



THE EQUALITY STANDARD

August 2011

This is the monthly publication on women's issues, local and global, published by Fifty-Fifty Leadership, A non-profit organization promoting women's equal leadership

Our Vision
That 50% of
leaders are
women

Our Mission
To transform
the culture
within which
we live to one
that naturally
includes
women on an
equal basis in
the selection
of leaders

www.5050Leadership.org
[ship.org](http://www.5050Leadership.org)
818.243.2322

In this issue:
Click on the item to jump to it

1. [In the News](#)
2. [Leadership Circles](#)
3. [Win! Opportunity for High Schoolers](#)
4. [Personal Safety – Woman to the Rescue](#)
5. [Why We Need Equal Leadership](#)
6. [What Leadership Looks Like](#)
7. [Women at Work](#)
8. [From the Bookshelf / At the Movies](#)
9. [Health](#)
10. [Women Around the World](#)
11. [50/50 Leadership News](#)
12. [Subscriptions](#)
13. [Events](#)
14. [Final Words](#)



IN THE NEWS



[Rep. Gabrielle Giffords](#), grievously wounded by a gunman in her home town of Tucson seven

months ago, made a surprise return to the House floor Monday evening, to cheers and hugs from her colleagues. Giffords was encircled by legislators from both sides.

“I have closely followed the debate over our debt ceiling and have been deeply disappointed at what’s going on in Washington,” Giffords said in a statement

later. “I had to be here for this vote. I could not take the chance that my absence could crash our economy.”

“The Capitol looks beautiful and I am honored to be at work tonight.” [Read more](#)

🔗 **FOR MORE NEWS, FOLLOW US ON TWITTER @5050LEADERSHIP**

Some recent tweets:

- Did Rosa Parks suffer an attempted rape? Or was it a fictional story?
- Not enough wrinkles on Julia Roberts - Ads for L'Oreal pulled in England because the pictures were too airbrushed. Yeah for reality!
- UK considering law against forced marriages after many years of bowing to "culture" as an excuse for child and other abuse
- Pasadena City College announced five new executive level appointments. All five men.



Leadership Circles



Get your Leadership On!

Ramp up your leadership skills

A **Leadership Circle** is starting – helping to make a difference in women’s equal leadership locally and around the globe. 50/50 Leadership’s Mission is to empower women as leaders and to transform the culture within which we live to one that naturally includes women on an equal basis in the selection of leaders.

At this **Leadership Circle** you will

- **Upgrade your skills in networking, public speaking, negotiating and more**
- **Take on projects that support women’s equal leadership**
- **Have mentors support and coach you**

- **Be part of the Circle of Leadership**
Circle participants from around
the country

Your **Leadership Circle**

Will meet once a month for 12 months
Will consist of no more than 12 people
You will study the skills needed to
complete your projects
Build confidence in your leadership skills

Dates & Times: **One Sunday a month, 9:00 am – 1:00 pm**
Starting Sunday, September 25, 2011

Location: **Flintridge Foundation**
236 West Mountain Street, Pasadena CA 91103

Fee: **\$295**
Payment plan available.
Full and partial scholarships available

Register: **LeadershipCircles@5050Leadership.org**

Mentors: **Request an application by email to:**
Volunteers@5050Leadership.org

For more information call: 818-243-2322



WIN! OPPORTUNITY FOR HIGH SCHOOLERS

Win College Application Counseling Package **Deadline August 15th**

50/50 Leadership is happy to announce an opportunity for one lucky high school student to get help on their college application.

The Admissions People, a team of experienced education professionals who help students identify colleges best suited to them, and then help them complete the application, has given us the opportunity for one student to use their services for **FREE** – valued at up to \$3,000.

Deadline to apply: August 15th, 2011

To apply, you must be graduating from high school in 2012 and ready to start college immediately.

Send your name, email and phone number along with up to 500 words telling us why you want to go to college, to

EqualityStandard@5050Leadership.org

The winner will be announced in the September Equality Standard



PERSONAL SAFETY – WOMAN TO THE RESCUE!

Media, movies, books, magazine articles too often have the theme of woman as victim, man as savior. Not this time! Melinda Liu reported in the Daily Beast recently that Wendi Deng, Murdoch's 43-year-old Chinese-born wife sat demurely behind her husband, appropriately loyal and supportive, her salmon-colored jacket and royal blue blouse standing out in a sea of sober charcoal gray. But those who know Wendi were not surprised to see her leap into action to defend her man. When a man in a checkered shirt burst into the room—triggering alarm but seeming to paralyze many onlookers—and slammed a foam pie over Rupert Murdoch's face, it was his third wife—who was a volleyball player in her youth—who went on the offensive. Wendi lunged toward the attacker, pushing down a gray-clad woman in the way with her left hand and using her right arm to smack the guy on the top of his head.

