

1 Piece of Advice™

Exceptional women from around the globe
inspire you to unlock your potential.



Patricia J. Moser-Stern & Barbara K. Moser

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Introduction

This book was created as a way to acknowledge and celebrate the accomplishments of women around the globe and to tap into the insight of these amazing women. It is also meant to encourage women from around the world to accept that they can achieve anything they want if they believe in the possibilities. This book provides *1 Piece of Advice*™ signposts, which are all pointing the way to your own success.

We began this journey because we were tired of hearing all the pundits reporting statistics and writing articles about the decline in women's prominence or inability to “break through” in a variety of fields. This is not to say that there are overwhelming numbers of women who have “made it” and therefore imply that barriers for women are illusionary. We have encountered both the tangible and intangible hurdles in our own corporate climbs.

By reaching out to trailblazing women across the world, we hope that what we're providing through this book is an antidote to the “glass ceiling” assertion. We intended to showcase that with persistence, courage and passion, women can and have achieved significance and success in many different areas. Believing that you “can't” will become a self-fulfilling prophesy.

What should amaze those reading this book is how many women have achieved prominence in a vast array of fields. When we started this project, we believed that we were quite knowledgeable about women who have “made it.” However once we began researching what women have accomplished throughout the globe we were, quite honestly, astounded.

One evening while we were surveying our lists, we looked at each other and almost in stereo said, “Who knew?” and we recognized that this was part of the problem. Although women had accomplished much, they weren't being regularly touted in the media, nor did they seek out the spotlight—most were quite content to make a difference in the world without any fanfare.

So we began writing letters to these amazing women on a “wing and a prayer,” while of course keeping our day jobs. In addition to our independent efforts, every Wednesday night we got together and became the ultimate production line—printing letters, stuffing and sealing envelopes. We sent the letters in batches over a 1 year period.

We didn't know any of these women personally—just by reputation. In our letters we explained the project and asked for *1 Piece of Advice*™ which they believed would inspire women to turn their dreams into realities. We explained that the *1 Piece of Advice*™ was meant to cause others to consider their possibilities from a different vantage point, and that it could be a word, a sentence or a paragraph.

When we went to the mail the first batch of letters, we took a deep breath, said a little prayer, and dropped them into the mailbox. The emotion it evoked was akin to that sense of joy and dread you experience when you take your child to their first day of school—knowing you need to do it, but also recognizing that you no longer have control over the outcome.

And then we waited. Imagine our joy at receiving responses just two weeks after we sent out the first letters! It was intense. We began getting replies both by regular mail and by email.

Follow up letters were sent to those we hadn't heard from after a couple of months—we hoped that perhaps as more and more women joined us on our journey, others would as well. Some did, some didn't. But quite honestly we were thrilled with the number of responses that we did receive.

Countless late nights and early mornings of work ensued in order to capture not only the wisdom of the words themselves but also to present them in the context of the contributors' lives. The simplicity and truth that speaks from the pages of experience of these women is profound. By understanding the challenges they faced and overcame, we too will learn. It is now up to all of us to honor their achievements by creating some of our own.

Our recommendation is to read the profiles of these renaissance women and their accompanying *1 Piece of Advice*™. Allow yourself to become inspired by the words and incorporate into your life, every day or every week, a Piece of Advice that resonates. Work your way through the book and see how it changes you and your possibilities. You can record your approach and triumphs in the *Reflections* section.

We believed that we could bring this book to life and against many odds we did. Every time we hit a “Road Closed” sign, we found a different route which inevitably brought us to a successful conclusion.

Never forget, the only time you fail is when you stop trying!

Patricia J. Moser-Stern & Barbara K. Moser

Corner Office

The term “corner office” was coined some years ago and is primarily considered a reference to the position of a senior executive within a corporation. The women in this segment have attained great success in business in a variety of fields. They arrived at their current destinations from many different directions.

Some have made their way through major corporations; others have chosen an entrepreneurial approach to the pinnacle. Each has an inspiring story and *1 Piece of Advice* that will be of value whether you are looking to make your way in the world of business or in another profession.



