

THE  
Membership Voice  
of Zonta  
International

# ZONTIAN

Advancing the Status of Women Worldwide

## Women in Business





# THE ZONTIAN

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## DID YOU KNOW . . .

### 2008 Zonta International Convention Registration

Register early for the 2008 Zonta International Convention in Rotterdam and take advantage of early registration fees:

Payment received before 1 April 2008	Payment received from 1 April – 31 May 2008	Payment received after 15 June 2008 and onsite
EUR 350	EUR 425	EUR 475

For more information, or to register, visit [www.zonta2008.com](http://www.zonta2008.com).

### IMPORTANT ERRATUM to the Call to Convention, Rotterdam 2008 Convention

Please note: In the printed copy of the Call to Convention included in Issue 6 of *The Zontian*, on page 21, in the hotel registration payment details, there is an error in the IBAN number for remitting bank transfers. The correct IBAN number on this page should be: **NL24ABNA0567051943**. On page 17, in the Payments information, the IBAN number is correct. The BIC code is correct on both pages 17 and 21: **ABNANL2A**. This information on both Web sites, [www.zonta2008.com](http://www.zonta2008.com) and [www.zonta.org](http://www.zonta.org), is correct.



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## PRESIDENT'S MESSAGE

My Fellow Zontians:

The District Governor Reports for the October 2007 Zonta International Board meeting offered useful and important information on the progress of each club and indicators of Zonta's over-all achievement of goals. I take special note of the numerous advocacy work undertaken by the large majority of districts in support of Zonta's position on anti-trafficking in human persons especially women and girls. It demonstrates our collective strength and influence on an issue we have keenly pursued this biennium under ZISVAW.

On page 11, you will find our latest update on the extent of local service and fundraising support extended by Zontians to local communities around the world. While only a fraction of the clubs reported, we nevertheless can proudly proclaim that the sphere and impact of Zonta's local work, along with our global initiatives, reflect a significant and powerful manifestation of Zonta's over-all support for women's empowerment and gender equality.

There are two things I hope you would focus on in the next few months until the end of this biennium: (a) Help reverse the downward trend in our membership growth by recording a net gain of at least one new member this biennium. (b) Be sure to charter all new clubs under formation before the close of the biennium. To date, we have disbanded 40 clubs and formed 21 new clubs. If we double our effort and aim for a net gain of even one new club this biennium, then accelerate that growth in the future, we can stem the downhill tide in club growth.

Preparations for the Rotterdam Convention have reached fever pitch with just about six months to go before Zontians from around the world converge to tackle Zonta business with great passion and commitment from 27 June to 2 July 2008. All you need to know about the Convention is in the Call to Convention (see issue 6 of *The Zontian* or visit [www.zonta.org](http://www.zonta.org)). Nevertheless, be sure to check the ZI and Convention Web sites for updating news on the Convention. I am pleased to inform you that Zonta districts from around the world are working on a raffle to give you a chance to win treasures from around the 31 Zonta districts. Money raised from this raffle will partly go to ZIF and partly back to the clubs in the form of donations to "lucky" local service projects. Also, Noeleen Heyzer, UN Under-Secretary General and Executive Secretary of the Economic Commission for Asia and the Pacific, has accepted the award of International Honorary Membership in Zonta. If we are lucky, she may be with us in Rotterdam to accept her membership during a plenary session, and will address the assembly. Some points to remember: (a) Avail yourself of the early registration fee by registering before 1 April 2008. (b) Reserve your hotel room before 15 March to be guaranteed a room of your choice. (c) If you wish to join us at any of the sponsored Convention events, be sure to register early as seats are limited. (d) For those who need a visa to go to Rotterdam, apply now.

Our special topic for this issue is Women in Business. The best years of my career life were spent working as a senior corporate executive of a global information and consultancy company, where I found the inspiration and the renewal necessary for tackling the difficult organizational and leadership challenges of my professional career. IMS Health, Inc. demanded much from its senior managers, but its organizational culture supported opportunities for women's advancement in the workplace through strategies that attracted and leveraged diversity and inclusiveness at work.

Today there are indications that women's entrepreneurship is expanding considerably around the world, and more and more companies are embracing diversity in the workplace. Consequently, the ranks of women serving as senior

Continued on page 10



Olivia Ferry

*"...the sphere and impact of Zonta's local work, along with our global initiatives, reflect a significant and powerful manifestation of Zonta's over-all support for women's empowerment and gender equality."*

## FOUNDATION PRESIDENT'S MESSAGE



Betty Jane Bourdon

*“Only since 1974 have women in the USA had the legal right to business loans in their own names”*

Dear Zontians and Friends of Zonta,

I extend to all of you the warmest of wishes for the new year – may 2008 be a year of peace and prosperity for all, and a year in which women and girls in all countries around the world enjoy lives free of violence and increased access to education, healthcare, and economic opportunities..

And may the Foundation continue to be the beneficiary of your generosity! The Foundation is hopeful of achieving the 2006 – 2008 Biennial Goals because of your generous contributions to support Zonta’s vital programs. This Biennium the District Foundation Ambassadors provided many unique and creative fundraising opportunities at Conferences which were successful. On behalf of the Foundation Board, I would like to thank them and the District Governors who provided the opportunities and the support to help them succeed.

The feature article in this issue of *The Zontian* is on women in business. Did you know that\*...

- Only since 1974 have women in the USA had the legal right to business loans in their own names;
- Today, in the USA women are starting businesses at twice the rate of men – 10.4 million businesses are owned by women nationwide;
- In 2005 women represented 44 percent of the workforce, 30 percent of managerial positions and only 3 percent of company CEOs in Europe; this is similar for the USA where women constitute almost half of the workforce and hold more than 50 percent of management and professional positions, but make up only 2 percent of Fortune 500 CEOs.

