

# Women in Business: What It Takes to Succeed

The CBSAC/NY Venture Committee invites you to a thought-provoking panel discussing the drivers and prospects for Women Entrepreneurs in today's competitive environment.

**Event Date: Thursday, November 29th, 2007 at 6:30pm (Thursday AFTER Thanksgiving)**

According to a recent study released by the SBA, in 2002 the NYC metro area had over 586 thousand women owned firms generating ~\$95 million in revenues (the national numbers are 6.5 million firms generating \$22.6 trillion in revenues). Furthermore this August 2006 study indicates women own 28% of all non-farm firms, providing employment for >7 million workers with an annual payroll of \$173 billion. Only 20% of all women owned firms have revenues in excess of \$50,000; but this 20% generates ~95% of women-owned business revenue. Between 1997 and 2002 the number of women-owned firms increased (~20%) as did the number of their employees; whereas employment at those firms owned by either men or men & women decreased.

This evening's panel is comprised of a successful serial entrepreneur; the person Gov Corzine charged with increasing the number of minority and women owned businesses in NJ; a women-owned company featured on the July cover of Money magazine ("Getting Rich in America"); the co-owner of a successful boutique PR agency; and the CEO of a successful internet company. Our moderator, who is also a CBS alum, has spent the last 40 years coaching CEOs in the Tri-State region. Two of our panelists are members of the Women's Presidents Organization (WPO) which requires revenues in excess of \$1M to qualify for membership and currently has 1,100 members.

The panel will examine some of the key challenges and opportunities women entrepreneurs face today, not only in launching a successful venture, but also in staying afloat and becoming wildly successful. They will also answer that burning question – are there special challenges for women-led ventures that don't apply to those led by the other half.

## Moderator

- Norma Rosenberg, CEO Coach and Business Consultant + Vistage Group Chair - NYC

## Speakers:

- Peggy McHale, Owner, Consultants 2 Go
- Gia Machlin, President, EcoPlum, Inc and member WPO
- Francis Blanco, Director, Minority & Women Business Development, NJ Office of Economic Growth
- Helen Polise, Co-owner & Managing Partner, Funky Pumpkin
- Gretchen Shugart, CEO of TheatreMania Inc.



**Norma Rosenberg**, Certified Management Consultant, has her own business, leading peer groups of CEOs/business owners who meet monthly to work on confidential issues related to growing their businesses. The CEOs are part of Vistage, the world's largest CEO membership organization. Norma is also an executive coach to CEOs, and leads strategy retreats in small to mid-size companies. Norma has over 40 years experience working with CEOs and executives in the private, public and not-for-profit sectors. Prior to joining Vistage Norma worked for Coopers & Lybrand. Norma received her MBA from Columbia and her BS from Temple.



**Gia Machlin**, President and CEO, EcoPlum, Where it Pays to Buy Green™. Prior to founding EcoPlum, she was President and Principal of MMC 20/20 Systems, Inc. MMC 20/20 is the leading provider of software and consulting services to the Medicare managed care industry. In 1998, Gia co-founded Plan Data Management, Inc., and grew it into a thriving software and data services provider servicing Fortune 500 companies. PDM was acquired by a public company in 2006. Gia has also worked at Deloitte, AT&T and Unisys. Gia received both her MBA and BS from Columbia. She is an active member of the Women Presidents Organization and serves on the executive board of several non-profit organizations including both of her children's schools.



**Francis Blanco** is a seasoned public administrator with over 15 years experience in senior leadership roles. In December 2006, Gov Corzine appointed Francis as Director, Division of Minority and Women Business Development, charged with the implementation of Executive Order # 34, which focuses on leveraging NJ's purchasing power to fuel the growth of small, minority and women owned businesses. Previously she was Director, Department of Recreation, Natural Resources, and Culture for the city of Trenton; Executive Director of MECHA; Deputy Executive Director of PROCEED; and Director of Finance & Operations, Center for Non-Profit Corporations. Francis has a MS in Community Economic Development from Southern New Hampshire University, and has participated in the National Hispana Leadership Institute's Fellow program, Leadership New Jersey, and Leadership America.



**Peggy McHale** is co-founder of Consultants 2 Go<sup>®</sup>, LLC (C2G), a consulting firm that provides marketing and analytic solutions to Fortune 500 companies in the Financial Services, Telecom and Insurance industries. Founded in 2002, C2G has developed an impressive roster of Fortune 500 clients. In 2006 C2G was one of only seven winners named to Make Mine a \$Million Business program's Million Dollar Club. Peggy's co-founder, Sandi Webster, was featured on the cover of the July 2007 issue of Money magazine. A former VP of Marketing at American Express and Marketing Director at AT&T. Peggy has an MBA from St. John's University. Peggy served on the State Board of the New Jersey Association of Women Business Owners. In her spare time she manages her daughter's soccer team.



**Helen Polise** is co-owner and managing partner of Funky Pumpkin, an advertising agency and TV production company founded in 2002, specializing in the youth market and creating TV commercial for several top-selling kids' brands. Helen handles several aspects of the business, from managing the financial end and supervising all client services to having a voice in all creative development and executive producing of every project. Prior to Funky Pumpkin, Helen worked her way up from Producer to Head of Production at two mid-sized ad agencies. Helen received her BA in Music Business at NYU and particularly enjoys working on the music portion of TV commercials.



**Gretchen Shugart** is CEO of TheaterMania.com, Inc., which owns and operates OvationTix, a web-based primary ticketing system, and [www.theatermania.com](http://www.theatermania.com), an internet portal for theater and the performing arts. Prior to joining TheaterMania, Gretchen had an 18 year career in finance, most recently as President of eMediaCapital, an investment banking advisory firm focusing on media and telecommunications companies. Gretchen has BS degrees in Management and Economics from NYU's Stern School of Business and serves on not-for-profit and foundation boards.

- Place:** **Winston & Strawn, 200 Park Avenue, 43<sup>rd</sup> Floor (MetLife Bldg)**  
**(Must be Pre-Registered – Photo ID Check-in with Met Life Security Center)**
- Time:** 6-6:30 PM - Registration and networking  
6:30-7:30 PM - Panel discussion  
7:30-8:00 PM - Refreshments and more networking
- Price:** CBSAC/NY + Thunderbird Members: \$25 / Non-members \$35
- Event Organizer:** Venture Committee: Carl Georgeson (EMBA 79)