

Women Entrepreneurs

How We Are Building the Future Together



Karen Norheim

Executive Vice President
American Crane Equipment Corp



Rita Lieberman

Director, Marketing Communications
Thomas



Our Agenda



Stats About Women in
Business and Manufacturing



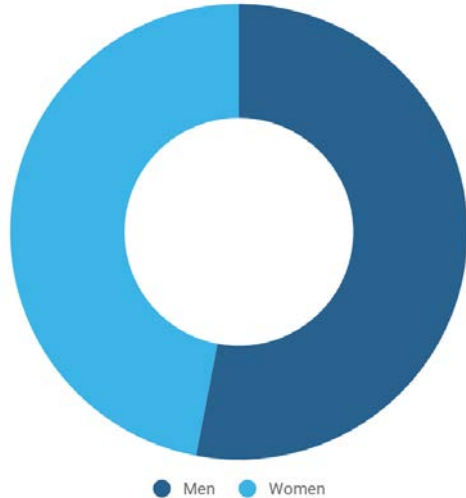
What We Know About
This Data and Why It's
Important



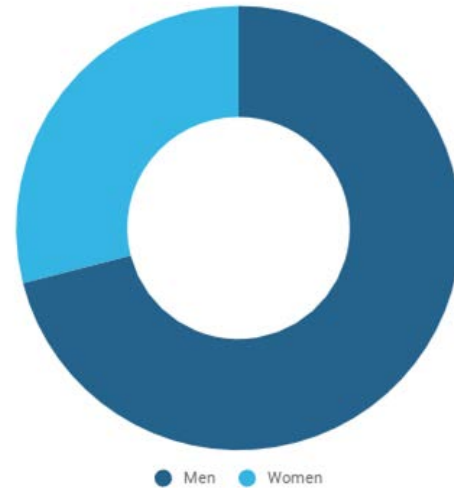
Available Resources to Help

Women in the Workforce

47% of the General
Workforce



29% of the Manufacturing Workforce



Women-Owned Businesses Are Growing



40% of businesses in the U.S. are now women-owned*



As of 2018, there are 12.3 million WBE in the U.S. compared to 402,000 in 1972



Since 2007, the number of WBE has increased by 58%



In 2018, 1,821 net new WBE were launched everyday

* The American Express 2018 State of Women-Owned Businesses report

** WBENC: Behind the Numbers: The State of Women-Owned Businesses in 2018

Economic Impact



WBE employ 9.2 million people (8% of the total private sector workforce)



WBE generate \$1.8 trillion in revenue (this is just 4.3% of the total private sector revenue)



From 2007-2018, total employment by WBE rose 21%, while employment for all businesses declined by 0.8%

Trends in U.S. WBE from 2007-2018

THE FIVE INDUSTRIES IN WHICH THE NUMBER OF WOMEN-OWNED BUSINESSES GREW THE MOST BETWEEN 2007 AND 2018



Leadership Roles Matter

Companies with the highest number of women on their executive committees perform better

27% more likely
to outperform on
overall financial results



21% more likely
to have above
average profitability

Companies with more ethnically and cultural diversity on executive teams were
33% more likely to have industry-leading profitability.

Women CEOs Do Better For Their Businesses



Companies with women at the helm saw returns that were 226% higher than enterprises run predominantly by men



Women in the C-Suite significantly increase company profits

Women Are Worth More Than Money

> Half of Americans would prefer to work for a female led company over a male-led company

> 71% of both men and women feel that having a leadership position makes them believe they can achieve a leadership position

Better Engagement

More Inspired

Greater Satisfaction

Better Belief in
Personal Achievement

Women Build A Culture That Leads to Success!

Collaborative

Communicative and
Open to Learning

More Positive

Better Belief in Company
Products & Mission

More Overall
Employee Engagement

Inclusion Is A Lot More Than Diversity



MARKETS

Move Over, Shareholders: Top CEOs Say Companies Have Obligations to Society

Business Roundtable urges firms to take into account employees, customers and community

PHOTO: CHINA GETTY IMAGES/STRONG/REUTERS

PHOTO: JESSICA HOON/REUTERS

By David Beitz
Updated Aug. 16, 2019 9:59 pm ET

The leaders of some of America's biggest companies are chipping away at the long-held notion that corporate decision-making should revolve around what is best for shareholders.