I have personal experience of this in my profession as a certified public accountant (CPA). When I became a CPA over 25 years ago, I was often the only woman in required continuing education courses; now the majority of course attendees are women. However, in November when I attended a course for owners of CPA firms, of the 250 attendees only 6 were women.

We need to improve these statistics! Therefore we are pleased to announce the 2007 Jane M. Klausman Women in Business Scholarship international recipients. On page 7 you can read more about these women. It seems only appropriate at this time to remember Jane Klausman and recognize the foresight and commitment she demonstrated by including the Foundation in her estate plans. Jane herself was an astute business woman and understood only too well the challenges women can face in following this path. Since Jane’s bequest is a board-designated endowment, the Foundation needs to raise money each biennium to supplement the investment income that is used to provide these scholarships. Thus far in this Biennium, your contributions to this Fund have exceeded past years and we are well on our way to meeting our biennial goal.

Zonta also supports women in business through the International Service Fund. This Biennium we continue our funding of CARE’s Microcredit for HIV/AIDS-affected women in Niger. I can personally attest to the changes we are helping to make in Niger. The women in our Mata Masu Dubara project have told me how they have improved their businesses, which allows them to better provide for their families. They also spoke about their new positions within their village community. Zonta helped them to gain confidence; they now have a voice and are listened to and respected. Please be sure to read the update on this exciting project on page 8.

With sincere appreciation,

A handwritten signature in black ink that reads "Betty Jane Bourdon". The signature is written in a cursive, flowing style.

Betty Jane Bourdon

\*Sources: Women’s Business Research; Women Presidents’ Organization, with 1,100 members who average \$12 million in annual revenue



# Women in Business



## Comparative Percentage of Women Directors by Country\*

United States	13.6
Canada	11.2
Australia	10.7
United Kingdom	10
South Africa	10.7
Spain	4.6
Japan	2

\*Source: Corporate Women Directors International

In a 2007 report by the Corporate Women Directors International (CWDI) only 11.2% of board seats are held by women in the 200 largest companies in the world – the majority of which are USA and European corporations. However, the good news is that between 2004 and 2007 the total number of board seats held by women increased from 285 seats to 308. Additionally 86% of American companies now have at least one woman on their Board of Directors, according to Catalyst, a research and advisory organization in North America working to expand opportunities for women in business.

The number of women on Europe's top company boards is stagnating except in Scandinavia, according to the European Professional Women's Network (PWN) second biannual "EuropeanPWN Board-Women Monitor 2006." In Europe women hold 8.5% of corporate board room seats, up slightly from 8% in 2004. The report finds that Scandinavian countries, through proactive policies and quotas, are surging ahead. Norway has strengthened its lead with 28.8% (up from 22%) board seats accounted for by women. Sweden (22.8%),

Finland (20%) and Denmark (17.9%) are close behind. The rest of Europe trails these countries; however, the number of companies with at least one woman on the board has increased over the past two years from 62% to 67.8%.

Though progress is being made, much still needs to be done for the advancement of women in the business related fields.

### Gender Stereotypes

Gender stereotyping – one of the key barriers to women's advancement in corporate leadership – leaves women with limited, conflicting, and often unfavorable options no matter how they choose to lead, according to a study by Catalyst. The organization interviewed senior-level executives in both the United States and Europe to rank the effectiveness of women and men leaders on various leadership behaviors. Both the men and women respondents stereotyped women as having better "caretaking skills" such as supporting and encouraging others. They also both felt that men excelled more in the stereotypical masculine "taking charge" skills such as influencing superiors. Their research also showed that these perceptions are even

more significant when women seek to become leaders or advance in traditionally male-dominated fields.

According to another research study conducted by Catalyst, women and men stereotype leaders in a similar way except in one key leadership behavior – problem-solving. Women respondents felt that more women were better at problem-solving than men, while men respondents felt men were superior. With men outnumbering women in top management positions, the male-held stereotype dominates current corporate thinking.

These perceptions stall women's advancement. "It is often these 'take charge' skills – the stereotypically 'masculine' behaviors – that are seen as prerequisites for top-level positions," said Jeanine Prime, PhD, author of the study and Director of Research at Catalyst.

Hiring more women executives or instituting more gender diversity programs isn't enough. According to Catalyst, in recent years companies have shown an increased commitment to diversity, inclusion and the advancement of women in the workplace. Yet, the representation of women in leadership remains stagnant.

"Ultimately, it's the companies that suffer. Developing and retaining the best talent is the key to remaining competitive in the global business world," adds Illene H. Lang, President of Catalyst. "Until we break the spell of stereotyping, companies will continue to sub-optimize women and lose a vital talent pool – one they, frankly, cannot afford to ignore."



*"The percentage of women in business leadership positions is still low in Canada when compared to their male counterparts. In many businesses women are still in the minority and are defined and treated as such."*

Alison Draper  
Zonta Club of Halifax, Canada  
Financial Services Associate for Blackmont Capital, Inc.



"Young women today realize they have more opportunities available to them than their mothers and grandmothers did in the business fields. There are also many good examples in some of the world's well known companies where CEOs are women. These women set great role models for young women and allow today's young women to realize what kind of opportunities lay in front of them only if they dare to make commitments and be determined."

Amy Lai  
Zonta Club of Taipei, Taiwan, Owner of Taihort, Inc

## Equality in Pay

Women are still earning less than their male counterparts. A 2007 study by the American Association of University Women (AAUW) Education Foundation shows that just one year out of college, women in the USA working full-time already earn less than their male colleagues, even when working in the same field. Their report, "Behind the Pay Gap," found that just one year after college graduation, women earn only 80 percent of what their male counterparts earn. Ten years after graduation, women fall further behind, earning only 69 percent of what men earn.

