



Advancing Leadership, Networking and Educational Opportunities for Women Attorneys

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Michele A. Shuster
President

**IT'S TIME TO MAKE HISTORY
BE A PART OF IT!**

President's Message

This is a very exciting time in the history of the OWBA. The OWBA Board has taken on several projects that are sure to make this year historic:

We Have Undertaken the Task of Strategic Planning

Strategic Planning provides the foundation for all the fundamental benefits related to improved operational excellence and increased customer (member) satisfaction. It identifies and validates the direction, vision, goals and objectives to ensure that an organization is appropriately focused given its capabilities and

member's needs.

Columbus based BizCarta has very generously volunteered its services to lead the OWBA through the process of strategic planning. The outcome will mean a more efficient organization that identifies and better meets the needs of its members. The OWBA will strive to be the most relevant organization for women attorneys. For more details on BizCarta and the strategic planning process, please see the article "BizCarta Leads the OWBA in Strategic Planning on page 2.

OWBA Foundation is Establish

Through the generous assistance of Chrissie A. Powers, CPA, CFE, CVA and Senior Manager with REA & Associates, Inc. the OWBA will establish a foundation for the purpose of obtaining a tax exempt status. This has been a long-time goal for the Association and we hope to have the process competed within the next several months. You can contact Rea & Associates at 280 North High Street, Suite 800, Columbus, OH 43215-7510, 614-722-7914 (Direct Dial). For more information about Chrissie, please see page 5.



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Exciting Events Planned for 2008 – 2009

We are looking at one of the most active OWBA calendars ever. We will once again be honoring our founding members and past presidents at a social event. A CLE on the new e-discovery rules will take place in various locations throughout the state in August and September. Several "Leading in Style," an event highlighting fashion for the busy professional women, are planned over the course of the next year. The Cleveland Golf Outing will be on September 15th at the prestigious Shaker Heights Country Club. The OWBA is also working with Key Bank to plan a series of "Networking at Noon" events, which will provide many opportunities for informal networking with dynamic leaders and political figures as well as other professional women. Please look at the calendar of events on Page 5 and make your calendar to attend the events in your area.

I look forward to an historic year of service with the OWBA. Please volunteer and become part of the history!

BIZCARTA LEADS THE OWBA IN STRATEGIC PLANNING

Using their ADEPT6SM Strategic Planning Process, BizCarta is leading the Ohio Women's Bar Association to completion of a new strategic plan that will provide the future direction for the organization. This plan will include Strategic Visioning (Vision, Mission and Values), a SWOT Analysis (Strengths/Weaknesses/Opportunities/Threats), Strategic Goals with Performance Objectives, and the Initiatives needed to deliver the new Vision.

About BizCarta: *Leading Business from Chaos to Control*

BizCarta helps companies and organizations worldwide develop their business alignment strategy and business processes to drive operational excellence and increase customer satisfaction. The company's approach is strategic versus tactical, and embraces the concept of "Rules Before Tools." BizCarta's approach incorporates strategic planning, process management, people/culture, and the enabling technology to drive improved operational excellence and increased customer satisfaction for their clients. BizCarta is headquartered in Columbus, OH. The company is similar to the big consulting firms in what we do, but so *different* in how they do it.

Guiding Beliefs

The foundation of our company! BizCarta demonstrates integrity, honesty, fairness, trustworthiness and accountability. We seek excellence in everything that we do. Our clients are our trusted business partners and are treated in a manner befitting the trust instilled with us.

First-Class Delivery Staff

Our staff is educated and highly experienced. They hold numerous product and quality certifications, including ITIL®, Six Sigma and Project Management Professional (PMP).

Proven Methodology

BizCarta utilizes ADEPT6SM our unique delivery processes developed from industry best practices. Rigorous and uncompromising, these proven methodologies deliver tangible results that meet or exceed your expectations.

Guaranteed Results

BizCarta delivers results! Confident in our experience and methodology, we boldly guarantee our results to lead your organization up the scale from chaos to control.

BIZCARTA

For more information about strategic planning and BizCarta contact Terry Fiero, President and COO at:

740-344-5474 (Office)

tfiero@bizcarta.com

<http://www.bizcarta.com>



e-DISCOVERY

HOW CHANGES TO THE OHIO CIVIL RULES IMPACT YOU

The Ohio Supreme Court has adopted several amendments to the Ohio Rules of Civil Procedure effective July 2008. This e-discovery half-day workshop brings attorneys, businesses, and IT professionals up to date with the electronic discovery amendments in the State of Ohio. Further, the program provides participants with a summary of the amended rules and a comparison with existing Federal Rules related to electronic discovery.

