

Click [HERE](#) to download a copy of this newsletter in PDF format.



## Advisory Link

Winter 2008  
Newsletter

1408 Melody Breeze Ct.  
Roanoke, TX 76262  
817-379-0956

<http://www.advisorylink-dfw.com>  
[news@advisorylink-dfw.com](mailto:news@advisorylink-dfw.com)

---

### INDEX

[What's New with Advisory Link?](#)  
[Women in High Places in Government](#)  
[Trend Watch](#)  
[Quarterly Tip](#)  
[Going Global](#)  
[Check Out Our Website](#)  
[Kudos](#)

---

### What's New with Advisory Link?

Advisory Link began 2008 by talking with a number of people involved in some very exciting projects designed to benefit women.

Lynn Schmidt, a doctoral student with 22-years experience in organizational development is conducting a study on female executives. She is looking for women who left a company, not of their own volition, within the last five years, were within three levels of the CEO and whose company has \$400 million or more in annual revenue. The benefits of this research will provide females in corporate America with information that will help them advance to, and remain in, executive level positions. All information is confidential and anonymity is guaranteed. For more information, contact Lynn at [lynnschmidt@tx.rr.com](mailto:lynnschmidt@tx.rr.com).



A wonderful opportunity for busy women to learn, enjoy, relax and connect will be held May 2-4 at the fabulous new Hilton Hotel in Southlake Town Square (Dallas-Fort Worth metroplex). "Retreat Yourself: Where Women of Wisdom Reinvent Themselves for Their Radiant Future," combines outrageous fun, serious inner discovery, a solid plan for creating your own radiant future and *pampering*. I certainly plan to be there! For more details, contact Cheryl at [cljensen@candsknowledge.com](mailto:cljensen@candsknowledge.com).

Advisory Link is also in discussions with HomeFreeUSA to help them obtain more visibility and clientele for their new Dallas office. HomeFreeUSA, a nonprofit homeownership counseling organization based in Washington D.C., helps people, many of which are single women, prepare for and achieve mortgage approval and lifelong financial empowerment. Their success is based on a continuous client relationship that includes post-purchase counseling. For more information contact Liz at [lizh@homefreeusa.org](mailto:lizh@homefreeusa.org).

Our Women Executives and Business Owners <http://www.advisorylink-dfw.com/WEBO.html> and our Women Automotive Dealers Exec-U-Links <http://www.advisorylink-dfw.com/womenautodealers.html> will both be meeting in January with the addition of a "few good women." These groups will be entering their seventh and fifth years of operation respectively. To learn more about qualifications for membership, click on the above links.

We are also continuing our relationship with The Tom Peters Company and Pro Sports Wives and look forward to working with them both in 2008.

Lastly, Gerry Myers authored an article for Marketingprofs.com titled, [How to Expand Your Vision to Include the New 4 Ps of Marketing: Pearls, Pumps, Purses, and Power](#).

---

### Women in High Places in Government

Women have been involved in the political scene

for much of our country's history. In 1872 Virginia Woodhull ran for president. She dropped out fairly early in the race, as did Elizabeth Dole, making Hillary Clinton the first serious contender for her party's presidential nomination. Today women play a significant role as both voters and elected officials at all levels of government.

To date, a total of 35 women have served in the Senate: 22 Democrats and 13 Republicans. There are currently 71 women holding seats in the House of Representatives that comprise 16.3% of the 435 members. They represent 30 states; 51 are Democrats and 20 are Republicans. Nine states have women governors. As of September 2007, of the 1,145 mayors of cities with populations over 30,000, 185 or 16.2% are women.



The 16 currently-serving female senators are left to right: Top row: [Lincoln](#), [Hutchison](#), [Boxer](#), [Clinton](#), [Landrieu](#), [Stabenow](#), [Collins](#), [Mikulski](#), [Dole](#), [Klobuchar](#), [Murray](#) Bottom row: [McCaskill](#), [Feinstein](#), [Cantwell](#), [Murkowski](#), [Snowe](#)

Below are just a few of the incredible women helping to run our country at the federal, state and local level.



**Senator Hillary Clinton** currently is seeking the Democratic nomination for president. She was elected in 2000 as the first female U.S. Senator from New York, and re-elected in 2006. She is the only First Lady of the United States ever elected to public office. As Senator, she has continued her advocacy for children and families and has been a national leader on homeland security and national security issues. She is the first New Yorker named to the Senate Armed Services Committee. As First Lady of Arkansas, she fought for children's rights, healthcare and education, and continues to do so. Clinton was twice named one of the 100 most influential lawyers in America. She has written two best-selling books: *It Takes a Village* and *Living History*, an autobiography. At Wellesley College, she was chosen by her classmates to be the first-ever student commencement speaker.



