

Women in Leadership (it's in the numbers)



That was then.

TIME Magazine recently published a special report on the State of the American Woman. The timing on this one was perfect as I began to pull together material for this presentation. I'm going to read an excerpt from their interview with Maria Shriver...

It's been more than four decades since President John F. Kennedy asked former First Lady Eleanor Roosevelt to chair the very first Commission on the Status of Women. The goal: to find out how much progress had been made toward giving women "practical equality with men." Anthropologist Margaret Mead, who co-edited the final report, wrote, "The climate of opinion is turning against the idea that homemaking is the only form of feminine achievement."

Since then, there's been a slow and steady shift of women into the workplace — a shift accelerated by today's recession. Women are more likely than ever to head their families; half those women who are primary breadwinners are also single mothers. Seventy percent of families with kids include a working mother. And more and more of them, like me, are moving into what is being called "the Squeezed Generation," caring both for kids and for aging parents.



Jeannette Rankin
First Woman Elected to Congress
November 6, 1916

Lisa P. Jackson
sworn in as
EPA Administrator
January 26, 2009



October 2009
First woman
wins Nobel Prize for
economics

The shift began when Women started gaining political power. Ya elect one woman to Congress and less than four years later (August 1920) all women want to vote!

Ms. Rankin's occupation is listed as: suffragist, peace activist, reformer

– I couldn't find a single one of those in the Department of Labor's Occupation Codes.

Recently, the 100-member U.S. Senate gained another woman, Democrat Jeanne Shaheen of New Hampshire, the first woman in history to be elected both a Governor a U.S. Senator (17th female senator).

Shirley Chisholm, elected in 1968 as the first black woman in the U.S. Congress.

Today, in the House, 10 new congresswomen will join the ranks of this 435-seat body bringing the total number of women to a record 74.

Women are making progress on other fronts as well...

Lisa Jackson has made it a priority to focus on vulnerable groups including children, the elderly, and low-income communities that are particularly susceptible to environmental and health threats.

The Nobel Memorial Prize in Economic Sciences was established in 1968 by the Central Bank of Sweden in memory of Alfred Nobel. It is given by the Royal Swedish Academy of Sciences, which since 1901 has been awarding Nobel Prizes for achievements in physics, chemistry, physiology or medicine, literature and for peace.



Through the Years

We saw an evolution in how women obtained notoriety: from positions derived by connections to old money or Royalty; to gaining recognition through personal achievement or triumph over adversity.

Early magazine covers featured women such as Nanaline Holt Inman Duke, Queen Elizabeth II, and Margaret Chase Smith (Macarthur era) as role models – Later covers progressed to real women with both everyday and non-conforming roles in American society.

Motherhood as a barrier?

- **82.8 million**
Estimated number of mothers of all ages in the United States.
- **1.9**
Average number of children that women 40 to 44 had given birth to as of 2006, down from 3.1 children in 1976, the year the Census Bureau began collecting such data. The percentage of women in this age group who were mothers was 80 percent in 2006, down from 90 percent in 1976.
- **36%**
Percentage of women 15 to 50 with a birth in the past year who were not currently married.

Working Mothers Are Broadly Accepted... Seventy-four percent of men and 84% of women say... women with children are just as committed to their jobs as women without children.

Fifty-six percent of men and 63% of women strongly disagree with the idea that mothers cannot be as productive at work as fathers.

This isn't to say there are no trade-offs: a quarter of both men and women say... that women who work outside the home... have less time and attention for their marriage or relationship.

