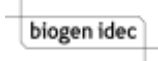




Corporate Board of Advisors – 5 Key Benefits of Involvement –

Panasonic ideas for life



1. Join a select & prominent consortium of companies dedicated to advancing women's economic self-sufficiency.

- Membership of multi-disciplined *Fortune 500 & 100* executives
- Requires limited time commitment
- Demonstrates corporate social responsibility
- Rewarding professionally and personally

2. Expand human resources and diversity initiatives.

- Recruit via the **Women Work! Job Finder** online job bank
- Reach a regionally and ethnically diverse group of thousands of **ready-to-work** women with training, skills, and proven work ethic
- Access research, legislation and reports pertaining to *future labor shortages*.

3. Access a *national grassroots network* of more than 1,000 organizations serving 300,000-plus women annually.

- D.C.-based headquarters and 21 affiliated state networks coordinates outreach
- Local groups in wide-ranging urban and rural markets
- Represents a wide-range of ages, ethnicities & life situations

4. Connect with experts on women in the workplace.

- Women Work! policy experts provide information on organizational development, diversity training, leadership development, women's employment & training trends and HR recruitment & retention strategies
- Stay informed with annual subscription to Women Work! publications, action alerts and other valuable resources

5. Add value to marketing & public relations initiatives.

- Consumer branding and cause-marketing opportunities include: product & service promotions, loyalty programs, sampling, coupons, direct marketing, word-of-mouth, media relations and multiple market tours & programs
- Strengthen government & public relations through access to position papers, legislative briefs and hill receptions
- Improve employee relations through local market volunteer and mentoring opportunities and employee annual giving campaigns.

For more information about the Women Work! Corporate Board of Advisors contact Development Manager Tamika Hodnett-Johnston at thodnett@womenwork.org or (202) 467-6346 ext.22.

America Works Because Women Work!®