

MEMORANDUM TO: Women Moving Forward Graduates

FROM: Sue Van Vleet

DATE: March 24, 2004

RE: Dates for 2004 and Women Business Owners

Two women, one a Democrat and one a Republican, were commissioned by Women Impacting Public Policy (WIPP) an organization made up of 28 organizations representing women business owners.

The study produced the following information:

- No other sizeable and growing voting bloc in America cuts across all demographic and geographic lines – race, age, education, income and location like Women Business Owners. One in 13 adult women in America is a business owner. Women business owners represent 10% of the expected total electorate in 2004.
- The Women Business Owner voting bloc will likely outnumber other popular voting blocs.
- No political party currently has an advantage with Women Business Owners, thus making women business owners a desirable and powerful swing voting bloc. Of those surveyed, 38% described themselves as Independent, 30% Republican, and 27% as Democrat.
- Less than half of Women Business Owners are currently supporting the re-election of President Bush, with 20% undecided.
- Women Business Owners are active voters: over half have voted in every election over the past several years and nearly nine in ten voted in all or most recent elections.
- Women Business Owners cite the economy and jobs as the most important factor in deciding their Presidential vote, followed by moral values, taxes, and health care.
- Nearly nine in ten say they would be more likely to vote for a candidate who supports lowering health care costs through small business purchasing pools.
- The majority of those surveyed are unable to provide health insurance to their employees. They cite the high cost of health care coverage as the primary reason for not offering insurance.
- A Presidential endorsement by women business owners carries a significant amount of weight, more so than endorsements by environmental groups, labor unions or the Chambers of Commerce.



• The number one reason cited why a woman business owner may not be in business in 5 years was rising costs. This refers to health insurance issues; the future of their business depends on containment of costs – and no cost is rising as quickly as health care costs. Given the numbers and cross section of women we have contact with every year, I'd say that all women are swing voters. The message in all of this is it does matter if you vote. Our foremothers fought hard for that right so I hope you would exercise that option in the next election. It's important to all of us.

We recommend two movies. The first just came out on tape and DVD and the second is still playing in theatres.

Mona Lisa Smile. What a great trip back in time. I could almost feel the crinoline and the formality all around me. A good history lesson for all of us – only one or two generations back.

Cold Mountain. This movie, more than any other I've seen, shows what women suffer when left at home when men go to war. My father served in WWII and my mother changed her whole life to deal with his absence. This movie, although set in Civil War times, makes a lot of the conditions for women left at home very clear.

Women's Leadership Retreat

One space left in this very special program for women. IF you want to attend, give me a call ASAP.

Women Moving Forward

June 8-10, 2004 Lonetree, Colorado

Has only 2 spaces available so please let us know if you have someone to register.

September 7-9, 2004 Santiago, Chile

We still have space available in Santiago. U.S. Women can also attend in Chile. We'll keep you posted on availability as we get closer.

September 28-30, 2004 Lonetree, Colorado

This one is half full so we encourage interested women to contact us by the end of spring.

October 19-21 Toronto, Canada

There is still space available in this workshop. Again U.S. women can attend. For some of you it may be easier to get to Canada than Colorado.

Observing

As you know all of our graduates of Women Moving Forward can come back to "Observe". The cost for Denver is \$250 (more for workshops in Toronto & Santiago). You sit in the back of the room and use your materials to silently go through the workshop again. Most Observers find it extremely helpful to be there and take another look at what they have accomplished. It also helps the new participants to have the support of course graduates in the back of the room.



Reviewing

You can pay 50% of the cost of the workshop and be a part of the group and participate fully. Many women have reviewed the workshop especially during a transitional period in their lives.

We look forward to hearing from you in 2004/2005 and to the possibility of seeing you as well.

The logo consists of the letters 'S' and 'V' in a stylized, overlapping font, positioned in the bottom left corner of the footer area.

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