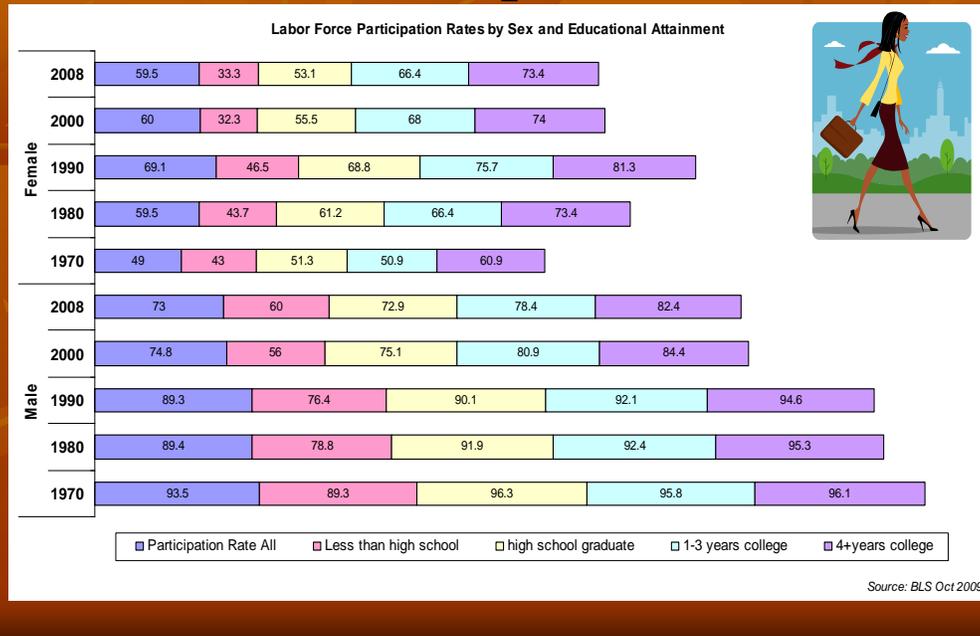
And men and women differ over the social costs of working women: 26% of men strongly agree that it is harder for a mother who works outside the home to establish a warm and secure relationship with her children than it is for a mother who does not work outside the home; but only 19% of women strongly agree.

Also...Both Men and Women Want More Help

Eighty-four percent of Americans agree that businesses haven't done enough to address the needs of modern families.

Asked what would have to change to make it easier to balance work, marriage and children, half of **both** women and men said more-flexible work schedules; more paid time off; and more or better day-care options.

Education and Labor Force Participation



The Argument About Women Working Is Long Over

About 59% of women 16 and older participate in the labor force, representing 71 million women.

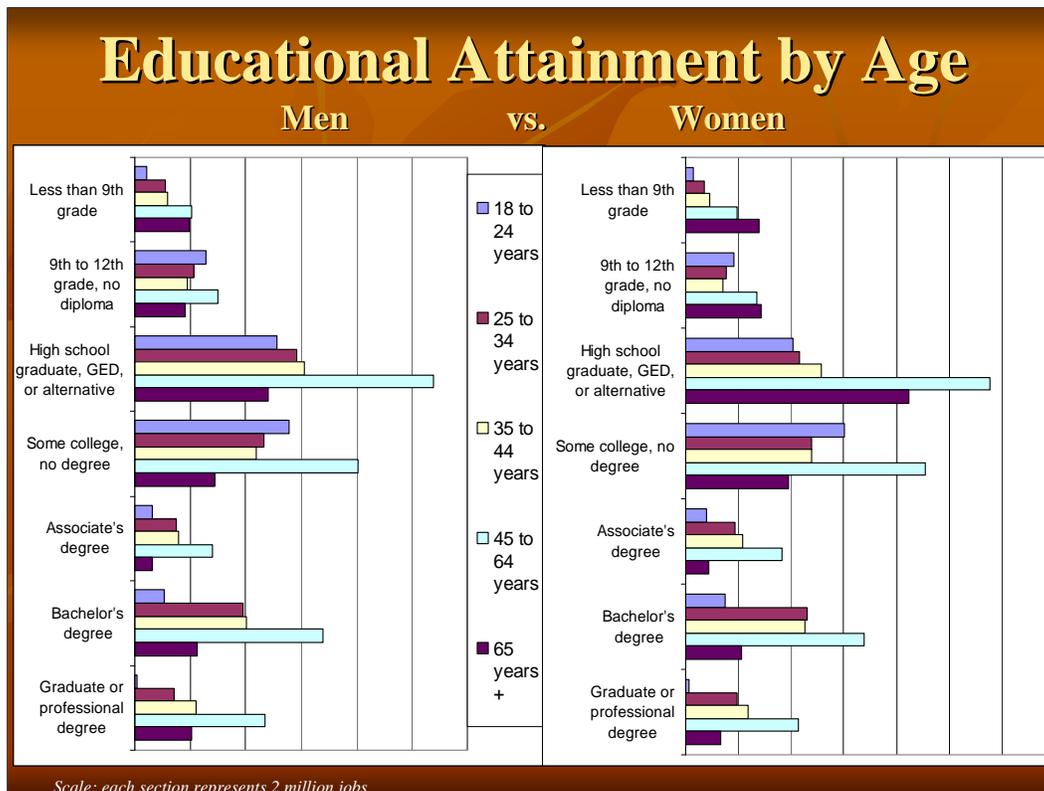
The participation rate for men is about 73%.