Source: Daily Beast



WHY WE NEED EQUAL LEADERSHIP

Report from UN Women

This shocking report by this new UN agency headed by former Chilean President Michele Bachelet, is on the Progress of the World's Women and among other things shows that

- 16 percent of us in the U.S., men AND women, still think it's okay for a husband to hit his wife.
- The wage gap between Black – 39% less, and Latina women- 48% less than white men.
- Until recently, it was almost impossible for native American women to file rape charges if they were assaulted on reservations, and given that Native American women **are more than twice as likely as other women to be raped** it is even more tragic.
- The U.S. is also ranked the worst “developed” country on parental leave.
- Women are under-represented as prosecutors, judges and police officers throughout North America. Statistics cited by UN Women indicate that “data from 40 countries where women are present in the police, reporting of sexual assault increases.”
- We have one of the highest rates of women’s incarceration in the world, UN Women notes. Adding insult to injury, women in prison “are typically young, have low levels of education and have dependent children. Many have histories of substance abuse and violence.” These are often the women who need help, not incarceration.
- The United States is the *only* developed country in the entire world that does not offer paid maternity leave. Under Federal Employment law, there has to be maternity leave. But it doesn’t have to be paid.

It is not just the U.S. however, no region in the world is without serious troubles. On the bright side, however, a couple of slightly more positive statistics:

- Research shows that since the Violence Against Women Act (VAWA) was passed in the USA in 1994, non-fatal, violent victimizations committed by intimate partners declined by 49 percent.

- Between 1997 and 2010 the proportion of women in the US Congress increased from 11 percent to 17 percent, and a third of ministerial positions are held by women – almost double the world average.

“[Progress of the World’s Women.\(pdf\)](#), focuses on the access to justice of women worldwide and [the North American fact-sheet \(pdf link\)](#) highlights some fascinating, surprising and disturbing statistics on our current cultural climate.

Read about how we stack up to the world's other regions at progress.unwomen.org

🌀 **What's wrong with this picture?**

If anyone still has any doubts about whether women are taken seriously, consider that there is a website that thinks it necessary to trivialize and objectify 24 of the most powerful women in the world in a list they title, 'The World’s Hottest Women in Politics. [Read more](#)

🌀 **What The Jamie Leigh Jones Verdict Says About Rape Culture**

In an article by Jessica Pieklo she reports on the rape case of Jamie Leigh Jones against Charles Boartz and KBR:

It’s a tragic story and a stark reminder that for women, becoming sexual prey, and then later vilified for speaking out, is unfortunately just part of life.

Jones was working for the Iraq war contractor when she claimed she was drugged and then brutally gang-raped. Jones blacked out, woke up bruised and bleeding and then when she reported the attack to her employer was locked in a shipping container and denied food and water for at least 24 hours.

The main attacker named in the complaint defended the case by saying the sex he had with Jones, while she was unconscious, was consensual. And it was enough for a Houston jury to believe.

[Read the article](#)



WHAT LEADERSHIP LOOKS LIKE

This month we see some examples of leadership worth applauding. Rep Gabrielle Giffords bringing the House of Representatives together long enough to cast a vote; a 50/50 Leadership intern being chosen for an award; Elizabeth Warren's commitment and dignity in cheering on the person picked to run the Agency that was her brainchild and for which she worked and fought hard; and being reminded that feminism is not partisan, when remembering Former First Lady, Betty Ford who died last month at the age of 93.

🌀 **Maia Mosse Awarded National Fellowship**

Congratulations to **Maia Mosse**, a Stanford Sophomore and former Volunteer Intern with **50/50 Leadership** for becoming a National Fellow at Stanford. We heard that recently, out of over 20,000 applicants nationwide, Maia was one of just 50 who received a \$10,000 award for her contributions and achievements for social justice given her young age, and for her intended goals and research to promote social justice while at Stanford.

🌀 **Former First Lady, Betty Ford, 1918-2011**

"I'm the only First Lady to ever have a march organized against her," she bragged, after a choir of women dressed in black gathered in front of the White House chanting their disapproval of her lobbying for the **Equal Rights Amendment**.

If the feminism she championed is about freedom, she fought for it at every level-including the freedom of First Ladies to reinvent that role.

Source: Time Magazine by Nancy Gibbs

🌀 **Women's Worlds: Ottawa Welcomes International Feminist Conference**

Ottawa, the capital of Canada, played host to a major international feminist conference last month, with 1,600 attendees from around the world. The first such congress was held at Haifa University in 1981.