Discussions will offer attendees guidance and best practices for addressing the practical implications, resulting from the adoption of the new state rules, in a cost-effective manner. The afternoon will conclude with a panel discussion regarding best practices for complying with these amendments.

APPROVED FOR 4.0 OHIO CLE HOURS

Cleveland – FRIDAY, SEPTEMBER 12, 2008	Key Tower 127 Key Tower, 21 st Floor Cleveland, OH 44114
Cincinnati – FRIDAY, SEPTEMBER 26, 2008	Public Safety Education Complex 5140 Princeton-Glendale Road Hamilton, OH 45011
Columbus – MONDAY, SEPTEMBER 29, 2008	Ohio State Bar Association 1700 Lake Shore Drive

SEMINAR SCHEDULE

12:00 - 12:30	Registration
12:30	The Amendments To Ohio Civil Rules & How They Will Impact You
1:00	Working with IT Professionals on e-Discovery Issues
2:00	Best Practices for e-Discovery
3:00-3:15	Break
3:15 - 4:45	Panel Discussion <i>Practical Solutions for Putting Together an Action Plan</i>

Guest Judges will participate during the panel discussion in all three area locations.

REGISTRATION & TUITION

	OWBA Members	Non-Members
Preregistration	\$100	\$150
Day of Seminar	\$150	\$200
Gov't Attorneys	\$ 60	\$ 80
New Attorneys & Paralegals	\$ 50	\$ 75
Business and IT Professionals		\$ 50

Register ONLINE at www.owba.org

or call – 440-582-2769

Questions? E-mail owba2008@gmail.com



Members in the News



Congratulations to **Judge Melody Stewart** who recently completed her Ph.D. at the Mandel School of Applied Social Sciences, Case Western Reserve University.

Rosemary Gold has been elected to the Board of Directors of the Susan G. Komen for the Cure Northeast Ohio Affiliate. Rosemary also chaired the public policy committee. This year, Rosemary traveled to Washington DC for Komen's National Lobby Day to meet with Ohio Senator Sherrod Brown and Ohio legislators regarding a comprehensive cancer bill soon to be introduced in the House, and to encourage legislators to ensure all women access to quality health care.



Judge Nancy A. Fuerst will serve as President of the William K. Thomas American Inn of Court for 2008-2009.

Congratulations to OWBA Member, **Heather Kestian**, who received her Juris Doctorate, Cum Laude, from the University of Toledo in May 2008.



**Do you have an announcement to share?
Have you recently moved or switched jobs?
Have a verdict or settlement to report?
Call Elizabeth Cargle at 216-642-3342
or e-mail owba2008@gmail.com with your information.**

Please include the firm name, address, phone, fax, email address and website (if applicable).

Save the date

Full Board Meeting	Tuesday 9/9/08 @ Noon
E-Discovery CLE—Cleveland at Key Tower (see pg. 3)	Friday 9/12/08 12:30-4:45 pm
Komen Race for the Cure—Cleveland (see pg. 9)	Saturday 9/13/08 @ 9:30 am
OWBA Golf Outing—Shaker Country Club	Monday 9/15/08 @ 11:30 am
OWBA Keys to Success Luncheon Series at Crocker Park — Key Private Bank—Westlake	Wednesday 9/24/08 @ 11:45 am
E-Discovery CLE—Cincinnati at Public Safety Education Complex in Hamilton	Friday 9/26/08 12:30-4:45 pm
E-Discovery CLE—Columbus at Ohio State Bar Association in Columbus	Monday 9/28/08 12:30-4:45 pm
Executive Committee Meeting	Tuesday 10/7/08 @ Noon
Key to the Cure (see pg. 10)	October 16-19

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ACCOUNTANTS AND BUSINESS CONSULTANTS

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OWBA 2008 Annual Meeting

This year, the Ohio Women's Bar Association held its annual meeting on May 14, 2008 at the Columbus Athenaeum. Approximately 150 attorneys from across Ohio were in attendance. Highlights included Keynote speaker Suzanne Miklos from Organizational Effectiveness Strategies, Inc. speaking on the topic of the "Emotional Intelligence of Women." Miklos' discussed women possessing a unique emotional intelligence. She asserted that this intelligence is what makes women more adept when it comes to skills such as cultivating and nurturing relationships. She also said it is what makes women more effective communicators. Miklos shared that professional women should be aware of and tap into this unique gift that they have. Moreover, Miklos contended that women's emotional intelligence (i.e., sensitivity and compassion) should not be viewed as a weakness, but instead as a strength that can be used to their advantage in both their personal and professional lives.

