

Earning Power

2005 Press Kit



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Earning Power Fact Sheet

Headquarters:	Earning Power P.O. Box 486 Dana Point, CA 92629 www.earningpower.org (949) 394-1811
Year Founded:	2005, after concept development and research since 1994
Description:	Earning Power is the nation's only organization focusing on the inclusion of men in the development of women's equality in the workplace. The company shatters the conceptions that men aren't needed in women's pursuit of workplace equality and that the wage gap is a women's-only issue. Earning Power pioneered the concept of co-sexuality, or cooperative sexuality, to describe a state of equal rights for men and women in which both genders work together toward empowering each other. Despite feminist claims, many men want to empower women, and Earning Power gives them a venue to do so. In a co-sexual business climate, neither gender belittles or mimics the other, but instead works together with respect and diverse skills. Earning Power offers expert advice and professional consulting services to help companies and individuals bring co-sexuality into their organizations to solve wage-gap and women-in-leadership challenges.
Mission:	Earning Power shatters the myth that women don't need men to be successful. The mission of Earning Power is to invite men to endorse businesswomen's empowerment for the benefit of both genders, their careers and families, while producing results and higher profits in business.
Tagline:	The truth about equality
Products/Services:	Earning Power offers three service categories to help companies and individuals bring co-sexuality into their organizations: <ul style="list-style-type: none">• Objective content and analysis for articles, books, group discussions and personal networking• Subject matter expertise for seminars, keynotes or training• Consulting and coaching to guide businesses and their employees through the development of cooperative corporate cultures
Management	Founder and CEO, Rachel Bondi, a corporate anthropologist and former FORTUNE 100 technology executive
Revenue:	Earning Power is privately held.
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Earning Power Frequently Asked Questions

Q. What is Earning Power?

- A. Earning Power is the nation's only organization focusing on the inclusion of men in the development of women's equality in the workplace.

Q. Why was Earning Power founded?

- A. Rachel Bondi founded Earning Power to shatter the myth that women don't need men to help them achieve workplace equality or leadership. In fact, Bondi understood through personal experience and research that many men want to empower women and simply need the right venues in which to do so. The mission of Earning Power is to help corporations, business associations and professionals connect the men in power with businesswomen who are seeking empowerment in order to overcome the issues plaguing business and individual productivity. These issues include the wage gap between men and working mothers, the inequality of pay for equal work, the lack of executive female leadership and gender boundaries.

Q. What does Earning Power mean by "co-sexuality"?

- A. Co-sexuality, or cooperative sexuality, describes a state of equal rights for men and women in which both genders work together toward empowering each other. In a co-sexual business climate, neither gender belittles or mimics the other, but instead works together with respect and diverse skills.

Q. Didn't the feminism movement help women become empowered?

- A. Yes. The original idea of feminism was solid: belief in the social, political and economic equality of the sexes. However, the movement alienated men. Traditional feminism became antiquated and unattractive, the result of a belief in female supremacy and the hatred toward men. In fact, many women, especially young women, do not wish to associate themselves with a cult of hatred that has no place in business. In the modern global business environment, there needs to be a new model in which women embrace the participation of men in their pursuit of empowerment, without power struggles. That model is co-sexuality.

Q. But haven't women made great strides in business, at least in the United States?

- A. Women have made great strides in legal protection, but not in the areas of leadership and divided responsibilities that cause the wage gap. In fact, feminism has bred the misconception that women's equality is a women's-only issue and that the wage gap only affects women. In fact, the wage gap is a working parent issue. This is why Earning Power is important — to uncover and promote the truth about equality.

Q. Is Earning Power solely for women?

- A. No, in fact, this is what underscores the mission of Earning Power. Men have to be involved in the empowerment of women. Women need men within organizations to mentor them. Earning Power specifically reaches out to men who are interested in equality at work, inviting them to become part of the solution and help create a fair and equitable business climate for women. Earning Power helps men and women endorse businesswomen's empowerment for the benefit of both genders, their careers and families. It also has positive implications for businesses. Employers work with Earning Power to show their work force they believe in gender equality, to develop co-sexual corporate cultures and to mitigate the legal risk of gender and sexual discrimination lawsuits that so many companies face.

2-2-2 Earning Power Frequently Asked Questions

Q. Besides a Web site, what services does Earning Power offer?

- A.** Earning Power offers a free association and three service categories to help companies and individuals bring co-sexuality into their organizations:
- Objective content and analysis for articles, books, group discussions and personal networking
 - Subject matter expertise for seminars, keynotes or breakout sessions
 - Professional consulting to guide businesses through the development of co-sexual corporate cultures

About Earning Power

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“The Truth about Equality”: Earning Power Market Data Sheet

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Why Earning Power Is Needed Now

Women have made great strides in business since the 1970s in the United States, but their ability to achieve economic and business equality remains disappointingly out of reach. Earning Power believes women's efforts to date have excluded men in the pursuit of gender equality and aims to change that because men are essential as mentors, advisors and enthusiasts in women's careers. Although feminism in the 1970s pushed for the independence of women, Earning Power's concept of co-sexuality in business advocates that interdependence between genders is the key to business accomplishment and profit. This is why Earning Power is important. The following statistics represent a sampling of areas where women are falling behind and why men matter.

How Can Men Help Women Advance?