The theme of the 4-day conference was inclusions, exclusions and seclusions in a globalized world.

There was a Women and Leadership in Politics and Business panel made up of a group of successful, dynamic women who spoke about their path to success and the challenges they faced along the way.

One session focused on marketing to the female demographic. While the presentations covered a broad spectrum, from Bratz dolls to “female friendly” businesses to Barbie and the pornification of society, they all came back to the idea that the marketers are grooming women and girls to choose oppression. The advertising industry in particular, and society in general, sends continuous messages to the female demographic, from infancy through to adulthood, about who they are, what they should desire, and who they should try to become. [Read more](#)

Maternal Feminism was the focus of a session looking specifically at the challenges and issues facing mothers in our society. We need to give up selfless mothering and instead look towards a society where everyone mothers, not just women. Men should mother and the community at large should mother too.

[Read more](#)

Elizabeth Warren

Below are excerpts from a blog posting Elizabeth Warren. Ms Warren is the person who came up with the idea of the new Consumer Financial Protection Bureau and who has done the groundwork in setting it up, only to be passed over as its first Director for political reasons.

Our mission is clear: No one should be tricked in any financial transaction. Prices and risks should be clear. People should be able to make apples-to-apples comparisons. Fine print should be mowed down, not used to hide nasty surprises. And, everyone - even trillion dollar banks - should follow the law.

I remain hopeful that those who want to cripple this consumer bureau will think again and remember that the financial crisis - and the recession and job losses that it sparked - began one lousy mortgage at a time

This week is the culmination of two years of hard battles. The agency was declared dead several times, and weak versions and lousy bargains were offered again and again.

We got this agency by fighting, we stood it up by fighting, and, if it takes more fighting to keep it strong and independent, then we can do it. [Read more](#)

🌀 **Legally Blind Photographer Snaps Stunning Award-Winning Photo**

Judges of the Eye Remember photography contest in Canada had no idea Tara Miller had any vision problem whatsoever, let alone having only 10 percent vision in one eye.

The blind commercial photographer from Winnipeg won the nationwide contest, which anyone could enter, with her stunning landscape, entitled “Fortuitous Twilight.” [Click here to see her award winning photo](#)

She takes photos by using what little sight she has to plan and frame the shot. Once shooting is complete, she hooks her camera up to a large 27-inch monitor and blows the image up to 200 percent so she can see the results.

Miller’s photo was also chosen the winner from among 128 submissions by visitors to the contest’s website.

[Read more](#)



WOMEN AT WORK

🌀 You can’t read too much into human behavior on game shows. Or can you?

Economists at the Swedish Institute for Social Research found that women who played against male opponents on the Swedish version of Jeopardy! tended to be less aggressive in placing their bets than when they competed against other women, or a mixed group.

Nonetheless, the women who played against men still performed “significantly better” overall,

compared to women facing female-only or mixed opponents.

Translated into the workplace, the results may explain the lack of women at the top, says Gabriella Sjogren Lindquist, one of the economists behind the study. "When competing over promotions, women [may] take a step back in male-dominated areas."

Maybe. Yet women actually performed better when playing against men.

So, women hold back when facing male competitors—but being around guys may push us to do our personal best—yet women are slightly more willing to take risks when in an all-female environment.

One possible conclusion: Women have different issues depending on the sex of their competitor. Something to work on, if we're going to command more than 7.6% of top-earning positions in Fortune 500 firms.

Source: Daily Worth

✍ Seena Sharp knows what's going on in the world of business. Here's her latest email full of good information:

If you're one of those people who knowingly nods in agreement when someone proclaims that "everything's made in China!" you need a reality check. The truth is, U.S. manufacturing output actually accounts for 20% of all global output and is 45% higher than China's output.

Mississippi, South Carolina, and Alabama are among the states where manufacturing is actually cheaper than China for select industries. Why? Well, Chinese wages are rising (about 17% annually) and those shipping costs - they do add up.

In fact, manufacturing is moving out of China..... to Vietnam, Thailand, and Indonesia, even though many factories in those countries don't yet have the supply chain, infrastructure, or skilled labor to absorb all the business leaving China.

According to an analysis by The Boston Consulting Group, net labor costs for manufacturing in China and the U.S. will converge around 2015.

Are you surprised? Confused? Convinced we're wrong? Excellent!

Information that is the most contrary to your beliefs often proves to be the most valuable. What you don't know about current reality can lead to missed opportunities and bad decisions.