After Dr. Miklos' presentation, the OWBA presented their annual scholarship to Breann Hill, a law student at the University of Dayton School of Law. Former Attorney General Betty Montgomery presented the OWBA's "Family Friendly Award" to the law firm of Cooper and Walinski. This award is given annually by the OWBA to a law firm that has a reputation of going out of its way to accommodate the needs of moms and dads in the workplace. The OWBA recognized that Cooper & Walinski demonstrates a strong commitment to supporting a work-life balance for all employees. Attorneys, male and female, have been attracted to the firm because of its reasonable 1675 billable hour requirement for associates, a variety of flexible work schedules, and meaningful opportunities for firm leadership and advancement. This culture has allowed Cooper & Walinski to naturally become one of the nation's largest women-owned law firms, with 12 out of its 22 shareholders being women. The majority of the firm's governing board are women, and many of the firm's practice groups and committees are chaired or co-chaired by female shareholders and associates. An Honorable Mention was given to Ott & Associates Co., L.P.A.

Finally, Court of Appeals Judge Lisa Sadler administered the oath of office to the in-coming officers of the OWBA.





To the Left: Cooper & Walinski, Family Friendly Award Recipient, accepted by Attorney Amanda Martinsek with Michele Shuster and Former Attorney General Betty Montgomery



To the Right: Honorable Mention presented to Ott & Associates accepted by Attorney Latha M. Srinivasan with Michele Shuster and Former Attorney General Betty Montgomery



Judge Lisa Sadler swears in the OWBA Executive Committee



Immediate Past President, Susan Petersen and Executive Director, Violet Imre



Immediate Past President, Susan Petersen with Irene Rennillo, Recipient of the President's Choice Award

IN MEMORY



Stephanie Tubbs Jones

1949 – 2008

The OWBA was saddened to learn about the passing of its lifetime honorary member, U.S. Representative Stephanie Tubbs Jones. She was the first black woman to represent Ohio in Congress and a former Cuyahoga County Prosecutor. She will be missed by all.

For full obituary, please visit:

www.washingtonpost.com/wp-dyn/content/article/2008/08/20/AR2008082003315.html



Join the OWBA Team in the fight against Breast Cancer
Saturday, September 13, 2008

Team Participant - \$25—
Join us at 9:30 am for the 5K Race/Walk

Sleep in for the Cure - \$30—
**Perfect for those unable to attend or who are not close
to NE Ohio but who would still like to participate.**

Visit [https://secure2.convio.net/rfcneo/site/TRR/Race/General?
pg=tfind&fr_id=1030&|ServSessionIdr011=yppf2ah5q3.app13b&s_promoCode=IOINTEAM](https://secure2.convio.net/rfcneo/site/TRR/Race/General?pg=tfind&fr_id=1030&|ServSessionIdr011=yppf2ah5q3.app13b&s_promoCode=IOINTEAM)
to register.

Type in OWBA in the Team Name box
and proceed with registration.

Questions? OWBA2008@gmail.com





KEY TO THE CURE

October 16-19, 2008

With over 260,000 women contracting breast and reproductive cancers last year alone, finding a key to unlock the cure for women diagnosed with breast and reproductive cancers is more pressing than ever.

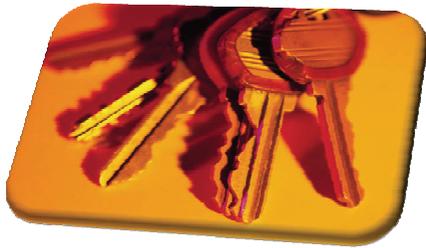
Saks Fifth Avenue holds an annual nationwide shopping event, **Key to the Cure**, to raise money for the development of life-saving treatments. Two percent of sales from the four-day shopping extravaganza will be donated to Cleveland Clinic Taussig Cancer Institute.

This year's Key to the Cure will be held October 16-19, 2008. The festivities will commence with a Kickoff Party, which will be held the evening of October 15 at Saks Fifth Avenue Beachwood.

Since 2000, Key to the Cure at Saks Fifth Avenue Beachwood has raised over \$325,000 for cancer research at the Taussig Cancer Institute. Key to the Cure draws Saks Fifth Avenue clientele and generous charity supporters through its numerous promotions, special showings, and activities.

