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OCTOBER 19, 2020

LOS ANGELES BUSINESS JOURNAL WOMEN'S LEADERSHIP AWARDS NOMINEES 2020

JOIN US FOR THE FREE LIVE VIRTUAL EVENT

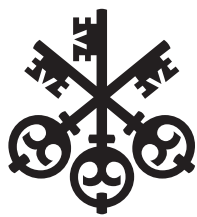
AWARDS & KEYNOTE

Wed. Oct. 21

2-4PM

Register at labusinessjournal.com/WCA2020

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LOS ANGELES BUSINESS JOURNAL
WOMEN'S
 LEADERSHIP SERIES
 & AWARDS 2020



The Leadership Awards & Keynote

Wednesday, October 21 | 2-3:30PM

Join us on Wednesday, October 21st as we honor and celebrate the terrific women business leaders in the Los Angeles community with our big virtual awards ceremony, the 2020 Women's Leadership Awards.

With the more than 350 nominees (appearing in the pages of this issue), there are clearly many accomplished and impactful leaders to draw inspiration from. This year, we will name:

- **CEO of the Year**
- **Entrepreneur of the Year**
- **Executive of the Year**
- **Community Impact Advocate**
- **Rising Star of the Year**
- **Volunteer of the Year**

Our celebration will also be highlighted by what promises to be a rousing keynote presentation by Jane Schwartzberg, the managing director and head of strategic client segments for UBS Wealth Management USA.



Jane Schwartzberg leads the UBS Strategic Client Segments team for WM USA, which was established to develop a strategy for and execute on growth within the Firm's highest potential client segments. These key segments include Women, Business Owners, Millennials and Athletes and Entertainers. Her business is focused on serving UBS's 6,000+ Financial Advisors and the clients they have within these four segments, by helping to address their unique needs and financial goals over their lifetimes. Before this new role, Jane led Field Leader Development and Advisor Team Development for UBS, driving the direction of training and professional development for managers and Financial Advisors across the country. Prior to that, Jane ran the Client and Financial Advisor Experience for the UBS Mortgage Program. Over her almost decade with UBS, Jane has led various teams through tremendous growth while also leading by example by bringing both passion and compassion to the workplace.

Jane's current position as the Head of Strategic Client Segments draws upon the extensive experience she has cultivated in all stages of companies' business growth and development. Over her career, she has developed a strong understanding of the importance and value of strategic thinking, coupled with impeccable leadership and execution skills, to meaningfully drive business results. Upon graduating from college, Jane worked as a financial analyst in the Mergers and Acquisitions/Corporate Finance group of Lazard Freres & Co. After attending business school, she was COO and then a co-founder of several software start-up companies. One of the companies, which sold database optimization software, was successfully sold to Computer Associates.

In 2013, Jane published her memoir, co-written with Marcy Tolkoﬀ-Levy, called *Naked Jane Bares All*, where she recounts her many-year battle with breast cancer and reflects on the importance of resilience in the face of great adversity. In November 2014, Jane was inducted into the YWCA Academy of Women Leaders for her role in setting an example for women throughout her firm and the financial services industry. She proudly serves on the Board of dearworld.org, which seeks to bring healing to communities around the world through photography and storytelling. Jane is often quoted in numerous media outlets including Bloomberg, CNN, and the Wall Street Journal.

Jane is a summa cum laude graduate of Barnard College, Columbia University and earned an MBA from the Stanford University Graduate School of Business. Jane lives in Montclair, New Jersey with her husband and two children.

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#119 out of 500 in Wealth Advisor Moms List
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Lauren Brooks
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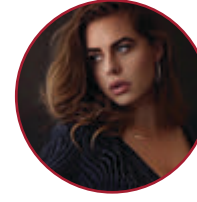
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 Chief Executive Officer
 Tender Greens



Jennifer Burns
 Partner
 Scali Rasmussen



AnGèle M. Cade
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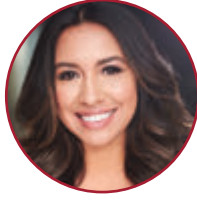
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 Gby beauty



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 TigerConnect



Karen Cate
 Chief Financial Officer
 + Head of Operations
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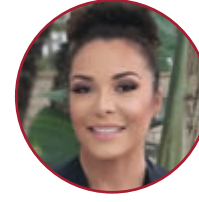
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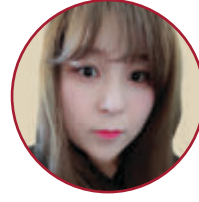
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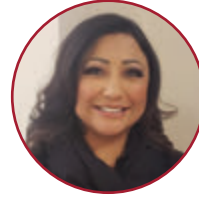
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Allison Murray
 Chief Growth Officer
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Carrie Murray
 Founder and CEO
 Business Relationship
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Teuta Naghshineh
 Client Service Partner
 Slalom



Adrienne Nakashima
 CEO
 South Coast Botanic Garden



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 Senior Associate
 Avison Young



Kari Negri
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Rachel Nelson
 Public Relations &
 Events Manager
 Margaux Agency



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 Co-Founder, Co-CEO,
 and Lead Pharmacist
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Jessica Ormandy
 Chief Marketing Officer
 Northwestern Mutual



Joslyn Osborn
 National Director for
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 Vaco Los Angeles



Anoosheh Oskouian
 President and CEO
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Dr. Sara Terheggen
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Register for free and join the live virtual event on Oct. 21 where we will unveil
 all finalists and winners at labusinessjournal.com/wca2020



Jaime Lee

CONGRATULATIONS!

Congratulations to Jaime Lee, our Chief Executive Officer, who has been nominated for LABJ's 2020 Women's Leadership Awards as CEO of the Year.

Your visionary and admirable leadership inspires the entire JAMISON family, especially during these unprecedented times.



LOS ANGELES BUSINESS JOURNAL
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Women View Financial Success Differently

While many wealth management firms and financial advisors believe that men and women have the same financial needs, research shows that a more customized approach may serve women better.¹ When developing an investment framework, it's vital to understand how women view financial success. For most women, financial success is a means to live and improve their lives.

A recent PIMCO survey showed that women rank health and wellness on par with financial longevity.² By contrast, male investors typically prioritize market outperformance as their primary goal.

There also tend to be marked differences between men's and women's investment decision-making and behavior. Three behaviors that tend to differentiate men and women from an investment standpoint are: confidence in investing abilities, portfolio risk tolerance and financial discipline. As highlighted in UBS' Own Your Worth survey, research shows that "women consistently underestimate their own abilities while overestimating what is required to be financially involved." Women's lack of confidence in their financial literacy and the belief that it is too complicated or that they don't know where to begin are some of the primary reasons women invest less than men.³

WHAT WORKS? PERSONALIZED ADVICE AND GUIDANCE

Education is key to overcoming this hurdle. Financial advisors who take the time to provide comprehensive explanations can help women become more comfortable with investing.

While men and women are both willing to take risk, women are more comfortable taking calculated risks that are based on the certainty of achieving their goals. Women take a more "fact-based" approach, however; this can make them less willing to invest in the capital markets.¹ Higher cash balances and an over-allocation to low risk investments, including fixed income, can dampen returns. Thoughtful financial planning can help women take an appropriate amount of risk aligned with meeting their goals.

Lastly, on average women are more disciplined investors than men; they trade less and are less likely to try to time the market.⁴ Women tend to stick to a long-term plan, which discourages buying and selling assets opportunistically. By contrast, men trade more over time, which detracts from their portfolio returns, with the result that women's investment portfolios often outperform men's, assuming the same level of risk.⁵

These findings are supported by a UC Davis study that found women beat men by an average of about 1% annually on a risk-adjusted basis.⁶

A FRAMEWORK FOR IMPROVEMENT

Given what we know about the differences between men and women, it is important to have a way to address these differences.

UBS Wealth Way can be an effective approach to help prioritize and pursue personalized goals and objectives. Starting with questions and a discussion, UBS Wealth Way helps you to focus on what's really important. This allows your Financial Advisor to help organize your financial life into three key strategies:



- Liquidity to help provide cash flows for short-term expenses
- Longevity for longer-term needs
- Legacy for needs that go beyond one's own

This framework allows women to define risk and returns based on the financial and personal goals that are uniquely important to them. 74% of investors say that this approach helps ease anxiety about their financial future, no matter what's happening in the market.⁷ Recent research also indicates that what women want aligns with these three key strategies.

