

A Special Advertising Supplement to the News-Herald

WOMEN IN BUSINESS

SATURDAY, OCTOBER 12, 2024

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Women-owned businesses are thriving

Women entrepreneurs are not to be underestimated. Data affirms that women-owned businesses are growing and thriving.

According to North One banking, women-owned firms account for more than 12 million businesses in the United States. In addition, the 2024 Wells Fargo Impact of Women-Owned Business Report, in partnership with Ventureneur, Core Women and Women Impacting Public Policy, found the number of women-owned business increased at a rate of 4.5 times between 2019 to 2023. Women-owned businesses are driving economic growth, and a deeper look at some of the numbers supports that notion.

- The Women's Business Enterprise Council says there are 12.3 million women-owned businesses in the U.S., which comprises about 40 percent of the total number of businesses.
- Women-owned businesses bring in nearly \$2 trillion every year, says the National Women's Business Council.
- During the pandemic, women-owned businesses added 1.4 million jobs and \$579.6 billion in revenue to the economy,

says Wells Fargo.

- World Bank indicates that roughly one-third of principal owners of all businesses are female.
- WBENC advises that 64 percent of new women-owned businesses are started by women of color.
- Women's Business Enterprises Canada says more than 85 percent of buying decisions are influenced by women. The Canadian Minister of Small Business notes that women business ownership is growing. In 2023, approximately 18.4 percent of all businesses in Canada were majority owned by women, compared to 15.6 percent in 2017.
- According to Forbes, women-led tech companies achieve a 35 percent higher ROI. A Forbes study with First Round Capital, a venture capital firm, found female-founded businesses in their portfolio outperformed male-founded companies by more than 60 percent.

Women-owned businesses are making a large impact on North America and around the world. Such firms continue to employ millions of people and foster strong economies.



Take Time to Shop Local at Christmas World

Enjoy the holidays by taking a trip down Rt. 20 in Ashtabula County and visit one of the area's most unique Christmas and Gift Shops where you can find decorations for all seasons! Located at 1760 W Prospect Road in Ashtabula.

Explore Your Healthcare Options



By Michelle Waldron, Agent

Providing guidance on these healthcare options:
Original Medicare, Part A, Part B, Part D Medicare Supplements: The coverage wraps around and fills in the “holes” in costs that original Medicare does not cover. Medicare Supplements are denoted with a letter— typically F, G, or N— and are normally no-network plans that allow you to see any provider that accepts Medicare.

Medicare Advantage or Part C - These plans typically are networked-based, such as HMO or PPO plans. They can have no or low monthly premiums, but you will pay a co-pay or coinsurance each time you seek medical care. Don't get caught not understanding the changes in Medicare rules and plans for 2025.

Call 216-387-3293 for a complimentary review.



Qualities women bring to business

Women continue to thrive in the workforce. Wells Fargo reports that, from 2019 to 2023, the growth rate of women-owned businesses outpaced the rate of men-owned businesses in relation to number of firms, rate of employment and revenue earned. LinkedIn also indicates there are 114 percent more women entrepreneurs now than there were 20 years ago.

Every business owner or employee brings something unique to the employment landscape and certain characteristics are universal, regardless of gender. Still, there are certain qualities that women bring to the workforce that can help businesses excel. Forbes indicates women employees offer traits that can help drive engagement, productivity, satisfaction, and various other attributes. The following are some of the traits women may bring to business.

Emotional intelligence

Women First Jobs says that women often bring high emotional intelligence to

the table. Emotional intelligence involves understanding and managing emotions and the emotions of others. Women may be more inclined to understand different perspectives and to help resolve conflicts and build relationships.

Collaboration

Women employees often have traits that can foster collaboration in the workplace, such as reading non-verbal cues and willingness to take turns in conversations, indicates Forbes. This can help everyone collaborate more effectively.

Room for improvement

Women in the workplace continually seek opportunities for improvement, advises Sparklight Business. This can involve taking advice from other workers and peers. Women leaders embrace opportunities to do things better and work to improve their skills for the greater good.

Communication

The IWEC Foundation, which empow-

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Amanda's Family Hearing: A Woman-Owned Business Dedicated to Audiology

In celebration of National Audiology Awareness Month this October, we shine a spotlight on Amanda's Family Hearing, a remarkable woman-owned business that has emerged as a beacon of excellence in the field. Founded by Dr. Amanda Barbur, a passionate audiologist who has personally battled lifelong hearing loss, the clinic has earned a reputation for exceptional hearing care.

Amanda's Family Hearing is not just a business; it's a haven where patients are treated like family. Dr. Amanda's dedication to improving the lives of those with hearing loss is evident in the personalized care she provides, driven by her own experience with hearing loss.

