



Building Ethical Leaders from the Inside Out

NEWSROOM

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The White House Project Southern Strategy Advisor Rhonda Ridley to speak on “Add Women, Change Everything” Sept. 18

The Siegel Institute Partners with The White House Project to Advance Women’s Leadership in Georgia and across the U.S.

KENNESAW, Ga. (August 30, 2007) -- The White House Project (TWHP) southern strategy advisor Rhonda Ridley will speak on “Add Women, Change Everything” Sept. 18 at the Siegel Institute’s “Year of Authentic Leadership” event. The White House Project is a non-partisan, non-profit organization based in New York that advances women’s leadership in all communities and sectors up to the U.S. presidency. Ms. Ridley’s talk will explore TWHP’s theme for women’s development programs, which the Institute supports and complements through its Phenomenal Women’s Alliance programs.

Ms. Ridley is dedicated to advancing women leadership in the southeastern region of the U.S. She has worked with hundreds of women candidates for political offices, serving as campaign manager for a number of them. She is a skilled political consultant with more than 15 years of political experience in the areas of government strategies, public involvement, voter registration, fundraising, and grassroots base-building. She is successfully serving at lobbyist for Metropolitan Atlanta Rapid Transit Authority (MARTA). In the legislative arena, she also supports and advocates for women’s and children’s issues. In 2003, she earned a Juris Doctor from Jones School of Law.

Concurrent to her community involvement, she is actively working with the Siegel Institute to develop a new joint web page, “Women Helping Women Win.” This will soon offer women across Georgia and the nation an array of resources for personal development. It will list data and statistics regarding the status of women in local and national office, races coming up in Georgia, resources for women helping women advance, and will also serve as a community resource tool for Georgia women through a community message board that posts leadership, business, academic and economic opportunities.

“When women leaders bring their voices, vision and leadership to the table alongside men, the debate is more robust and the policy is more inclusive and sustainable,” TWHP President Marie Wilson says. Through the lens of “pipeline, perception and platform,”

the WHP creates a culture where America's most valuable untapped resource -- women -- can succeed at all realms.

WHP mobilizes a critical mass of women to fill the leadership pipeline through programs including "Vote, Run, Lead" which train women in leadership in the political process. to make American institutions, businesses and government representative of gender parity.

Programs like "SheSource," an online resource database of women experts in every field, and "Corporate Council," senior business women engaged on issues that arise at the nexus of public policy, private philanthropy, academic and business, work toward enhancing the perception of women as leaders "because you can't be what you can't see."

"Platform" is an ongoing effort to produce and create messages that women can deliver with authority, including national security and *Closing the Leadership Gap*, Wilson's book which discusses the importance of using the great resource of women to advance our nation's growth.

In June 2007, Ms. Ridley announced the Siegel Institute's partnership with TWHP at the Commerce Club in Atlanta, during an event featuring Kansas Governor Kathleen Sebelius and Marie Wilson. Eight honored Atlanta-area partners, including Dr. Deborah Roebuck, Executive Director of the Siegel Institute, were recognized for programs that advance women's leadership and support TWHP's initiatives.

"Women of all walks of life need to be encouraged to build leadership skills," Roebuck says. The Institute established a Phenomenal Women's Alliance to engage women in leadership development through conferences, speaker series and summits, to participate in support groups, to enroll in ethical leadership training, and to network with women across all fields. Annual Phenomenal Women's Conferences (PWC) and mid-year mini-conferences demonstrate the Institute's commitment to create meaningful forums for women desiring to shape a leadership legacy and make a significant difference in the world. The 8th Annual PWC April 3, 2008, "The Economic Empowerment of Women," will provide speakers and discussions covering gender mainstreaming, micro-enterprise for women, best practices of micro-economics, character development through women's circles, and more.

To read about the Siegel Institute's women's initiatives and register for this event, visit their website at www.siegelinstitute.org. For further information about The White House Project programs, go to www.TheWhiteHouseProject.org.