

## ***Women in Business Spotlight:***

### ***Lisa Wang***

Lisa Wang is a former U.S. Rhythmic Gymnast turned business woman. She is a member of the U.S. Gymnastic Hall of Fame and a 3X National Champion gymnast. She retired from gymnastics in 2008 at the age of 20 to further her education at Yale University (Wang, 2016a).

She started her business career as a hedge fund analyst on Wall Street before starting her own business, Food-X, a food business accelerator in 2014. She is now a cofounder of SheWorx, which focuses on female entrepreneurs and business leadership for the next generation of women (Wang, 2016a).

When asked to share some advice for being more successful, Wang says to expect less, but do more; know what you bring to the table, stop comparing yourself to others, communicate clearly, and value your friendships above all else (Wang, 2016b).

#### Sources:

Wang, L. (2016a). 8 Ways to Win Over an Investor. *Fortune.Com*, 249. Retrieved from Business Source Ultimate.

Wang, L. (2016b). 11 Easy Ways to Be More Successful. *Fortune.Com*, N.PAG. Retrieved from Business Source Ultimate.

## ***Caught Between a Yellowstone & a Hard Place***

Each year, the National Park Service creates monthly themes to celebrate national parks in the U.S. The theme for March this year is "Marking New Beginnings". This theme is especially appropriate as America's oldest National Park, Yellowstone, plans to bring all of its 3,000 plus acres of wilderness into the new age with a proposed installation of microwave dish antennas throughout the park.

Yellowstone is no stranger to change. With almost 4 million visitors annually, Yellowstone, along with Glacier national park, is one of the largest driving forces for nonresident spending in the region (Haderlie, 2018, p. 7). In Montana alone, Yellowstone and Glacier account for 60% of economic output and 65% of tourism-generated jobs. That amounted to \$4.8 billion in economic activity for the state in 2016 (Sage, 2017, p. 10)!

No industry sustains that amount of interest without continually assessing its customers' needs, and Yellowstone is no different. Some decisions are obvious. With Xantera, a privately owned United States park and resort management company, \$134.5 million has been committed to park facilities and improvements, some of which include adding new lodges and over 400 rooms for visitors, as well as restoring older park staples like Canyon Lodge (Clark, 2017, p. 19).

However, the proposed plan to install microwave dish antennas throughout the park is a bit more controversial. While some see this as a violation of the park's mission to preserve the environment, others assert that it will enhance visitors' experiences and allow reliable cell service for staff and guests alike (Plan, 2017). Only time will tell whether such proposals may help or hinder Yellowstone's attendance records. Either way, for now, it looks like Yellowstone will remain a strong draw for tourism.

#### Sources:

Clark, M. J. (2017). Lots of 'new' in the Northwest: New people, new construction. *Wyoming Business Report*, 18(8), 19-20. Retrieved from Business Source Ultimate.

Haderlie, C. (2018). Yellowstone "otherworldly" in winter: Winter traffic one quarter of summer's. *Wyoming Business Report*, 18(11), 7-13. Retrieved from Business Source Ultimate.

Plan to Turn Yellowstone Into an 'Electronic Hub' Raises Eyebrows. (2017). *Fortune.com*, 7. Retrieved from Business Source Ultimate.

Sage, J. (2017). Recreating the American Prairie: Developing Conservation, Tourism and Economic Opportunities in Northeast Montana. *Montana Business Quarterly*, 55(4), 10-15. Retrieved from Business Source Ultimate.



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