



EVENT REPORT

Womenomics: Write Your Own Rules for Success

Featuring:

Katty Kay

Washington Correspondent for BBC World News America

Claire Shipman

Senior National Correspondent for ABC News

Moderated by:

Walter Isaacson

President and CEO, The Aspen Institute

**Tuesday, October 6, 2009
12:00pm – 1:30pm**

**The Aspen Institute
One Dupont Circle, NW, Suite 700
Washington, D.C. 20036**

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EXECUTIVE SUMMARY

On Tuesday, October 6, 2009, the Council of Women World Leaders and the Aspen Institute's Alma and Joseph Gildenhorn Book Series co-hosted Katty Kay and Claire Shipman in a discussion on their recently released book, *Womenomics: Write Your Own Rules for Success*. The talk was moderated by Walter Isaacson, President and CEO of the Aspen Institute. The discussion was attended by over 90 individuals from government, nonprofit organizations, businesses, think tanks, and the media.

The authors discussed their path to writing this book, the collaborative writing process, and the fascinating research behind it all. They talked about their experiences developing a work-life balance as working mothers, and gave advice on how to focus on the increasingly critical policy issue of incorporating women in all ranks of business.

ISSUE BACKGROUND

Within the framework of the *Madeleine K. Albright Women's Voices at the Aspen Institute Series*, (the "*Albright Series*") the Council of Women World Leaders (the "Council,") jointly with the Aspen Institute brings together leaders from the political, corporate, as well as from the non-profit sectors. In its ongoing work with women leaders internationally, the Council has developed a strong history of bringing expert practitioners, scholars, and activists together to address issues of great importance to women. The Council is committed to ensuring the presence of women at the decision-making tables, ranging from positions in executive offices and legislative chambers, to participation in roundtable panel discussions and as keynote speakers.

Under the auspices of the *Albright Series* and as part of the *Alma and Joseph Gildenhorn Book Series* the Council and the Aspen Institute welcomed Katty Kay, Washington Correspondent for BBC World News America, and Claire Shipman, Senior National Correspondent for ABC News, to the Aspen Institute to present their new book, *Womenomics: Write Your Own Rules for Success*. This collaboration between broadcasting powerhouses Shipman and Kay gives career women explicit "permission" to demand the balance that's been missing in their lives. The authors assert that after decades of trying to outdo men or fighting the "mommy wars" in the office trenches of the 1980s and 1990s, women have gained enough corporate clout to start changing the workplace to suit their needs. Shipman and Kay review the depth of women's influence as consumers and earners, maintaining that their economic power gives them the right and the ability to ask for flexibility in their work lives, to negotiate assertively and effectively, to say no and to give up the guilt associated with getting their needs met. Through Shipman's and Kay's own stories of struggling with demanding work and home lives and anecdotes from other working mothers, the authors make a convincing argument that with some mental and emotional effort, women can create their ideal balanced work and home lives.

SUMMARY OF DIALOGUE

Laura Liswood, Secretary General of the Council of Women World Leaders at the Aspen Institute, welcomed the audience and introduced the discussion with the question: would the economy have been better off if it had been *Lehman Brothers & Sisters* rather than just *Lehman Brothers*? The dialogue was moderated by Walter Isaacson, President and CEO of the Aspen Institute.

Isaacson began the discussion by asking Katty Kay and Claire Shipman about their decision to write the book *Womenomics*, and about the lessons learned throughout the process. Shipman described her and Kay's friendship and common experiences in the workplace, and how they would often compare notes about their careers whenever they met: "We were giving each other really counterintuitive career advice about how to *not* be on air the next day, and what jobs *not* to take... really things that most women, and men, certainly, but this often pertains to women, are afraid to even discuss – how do we make our work *work* with our children?" Shipman described the realization that being able to have a career while having time to raise children is in and of itself a success. The authors found that most of the women they knew had similar dilemmas and that there was an awful lot of power that women had in the marketplace that they just weren't aware of. They both came to the conclusion that time was really the currency that college-educated professional women craved most.

