

U.S. Women's Chamber of Commerce Releases Transformative Report on The Women-Led Economy™

***Focused leadership leverages women's powerful purchasing power
to consummate women's long path to economic leadership***

WASHINGTON, June 16, 2010 – Today, the U.S. Women's Chamber of Commerce (www.uswcc.org) released an evolutionary report laying the foundation for a transformative new future for women as market leaders through **The Women-Led Economy™** (www.womenledeconomy.com). This report challenges the conventional view of women primarily as employees and breadwinners within our families and calls upon women to take the lead by focusing our tremendous purchase power with women-owned firms, building our own economic resources and institutions, and working together as market leaders to advance our objectives.

The U.S. Women's Chamber of Commerce takes issue with two recent, influential reports – “The Shriver Report: A Woman's Nation,” which presents women as employees and family breadwinners and the Harvard Business Review report, “The Female Economy,” which views women as consumers. The U.S. Women's Chamber of Commerce argues that neither report grasps the transformative opportunity women now have to focus and leverage our clout as consumers and business owners to consolidate and leverage the gains women have made over the last one hundred and sixty years to shape the business and employer marketplace to reflect our values and objectives.

“The U.S. Women's Chamber of Commerce positions women as market leaders – securing much more senior and influential positions in the greater business and employer marketplace,” says Margot Dorfman, CEO of the U.S. Women's Chamber of Commerce. “As women's influence grows, women lead by shaping the landscape in which businesses operate, bringing our values of family, balance, and community to all businesses – compelling companies to provide products and services that support our needs, thereby improving economic conditions for women, our families, our employees and our communities,” adds Dorfman.

With this report, the U.S. Women's Chamber of Commerce also announces the launch of The Women-Led Economy™ monthly e-magazine and online-community to continue exploring the ways in which women are transforming the business and employer marketplace, and the Global Women's Marketplace™ – a revolutionary online exchange which links women's purchasing power with women-owned firms. This marketplace powers women-owned retail and service stores and malls, supplier centers, opportunities and RFPs, jobs, group purchasing and a robust online business community.

The U.S. Women's Chamber of Commerce is the leading advocate for women on economic and leadership issues. As the economic leader for women, the USWCC creates opportunities, drives progress, advocates, and provides tools and solutions to support the economic growth of women across America. The USWCC is a not-for-profit 501(c)6 organization founded in 2001; its headquarters offices are located in Washington, D.C. Contact the USWCC at 888-418-7922.