The research also shows that ten years after graduation, college-educated men working full time have more authority in the workplace than do their female counterparts. Men are more likely to be involved in hiring and firing, supervising others and setting pay. The AAUW research also

## What Zonta is doing: the Jane M. Klausman Women in Business Scholarship Program

Since 1998, Zonta has awarded 175 Women in Business Scholarships to women from 39 countries.

Jane M. Klausman (Zonta Club of Syracuse, New York, USA; Zonta International Parliamentarian 1990-1995) knew first-hand the challenges faced by young women pursuing careers in business and understood the importance of helping women become business leaders.

With this in mind, she left a generous bequest to the Zonta International Foundation, establishing the Jane M. Klausman Women in Business Scholarship Program.

For information on including the Zonta International Foundation in your estate plans, contact the Director of Development at [directordevelopment@zonta.org](mailto:directordevelopment@zonta.org).

shows that this pay gap exists despite the fact that women outperform men in school – achieving slightly higher GPAs than men in every college major.

## Balancing Career and Family

Although women now make up about half the labor force, concerns about balancing career and family keep many young women from entering male-dominated fields, according to a 2006 study by researchers at RTI International, the University of Minnesota, the University of Michigan and Murdoch University in the United States.

"Despite the women's movement and more efforts in society to open occupational doors for women, concerns about balancing career and family continue to steer young women away from occupations in traditionally male-dominated fields, where their abilities and ambitions may lie," said Pam Frome, PhD, RTI researcher and the study's principal investigator. "Females are not only less likely to choose careers in male-dominated fields, but when they do, they are more likely than males to drop out of these fields."

The study, published in the August 2006 issue of the *Educational Research and Evaluation* journal, looked at 137 female high school seniors in 1990 who aspired to male-dominated jobs. Seven years later, 83 percent of those women changed their occupational aspirations to female-dominated fields or neutral jobs. The study found the most significant predictor for a young woman to change her career plans was a desire for a job that allowed her the flexibility to have a family.

## Empowering Relationships

A mentoring relationship is an essential step for achieving success in today's business world. According to a poll conducted by CareerWomen.com,

more women are tapping into the expertise and advice of mentors, both male and female, to help them achieve their career goals. In their poll, a majority of women (62%) have a formal or informal mentor – someone who has influenced their personal and professional development and contributed to their career success. However, 64% of women reported that their most important mentors have been male, while 36% reported that women mentors have been the most influential in their careers.

"We questioned, 'why did the majority of women respond that their most important mentors are male?'" said JillXan Donnelly of CareerWomen.com. "This may be due to the fact that men still statistically out rank women in the highest positions within corporations. As such, women often benefit from their male mentors business experience and their networks of other's in senior management who could be influential in their career. It could also point out that mentoring programs are becoming more gender blind, or that women and men are working better together to help women succeed."

## Conclusion

Great strides for women and equality have occurred over the last century. Women's participation in the workforce has increased, more women are obtaining a secondary education and more women are now holding board seats in leading global organizations. However, disparities continue to exist between men and women in the business world and much still needs to be done. ☐

Sources for this article included:

American Association of University Women, "Behind the Pay Gap"

CareerWomen.com, *Importance of Mentoring in the Workplace*

Catalyst, *Women Take Care, Men Take Charge: Stereotyping of U.S. Business Leaders Exposed and The Double-Bind Dilemma for Women in Leadership*

Corporate Women Directors International, *Women Board Directors of the Fortune Global 200*

European Professional Women's Network, *EuropeanPWN Board Women Monitor 2006*  
RTI International

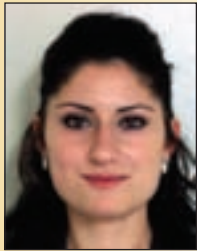
## 2007 JANE M. KLAUSMAN WOMEN IN BUSINESS RECIPIENTS

*This year Zonta awarded six international Women in Business Scholarships. Since the program's inception, Zontians have made possible 175 scholarships for the best and brightest women from 39 countries, helping erode gender barriers in many areas of the business world. This year's recipients are:*



**Kerri L. Vanderwarker (USA)** is a double major in finance and marketing at Syracuse University in the USA. "My focus on both finance and marketing have been rewarding as these two disciplines are often considered to be on opposite ends of the business continuum. By being exposed to the functions and procedures of both disciplines I have been able to develop a broad and varied understanding of the operations of the business world today," said Kerri.

"I look forward to being a professional who will impact the business world. I believe my desire to learn, coupled with a strong belief in ethics and integrity, will be invaluable as I continue my growth and development. I am anxious for the opportunity to be a strong, clear voice of conviction in the often muddled world of business today."



**Lora G. Atanasova (Bulgaria)** grew up in a small town dreaming of studying in the United States and working at a leading Wall Street financial firm. Her ultimate goal has been to return to Bulgaria to make a valuable contribution to its development. Today, Lora is a student at Drexel University (USA) pursuing her bachelor's degree in Business Administration.

"I am a person who challenges the status quo. I view my life as an opportunity to make a difference for the people around me and those who will come after me," said Lora. "I have dared to think of the greatest challenges, highest goals and dreams that I have made a reality."



attending the University of Barcelona in Spain.

Upon graduation, Lydia plans to pursue a career in health care management. "From my point of view it is one of the sectors which will experience major changes in the future, especially in Germany," said Lydia. "For instance, the privatization of hospitals, a process that started in the last few years in Germany, has led to a demand in people who are able to manage a clinic while balancing economic objectives against social obligations."

Lydia will soon complete an internship with the consultancy of an internally operating company. "I believe that working in consultancy is the best way to learn about functioning in a multinational company and to put into practice all the theoretical knowledge I have attained so far."