If you are interested in contributing or being involved in the event, please contact event co-chairperson Chari Zito at charizito@cox.net, or event co-chairperson Barbara Bellin Janovitz at BJanovitz@Reminger.com.





OWBA
KEYS TO SUCCESS
LUNCHEON SERIES

Financial Planning for Women
Wednesday, September 24, 2008
11:45 am

Complimentary lunch provided at first luncheon series for those who attend in person!

Attend in Person @ Key Private Bank

166 Crocker Park Blvd

Westlake, OH 44145

Or

Attend by Phone

(number to be provided at registration)

Reservations required (in-person and by phone)

E-mail OWBA2008@gmail.com or call 440-582-2769



OWBA Survey Results

How long have you been an attorney?

0-5 years	20.8%
5-15 years	37.5%
15 or more years	41.7%



0-5 years	58.3%
5-10 years	12.5%
More than 10 years	29.2%

How long have you been a member of OWBA?

Why did you join OWBA?

- To be a part of an organization promoting women in the practice.
- To support women in the law. Mentoring, networking, advice, and support.
- Further women's issues.
- To mentor. To find a mentor.
- To make and/or expand contacts. Leadership opportunities.
- To meet other female attorneys and learn from them.
- OWBA is cognizant of issues that affect attorneys who are also mothers.
- My law firm paid for it.
- There was great programs during the year that I joined.
- Recommended by a colleague. I was invited to join. Someone I knew was involved and/or encouraged me to join.
- OWBA is an advocacy group for women attorneys. OWBA is committed to resolving issues of gender inequity in the profession.
- Really enjoyed the friendships and opportunities to have leadership role with strong bar associations.
- Programs offered were more relevant to me as a woman than traditional bar events.
- Have been member of local women's bar association and wanted to broaden contacts.
- Access to information that affect women in the practice of law

What membership benefits do you want from the OWBA?

- CLEs
- Networking
- Regional activities to meet other women
- Professional development Social events
- Information about women in the profession
- Address issues uniquely affecting women attorneys
- Monthly updates on case law that impacts women's rights
- Collegiality, support and idea sharing
- Family advice, working mom discounts
- Discounts from vendors
- Volunteer and community service
- More information on how to succeed as a young lawyer new to the industry
- It would be nice to co-sponsor more programs with the metro bar associations to assist in networking with women who may not yet be members of the OWBA but are in each local area

What improvements can be made to the OWBA?

- More events outside of Columbus and Cleveland. More events throughout the State.
- Webcast events.
- Increase membership. Strengthen membership in Southwestern Ohio.
- Tailor CLEs to women in the practice.
- More networking opportunities. Networking that is less formal.
- Work more with local women's bar groups.
- Connect at monthly cocktails, lunches, breakfasts, golf, etc.
- Better member services.
- Events with child care available.
- Strengthen finances.
- Evening events sponsored by companies/vendors.
- Online discussion boards, job postings and more real-time sharing of information.
- Better communication.
- Broaden the mentoring program.
- More community driven volunteer activities to promote unity.

Other Comments/Suggestions?

- I think the OWBA is still a great asset for Ohio's women lawyers - we just need to reach out to grow our membership.
- Leading in Style Event was Fabulous!!
- Meetings via conference call or internet.
- Better communication with the membership
- Try to have more events that are law student friendly, such as a mentoring program.
- The events that I've attended where non-lawyers were also included were of the greatest value to me.
- Increase membership and raise money
- Grow partnerships with NAWBO, YWCA, OSBA, etc for better programming.
- Need to find a way to appeal to younger women
- Consider doing more events with a purpose, host law clinics, expand the mentoring options for new lawyers, and those trying to become lawyers. Create a brochure of all the things OWBA offers as far as benefits, and provide more details for volunteer opportunities through OWBA.
- I enjoy being a member.
- I really enjoy the Food for Thought series.

What programs/events should OWBA offer?

- CLEs (reasonably priced and presented by OWBA members)
- Social events (I don't golf!)
- Networking
- Community service & volunteer opportunities.
- Dinner and plays.
- Programs for new attorneys/law students.
- Recognition of women's achievements.
- Mentoring programs.
- Exploring the psychological differences between the genders concerning a variety of topics (jury selection, client communication, etc.) would benefit many of us.
- Fun activities could be jointly held with women's business groups, such as WEN (Women's Entrepreneurial Network, any women's accountants groups, etc.
- Speakers on women's issues.
- Golf scrambles.
- Something to get women from big firms to interact/mingle with solo practitioners.
- Informal dinners at local restaurants.
- Social events for attorneys in certain practice areas.
- Events that highlight how law firms and companies can attract and retain women lawyers.
- After work receptions.
- More lunch hour programs.
- Leadership seminars and training.
- Health forums.
- Wine tastings.
- Parent and work/life balance programs.
- More stress relief events!

