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Pajama Party for Women in Business and Politics

Power brokers teach Women Business Owners and Women Elected Officials what they need to know to be a power broker in today's male dominated market

Colton, CA – Of course the typical pajama party isn't expected here with little girls quick to giggle while wearing pink bunny slippers. Instead, the attendees were trendy powerful women of influence in both business and politics. Female elected officials, top level managers and CEOs, women pastors, as well as women who run their own successful business made up the guest list. Pajamas brought by attendees were donated to the Pajama Program, a non-profit organization that provides new pajamas to displaced children. As to what the women wore to the event, it was up to their discretion!

This dynamic, vivacious, high energy affair allowed women to do what women do best—multitask! Not only was it a fundraiser with power networking on the agenda, it also was a launch celebration for *Woman Business Owner/Pearl Tie Politics*, a new non-partisan magazine with a mission to mobilize powerful women to support female political candidates. "There is a major void in the lives of women business owners, and it is about to be filled," said publisher Cynthia Renee Frazier. "Women business owners are driving the economy and now they want a seat at the table where public policy is decided," she continued.

The organizers planned for the November 9, 2007 event, held at the Ontario Airport Sheraton Hotel to put the spotlight on several issues affecting today's powerful woman. Currently, only 6.6% of all philanthropic dollars go to programs for women and girls. Women hold less than 17 percent of National political seats even though women make up more than 52 percent of the voting population. And less than 5% of women business owners generate more than a million dollars in their small business.

What do women need to grow a business or run a successful campaign in today's market? Well according to the power brokers who made up the panel of experts, marketing, branding, image, and self confidence. Gail Guge of Wilkin Guge Marketing, Patsy Cisneros of Corporate Icon Political Icon, and Wilma Ellis, Retired VP of Public Relations for Spelman College revealed high level concepts with specific examples on how to implement those ideas. Each woman told captivating stories of their experiences growing a business and working with high level clients.

"You pick one thing that you are good at and you brand your business or yourself around that one thing. Even when you get tired of telling that one thing to clients or potential clients, you continue to say it," said expert Gail Guge.

The highlight of the evening came by way of a DVD called "Believe It Baby" shown by actress Debbie Zipp who played Donna on the long running series *Murder She Wrote* starring Angela Lansbury. Zipp and her business partners head up "In the Trenches Productions", a company that celebrates the power and beauty of women over 40. The crowd roared and laughed as they watched women in the movie express the joys and challenges of aging.