**Jenene Kolensie (South Africa)** is an active volunteer in her community. During this experience she realized that without a formal education she would not be able to further her career or make the impact she wanted. "This series of events led me to leave my country in pursuit of a degree in business administration and management in America," said Jenene.


Upon receiving her bachelor's degree, Jenene intends to pursue a master's degree. "I believe that given the opportunity I will have the ability to complete my studies and be in a position to make a difference in not only my life, but also that of my family and community."



**Malin Sara Ivarsson (Sweden)** is majoring in finance at the Stockholm School of Economics in Sweden. In addition to her studies, she has taken on several roles of responsibility within her school's Student Association. As president of the Business Committee (2005 – 2006), she was responsible for heading the Student Association's company relations and recruitment services programs. "This experience has truly been invaluable, giving me insights to many different industries and encouraging me even more to pursue a career in the business world," said Malin.

"The scholarship will help me in my aspiration to achieve my academic and professional goals," added Malin, recently accepted into the International MBA exchange program at Tsinghua University in Beijing.

**Malgorzata Florczak (Poland)** is studying business law, finance and banking at two leading Polish Universities – Warsaw University and Warsaw School of Economics. She plans to further her studies and pursue a master's degree in law and economics at Utrecht University in The Netherlands.

"After achieving my professional goals, I will promote equality in employment conditions between men and women and I will try to change traditional stereotypes concerning women's role in society," added Malgorzata. "Moreover, I will be a good example for young Polish business women proving that through hard work and determination they can succeed in any field of business." 



**Lydia Rybizki (Germany)** is studying international business administration at the University of Erlangen-Nuremberg (Germany) and is currently participating in an academic year abroad and





## INTERNATIONAL SERVICE PROGRAM

*In the 2006-2008 Biennium, contributions to the Foundation's International Service Fund provide support to four International Service Projects. Here is a brief update on two of those projects.*



### CARE International Mata Masu Dubara (Women on the Move): Microcredit and Health Education for HIV/AIDS-Affected Women in Niger, Tahoua Region

To address the socio-economic needs of women infected with or affected by HIV/AIDS, CARE has established 161 Mata Masu Dubara (MMD) credit and savings groups to create financial security for members of the groups and to address issues of HIV care, prevention and transmission. Total enrollment of these MMD groups has now reached 3,835 women.

The 161 MMD groups mobilized a total of US\$26,685 in savings between April and September 2007 alone, and US\$4,635 in credit was extended to MMD members.

Eighteen MMD members were trained to become village agents specializing in income-generating activities, and the number of women practicing income-generating activities rose to 863.

US\$5,638 was mobilized for a mutual assistance social fund for people affected by HIV/AIDS and other life-threatening illnesses, and 39 AIDS orphans and children with HIV were enrolled in school.

CARE has hosted 765 community discussions on HIV awareness for some 20,000 villagers and aired HIV awareness messages over the radio.

### Afghan Institute of Learning: Developing Community-Based Efforts to Educate Afghan Women and Girls

There are now eight community-based **educational learning centers** for women supported by Zonta's 2006-2008 grant to the Afghan Institute of Learning, with an annual total of 2,591 students studying a variety of subjects including Arabic, math,

science, social studies and sewing among others.

AIL staff has provided training on an ongoing basis to all teachers and staff of each center. Teachers and administrators have also attended seminars and workshops held by AIL in both Herat and Kabul.

AIL **clinics** provide vital services to many rural women and children who are often too poor and live too far from the city to seek medical care when they need it. The clinics offer a full range of medical services, including dental and eye care. Between September 2006 and September 2007, the clinics served 126,878 people.

A particular focus of the clinics is on the reproductive health concerns of women. Each month, between 1,200 and 1,600 women receive treatment at the AIL clinics for pregnancy and other reproductive health concerns. Over the 12-month period, the clinics delivered 123 babies on-site, though most Afghan women still give birth at home. The clinics help them prepare for a clean and safe delivery at home

Continued on page 9



The HIV/AIDS epidemic in Niger is spreading and the devastating effects of AIDS is particularly acute in the Tahoua Region. In this rural area, the widows, who are mostly young, find themselves incapable of properly taking care of their children because household resources are used up for their husband's medical care.







# FINANCING FOR GENDER EQUALITY

From 25 February through 7 March 2008, the United Nations Commission on the Status of Women (CSW) will meet in New York to discuss the topic of Financing for Gender Equality. Since 1919, Zonta has been financing gender equality and the 2006-2008 Biennium is no exception.

This Biennium, the Foundation is expected to raise US\$3.8 million to provide support for Zonta's programs designed to bring about gender equality – the Amelia Earhart Fellowships, Jane M. Klausman Women in Business Scholarships and Young Women in Public Affairs Awards, and the International Service and ZISVAW Fund grants, as well as for the management of the Foundation and maintenance of the Zonta Headquarters property to enable the implementation of these programs.

At three-quarters of the way through the Biennium, Zontians, Zonta Clubs, Areas and Districts, and friends of Zonta have reaffirmed their dedication to Zonta's programs and their belief in

gender equality by giving generously. Yet we have six months (at 1 December) remaining in the Biennium and US\$1,654,045 to go to reach that goal of US\$3.8 million. 🌐



To learn more about giving to the Zonta International Foundation and financing gender equality, visit [www.zonta.org/zif](http://www.zonta.org/zif).

2006–2008 BIENNIUM			
1 June 2006 through 30 November 2007			
Funds	Goal	Received	Balance
Rose Fund	US\$800,000	US\$503,934	US\$296,066
Amelia Earhart Fellowship Fund	US\$650,000	US\$316,458	US\$333,542
Jane M. Klausman Women in Business Scholarship Fund	US\$125,000	US\$90,207	US\$34,793
Young Women in Public Affairs Fund	US\$150,000	US\$112,306	US\$37,694
International Service Fund	US\$1,500,000	US\$869,008	US\$630,992
ZISVAW Fund	US\$550,000	US\$368,116	US\$181,884
WHPPPI Fund	US\$ 30,000	US\$20,130	US\$9,870
<b>Annual Funds Total</b>	<b>US\$3,805,000</b>	<b>US\$2,280,159</b>	<b>US\$1,654,045</b>
Endowment Fund		US\$224,945	
<b>Grand Total</b>		<b>US\$2,505,104</b>	

Continued from page 8

by distributing birthing kits and hygiene items.