Read more on the wealth way framework for women as well as detailed guidance on considerations for women during estate planning in *UBS Matriarchs on the Rise*. Then, let's talk. Contact us at womenandinvesting@ubs.com

Information for this article was provided by UBS

Financial Services. For more information, visit ubs.com/women or call (213) 972-1561. Main contributors: Emily Brunner and Kristin Kostiw

UBS Wealth Way is an approach incorporating Liquidity. Longevity. Legacy. strategies, that UBS Financial Services Inc. and our Financial Advisors can use to assist clients in exploring and pursuing their wealth management needs and goals over different time frames. This approach is not a promise or guarantee that wealth, or any financial results, can or will be achieved. All investments involve the risk of loss, including the risk of loss of the entire investment.

As a firm providing wealth management services to clients, UBS Financial Services Inc. offers investment advisory services in its capacity as an SEC-registered investment adviser and brokerage services in its capacity as an SEC-registered broker-dealer. Investment advisory services and brokerage services are separate and distinct, differ in

material ways and are governed by different laws and separate arrangements. It is important that clients understand the ways in which we conduct business, that they carefully read the agreements and disclosures that we provide to them about the products or services we offer. For more information, please review the PDF document at ubs.com/relationshipssummary. IS2005857

¹Zakrzewski, A. et al. Managing the Next Decade of Women's Wealth. Boston Consulting Group

²Shanahan, E. R. Women, Investing and the Pursuit of Wealth-Life Balance. PIMCO

³Own your worth. UBS (2018)

⁴Odean, T., Barber, B. M. Boys will be boys: Gender overconfidence and common stock investment.

Quarterly Journal of Economics (2001).

⁵Taking Action. UBS (2017).

⁶Gender Differences in Investing. UC Davis (2012).

⁷2019 UBS Global Wealth Management survey of more than 6,200 high net worth global investors (with at least \$1 million in investable assets). Survey results are based on investor responses (either "agree or disagree") to a specific question about organizing their assets according to the approach with Liquidity. Longevity. Legacy. strategies. In this case 74% said it will help ease their anxiety about planning for their financial future.

LIQUIDITY NEEDS

91%

Adequate emergency fund

LONGEVITY NEEDS

88%

Retirement planning

LEGACY NEEDS

78%

Interest in sustainable investing

**Davis Wright Tremain
congratulates our colleague and
partner Kelli Sager for being nominated
as a finalist for Executive of the Year
by the Los Angeles Business Journal.**

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LOS ANGELES BUSINESS JOURNAL
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Developing a Pipeline of Women Leaders



By NATASHA MATA

Women have unique perspectives and life experiences that can shape our view of the world and the way we make decisions. Though we are making strides to increase the number of women in leadership across industries, we can do more to uplift and empower women so that they can realize their full potential. Despite modest gains in recent years, women are still severely under-represented in corporate leadership positions.

Though difficult to say whether women's advances in corporate leadership result directly from other women's help, during my 28 year career in banking, I've found one of the most effective ways to increase female representation is through mentorship and sponsorship. Studies show 76% of people believe mentors are important however, only 37% of people currently have a mentor. Additionally, 63% of women have never had a formal mentor.

Leaders have a responsibility to identify and cultivate talent – and one of the surest ways to do that is through direct engagement and support of the next generation of promising leaders.

At Wells Fargo, we stand by our commitments to champion diversity and inclusion by creating environments where people are empowered to challenge thinking and deliver diverse ideas, build relationships with individuals who are different from them, and respect differences.

In fact, the Wells Fargo Women's Team

'...During my 28 year career in banking, I've found one of the most effective ways to increase female representation is through mentorship and sponsorship.'

Member Network (TMN) is the largest employee resource group at the company. With over 25,000 members nationwide, the Women's TMN connects dynamic women from across business lines to share ideas, knowledge and access to career development and growth resources - all of which are important components to mentor-mentee relationships.

In the Central Los Angeles region, 85% of my leadership team are women. They represent different ages, ethnicities, and backgrounds, and thus offer unique perspectives. As a mentor, I strive to empower my leaders to lean into their own personal and professional strengths, provide platforms for them to learn and grow and increase confidence in their leadership abilities.

In return, leaders are able to showcase these qualities through their own leadership. 32% of women say they have a mentor at work and 65% of those mentored go on to become mentors themselves, thus perpetuating the developmental cycle. I encourage my team to challenge their employees to think critically and practice sound decision making. By showing up for your

employees during teachable moments, providing guidance yet space to make their own decisions, and recognizing areas for growth opportunities, together you can develop high-functioning talent with strong propensity to lead in the future.

My colleague Lisa McGeough, head of Corporate & Investment Banking and Wells Fargo International, once stated so eloquently, "Paying it forward is absolutely critical — making sure women see someone down the road who has faced similar obstacles, who has been successful, and who is mentoring, coaching, and supporting them behind the scenes when job opportunities arise."

Mentors play a key role in the development for nearly all leaders, but women often miss out on this crucial step. Mentors can help mentees hone their strengths, better understand their aspirations and career trajectory and ways they can fulfill their personal and professional goals. In turn, they can create a pipeline for future leadership development.

Do you have a mentor or mentee? Here are some common misconceptions about men-

tor-mentee relationships that may make you re-consider:

1) Fiction: Mentor-mentee relationships should be developed from a formal program.

Fact: Many mentor mentee relationships are developed naturally, without formally asking. Mentors help others, informally or formally, navigate their careers by providing guidance for career choices and decisions. It is important, though, to set specific objectives once the relationship is established.

2) Fiction: A mentor should be someone who looks like me and is in the same line of business or industry.

Fact: Mentees should seek out those mentors who will advocate for you – both men and women, in diverse areas of interest. Diverse mentors can provide a broad array of perspectives.

3) Fiction: I am already a leader with direct reports. I don't need a mentor.

Fact: Mentors can be helpful at all levels of business. Meet with professionals at varying levels to continue broadening your professional network. By carefully selecting projects that offer opportunities for learning and growth, you may meet new people in positions that interest you.

It's so critically important for women to have mentors to whom they can relate. These truly transformational relationships have the possibility to shape and propel your career.

76%

OF PEOPLE BELIEVE
MENTORS ARE IMPORTANT...

YET ONLY
OF
PEOPLE HAVE ONE

37%



Natasha Mata is Central Los Angeles Region Bank President for Wells Fargo & Company. To learn more about women in leadership at Wells Fargo, visit stories.wf.com/women.

What True Leadership Looks Like



Lena Wilson, J.D., President and Chief Executive Officer at Vista Del Mar Child & Family Services.

Vista Del Mar Child & Family Services congratulates and celebrates Lena Wilson, J.D., our President and CEO, on her nomination for Los Angeles Business Journal's prestigious Women's Leadership Awards.

For more than 30 years, Lena has been on the front lines, promoting social justice, devoting her brilliance, passion and sense of purpose to advocating tirelessly on behalf of children, families, and communities most at risk in our country, in order to empower, educate, engage and elevate them to reach their highest potential.

For more than 112 years, Vista Del Mar Child & Family Services, a 4-Star Charity Navigator-rated Social Services Agency, has provided shelter from the storm, protecting L.A. children and families most in need of help, hope, healing, and home.

Together, guided by Lena's visionary strategic leadership, we will continue to provide certainty, support, services and shelter from the storm to those most vulnerable in these unprecedented times.

This is what we do...and what Lena's is all about! We were meant for this moment and will continue to transform lives.

On behalf of the thousands of families we serve, congratulations to all the nominees and thank them for the outstanding work they do.



VISTA DEL MAR
CHILD AND FAMILY SERVICES

LOS ANGELES BUSINESS JOURNAL
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How Do You Relate to Homelessness?

By ANNE MISKEY

If the COVID-19 pandemic has taught us anything, it is that home equals safety. We are told to stay home to stay safe. Many of us have turned our dining room tables into offices, some have converted closets into creative school spaces for their kids. We've all learned to Zoom!

Most of us have been able to stay safe. But what about those without homes, living in shelters or on the streets, those who can't stay safe at home? Unlike Dorothy, in the Wizard of Oz, they can't just click their heels three times and say "there's no place like home," and suddenly be safe in a place of their own.

It takes a lot more than three clicks of our heels to help people find a home, something we know well at Union Station Homeless Services. Our staff work tirelessly and constantly to meet people where they are – whether they're living under an underpass or in their car, and help them find a place that they can call their own.

But finding affordable rental apartments in Los Angeles County is easier said than done. Los Angeles has one of the highest cost housing markets in the country. Add to that the "not in my backyard" NIMBY mentality of many residents who don't want "those (home-



less) people in their communities" means that finding housing for people requires determination, ingenuity and a "never give up" attitude.

Fortunately, these are all things my staff have in abundance. So, how have we dealt with some of these challenges? How do we find homes for people experiencing homelessness?

LANDLORD ENGAGEMENT

We know that to find apartments, we first have to find landlords. But the question is how to convince a landlord to rent to us – at often below market rent, for an individual or a family who has been living on the street or in their car? Well, the answer was relatively simple. It is about relationships!