Forty years ago, one-third of all workers were women; now nearly half are.

Rather than increasing conflict or competition between the sexes, more than three-quarters of Americans

(76% of men, 80% of women) view this as positive for society; only 19% say it's negative.

And that view holds regardless of age, race or political ideology.



On this chart we look at Educational Attainment by specified age cohorts – picking up that 18-24 year old group.

In 2007, one third of all women 25 to 29 had attained a bachelor's degree or higher, which exceeded that of men in this age range (26 percent). Also, the number of bachelor's degrees earned by women (28.2 million) was twice that of 20 years prior. And the total number of women 25 and older with a bachelor's degree or more is up 11 percentage points over the same period.

Last year alone, women earned 928,000 bachelor's degrees and 391,000 master's degrees.

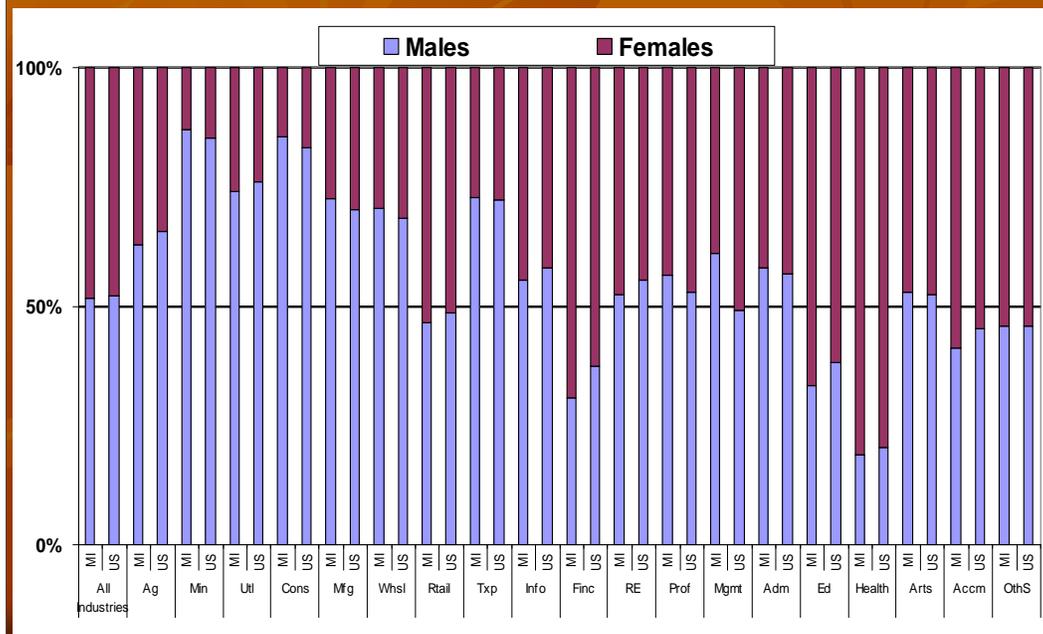
Projections are that women will earn 58 percent of the bachelor's and 60 percent of the master's degrees awarded during this academic year.

In addition, women would earn nearly 50 percent of first-professional degrees, such as law and medical.

Interesting facts: in one quarter of all married couples (23%), the wife has more education than the husband.

Also, Women with graduate or professional degrees have a higher fertility rate than those with any other level of education. (67 per 1000 women age 15-50 – remember that stat about births to unmarried women?)

Distribution of Workers by Gender/Industry 2008Q4



(Representing that 59% to 73% labor force participation split)

The single largest industry sector employing women is education, health care and social assistance. Listed on our graph as just Health. Within this industry group, 11.2 million worked in the health care industry and 8.6 million in educational services. (22.5 million total)

38% of women work in management, professional and related occupations, compared with 32 percent of men.

75% of travel agents and 62% of tax preparers are women

Growth of women in non-traditional roles:

In 2007 there were 94,000 female police officers across the country. In 1983, there were less than 61,000.