Isaacson proceeded to ask about the impact of the recession on the authors' model. Shipman gave the example of companies moving ahead and implementing flexible schedules in the workplace, and starting to measure results instead of time spent in the office, a concept that has proven to work well for women. During a recession, many companies find that flexibility works and is sometimes necessary – with shortages in cash, one thing employers can offer is more time and flexibility. Shipman argued that the recession has not stopped the progression towards flexibility. In fact, those companies that were embracing flexibility before are now moving forward. Other companies are being forced to provide flexibility because they cannot offer traditional ways to retain good employees, such as offering bonuses. Companies are increasingly recognizing the fact that women work differently than men, and women are no longer afraid to admit that reality. More flexibility leads to higher employee satisfaction and retention.

Isaacson's next question addressed the issue of firms' mentality regarding work-life balance. Kay responded with her thoughts on the generational shift: women in the previous generation had to do it all. Now, there is a recognition that the process of staying in the office until midnight isn't worth boasting about. The idea of a straight career ladder is not appealing anymore, and many people now see their career as more of a wave: sometimes you dial it up and sometimes you dial it down again. Shipman emphasized the shift in the way success is defined in our contemporary corporate environment. She and Kay have both said no to a number of opportunities, despite the fact that their decision might have seemed counterintuitive to their male colleagues. As Shipman put it, "Ten years ago if you were saying no to things, you would often find yourself on the "mommy track" to nowhere.... Now, it really is possible—and not everywhere, we're not Pollyanas—but it's growing increasingly possible to say no for a while, move back in, stay connected." Brenda Barnes, the former CEO of PepsiCo, is a good example for the changing paradigm in career tracks: she left the corporate world for seven years and then returned, rising to the top of the company. At the same time, the authors found that the pattern for women CEOs is that most of them have stay-at-home husbands.

Irene Natividad, President of the Global Summit of Women, opened up the audience questions by asking about ways to increase women's representation in companies' senior ranks, citing the fact that women currently hold only 16 percent of senior executive positions, and there are only 13 women CEOs of Fortune 500 companies. Kay pointed to technology as a useful tool in helping women advance – technology has changed the way we work, making it possible to divorce ourselves from the office space. Kay argues that

“You’re not going to have women at the very top unless you keep them in the middle of the pipeline.” Generations X and Y can use technology to have more control over their schedules, to work away from the office without having to work part time. In fact, Kay argues, having to work regular office hours is an anathema for younger workers. They are not going to tolerate the idea of clocking in at nine and clocking out at six to fill some sort of illusory productivity requirement. In the midst of the recession, there is a lot of reevaluation of business practices – companies are reevaluating what works and what doesn’t. Companies want to keep women, and want women at the top. They understand the data about women and their positive impact on the bottom line. A University of Michigan study looked at corporate decisions and found that diverse groups make better decisions than homogeneous groups. Similarly, funds managed by women have a more level performance rate. Companies are increasingly focusing on keeping women in the pipeline – to keep them from leaving during the “crunch” years.

Nina Gardner, Director of Strategy International LLC, pointed out that historically, women in the United States have often been employed in larger numbers in times of crisis, such as during World War II. In the current recession, on average, women have kept their jobs more than men because they cost less and because the industries in which women have been employed traditionally, such as education and health, have been impacted less than other male-dominated industries. Additionally, people coming out of institutions of higher education are predominantly women. All signs point to the fact that women are going to be a key part of the recovery from the recession.¹ Trends are already moving in the right direction for women.

Deborah Derrick, Senior Program Officer at the Gates Foundation, inquired about the application of the concepts outlined in *Womenomics* in government where there is no profit orientation, which makes it harder to prove productivity or performance. The authors agreed that both business and government can benchmark productivity – in fact, these benchmarks do not need to be based on profits. The Justice Department, for instance, noted that it was easy to benchmark the productivity of a flexible schedule on a day off because employees had to justify their time off. In England, a law has been put in place which requires companies to provide a well-documented reason for turning down a flextime request. The difference between Europe and United States is that the US Congress does not want to legislate flextime at this point.