Our staff spends much of their time getting out to meet and to know landlords, explaining how we work and introducing them to our clients. Our staff goes beyond what they need to do. They are available 24/7 if there is a concern or a problem.

We immediately take action if someone is late on rent, or is making too much noise. We work with the client, and the landlord, to make sure the experience – and the housing – works for both parties.

As a result of these relationships, we are working with over 120 landlords – and so far only one has stepped back from renting to us (they needed to reclaim the apartment for a family member). Instead, our landlords tell others about how great it is to work with us and what a difference it makes to them.

Next is dealing with those who object to housing people in their neighborhoods? We discovered that connecting people within the neighborhood truly makes a difference.

To do this we launched our award-winning Community Allies program, a program that brings together community volunteers with individuals or families who have been recently housed.

When people get to know people, see each other as fellow human beings with the same needs, hopes and dreams, it changes both hearts and minds. Now, instead of saying "not in my neighborhood" people say, "welcome neighbor."

"Here was something I could actually do, something where I could really make a difference," said Dr. Monique Margetis about the Community Allies Program

At the end of the day, finding housing for people requires determination, ingenuity and fostering relationships by connecting to humans in new, creative and authentic ways. Won't you be part of the solution to ending

homelessness by welcoming new neighbors into your committee?



Anne Miskey is CEO of Union Station Homeless Services. Learn more at unionstationhs.org.



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Investing in Women is Good Business

By GRACE KANGDANI

Investing in women makes good business sense because diverse and inclusive workplaces are essential in meeting the needs of today's diverse customers, clients and communities. Women play an increasingly important role in helping advance the global economy, with women owning 37% of all businesses worldwide.

Bank of America recognizes the significant role women play in advancing thriving economies. It's why we continue to invest every day in helping women make meaningful contributions within the company and in their communities.

A snapshot of our current employee demographics shows that women make up more than 50% of Bank of America's global workforce, nearly 45% of the global management team, more than 40% of our managers and 35% of board of directors - exceeding industry benchmarks for representation.

So how did we get here? By bringing talented women to our company, investing in their career growth, and supporting the economic empowerment of women everywhere.

For example, the bank partners with more than 200 colleges and universities around the world to recruit diverse talent, and our most recent summer intern class was 47% female. The bank also has programs designed specifically

to support the retention and career development of female employees such as the LEAD (Leadership, Education, Advocacy and Development) for Women employee network, which is more than 31,000 members strong.

The bank also includes employees in its annual Global Women's Conference; Women's Executive Development Program and the Women's Next Level Leadership Program, among other professional development opportunities to help foster female talent in the bank.

But an effective diversity and inclusion program goes beyond recruitment and development and includes progressive workplace policies and benefits so employees feel supported in managing responsibilities at work and at home. For example, the bank offers employees 16 weeks paid parental leave for maternity, paternity and adoption leave. Parents can also receive reimbursement of up to \$240 per month, per child for eligible child-care expenses. Employees caring for aging parents can take advantage of our company's adult care services program offering resources, support and expertise to help manage these responsibilities.

As a leader in financial services, Bank of America also supports women entrepreneurs with capital and resources to help them grow their businesses:

We partner with the Tory Burch Foundation

Capital Program to provide access to affordable loans to grow their business.

Through the Bank of America Institute for Women's Entrepreneurship at Cornell, we are providing 20,000 women entrepreneurs with free, online learning to help advance their businesses.

The Global Ambassadors Program connects women leaders of social enterprises and small businesses to mentoring to help them hone their skills and realize their economic potential.

We work with the Cherie Blair Foundation on its Mentoring Women in Business Programme to connect women entrepreneurs around the world to online mentoring; more than 500 Bank of America employees have participated as mentors.

The bank is lead sponsor of the National Women's Business Conference hosted by the National Association of Women Business Owners, working to propel women entrepreneurs into economic, social and political spheres of power.

Our partnership with the Institute for Economic Empowerment of Women on its Peace Through Business program helps women entrepreneurs from Afghanistan and Rwanda improve their businesses through financial management and mentoring.

The bank works with Paradigm for Parity,

an organization committed to achieving gender parity across all levels of corporate leadership.

With Girls Who Code, the bank offers a summer immersion program for high school-aged girls to learn skills in digital technology and robotics and gain exposure to women engineers and entrepreneurs at the bank.

We're proud of these investments, which have been noticed by Working Mother magazine's 100 Best Companies and Bloomberg's annual Financial Services Gender-Equality Index. The bank was also named 2019 Catalyst Award winner for support of women in the workplace; 2019 Top Company for Women Technologists by AnitaB.org; and World's Best Bank for Diversity & Inclusion by Euromoney magazine.

While the recognition underscores our commitment to a diverse workforce, the achievements directly reflect the dedication, effort and

drive to make a positive and lasting impact on our company, and communities.



Grace Kangdani is Business Banking Market Manager for Bank of America.



Congratulations to all of the 2020 Los Angeles Business Journal Women's Council Nominees!



Montage is proud to work with the Los Angeles Business Journal in their quest to raise awareness for women in business and at home.

As a woman owned business Montage takes great care in helping our female employees and clients get the support they need.

"Our firm cares about you and your employees as though they were our own family. This embodies trust that year after year we will bring forth the best, most cost-effective insurance programs and customer care."

- Danone Simpson, CEO & President, Montage Insurance Solutions

- Employee Benefits • Wellness Campaigns • Health Fairs • Human Resources Consulting • My HR Summit™ • Workers' Compensation •
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October is National Women's Small Business Month

Groupon—where customers discover fun things to do and local businesses thrive—is encouraging everyone to celebrate October's National Women's Small Business Month by supporting women-owned small businesses in their community. To make it easy for people, Groupon has created a special campaign (gr.pn/wsbm) focused on driving customers to women-owned businesses in its marketplace.

The company is also building on the momentum it created during August's National Black Business Month and Hispanic Heritage Month (Sept. 15 - Oct. 15) by continuing a dialogue with national, state and local business leaders to find ways to better support women- and minority-owned businesses, particularly those hurt economically by the COVID-19 pandemic. According to a new Groupon survey, a staggering 75 percent of women small business owners said their businesses were negatively impacted by the pandemic.

The survey, commissioned by Groupon, polled more than 500 women small business owners from around the United States to understand how they're meeting the challenges that COVID-19 presents, the unique obstacles they face as women entrepreneurs, the secret to their success, and important issues women want to see addressed by the

2020 presidential candidates. The survey also revealed which states have been the most supportive towards women-owned small businesses during the pandemic.

"Every one of us has a role to play when it comes to investing in the success of small businesses. It's certainly great to have an entire month and campaign dedicated to the promotion and growth of women-owned businesses, but it's also very important that we continue to support them all year long," said Groupon CFO Melissa Thomas. "This year, Women's Small Business Month comes at a time when many women-owned businesses are facing even greater challenges than usual due to the pandemic and they need our help now more than ever."

DISPROPORTIONATE COVID IMPACT

Women small business owners who took the survey were twice as likely to say that lockdown restrictions implemented to stop the spread of the virus disproportionately affected women- and minority-owned businesses as opposed to saying they impacted all businesses equally. Fifty-four percent said they feared they'd have to permanently close their businesses and one-quarter believe that it will take more than a year for their businesses to get back to normal. Four in 10 of those sur-

'This year, Women's Small Business Month comes at a time when many women-owned businesses are facing even greater challenges than usual due to the pandemic.'

veyed who applied for a Paycheck Protection Program loan said they were rejected. And 20% said they either plan to or already had to lay off employees and less than 10% said they plan to hire more people in the next year.

MOST SUPPORTIVE STATES DURING THE PANDEMIC

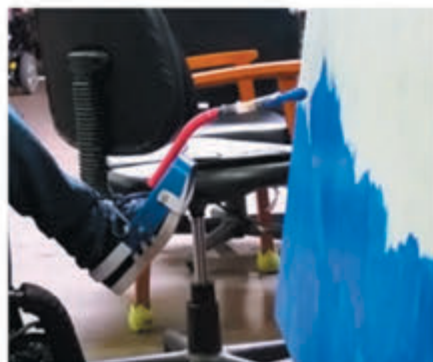
Of the states surveyed, the results revealed that Massachusetts ranked the highest for doing the most to help women-owned small businesses recover from the negative economic impact of COVID-19. The Bay State recently announced an initiative that enables small businesses to defer paying regular sales, meals and room occupancy taxes until May 2021. New York, Michigan, Ohio and North Carolina rounded out the top five states identified by survey participants as being the most supportive.