AIL's vaccination program in Kabul and Herat has provided 50,882 vaccines. The nutrition program assessed the nutritional status of 29,832 children and provided



health lessons to their mothers. Health education was provided to 82,433 women and children through the central and mobile clinics, substantially exceeding project goals. Health education has shown many positive results and changes the attitudes and behaviors of the women and girls, directing them toward healthier lifestyles. 🌐



The International Service Program is a Zonta International program funded by the Zonta International Foundation. For more information on the International Service Program, the International Service Fund, and the projects described here, visit [www.zonta.org/isp](http://www.zonta.org/isp).





## THE CALVERT WOMEN'S PRINCIPLES: A CODE OF CORPORATE CONDUCT THAT PROMOTES WOMEN'S EMPOWERMENT AND GENDER EQUALITY

*Jackie Shapiro, Chairman, United Nations Committee*

In 2005, UNIFEM partnered with Calvert, the largest family of socially responsible mutual funds in the United States, to develop the first global code of conduct for business corporations focused exclusively on empowering, advancing and investing in women throughout the world.

There are numerous international agreed commitments for women's human rights and labor standards. But this is an important effort by the private sector to recognize that women's full capacity to participate in the economic development of their societies has been held back by gender inequities and that corporations can play a significant role in redressing the conditions that impede women's full participation and empowerment in the workplace.

The Calvert Women's Principles offer standards that companies can employ to set goals and measure their own progress in seven key gender equality issues:

■ **Disclosure, Implementation, Monitoring**

Corporations will promote and strive to attain gender equality in their operations and in their business and stakeholder relationships by adopting and implementing proactive policies that are publicly disclosed, monitored and enforced.

■ **Employment and Income**

Corporations will promote and strive to attain gender equality by adopting and implementing wage, income, hiring, promotion and other employment policies that eliminate gender discrimination in all forms.

■ **Health, Safety, and Violence**

Corporations will promote and strive to attain gender equality by adopting and implementing policies to secure the health, safety and well-being of women workers

*"The best clue to a nation's growth and development is the status and role of women."*

David S. Landis  
The Wealth and Poverty of Nations

■ **Civic and Community Engagement**

Corporations will promote and strive to attain gender equality by adopting and implementing policies to help secure and protect the right of women to fully participate in civic life and to be free from all forms of discrimination and exploitation

■ **Management and Governance**

Corporations will promote and strive to attain gender equality by adopting and implementing policies to ensure

women's participation in corporate management and governance.

■ **Education, Training, and Professional Development**

Corporations will promote and strive to attain gender equality by adopting and implementing education, training and professional development policies benefiting women.

The Calvert Women's Principles recognize that different businesses in different settings have a different capacity to implement these standards and have included a progressive range of measures from elemental to more difficult, so corporations can build on their accomplishments. (See the Calvert web site at [www.calvert.com](http://www.calvert.com) for more details.)

Another important aspect of the Calvert Women's Principles is that they give investors a broad picture of a corporation's commitment and progress in advancing the status of women in their companies.

The Calvert Women's Principles offer an excellent tool for companies to aspire to and measure their success in promoting not only women in the workplace but greater participation of women in the economic, political and social activities that build communities and nations. <sup>®</sup>

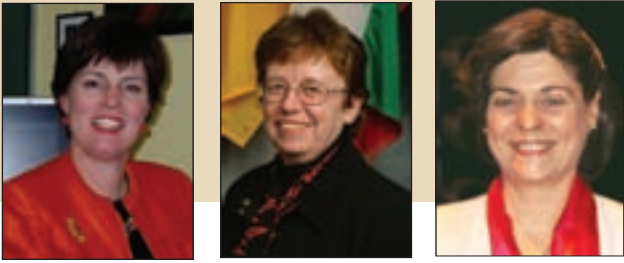
## PRESIDENT'S MESSAGE

*Continued from page 3*

executives are growing, signifying that the landscape of the paid workforce and small business sector is changing – for the better for women! Here are three simple rules for future managers to remember: (1) Ask for what you need to be successful, whether it be skills or a mentor. (2) Choose wisely

when deciding to join a company. Look carefully at its management, the manager you'll be reporting to, and the corporate culture. Choose a company culture that fits how you work. (3) Get line experience early if you want to rise into a general-management role or want to lead a business.

I hope your holidays were as joyful as mine and that the new year brings with it hopes and blessings for a better world.



## THE TRUE PICTURE IS DEVELOPING: ZONTA'S IMPACT

Lynn McKenzie, *Chairman, Status of Women Service Committee*  
 Jackie Beaudry, *Coordinator, Local Service Subcommittee*  
 Maria José Landeira Østergård, *Zonta International Director 2005-2007*

Throughout the world, members, clubs, areas and districts are intensifying their efforts to achieve Zonta's goal: the advancement of the status of women. We dedicate time, money, enthusiasm and energy. **And every effort counts!**

This Biennium we seek to recognise the extent and contribution of Zontians' service throughout the world to making a better place for women by utilising a new club reporting system. In the last issue of *The Zontian* we gave you a progress report on Zontians' service (*Zonta's Impact: The True Picture*). With eight months of the Biennium left, it's time to provide you with an update.

