

Turn Your Strategic Plan into Action

Tired of investing time and money in strategic planning processes that lead nowhere? Be the champion of your organization for turning your strategic plan into an action plan, and making strategic planning an enjoyable, instead of a dreaded process.

Strategic planning has the ability to reinvigorate or in some cases reinvent an organization.

Join Kathy Kneip of the non-profit Association of Oregon in her Hillsboro Arts and Culture Council Professional Development Workshop, "Turning Your Strategic Plan into an Action Plan" on Thursday, Oct. 11 from 4-6 p.m. at the Walters Cultural Arts Center, 527 E. Main St.



Kathy Kneip

in Hillsboro, just two blocks off the MAX Blue line.

This fast-paced workshop will cover the basics of strategic planning, including best practices and ways to create opportunities for board, staff, and other stakeholders to participate in the process to help ensure your goals are implemented.

Discuss tried and true tips to prevent your plan from collecting dust on a shelf and walk away with tools, ideas, and conviction to make it happen for your organization!

There is a registration fee of \$25 for all participants. Pre-registration is recommended. For more information, visit hillsboroarts.org.

Women Will Lead Economic Turnaround

Business startups for women at twice the rate of men

In the face of the recent Congressional Budget Office report asserting the U.S. economy could face further recession in 2013 amid a "fiscal cliff," the role of women as business owners and consumers has become downright critical to the American financial system.

"The recession-driven entrepreneurship boom has resulted in women launching their own businesses at twice the rate of men, making this demographic an economic force to be reckoned with," said Michelle Patterson, executive director of the California Women's Conference, the largest working women's conference in North America.

"Women are also the most dominant consumers influencing fully 85 percent of all household purchasing decisions, including half of products that would seem more oriented to men, such as automobiles, home improvement items, and consumer electronics," Patterson said. "The impact of women in the marketplace must not



Michelle Peterson

be underestimated given the Bureau of the Census states that women currently outnumber men in the United States by six million."

Charles D. Vollmer, the founder of Jobonomics, noted the potential women have as entrepreneurs to help the economy.

"This is the decade of women-owned businesses," Vollmer said. "They have greater financial needs and incentives. There are more qualified women with some even serving as heads of households. These women have more opportunities, are highly educated, and have fewer cultural barriers."

By starting up all types of businesses, including high-tech companies, consumer goods, and children's wares, the female entrepreneur is generating innovative ideas and creating companies that are putting people to work and stimulating the

economy through revenues.

Women's talent in the workplace is beginning to be accepted by more companies that are looking for specific first-hand knowledge about today's top consumer - women - and are recognizing the value of specific feminine traits that bode well in the corporate culture, including a nurturing attitude, open and ongoing communication, and a collaborative spirit, which are driving motivation and higher productivity.

Women are also now being targeted by boards to join and offer their insights about how women think and make decisions about purchases.

Monique Nadeau, president and chief executive of the Hope Street Group said, "Because women overwhelmingly hold the consumer purchasing power in our country, whether we're talking about individuals or households, their understanding of the market allows them to start businesses with a high degree of insight about both their potential customers and competitors."

Women are also serving as mentors to younger women and offering guidance to help them on the road to success. It's vital for today's women at work and at home to be prepared, educated, equipped and empowered for the task at hand.

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