



NEWSROOM

Building Ethical Leaders from the Inside Out

Women’s economic development advocate Astrid Pregel promoted “Unleashing the Economic Power of Women” at Siegel Institute conference August 7

First woman Canadian Consul General to Southeastern U.S. and to Canadian Embassy in Washington heads up Atlanta’s “Feminomics” and encourages global citizenship “one handshake at a time.”

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KENNESAW, Ga. (August 8, 2007)—Gender mainstreaming. Micro-enterprises for women from a global perspective. “Womenomics.” “Feminomics.”



Unleashing the economic power of women. These topics highlighted the talk given by economist Astrid Pregel to the crowd of women at the Siegel Institute’s “Women of Character, Networking for Change” conference August 7 at the KSU Student Center Leadership Room.

Ms. Pregel described her career working in the male-dominated field of economists and government officials, calling herself “an advocate for the empowerment of women in the developing world where the need is greatest.” Her illustrations helped the guests envision the details, like looking through a lens through to see the degree of perseverance, tenaciousness, and compassion needed to succeed as a societal change agent.

She told of a discussion with the Canadian Minister of Finance, that women play the most powerful role in economic development since women take two out of three jobs in the work force, and that the entry of women into the labor force is the single greatest engine of economic growth that both Canada and the U.S. need to recognize. “By realizing the power women have in the economy, this will bring balance to the way we look at the world so we can all thrive and grow,” Ms. Pregel said. Women were encouraged to read *Economist Magazine’s* “A Guide to Womenomics” (March 15, 2007) describing that the future of the world economy lies increasingly in female hands. A link to this article is available at www.siegelinstitute.org.

Astrid capped her 25-year career in Canada’s Foreign Service as the first woman appointed to the Canadian Embassy in Washington and the first woman Canadian Consul General to the Southeastern U.S. She is president of Feminomics, her consulting firm in Atlanta, and concurrently serves as associate with the Institute of Leadership and Entrepreneurship at the School of Management at Georgia Tech. She was the first woman president of the Society of International Business Fellows (SIBF), a membership organization that advances global understanding and the competitiveness of its members through unique resources, educational experiences and relationships. In 2004/05, Astrid

served as the acting Executive Director of the Georgia Council for International Visitors (GCIV) for the State Department's International VIP Visitors Program that encourages global citizenship “one hand shake at a time.”

The “Women of Character, Networking for Change” conference is a bi-annual event held by the Siegel Institute’s Phenomenal Women’s Global Alliance (PWGA). The PWGA creates meaningful forums for exchange among women committed to shaping a leadership legacy and who want to make a significant difference in the world. The PWGA holds annual and bi-annual conferences, features women in Siegel Institute *Why Leadership and Ethics Matter Speaker Series*, and other programs that foster women’s development in leadership roles across all walks of life. A complete description of the Institute’s array of women’s programs is available at <http://www.siegelinstitute.org/cal-womens-conference.php>.