Val Ackerman
USA



Sharon Allen
USA



Adriane M. Brown
USA



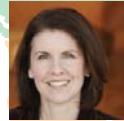
Genevieve Thiers
USA



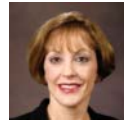
Beth Brooke
USA



Helen Gurley Brown
USA



Suzanne Nora Johnson
USA



Susan M. Ivey
USA



Joanne Thomas Yaccato
Canada



Heather Reisman
Canada



Isabel Bassett
Canada



Colleen Barrett
USA



Blossom O'Meally Nelson
Jamaica



Jayne-Anne Gadhia
England



Maha AlGhunaim
Kuwait



Kiran Mazumdar-Shaw
India



Helen Gurley Brown

Author, Editor-in-Chief, Cosmopolitan Magazine, USA

American author and editor HELEN GURLEY BROWN is an icon of the feminist movement of the sixties. She first achieved prominence for her 1962 book *Sex and the Single Girl* and in 1965 she became the editor-in-chief of the then faltering Cosmopolitan Magazine, which she transformed into a sexy, upbeat, top-selling magazine for young women in more than 27 different countries.

She was born in 1922, in Green Forest, Arkansas and lived in Little Rock Arkansas until her father, a school teacher, was killed in an elevator accident leaving her mother to raise Helen and her sister (who was partially paralyzed by polio).

Helen Gurley Brown never liked the looks of the life that seemed to have been programmed for her—"ordinary, hillbilly and poor," and in 1939 struck out and began attending the Texas State College for Women (1939–1941).

Her first job was at a radio station where she answered fan mail for six dollars a week, followed by working as an executive secretary at a talent agency. During this time (1942–45), secretaries were required to use the back stairs because the ornate lobby staircase was only for clients and/or male executives.

Helen Gurley Brown began her string of "firsts" back in 1948 when she became the first woman to hold a copywriter position at Foote, Cone & Belding, a Los Angeles advertising agency. She won two advertising copywriter's awards during her ten year tenure at the firm because of her ability to produce bright and eye-catching prose.

She skyrocketed to prominence in 1962 with her book *Sex and the Single Girl*, which came to symbolize the sexual revolution and Gurley Brown's own contention that women can have it all—love, sex and money—at a time when some magazines still insisted that "nice girls" only had two choices—"marry him or say no." Upon becoming Editor-in-Chief of Cosmopolitan Magazine, she made it the "must have" magazine of the single women, which it still is today. Although no longer Editor-in-Chief of the US Cosmopolitan, she still retains that role for the international editions of the magazine.

Helen Gurley Brown has been married to David Brown since 1959. She makes 86 look youthful. Still working and writing (she authored the book *Sex and The Office* in 2004), she continues to challenge, provoke, cajole and inspire every day.



Courtesy of Helen Gurley Brown

"My piece of advice is to find some kind of work you can do real good, get satisfaction from and be so good at it that people will pay you to do it! Doesn't have to be 'fancy' work like writing or acting or singing; not even being great with numbers or persuasion. If this satisfying work gets you out of bed every day and on to its pursuit; if you get valued for it and paid for it, you can be a pretty happy person.

After I'd been a secretary since 16 and had 17 secretarial jobs, I got to be 33 and started writing advertising copy. I got the job because I wrote good letters to my boss, the head of the agency, so he let me switch to something more creative.

If you're good with food, I think you could go work in a restaurant as a hostess or maybe start a catering service from your home. I just find that getting up to go to a job where they need you is a wonderfully satisfying thing to do.

At age 86, I work for a wonderful company, which appreciates the money made from a magazine I edited for many years and so they let me continue to have a job and get paid.

Repeat: the work doesn't have to be so-called important or attention grabbing, just something you do well that helps other people, brings satisfaction and self respect to you and brings in a little money...enough to live on or more!"

—Helen Gurley Brown



To Serve and Protect



Kim Baird
Canada



Hazel McCallion
Canada



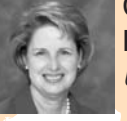
Joanne Hayes-White
USA



Angela Salinas
USA



Claudia J. Kennedy
USA



Dame Calliopa
Pearlette Louisy
St, Lucia




Yolanda
Kakabadse Navarro
Ecuador



Erin Pizzey
England



Neelie Kroes
Belgium



Olga Abramova
Belarus



Claudia Fritsche
Liechtenstein



Sima Samar
Afghanistan



Lady Justice
Joyce Aluoch
Kenya



Dame
Catherine Tizard
New Zealand



“To serve and protect” is a term that is often used as a mission statement by police forces and the like. In *1 Piece of Advice* the term is given a much broader mandate. There are many ways that the following women serve—with their commitment to public service—and protect—our security, our human rights, our First Nations and our environment.

These are stories of women who have committed themselves, sometimes at great personal sacrifice, to create a society that is just and fair in all four corners of the globe. They are often the voice for those people or causes that others have chosen to ignore. Yet with these women at the helm, with their proud voices and commitment, everyone has been, is and will be, given a strong voice.