UNIQUE CHALLENGES

Fifty-five percent of respondents said that they believe men have an easier time starting their own businesses and just over half said they're held to a higher standard than their male counterparts. Fifty-four percent of women surveyed said they sometimes find it difficult to balance running a business with family life. Given these unique challenges, it should come as no surprise that more than 60% of women small business owners surveyed said they go out of their way to help other women entrepreneurs succeed.

BECOMING A SUCCESSFUL BOSS

Women small business owners said the top five keys to their success were putting in hard work, taking pride in the quality of their product or service, building a personal net-



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work, having an innovative business idea and interestingly enough—since it was identified as an obstacle—being a woman. Women small business owners said it took an average of 2.5 years for their businesses to become successful.

MAKING THEIR VOICES HEARD IN THE 2020 ELECTION

Sixty-seven percent of women business owners surveyed said they're paying close attention to the upcoming 2020 presidential election. When asked to identify their preferred candidate, former Vice President Joe Biden had the support of 47 percent of respondents compared to 34 percent who indicated support for President Donald Trump. The top five issues that women small business owners identified from a list that they want to see addressed by the presidential candidates were the economy (chosen by 75 percent of respondents), healthcare (54 percent), gender equality (43 percent), tax credits and/or cuts (42 percent) and social justice (36 percent).

TAKING ACTION

Groupon is urging consumers to celebrate National Women's Small Business Month by supporting women-owned businesses in their local communities as well as by making a donation to help provide new women entrepreneurs with much needed access to capital. To find a woman-owned business to support near you, Groupon is highlighting approximately 2,000 women-owned businesses across the United States. These merchants will be

featured across Groupon's mobile, online and social channels throughout the month of October.

In addition, the company has partnered with Kiva.org—a renowned crowdfunding platform—to provide consumers with an opportunity to contribute to a fund that supports women-owned businesses across the U.S. The goal of the fund is to help create opportunity and unlock access to investment capital for women looking to start or grow their businesses.

National Women's Small Business Month was created by the Small Business Administration to celebrate the contributions of women-owned businesses. According to the American Express 2019 annual State of Women-owned Businesses Report, there are nearly 13 million women-owned businesses in the United States—supporting over 9 million jobs and generating \$1.9 trillion in revenue.

To find a women-owned business that you can support in your community, please visit gr.pn/wsbm.

Groupon is an experiences marketplace that brings people more ways to get the most out of their city or wherever they may be. By enabling real-time mobile commerce across local businesses, live events and travel destinations, Groupon helps people find and discover experiences—big and small, new and familiar—that make for a full, fun and rewarding life. Groupon helps local businesses grow and strengthen customer relationships—resulting in strong, vibrant communities. To learn more about Groupon's community-building efforts, please visit community.groupon.com.

SNAPSHOT STATS

75%

According to a new Groupon survey of more than 500 women small business owners, nearly 75% said that their business has been negatively impacted by the pandemic

54%

Fifty-four percent said they feared they'd have to permanently close their businesses and one-quarter believe that it will take more than a year for their businesses to get back to normal

55%

Fifty-five percent of respondents said they believe men have an easier time starting their own businesses and just over half said that they're held to a higher standard than their male counterparts

**TOP
5**

The survey ranked Massachusetts, New York, Michigan, Ohio and North Carolina as the top five states most supportive of small businesses during the pandemic

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*"Fight for the things you care about, but do it in a way that will lead others to join you."
 — Ruth Bader Ginsburg*

LOS ANGELES BUSINESS JOURNAL
WOMEN'S
 LEADERSHIP SERIES
 & AWARDS 2020

'Women Without Limits' Program Empowers Women and Girls Through Financial Literacy

Morgan Stanley Wealth Management recently announced the launch of Women Without Limits, a new initiative to galvanize its longstanding commitment to the success of women and girls in communities across the country, provide guidance and advice to help address the unique financial needs of female clients and support female employees within the Firm.

Women Without Limits encompasses three key pillars of internal and external support:

- **Clients:** Through women-focused educational financial content and resources, Women Without Limits provides education and professional guidance for female clients in their journey to developing financial security and independence.

- **Communities:** To serve the needs of local communities, Women Without Limits creates access to financial empowerment and literacy resources through trusted national partnerships and affiliations such as Girls Scouts of the USA, in which Morgan Stanley Wealth Management serves as the brand's national partner to provide young girls with education in financial management.

- **Career:** By showcasing talented female Morgan Stanley Wealth Management leaders, supporting equality in the workplace and developing initiatives to encourage a steady pipeline of young female talent, Women Without Limits provides comprehensive career support for both established and emerging female leaders in finance.

"We're proud of the fact that Morgan Stanley has been at the forefront of empowering female employees and clients through various stages of their careers and lives, respectively, and so we couldn't be more excited about the launch of Women Without Limits and what it signifies," said Andy Saperstein, head of Morgan Stanley Wealth Management. "August 26 is designated as Women's Equality Day, and 2020 marks a time for us to both recognize the strides we've made toward equality and shine a light on where we still have work to do. Financial literacy and equality for women in corporate America still require our attention, and we are committed to helping address these areas as crucial steps toward female empowerment."

"Women Without Limits encompasses

highly-curated and impactful partnerships, programs and resources that are independently impactful but, when combined, provide a valuable platform to help female clients grow their wealth, empower women and girls in our local communities, and support female employees to develop and thrive in their careers," said Kara Underwood, managing director, head of Wealth Management Diversity and Inclusion at Morgan Stanley.

To celebrate the launch of Women Without Limits, Morgan Stanley Wealth Management last month hosted its inaugural event to honor and inspire its Financial Advisors, employees, recruits and leaders. The marquee event brought participants together to learn, network and connect in a meaningful way through live and pre-recorded virtual content. In addition to Morgan Stanley Wealth Management executives, notable speakers included WNBA Commissioner Cathy Engelbert, former MetriStream CEO Shellye Archambeau; and, McBride Sisters Wine Collection founders, Robin and Andréa McBride, among others.

"Women Without Limits is an important new chapter in our mission to be the firm of

Financial literacy and equality for women in corporate America still require our attention, and we are committed to helping address these areas as crucial steps toward female empowerment.

choice for women everywhere in the world," said Shelley O'Connor, chairman & CEO, Morgan Stanley Private Bank, N.A. and Morgan Stanley Bank, N.A. "In a year when we celebrate the centennial of women's right to vote, we can see both how far we have come, and how much more we still can do to support and empower our female employees, clients and the women in our communities to help meet their financial and life goals."

For more information about Women Without Limits or financial literacy, visit [Morgan Stanley.com](https://www.morganstanley.com).

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Vice President and Chief Information Officer



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FOREST LAWN MEMORIAL-PARKS & MORTUARIES

Kiva Receives USAID Design Funding to Support One Million Women Globally

This summer, financial inclusion non-profit Kiva announced a partnership under the White House-led Women's Global Development and Prosperity (W-GDP) Initiative with USAID to advance women's economic empowerment by increasing access to financing for women entrepreneurs and business owners. W-GDP is the first whole-of-government approach to women's economic empowerment and, as a part of the Initiative, Kiva will use catalytic capital offered through the W-GDP Fund at USAID to design the Kiva Invest in Women Fund (K-IWF), an innovative investing vehicle to positively impact women.

KIVA TO SCALE GENDER-FOCUSED IMPACT INVESTING

Kiva has been awarded \$2.5 million from the W-GDP Fund at USAID in an effort to identify innovative approaches to catalyze commercial investment for women's economic empowerment and equality. The contract will support an 18-month process that will engage major asset owners and gender lens investing experts in developing K-IWF, which aims to provide \$100 million in critical capital for

women entrepreneurs.

K-IWF will continue Kiva's work of institutional impact investing through its Kiva Capital arm, a wholly-owned asset management subsidiary offering impact-first investment vehicles that aim to fill gaps in capital access for underserved communities in the current investment ecosystem.

"This partnership with the Women's Global Development and Prosperity Initiative at USAID recognizes Kiva Capital's potential to deliver a truly innovative fund to the gender lens investment community," said Sarah Marchal Murray, Kiva's Chief Strategic Partnerships Officer. "We are excited to collaborate with and learn from this community of sophisticated global investors. Together, we can expand the pipeline of capital to economically empower women."

Since its founding in 2005, Kiva has deployed \$1.4 billion through the Kiva.org marketplace. More than 80 percent of these loans, totaling \$1 billion, has gone to nearly 3 million women around the world.

"We know that investing in women's economic empowerment can boost country-level

GDP and is vital for achieving the Sustainable Development Goals, but critical funding gaps were thwarting progress even before the COVID-19 crisis," said Goldie Chow, Kiva's Director of Impact. "Scaling investment in women entrepreneurs is not only the next step in building pathways to prosperity for women but also crucial for country-level recovery and resilience."

