



NEWSROOM

The Siegel Institute partners with The White House Project to advance women's leadership in the U.S.

Atlanta, Ga. (July 9, 2007)—The White House Project (WHP), a non-partisan, nonprofit organization based in New York that advances women's leadership in all communities and sectors up to the U.S. presidency, hosted an "Add Women, Change Everything" luncheon at The Commerce Club on June 29. This celebration of women featured Kansas Governor Kathleen Sebelius, White House Project president Marie Wilson, and eight honored Atlanta-area partners who support the WHP. Dr. Deborah Roebuck, executive director of the Siegel Institute of Leadership, Ethics and Character at Kennesaw State University, was recognized among the honorees for her programs that advance women's leadership and support the WHP's initiatives.

The Siegel Institute has been encouraging women to involve themselves in the political process, whether as voters, activists or candidates, by promoting WHP events. "Women of all walks of life need to be encouraged to build leadership skills," Roebuck told the event guests. "The Siegel Institute considers this effort to be of primary importance." The institute established a Phenomenal Women's Alliance to engage women in leadership development through conferences, speaker series and summits, to participate in support groups, to enroll in ethical leadership training, and to network with women across all fields. The new Phenomenal Women's Global Alliance will help women develop their global perspective and network. Annual Phenomenal Women's Conferences (PWC) and mid-year mini-conferences demonstrate the Institute's

commitment to create meaningful forums for women desiring to shape a leadership legacy and make a significant difference in the world. The 8th Annual PWC April 3, 2008, “The Economic Empowerment of Women,” will provide speakers and discussions covering gender mainstreaming, micro-enterprise for women, best practices of micro-economics, character development through women’s circles, and more.

WHP representative and Government Affairs Officer of MARTA Rhonda Briggins-Ridley announced the WHP and Siegel Institute collaboration on a new web page, “Women Helping Women Resources,” being hosted on the Institute’s site. This page will list data and statistics regarding the status of women in local and national office, races coming up in Georgia, resources for women helping women advance, and will also serve as a community resource tool for Georgia women through a community message board that posts leadership, business, academic and economic opportunities.

“When women leaders bring their voices, vision and leadership to the table alongside men, the debate is more robust and the policy is more inclusive and sustainable,” Wilson said. Through the lenses of “pipeline, perception and platform,” the WHP creates a culture where America’s most valuable untapped resource—women—can succeed at all realms.

WHP mobilizes a critical mass of women to fill the leadership pipeline through programs including “Vote, Run, Lead” which train women in leadership in the political process. to make American institutions, businesses and government representative of gender parity.

Programs like “SheSource,” an online resource database of women experts in every field, and “Corporate Council,” senior business women engaged on issues that arise

at the nexus of public policy, private philanthropy, academic and business, work toward enhancing the perception of women as leaders ‘because you can’t be what you can’t see.’”

“Platform” is an ongoing effort to produce and create messages that women can deliver with authority, including national security and *Closing the Leadership Gap*, Wilson’s book which discusses the importance of using the great resource of women to advance our nation’s growth.

Other honored partners acknowledged at the event were: Atlanta Women’s Foundation president Deborah Richardson, Motto Magazine editor Sue McLaughlin, Atlanta Women’s Network president Wendy Kinney, CNN executive producer Gail Chalef, Georgia Women’s Political Caucus Representative Stephanie Stuckey-Benefield and Senator Gloria Butler, and Go Run Alumna Stacey Chavis.

To read about the Siegel Institute’s women’s initiatives, visit their website at www.siegelinstitute.org. For further information about The White House Project programs, go to www.TheWhiteHouseProject.org.

By Karen Pressley
Siegel Institute Relations
www.siegelinstitute.org
678-696-2000