Shipman remarked that the White House has been very interested in this issue. The realization is that once implemented, flextime would be an incredible perk for government employees which would make the government more productive, more virtual and more sensible. To mandate flextime for government employees could be a good business model. Mayors in certain cities have said they would like it if people stayed home one day a week in order to address a host of environmental and congestion issues, while also making sense in terms of policy.

Technology, such as social networking and virtual offices, is already being used rather effectively as a tool for providing employees with a higher degree of flexibility. As an example, Dell sold \$3 million refurbished computers over the summer on twitter, which suggests that social networking is becoming more and more of a business tool. In terms of virtual offices, Kay pointed out the fact that one can manage all of her research and email correspondence from home on her blackberry. More and more, particularly in the professional realm, the ability to do work has become virtual.

Cindy Moelis, Director of the Presidential Commission on White House Fellows, asked about the challenge of women returning to full-time work without a loss of credibility. Shipman agreed that there is a greater

¹ See: Silverstein, Michael, and Kate Sayre. “The Female Economy.” *Harvard Business Review*, Sep. 2009. Available online at <http://hbr.harvardbusiness.org/2009/09/the-female-economy/ar/1> and Salam, Reihan. “The Death of Macho.” *Foreign Policy*, Jul/Aug. 2009, Available online at http://www.foreignpolicy.com/articles/2009/06/18/the_death_of_macho

need for corporate policies encouraging the return of women in the workplace. Sara Lee has created programs called 'returnships' to bring people who have been out of the workforce back into the company. Capital One first implemented "alternative work schedules" as a women's issue, after surveying women in an attempt to cut the loss of professional women in their 40s. They first implemented flexible work schedules for women and saw that it was working very well – retention rates and productivity were going up. They proceeded to survey the entire company, and "found that for men as well as women, more control over their schedules was the number one thing that would entice them to stay at the company longer." Flexible work schedules are not beneficial to women only; this model is good for business and improves the bottom line. Kay added that being able to have flextime for anything, even to walk the dog, improves productivity.

A flexible schedule program should be open to all and transparent. A good example is Best Buy, which has a "results only" work environment that has raised productivity by 40% since its implementation. The management teams decide when and where they want to work, and people simply get their missions done. The company leadership has to embrace the concept of flexible time; it is not enough for the individual employees, particularly women, to repeatedly ask for some flexibility. "The number one reason people don't get flexible work schedules is that they don't ask for them," Kay added.

The other side of the argument is that we ought to recognize that women may want different things than what men want. If women work differently, the opportunities available to them will differ from the opportunities available to their male colleagues – and we have to accept that. Industries that do not allow for flexibility may not be the best fit for women seeking more flexibility. Some businesses are not set up to handle flex schedules, such as factory line workers and investment bankers who need to be there around the clock. It is an individual decision about the line of work one chooses. According to Kay, even in some of the less flexible industries, some small concessions can make a difference. For example, Alcoa production line employees can now work out schedules between themselves without going to management, and as long as the shifts are covered, Alcoa's management does not get involved. Even that amount of control – the ability to switch shifts between employees – has improved employee satisfaction.

Isaacson asked the authors to elaborate on the difference between women who want to work and women who must work, such as white-collar women versus those in production lines. According to Kay, with wealth and education come more choices, and that's true across the board for both women and men. The concerns and struggles to achieve a life-work balance are probably the same for all mothers. However, the choices that you have to obtain more balance are greater if you have more education.

