

## LAUREL G. BELLOWS PRINCIPAL, BELLOWS AND BELLOWS, P.C.

### **What progress have women made in the workplace in the past 25 years?**

The answer: Not Enough. Of course, our numbers have increased. We can wear pants to work. Unwelcome touching, offensive jokes and locker room conduct are largely a thing of the past. “Political correctness” is de rigeur and the importance of women’s perspective in this is recognized. So, what’s wrong? Equal pay for equal work is still an elusive ideal. The reality of inequality in corporate America is apparent from the pictures in every annual report. We have hit a plateau and most of the low hanging fruit has been picked. Women’s biggest advances in politics came in the early ‘90s, particularly in 1992 when the number of women in the House and Senate jumped to 54 from 32 seats. In 2006, women have 16 seats in Senate, 70 in the House. Women’s share of elected offices is one in six at federal level and one in four in state capitals. Aside from public office, there’s a new generation of women who have not faced blatant discrimination. They don’t recognize the barriers that now are subtler. When denied promotion, this generation questions their own abilities, rather than recognize a skewed performance review system still controlled by males unwilling to do the right thing. How do we go forward so that when someone asks me to answer this question 25 years from now, I can be less guarded? We must recognize that so long as any of us are victims of gender discrimination, we all are.



## CAROL L. BERNICK

EXECUTIVE CHAIRMAN OF THE BOARD, ALBERTO CULVER

### **How has marketing to women changed in the last 25 years?**

Today’s woman is in much greater control in the marketplace than she has ever been. She makes 80 percent of the household buying decisions. Her buying power has increased 63 percent in the last three decades. Her expectations and the number of consumer products addressing her specialized needs – from personal style to combating aging – have increased exponentially. The number of ways to communicate with consumers has grown dramatically: 500 television channels, online, the huge number of specialized magazines. Research – understanding what she wants – plays a much larger role in the marketing mix and the creation of innovative new products. And, in a consolidated retail world, the time for a new product to succeed has been compressed greatly.

## AMBASSADOR CAROL MOSELEY BRAUN

CEO, GOOD FOOD ORGANICS, AMBASSADOR ORGANICS

### **How has the green movement impacted women in the last 25 years?**

Sustainability draws on a woman’s traditional commitment to home and family because it relates to our responsibility to give our children no less than we were given, and to leave the next generation with no less capacity to meet its needs than we have in ours. Over the last 25 years, women have been pioneers in protecting the environment and forming new habits that are better for our bodies and for our planets. We can be leaders in everyday decisions to create a world we are proud to pass on to the next generation.



## ANNE BURKE

JUSTICE, SUPREME COURT OF ILLINOIS

### **How has the legal system in regard to women on the bench changed over the last 25 years?**

In 1992, Mary Ann McMorrow was elected to the Illinois Supreme Court, becoming the first woman to sit on our state’s highest court. She blazed a trail through the legal community, altering antiquated attitudes about women. Her generation really did change the world for us. Once, after trying a case as an Assistant Cook County State’s Attorney, as she prepared to argue the case before the Supreme Court, her boss let her know women just did not appear before the Illinois Supreme Court. Her later presence on the Supreme Court was both a political and poetic victory for her and all of us.