National Audiology Awareness Month

serves as a reminder of the importance of hearing health and highlights the valuable contributions of professionals like Dr. Amanda Barbur. This month, Amanda's Family Hearing is offering a free hearing screening to every new patient to raise awareness about hearing loss prevention and treatment.

As we celebrate National Audiology Awareness Month, Amanda's Family Hearing stands as a shining example of a woman-owned business making a significant impact in audiology, improving countless lives one ear at a time. Dr. Amanda's personal journey adds a unique and empathetic touch to her practice, making her an inspiration in the audiology field.



AGE IS NO DETERRENT WHEN IT COMES TO ACADEMICS

Students often experience some jitters on the first day of school, but the prospect of such nervousness doesn't appear to be too great a deterrent for students 60 and older. Officials at Toronto's York University estimated they had around 430 students aged 60 and older in undergraduate and graduate programs in 2021. Increased enrollment among people at or nearing what is often considered retirement age could be a reflection of what the AARP notes has been an increase in continuing education courses at many colleges and universities. Such courses may be offered to individuals of a certain age at reduced tuition. They also can help workers over 50 learn new skills that can benefit them in an ever-adapting professional landscape that increasingly relies on technologies that may not have been around when older professionals attended college and began their careers. In addition, the AARP reports that individuals interested in going back to school for personal enrichment, as opposed to achieve an advanced degree, may be able to audit classes for free. In such instances, older adults often do not receive academic credit but still get to benefit from taking the class.



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BEST VERSION OF YOU

by Pamela D. Kurt

DREAM. BELIEVE. ACHIEVE. DBA: YOU!

As I was speaking at summits, doing interviews, and writing; I felt the need and saw the vision. We are stronger through unity and you are most powerful, fulfilled and purposeful when you are your authentic self.

My longing to help women inspired a signature program, Best Version of You. This platform provides the means for women to be the best they can be. The Best Version of YOU leads to your authentic self and reveals your true purpose(s).

Then you can truly Dream. Believe. Achieve. DBA: YOU! or "Do Business As YOU!"

I want women (you) to be empowered, to take it to the next level, to be unstoppable.

Women who know me, personally or professionally tell me, "I see the good you're doing. You are uniting and empowering us. You are creating community."

OPPORTUNITY

This community is about collaboration NOT competition, and that's empowering. Ladies are offering the best version of

themselves to the community and finding it supporting and satisfying. Others are becoming affiliate coaches and contributing to an international global community.

My immediate goal is to strengthen the movement in Northeast Ohio. Would you like to help?

COMMUNITY - IS THIS FOR YOU?

The membership platform will have free resources, discounts for merchandise and workshops, and the community of the Best Version of You.

Ask yourself these questions:

1. Are you a lady who puts yourself last on your "to-do list?"
2. Do you dread Sunday night, knowing you have to go back to work on Monday?
3. Do you believe there must be more, but you're not sure how to realize it?
4. Do you want to recharge, but nothing works?

EVERYONE HAS A STORY

Some of us have gone through some pretty tough times and survived but maybe not healed. Or have healed and still need support. Or just are unsure of life.

Believe it or not, a lot of our stories are similar, but every story has its uniqueness. YOU! Collaboration allows you to share. Sharing your story not only helps you, it touches others and changes lives.

Invest in yourself, become the Best Version of You, and you truly help others. We all need to see strong women in our life. Consider joining the community, sign up for a discovery call, buy a book, attend a summit, or worship. You know you are worth it. Take the first step.

What are you waiting for?

I look forward to working with you! Don't forget...you are amazing and the person you can help is out there waiting for you.



Best Version of You uses a holistic approach incorporating:
Your Spirit + Your Life + Your Business/Home to Find Your Unique Strengths Create Your Ideal Working or Home Environment Implement & Utilize Your Key Character Traits ...to find the Best Version of You! Is it time for your break through? Schedule Your Discovery Call!
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Hi, I'm Coach Pam. You know you are more than what's holding you back.

Whether you are looking to pivot to a new career, level up at your current career, or

find what you feel is missing, I want to help you on your journey to be the Best Version of YOU!

I am an attorney. My passion of supporting my clients going through life's hard transitions guided me to my purpose. I started Best Version of You, LLC to be a life coach for professional women and that evolved into a desire to help all women.

I co-authored the Everyday Women and Unstoppable Women series, six (6) books that have reached international and Amazon best-seller status.

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Trailblazing women who changed the world

Throughout history, many dedicated, intelligent and perseverant women have made an impact that not only affected their lives, but also the lives of millions of others. Many of these noteworthy women blazed trails and opened doors for others, forever changing the world with their efforts.

Marie Curie

Curie founded the science of radioactivity, which proved vital in treating cancer. Curie also was the first woman to win a Nobel Prize and the first woman professor at the University of Paris. Curie also holds the distinction of being the first person to win a second Nobel Prize.