2007 - about 14,000 women firefighters; 1983 only 1,890

2007 - 330,000 lawyers; 1983 there were 93,636

2007 - 266,000 physicians and surgeons; 1983 just 82,000

The total number of active duty women in the military, as of Sept. 30, 2007 was 198,400.

Of that total, 33,500 were officers, and 164,900 were enlisted.

Currently, woman comprise 14% of all armed forces in the United States;

In 1950, women made up less than 2%.

As of 2007, there were 1.8 **million** women veterans living in the United States.

Earnings

- \$34,278
The U.S. median annual earnings of women 16 or older who worked year-round, full time, in 2007, up from \$33,648 in 2006. Yet women earned just 77.5 cents for every \$1 earned by men.
- \$49,364
Median earnings of women in the District of Columbia, a total not statistically different from the men. In all of the 50 states, women had lower earnings than the men. The District of Columbia, Connecticut, Massachusetts, Maryland and New Jersey were the only states or equivalents where median earnings for women were greater than \$40,000.
- \$61,957
Median earnings of women working in computer and mathematical jobs, the highest among the 26 major occupational groups. In the installation, maintenance and repair occupations and community and social services group, women's earnings as a percentage of men's earnings were higher than 90 percent.
- 18%
Percentage of married couples in which the wife earned at least \$5,000 more than the husband in 2007.

Growing Female Economic Power Is Widely Accepted

Eighty-nine percent of both men and women are comfortable with the notion of a family in which a woman earns more than a man.

Seventy-four percent of men and 71% of women reject the notion that women need to behave more like men to be taken seriously in the workplace.

Seventy-one percent of men say they are more comfortable than their fathers with women working outside the home.

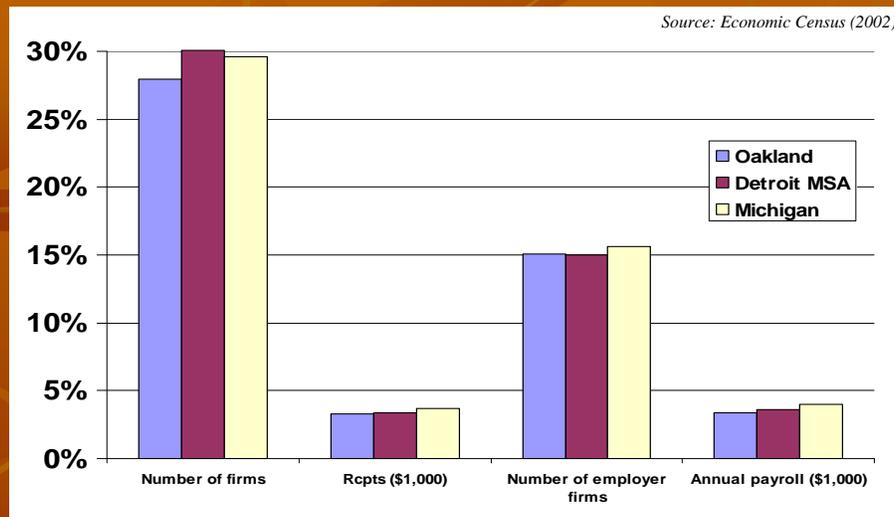
Seventy percent of women say they are less financially dependent on their spouse than their mothers were.

However, 69% of women think men resent women who have more power than they do; only half of men agree.

And, sixty percent of men say there are no longer any barriers to women's advancement in the workplace; only half of women agree.

Finally, only 29% of men say that female bosses are harder to work for than male bosses, compared with 45% of women.

Impacts of Women-Owned Business



- Seven out of the 19 listed in Crain's 20 in their 20s list were women
- Over 37% of people named to Crain's 40 under 40 were women
- Crains top 25 women-owned businesses generate almost \$2.7 Trillion in combined revenues.

Nearly one in three women-owned businesses operated in health care and social assistance, also other service-based industries, such as personal services, or repair and maintenance. Nationally, women owned 72 percent of social assistance businesses and just over half of nursing and residential care facilities. Wholesale and retail trade accounted for 38 percent of women-owned business revenue.

Women owned 28 percent of all nonfarm businesses; nearly 6.5 million of them.

Women-owned businesses employ more than 7.1 million people in America.