Judith Kipper, Director of Middle East Programs at the Institute of World Affairs, raised the issue of getting the attention of decision-making white males to inform them that incorporating women is beneficial to the bottom line of their business. Shipman described the Wal-Mart experience. The former General Counsel, now CEO, promoted diversity through the legal department, and then used Wal-Mart's clout to push that change on all of the law firms working for Wal-Mart. This is the way change happens, not through legislation. Government can make some changes, but big companies are the ones that can make big changes. Companies have an additional incentive to hire and retain more women; they have had lawsuits in many cases and are trying to make this, the participation of women at decision-making tables, their next signature issue after "going green." They know they need to get women in the pipeline during the 'crunch' time if they want women in upper management.

According to Kay, change must come from within. The conversations about women's (re)integration into the work force are taking place globally, such as the research which went behind *Womenomics*, and companies are starting to see that there is a bottom line value to diversity, both racial and gender. There is a quantifiably different policy debate happening now.

Isaacson suggested that a good policy for companies would be to build more on-ramps for people to come back to the company in their 40s or 50s after raising children. Kay answered that partly because technology is changing so fast, it is very challenging for someone who has been gone for five years to get back in – they need to learn new skills about the rapidly changing way of doing business. They either need re-entry training, or to find a way to stay on in a limited capacity while they are not working full-time.

Amy Wilkinson, Public Policy Scholar at the Woodrow Wilson International Center for Scholars, raised the question of the role played by men in the world of *Womenomics*. From their conversations with The Families and Work Institute at the Sloan Foundation, the authors found that it is actually men, from the mid-40s down to Generation Y, whose attitudes are changing even more dramatically than women's in terms of wanting better quality of life and more time with their family. A group of high school students were surveyed on their take on work-life balance: 90% of girls noted that this issue is very important to them, and about 80% of boys did too. Younger generations are very open to this discussion – there is a generational shift, perhaps because those part of Generation Y are more likely to have had a working mother.

The next question was posed by Phil Webster, Aspen Wye Fellow, who wondered about the process that Shipman and Kay followed in writing their book, and whether women working together as authors collaborate differently than men. “We were a cliché about the way in which women work together,” said Shipman. Kay agreed that they both wanted to get the project done well. Shipman added that collaboration and conciliation tend to be more feminine management qualities. In fact, given the global economy today, the way women manage is very “hot,” a style which is being promoted.

Cynthia Moore asked Kay and Shipman to elaborate on one aspect of *Womenomics* that she enjoyed, which was that they didn't simply focus on mothers, but on women who value their time and may just want flexibility in walking their dog. The research shows that women value having more connections to their community and to their friends, regardless of the fact of whether they have children, and don't tend to be as linearly focused on their career – “we take our ego and personal satisfaction from a lot of other inputs, in a lot of cases it's kids, but it's taking care of your parents, it's your friends...” said Shipman.

Stephanie Fouch, Head of Strategic Communications at the British Embassy, returned to a previous question about Generation-Y men and how they are embracing more of a desire for a work-life balance. The authors found this a fascinating study because they see their generation as an almost in-between generation; they grew up with mothers who never worked, while their children will grow up with a mother who almost always worked. There is definitely a generational shift to children who have seen their mothers work and their fathers spend more time at home - for them, it is not an anomaly and it is not strange. Younger people are much more aware and open to discussing work-life balance.

Education, the value of the work done by teachers, is critical and needs to be debated at an entirely different level. The best and brightest women used to work in education because that was the only career open to women, but this is no longer the case – we now as a society need to place a higher value on teaching and healthcare as well. Teaching mirrors many mothers' schedules, and could continue to be a very appealing industry for women. The pay and status are not adequate in this area though. In the healthcare system, which is still dominated by women, the authors found examples of hospitals which have successfully implemented flexible schedules to help retain nurses.

Mary Schnack, President of Mary Schnack & Associates, argued the fact that women who are passionate about their jobs are more likely to integrate it into their lives, and that using the word integration really makes a difference. Words like “work-life balance” often send the wrong message to corporate executives.