A banner with a blurred background of a golf course. The text is overlaid in a serif font. The top line is in a larger, bold font, and the bottom line is in a smaller font.

OWBA 2008 Cleveland Golf Classic

Monday, September 15

Shaker Heights Country Club

**Please join us for the Ohio Women's Bar
Association's 2008 Cleveland Golf Classic**

Male and Female Golfers Welcome ~ All Skill Levels

**Monday, September 15
Shaker Heights Country Club**

Tee time: 11:30 am / Clinic: 11:30 am*
18 Hole Scramble, Boxed Lunch & Light Dinner**

*Golf Clinic participants will learn the principals and movement of the golf swing, rules and etiquette of the game. To conclude the clinic, participants will be taken on the course for a playing lesson.

**Dinner of heavy appetizers will take place at 5:30.

Register at www.owba.org.

If you have an interest or want more information,
please contact OWBA Past President Susan Petersen
at sep@peteribold.com or 440.275-3511 ext. 237.

Annual OWBA Cleveland Golf Classic

SPONSORSHIP LEVELS

□ Title Sponsor \$4,000

- Two (2) foursomes including lunch, dinner and beverages
- Logo positioning on all promotional materials, included but not limited to event invitations, mailed to over 1,600 constituents and e-communication to more than 1,400 professional and executive women, event program, OWBA website
- Multiple listings and inclusions in the OWBA newsletter
- Name and logo listed on event program
- Company advertisement in one edition of OWBA's quarterly newsletter
- Podium recognition and invitation to present awards at the awards program
- Invitation to sponsor a memorable contest for golfers such as the longest drive or closest to the target
- Opportunity to supply a gift and/or marketing materials to all golfers

□ Eagle Sponsors \$1,500

- One foursome including lunch, dinner and beverages
- Company name on signage at registration table
- Name listed on all media placements, event programs, OWBA website
- Company advertisement in one edition of OWBA's quarterly newsletter
- Invitation to sponsor a memorable contest for golfers such as the longest drive or closest to the target
- Invitation to offer a giveaway to all golfers in hospitality bags

□ Birdie Sponsors \$600

- Signs with company name and logo on driving range, and putting green
- Name listed on event program
- Invitation to offer a giveaway to all golfers in hospitality bags

□ Hole Sponsors \$500

- Company name on your designated hole
- Name listed on event program

□ Foursome \$600

- One foursome including boxed lunch, dinner and beverages

□ Golfer \$150

- Includes 18 holes OR all day clinic plus boxed lunch, dinner and beverages

Please return this form with golfer's names and check(s) to:

Ohio Women's Bar Association • Attention: Violet Imre

P.O. Box 33145, North Royalton, Ohio 44133

440-582-2769 or violet@owba.org

or

or register online at www.owba.org

Breaking the Grass Ceiling:

Women Playing Golf as a Valuable Business Tool For Women Aiming For the Top

By [Linda Lowen](#), [About.com](#)



Ever heard the old wives' tale about the word 'golf'?

Supposedly it stands for "Gentlemen Only, Ladies Forbidden." Of course it's not true. But as professional women ascend the corporate ladder armed with the skills and experiences they feel are necessary to break the glass ceiling, many overlook one small detail that most men understand. The majority of top-level executives play golf, and they do so for professional and personal advancement. Yet most women don't regard golf as an essential business tool or utilize it as effectively as men do.

Does playing golf really make a difference? According to The Grass Ceiling, Inc., a consulting group which offers golf workshops for executive level women and minorities, any woman aiming for a senior management position can't afford not to play:

The game of golf is synonymous with "big business," and is one of the most effective tools for the networking and deal making in the modern business world. An estimated 90% of Fortune 500 CEO's play golf, and according to *Barrons* (March 30, 1998 cover story: "Investing in Golf"), one quarter of the 25 million golfers in the U.S. are top management executives and a full 80% of that number agreed that the game of golf is an important business development tool.

Many executive women spend long hours at the office believing that hard work is what's needed to get ahead. Even those who embrace the mantra, "Work smarter, not harder," are uncomfortable with the idea of leaving work early to meet up with colleagues or clients and essentially 'have fun.'