Sharp Market Intelligence uncovers reality - on your industry, competitors, products, services or trends. You'll be amazed at what's true today
Contact Seena Sharp at ssharp@sharpmarket.com

✧ **Entrepreneur Magazine** presents free workshops with **Social Media Strategist & International Publicist Starr Hall** who has worked on public relations for corporations, non-profit organizations, authors, CEOs and associations. She has relationships with over 1,200 editors, writers and segment producers worldwide, and her latest book is GET CONNECTED - The Social Networking Toolkit for Businesses.

Los Angeles | August 16, 2011

Miami | September 13, 2011

Dallas | October 19, 2011

Boston | November 1, 2011

Philadelphia | November 16, 2011

Find out [More](#)

✧ **Men, hit hardest in recession, are getting work faster than women**

Neil Irwin and Brady Dennis reported in The Washington Post that men are outpacing women in getting jobs as the economy struggles back to life — and they're doing it partly by taking work in fields long dominated by women.

Men are accounting for a growing proportion of jobs in the private education and health-care industries — economic bright spots of the past two years. Simultaneously, women are losing teaching and other local government jobs at a disproportionately high rate as municipalities cut back.

Since the recent recession ended in 2009, men have added 768,000 jobs, while the number of jobs held by women has fallen by 218,000, according to the study. *Source: The Washington Post*



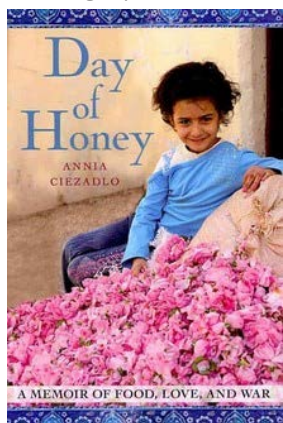
From the BOOKSHELF / At the MOVIES

[Day Of Honey](#)

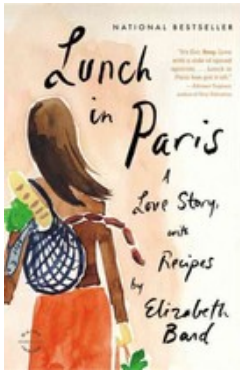
A Memoir of Food, Love, and War

by [Annia Ciezadlo](#)

Strangely, for a book that's largely about war and prejudice, Annia Ciezadlo's *Day of Honey: A Memoir of Food, Love, and War*, is also mouthwatering. Ciezadlo, a war correspondent, married a Lebanese-American journalist, spent her honeymoon in Baghdad, then reported from Beirut and Iraq for much of the past decade. *Day of Honey* recounts what she witnessed up-close in the kitchens, streets and battle zones along the way.



To understand a people and connect with them, Ciezadlo found, you have to become familiar with their cuisine. "The path to hearts and minds led through the stomach," she writes. "You have to eat the meal." As a journalist, she's canny enough to see how food can illustrate and demystify much about the Middle East. You might think recipes for hummus and fattoush wouldn't mix easily with geopolitics, but Ciezadlo pulls it off. *Day of Honey* offers an intimate, thought-provoking look at life in an oft-misunderstood region — with recipes.



[Lunch In Paris](#) **A Love Story, With Recipes** by [Elizabeth Bard](#)

Spending your honeymoon in Baghdad is unusual. But falling in love with a Frenchman in Paris? Not so much. By all standards, *Lunch in Paris: A Love Story, with Recipes* should be an enormous

cliche. As an American visiting Paris, writer Elizabeth Bard was swept off her feet by a Frenchman during — guess what — lunch at a French restaurant. *Sacre bleu!* She married the man, moved to Paris and raided the markets.

Yet Bard's narrative is breezy and likable. Her observations about cultural differences are spot-on. She debunks both the romance of France and the glamour of expat life. She also ends each chapter with straightforward, international recipes.

Just to make sure her book was, in fact, worth recommending, I forced myself off the couch to test a few recipes. The swordfish tartare and scallops in champagne custard, I'm happy to report, are excellent.

Indulgent? Indeed. In the good way.

Source: NPR Summer Reading List

🌀 **“Whistleblower”** This movie is the real-life story of **Kathryn Bolkovac**, a Nebraska police officer who signed up with a private security company to serve as a U.N. peacekeeper in post-war Bosnia.

There she discovers that high-level sex trafficking is getting the nod from diplomats and peacekeepers. Bolkovac puts her life and career on the line to expose the U.N.'s complicity in the scandal.

Source: Womens Enews



HEALTH

🌀 **Betty Ford** told Gloria Steinem in a 1984 interview, “So rather than continue this traditional silence about breast cancer, we felt we had to be very public.” “The first time I walked down those stairs for a formal reception,” she recalled, “I knew they were saying, “Which breast did she say it was?” But her discomfort was a price she willingly paid. Millions of women began doing self-exams and getting screenings-and telling Ford that she had saved their lives, including the Vice President’s wife, happy Rockefeller.