Rima Al-Sabah from the Embassy of Kuwait asked whether women CEOs are more receptive than men CEOs to giving more flexibility. The authors noted that it depends on the company and on the industry. For

instance, Brenda Barnes, CEO of Sara Lee, is very focused on increasing time flexibility for women. Kay added that, for example, Meg Whitman, former CEO of EBay, was not particularly focused on this issue from a women's retention perspective, and instead looked at it from a Generation X and Generation Y angle. She felt that flexibility was important for younger employees.

Irene Natividad, co-chair of Corporate Women Directors International, mentioned her firm's research on women in corporate boards which showed that in the 13 Fortune-500 companies which have female CEOs, the percentage of women in senior executive positions was higher than the average. These companies also had more women on the boards of their companies than the average.

Lastly, Kay noted that particularly in the current economic environment companies have tapped into the pool of women who have been out of the workforce as a form of professional contract workers. These women found it difficult to get back into the job market, but because of the hiring freezes put in place by most companies, they have become one of the primary talent pools to be tapped into. Marriott, for instance, is very keen on keeping good talent connected, because the cost of replacing talent is huge. According to Shipman, "It helps employees to dial up and dial down, and it helps us because if you have a workforce that has a little bit of ability to expand and contract based on employee desires and economic times, that is going to make sense for everybody."

Isaacson wrapped up the discussion by mentioning that one of the great ways to promote flextime and flexibility is the writing of books, and thanked Shipman and Kay for discussing *Womenomics*.

SPEAKER BIOGRAPHIES

Katty Kay

Katty Kay is the Washington Correspondent for BBC World News America, a news program which goes out each weekday globally on BBC World News and on BBC America in the US. She reports on American news and politics and is spearheaded coverage on the 2008 Presidential Elections.

Katty's career with the BBC began in Zimbabwe in 1990 where she started filing radio reports for the Africa Service of BBC World Service radio. Among the stories she covered during her time there were Zimbabwean land reform and the issue of white farmers, the independence of Namibia, and the demise of apartheid in South Africa.

Katty then went on to work as a BBC correspondent in London, and later Tokyo, reporting on stories including the Kobe earthquake, the gas attack on the Tokyo underground and the beginning of the Japanese economic recession.

She settled in Washington, D.C., in 1996 where she took some time out of broadcast journalism to join The Times' Washington bureau before returning to the BBC as a freelance journalist in 2002.

From Washington, D.C., Katty has covered sex scandals in the Clinton administration, two Presidential elections as well as wars in Kosovo, Afghanistan and Iraq.

She also witnessed first-hand the huge change in American policy and psyche brought on by the attacks of September 11. Katty was at the Pentagon just 20 minutes after a hijacked airplane flew into the building - one of her most vivid journalistic memories is of interviewing soldiers still visibly shaking from the attack.

Katty is a contributor on Meet The Press, Larry King Live, and The Chris Matthews Show, a regular guest host for Diane Rehm on NPR, and author of the New York Times bestseller *Womenomics*.

Katty grew up all over the Middle East, where her father was posted as a British diplomat.

She studied modern languages at Oxford from where she went on to work for a brief period with the Bank of England. Katty speaks fluent French and Italian.

Claire Shipman

Claire Shipman joined ABC News' "Good Morning America" as the morning broadcast's senior national correspondent in May of 2001. Shipman also regularly serves as a substitute anchor for both "Good Morning America" and the weekend edition of the morning broadcast. She is based out

of the network's Washington D.C. bureau. She is also the author of the book "Womenomics" and the "Womenomics" blog on ABCNews.com.

Shipman regularly interviews newsmakers for "Good Morning America." She has sat down for in-depth interviews with former Vice President Dick Cheney, Queen Rania of Jordan, California Gov. Arnold Schwarzenegger, as well as presidential candidates and political leaders. Shipman has reported from Iraq, where she spent time with former U.S. Ambassador L. Paul Bremer. Shipman was part of the team that covered the 2008 presidential election for ABC News and also continues to report on various news stories affecting the lives of Americans around the country.