**Speaker of the House of Representatives Nancy Pelosi** made history in January 2007 by becoming the first woman, the first Californian, and the first Italian American to hold that position. The Speaker is second in the line of succession to the presidency after the Vice President. In the wake of 9/11, Pelosi authored legislation to create the bipartisan, independent 9/11 Commission and led congressional reviews of the U.S. intelligence and security agencies. As a senior member of the powerful House Appropriations Committee, Congresswoman Pelosi was a leading proponent for women, children, families and the disabled. She won increased funding for breast cancer research, doubled the budget for National Institutes of Health and is a vigorous supporter of life-saving stem cell research.



**Secretary of State Condoleezza Rice** was sworn in to her job in January 2005. Prior to this, she was the National Security Advisor. In June 1999, she completed a six-year tenure as Stanford University's Provost where she was responsible for a \$1.5 billion annual budget and the academic program involving 1,400 faculty members and more than 14,000 students. As a professor of political science, Dr. Rice won two of the highest teaching honors -- the 1984 Walter J. Gores Award for Excellence in Teaching and the 1993 School of Humanities and Sciences Dean's Award for Distinguished Teaching. Previously, she was a member of the board of directors of several large corporations.



**Former Secretary of State Madeline Albright** became the first woman to hold this position and the highest ranking woman in the U. S. government after being unanimously confirmed by the U.S. Senate in 1997. Prior to her appointment, Secretary Albright was President of the Center for National Policy. From 1981 to 1982, Secretary Albright was awarded a fellowship at the Woodrow Wilson International Center for Scholars at the Smithsonian. As a Research Professor of International Affairs and Director of Women in Foreign Service Program at Georgetown University's School of Foreign Service, she taught courses in international affairs and U.S. and Russian foreign policy. Additionally, she was responsible for developing and implementing programs designed to enhance women's professional opportunities in international affairs.



**Senator Kay Bailey Hutchison** was the first woman to represent Texas in the U.S. Senate. In 2007 she became Chairman of the Senate Republican Policy Committee, the fourth-highest ranking position in the Senate. She continues to be a leading voice on foreign policy and national security issues and serves as a delegate to the Commission on Security and Cooperation in Europe. Additionally, she has written two books *American Heroines: The Spirited Women Who Shaped Our Country* and *Leading Ladies: American Trailblazers* and coauthored *Nine and Counting: The Women of the Senate*.



**Senator Elizabeth Dole** served in various positions under five United States Presidents. In 1983, Dole joined President Reagan's Cabinet as Secretary of Transportation – the first woman to hold that position. She was also the first woman to serve as the departmental head of a branch of the military, the U.S. Coast Guard. In 1991, Dole became only the second woman since founder Clara Barton to serve as President of the American Red Cross, an organization larger than many Fortune 500 companies. In 2002, she became Senator of North Carolina. During her career, she was named numerous times by the Gallup Poll as one of the world's top ten most admired women.



**Senator Olympia J. Snowe** became only the second woman Senator to represent Maine and the first Republican woman to secure a full-term seat on the Senate Finance Committee. When first elected to Congress in 1978, at the age of 31, Snowe was the youngest Republican woman, and the first Greek-American woman, ever elected to Congress. Before her election to the Senate, Snowe represented Maine in the U.S. House of Representatives for 16 years. Senator Snowe is the first woman in American history to serve in both houses of a state legislature and both houses of Congress. She has won more federal elections in Maine than any other person since World War II. In 2005, she was named the 54th most powerful woman in the world by *Forbes* magazine. The following year *Time* magazine named her one of the top ten U.S. Senators.



**U. S. Representative Sue Myrick** is a member of the Energy and Commerce Committee and the Healthcare Subcommittee. As a seven-year breast cancer survivor, Myrick is also co-chair of the House Cancer Caucus and has successfully introduced and helped pass several pieces of legislation aimed at stopping this deadly disease. A small businesswoman herself, Myrick is the former President and CEO of Myrick Advertising and Public Relations and Myrick Enterprises. She served on the Charlotte City Council and was a two-term award-winning mayor for the city of Charlotte. She was first and only female mayor in Charlotte's history.



**Governor Janet Napolitano**, governor of Arizona, is one of the nation's most innovative, influential and inspirational leaders. Named one of America's Top Five Governors by *Time* magazine, she continues to fight for quality education, affordable healthcare, fiscal responsibility and elimination of bureaucratic waste. She recently concluded her term as the first woman to chair the National Governors Association. Prior to being governor, Napolitano was the first female Attorney General in Arizona.