Yet it's a fact that working smarter often means putting yourself in the right place with the right people. And that's exactly what golf provides - proximity and access. Susan Reed, Editor in Chief of the magazine *Golf for Women*, observes:

Women are just now learning what men have known for years: that golf may be the one of the best relationship-building tools there is - both for business and for pleasure.

Women resist going out for the afternoon because they're generally too responsible, shortsightedly so. Like men, they need to realize that leaving the work on the desk (which will be there anyway) and going out to play golf with a valuable business prospect is a good decision. One woman, a corporate attorney, found herself the only lawyer in the office Friday after Friday, fuming, while her colleagues were out playing golf with clients. Finally, she says she realized, "Who's the dummy here?"

Who plays golf? *Golf for Women* compiled a list of the fifty most powerful women who play. They include the following:

- Politics: Secretary of State Condoleezza Rice and retired Supreme Court Justice Sandra Day O'Connor.
- Business: Chairman, CEO and President Patricia Woertz of Archer Daniels Midland Co., the \$11.3 billion agribiz giant, and Kerri Anderson, CEO and President, Wendy's, whom *USA Today* calls the "most powerful woman in fast food."
- Philanthropy: Melinda Gates, co-founder and co-chair of the Bill & Melinda Gates Foundation.
- Sports: Katie Blackburn, Executive VP, Cincinnati Bengals and one of the highest-ranking women in the NFL.

Golf is more than a game. It's a skill set that any professional woman looking to advance her career would do well to learn or perfect. According to *Exchange*, the magazine of the Association for Financial Professionals:

Women take up golf - in some cases because their companies suggest it. Think of the corporations that maintain club memberships just to entertain clients. Increasingly, women play because their careers can't survive without it.

As women make inroads into middle or upper level management positions in a variety of fields, the advantages associated with playing golf provides are abundantly clear.

Playing golf enhances your standing among colleagues and clients

According to The Grass Ceiling, Inc.'s Rose Harper-Elder, president and CEO of the consulting group, golf provides an opportunity for women to prove themselves and their abilities to their male colleagues. Unlike direct competition on the job, women who excel on the green do not make themselves vulnerable to the same career hazards and risks they would face going head-to-head in the office. Golf is a chance for women to earn the respect of men in a friendly, non-threatening environment.

Rachel M. Galusha, Vice President and Senior Business Relationship Manager with HSBC Bank USA, has been playing golf for the past three years and was pragmatic about her decision to take up the sport:

I've noticed that for women in business, if you didn't play golf you weren't included. One female colleague who played was always included. I made a New Year's resolution to learn how to play and encouraged my colleagues to do the same. Playing in the outings that the bank sponsors and customers sponsor is essential to creating relationships and doing business.

Golf For Women editor Susan Reed notes that "men know how hard the game is; if a woman has the guts and the persistence and the character to play it, they respect that."

Golf provides opportunities to network and get to know others on a more personal level.

Mark Twain famously said, "Golf is a good walk spoiled." Susan Reed defines it as "basically, an x-ray into someone's character in four hours," and provides a persuasive list of benefits:



We live in such a busy, stressful world where everyone is multi-tasking. It's very rare that anybody spends four hours with another person these days, colleagues or family. And that's four uninterrupted hours, free of cell phones and blackberries (which are prohibited on golf courses).

If you think about it, a business meeting or a sales call or a business lunch usually lasts an hour at most. A round of golf lasts four hours; you talk about each others' families, about work, about attitudes towards business and life. You can see whether someone is honest by the way they keep their score; whether they're considerate and alert and socially gracious by the way they play the game.

Golf expands your circle of contacts, especially if you're new to the community.

Marci Henderson moved from the state of Washington to upstate New York to become Regional CEO of the American Red Cross. Not only was she a stranger to the community, she was unable to take part in one of the organization's biggest fundraisers - a charity golf tournament - because she didn't play:

I was a complete novice but I do have a little bit of athletic ability, so I took lessons so I could play in the tournament. It was captain and crew, so I was paired with three men - all board members - and I played well enough to hold my own. After the fundraiser, I joined a local golf club and played in the league there. What I valued most was the weekly discipline to go out and play. It helped me meet a lot of nice people very quickly.

Although golf is commonly associated with the private sector and for-profit companies, Henderson feels it has great value for non-profit organizations:

The reason people link sales and golf is because historically the game has been played by men. But what golf offers - the ability to form mutually beneficial associations - that's equally valuable to not-for-profits. It's all about the relationships.

