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# Women of Distinction

**Women in business:** There are greater than 637,037 female owned businesses in NYS, which generate \$88 billion in sales, and employ more than 500,000 people. Since 1997 the number of these firms have increased by 81.6%, employment within female owned businesses grew by 6.3%, and sales increased by 18.8% according to the Center for Women's Own Business Research.

What does this 81.6% increase of new businesses opened by women tell us about our state? Our demographics and lives are changing. The "mompreneur" has arrived. Many professional women and housewives are taking that leap of faith to become the queen of the hill. Some have professional training from their corporate lives, but others are just living the American dream. We have highlighted many women of distinction in this issue... women who have created successful firms from nothing...women who fit comfortably into the role of successful entrepreneur.

Although the traits are the same, there is one main difference. The female entrepreneur is still the primary care giver (mom) on the home front. Each of these women with children has stated that their families and their children are their primary concern. In fact, in most cases, this is the main reason they chose to become an entrepreneur in the first place. We have heard time and again that a business was created with the goal of having a flexible schedule to free up more time for family. Many women have started their businesses in their homes and then expanded their operations once their lives allowed for it.

These women strive for excellence in all that they do, all the while trying to fulfill their dream of doing what they love.

The desire to succeed is just as much a focus in our women of distinction as it is in our male entrepreneurs, yet the woman is often the one asked to put her goals of personal success on the back burner to care for the family.

It is true that many successful women have husbands and family members who support their dream and help out their mompreneur when they can. But the fact remains, that it is most often the woman who gets the phone call at 11am when Johnny has a fever and needs to be picked up from school, and it is the woman who is expected to have dinner on the table at 6pm.

**What does it take to become a successful entrepreneur? The characteristics of our successful women are very similar to those of successful men that we have highlighted in the past:**

1. Hard work
2. Persistence
3. Excellent time management
4. Planning
5. Vision
6. Desire to succeed
7. Management skills
8. The willingness to take the risk
9. Faith

You must have all of the above listed qualities and characteristics to become and remain successful... but hats off to the woman who can juggle the job as mom, nurse, chauffer, cheerleader, cook, bottle washer and mompreneur.

*"There are no shortcuts to anyplace worth going."*

**Beverly Sills**

*"The future belongs to those who believe in the beauty of their dreams."*

**Eleanor Roosevelt**

If you would like to learn more on how to become an entrepreneur, sign up for our new "Create Wealth Seminar" March 13th at the Vista, Van Patten Golf Club, Clifton Park, NY.