THE DESIGN, STRUCTURING, AND FIELD-BUILDING ELEMENTS

The Kiva Capital team will use this innovative funding to launch a comprehensive fund design and structuring process. This will include the development of an impact framework and a shared learnings platform. Funding will also support the canvassing of the women's economic empowerment investment markets in Africa and Latin America to identify missing elements of investment capital to most effectively support women-led enterprises. In addition, via a global investor listening tour, Kiva will showcase new opportunities in the rapidly growing world of investing in women for both the social and financial returns.

"What's most exciting about this relationship is the opportunity to discover what the right kind of capital is for empowering women around the world," said Marchal Murray. "It's not about more women entering the formal financial system, but rather a financial system that works for more women."

About Kiva:

Established in 2005 as the world's first personal micro-lending website, Kiva's mission is to expand financial access to help underserved communities thrive.

About the W-GDP Initiative:

In February 2019, the White House established the Women's Global Development and Prosperity (W-GDP) Initiative, the first whole-of-government approach to women's economic empowerment.

About USAID:

The United States Agency for International Development (USAID) is the world's premier international development agency and a catalytic actor driving development results.

Congratulations!

Lathrop GPM Partner Nancy Sher Cohen was selected as a nominee for Executive of the Year by *Los Angeles Business Journal*.

Congratulations, Nancy, and thank you for your dedication to the firm, clients and the community.

Working together, we build exciting futures.



Nancy Sher Cohen
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HerMoney and Wealthramp Partner to Help Women Find Trusted Financial Advisors

Personal finance expert Jean Chatzky and investor advocate Pam Krueger launch a new tool to help empower women to search for, vet, and hire a qualified advisor with confidence

Jean Chatzky's HerMoney and Wealthramp, a financial advisor referral service cultivated by Pam Krueger, last month launched a new partnership to make it easier for women to find trustworthy financial advisors. The collaboration offers HerMoney readers and all investors access to conflict-free financial advice through Wealthramp's network of over 230 independent Registered Investment Advisors.

Since the onset of the pandemic and ensuing economic crisis, 34% of advisors surveyed by the CFP Board have reported an increase in inquiries from prospective clients. Americans are looking for guidance as they grapple with an uncertain economic future. But knowing where to go to find a trusted advisor can be challenging. While there are several associations and nonprofits that provide lists of fee-only advisors, the responsibility is on investors to independently vet these financial professionals

to ensure they act solely in clients' best interests.

"The question I am asked most often by women is: 'Where can I find the right advisor for me?,'" said Jean Chatzky, CEO of HerMoney.com. "It's often clear that they want me — like they would want a friend — to give them a personalized recommendation, which of course is not always possible. Our partnership with Wealthramp, though, paves the way to give them a recommendation that I feel I can stand behind."

Pam Krueger, CEO and Founder of Wealthramp, adds: "Just because an advisor is fee-only and held to the SEC's fiduciary standard, doesn't mean you can take any title or designation as a stamp of approval. Many CFPs are still brokers who don't work only and directly for you — the client — and therefore may not always put your interests first. This is why I personally vet every advisor in our network, looking at the whole

picture of the advisor and their firm. Our process is rigorous so individuals have the assurance that the advisors with whom they're matched are truly experienced, qualified, collaborative and, most importantly, focused solely on their financial needs."

Through the HerMoney and Wealthramp "Find Your Advisor" tool, women investors can find a vetted advisor who aligns with their financial needs and goals. Results are immediate after users complete a questionnaire, allowing them to instantly learn more about each of their matched advisors and access their industry experience, credentials and regulatory records. It is entirely up to the individual to initiate a conversation with any of the advisors. The platform flips the power dynamics and puts women in control, equipping them with the knowledge to understand the type of advisor that's right for them and empowering them to make the first move with a vetted advisor who has been matched with them based on their unique preferences and priorities. HerMoney provides an additional layer of guidance through its content, which helps readers know what questions to ask advisors and how to approach financial

planning.

Women are still underserved in the financial services industry today. Although efforts are underway to improve the diversity of the profession, less than a quarter of advisors with a CFP designation are women, according to the CFP Board.

"The experience of receiving financial advice has historically been approached in linear ways, and women by nature have a different perspective. This is most demonstrated by the career paths we often take and the values that matter most to us," said Kim Curtis, CEO of Wealth Legacy Institute and a fiduciary financial advisor on the Wealthramp network. "The capacity to listen deeply, communicate jargon-free, ask about aspects of life that are meaningful to women investors, things like family, relationships, community, impact — all of these factors influence whether a woman will feel authentically herself when working with an advisor."

Learn more about the "Find Your Advisor" tool by HerMoney and Wealthramp at hermoney.com/wealthramp.



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Office Depot and Brit + Co Team Up to Launch Selfmade, a New Online Startup School for Women

Collaboration enables hundreds of women to start and grow businesses

Brit + Co and Office Depot recently announced that Office Depot will be the exclusive sponsor of Selfmade, a new 10-week virtual startup school for women. The course is hosted by Brit + Co co-founders, Brit Morin and Anjelika Temple, and includes highly personalized skill development to enable each student to start or grow her own business.

To help drive educational change, Office Depot's sponsorship will enable the course to be made free for up to 200 women, focusing on women of color, women from underserved and underrepresented communities, and women in need of support to help them trailblaze. Additionally, a portion of proceeds from the course will be donated to digitalun-divided, an organization whose mission is to provide economic empowerment to Black and Latinx women.

"With unemployment at record highs and mental health at record lows, Selfmade just seemed like the right thing to do at this moment," said Brit Morin, founder and CEO of Brit + Co. "Knowing the tools, expertise, and network at our disposal, we couldn't sit around and watch so many women miss the opportunity to change their lives and make money on their own terms."

As part of the curriculum, students will also hear from over a dozen other notable female founders, experts and investors who have signed on to help teach, including Bozoma Saint John (CMO of Netflix), Julia Hartz (founder and CEO of Eventbrite), Tina Sharkey (former founder and CEO, Brandless), Joy Cho (founder and CEO of Oh Joy) and many more.

"We're thrilled to partner with Brit + Co to help entrepreneurs start and grow their business," said Gerry Smith, chief executive officer for Office Depot and The ODP Corporation. "With the new tools and skillsets learned, as well as inspiration from some of the most successful women in business, we hope the students complete the program feel-

ing empowered to build the business of their dreams."

Features and benefits of Selfmade include:

- 15+ hours of live instruction in all facets of how to start a company
- 1:1 coaching and group chats with like-minded entrepreneurs
- Customizable templates for P&Ls, pitch decks, marketing assets and more
- Access to world class experts in tech, finance, marketing, sales, and investing

Selfmade registration is currently open and class kicked off on Monday, October 5. To nominate yourself or someone you know for a scholarship, visit [TrySelfmade.com](https://www.TrySelfmade.com)/scholarships.

Founded by Brit Morin, Brit + Co is on a mission to give women the courage and creativity to live life at their fullest potential. Through inspirational content, educational online classes and useful products, she is enabled to shape her future. Over the past nine years, Brit + Co has become one of the largest digital brands for women, now reaching an engaged community of over 115

To help drive educational change, Office Depot's sponsorship will enable the course to be made free for up to 200 women, focusing on women of color, women from underserved and underrepresented communities, and women in need of support.

million monthly users across its website and platforms. Visit [Brit.co](https://www.Brit.co) for more information. Office Depot, LLC is a wholly owned subsidiary of The ODP Corporation, a leading provider of business services, products and digital workplace technology solutions to small, medium and enterprise businesses. For more information, visit [news.theodp.com](https://www.news.theodp.com).

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Secret Partners With YWCA to Launch #RaiseItUp Campaign

Secret's #RaiseItUp Initiative activates "Secret Missions" to directly support women

Secret Deodorant recently announced the launch of #RaiseItUp, a multi-phased initiative that empowers and supports women at a time when COVID-19 threatens to be the biggest setback to gender equality in a decade¹.

As part of Secret's pledge to donate an additional \$1 million in support of equality programs, the brand is taking immediate action in partnership with YWCA USA to establish a "Secret Missions" fund that will provide direct assistance to women. These "Secret Missions" will focus on childcare, career development and other key areas that make a difference in the lives of women and their families.

"The COVID-19 pandemic has disproportionately affected women and even further increased inequalities in opportunities and income for multicultural women," said Freddy

Bharucha, senior vice president, North America & Global Personal Care, Procter & Gamble. "Secret is proud to step up, in partnership with the YWCA, to provide assistance and opportunities to the women who need it the most. Together, we will #RaiseItUp for women everywhere."