**Why collect information on service activities undertaken by clubs at an international level?** This information enables us to provide members, donors and other supporters with credible information on the true impact of Zonta worldwide and to align future Zonta strategies to the real needs and priorities. It will increase our credibility and visibility as an international service organization, attract and retain membership and provide information to districts and clubs for their planning.

At the end of September 2007 we have received information about service activities from a much larger percentage of clubs than in previous biennia: 46% of the Zonta clubs from all geographical areas have been able to report. These clubs have raised nearly US\$3 million for local service efforts and Zontians have devoted 235,436 service, fundraising and advocacy hours between June 2006 and September 2007.

Results show that Education and Health are globally the two highest service priorities (see Figure 1). Self Esteem activities, although the newest service category having been

introduced in 2006, has become well supported with many clubs choosing this as their focus because of the needs in their communities. We encourage you to share your best practices regarding your projects on the Zonta International Web site for any of your projects. This serves as inspiration to other local clubs.

Service priorities differ throughout the world (see Figure 1). Health is the top priority of Africa, Australia and New Zealand (ANZ) compared to Education in Asia (AS). In Europe (E), the top priority is shared between Health and Education, while in North America Health, Education and Preventing Violence jointly share the top priority. South America's focus is on self esteem with more than 50% of the contributions.

Zontians' reported financial contributions to local projects and programs indicate that US\$2,882,932 has been raised during this Biennium. Figure 2 shows that North America (NCA) has the largest contribution reported by geographic area. Taking into consideration the differences in membership, the largest contribution reported per member is from Asia.

As mentioned above, these figures represent only the reported data corresponding to 46% of the clubs from all geographical areas and not the true totals. They give a much clearer indication of the focus of the different regions and of the local impact of our organisation than in previous biennia.

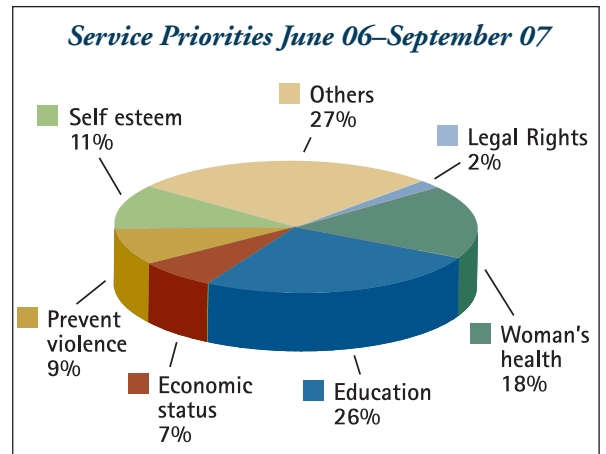


Figure 1

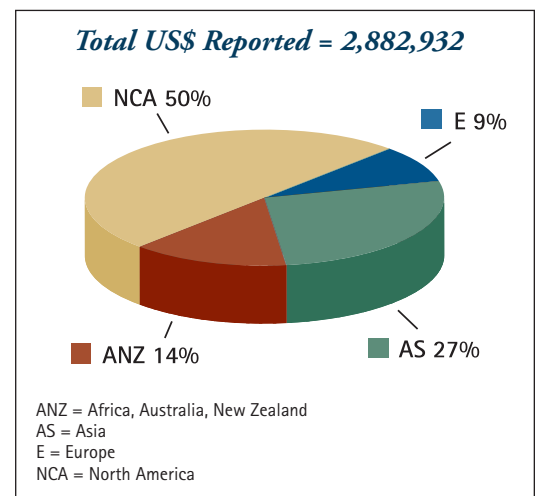


Figure 2

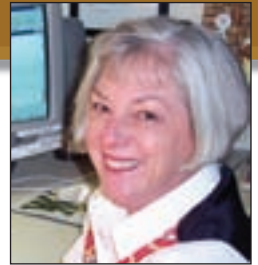
Introducing new systems can be difficult. We appreciate the contribution and cooperation from clubs that has enabled Zontians to begin to see the true picture of their contribution to advancing the status of women world wide. One hundred percent club participation is the true picture; we are nearly 50% there. We encourage all clubs and members to help us to develop the true picture of Zonta's impact locally and internationally.





## ZONTIANS, WE NEED YOUR HELP!

By Glenne Harding, Chairman, Zonta International OMC Committee



In the last issue of *The Zontian*, I mentioned how important it is for individual Zontians to help us grow. We continue to find that the single best source for new Zontians is current members. Many of us have helped our own club grow by recommending eligible colleagues and friends for membership and sharing our own experience of Zonta membership with them.

### But we can do more . . .

As a Zontian, you likely have a

colleague, friend, or relative in a distant city or another country. Have you shared your experience of Zonta with him or her? Is there a club nearby? Would he or she like to help build one?

Often making these recommendations requires a bit of effort. One must look up the city, check the Zonta directory, write an E-mail or a letter to the club or District. It's not all that difficult, but often gets put aside until you get "around to it."

### Here's an opportunity to skip the work and still participate.

District 25 is looking at an expansion program in India so that Zonta can grow along with the very rapid economic growth in that country. Please read District 25 Governor Manthri Perera's *open letter* to the membership and let her know if you have any contacts currently residing and working professionally anywhere in India. Her E-mail address is listed below her signature. ☐

Dear Zontians:

The 2008 to 2010 Biennium will be the biennium for India. District 25 includes India, Sri Lanka and Bangladesh. India is represented by only three clubs, but Governor-Elect Kanan Varma is from India and has great expectations for her country.

India, a land of many cities, many languages, incredible culture and endless resources, is emerging as one of the world's leading nations.

Zonta needs to grow with India. We have recognized the needs of the country by supporting India through our International Service Projects. We now need to embrace a new network of Indian women to foster the call of Zonta in India.

To do this we need you! Zonta is calling you!

