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Women Presidents' Organization (WPO) Fact Sheet 2008

The Women Presidents' Organization (WPO) is the premier membership organization for women presidents and CEOs of privately held, multimillion dollar companies who aim to increase their business success.

WHO: More than 1,200 accomplished women entrepreneurs at the multimillion-dollar level who aim to increase their business and personal success.

MEMBERSHIP REQUIREMENT: \$2 million in gross annual sales or \$1 million for service-based business; ownership at some level and senior management responsibilities for attorney's and accountants

MEMBERSHIP DEMOGRAPHICS:

- Avg Revenue: \$12 Million
- Avg Years in Business: 21
- Avg Number of Employees: 89
- Aggregate Revenue: \$11.2 Billion
- Aggregate Years in Business: 19,700
- Aggregate Number of Employees: 87,000

INTERESTING MEMBERSHIP STATISTICS:

- 3% of women-owned businesses gross over a million a year and qualify for WPO membership.
- 68 % of WPO members do business with each other.
- 32 % of its members pay themselves a salary of more than \$300,000 a year
- WPO members collectively generate **\$8.3 billion in annual revenue** and represent about 15,000 years of collective business experience.

WHAT: In chapters composed of approximately 20 accomplished women entrepreneurs, WPO members address business concerns in a **roundtable format** and function as an informal board of directors for their businesses.

- There are currently **78 chapters** in the United States, Canada, the United Kingdom and Peru.
- Chapters are moderated by **professionally-trained facilitators**, many of whom own their own businesses.
- Each chapter serves as a peer advisory group based on the 4 C's of WPO: **Collaboration, Confidentiality, Commitment and Connections**
- WPO members address financial concerns, organizational development, hiring and firing issues defined by chapter members.
- There are Platinum groups available for entrepreneurs who gross over \$10 million annually.
- Cost of membership: \$1,500 or \$4000 for Platinum members.

WHY: The WPO functions to improve business conditions for women entrepreneurs and promote their acceptance and advancement in all industries. Through the WPO, members learn to grow their businesses to the next level. Frequently, before joining the organization these accomplished women business leaders feel as though it is lonely at the top. At the WPO accomplished women entrepreneurs find support, empowerment, inspiration and the precious ability to tap into the wisdom of their peers.

About Marsha Firestone, Ph.D., president and founder, WPO

- Dr. Firestone founded the WPO in 1997 after previously serving as Vice President of Women Inc. and as Vice President of Training and Counseling at the American Woman's Economic Development Corporation (AWED).
- In 2003, Dr. Firestone was appointed to the National Women's Business Council.
- She is the author of **The Busy Woman's Guide to Successful Self-Employment** and has published research in business and educational journals
- Dr. Firestone earned her Ph.D. in communication from Columbia University and is an expert in adult learning theory, nonverbal communication, and managerial competency.