According to McKinsey & Company's Women in the Workplace 2020 study, women—especially Black women and women of color—are more likely to have been laid off or furloughed during the COVID-19 crisis,² stalling their careers and jeopardizing their financial security. In fact, the Department of Labor stated that out of the 700,000+ jobs that were eliminated in the first wave of pandemic layoffs, nearly 60 percent were held by women.³ Similarly, one in three mothers has considered leaving the workforce or downshifting her career since the pandemic, with household responsibilities, childcare and home-schooling listed as top contributing factors.

"The 2020 pandemic has exacerbated many of the things women already face, and they have been shouldering the weight of the chal-

'Through our #RaiseItUp initiative, we aim to not only celebrate the strength and resilience of women but also take meaningful action to support them in the areas of their life that mean the most.'

lenges brought on this year," said Sara Saunders, senior brand director, Secret & Gillette. "Through our #RaiseItUp initiative, we aim to not only celebrate the strength and resilience of women but also take meaningful action to support them in the areas of their life that mean the most."

"COVID-19 has eroded many positive gains towards closing gender gaps and has placed added impediments for women to be sources of significant global growth," said Alejandra Y. Castillo, CEO, YWCA USA. "In order to mitigate those losses, it is imperative now more than ever that brand and organizations like Secret and YWCA USA unite to work to advance equality for all women through initiatives like #RaiseItUp. This

partnership will help us continue to deliver programming, services, and other resources that support our mission to eliminate racism, empower women, and promote peace, justice, freedom and dignity for all."

#RAISEITUP CAMPAIGN DETAILS

Women are the coaches, players, trainers and fans in everyday life. From morning to night, they run non-stop. They are accepting the challenges thrown at them in 2020, and Secret is calling on women everywhere to share a photo on social media of what it means to them to #RaiseItUp.

Notable women, including WNBA stars Swin Cash and A'Ja Wilson, helped kick off a social media campaign, sharing their own per-

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sonal #RaiseItUp images and inviting women to share how they “raise it up” – at home, at work, for their families and, most importantly, for themselves.

Join Secret to help #RaiseItUp for women by:

Sharing a woman who you #RaiseItUp for on social media and tagging @SecretDeodorant. Join the conversation at:

- Instagram (@SecretDeodorant),
- Twitter (@SecretDeodorant)
- Facebook (<http://www.facebook.com/Secret>).

• Making a contribution to YWCA USA atywca.org/raise-it-up.

SECRET X WNBA FINALS TV COMMERCIAL

Developed internally by P&G in-house creative team, Secret also debuted a new television commercial during the WNBA finals on Sunday, Oct. 4. The :60 second spot features the work of two dynamic, creative Black women: an original poem by poet, author and activist, Jasmine Mans, and it was directed by Chassidy Jade, who also works to give opportunities to high school graduates interested in film, specifically young Black women and women of color. Cameos include some of the WNBA's biggest stars, including newly minted Most Valuable Player (MVP) A'Ja Wilson and WNBA “Wubble Moms” Phoenix Mercury’s Bria Hartley and Candice Dupree of the Indiana Fever.

No Sweat Here (:60) - The spot highlights the challenges women have faced as a result of



COVID-19. Provocative and bold, Jasmine’s work embodies what it means to elevate women’s voices, especially those of Black and Latinx women. Through her poetry in Secret’s new spot, Mans tells a story that unites all women in their strength.

Secret was the first antiperspirant brand designed specifically for women, and for the past 60 years, Secret has been on the forefront of women’s lives, leading with innovation designed to provide superior odor and wetness

protection. Through the years, the brand has proudly supported women’s advancement and equality through its campaigns and communications. Its latest campaign, “All Strength, No Sweat,” is a continuation of this commitment to women, celebrating those who boldly challenge the status quo, push through barriers and stand up for what they believe in, without “sweating” the obstacles that may come their way. Secret challenges women everywhere to be all strength, no sweat.

YWCA USA is on a mission to eliminate racism, empower women, stand up for social justice, help families, and strengthen communities. It is one of the oldest and largest women’s organizations in the nation, serving over two million women, girls, and their families. YWCA has been at the forefront of the most pressing social movements for more than 160 years — from voting rights to civil rights, from affordable housing to pay equity, from violence prevention to health care reform.



Congratulations Mary Kirchen, IHM

For being nominated for the 2020 Women’s Leadership Award!

For serving on the Board of Directors for our nonprofit health care system, Emanate Health, whose mission is to help people keep well in body, mind and spirit by providing quality health care services in a safe, compassionate environment.

For being a beacon of light as a leader in helping people, especially those with economic and health disparities.

For paving the path for equality in health care. For helping build Queen of the Valley Hospital because of the need you saw in our community.

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SDL and Women in Localization Launch Campaign to Promote Mental Health During COVID-19

Through its platinum sponsorship SDL will work closely with women in localization to host a series of events, forums and training initiatives

SDL, the intelligent language and content company, has partnered with Women in Localization to raise awareness of mental health issues and promote mental and physical wellbeing of people working remotely due to COVID-19. The campaign will be delivered across events organized by Women in Localization as well as SDL's own initiatives.

Estimates suggest that 42 percent of the U.S. workforce is now working from home full-time, and across Europe 4/10 workers have turned to home working during the COVID-19 pandemic. This new working normal, coupled with the isolation of lockdown and political and financial instability, is having an adverse effect on peoples' mental health with more than 40% reporting mental

health conditions since June 2020.

"Those affected by mental health issues often suffer in silence," said Virginia Clark, VP of Global Talent Development at SDL. "Our goal is to change that by hosting a series of events for our colleagues, and members of Women in Localization, where everyone feels safe, and has an outlet, to express how they feel and how they've personally been impacted. Training and guidance will be offered to help everyone overcome the many challenges presented by the pandemic."

SDL, through its Platinum sponsorship of Women in Localization, will host a series of events through the SDL Women's Forum alongside Women in Localization's own events and local in-country Chapters, to encourage colleagues and members of the community to share their feelings and how they're coping with working from home on a permanent basis. Ongoing workshops and training focused on 'Wellness in the Digital Age' alongside other initiatives such as virtual yoga and fitness classes will also be offered to all 4,500 SDL employees.

"A big thank you to SDL for working to

[Working from home full-time], coupled with the isolation of lockdown and political and financial instability, is having an adverse effect on peoples' mental health with more than 40% reporting mental health conditions since June 2020.

address the important issue of mental health during COVID," said Women in Localization President Loy Searle. "During these very challenging times, this effort is very meaningful and can have a profound impact."

Women in Localization, founded in 2008, is a global community that supports women through its mentorship and coaching program, local Chapter events, training initiatives and resources. Its goal is to promote and advocate equality among members and across the localization industry.

Women in Localization (W.L.) was founded in

2008 by *Silvia Avary-Silveira, Eva Klaudivyova and Anna N. Schlegel*, and is the leading professional organization for women in the localization industry with over 5,000 members globally. Its mission is to foster a global community for the advancement of women and the localization industry. It aims to provide an open, collaborative forum where women can share expertise and experience and help each other move forward in their careers. Started in the San Francisco Bay Area, W.L. has expanded its membership to include women across the globe, encouraging members to meet in other local geographies. To learn more, visit womeninlocalization.com.

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THE WAY
 AHEAD



Lenovo's New Realities Project Features Ten Groundbreaking Young Women Changing the World

Last week, Lenovo, championed by Girl Up, the gender equality initiative of the United Nations Foundation (UNF), and filmmaker Ava DuVernay, launches New Realities – a dynamic artistic project celebrating women who are using technology to showcase global social issues and empower empathy.

New Realities features immersive, first-person cinematic experiences that give a voice to difference-making women in 10 markets around the world during a time of global upheaval in the COVID-19 pandemic and ahead of International Day of the Girl (celebrated on Sunday, October 11). The project comes off the heels of new research conducted by Lenovo that reveals technology has made people more empathetic toward different viewpoints in their communities.

Captured over the last four months using 360-degree storytelling, New Realities chronicles the individual journeys of a courageous, diverse group of 10 young women using technology to achieve their dreams, such as supporting a social cause, creating thought-provoking art/music or providing a desperately needed service in their communi-

ty. The films give each woman their own voice and shine a light on the role technology plays in furthering their missions to drive empathy and a positive change in society. The films' changemakers hail from Brazil, China, France, Germany India, Italy, Japan, Mexico, the UK and the US.

In addition to the films' chronicling the women's missions, Lenovo – in partnership with Girl Up – is funding \$100,000 in grants for these young women to pursue fields of study that align with their goals. The protagonists have received mentorship through a newly created Global Ambassadors Program – featuring mentors hand-selected by Ava DuVernay's team at ARRAY and access to resources from Lenovo, ARRAY, and Girl Up. Each of the women has also received Lenovo and Motorola technology from to support their mission, such as the enterprise-grade ThinkPad™ X1 Yoga™ laptop for coding, the Yoga C940 for music or the Motorola Edge for communication and on-the-go computing.