🌀 **The Black Women’s Health Imperative** hails an historic victory for women as the Department of Health and Human Services (HHS) Secretary Sebelius announced that insurance companies must cover at no additional cost preventive health services.

These services will include birth control, annual well-woman visits, gestational diabetes screening, HPV testing, HIV screening and counseling, breastfeeding support and supplies, and domestic violence screening and counseling. These new guidelines will not only help ensure that women receive the timely care they need to maintain good health but also help to reduce health disparities among women.



WOMEN AROUND THE WORLD

🌀 **World Pulse** - Are you a grassroots woman leader with something to say? Do you want to bring your voice and solutions to a global audience? Apply before **September 6** for our online training program in new media, citizen journalism, and empowerment. Thirty women will be selected to receive the skills and knowledge they need to actualize and vocalize their visions for change. [Find out More!](#)

World Pulse is a global media and communication network devoted to bringing women a global voice. We broadcast and unite women's voices from around the world into a powerful force for change.

We produce a print and web magazine as well as host an interactive community newswire, **PulseWire**, where women can speak for themselves to the world and connect to solve global problems.

✎ More than 3.7 million **Somalis** — or half of the entire population — are in need of aid as drought and famine ravage their country.

The International Rescue Committee is continuing to provide water, food, health care and other lifesaving aid to thousands of people in Somalia, and in neighboring Ethiopia and Kenya. But this crisis is far bigger than humanitarian aid groups like the IRC can handle alone. That's why we are also urging governments to act quickly to make sure assistance reaches everyone in this fragile region who needs it.

✎ **Elizabeth Scharpf**, started SHE after learning that girls and women miss up to 50 days of school or work each year in **Rwanda** because they lack affordable sanitary protection. SHE's mission is to help local women jump-start their own businesses to manufacture and distribute affordable, quality, and eco-friendly sanitary pads. SHE uses local materials to make sanitary pads.

In 2010 SHE trained 50 Community Health Workers (CHW) in menstrual health and hygiene education; CHWs reached over 5,000 Rwandans and established new partnerships with school districts to adopt the curriculum in the classroom.

Source: Stephanie Schus, Consultant



50/50 LEADERSHIP NEWS

Welcome **Jill Grisham**, new Board member and chair of our Fundraising Committee
Jill is a talented and accomplished executive who developed a successful mental health agency from idea phase, through funding and built it into a sustainable, well known clinic. She has directed and marketed chemical dependency programs, and as

well as building a clinical team, is herself an excellent clinician. She studied at the University of Massachusetts and Antioch University where she received her graduate degree in Psychology. Jill recently moved to Southern California from Seattle.

Pauline Field, Chair of **50/50 Leadership** has been invited to make a presentation to the Santa Cruz Women's Commission on the work of **50/50 Leadership**.



SUBSCRIPTIONS

Annual Subscription: \$15

[Click Here to Subscribe/Donate Online](#)

Send your check, payable to Fifty-Fifty Leadership to:
P.O. Box 11202, Glendale, CA 91226

Questions? Call 818-243-2322



EVENTS

Tell us about events in YOUR area that we can post here.



Monday, August 15th

9:00 p.m.

In Her Own Words

Gloria Steinem memoir on HBO



Tuesday, August 16th

11:30 a.m.-1:30 p.m.

"War on Women and Children: A Congolese Tragedy"

NCJW/LA Council House

543 N. Fairfax Ave. (one block south of Melrose at Clinton)

Los Angeles, CA 90036

(limited free parking in lot entered through alley off Clinton)

A panel discussion on sexual and gender-based violence in Eastern Congo. A "call to action" reception will immediately follow the program. The public is invited to attend at no charge.

The event is co-sponsored by NCJW/LA, Artists for a New South Africa, City of West Hollywood, Jewish World Watch, International Medical Corps, and E.L.C.O.S. (Ensemble Luttans Contre Le Sida, translated as "Let's Fight HIV/AIDS"), a non-government organization founded by

Miss Congo 2003 Odiane Lokako that works to help victims of sexual violence.



August 26th

Women's Equality Day

Celebrate Women getting the vote



FINAL WORDS

"The real things haven't changed. It is still best to be honest and truthful, to make the most of what we have, to be happy with simple pleasures; and have courage when things go wrong."

Laura Ingalls Wilder



Members and Subscribers: If you are changing your email address, remember to let us know so you will continue getting the newsletter uninterrupted. If you received this newsletter in error, please hit "Reply" and write "Remove" in the subject line.