

Missouri Women's Council

Improving women's lives.



www.womenscouncil.org

June 2009 Newsletter

Missouri Women's Council
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UPCOMING EVENTS

If you know of an event in your area that you would like to have featured in the Missouri Women's Council monthly newsletter, please contact:
wcouncil@ded.mo.gov

June 3 - August 31, 2009 - Missouri Women's History Exhibit will be displayed at the Arrow Rock Historic Site in Arrow Rock for three months.

June 3, 2009 - Exploring Entrepreneurship Start-up Class. Start-up session for those interested in starting a business and wanting information for general business issues. Class available from 5:30 PM - 7 PM at the College of

A Message From the Council

This month we welcome Nanci King, an invaluable member of the Missouri Women's Council, as our guest columnist.



Years ago, when teaching medical terminology and anatomy to new employees of Missouri Consolidated Health Care Plan, I remember one male student who had a particular fondness for telling blond jokes and he had many in his repertoire. One of his favorites went something like this.

Question: "What do you call a blond who dyes her hair brown?"

Answer: ARTIFICIAL INTELLIGENCE

I didn't find that particularly funny, myself being blond, but the subject of Artificial Intelligence, however, is a fascinating one. By claiming to be able to recreate the capabilities of the human mind, it is both a challenge and an inspiration for philosophy. If intelligence is defined as the ability to predict what comes next even with incomplete information or knowledge and doing the right thing at the right time, then, moving steadily into the future, what does Artificial Intelligence have in store for us? Will it change how we interact with one another, how we conduct business, how we find entertainment, will it alter our physical bodies due to non-use of certain body parts?

Some futurists argue that Artificial Intelligence will transcend the limits of progress and transform humanity. It has been predicted that desktop computers will have the same processing power as human brains by the year 2029 and that by 2045 Artificial Intelligence will reach a point where it is able to improve itself at an accelerating rate that far exceeds our wildest imagination.

Recently, I have had the opportunity to learn first-hand more about Artificial Intelligence systems currently in existence and developed at Carnegie Mellon University and their School of Entrepreneurship. I have been impressed with the technology and certainly the "minds" of the academicians and the brilliant entrepreneurs who are developing such programs that we only dreamed of previously in science fiction novels.

With the advent of the Internet in the late 90's business has been impacted greatly

Engineering on the MU campus in Columbia. Class fee is \$20.

Register. For a class new you, go to the MBDP [website](#).

June 10, 2009 -

Networking Workshop for Women. **Money Management in a Down Economy** - Money management issues that challenge small businesses will be addressed. Event takes place at the Kauffman Conference Center in Kansas City from 7:30 AM - 9:30 AM. Event is free, but call or email to register. Call 816-235-6675 or email chapter19@scorekc.org.

June 11, 2009 - Dine Out for the Cure - Over 200 participating restaurants in the Metro St. Louis area are donating a portion of your tab to the St. Louis Affiliate of Susan G. Komen for the Cure. Visit [website](#) for more details, including a list of supporting restaurants.

June 13, 2009 - Annual Komen St. Louis Race for the Cure. Get registered, learn general race information, review important dates and get fundraising ideas. Go to [website](#) for the latest.

June 18, 2009 - Gender Matters: Women and Girls in the Justice System. Dr. Stephanie Covington will present a one day workshop on enhancing knowledge about pathways to gender-

and no one can envision doing business without the use of email. To paraphrase a song lyric, "You Ain't Seen Nothing Yet...BaBaBaby," these Artificial Intelligence systems in the future will revolutionize business models and morph our employee base. These programs will change how information is acquired and disseminated and unfortunately eliminate some jobs currently performed by humans in the process. Even though these programs will be more cost efficient and effective long-term, evolution or devolution of our work force will be a by-product of such technology.

For those in business or starting a business, those who embrace the progress of Artificial Intelligence early-on will be better served and will find ways for employees to perform in other equally important ways. Although some may resist the changes occurring, those born after 1990 will know no other way of performing certain business functions. Ordering food at the local fast food establishment may be no more than talking into a device where robots process your order, deliver it to you in record time and never forget to include the ketchup or sweet and sour sauce.

One particular program currently available to businesses is a telephone and Internet-based Artificial Intelligence system that digitally transmits data in a synthetic interview environment with a natural conversation interface. It is the latest technology in neural networks and speech recognition. This program has the ability to continually "learn" new information and quickly integrate the new information into its database. It is available in twenty-six (26) different languages which expand communication and business opportunities with ethnic businesses and other minority groups currently disenfranchised and limited in growth due to language barriers.