The Business Roundtable on Monday changed its statement of "the purpose of a corporation." No longer should decisions be based solely on whether they will yield higher

Expect more from your server. IBM LinuxONE™. Learn more →

Meet the open source platform that can do it all.

See how Florida Bank serves banks like yours with IBM LinuxONE™.

Content supplied by IBM

The New York Times

Shareholder Value Is No Longer Everything, Top C.E.O.s Say

Chief executives from the Business Roundtable, including the leaders of Apple and JPMorgan Chase, argued that companies must also invest in employees and deliver value to customers.

Shareholder Value Is No Longer Everything, Top C.E.O.s Say

Chief executives who are in America, Brian Moynihan of Bank of America, Mary Barra left to right, Greg Doherty for The Times, Doreen Sammons/Ansa

By David Golob and David Yaffe-Bellany




Resources to Help You Succeed

[← BACK TO EVENTS](#)




 **Monday, September 9, 2019 at 12:00 AM**
to Wednesday, September 11, 2019 at 12:00 AM

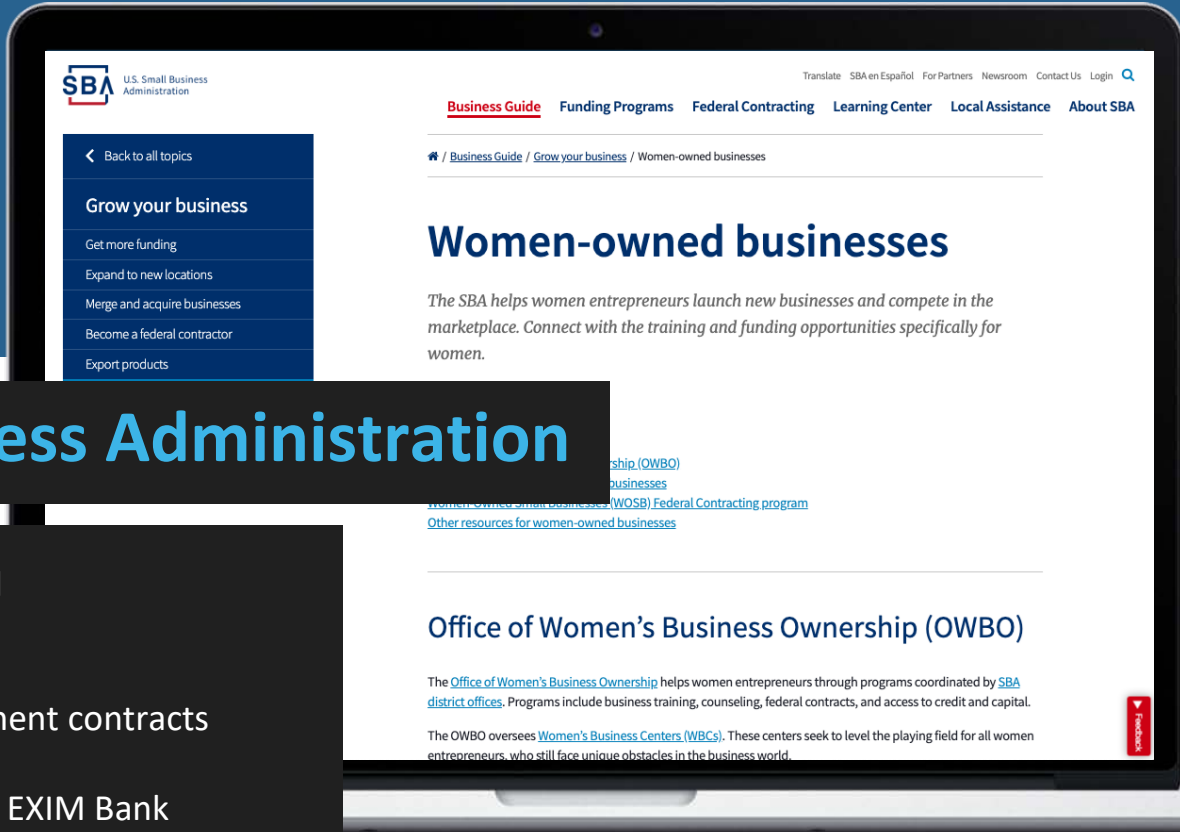
 **Hilton Denver City Center**
1701 California Street
Denver, CO 80202

[REGISTER](#)