Zontians around the world have many friends who originated from India. Zontians have colleagues who work or commute with India. Can we call on you to assist us in this important drive for India?

Please forward names or contact people that you have in India whom you would recommend as Zontians. This will give us the data base to create a network of Zontians to strengthen and grow the Zonta movement in India.

Many thanks for your help,

*Manthri*

Manthri Perera  
Governor District 25  
OMCIndia@zonta.org





## ZONTA CLUBS

## ENCOURAGE WOMEN IN BUSINESS

**Microfinance Banking in Nigeria**

A group of friends, led by Abioye Kusamotu of the Zonta Club of Lagos, Nigeria, came together with a vision of touching the lives of small business-people. The group was motivated and encouraged by Mrs. Kusamotu, a professional banker retired from active banking operations and now in the industry's financial advisory sector, to develop Moneywise Microfinance Bank Ltd.

Thanks to the group's dedication, Moneywise Microfinance Bank Ltd. (Moneywise) was recently licensed by the Central Bank of Nigeria to carry out microfinance banking activities in Lagos state. The vision at Moneywise is to be at the forefront of microfinance banking activities in Nigeria, while their mission is to empower micro enterprises, small and medium sized businesses, trade associations and others to grow their businesses by making financial assistance available to them at affordable terms. The Bank is poised to fast track customers' business ventures by providing innovative financial products to empower them economically, thus helping eradicate poverty in Nigeria.

**Zonta Clubs of Mana and Wellington Promote Young Women Designers**

Young industrial designer Amy Robinson received the 2007 Zonta Design Supreme award at a ceremony in Wellington, New Zealand. This is the second consecutive year that an industrial design student won the Supreme award (awards are given in each of five areas of design: industrial, photographic, visual communications, fashion and textile and interior. The Supreme winner receives a cash award of NZ\$5000). Last year's winner, Lucy Cant, is now employed with the award sponsor, Weta Workshop, and presented the 2007 award to Amy.

This is the fifth year the awards have been made, representing a unique



*Zonta Clubs of Mana and Wellington encourage young women to pursue a career in design*

partnership between industry, education and Zonta (Clubs of Mana and Wellington, New Zealand). This award recognizes the importance of women in the design industry and seeks to encourage women to make design their career choice. Industry provides the prize money with the sponsors also given the opportunity to provide employment.

**Zontian's Firm Lands SBA Awards in Hawaii and Region 9 (Western States & Pacific)**

The public relations firm Hastings & Pleadwell received the Women in Business Champion of the Year Award for both the state of Hawaii and Region 9 (which includes California, Arizona, Nevada and Pacific affiliated Islands). Launched a decade ago by Barbara Hastings, director of the Zonta Club of Hilo, and Barbara Pleadwell, the Oahu and Big-Island based communication company handles public relations, advertising and market strategies.



*Barbara Hastings, Zonta Club of Hilo, receives local SBA Women in Business Champion of the Year Award.*

Hastings & Pleadwell is active in the struggle to

advance the position of women through Zonta International, hires women to provide goods and services when it can, and performs community service. In 2006, the company presented a no-cost workshop, *Recruiting and Retaining Membership through Public Relations*, to local non-profits.

"We believe in good corporate citizenship and we promote that in our clients and in ourselves," said Hastings. The firm is celebrating its 10-year anniversary with 10 acts of service. "We've always reached out to women in business. They helped us in the beginning. We all have to help each other," she added.

**Zonta Club Honors Women for Outstanding Community Service**

The Zonta Club of Brampton-Caledon recently recognized three community members with its 2007 Women of Achievement Awards. The awards acknowledge outstanding service by women living in Brampton and Caledon. This year's winner in the business category was Janet Biggart.

As an advocate for community-based, commercial development with Enterprise Property Group, Biggart encouraged the building of new retail plazas, ensured full tenancy of existing troubled malls and secured long lasting, successful relationships between tenants and landlords. She served as a champion and co-creator of All Roads Lead to Brampton, a marketing campaign that was highly successful in putting Brampton on the map as a place to do business. In her profession, she has demonstrated vision and leadership, and during her tenure as chairman, the City of Brampton Economic Development Office has won more than 40 marketing awards from provincial, Canadian and international associations. ☐



For more information on these stories or to submit your Club's story, go to [www.zonta.org](http://www.zonta.org), Zonta Action.

## 2008-2011 Slate of Candidates

The Zonta International Nominating Committee presents the following slate. Candidates are presented in alphabetical order under each office. Included are the highest offices held that qualify the nominees for candidacy. Please note that all voting members of the Convention may vote for all positions at Convention 2008.

### **Candidate for President-Elect**

#### **Dianne K. Curtis**

Zonta Club of Santa Clarita Valley, CA USA, District 9  
International Vice President, 2006-2008

### **Candidates for Vice President**

#### **Annette Binder**

Zonta Club of Hamburg-Elbufer, Germany, District 27  
International Director, 2004-2006

#### **Dunstanette Lucille Macauley**

Zonta Club of Lome, Togo, District 18  
International Director, 1996-1998

#### **Lynn J. McKenzie**

Zonta Club of Wellington, New Zealand, District 16  
International Director, 2004-2006

### **Candidate for Treasurer/Secretary**

#### **Gloria Stootman Wristen**

Zonta Club of Auburn, NY USA, District 2  
International Treasurer/Secretary, 2006-2008

### **Candidates for International Director for 2008-2010**

#### **Four (4) to be elected**

#### **Ingeborg Geyer**

Zonta Club of Vienna, Austria, District 14  
District Governor, 2006-2008

#### **Lynn R. Goodhue**

Zonta Club of Northampton Area, MA USA, District 1  
District Governor, 2006-2008

#### **Lynette Grave**

Zonta Club of Metropolitan Dunedin, New Zealand, District 16  
District Governor, 2006-2008