Prior to joining ABC News, Shipman was NBC News' White House correspondent. There she regularly reported on presidential policy and politics for "NBC Nightly News with Tom Brokaw" and the "Today" show. In addition to her NBC duties, Shipman wrote a popular column for John F. Kennedy Jr's George Magazine.

Through her on-the-ground reporting during the 2000 presidential election, Shipman broke many big stories at NBC. On "Today" she conducted the first televised interview with then Vice President Al Gore in the wake of his campaign finance troubles. She was the first to report that Gore would name Sen. Joseph Lieberman as his running mate, and in December 2000 she was the first to report on the Florida Supreme Court's decision to allow a recount of contested ballots.

Before NBC, Shipman spent 10 years at CNN, where she covered the White House. Shipman previously spent five years at CNN's Moscow bureau, where she won international praise for her coverage of Boris Yeltsin's 1993 assault on the Russian Parliament building.

Shipman's reporting from Moscow helped CNN earn a National Headliners Award and her reporting on the aborted Soviet coup and 1991 collapse of the Soviet Union won the network a coveted Peabody Award. She received a DuPont Award and an Emmy Award as one of the key contributors to CNN's coverage of the 1989 Tiananmen Square student uprising. She is also the recipient of a DuPont Award for CNN's coverage of the 1995 Oklahoma City bombing.

Shipman began her broadcasting career as a production assistant and intern at CNN's bureau in New York. She holds a graduate degree in international affairs from Columbia University and a BA in Russian studies from Columbia University, where she graduated magna cum laude.

In June of 2009, Shipman's first book, entitled "Womenomics" (co-authored with Katty Kay), was published by Harper Business. Shipman, a native of Columbus, Ohio, resides in Washington, D.C., with her husband, Jay Carney, and their two young children.

Walter Isaacson

Walter Isaacson is the President and CEO of the Aspen Institute, a nonpartisan educational and policy studies institute based in Washington, D.C. He has been the Chairman and CEO of CNN and the editor of *Time Magazine*.

He is the author of *Einstein: His Life and Universe* (April 2007), *Benjamin Franklin: An American Life* (2003), and *Kissinger: A Biography* (1992), and coauthor of *The Wise Men: Six Friends and the World They Made* (1986).

Isaacson was born on May 20, 1952, in New Orleans. He is a graduate of Harvard College and of Pembroke College of Oxford University, where he was a Rhodes Scholar. He began his career at the *Sunday Times* of London and then the New Orleans *Times-Picayune/States-Item*. He joined *Time Magazine* in 1978 and served as a political correspondent, national editor and editor of new media before becoming the magazine's 14th editor in 1996. He became Chairman and CEO of CNN in 2001, and then president and CEO of the Aspen Institute in 2003.

He is the chairman of the board of Teach for America, which recruits recent college graduates to teach in underserved communities. He is also chairman of the board of the U.S.-Palestinian Partnership, set up by the U.S. State Department to promote economic and educational opportunities for the Palestinian people. He is on the Board of United Airlines, Tulane University, and the Bipartisan Policy Center. He was appointed after Hurricane Katrina to be the vice-chairman of the Louisiana Recovery Authority.

He lives with his wife and daughter in Washington, DC.

Laura A. Liswood

In August 1996, Laura Liswood co-founded the Council of Women World Leaders with President Vigdís Finnbogadóttir of Iceland. Ms. Liswood is the Secretary General of the Council, which is composed of women presidents and prime ministers. The Council's mission is to promote good governance and enhance the experience of democracy globally by increasing the number, effectiveness, and visibility of women who lead at the highest levels in their countries. The Council is a policy program of the Aspen Institute and is currently chaired by President Tarja Halonen of Finland.

In 2001, Liswood was named Managing Director, Global Leadership and Diversity for Goldman Sachs, a premier global investment bank. She is now a Senior Advisor to the firm.

