



THE EQUALITY STANDARD

January, 2009

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

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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

Visit our website, www.5050Leadership.org or give us a call at 818.243.2322

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IN THE NEWS

🌀 Nobel Laureate, **Shirin Ebadi** and a human rights lawyer, had her home in Tehran, Iran vandalized while mobs shouted slogans against her – and police watched. This was the third time in eleven days that there have been moves against her. Her Center for the Defense of Human Rights compiled a report cited by U.N. Secretary Ban Ki-Moon that led to a nonbinding UN resolution calling on Iran to improve its human rights record. *LA Times, 1/3/09*



🌀 **Rashmi Turner**, CEO and Founder of Global Wonders, Inc in Pasadena was highlighted in the Los Angeles Times last week. Her company promotes cross-cultural understanding and is targeted to 2-7 year olds. The products include online games, flash cards, music CDs and an award-winning series of animated DVDs in which children learn about the food customs and music of India, Mexico and other countries. www.GlobalWonders.com

🌀 President-elect Barack Obama pledged to restore United States' international standing, including a promise to push for ratification of the long-ignored United Nations Convention on the Elimination of All Forms of Discrimination Against Women, the women's equal rights treaty known as **CEDAW**, the San Francisco Chronicle reported Nov. 30.

Although 185 countries have ratified the 1979 treaty, the United States remains one of only eight that have not, alongside Sudan, Somalia, Qatar, Iran, Nauru, Palau and Tonga. The U.S.



Senate must ratify the treaty and it could be difficult to persuade because the treaty says women should have access to "information, counseling and services in family planning," which anti-choice groups have interpreted as a guaranteed right to abortion.



🌀 Barbara Crandall, Author, let us know that we have achieved our Vision in **New Hampshire**, whose Senate now has more women (13) than men (11).

🌀 On December 18th CNN reported that gunmen broke into the house of a women's rights activist in the volatile northern Iraqi city of Kirkuk and beheaded her, police said. The victim was identified as **Nahla Hussain**, the leader of the women's league of the Kurdish Communist Party. She was alone in the house at the time of her death. It is not known what the circumstances were that led to the attack. Violence against women has been an ongoing problem in Iraq.

🌀 Thanks to Julie Mairs for sending us the link to the **California Commission on the Status of Women's** report on their priorities for 2009-2010. They will propose to the California State Legislature and the Governor that priority be placed in the areas of health, child care, civil rights, economic security and education. For the complete report, [Click Here](#)



FIFTY-FIFTY LEADERSHIP EVENTS

On Saturday, February 7th

12:30 p.m. – 4:30 p.m.

Join us for our Valentine event

“Love ... Yourself”



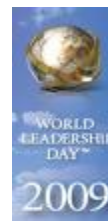
Come hear speakers on Skin Protection, Physical Safety, Financial Wellbeing and Feng Shui. You'll be able to have a massage, check out new organic skin care products, have a photo taken by a professional photographer, try chocolate and other healthy foods. Bring your gently-used professional clothes for a clothing drive for the homeless which will be distributed through the Urban Possibilities organization ... and more!

Entry is absolutely FREE!

If you do not get this newsletter directly, send us an email to get on the list so you receive your invitation to this exciting event.



Saturday, March 14th
Celebrate:
Women's History Month
International Women's Day
World Leadership Day



Fifty-Fifty Leadership is partnering with the United Nations Association, Foothills Chapter for this event which will include:

Honoring local women leaders

Art exhibition and sale by local women artists

Exhibition of International Women's achievements and challenges

Live, International Music

Refreshments... and more

If you do not get this newsletter directly, send us an email to get on the list so you receive your invitation to this exciting event.

Want to volunteer for either of these events? Call 818.243.2322 or email pfield@5050Leadership.org



WOMEN IN BUSINESS

☞ 2009 is here. Are you prepared? Have you done your planning, or is that still on your "should do" list? Put off planning your year no more. Enroll yourself in **Ready! Set! Design! For A Great 2009 – a Proactive, Practical Strategy Workshop.** Pauline Field, who has been giving workshops for over 20 years is offering it on January 7th. Then it will be gone for another year.

The workshop is from 8:30 a.m. until 1:30 with a FREE workbook or CD included, and a FREE lunch. It will be at the Acapulco Restaurant at 722 N. Pacific Avenue in Glendale (right off the 134 freeway). It is just \$150, with discounts for two or more from the same company. For more details and to register, call 818.243.4864

☞ Do you have a website yet? If you have been putting it off, or if you have a website that you are unhappy with, then contact Linda Lazar of Irish Lemons, www.irishlemons.com. When you go onto her website you will see that she has done our website, www.5050Leadership.org, my business websites, www.FieldWorks.net and www.VisionaryTeamBuilders.com. And she has many more examples you can look at. She is a pleasure to work with, will get your site up fast (as long as you have the material to give her), and her prices are reasonable. Email her today at lindalazar@comcast.net

☞ **Did You Know...?** 79% of wealthy people in America created their wealth through sales, business, and real estate investing. Only 20% of them created it by being a CEO, doctor, or lawyer. The other 1% won the lottery! dept. of health and human resources. This from www.Fortunista.com, a website for financially savvy women. Check them out.