[SPONSORSHIP OPPORTUNITIES](#)

 [ADD TO CALENDAR](#)

[VIEW MAP](#)



U.S. Small Business Administration

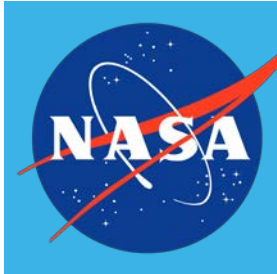
- Access to credit and capital
- Business loans
- Training and counseling
- Help with winning government contracts
- Business mentoring
- Assistance with exporting - EXIM Bank



Natl Association of Women Business Owners

- Build strategic alliances
- Impact public policy
- Need an online training to further develop your entrepreneurial skills

If You're a Small Business/Entrepreneur Seeking Small Grants



If You're Seeking Inspiration

THRIVING *Women* IN BUSINESS

ForbesWomen



Our Audience

75%

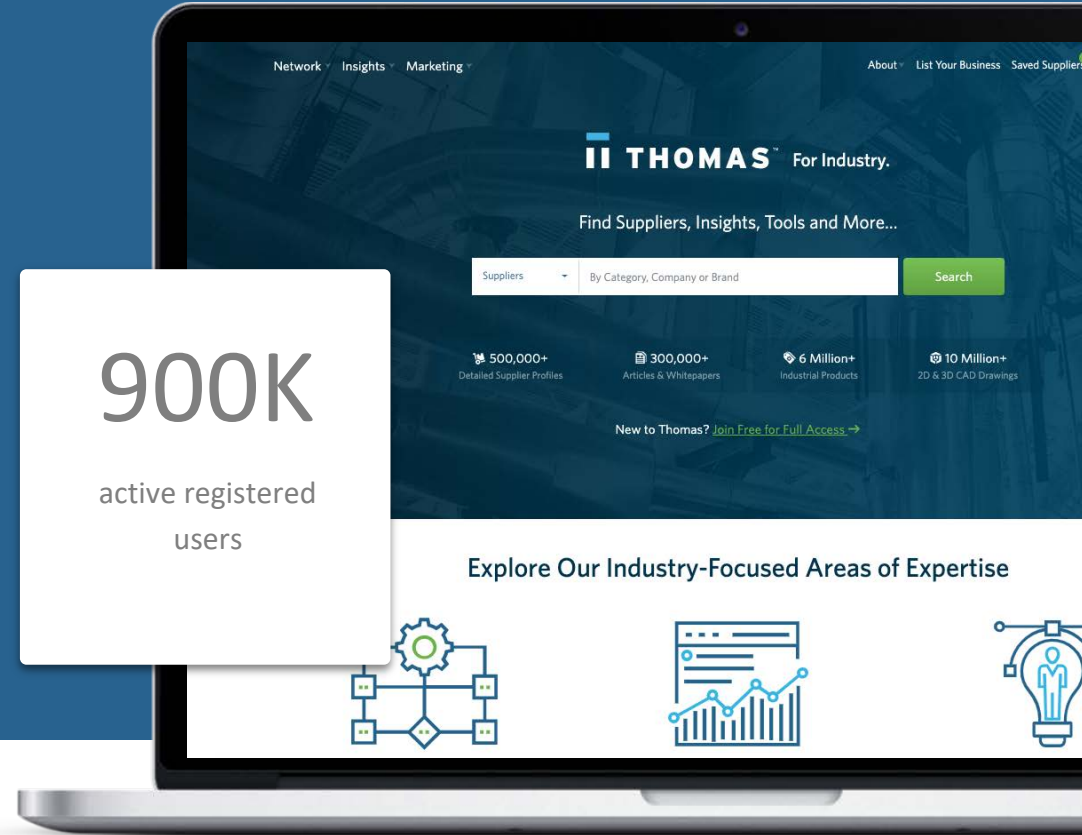
of our active registered users represent SMBs