This program is multi-functional. Via one 1-800 number, it is capable of receiving 100,000+ inbound calls or making 100,000 + outbound calls simultaneously and answers questions in two-way conversational tone. This program reminds people of appointments, gives directions with GPS, makes appointments, takes orders, makes follow up calls, performs surveys for evaluation purposes, conducts complicated research, etc.

Imagine never being put on hold, or having to explain an issue or problem more than once when calling a vendor, i.e., the phone company, your health insurance provider, your mortgage company, etc. Imagine follow up calls to a vendor who remembers your name by the sound of your voice and never has to refer you to someone else to resolve your problem.

One final astounding fact about this particular program is at the conclusion of EVERY phone call, an audio file of the entire conversation is available for listening and a written transcription of the call is available via a web site dashboard. This enables businesses to know what questions are being asked, what answers are being given and what potential trends or opportunities exist that would otherwise go undetected with mere human intervention.

Get ready. Progress is at hand!

WOMEN AND BUSINESS - RECENT NEWS

Governor Nixon's Next Generation Jobs Team



Get ready to experience the exciting, growing careers of the future! Whatever your field of interest, Missouri's Next-Generation Jobs Team is committed to helping youth and young adults, ages 16 to 24, who want to make the most of this summer as an opportunity to explore the next generation of 21st Century industries.

The Missouri Next-Generation Jobs Team will connect youth and young adults to an exciting work experience or internship at your business this summer, using resources from the federal recovery act. The best part is, we pay the wages

and make sure you get the right candidate.

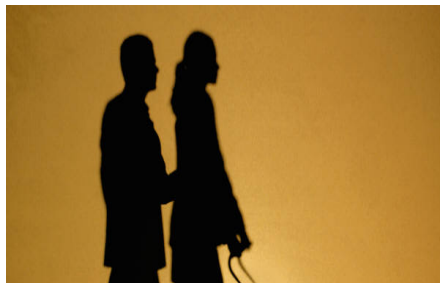
This opportunity is only available between May 1 and September 30. Register as a youth wanting to find a job or as a business wanting to find an employee. Call 1-800-592-6020 (available 8:00 am - 5:00 pm Monday-Friday) or go to [website](#).

Award of Distinction

Each year, the Missouri Women's Council solicits nominations of individuals and/or organizations that have made a significant impact upon women and their families. Many outstanding individuals and organizations have helped shape Missouri and continue to contribute their talents and skills to improve and enhance the quality of life in the state. The council has established the Award of Distinction to recognize, honor and celebrate these achievements. Nominations are being accepted until June 30, 2009. A silent committee will review completed nominations and the award will be presented at the Governor's Conference on Economic Development in September 2009. Visit the MWC [website](#) to download the application for nomination.



Flex-Option Guide



This guide was created to improve the status of working women and their families. Flex-Options hopes to provide employers with the resources to implement or enhance workplace flexibility.

responsive services and developing a plan of action to address the impact of trauma and violence on females. Workshop takes place from 8:30 AM - 4:30 PM at Friendship Baptist Church, 3530 Chelsea Drive (behind the KC VA). RSVP to Carla Turner at turnercarla@umkc.edu

June 24 - 26, 2009 - NAWBO Women's Business Conference at the Sheraton Chicago Hotel and Towers. For more information go to [website](#).

July 17, 2009 - Pat Gruber and Associates presents Time Strategies for Life. A five session class for anyone wanting more control of their time and their life. Classes held from 9 AM - 11 AM each Friday for five weeks beginning July 17 on the Columbia Campus of the William Woods Graduate and Adult Studies program. For more information go to the [website](#).

August 22, 2009 - The 22nd Annual Equality Day Brunch. Presentations include awards, political action, women's equity and election and legislative reports. Event held at the Crowne Plaza Hotel in Clayton from 10 AM - 2 PM. For more information, call Shirley at 314-831-5359 or Lynne at 314-727-7175.

September 9 - 11, 2009 - Missouri Governor's

Conference on Economic Development.

Conference will be held at the Hyatt Regency St. Louis Riverfront Hotel. The Missouri Women's Council will have an exhibit booth during the conference. For more information on the conference go to [website](#).



Created in April 2009 by the US Department of Labor, Women's Bureau. To view guide, go to [website](#).

The **University of Missouri Extension's business development program** exists to help Missouri's entrepreneurs succeed in private enterprise and to promote the economic development of the state of Missouri. It performs this vital service through a network of business counseling specialists located [throughout the state](#). For a complete calendar of events see the [Missouri Business Development Program Calendar of Events](#).