Those relationships have led valued community leaders to share their skills with Henderson's organization. One woman chaired a fundraising breakfast honoring local Red Cross heroes; she then became a Board member and extended her commitment by chairing yet another event. Henderson can't recommend enough the value of making professional connections through the vehicle of golf:



It's one of the best decisions I've made in terms of meeting new friends and developing relationships. It's been really good for the Red Cross - I've gotten support from other women I've met to grow this organization.

I made the decision to learn to play golf for one small reason - to support our charity tournament. And the benefits of taking up the sport are more than I could have anticipated. With so many apparent career benefits for women who play golf, why aren't more female golfers on the links? Susan Reed, Editor of *Golf for Women* magazine, thinks it may be due to what she calls 'the self-embarrassment gene':

Golf is a difficult game to learn. It takes eye-hand coordination to hit a small ball with a long club; there are also lots of rules and etiquette that go with the game.

Women in general, don't like to embarrass themselves, either in a business or a recreational setting. So they'll make pretty damn sure that they're competent before they go out and put their skills on display. Observationally, this seems more true for women than for men, who don't seem to have the same self-conscious or self-embarrassment gene when it comes to sports.

Realizing that a self-conscious woman is less likely to step up to the tee - let alone put one foot on a golf course - a number of consulting firms assist women in learning how to utilize golf as a business tool. Nationwide, a non-profit organization - the Executive Women's Golf Association - has local chapters in over a hundred communities to provide women opportunities to learn, play and enjoy the game of golf for business and for life.

Instructional clinics, leagues, outings, and reserved tee times enable any woman at any level - from novice to lifelong golfer - to expand her circle of contacts among other professional women. Red Cross Regional CEO Marci Henderson got involved with EWGA after a cross-country move to a unfamiliar city. New to golf, she initially joined a golf club so she could play in a league and meet people. After the season ended, however, she realized she didn't play enough to justify the club's steep membership fee, so she considered other options:

I joined EWGA because it was a more effective use of my money and it affords me the chance to meet a lot of people. I didn't know anybody when I joined and there were 40-50 members in the chapter. Today there are over one hundred.

The opportunities to learn, play, and meet other women golfers are extensive. With four leagues, three nights of golf, weekend social events and a chapter championship, anyone can participate at any level. We have members from all walks of life, from both the business world and the not-for-profit sector.

It's definitely one of the top ways to establish yourself in a new community, and it's also been a way to have some balance in my life.

Jaclyn Grosso, communications/media relations director for a university law school, had learned to play golf at age 13. But she dreaded the lessons and the atmosphere at her parents' golf club, where other girls her age had been playing for years. After two summers she put down her golf clubs, not intending to pick them up again. Yet ten years later at age 25, she gave it another try and realized "what a great and challenging game it is." To brush up on her skills, she took some lessons and at 33 she joined EWGA.



Today, at 36, Grosso - like Marci Henderson - relies on golf to maintain balance in her life:

I became involved with EWGA to meet other professional women who golf. I joined the first year without a partner, met someone to golf with, and now we're very good friends.

EWGA is ideal for someone with basic skills and a grasp of the general rules of the game. I'd suggest coming to a social event first to see if it's a good fit. It's very well organized, and the 9-hole leagues are a perfect two-hour outing after work.

I have a one-year-old son. My husband and I each have one night a week to golf and socialize and it's proven to be a good balance for us. Balancing a career with a young family is challenging. But I think it's important to build and retain professional relationships outside of work and EWGA offers that.

You realize that playing golf can enhance your life professionally, and look forward to expanding your circle of business contacts. You know where to go for lessons, clinics, and perhaps a league to join.

But how will you know if you're ready for the fairway? Are you competent enough to play with clients or others where a good impression is essential? What is appropriate to wear when it's a round of business golf? And should you stick to playing with women only, or can you hold your own with male colleagues?

Nancy Berkley's heard all these questions before as a consultant, author, and expert on women's golf. Her focus - attracting and retaining women in the game - has led her to develop guidelines and tips for golf facilities, pro shops, and golf ranges interested in catering to the needs of women golfers.

A contributor to the women's golf section of Cybergolf.com, Berkley details everything a novice player needs to know when combining golf with business in her article, "Tips for Playing Business Golf."

She points out that men greatly outnumber women at corporate golf events and most courses, and that professional, appropriate, and comfortable golf attire is key to helping a woman feel confident. (Think about what you'll have to do when you place your ball on the tee and you'll get the drift.)