From 1992 – 1996, as director of the Women's Leadership Project, Liswood identified global leadership contributions by women heads of state. She interviewed 19 current and former women presidents and prime ministers, which is chronicled in her book and video documentary, *Women World Leaders* (1996, 2007 and 2009, Harper Collins). Her quest was to find out what it would take for a woman to become President of the United States.

In 1997, Liswood co-founded The White House Project, which is dedicated to electing a woman President of the United States. Her work with women presidents and prime ministers was the inspiration for the Project, which seeks to change the cultural message in the United States about women as leaders.

After the events of September 11, 2001, Liswood became a reserve police officer in the Washington, D.C. Metropolitan Police Department and is now a Sergeant.

Liswood's latest book, *The Loudest Duck* (Wiley & Sons, November 2009), is a business guide that explores workplace diversity and uses practical stories to offer an alternate, nuanced approach to diversity to create a truly effective workplace for all.

Liswood holds a M.B.A. from Harvard Business School and a B.A. from California State University, San Diego. She holds a J.D. from the University of California, Davis School of Law, and is admitted to practice law in California and Massachusetts.

REGISTERED EVENT ATTENDEES

Bahia Akerele
Owner
Akerele Consultants

Rima Al-Sabah
Embassy of the State of Kuwait

Acquanetta Anderson
Executive Director
Benjamin Harrison Society

Janet Anderson
Independent Consultant

Cynthia Anthony
Director of Government Relations
The American University in Cairo

Martin Apple
President
Council of Scientific Society Presidents

Laura Bacon
Reynolds Fellow, Center for Public Leadership
John F. Kennedy School of Government

Jermon Bafaty

Sara Barker
Manager of Marketing & Communications
American Intellectual Property Law
Association

Elizabeth Becker
New York Times

Eve Benton

Christine Berg
Chief, Early Detection Research Group
Division of Cancer Prevention, National Cancer
Institute

Julia Bloch
President
US-China Education Trust

Nancy Bocskor
President
Nancy Bocskor

Kathy Bonk
Executive Director
Communications Consortium Media Center

Amy Borrus
Deputy Director
Council of Institutional Investors

Alison Bours
Program Assistant, Office of External Relations
Center for Strategic and International Studies

Autumn Brewington
Assistant Editorial Page Editor
The Washington Post

Melinda Brouwer
Research and Communications Assistant
Program on International Policy Attitudes

Nora M. Brownell
Principal
BC Consulting

Martha Buchanan
President
MBL Productions

Gleibys Buchanan
Representative for the Advancement of
Women, Office of External Affairs
National Spiritual Assembly of the Baha'is of
the United States

Sarah Stoycos
Director of Programs
Council of Independent Colleges

Simone Bunse
Professor
INCAE Business School

Margaret Carlson
Columnist
Bloomberg News

Tenley Carp
Partner
Cohen Mohr LLP

Chan H. Chee

Faith Christiansen Smeets
Founder
Faithsalutes

Sarah Christie

Raluca Cimpean

Janina Cismaru
Third Secretary, Press and Cultural Affairs
Embassy of Romania

Megan Clifford

Eleanor Clift
Contributing Editor
Newsweek Magazine

Rosalyn Coates
Merit Systems Protection Board

Kathleen Connell
President
Connell Group

Jean I. Cox
Advisory Board
Kravis Leadership Institute

Kathleen Currie
Deputy Director
International Women's Media Foundation

Beth Davis
Coordinator, Women in Development
Peace Corps of the United States

Arnaud De Borchgrave
Senior Adviser, Director, Transnational Threats
Center for Strategic and International Studies

Victoria Dean
First Secretary
British Embassy

Paul DelPonte
Executive Director
Nat'l Committee to Preserve Social Security &
Medicare Found

Deborah Derrick
Senior Program Officer
Bill and Melinda Gates Foundation

Julie Doerschlag

Monica Dorhoi
Environmental Sustainability Specialist
The World Bank

Kimberly Dozier
Correspondent
CBS News

MeiLee Dozier
Paul H. Nitze School of Advanced International
Studies (SAIS)

Mary D. Drysdale
President
Drysdale, Inc.

