



# THE LIST: what they said

**What would you tell a young girl who said she wanted to follow in your footsteps?**

*Choose a job you love, (that you would do if you were not being paid) and work your hardest at it. There will always be times where you will not be recognized or earn as much as you deserve. Those are the times where the work is the comfort.*

**LORI HARLIG**, Amici Catering

*Do not ever think of yourself as a woman in law or business, just be the best person for the job. Period. Be blind to gender.*

**JORDAN ROSE**, Rose Law Group PC

*Be committed to your goal. Be a creative solution maker. Listen to other people's stories. Don't be afraid. Do what is right. Be nice and helpful.*

**ERIN FRY**, Travel Vaccines and Wellness Solutions LLC

*Be willing to start at the bottom and learn on your way up. Do not think your diploma, gender or ethnicity will give you an advantage over a good old-fashioned honest work ethic. Shoot for being the best in your field, not the best woman-owned business, Black-owned business etc.*

**VALERIE CANTRELL**, The UNpackers

*I would encourage her to focus on experiences that cause her to think strategically, analytically and creatively. I would encourage her to learn how to speak extemporaneously. I would encourage her to pursue life-long learning and push herself to spend as much time out of her comfort zone as possible.*

**SHEILA KLOEFKORN**, KEO Marketing Inc.

*Be prepared to put your heart and soul, your blood and sweat into succeeding. We wear so many different hats and we are expected to do them all perfectly - business owner, mom, wife, board member ... the list goes on and on. Remember that you are human and you may not be able to do it all perfectly, but never pass up an opportunity that will push you to your limit and make you better at any one of those roles at the end of the day.*

**MELISSA DIOIANFILIPPO**, Serendipit Consulting

*Be passionate, committed and a life-long learner.*

**PATRICIA M. DUROCHER**, Global Cynergies LLC

*Work hard and never give up, because when you see the accomplishments that come with the hours spent on your company, it is always worth it.*

**PATRICIA CRISTOFOLLO**, Artisan by Santa Barbara Catering



*Go for it! The autonomy and flexibility that business ownership offers are well worth the stress and risk. Surround yourself with people who are smarter than you, and don't be afraid to trust them.*

**ROBIN ORCHARD**, Orchard Medical Consulting

*The sky is the limit! Do not over think or over complicate anything. Focus on taking big leaps and do not look back. If you fail, you are failing forward. If you feel like you are at first failing, it is a sign that you are moving forward.*

**SHARON BONDURANT**, Tech Finders

**How are women business owners faring in today's economy in comparison to business as a whole?**

*Today's economy has been consistently improving for all business owners. The sad fact is that only 4 percent of all businesses make it to the million-dollar revenue mark, and it's only 2 percent - half of that - for women.*

**RUTH URBAN**, On the Money LLC

*I am excited about the trends that women are making in the business community. When I started in business 15 years ago, most of the people I worked with were men and women were in the office doing desk work. Now many of the executives I work with are women. I think doing business with women, from a woman, gives us an commonality that is hard to find when working with a female and male.*

**AMANDA WIGAL-SCHLOSSER**, Brandables

*Women business owners face the same biases as before but are innovating at greater rates. As the pace of change*

*has increased, women are bringing the leadership skills of emotional intelligence, problem solving and creativity that are needed to compete.*

**SHEILA KLOEFKORN**, KEO Marketing Inc.

*Our industry has provided women a great career. Being a recruiter allows anyone to succeed if it is the right career for them.*

**SUE MORTON**, The Morton Group

*The success of women-owned businesses over that past two decades is undeniable. With employment and business growth rates stronger for women-owned businesses compared with all other businesses, women-owned businesses obviously are thriving and contributing substantially to the national economy.*

**LORRAINE BEROMAN**, Caliente Construction Inc.



*I think there are many opportunities for female business owners. We have done very well over the years working with our clients. I do not feel that being woman-owned has deprived my firm from gaining new clients or from not providing Employee Benefit Exchange with future opportunities.*

**CONSTANCE LEMERE**, Employee Benefit Exchange Corp.

*I see many women thriving in business today. Many of the challenges facing us are being overcome by creativity and the ability to adapt to new technology. We've seen an uptick in business as a whole, but it is encouraging to see the number of women business owners who are taking things to the next level.*

**JULIE KING**, Harmon Electric Inc.

*When I was in school friends thought all that was available to us were careers as teachers, nurses or secretaries. So much has changed, but we still have so much inequity. There are many women in our communities and industries who we can look to as examples of the progress that has been made.*

**APRIL D. EREKSON**, Cochise Cos.

*I think all business owners should be looking forward at all times - be positive, work toward success, keep*



*your head down and success will come. Women are not faring any better or worse than any other species.*

**SUSIE TIMM**, Knife & Fork Media Group

*Women are beginning to take up positions from the field to the board room and making a very positive impact because of different perspectives, energy by gaining skills in both formal environments as well as from their male counterparts in the industry.*

**RHONDA LANUE**, Lyons Roofing

*I think there are strong woman with determination and great ideas and good work ethics who are making big waves.*

**BARBARA FLOYD**, The Country Register

*I believe we are making headway. The changes in technology and ability to reach your target market have changed so much that I believe there are fewer barriers to success, and less ingrained (negative) beliefs about women's ability.*

**VICTORIA C. HARRIS**, Hunter Hagan & Co. Ltd.

**Have the chaotic news events of the past couple of years (=McToo, Trump controversies, etc.) caused you to change anything about how you run your business? If so, how?**

*I am grateful to work in an industry that offers the same opportunities to both genders. Diversity of all types in all aspects should be encouraged.*

**LORI HARLIG**, Amici Catering



*Sadly, we have been counseling a lot of men who appear to be wrongly accused, seemingly to extort money. As a woman, I am highly disappointed in that kind of behavior as it makes it far more difficult for those legitimately aggrieved to gain respect.*

**JORDAN ROSE**, Rose Law Group PC

*Not at all. I run an all-women organization and I believe the hurdles you chose to dwell on will adversely affect your business. I remind my team daily that we are exceptional because we chose to be - not because someone else tells us.*

**SHIVANI DALLAS**, Shivani Dallas PC - Keller Williams Integrity First