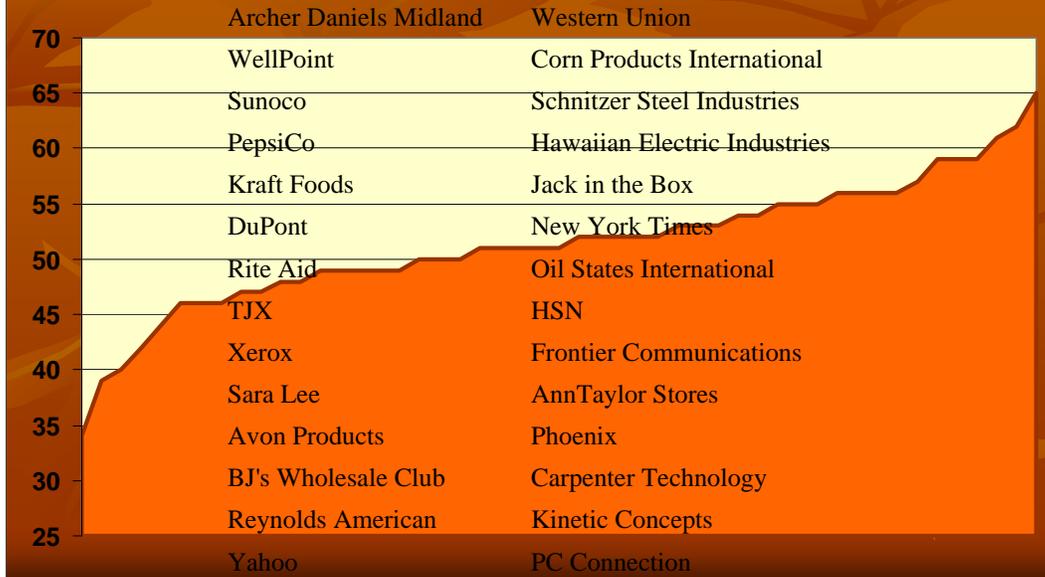
There were 7,231 women-owned businesses with 100 or more employees, generating \$274 billion in gross receipts.

Make sure you sign up for e-mail notification of NEW Economic Census data product releases beginning next month.

Locally, Crain's Top Compensated CEO's whose combined annual salaries total more than \$100 Million dollars.

Revenue for local women-owned businesses in 2002 totaled more than \$939 Billion.

Ages of 50 Most Powerful Women in Business



In 2009, the average age for a top executive in corporate America is 51.3 years, but some contenders were as young as 34 and going strong at 65.

In 1998 when the Most Powerful Women in Business list premiered, just two of their honorees ran Fortune 500 companies. This year 13 do.

Currently, there are 15 FORTUNE 500 companies run by women, and a total of 28 FORTUNE 1000 companies have women in the top job. That's up from last year, when 12 FORTUNE 500 and 24 FORTUNE 1000 companies were run by women.

Who are the 2009 Fortune Companies headed by Women?



Who are these extraordinary women and what progressive companies do they lead? In an order respective to their ranking:

Andrea Jung (CEO, Avon); enabling millions of women worldwide to work for themselves. Jung sits on the boards for both GE and Apple.

Ursula Burns (CEO, Xerox); In July, Burns became the first black female CEO on the Fortune 500.

Melanie Healey (Procter & Gamble); effective Oct. 1, She oversees 40% of Procter & Gamble's revenue, about \$32 billion.

Ann Moore (Chairman and CEO, Time Warner); As chief of the largest U.S. magazine publisher (which owns Fortune), she influences millions of readers.

Sheryl Sandberg (COO, Facebook); Facebook has grown up under Sandberg, who in her previous job built and oversaw global sales and operations at Google. Facebook boasts 250 million users and counting.

Christina Gold (CEO and President, Western Union); Gold is trying to expand her company's purview, pushing innovations like money transfers via cell phones.

Joanne Maguire (Executive Vice President of Space Systems, Lockheed Martin); Growing up with seven brothers (12 kids total) made her feel at home in a male-dominated profession. Her division saw a drop in 2008 sales but still upped its operating profit 11% to \$953 million.

Merideth Whitney - This former Oppenheimer analyst's spot-on calls during the market's meltdown gave her the prominence to start her own firm. She was also the only Wall Street analyst at the Fed's much-watched Jackson Hole summit.