Nellie Dunderdale

Margaret S. Dunning
Principal & Chief Strategy Officer
The Widmeyer Baker Group, Inc.

Pernille Elbech
Senior Advisor, Public Diplomacy & Press
Royal Danish Embassy

Patricia Ellis
President
Women's Foreign Policy Group

Barbara Farris

Diane Faulkner
Economist
Women's Bureau, U.S. Department of Labor

Annick Febrey

George Foss
Principal
Edmund & Wheeler, Inc

Anne Foss

Stephenie Foster
Senior Vice President, Government Affairs
American Legacy Foundation

Stephanie S. Fouch
Head of Strategic Communication
British Embassy

Thomas Fox
Director, Annenberg Leadership Institute
Partnership for Public Service

Amy Frey

Claudia Fritsche
Ambassador to the US
Embassy of Liechtenstein

Nina L. Gardner
Director
Strategy International LLC

Stephanie Genco
Congressional Staffer
House Homeland Security Committee

Caroline Gentry
Senior Editor
Air Daily

Kathy Gest
Director of Public Affairs
National Democratic Institute

Elizabeth Gibbens

Melissa Goldstein
Associate Research Professor
George Washington University Medical Center

Sherri Goodman
General Counsel
The Center for Naval Analyses Corporation

Susan Gordon

Anthony Green

Jonathan J. Groner
Marketing Manager-DC
Jenner & Block LLP

Liza Gross
Interim Executive Director
International Women's Media Foundation

Jessica Moore
Women Under Forty Political Action
Committee

Laura Hammami
Program Officer
America-Mideast Educational and Training
Services

Stayce Harris
Colonel
US Air Force Reserves

Nancy Hartsock

Tara Hayward
Manager of Development
International Women's Media Foundation

Erika Henderson

John Howard

Laura Howes

Zheng Huang

Randa Hudome
President
Fahmy Hudome International, LLC

Jenni Jarventaus
Media Relations Coordinator
Embassy of Finland

Kimberly Kahnhauser
Director of Operations
Women's Foreign Policy Group

Lorrie Kaitz

Elizabeth J. Kannan

Rasie Kargbo
Head of Chancery / Minister Counselor
Embassy of Sierra Leone

Laura Kennedy

Judith Kipper
Director, Middle East Programs
Institute of World Affairs

Stacey Knobler

Susan Koscis
Director of Communications
Search for Common Ground

Danuta Krotoski
Health Scientist Administrator
National Institutes of Health

Keming Kuo

Theola Labbé-DeBose
Reporter- D.C. Charter Schools
The Washington Post

Barbara Lauren
Associate Director, Compliance
Am. Assn. of Collegiate Registrars and
Admissions Officers

Alisa Lewis

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INVITATION



Cordially invite you to a lunchtime book talk
featuring a conversation with

Katty Kay

Washington Correspondent for BBC World News America

and

Claire Shipman

Senior National Correspondent for ABC News

co-authors of

***Womenomics:
Write Your Own Rules for Success***
(HarperBusiness)

Moderated by Walter Isaacson
President and CEO, The Aspen Institute

**Tuesday, October 6, 2009
12:00 pm**

The Aspen Institute
One Dupont Circle, NW, Suite 700, Washington, DC

Books available for sale and for signing on-site. A buffet lunch will be served.

Please reply via email to rachel.sommers@aspeninstitute.org or by phone to (202) 736-2299
This invitation is non-transferable.

About *Womenomics*

This collaboration between broadcasting powerhouses Shipman and Kay gives career women explicit permission to demand the balance that's been missing in their lives. The authors assert that after decades of trying to outdo men or fighting the Mommy Wars in the office trenches of the 1980s and 1990s, women have gained enough corporate clout to start changing the workplace to suit their needs.