Statistics, a Master of Science in Business Administration, and a Bachelor of Arts in Psychology. She is active in The Economic Club of Chicago and serves on the Board of Directors for the Grocery Manufacturers Association and the Cornell University Board of Trustees.



Ellen J. Kullman (#81), the 19th person to be CEO of **DuPont**, officially took the position on January 1, 2009. In March 2008, Ellen was tapped to lead the planning process for growing the company's international markets. During her career, she has been a leader in DuPont's Coatings & Color Technologies, Electronic & Communication Technologies, Performance Materials, Safety & Protection, Marketing & Sales, Pharmaceuticals, Risk Management and Safety & Sustainability. Ellen was named group Vice President and General Manager in 2000 with the addition of Corporate New Business Development and Intellectual Assets Licensing. Ellen began her career at DuPont in 1988 as Marketing Manager in the Medical Imaging business. She holds a Bachelor of Science degree in Mechanical Engineering from Tufts University and a Master's degree in Management from Northwestern University. She is on the Board of Trustees at Tufts University and the National Safety Council.



Anne M. Mulcahy (#144) was named CEO of **Xerox** on August 1, 2001 and Chair on January 1, 2002. Previously, she was President and Chief Operating Officer of Xerox and President of Xerox's General Markets Operations, which created and sold products for reseller, dealer and retail channels. She began her Xerox career as a field sales representative in 1976. In the late 1980s and 90s, Anne served as Vice President and Staff Officer for Customer Operations, covering South America, Central America, Europe, Asia and Africa. Anne earned a Bachelor of Arts degree in English and Journalism from Marymount College in Tarrytown, N.Y. In addition to the Xerox Board, she is of the boards of Catalyst, Citigroup Inc., Fuji Xerox Company, Ltd., Target Corporation and The Washington Post Company. Anne is also the Chair of the corporate governance task force of the Business Roundtable.

Brenda C. Barnes (#203), Chair and CEO of **Sara Lee Corporation**, has been a member of the Board of Directors since joining the company as President and Chief Operating Officer in July 2004. Sara Lee generates more than \$13 billion in annual net sales, has more than 44,000 employees worldwide and operates in nearly 200 countries. Prior to Sara Lee, Brenda had a 22-year career at PepsiCo, where she served as President and CEO from 1996 to 1998. She graduated from Augustana College in Rock Island, IL and is currently a member of the Board of Directors of the Grocery Manufacturers Association and Catalyst. She recently served as a Director of The New York Times Company, Avon Products, Inc., Lucasfilm Ltd., PepsiAmericas Inc., Sears, Roebuck & Co and Staples, Inc. She is



a member of the steering committee of the Kellogg Center for Executive Women at Northwestern University.

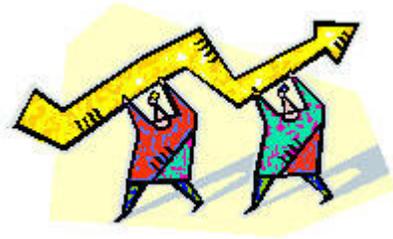


Carol Bartz (#353) is the CEO and a Director of **Yahoo!** In April 2006, after 14 years with Autodesk, she stepped down as Chair, President and CEO. During her tenure at Autodesk, the company diversified its product line and increased revenues from \$285 million to more than \$1.5 billion. Carol previously held positions at Sun Microsystems, serving as Vice President of Worldwide Field Operations. Carol holds an honors degree in Computer Science from the University of Wisconsin. She was granted an honorary Doctor of Humane Letters degree from the New Jersey Institute of Technology, an honorary Doctor of Science degree from Worcester Polytechnic Institute and an honorary Doctor of Letters degree from William Woods University.

Trend Watch

Magazine for Executive Women

As more women are achieving higher levels in business, Moira Forbes, daughter of Steve Forbes, will be publishing a new quarterly magazine aimed at executive women. *ForbesWoman* will include news, in-depth reports and columns on leadership, powerful women, entrepreneurs, net worth and style.



Quarterly Tip



As the economy struggles, more and more companies are realizing that marketing to women is the best use of their marketing dollars and their best chance for survival and profits. Companies like Frito Lay have changed their packaging to attract more women. Convenience, value, more natural ingredients and relationships are key themes being brought to the forefront in advertising campaigns.

How Purple Are You?

The Purple Theory® is based on the fact that both feminine and masculine traits exist in everyone.

If a woman displayed 100 percent of the traits associated with being a female, such as being more nurturing, leading by collaboration, expressing feelings more easily, being a better listener and enjoying shopping, she would be Pink.

By the same token, if a man exhibited 100 percent masculine characteristics, such as competitiveness, boastfulness, strong drive for power and money, sports obsessed and less communicative, than he would be Blue.

However, 99 plus percent of people are in the vast continuum between the two. While they display characteristics of both genders, they generally favor one much more. Where *you* fit on the continuum is How Purple You Are.

Women Men

While The Purple Theory can be applied to understanding your friends, it is most useful in business situations. Knowing

“How Purple Are Your Employees?” and “How Purple Are Your Customers?” will help you create good business policies and better marketing messages and practices.

For more information on The Purple Theory, email gerry@advisorylink-dfw.com or call at 817.379.0956.

Check Out Our Website and Blog



Place your order for Gerry's new book, [*Leading the Way to Success*](#).



Our new [MarketingToWomen Blog](#) is up and running! We invite you to read it, comment on it and be an interactive partner in our efforts to enhance companies marketing and selling to women, as well as helping them recruit, retain and promote women within their organizations.



On [our website](#) (www.AdvisoryLink-dfw.com) you will find we have been busy writing articles for www.MarketingProfs.com and *Dealer Magazine* (also online at www.dealer-magazine.com)

KUDOS



Cary Broussard was named Vice President of Communications at Wyndham Hotel Group in Parsippany, NJ.



Regina Montoya has been elected Chair of The Parkland Foundation Board of Directors.



Valerie Davis, Principal and CEO of [EnviroMedia Social Marketing](#), won the Blazing Star Award from the Women's Chamber of Commerce of Texas.



Marilyn Carlson Nelson, former CEO of Carlson Companies, one of the largest privately held companies in the United States, was named one of Forbes magazine's "The World's 100 Most Powerful Women."



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Michael P. Gelhausen has been appointed President of the Mental Health America of Greater Dallas.

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Mike Richman, Vice President of SHN Presents, announced the first Lexus Broadway series to be presented at the soon-to-be opened Dallas Center for the Performing Arts. For ticket information, click www.dallasperformingarts.org



Laurelle Johnson will be honored as Entrepreneur Mother of the Year by *Working Mother* magazine on May 8th.

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.

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