#### **Elke Johler-Duriez**

Zonta Club of Bad Homburg, Germany, District 28  
District Governor, 2004-2006

#### **Heddy Tangen Steffensen**

Zonta Club of Stavanger, Norway, District 13  
District Governor, 2006-2008

#### **Mary Ann Tarantula**

Zonta Club of Northern Valley, NJ USA, District 3  
District Governor, 2006-2008

### **Candidates for International Director for 2009-2011**

#### **Three (3) to be elected**

#### **Beverly A. Duff**

Zonta Club of Ft. Myers Area, FL USA, District 11  
District Governor, 2002-2004

#### **Sonja Hönig Schough**

Zonta Club of Kungsbacka, Sweden, District 21  
District Governor, 2006-2008

#### **Beryl McMillan**

Zonta Club of Melbourne CBD Inc., VIC Australia, District 23  
District Governor, 2006-2008

#### **Kirsi Nickels**

Zonta Club of Hyvinkää Area, Finland, District 20  
Area Director, 2002-2004

#### **Carol Pasanen**

Zonta Club of Brainerd Area, MN USA, District 7  
District Governor, 2006-2008

### **Candidates for Nominating Committee**

#### **North, Central and South America**

#### **Barbara J. Lipka**

Zonta Club of Fairfax County, VA USA, District 3  
District Governor, 2000-2002

#### **Sharron Miles**

Zonta Club of Johnson County, TX USA, District 10  
District Governor, 2006-2008

#### **Europe**

#### **Anu Hämäläinen**

Zonta Club of Lappeenranta, Finland, District 20  
District Governor, 1994-1996

#### **Africa**

#### **Jadesola Akande**

Zonta Club of Lagos, Nigeria, District 18  
District Governor, 1992-1994

#### **Josephine Kolapo Odedina**

Zonta Club of Lagos, Nigeria, District 18  
District Governor, 2006-2008

#### **Australia and New Zealand**

#### **Patricia I. Lawson**

Zonta Club of Sydney Hills Inc., NSW Australia, District 24  
District Governor, 2006-2008

#### **Elizabeth Woodgate**

Zonta Club of Peel Region Inc., WA Australia, District 23  
District Governor, 2002-2004

#### **Asia**

#### **Bi-Shiou Chiou**

Zonta Club of Hsin Chu, Taiwan, District 31  
District Governor, 2006-2008

#### **Olivia A. Ferry**

Zonta Club of Makati & Environs, Philippines, District 17  
International President, 2006-2008

#### **At Large**

#### **Four (4) to be elected**

#### **Mary Benoit**

Zonta Club of Denver, CO USA, District 12  
District Governor, 2002-2004

#### **Donna Lane**

Zonta Club of Frederick, MD USA, District 3  
International Treasurer/Secretary 1994-1998

#### **Sally F. Rankin**

Zonta Club of Houston, TX USA, District 10  
District Governor, 2003-2004

#### **Ronda Walker**

Zonta Club of Kyneton Inc., VIC Australia, District 23  
District Governor, 2004-2006

#### **Beatrice Weaver**

Zonta Club of Greater Miami I, FL USA, District 11  
District Governor, 2006-2008

#### **Irene Wiese-von Ofen**

Zonta Club of Essen, Germany, District 29  
International Director 1992-1994





ZONTA INTERNATIONAL  
CONVENTION  
ROTTERDAM 2008

# Rotterdam Welcomes You to the 2008 Zonta International Convention



**Have you looked at the Call to Convention 2008 in the Zontian of October or on [www.zonta2008.com](http://www.zonta2008.com)? You will find a lot of innovations and new experiences in the Rotterdam Convention.**

A top quality programme supports the theme: "Global Empowerment through Local Action. The speakers are all extraordinary women who interest and inspire and who have influenced the international stage.

Outside the business sessions you can enjoy:

- Eating with Dutch families (Going Dutch)
- A Civic Reception with the Lord Mayor in a gothic jewel, the wonderfully reconstructed (after WW II) Saint Laurenschurch
- A mystery gourmet lunch (Lustful Luncheon)
- A picnic in the park - fill your basket with food and talk with some of the 70 women from ethnic minorities, living in Rotterdam, invited to give their view of the world
- A visit to one of the 11 organizations, chosen for their global presence, who have offered us hospitality, to discuss the employment and promotion of women, encouraging diversity, reduction of poverty and community engagement

And the grand finale: a truly memorable concert provided by the major sponsor ABN AMRO Bank. Laid on especially for Zonta, there will be a female conductor, all the way from New York, in the beautiful de Doelen concert hall, conducting the internationally acclaimed Rotterdam Philharmonic Orchestra. The programme will include Tchaikovsky and Glinka with solo cellist Quirine Viersen.

With all this activity, do we really need to say "Come to Rotterdam" - you know we would like you to enjoy our Convention.

**Let's meet, let's talk,  
let's enjoy ourselves!**





# Zonta International

*Advancing the Status of Women Worldwide*

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Chicago, Illinois 60661 USA  
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Fax: +1 312-930-0951  
www.zonta.org



A new year is a great time to perform a **club assessment**. Improve member retention and make recruitment easier by discovering what your club is doing well, and where you might have opportunities to improve.

#### Ask yourself:

- Are club meetings interesting?
- Are my club's service projects seen as worthwhile?
- Is my club diverse in terms of professions and age groups?
- Are tasks and responsibilities being delegated, so that everyone is involved and no one is "burned out"?
- Are club member's efforts publicly recognized?
- How are new members mentored?
- If I were unfamiliar with Zonta, what would compel me to join? Is that what my club is doing?



Answer these questions as honestly and objectively as possible, discuss your thoughts with your fellow club members, visit the Zonta International Web site for best practices and ideas, and **take action** to strengthen your club.

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