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News Release

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For Immediate Release

## **UNR OFFERS SEMINAR TO HELP WOMEN EXECES BREAK THROUGH THE GLASS CEILING**

**Reno---**When it comes to women executives in the Board Room, parity between the sexes in the corporate arena still has a long way to go according to Roz Parry, a national consultant and trainer in leadership and communication skills.

“Women hold only 2.4 percent of the CEO positions in the Fortune 500 companies in this country and only 16.4 percent of the corporate officer positions. There are now 12 Fortune 500 female CEO’s.... up from nine last year. That’s actually a record. As recently as 1996, there was just one woman running a Fortune 500 company,” notes Parry.

“Those small gains are reflected on the pay front as well. Women make only 79.7 cents for every dollar a man makes, according to the latest figures from the Government Accounting Office,” Parry added. “That’s .07 percent **less** than they made in 1983.”

The US Census Bureau reports that the percentage of women in executive management positions actually fell from 32 percent in 1990 to 19 percent in 2000. At today’s rate of growth, the number of women corporate officers won’t even reach the halfway mark with men until the year 2019, according to Parry.

“When you consider that women make up 51 percent of the U.S. population, it’s appalling and disappointing”, notes Parry. Women also remain under-represented in elective office as well. They make up only 16 percent of Congress and 18 percent of governors in this country. As a young woman executive in the early 1970’s, Roz joined many other Nevada women to lobby the Nevada Legislature unsuccessfully for the Equal Rights Amendment. .

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## **Add-Leadership Skills for Women**

“We were sure that by the year 2008 women would achieve equal opportunity and equal pay. Never in our wildest dreams did we think we would still be fighting the corporate glass ceiling 30 years later,” said Parry.

But Parry isn't giving up the fight. She will be presenting her seminar: **Leadership Skills for Women, Thursday, Sept. 25<sup>th</sup> from 9am to noon** at Washoe County Complex to help area women executives and professionals move quickly into the corporate boardroom

The seminar, sponsored by the Nevada Small Business Development Center (NSBDC) in the UNR Business College, covers such topics as: Developing your unique leadership style; powerful communication skills to motivate and inspire others; dealing with difficult people in tough situations; building community partnerships through networking and mentoring; balancing personal and work lives and stress management.

A panel of area women executives will answer questions and offer advice for seminar participants. The panelists include: Attorney Bonnie Drinkwater of Drinkwater Law Offices; Jan Petersen, a human resources consultant and president of her company Employer Success, Inc. and Karen Ross, community relations manager for Sierra Pacific Power Company.

The seminar places strong emphasis on communication skills, which Parry notes, are “essential” to corporate success. “Powerful communication skills are the key to success in today's highly competitive business world. The old adage, you never get a second chance to make a first impression is true. Any business professional, female or male needs to take a critical look at what impression they make on others. If you present a confident image, your clients, co-workers and boss will view you as credible and successful...a leader in your field”, said Parry.

And, women do make great leaders, notes Parry.

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## **Add-2 Leadership Skills for Women**

“For the second year in a row, the stock performance of women-led companies this year has mirrored that of companies run by men. When female managers do get the opportunity, they are ranked higher by their staff than their male counterparts. Recent studies comparing the management skills of male and female managers found women were rated significantly higher than their male counterparts by bosses, coworkers and employees in a wide variety of areas including: producing high-quality work; goal-setting; mentoring employees; recognizing trends and generating new ideas,” according to Parry. “In fact, the women received higher ratings on almost every skill measured.”

As a national consultant and trainer for the past 20 years, Parry has worked with many of the Fortune 500 companies as well as area businesses. The course fee is \$45 per person with discounts available for groups of three or more from the same organization. For more information on the class, contact Roz Parry at 329-1041. To register, call the NSBDC at 784-1717.                   #                   #                   #