Ava DuVernay, American filmmaker, commented: "I'm eager to stand with Lenovo to highlight the strong work of ten talented

young women around the world who have used technology to bring their missions to life in extraordinary ways. My colleagues at ARRAY and I created this mentorship as part of a vital effort to empower the next generation of women leaders. I applaud each of these young women for sharing their stories with the world through Lenovo's New Realities. At such a pivotal time in our world's history, it is imperative that we hold hands and march toward a more inclusive society where all are valued and embraced."

To access the New Realities microsite, please visit lenovo.com/NewRealities.

COMING INTO VIEW: A NEW, MORE EMPATHETIC WORLD

Research Lenovo conducted in support of New Realities reinforces a need and desire for empathy amid a global crisis and underscores the true importance of the work being done by the project's 10 influential changemakers. True to its mission of providing smarter technology for all, Lenovo understands the importance of hearing and portraying diverse points of view and believes technology is driv-

ing empathy around the world.

Of the 15,000+ global respondents in 10 markets around the globe, two-thirds state that technology has made people more empathetic towards different viewpoints in their communities as the COVID-19 pandemic continues.

Dilip Bhatia, chief customer experience officer of Lenovo, commented: "At Lenovo, we strive to be more than just a technology provider. We want to empower people to use smart technology for positive change. This research validates the need for our role to go beyond powering the technology needs of the world; it's about technology enabling empathy and empowering the world's young leaders to live out their missions and be difference makers."

Girl Up is a global leadership development initiative, positioning girls to be leaders in the movement for gender equality. With resources in six languages and 4,000 Girl Up Clubs in more than 125 countries, it has trained 75,000 girls of all backgrounds to create tangible change for girls everywhere. Learn more at GirlUp.org.



Congratulations to Ryan Jordan

on being nominated for the Los Angeles Business Journal Women's Leadership Series & Awards 2020 CEO of the Year!

This nomination recognizes Ryan's passion, commitment, and positive impact as an industry leader within the community.



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WOMEN'S
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Study Finds Dramatic Effects of COVID-19 on Women's Careers

Last month, McKinsey & Company and LeanIn.Org released the annual Women in the Workplace report, the largest study of its kind. After six years of slow but measurable progress in the representation of women in corporate America, one in four women are now considering leaving the workforce or downshifting their careers due to COVID-19. In a single year, this would wipe out all of the hard-earned gains we've seen for women in management—and unwind years of progress toward gender diversity.

The report is based on data and insights from 317 companies employing more than 12 million people, along with survey responses from more than 40,000 individual employees. It urges companies to act immediately to avert this potential crisis and includes recommendations for addressing the feelings of burnout and being “always on” for work that many employees are grappling with right now.

“If we had a panic button, we'd be hitting it,” said Sheryl Sandberg, COO of Facebook and co-founder of LeanIn.Org. “Leaders must act fast or risk losing millions of women from the workforce and setting gender diversity

back years.”

Kevin Sneader, global managing partner at McKinsey & Company, agrees. “This crisis for women is not going away, but the solutions are within reach,” said Sneader. “Companies need to adapt their strategies to more fully support women's lives amidst a new world of work.”

COVID-19 has been hugely disruptive for all employees. The new report also highlights the effects of the pandemic on women, including the distinct challenges for mothers, women in senior leadership, and Black women.

Working mothers are deeply concerned about how COVID-19 will impact their careers. They are more than three times as likely as fathers to be managing most of their family's housework and caregiving during the pandemic—and twice as likely to worry that their performance will be judged negatively due to their caregiving responsibilities. They are also far more likely to feel uncomfortable sharing work-life challenges with colleagues — or that they've got children at home.

Senior-level women are juggling huge demands both at work and at home. Senior-level women are more likely than

'If we had a panic button, we'd be hitting it. Leaders must act fast or risk losing millions of women from the workforce and setting gender diversity back years.'

women at other levels to be mothers.

Senior-level women are also more likely to be in dual career couples than senior-level men, which means they are trying to balance work and home without the extra support that a partner who doesn't work often provides. And they are almost twice as likely as women at other levels to often be the only or one of the only women in the room, which often comes with heightened scrutiny, such as needing to provide additional evidence of their competence. Likely because of these factors, senior-level women are more likely than senior-level men to feel “always on” and under pressure to work more. They are also 1.5 times as likely to think about leaving the workforce or downshifting their careers—and almost 3 in

4 cite burnout as a primary reason.

Companies can't afford to lose women leaders. Compared to men at the same level, senior-level women are more likely to mentor or sponsor women of color and are more likely to be allies to women of color—for example, 60 percent of senior-level women say they publicly acknowledge the work of women of color, compared to only 44 percent of senior-level men. Women in leadership are also more likely to enlist their peers to support racial equality and take a public stand in support of it.

Black women were already having a distinct—and by and large worse—experience at work. Compared to women of other races and ethnicities, Black women face more systemic



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barriers, receive less support from managers, and experience more acute discrimination. Now, the difficult events of 2020 are disproportionately impacting Black women. They are more than twice as likely as women overall to say that the death of a loved one has been one of their biggest challenges during the COVID-19 pandemic. And incidents of racial violence across the U.S. have exacted a heavy emotional toll on all Black employees. On top of this, for many Black women, work isn't a supportive place. Compared to other employees, Black women feel more excluded at work and are less likely to say they can bring their whole selves to work.

Nothing about 2020 is business as usual. Companies need to take bold action to make work more sustainable and inclusive for women—and especially women of color. The Women in the Workplace report provides specific, concrete steps companies can take, including embracing flexible working norms, guarding against bias in performance reviews, communicating openly and empathetically with employees, and providing training to help managers and colleagues show up as allies. The report also points to long-term opportunities. If companies set better norms for remote work—and build on the programs they are putting in place to help employees weather this crisis—they can lay the building blocks for a better workplace.

The complete Women in the Workplace report is available at [womenintheworkplace.com](https://www.womenintheworkplace.com).

THE IMPACT OF COVID-19

The COVID-19 crisis could erase all the gains women have made in management and senior leadership since the beginning of this study. One in four women are considering downshifting their careers or leaving the workforce because of COVID-19. This is a sharp departure from past years—in the six years of this research, women have been leaving their jobs at similar rates as men.

For mothers, COVID-19 has made balancing work and home even more challenging. Mothers are more than three times as likely as fathers to be responsible for most of their family's housework and childcare during COVID-19. On top of this, mothers are more than twice as likely as fathers to worry that their performance is being judged negatively because of their caregiving responsibilities.

Black and Latina mothers are juggling even more. They are more likely than white working mothers to have a partner that works full-time outside the home and to handle all of their family's housework and caregiving.

Senior-level women are under enormous pressure. Senior-level women are more likely than men at the same level to feel burned out, under pressure to work more, and "always on." Several factors are contributing to this dynamic: Senior-level women are more likely than women at other levels to be

mothers, more likely than senior-level men to have partners who work full-time, and nearly twice as likely as women overall to be "Onlys"—the only or one of the only women in the room at work.

Senior-level women have a meaningful impact on company culture. Compared to senior-level men, they are much more active allies to women of color. They are more likely than senior-level men to mentor or sponsor women of color, suggesting that the loss of senior-level women could impact the whole pipeline for years to come.

Black women are having a worse experience and receiving less support. In addition to the heightened pressures Black women who are mothers and senior leaders are experiencing, they are dealing with distinct issues because of their race. And for many, work isn't a supportive place: Fewer than one in three Black women report their manager has checked in on them in light of recent racial violence, and a similar number say their manager has fostered an inclusive culture on their team. Plus, Black women are far less likely than white colleagues to say they have strong allies at work. All of this is having an impact on Black women. Compared to other employees, Black women feel more excluded at work and are less likely to say they can bring their whole selves to work.

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Study Finds 75% of Female Executives Experience “Imposter Syndrome”

A majority of executive women across a range of industries identified having experienced feelings of inadequacy and self-doubt, or imposter syndrome, at certain points in their careers and say they believe it is commonly experienced by women in corporate America, according to a new study released today by KPMG LLP, the U.S. audit, tax, and advisory firm.

“Advancing the Future of Women in Business: A KPMG Women’s Leadership Summit Report” polled 750 high-performing executive women who are one or two career steps away from the C-suite and have participated in the KPMG Women’s Leadership Summit.

“KPMG has a long-standing commitment to the advancement, development and empowerment of women, which extends beyond our organization and into the broader marketplace,” said KPMG U.S. Chair and CEO Paul Knopp. “It is important for organizations to gain a more thorough understanding of the specific issues women may face as they advance in their careers and as they move toward the C-suite. We hope the thought-provoking findings and solutions in this study help leaders everywhere as we work

to further advance inclusion and diversity.”

