

Business Women's
FORUM
LEAD • INFLUENCE • DISCOVER

•
**Thursday,
April 2, 2009**

7:30 a.m. – 4:30 p.m.

Pennsylvania Farmshow
Complex & Expo Center
2300 North Cameron St.
Harrisburg, PA 17110

•
**The indisputable
fact of womenomics
is that women move
the bottom line.**

Womenomics: Selling to Women Is Not a Gender Decision, It's a Business Decision

Powered by a dedicated team of successful and savvy business leaders, the 2009 Business Women's Forum is billed as the largest, one-day professional development event for business women in Pennsylvania. Through its fifteen-year evolution, one fact remains stunningly clear: women are Chief Purchasing Officers.

Companies and corporations in central Pennsylvania are not only closely monitoring this fast-growing market, but are redesigning marketing plans and developing entire lines of business to meet the needs and desires of today's women. No longer considered a "niche" audience, women are buying more than 85% of all consumer purchases—and in the remaining 15%, they are regularly the tipping point in decision making.

Why should business owners sponsor and attend the Business Women's Forum? "I sought personal feedback on our sales and service capabilities. Spending a day with over 1,000 potential female customers—and decision makers—is the consummate focus group. No marketing effort trumps a personal conversation about your product," states Richard E. Jordan II, CEO, LB Smith Ford Lincoln Mercury Inc.

Even in high gear, business women desire more than a life of 50- and 60-hour work weeks. They seek jobs that are flexible and demand fewer hours; they need products and services that increase quality of life and save time. That's a revelation to the business world. "Women are choosing a tapestry of family and work in which we define our own success in reasonable terms," [WS], 9/6/08]. Those reasonable terms are business opportunities for attentive retail, professional, service, and health care companies as well as the luxury market.

Business Women's FORUM

LEAD • INFLUENCE • DISCOVER

•
**Thursday,
April 2, 2009**

7:30 a.m. – 4:30 p.m.

Pennsylvania Farmshow
Complex & Expo Center
2300 North Cameron St.
Harrisburg, PA 17110

•
**There is no more
compelling reason
to sponsor the 2009
Business Women's
Forum and to market
to area business
women than one
simple fact—it's
good for business.**

Sources available by contacting Marketing
Committee Chair Anne Deeter Gallaher at
adg@deetergallahergroup.com.

The Hard-Core Economics of the Power of the Purse

- 46.3% of the workforce are women;
- 50.6% of management, professional, and related occupations are held by women;
- According to the Employment Policy Foundation, the number of women earning \$100,000 or more has tripled in the last 10 years;
- Banks and financial service sectors have created entire departments that market investment products exclusively to women;
- A study released by the Women's Business Enterprise Council (June 29, 2007) states that 80% of women consumers would be compelled to try a company's product or service if they knew the company contracted with women-owned businesses as vendors;
- Women now own 30% of all businesses in the U.S.;
- Women control \$7 TRILLION in purchasing power;
- Woman not only influence the majority of home-buying decisions, but single women make up 22% of all home purchases;
- By 2010, women will control more than \$13 TRILLION in private wealth;
- Women are central to 94% of home furnishing purchases; 91% of home purchases; 60% of vehicle purchases, and 50% of business travel purchases;
- Tech-savvy women wield purchasing power of \$55 billion annually;
- 86% of women business owners are loyal to the brands they buy;
- Women purchase 66% of all PCs, 80% of health care packages, control 89% of bank accounts; and buy 93% of both food and over-the-counter pharmaceuticals;
- 70% of new businesses are started by women; and
- 58% of college graduates are women.