Jane Austen

Few students will make it through a high school or college English seminar without reading at least one Jane Austen book. In fact, Austen may be credited with establishing the romantic comedy genre that still has its devotees in the twenty-first century. Her "Pride and Prejudice" remains a popular novel and has been adapted to film and television many times.

Grace Hopper

After earning a doctorate in mathemat-

ics, Hopper became one of the very few women to obtain such a degree. She became a rear admiral in the United States Navy, and helped develop a compiler that was a precursor to the COBOL language used for computers.

Sally Ride

Ride was an American physicist and astronaut who joined NASA in 1978. She was the first American woman and the third woman to fly into space.

Diana, Princess of Wales

Diana Spencer was the first wife of Charles, heir apparent to the British throne, who has since become King of England. The Princess won acclaim for her charitable work for children and for raising awareness for HIV/AIDS and mental illnesses.

Lucille Ball

Not only a prolific woman comic, which was not so common during her tenure, Ball also was a savvy business woman. She and her husband spearheaded her own production company. Ball also was known for tackling groundbreaking topics (at the time) on her television show, including women in the workforce, marital issues and pregnancy.

Ruth Bader Ginsburg

Ginsburg made history as the first Jewish woman to be appointed to the United States Supreme Court. She was a strong women's rights activist, and she co-founded the Women's Rights Project at the American Civil Liberties Union.

Lola Baldwin

Baldwin became the first sworn woman police officer in 1908, when she was hired to work in Portland, Oregon. Her work mainly revolved around protecting women, including acting as a lobbyist for laws to protect women and advising other departments on women's law enforcement issues.

Elizabeth Blackwell

In 1849, Blackwell became the first woman in the United States to earn a medical degree. Blackwell was inspired to become a doctor after a deathly ill friend insisted she would have received better care from a female doctor.

Throughout history, many women have helped to change the course of the world, blazing trails for future generations along the way.

QUALITIES FROM PAGE 3

ers women entrepreneurs, says women tend to be effective communicators and often make great leaders because of this trait and their ability to inspire others. Communication often is key to any relationship, whether personal or in a business setting.

Organization and planning

Women may excel at organizing and planning. Women can look at things with a detail-oriented eye and recognize flaws in plans even before getting started. This means women can be in charge of distributing workloads or organizing the schedules of others.

Adaptability

Even though it is a cliché, women tend to be natural multi-taskers. Handling multiple jobs at the same time means women can adapt to changing situations.

Generally speaking, there are some inherent characteristics women may possess that can make them viable assets as business owners or leaders in their fields.

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Women in Business

Klemenc Construction Co. proudly supports and salutes the women, our daughters, and grand daughters that are "trailblazers, innovators, explorers and disrupters who encourage, motivate and push us to reach new heights -- in business and in life."

*Susanne Klemenc, President
Klemenc Construction Co., Inc.*

8 things women should know about stress

Stress can be paradoxical. A certain amount of stress can motivate people to get things done. But having too much can cause a person to resist doing anything at all. The Cleveland Clinic says stress is the body's response to daily events that occur in life. When stress becomes chronic, it can be negative and destructive, making it hard to adapt and cope.

Chronic stress is a concern for many women. The Office on Women's Health says women are more likely than men to report symptoms of stress, including headaches and upset stomach. They're also more likely to have mental health conditions that are exacerbated by stress, including anxiety and depression.

Learning the facts about stress can help women care for their mental well-being. Here are eight things to know.

1. Stress can manifest in emotional, cognitive or physical symptoms. Notable physical symptoms include muscle tension and headaches as well as fatigue and low energy. Emotional symptoms may include increased worry, mood swings or irritability.

Learning the facts about stress can help women care for their mental well-being.

2. Stress can lead to unhealthy habits. Women have higher risk of overeating due to stress, and may become inactive or smoke to cope with stress, says the American Heart Association.

3. Common causes of long-term stress include poverty and financial worries. Women in poverty who care for children or other family members may develop more severe stress, says the Office of Assistant Secretary for Health.

4. Women respond to stress differently. Healthline indicates women have a higher percentage of perception of stress than men, and also are more apt to realize they must manage it. Seventy percent of women have tried to reduce stress over the past five years.

5. Research reported on by the American Psychological Association says women are more likely to internalize stress,



leading more readily to both physical and mental disorders. Men tend to be better at disassociating from stress.

6. Women are more likely to cancel plans due to stress than men, despite realizing they could use more social support.

7. Stress can disrupt hormonal balance in women, leading to menstrual irregularities.

8. Stress can trigger increased pain sensitivity, making women more prone to tension headaches and migraine attacks.

Stress can take its toll on anyone, including women. Recognizing help is needed, setting measurable targets and being realistic about managing stress can help women feel better.

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