PLAY IS WORK IS PLAY

Microsoft programmer/evangelist Asli Bilgin had a flash of insight during a TV interview. Asli was asked what women would like about software development. Asli responded, "Women who like to solve problems and build with LEGOs would be great software developers." This sparked the idea that Microsoft might be able to form a relationship with LEGO SERIOUS PLAY, weaving together the metaphors of "building" software with LEGO brick building to build creativity and connections among the community of software developers. Asli immediately began speaking to Karen Wilkins-Mickey, Ali Parker and others at Microsoft to gain support for the idea.

October 26, 2008, their vision came to fruition when WomenBuild was launched at the Los Angeles Professional Developers Conference. The aspiration for Asli and her team is to make WomenBuild part of all their major technology conferences. The goal of the WomenBuild program is to help foster creativity, team-building, and community among the global network of software developers, especially developers who are women or from under-represented groups. "Software is about communicating, not just sitting in a cubicle with your head down." The WomenBuild program also has a strong programmatic connection to diversity and working together to create an organizational culture that will attract and hold a diverse labor force.

WomenBuild is already creating a buzz in the software community. The program attracted the attention of journalists, podcasters and bloggers and established a growing community on Facebook. In the words of Microsoft's Mark Hindsbo, the LEGO name, Danish for "play well together", is the perfect context for Microsoft's aspirations for the WomenBuild program.

Thanks to Donna Denio, Lego Serious Play Consultant, for letting us know about this



IT'S A MAN'S MELTDOWN

Thanks to Monica Hubbard of Wired Women for bringing this article to our attention. This article speaks to the Vision and Mission of 5050Leadership

Excerpted from an article by Marie Cocco

Name the top female executives who were forced to go before Congress, explaining why their companies made multibillion-dollar mistakes that helped wreck the economy but nonetheless deserve billions in taxpayer bailouts.

If you can't come up with any, it's probably not because you haven't been captivated—and enraged—by the drama of corporate chieftains shifting uncomfortably in congressional hearing rooms. You're getting a bird's-eye view of what Catalyst, the business-backed research group that's been tracking women's advancement in the corporate world since the 1960s, saw when it took its annual look into the nation's executive suites: Women just aren't there in numbers sufficient to make them visible.

After more than three decades of pushing and prodding, American businesswomen still are not climbing to the top.

In the last few years, even the glacial progress that was being made has slowed. Fewer than 16 percent of senior corporate officers at Fortune 500 companies are women, roughly the same proportion that filled these key decision-making jobs since 2002. The number of women who sit on corporate boards is stagnating as well. Women held a 15.1 percent share of board director positions in Fortune 500 companies in 2008, barely changed since 2005. The number of corporate boards with no women, or only one, two or three, also is essentially unchanged.

For years we were assured that once there were enough well-credentialed women in the "pipeline" that leads to professional advancement, they would be rewarded—just as men with college diplomas and advanced degrees always have been. Now women outpace men in many areas of educational attainment. They comprise about half the nation's law students and receive more than a third of MBAs. But something seems to happen between the time they are handed their diplomas and the day big promotions are handed out.

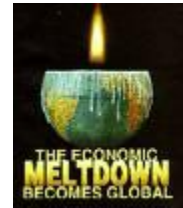
...at the very top of the corporate hierarchy, barriers to women's advancement that are rooted in stereotyping still block their paths. CEO of Catalyst Ilene Lang said research shows that assumptions among both women and men are that women aren't ambitious enough, or don't really care about money as much as men do. But, Lang says, "Our research shows that women and men want the same things out of work. They want challenging work assignments and a supportive work environment. Men are more able to get the challenging work assignments and the supportive work environment."

The values that senior executive men and women have for balancing work and life turn out to be not very different. In an earlier survey by Catalyst and research partners, conducted among senior men and women at corporations with global operations, men ranked the value of "having a good fit between life on and off the job" fourth out of six job attributes; women ranked it third.

So long as the invisible barriers to women's advancement remain, business will be drawing its leaders from only half the available talent pool. Could this myopia have helped plunge us into the current economic swamp? The possibility is not easily dismissed.