Linda Hudson (President, Land and Armaments); Since joining BAE in 2007, Hudson has more than doubled her division's size in the world's largest military vehicle business

Marissa Mayer (VP Search Products and User Experience, Google); Our junior most powerful woman - Mayer joined the startup in 1999 as the first woman engineer. Now she directs the look and functionality of the \$14 billion search engine, she's also behind more than 100 products, like Google Earth and Google Chrome (the Internet browser and operating system that's challenging Microsoft Windows).

Lynn Elsenhans (CEO President, Sunoco); Fluctuating oil prices and softening demand made it a tough first year for this new Fortune 500 CEO. Last year profits dropped 13%, and the stock has fallen 41% since her August 2008 start.

Cathie Black (President, Hearst Magazines); Our most senior powerful woman, Black earns kudos for launching *Food Network Magazine*, which sold 900,000 copies of its first test issue.

ASE awards Hometown Heroes

- **Congratulations to our HR Executives of the Year!**
- **Felicia J. Fields**
Group Vice President, Human Resources & Corporate Services,
Ford Motor Company
(Firms of 1,000 or more employees)
- **Karen F. Andrews**
Chief Development Officer
McKinley, Inc.
(Firms of fewer than 1,000 employees)
- **Mary K. Naber**
Vice President and Chief Worklife Officer
St. John Health System
(Not-for-Profits firms)

American Society of Employers

HR Executives of the Year!

Felicia J. Fields, Ford group vice president for Human Resources and Corporate Services since March 25, 2008, leads the global Human Resources and Corporate Services functions for Ford Motor Company.

Fields was previously vice president for Human Resources, an appointment she received on Jan. 1, 2005. Before that, she served as executive director of Human Resources, Automotive Operations and Corporate Staffs.

Karen F. Andrews has been employed with McKinley for nine years and brings over 15 years of senior leadership experience to the company. Ms. Andrews is responsible for providing strategy and leadership for Business Information Systems and Human Resource Development.

Mary K. Naber, vice President and Chief Worklife Officer for St. John Health System – no bio information could be found.

What are the best practices of progressive companies promoting advancement of women in the workplace?

- Cornell University - Voted one of Working Mother Magazine's 100 Best Companies for 2009 granted its first Doctorate of Science to a woman back in 1895

Working Mother Magazine has been honoring the 100 Best Companies annually for 25 years.

This year's award winners lead by example:

A full 100 percent of them offer telecommuting and flextime schedules

98 percent offer job-sharing

94 percent offer compressed workweeks.

These companies are also committed to helping working parents with their child-care needs: 86 percent provide backup care, and 62 percent provide sick-child care. But perhaps even more important is the family-friendly culture they all continually strive to create.

Presence of Women in the Michigan Index 100 Companies



The 2009 Women's Leadership Index, released by Inforum Center for Leadership, reports that women represent just 9.4 percent of the five highest-compensated officer positions at the state's largest public companies.

That's slightly higher than the 7.1 percent reported in 2003, the first year of the biennial index.

Of the total executive officers at Michigan's public companies, 10.5% are women, trailing the 2008 national average of 15.7%.

Likewise, just 9.6 percent of the trustees at those companies are women, according to the report, trailing the national average of 15.1 percent and ranking even with the first year of the study, issued six years ago.

Yet women represent 46.5 percent of the U.S. workforce and more than half of all management, professional or related occupations in the labor force as a whole, according to the U.S. Census Bureau's 2007 American Community Survey.

Local Progressive Companies

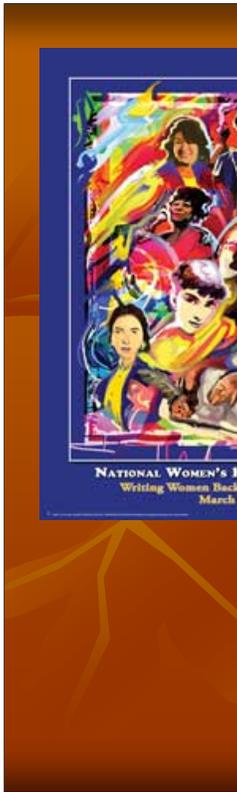
The seven are:

- **Birmingham Bloomfield Bancshares Inc.,**
Birmingham
- **CNB Corp.,** Cheboygan
- **Compuware Corp.,** Detroit
- **Green Energy Live Inc.,** Wyoming
- **Kelly Services Inc.,** Troy
- **Pulte Homes Inc.,** Bloomfield Hills
- **Southern Michigan Bancorp Inc.,**
Coldwater

Seven Michigan companies attained the highest index scores in the 2009 Michigan Women's Leadership Index.

