

# West Side Informer

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## Diversity in Corporate America: Women's History Month

In July, 2009, Ursula Burns made history by being the first black woman to head a Fortune 500 company when she was named CEO of Xerox. This was also notable because she was replacing another woman, Anne Mulcahy, who was promoted to president and CEO in 2000. (Alleyne et al., 2010) Despite these notable events, women are still a huge minority in high level positions in business. While over fifty percent of management and professional related positions are held by women, only 2.2% of the CEOs and 7.6% of the top earners of the Fortune 500 companies are women. (Key Statistics About Women in Business, 2012).

Women did not fare as badly as blacks in a 2010 report looking at racial and gender diversity of the boards of the 100 largest publicly traded companies; their numbers did not drop, but gains were small between 2004 and 2010. The percentage of directors in this study who were white men was 72.9%-- minority men made up 9.1%, white women 14.5%, and minority women 3.6%. (Gumbs, 2011).

Alleyne, S., Lott, A. H., Benton, J., Brown, C. M., Faison, C., Kanu Jr., K., & ... Wilder, K. (2010). 75 Most Powerful Women In Business. *Black Enterprise*, 40(7), 87-90. Retrieved from the Business Source Complete database.

Gumbs, A. (2011). Blacks Losing Ground on Corporate Boards. *Black Enterprise*, 41(11),56. Retrieved from the Business Source Complete database.

Key Statistics About Women in Business. (2012). *Business People*, 15.

## Earth Day

We celebrate Earth Day on April 22 this year. We thought we would bring you some Green Business news found through one of our many useful databases.

Under the heading New Corporate Social Responsibility and Green Brand Initiatives:

**Blueprint for the house of the future**  
Siemens unveiled The Crystal in January 2013. Located in the London's Docklands area, it is a "showcase for sustainability and the promotion of energy-efficient thinking." The 20,000 square foot building's 10.5 miles of underground pipes make it 90% water self-sufficient and is lit by LED lights. The building's heat, light, ventilation, and security systems can be controlled remotely by one person.

**Electric Cars revving up**  
In Ireland, buyers of new cars must pay an emissions tax. There is a way to avoid paying this tax: buy an electric car. Renault-Nissan, and Ireland's major power provider BSE, are working to bring electric cars to Ireland in the very near future.

In related news, Nissan revealed at the North American International Auto Show in Detroit in January that it has dropped the price of the Leaf's base model in the U.S. to \$28,800. That is a reduction of \$6,400.

Euromonitor Intl. (2013). *Green Lifestyles Update: What's New in Sustainable and Ethical Consumption and Brand Initiatives?* February 2013. Retrieved from Passport GMID.



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