Key findings of the study include:

- Seventy-five percent of executive women report having personally experienced imposter syndrome at certain points in their career.
- Eighty-five percent believe imposter syndrome is commonly experienced by women in corporate America.
- Seventy-four percent of executive women believe that their male counterparts do not experience feelings of self-doubt as much as female leaders do.
- Eighty-one percent believe they put more pressure on themselves not to fail than men do.

OVERCOMING IMPOSTER SYNDROME

“It’s important to realize that most women experience similar doubts at some point in our careers,” said Laura Newinski, KPMG U.S. Deputy Chair and Chief Operating Officer. “Our contribution as leaders is pivotal. Together, we have the opportunity to build corporate environments that foster a sense of belonging and lessen the experience of

imposter syndrome for women in our workplaces.”

The female executives included in the in-depth survey represent a range of industries across more than 150 of the world’s leading organizations and were nominated by their CEOs to participate in the Summit.

Additional findings:

- Nearly half (47%) of executive women say that their feelings of self-doubt result from never expecting to reach the level of success they have achieved.
- When asked which dynamics within the workplace were most valuable to help reduce feelings of imposter syndrome, 47% said having a supportive performance manager and 29% said feeling valued and being rewarded fairly.
- Due to a variety of external factors, 56% have been afraid that they won’t live up to expectations or that people around them will not believe they are as capable as expected.
- To overcome imposter syndrome, 72% of executive women looked to the advice of a mentor or trusted advisor when doubting their abilities to take on new roles.

Eighty-one percent believe they put more pressure on themselves not to fail than men do.

- Fifty-four percent of executive women agreed that the more successful they become, the lonelier it gets at the top because they enter new peer groups. However, 32% of women identified with imposter syndrome because they did not know others in a similar place to them either personally or professionally.

The KPMG Women’s Leadership Summit, now in its sixth year, brings together top leaders from business, politics, sports, and the media to help forge a path for women leaders to advance to the C-suite. For more information or to download the full report, please visit: [KPMG.com/Womens-Leadership](https://www.kpmg.com/Womens-Leadership).

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Guidewire Announces Girls in Tech Collaboration to Empower Women in Technology

Girls in Tech, a global non-profit bringing the world together through education and experiences, and Guidewire Software, Inc., the platform P&C insurers trust to engage, innovate, and grow efficiently, today announced the expansion of their work together to raise awareness about inclusivity and putting an end to gender inequality in high-tech industries and startups. In addition, Laura Drabik, chief evangelist, Guidewire Software, has joined Girls in Tech's Board of Directors.

Founded in 2007, Girls in Tech is a non-profit organization dedicated to eliminating the gender gap in tech. The organization has more than 60,000 members in 50+ chapters globally and is committed to building the diverse and inclusive tech workforce the world needs.

Laura Drabik joins Janice Bryant Howroyd, founder and chief executive officer, The ActOne Group, and Candi Castleberry Singleton, vice president, Diversity Partnership Strategy & Engagement, Twitter, as the newest Girls in Tech Board members.

As chief evangelist at Guidewire, Drabik is

a key spokeswoman for Guidewire in the marketplace. She keeps her finger on the pulse of insurance industry disruption to coach insurers on ways to innovate their business and achieve a competitive advantage. An experienced executive, presenter, and product strategist, Drabik brings technological ideas from the field to life. She also inspires the next generation's passion for insurance by advising insurtechs, organizing and judging community hackathons, and mentoring students in the community.

"Girls in Tech relies on our extremely accomplished board members to help the organization chart a course that empowers women to be successful in their passions and careers," said Adriana Gascoigne, founder and chief executive officer, Girls in Tech. "We are grateful to our new board members for being so committed to the Girls in Tech mission of closing the gender gap in STEM."

"I am personally honored to join Girls in Tech's board as the goals of the organization closely align with my own ideals and work," said Laura Drabik, chief evangelist, Guidewire Software. "Guidewire is dedicated to inclu-

'Girls in Tech relies on our extremely accomplished board members to help the organization chart a course that empowers women to be successful in their passions and careers.'

sion and is looking forward to collaborating with Girls in Tech to help nurture the female leaders of tomorrow."

Guidewire participated in the Girls in Tech Conference, a one-day virtual event where participants gathered to find community, sharpen their skills, and learn how to thrive in tech, on September 9, 2020. Drabik presented a session titled, "Confidence at Her Core - Achieving Success in Silicon Valley and Beyond."

Gascoigne is scheduled to speak at Guidewire's Connections Reimagined, the company's annual customer conference that will be a virtual series this year.

Girls in Tech works to erase the gender gap in tech. Today, every industry is a tech industry, with a need for people of all skills and backgrounds. It offers education and experiences to help people discover their unique superpower and hone it. It aims to see every woman accepted, confident, and valued in tech—just as they are.

Guidewire is the platform P&C insurers trust to engage, innovate, and grow efficiently. It combines digital, core, analytics, and AI to deliver our platform as a cloud service. As of the end of its fiscal year 2019, more than 380 insurers, from new ventures to the largest and most complex in the world, run on Guidewire.

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Thompson Coburn congratulates partner **Jennifer Post**, an **"Executive of the Year"** nominee for the 2020 LA Business Journal Women's Leadership Awards

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'How Women Invest' Fund Announces Focus on Female Investors

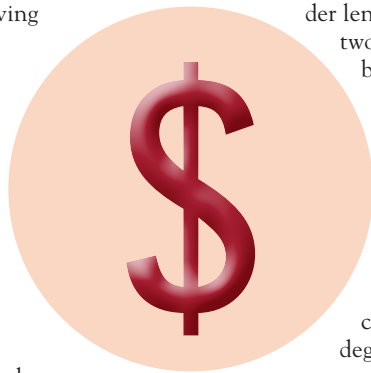
This summer, How Women Invest LLC (HWI) announced Fund I, a \$10 million venture fund subscribed predominantly by female investors, over half women of color, who aim to disrupt the antiquated, unequal landscape of the venture capital system that typically excludes women startup founders. The new fund provides capital, mentoring and a network of influential women leaders to support female startup founders, especially women of color. The first close of \$5 million was achieved in four months and the Partners credit the fund's success to what they call their ultimate differentiator, a vast network of professional, collaborative and community-driven women leaders representing board directors, C-suite, and senior executives.

Data Shows VC Funded, Women-Led Startups Have Better ROI Research shows that greater diversity yields higher returns. Startups with a female founder generated 78 cents of revenue for every \$1 of funding, while male-founded startups generated 31 cents, according to a Boston Consulting Group (BCG) study of 350 startups. Private technology companies led by women are

more capital-efficient, achieving 35% higher ROI, and, when venture-backed, 12% higher revenue than startups run by men, according to the BCG study.

Julie Castro Abrams, Managing Partner at HWI and founder of sister organization How Women Lead, says, "The goal of the How Women Invest venture fund is to provide the starter fuel and support to propel fearless women startup founders to growth and victory. Research by Pitchbook shows that only 2% of all venture dollars are allocated to women-led, women-owned startups. This leaves most women entrepreneurs out of the venture system. With HWI, we aim to change this imbalance."

Erika Cramer, Managing Partner at How Women Invest, says, "We started the fund to back our strong belief that the current venture landscape demands a new investment approach and business model -- a 2.0 of gen-



der lens investing. Our mission is two-fold. We are committed to bring more women investors from diverse backgrounds to the decision table and to support more female founders creating sustainable change in the venture landscape." As a first generation American and the first in her family to complete a four-year college degree, Cramer wants other women to have the opportunities she has had and, hopefully, with an easier path. Cramer is investing in the fund with proceeds from her own liquidity event -- the sale of her interest in a women-owned investment banking boutique, now an affiliate of Raymond James.

Women investing in the How Women Invest venture fund believe there is enormous opportunity to identify female founders with creative solutions, an opportunity often missed by traditional venture capitalists. This community of powerful women want to

change the world by funding female founders who are disrupting systems, technologies, industries, services and products.

How Women Invest, sister organization to How Women Lead (HWL), is deeply rooted in HWL's mission to disrupt the antiquated and unequal landscape impacting women. Living by the CREDO established in the HWL community, How Women Invest is dedicated to shifting the venture capital landscape by supporting women-led companies, with a focus on women of color. The organization's mission is to inspire a community of 1,000 first-time female investors by the end of 2020, launch Fund I (a \$10 million venture fund for up to 249 limited partners), and create an infrastructure to enable women of all backgrounds to support under-represented and under-capitalized female founders. The fund systematically leverages its diverse community and limited partnership for deal sourcing, industry knowledge, domain expertise and more.

For more information, visit howwomeninvest.com.

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