

# Women in business no longer need to play by the rules of the past

To the Editor:

I read the article titled: Study: Women businessowners (April 7-13, 2006) face a difficult, uphill battle, and was as discouraged as I'm sure was intended. It is just this kind of conclusion-drawing behavior that continues the "uphill battle" mentioned.

Someone please remind me why being home in time for the bus limits our competitiveness and ultimate business success?

The successful ones get right back to work once everyone is in bed! And just so we get the facts straight, women's access to capital has more to do with the kinds of businesses they start (retail and lifestyle businesses, for example), NOT that they have worked less. This is the premise behind Springboard—helping women start companies that are investment worthy and then helping them make the connections to get the money.

## ESSENCE OF SALESMANSHIP

Also, who said that women, in general, don't have the network that can generate business and contacts? I have never found this business community to be exclusionary based on gender. If I started my own company, you bet my network would help me generate business—isn't that the true essence of salesmanship? The last time I checked, being a good salesperson, not



Bouchey

gender, was a critical success factor for a small business.

The comment that alludes to the fact that women need to play the same game as men, even if it means playing twice as hard, is part of an ancient culture that has historically put women behind the curve. We don't have to play the same game; we have

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to play OUR GAME. We make our own way in this world and don't have to live by antiquated rules or adages that say we need to work harder than men.

## A DIFFERENT TALE TO BE TOLD

I can name several women entrepreneurs in the area who made their own rules and were—and are—extremely successful: Pam Smith, Beth Coco, Mary Skevington; all of them moms, wives, sisters, friends, and mentors. I wonder if data on these kinds of trailblazers would tell a different tale. I bet you it would.

Bettyjo Bouchey  
National President  
Alliance of Technology and Women

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