

New Book Charts New Paths Taken by Women Corporate Directors

SANTA MONICA, May 22, 2009 – Champion Boards, a service of Technology Place Inc. today announced the release of a new book by Elizabeth Ghaffari, entitled: *Outstanding in Their Field: How Women Corporate Directors Succeed*.

Outstanding in Their Field found that the corporate ladder, specifically technology, investment/securities, law and retail fields, have provided women more opportunities than ever before to develop the leadership skills valued by public company boards of directors.

Elizabeth Ghaffari, founder of Champion Boards and president of the Santa Monica, CA-based emerging technologies consultancy, Technology Place Inc., evaluated the qualifications and experience of the 114 women serving on 101 top corporate boards (on the *Fortune* 1000 list) based in California (2006-2007). By analyzing the career paths, education, community, and public service profiles of these women, she was able to identify the factors and insight that make them “outstanding” in their fields of endeavor and a preferred candidate for corporate boards of directors in today’s more competitive marketplace.

Ghaffari spent two years researching proxy statements and public resources to answer the question, “How did these women become corporate directors?” She interviewed over 22 women, selecting 15 as representative of the contemporary career paths into the boardroom. The book documents the life stories of the women directors, presenting their views on their career decisions, the paths they followed, and the value they add to their boardrooms. She concluded that the “old paths” have been transformed by tougher financial and governance expectations resulting from the passage of the Sarbanes-Oxley Act of 2002.

Ghaffari found that women directors are more likely to be selected as a leader from the corporate, investment, and entrepreneurial areas, today, compared to the past when women were tapped dominantly from the nonprofit, academic, and civic/government career paths. Ghaffari calls these top paths the “performance-oriented” paths of a contemporary trek into the boardroom.

“In the 21st century, women in leadership are acquiring impressive credentials in technology, finance, and the law,” explained Ghaffari. “These are exactly the strategic competencies for which boards are searching for director candidates.”

The book combines life stories with “myth-busting” and “lessons learned.” Myths are the wives’ tales that women hear from all sides about what they “should do” to become a director. The women directors, themselves, debunk ancient myths. In a series of introductions to each section, the book taps a wealth of factual evidence supporting the encouraging news that there are more women directors being appointed today than ever before in the short history of women serving in public company governance roles.

Early praise for the book:

“...a ground-breaking, inspirational and important book!” Dr. Susan Murphy, corporate consultant, speaker, and author of *Maximizing Performance Management*.

"...a refreshing look at the issue of women on corporate boards ... [with a] a tough love flavour.." Courtney Pratt, chairman of Knightsbridge Human Capital and author, with Larry Gaudet, of *Into the Blast Furnace: The Forging of a CEO's Conscience*.

"Read this book to learn how women board members shine the sun on growth opportunities and improve financial results for the best companies." Blythe McGarvie, Board member and author of *Shaking the Globe, Courageous Decision-Making in a Changing World*.

Additional advance praise is at the book's web site: www.outstanding-in-their-field.com

Outstanding in Their Field is published by Praeger Publishers (an imprint of Santa Barbara-based ABC-Clio) and can be pre-ordered at their web site:

<http://www.praeger.com/catalog/C37584.aspx>

Champion Boards is a service of Technology Place Inc., providing business-based expertise, information, research, and advice to help build great boards and become a valued director . . . intelligently.

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