**Governor Kathleen Sebelius** was sworn in as the 44th Governor of Kansas in January 2003, and is only the second female to hold that position. Three years later, *Time* magazine named her one of America's Top Five Governors, citing her work to cut waste in government and bridge the partisan divide. A hallmark of Sebelius' first term was the historic commitment made to Kansas schoolchildren, as well as audits to ensure resources were being spent effectively. In 2006, Governor Sebelius was elected chair of the Democratic Governors Association, as well as serving on the National Governors Association's Executive Committee



**Mayor Shirley Franklin** was elected the 58<sup>th</sup> Mayor of Atlanta in 2001. She became the first female mayor of Atlanta and the first African American woman to serve as mayor of a major southern city. Mayor Franklin has worked to build a “Best in Class” managed city by strengthening existing frameworks, implementing progressive changes and making the tough decisions necessary to improve Atlanta. She has returned accountability to city government and improved the quality of life for all Atlantans.



**Mayor Meyera E. Oberndorf** began her public career in 1966 with the appointment to the Public Library Board. Ten years later she was elected to the City Council and became the first woman elected to public office in the more than 300-year history of Virginia Beach, VA. In 1988, the City Charter was amended to provide for the direct election of the mayor and Oberndorf became the first directly elected and first female mayor. She is still in office and is Virginia Beach's longest-serving mayor. She was chosen as "Newsmaker of the Year" by the Virginia Press Women and was named one of the nation's 25 most dynamic mayors by *Newsweek* magazine.

---

## Trend Watch

### Women's Impact on the 2008 Election

As businesses have had to adjust and evolve to attract women, political parties are realizing the importance of regrouping, rethinking their strategies and refocusing their efforts as well. Just as companies now know women are oftentimes the purchasing agents for both their businesses and families, political advisors understand they can't win without the critical women's vote. This recent headline in the *Dallas Morning News* illustrates the importance candidates are placing on the role women will play in the 2008 primaries and general election: “Candidates redouble efforts to woo women.”



Today's political front is different than in years past. Candidates appear on late night talk shows and are the focus of many blogs. Blogger Lynda Waddington stated, “Without a doubt, this election has been as much about women as it has been about any other group or collection of issues...For this to be the political year of the woman, candidates are going to have to become serious about courting women--the largest population voting block--by speaking in detail about their core issues of concern.”

Whether talking about business or an election, to be competitive today, marketing and advertising budgets need to be reallocated to insure more innovative programs and speeches that will appeal to and reach women. Status quo doesn't work anymore.

*AdAge's* Ira Teinowitz summed it up with a couple of truisms for both politicians and retailers. “Bigger Ain't Necessarily Better [referring to the amount of money spent on advertising campaigns]. All the media weight in the world isn't going to help if people don't like the message.”

---

## Quarterly Tip

---



I don't believe customers are always right, because we all know they aren't. What I do know is that customers are mine and your businesses' lifeblood and without them we cease to exist. Thus, customers may not always be right, but they are always customers (either ours or our competitors) and as such, they should be treated with fairness, respect and appreciation. With the economy struggling and consumers buying more cautiously, extraordinary customer service just might be the one thing that keeps many companies in the black.

## Going Global

### How Long Before America's Business Community Can Say This?

According to an article by Adrie van der Loo, women are entering Britain's boardrooms in record numbers. "The latest analysis of Britain's 2.83 million directors by Experian, the global information services company, has found that, for the first time, the number of female directorships in Britain has broken through the one million mark (1,008,343) and over one third of directors in the UK are now female."



In the last year, the growth of women in UK board positions (10.5%) was greater than the growth in men's board positions (9.0%). Gaining gender equality in boardrooms is being championed by young women. Of directors between 18 and 29, women make up 27% or 56,493 directors. Overall 5.6% of all female directors are under 30, compared to 4.5% of men.

Reaching and breaking the one million mark is a milestone. It acknowledges Britain's business community's understanding of the value and positive contributions women are making to their organizations and to the economy as a whole.

## Check Out Our Website



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

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



**Susan Steinbrecher**, CEO of Steinbrecher and Associates and The Institute of Heart-Center Leadership, will be contributing a chapter to Stephen Covey's and Ken Blanchard's new book - *Roadmap to Success*.



NO PHOTO  
AVAILABLE

**Harris Fishman**, General Agent for First Financial Group, was named the Best Place to Work in the *Philadelphia Business Journal*.



**Lisa R. Pierce**, CEO of Alpha & Omega Couriers, received the 2007 Chapter Public Policy Advocate of the Year Award from her National Association of Women Business Owner's chapter in Springfield, IL.

**Tim Flanagan**, General Agent of Hinrich Flanagan Financial ([www.hinrichsflanigan.com](http://www.hinrichsflanigan.com)), a



Massachusetts Mutual Life Insurance Company General Agency, was sixth in the Top 25 Best Places to Work in Charlotte in the mid-sized business category



**Kim Michel** was appointed to the Board of the Easter Seals Southern California.

NO PHOTO  
AVAILABLE

**Kathy O'Neal**, senior vice president of societies for Dallas-based ClubCorp, is a new member of the 2007 Executive Women's Golf Association's Board of Directors.

---

*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.*

---

Click [HERE](#) to download a copy of this newsletter in PDF format.

---