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Missouri Women's Council Past Newsletter Issues

[2008 Newsletters](#)
[2007 Newsletters](#)

Questions or Comments?

FOR YOUR INFORMATION

Women Owned Business Network (WOB).

The [WOB Network](#) (www.wobnetwork.mo.gov) is dedicated to helping women-owned businesses succeed by serving as a network of professional women looking to expand their customer base by reaching out to new markets.

It is the hope of the Missouri Women's Council that this new network of women-owned businesses will make it easier to seek out other companies owned by women and support the products and services that they offer. In addition, it will help female business owners to network with each other and to share their enlightened principles and practices of how each runs their business.

If you operate a women-owned business in Missouri and would like to be a member of the Women Owned Business Network please register using the [online registration form](#) or contact the Missouri Women's Council at (877) 426-9284.

Friends of the Missouri Women's Council

The Friends of the Missouri Women's Council was established in 1998 by women whose concern, insight, and knowledge foresaw the need to raise monies to support and

MBE/WBE Certification

(Minority/Women Business Enterprise) provides greater opportunities for minority and women-owned businesses to be eligible for benefits such as, supportive services, technical and non-technical assistance, and the opportunity to better access State-aid contracting programs.

If you are interested in applying for certification, the blue link below will lead you to a page on



Click on blue link to apply

the Women's Council Web site with more information and a link to the application for **MBE/WBE** certifications.

Missouri Women's Council Pink Plate

You can help increase breast cancer awareness as well as provide much needed funds for breast cancer services by displaying the official Missouri Women's Council Pink Plate on your vehicle.



Click on pink plate to apply

Funds raised through the sales

Please call
(573) 751-0810

or email:
wcouncil@ded.mo.gov

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enhance important programs that promote economic opportunity for Missouri Women.

The Friends of the Missouri Women's Council is a 501 (c) (3) not-for-profit organization governed by a Board of Directors.

Supporting memberships may be obtained by paying annual dues of \$25 or more. **[Friends of the Women's Council Application.](#)**

of the Breast Cancer Awareness License Plate are designated for the sole purpose of providing breast cancer services, including but not limited to screening, treatment, staging, and follow-up services. The application for the Breast Cancer Awareness Pink Plate is now available for download by selecting the above link.

RESOURCES

[Ladies Who Launch](#) provides a social network for entrepreneurial and creative women. Blog with other entrepreneurial women, learn about events and "incubators" in your area and read the online magazine to learn what other women have done to create their success. **www.ladieswholaunch.com**

[BusinessMom.net](#) is a place for you to network with other business-oriented moms, trade services, and much more. Getting the word out about your fabulous business is easy! **www.businessmom.net**

[The US Department of Labor Women's Bureau Website](#)

The mission of the Women's Bureau is to improve the status of wage-earning women, better their working conditions, increase their efficiency, and advance their opportunities for profitable employment.
www.dol.gov/wb/welcome.html

The University of Missouri Extension's Missouri Business Development Program **[The University of Missouri Extension](#)** has developed a website geared toward success in business. Click the following link and sign up for their newsletter. It is filled with invaluable information about the state.
www.missouribusiness.net

[BizJournal](#) Creates website for Women

Bizwomen is designed to connect and support women as they learn and grow.
www.bizjournals.com/bizwomen

[SBA Women's Website](#)

The Office of Women's Business Ownership (OWBO) assists women to achieve their dreams and improve their communities by helping them start and run successful businesses, regardless of social or financial disadvantage, race, ethnicity, or business background. OWBO and the Online women's Business Center are integral components of Entrepreneurial Development's network of training and counseling services.
www.sba.gov/aboutsba/sbaprograms/onlinewbc/index.html

[WBO](#)

Women's Business Owners is a non-profit organization that helps you discover the

power of business ownership through classes, mentoring, networking, advertising, and much more.

www.womenbizowners.org/edu/index.php

Women's Policy Inc. – The Source on Women's Issues in Congress

Women's Policy, Inc. (WPI) champions the interests of women throughout the country on the most significant social, economic, and health issues across the public policy spectrum. With that in mind, the Missouri Women's Council would like to provide their U.S. Legislative Updates to interested readers. **www.**

womenspolicy.org/thefsource

WorkItMom: A Social Space for Working Moms

Clearly, there is no shortage of social networks and blogs for moms who want to hear other mom voices, share experiences, get advice from each other, and comment on it all. The bigger challenge for many of us is finding the time to spend on a favorite site to read our favorite writers and comment in between the everyday must-do's on a long work and family list.

<http://tech.yahoo.com/blogs/devlin/17000>

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