

*the*  
**COURAGE**  
*to Lead*

24th Annual NAWBO-LA  
*Leadership & Legacy Awards Luncheon*

## **Women mean business...**

If women-owned businesses based in the United States made up their own country, we would be the 5th largest GDP in the world!

» instant inspiration pocket card

**NAWBOLA**  
National Association of Women Business Owners

## Women are gaining ground

10.4 million businesses are owned by women in the U.S., compared to 6.5 million in 2002.

California has 1,351,087 women-owned businesses, more than any other state.

*“You have to have  
confidence in your ability  
and then be tough  
enough to follow through.”*

– Rosalynn Carter

An estimated 1 in 5 women-owned businesses are owned by women of color.

## The way we work - works

1 in 5 firms with revenue over \$1,000,000 are women-owned.

*“No pressure,  
no diamonds.”*

– Mary Case

The two highest IQs recorded on a standard test belong to women.

69% of women are likely to seek business advice, compared with 47% of men.

## In every way, ahead of the curve

Women-owned businesses employ 52% women and 48% men. Male-owned businesses employ 38% women and 62% men.

*“While they were saying  
among themselves it  
cannot be done, it was done.”*

– Helen Keller

The number of women-owned firms continues to grow at 23%, compared to the 9% growth rate of all U.S. firms.

## ... and NAWBO means women

The mission of NAWBO-LA is to propel women entrepreneurs into economic, social and political spheres of power by:

- » **strengthening** the wealth creating capacity of our members and promoting economic development within the entrepreneurial community
- » **creating** innovative and effective changes in the business culture
- » **building** strategic alliances, coalitions and affiliations
- » **transforming** public policy and influencing opinion makers

*“Courage doesn’t always roar. Sometimes courage is the little voice at the end of the day that says I’ll try again tomorrow.”*

**- Mary Anne Eadmacher**

## Born women, born leaders

28.2 million women ages 25+ had a bachelor's degree or higher education in 2007 – more than double the number 20 years earlier.

*“Leadership is the key skill that women need to harness. It’s not about gender. It’s about taking a stand and taking control.”*

– Suzi Dafnis

A record 93 women currently serve in the 111th Congress, compared to 67 women in 2001.

### Join NAWBO-LA Today!

Visit [www.nawbola.org](http://www.nawbola.org) to learn how.

#### Sources:

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