Kim Baird

Chief of the Tsawwassen First Nation, Canada

In 1999, at the age of twenty-nine, KIM BAIRD became the youngest woman to be elected as Chief of the Tsawwassen First Nation in the Canadian province of British Columbia (B.C.). She made history by negotiating B.C.'s first land treaty for her community, estimated to be worth \$120 million. She prides herself on giving the Tsawwassen First Nations people a sense of control over their destiny. Clearly they agree with her vision, having re-elected her four times.

Kim's path to leadership was not without its trials. At the age of fourteen, when Kim went to live on the reserve of the Tsawwassen First Nation, she was shocked by the conditions of isolation, poverty and the sense of hopelessness she witnessed. As a typical teenager of her time, growing up in a suburb of Vancouver, one of Canada's largest and most beautiful cities, she had been sheltered from the harsh conditions the people on the reserve faced. Suddenly it was she who was the target of prejudice and discrimination, with former friends being forbidden to associate with her. Nevertheless, she persevered and became the first in her community to graduate from high school in over twenty years.

During her years in college Kim learned about the history of the poor relations between aboriginal peoples and the ruling governments. The status and rights of women of the First Nations communities lagged behind those of the rest of Canadian women. The Indian Act, introduced in 1876, ensured that politically, men had all the power. The act prohibited women the right to vote, hold office or even to speak at public meetings. Women were not allowed to become chiefs until the act was changed in 1951. In fact, First Nations' women did not have the right to vote in Canadian elections prior to the 1960's! Remarkably, when most would have focused on the stark realities, Kim looked beyond. In her own words, she "became inspired" to bring about positive change.

Foregoing the usual activities of her age group, Kim entered the political arena while still in her late teens. At age 20, she founded a research department for aboriginal land claims. At 23, Kim became a member of the band council and at 26, she took a negotiating course at Harvard University. All of this laid the ground work for her election to the position of Chief in 1999.

Chief Baird is remarkably skilled at multitasking. In addition to being Chief, she sits on the BC Hydro Board of Directors, the First Nations Employment Society's Board of Directors, the Vancouver Aboriginal Skills and Employment Program the Naut'samawt Tribal Council and the Joe Mathias Scholarship Foundation. Kim is also a devoted mother of two very

young daughters and is working towards her Bachelor of Arts degree at the University of British Columbia.

Chief Kim Baird is absolutely determined to heal her community through employment and self-determination, thereby ensuring a better future for following generations. She has given her community and all those who know her, the gift of hope.



*"When in a leadership role—
be yourself! You don't need to
change your style to emulate
somebody else. Your own style is
the most effective way to promote
change within your own personal
life and career."*

—Chief Kim Baird



Courtesy of Chief Kim Baird

1 Piece of Advice[™] provides an antidote to the “glass ceiling” assertion. It showcases that with persistence, courage and passion, women **can** and **have achieved** significance.

Exceptional women from around the world were asked to provide the *1 Piece of Advice*[™] which they believed would result in others considering the possibilities in their life from a different vantage point and unlock their potential.

And so they did. *1 Piece of Advice*[™] combines a lifetime of experience from these stellar role models—women, who have triumphed in diverse arenas and in far flung geographies. By providing their *1 Piece of Advice*[™] they have chosen to act as mentors to women around the globe.

1 Piece of Advice[™] also tells the stories of these exceptional women—the how and the why of their accomplishments:

- ✦ *Corner Office* features corporate icons and entrepreneurs;
- ✦ *Enriching the Soul* highlights an Anglican Bishop, a Rabbi and a former Moderator of the Church of Scotland;
- ✦ *Spotlight* showcases a film producer/director, a former prima ballerina, conductors, a writer, a legend in the entertainment industry, a journalist/TV host/diplomat and unique musicians;
- ✦ *Reach for the Stars* reveals what it takes to be a champion aerobatic pilot, an astronaut and an astronomer/astrophysicist;
- ✦ *To Serve and Protect* includes human rights leaders, military generals, governors general, a fire chief, a First Nations chief, a judge, an environmentalist, as well as others in public service;
- ✦ *In the Pursuit of Knowledge* you will find leaders in higher education.

1 Piece of Advice[™] delivers an inspiring backstage pass to the voyage each of these woman took to the pinnacle, as well as giving insight and inspiration to readers in their journey to significance.

Unlock *your* potential with *1 Piece of Advice*[™].