Commissioned by the Inforum Center for Leadership and researched by the College of Business at Eastern Michigan University, these seven companies employ the most women in key executive positions and on their boards.

Six of the seven have **both** women directors and women executives.



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FOCUS: INNOVATIONS

WSU researchers create sensor to track hot flashes

By Chad Malcom
computer scientist

Two **Women's Health** University researchers have developed a new sensor to help prevent the frequency of hot flashes from triggering inappropriate responses for women in the field.

While heart rate and blood pressure can be easily and cheaply measured, hot flashes are harder to monitor in the field.

"This sensor can only be used in a laboratory setting," says Robert Pridemore, a senior psychologist and professor of the Center for Behavioral Health Research at WSU. "It's not a wearable device. It's a sensor that can be used in a laboratory setting."

Research on hot flashes is important because they are a common symptom of menopause. Hot flashes can be disruptive to a woman's life, and they can also be a sign of a more serious health condition.

Dr. Pridemore and his colleagues at WSU have developed a sensor that can track hot flashes in real time. The sensor is a small, portable device that can be used in a laboratory setting. It consists of a small sensor that is attached to the skin and a small computer that is connected to the sensor. The sensor measures the skin temperature and the heart rate. The computer then processes the data and sends it to a computer screen. The sensor is designed to be used in a laboratory setting, but it could also be used in a field setting.

The researchers say that the sensor could be used to help women understand their hot flashes better. They say that the sensor could also be used to help researchers understand the underlying causes of hot flashes. The researchers say that the sensor could be used to help women understand their hot flashes better. They say that the sensor could also be used to help researchers understand the underlying causes of hot flashes.

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This is Now!

ASSOCIATION
Life
EXECUTIVES

The roots of National Women's History Month goes back to March 8, 1857, when women from New York City factories staged a protest over working conditions. International Women's Day was first observed in 1909, but it wasn't until 1981 that Congress established National Women's History Week to be commemorated the second week of March. In 1987, Congress expanded the week to a month. Every year since, Congress has passed a resolution for Women's History Month, and the president has issued a proclamation.

NAFE - The National Association for Female Executives was founded in 1972. The organization has a rich history of providing education, networking, and public advocacy to empower its members to achieve career success and financial security. Members are women executives, business owners, entrepreneurs and others who are committed to **NAFE's mission: the advancement of women in the workplace.**

Credits and Further Resources

- Time Magazine – www.time.com 10/26/09
- The Abt SRBI poll of 3,413 adults (1,599 men and 1,814 women) was conducted by telephone between Aug. 31 - Sept. 15 2009
- Crain's Detroit Business – www.crainsdetroit.com
- Inforum Center for Leadership - www.inforummichigan.org
- National Center for Education Statistics – www.nces.ed.gov
- U.S. Census Bureau – Facts for Features, American Community Survey, Statistical Abstract of the United States, Historical Censuses - www.census.gov
- U.S. Bureau of Labor Statistics; *Working in the 21st Century* www.bls.gov
- American Society of Employers www.aseonline.org
- National Association for Female Executives (NAFE) – www.nafe.com
- CNNMoney.com - Fortune Magazine - <http://money.cnn.com>
- Working Mother Magazine – www.workingmother.com
- LED: Distribution of Workers by Gender/Industry, 46 states, Private Sector, Beginning of 2008Q4 - <http://lehd.did.census.gov>
- Diversity Best Practices - WOW! Facts Diversity Almanac
- National Association for Female Executives - www.nafe.com
- 2007 Economic Census Notify List - <http://www.census.gov/econ/census07/www/notifyme/states.php>
- Oakland County Business Resource Center – www.globaloakland.com

Parting comments:

Don't forget, the 2007 Economic Census is beginning its first rollout of data to the public (reference handout). Visit their website listed on the credits and resources sheet to sign up for e-mail notification of product releases.

Also, The Oakland County Business Resource Center offers a variety of Business Basics Workshops, Advanced Training/Tools and Partner Workshops and Counseling. See the workshop calendar on our website for class dates and fees.

This concludes the data side of our conference. Thank you and enjoy your lunch!