Berkley also goes over when it's appropriate to discuss business, why it's important to play in your comfort zone, and how to determine what that is:

Women have different expectations when it comes to golf and tend not to be quite as competitive as men. They enjoy the game primarily for social and health reasons, for the opportunity to spend time in an enjoyable activity with friends or loved ones or family members. They like being outdoors and walking. They feel empowered by being able to play a challenging game.

So how good do you have to be for business golf? Here are my guidelines:

Most-of-the-time, you should be able to

- hit a ball about 100 yards off the tee
- hit a middle iron (or hybrid club) at least 75 yards on the fairway
- hit out of a bunker successfully two out of three times
- know how to reach a green when you are 50 yards from the flag-stick
- take only one practice swing
- three-putt or less on most greens
- know proper green etiquette, and
- know when to give up and put the ball in your pocket.



Most important: Take this pace-of-play test on a day when your course is not busy. If you can play nine holes just by yourself and finish the nine holes in 90 minutes or less or 18 holes by yourself in less than three hours, you are good enough to accept most business golf invitations.

If you never reach this level, Berkley advises that you play golf with business associates only "if you are invited to a corporate golf event that is advertised as 'fun' and uses a scramble format."

It isn't necessary that women play to impress. Competency in the game brings rewards of its own. And once learned, it's a lifelong skill that many of us have more time to perfect as we grow older.

As Susan Reed, Editor of *Golf for Women* points out: Time is often an issue, especially for women. We hear from many women that they stop playing the game when their children are little, and then take it up again (or take it up for the first time) when the kids and family are self sufficient. Many women pick up the game in their 40s, 50s, 60s.

The beauty of golf is that you can then play it for the next 30 years. We found a 101 year old woman golfer in California. She swore by the game: the health benefits of walking; the social stimulation of being with friends; the mental challenge of keeping score. All things that keep people young. Golf is a sport that every woman should consider taking up. It's a great business tool; it's a great family experience. Bottom line, it's a great game.





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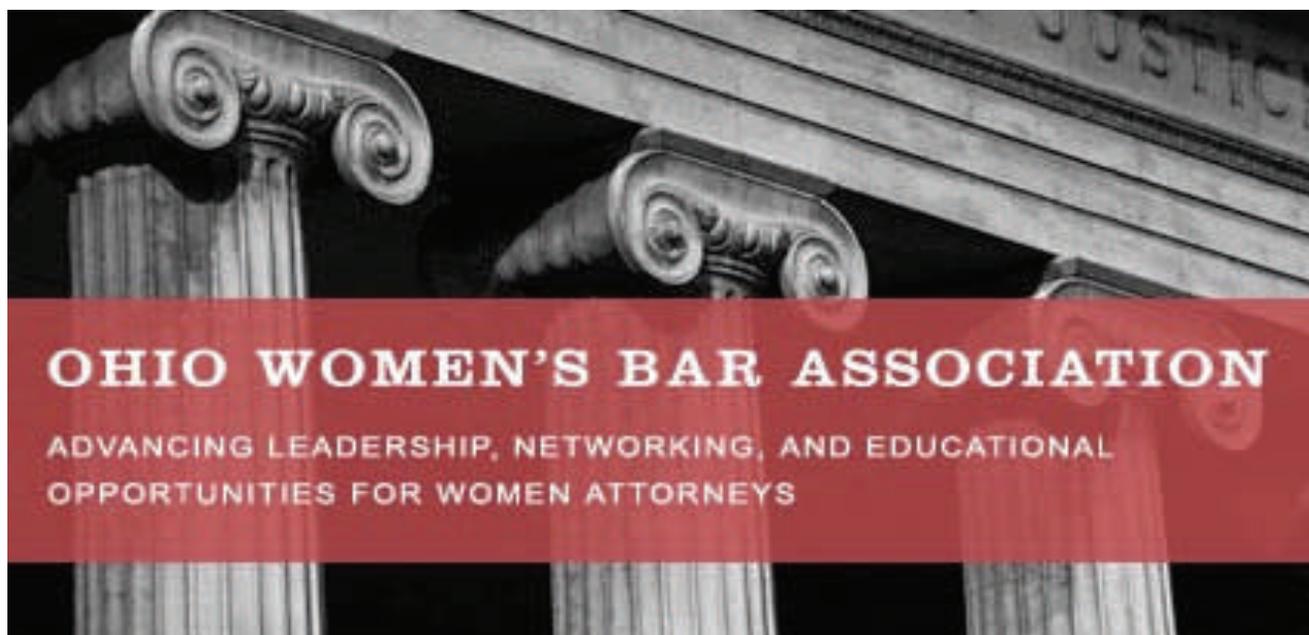
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