- ✓ The Division for the Advancement of Women (DAW) in cooperation with the International Labor Organization (ILO), and the United Nations Development Program (UNDP) decided to research and consider the role of men and boys in promoting gender equality in March 2004. They discussed how “persistent stereotypes about masculinities” influenced acceptable behavior for women. The 314 representatives from 70 countries participated and concluded that “sharing of family and community responsibilities by men and boys would lead to achievement of gender equality.”
- ✓ Industrial research shows that men can change, for example a 1993 study of steel workers in Canada, “Recasting Steel Labour” by June Corman's sociology team shows that with institutional community, such as the union, taking the lead the men became helpful in integrating women despite their original resistance.
- ✓ Great male philosophers have argued for women's equality long before the women's movement was in full swing, including British writer John Stewart Mill, the Norwegian dramatist Henrick Ibsen and Austrian psychoanalyst Alfred Adler. Modern discussions about the benefits of men's involvement in women's rights are beginning to take root worldwide as studies from Brazil, Mexico, Japan, Denmark, New Zealand and others discover the benefits of “fairer families” and “fair workplace”.
- ✓ Although women make up about half of the workforce, the statistics show that men still dominate most mid- and senior-level positions. About 99 percent of the FORTUNE 500 CEOs are men. About 93 percent of the CIOs are men.
- ✓ Men control much of our means of societal influence by holding 70-90 percent of the Congress, news editor and college faculty positions.

2-2-2 Earning Power Market Data Sheet

- ✓ Men hold 87 percent of corporate board seats. Women average just over one seat per FORTUNE 500 companies but the truth is that 444 of these companies do not have women on their boards at all.
- ✓ Although there are more than 2 million stay-at-home dads these days, most of the men in the work force never have been accountable for children or never had to raise them on their own.

What Is the Economic Earning Potential of Women?

- ✓ A 2003 study by Catalyst reveals that companies with the highest percentage of women in top management outperform male-dominated companies, with a 35 percent higher return on equity and a 24 percent higher total return to shareholders. Gender equity appears to be a strong factor in top financial performance.
- ✓ 74 percent of executive women had a male mentor, while only 15 percent have had a female mentor
- ✓ Women are paid an average of 76 cents for every dollar paid to men
- ✓ Men earn 20 to 25 percent more annually than women
- ✓ 5.2 percent of the top corporate earners are women
- ✓ Women dominate 8 out of the 10 lowest paying professions according to the Bureau of Labor Statistics. These are café counter attendants, food prep, food serving, retail cashiers, hostess, housecleaners, garment pressers and child care workers.

Have Women Penetrated the Ranks of Business Leadership?

- ✓ 13.6 percent of U.S. FORTUNE 500 board seats are held by women
- ✓ Six women head FORTUNE 500 companies, down from eight women two years ago
- ✓ Although holding almost half of managerial positions, only 8 percent of executive vice presidents are women

Who Controls the Money?

- ✓ Only 8.6 percent of venture capital decision-makers are women
- ✓ Only 5 percent of the venture capital money invested from 1997 to 2000 went to women-led businesses
- ✓ FORTUNE 500 companies spend about 3 percent on women-owned businesses
- ✓ The image of husband as the only breadwinner is becoming a myth. Women are the sole breadwinner in one-fourth to one-third of the families in the world.

Earning Power compiles gender-equality and women-in-business data on many industries and sectors. If you require specific information, please contact us at rachel@earningpower.org.

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Rachel Bondi — Biography

Founder and Chief Executive Officer

Rachel Bondi founded Earning Power 2005 after researching and consulting privately on the topic of women's equality in business since 1994. Through research and personal experience she realized that women had fallen into a common feminist misconception, believing that men were not needed to help them advance. She is a technology professional and corporate anthropologist who rose through the ranks at FORTUNE 100 companies only to find herself as the sole woman at the top surrounded by male executives.

During this time, she observed that many women's groups existed, all espousing the advancement of women in business or women's equality in general. However, Bondi realized that men in business needed a place where they could link their growing interest in empowering women with the comfort of the "old boy's network." She developed Earning Power as a vehicle in which powerful men and women come together to raise awareness, learn new tools, create solutions and break the last barriers of equality in business. She uses corporate anthropology to study how men and women interact in specific corporate cultures to evaluate, plan and implement custom workplace solutions.

Bondi left Microsoft to co-found Citipacific Mortgage in Irvine, Calif., after a personal leap of faith into entrepreneurialism. She launched Earning Power while pregnant with twins, and grows the organization while raising her children. She believes strongly in the contributions of working parents everywhere.

Bondi became an entrepreneur after a successful 15-year-span at international corporations, where she delivered proven results by advising senior management and solving business challenges. Bondi's corporate experience spans a variety of industries, including education, finance, telecommunications, manufacturing, entertainment and software. She held senior positions in sales, marketing, operations, IT, business development, human resources management, managing global relationships with companies such as AT&T, DHL, Fujitsu, Hewlett-Packard, Pfizer, Sun Microsystems, Toyota, Time Warner and others.

Given her depth and breadth of business acumen, many emerging organizations have sought Bondi to provide strategic start-up advice, including GNAC/Certainty Solutions, Mindsource, Netigy/ ENS and Rolling Meadows.

Bondi also has been interviewed by diverse media outlets, including *TIME Magazine*, *Tokyo Times*, *The Wall Street Journal* and KLSX radio in Los Angeles.

Industry and science have bestowed numerous awards and honors upon Bondi. She earned a nomination as one of the Top 20 Women of the Web from the San Francisco Women on the Web! organization at Microsoft in 2002, and YWCA nominated her as part of its Academy of Women Achievers in 1999 for her work in manufacturing IT systems at Sanmina-SCI, a FORTUNE Fast 50 company.

Bondi holds a micro MBA from Stanford University in Entrepreneurial Business Management, earned a full teaching scholarship and fellowship in linguistics from Radford University, and graduated with honors from Eckerd College with a double major in anthropology and international studies.

Bondi enjoys educational vacations and has gained certifications in interior design, bodywork, computer programming, IT service management and sailing. She is a member of the Screen Actors Guild.

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