Now that so much has been destroyed and so much is to be rebuilt, there's an opportunity to bring new voices and perspectives into the conference rooms. This is a fine time for new management that is genuinely new.

Marie Cocco's e-mail address is mariecocco@washpost.com.





READING BY THE FIRE

Signora Da Vinci by Robin Maxwell

Leigh Adams, Artist-In-Residence at the L.A. County Arboretum and Teacher told us about this book:



"I was fifteen years old in 1452 when I bore a bastard child in the tiny village of Vinci. His name was Leonardo, and he was destined to change the world forever. I suffered much cruelty as an unmarried mother, and had no recourse when they took my boy away from me. I had no rights, no prospects, no future. Everyone believed I was ruined. But no one knew the secrets of my own childhood, nor could they ever have imagined the dangerous and heretical scheme I would devise to protect and watch over my remarkable son as he grew into manhood. Some might call me a liar, since all I describe would be impossible for a woman of my station. But that is where my design unfolds, and I am finally ready to reveal it. They call me Caterina. And this is my story."

"**Signora da Vinci** is without a doubt the best historical fiction I have read all year. In her most remarkable novel yet, Robin Maxwell takes us back to the Italian Renaissance to give us a beautifully rendered and captivating portrait of Leonardo da Vinci's mother, Caterina. A masterful blend of fact and fiction, **Signora da Vinci** mesmerizes." Michelle Moran
"Here is a superbly imagined portrait of a woman living in turbulent times who boldly behaved as few dared. Caterina da Vinci moved in a world that included the glittering Medici and the villainous Savonarola, all of whom are well-limned in this sparkling epic. Set in the sunshine of 15th century Tuscany, the novel continually delights with intriguing details, from the bottega workshops of the great Italian masters to the minutiae of an alchemist's laboratory." Vicky Leon

[Buy It Now On Amazon. Click Here.](#)

(When you buy it by clicking here, Amazon will credit 5050Leadership. Thank you.)



HARVARD UNIVERSITY – FOR FREE

Harvard University announced that from now on undergraduate students from low-income families will pay no tuition.

If you know of a family earning less than \$60,000 a year with an honor student graduating from high school soon, the tuition. The prestigious university on income families can go to Harvard for loans!

To find out more about Harvard offering less than \$60,000 a year, visit Harvard's

<http://www.harvard.edu/admissions/> <<http://www.harvard.edu/admissions/>>



\$60,000 a year with an honor student. Harvard University wants to pay recently announced that from now undergraduate students from low-income... no tuition and no student

free tuition for families making financial aid website at:

I have checked this out, and this really is available. Please pass it on.



OFFICE ON WOMEN

Recently NOW (National Organization of Women) helped organize a coalition of nearly 50 national groups which sent a letter to President-elect Barack Obama and Vice President-elect Joe Biden urging gender balance in executive appointments and advocating the creation of this new Office on Women. This office would address not only the status of women, but also the many inequities that women face in our society, our nation, and our world. The director would hold cabinet rank and report directly to the president. Establishing this office would be another historic first for Obama and a giant leap toward equality.

Because women, especially women of color, are differently affected by so many laws and policies -- from health care to the economy -- it is critical that women be taken into account as the new administration makes key decisions. Women need an advocate at the policy-making table whose specific responsibility is considering and weighing in on the possible impact of these decisions on women's opportunities for advancement. A Cabinet-level office is the most effective way to accomplish this goal.

The Office on Women would seek new ways to foster the full potential of tens of millions of women and girls of all races and from all walks of life -- through policies, budgeting, inter-agency coordination and special initiatives. Let's face it, many of our federal programs were designed at a time when women's roles in our society were very different, and these programs need to be reviewed and reassessed.

The office would have leadership of a revived and strengthened White House Office for Women's Initiatives and Outreach and a restored Inter-Agency Council on Women, both of which existed under the Clinton administration but could stand a few upgrades this time around.

In addition, the Office on Women would interrelate with the United Nations Development Fund for Women (UNIFEM), the Commission on the Status of Women, and the Status of Women Commissions of many states, counties and municipalities across the country.

NOW asks that you send a letter to President-Elect Obama. You can write your own or personalize NOW's sample letter on their website, www.NOW.org so that the Obama-Biden transition team will receive thousands of unique messages.



FROM THE EDITOR'S DESK

Happy New Year to you. From the emails that came across my desk this past month, I saw very clearly that although many of us still have jobs and businesses that are supporting us, there are more and more who are floundering, who have lost their jobs, and their homes.

Not long ago someone spoke to a group I was at saying that our worst day is better than the best day for most of the world. I forget that while I am busy complaining that I can't buy another sweater or pair of shoes or a new car. How about you? When was the last time you wrote down everything you are grateful for? Perhaps you do that daily, or once in a while -- or once a year, perhaps, on Thanksgiving Day.

This year, as the worldwide economic slowdown ripples out to all of us in some way, let's all take the time to put our head up and look around at the abundance of our lives -- our family, friends, communities, homes, cars, jobs, etc. etc.

I was reminded that in the 19th century, Carnegie said that the secret to financial prosperity was to give 10% of everything you make away and save 10%. Do whatever with the other 80%. You

will notice that the number of events this month is very small. That is because so many nonprofit organizations have had to cancel events for lack of funding.

Nonprofit organizations fill a very necessary part of our lives, providing programs and services when public agencies or private companies cannot or will not. Giving will not only help you to be more prosperous, it will make you feel good and it will help these nonprofits keep going.

Whether you are passionate about helping children, minorities, education, homelessness, international causes, animals or ... please, continue your generosity during these troubling times. Your dollars are needed even more. If you just cannot, then how about volunteering your time instead? Go to www.volunteermatch.org where you are bound to find just the opportunity to fit your passion and your time.

Let's all do our part to make 2009 a great year. We are, after all, all leaders: let's lead the way.



SUBSCRIPTIONS

The Equality Standard is the monthly newsletter of Fifty-Fifty Leadership whose vision is that 50% of leaders are women. The more we can distribute and disseminate the information about women's status, the closer we can get to achieving our mission of transforming our culture(s) such that women are included on an equal basis naturally in the selection of leaders.

Although we gladly add you and every subscriber to our email list at no charge, please consider - *for yourself or as gifts* - a subscription, membership in Fifty-Fifty Leadership, or other donation to help us bring our programs such as Leadership Circles, World Leadership Day, the one-stop website for all leadership programs available to women, and more.

Annual Subscription: \$15
Fifty Membership Levels: \$50 - \$100 - \$250 - \$500 - Other
Leadership Circle Scholarships: \$50

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Or

Call 818-243-2322 to subscribe with your credit card

Or

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

Questions? Call 818-243-2322



EVENTS

Please let us know of events in YOUR area that we can post here. If you know of conferences, programs that will inform, educate and inspire, we will consider them for publication. Ed.

Sunday, January 11th

1:00 - 3:00 p.m.

National Human Trafficking Awareness Day

L.A. County Unity Coalition will be showing a public service announcement at 500 locations
27 million people are modern-day slaves. Help stop it.

www.lahumantrafficking.com



Friday January 9th and Friday, January 30th

9:30 a.m. - 11:00 a.m.

FREE Parenting Class

MINDFUL PARENTING OF INFANTS & PRESCHOOLERS - RAISING CHILDREN WHO ARE:

- Self-motivated, Life-long Lovers of Learning & Excelling
 - Respectful, Empowered & Resilient
 - Joyful, Empathetic & Fully Self-expressed
- Responsible Contributors to Their Loved Ones & Communities

San Rafael Public Library south of Colorado Blvd, on the corner of Avenue 64 at 1240 Nithsdale, in the San Rafael area of Pasadena.

For questions & to reserve spaces call: 626-354-4334. Following first two free sessions, registration for the series (\$299 for 8 sessions) includes one individual 50-minute consultation (\$250 value). 6 person minimum to begin class series. 2009 Series Dates: Feb 6,20; March 6,20; April 3,24; May 8, 22 at the same time. PREGNANT PARENTS WELCOME!



January 22nd

11:30 a.m. – 1:30 p.m.

Celebration of Roe vs Wade

NCJW/LA, 543 N. Fairfax Avenue

Celebrate Roe's 36th Anniversary with friends and a great panel of speakers.

This free community event is hosted by NCJW/LA and the City of West Hollywood Women's Advisory Board. Bring your lunch ~ we provide refreshments.

To RSVP or for more information, email me at: ruth@ncjwla.org or call me at (323) 852.8503.



ADVERTISING IN THE EQUALITY STANDARD

Want to get word out about your business? Advertising in The Equality Standard will get your information in front of over 2,000 viewers – and more. Our readers are women and men of all ages and varied interests. To learn more and discuss if this indeed would be a good marketing tool for you, please call 818.243.2322 or email us at pfield@5050Leadership.org



FINAL WORDS

Thanks to supporter Sam Hason for the following:

“Think very boldly and (do) not be constrained in one’s thinking about solutions to problems,” she advised. “Try to understand deeply what the problem is and possibly what the different options are – and (do) not be afraid of failing.”

Fran Allen, the first woman to receive the \$100,000 Turing Award – the Nobel Prize in computing



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If you received this newsletter in error, please hit “Reply” and write “Remove” in the subject line.