93%

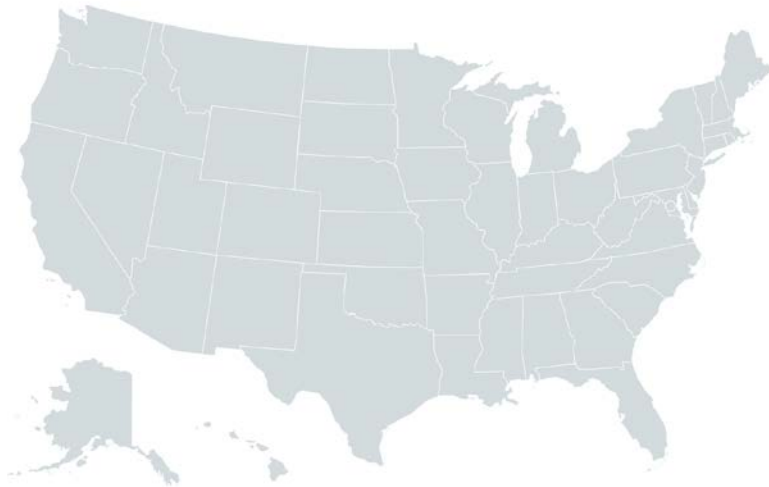
of Fortune 1000 source suppliers in the Thomas Network

900K

active registered users



All Users: Top 10 Products/Services Sourced By Volume Over the Last 12 Weeks



- | |
|---|
| 1. Machining: CNC |
| 2. Steel |
| 3. Plastic Injection Molding Services |
| 4. Printed Circuit Boards (PCB) |
| 5. Lumber |
| 6. Food Products |
| 7. Fasteners |
| 8. Metal Fabrication |
| 9. Plastics |
| 10. Contract Mfg: Nutritional Supplement & Vitamin |

Sign Up For the WiM Webinar Hosted by Thomas
Tuesday, November 19 at 1:00pm EST
business.thomasnet.com/webinar-wim

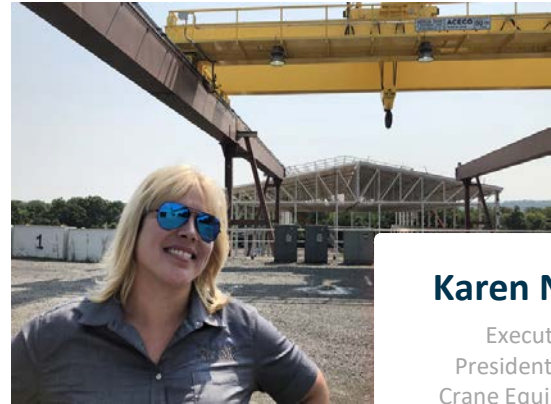


wim
| women in
| manufacturing®

How Thomas Is Promoting Women in Manufacturing



Jillian Gorsuch
Additive Manufacturing
Technology Manager, Maxar



Karen Norheim
Executive Vice
President, American
Crane Equipment Corp.



business.thomasnet.com/industry-awards



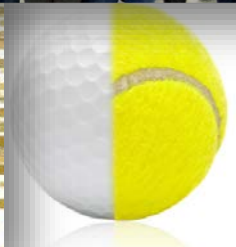
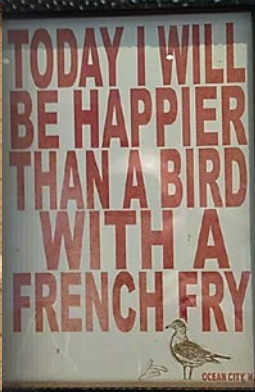
THOMASTM

For Industry.



BE THE GARDENER

Manufacturing Cultural Transformation









GRIT
MATTERS

ACECO  **American**
CRANE
& EQUIPMENT CORPORATION



GRIT
MATTERS

ACECO  **American**
CRANE
& EQUIPMENT CORPORATION



GRIT
MATTERS

ACECO  **American**
CRANE
& EQUIPMENT CORPORATION

1

Be Brave & Aggressive

- Be direct
- Grab all Opportunities
- Use varying methods of attack
- Be versatile and agile
- Attack one target at a time
- Don't plan everything in detail
- Use top quality weapons

2

Be a Good Merchant

- Find out what the market needs
- Don't promise what you can't keep
- Don't demand overpayment
- Arrange things so you can return

3

Be Prepared

- Keep weapons in good conditions
- Keep in shape
- Find good battle comrades
- Agree on important points
- Choose one chief

4

Keep the Camp in Order

- Keep things tidy and organized
- Arrange enjoyable activities which strengthen the group
- Make sure everybody does useful work

GRIT
MATTERS

PERSEVERANCE

HEART

INTEGRITY

ACECO  **American**
CRANE
& EQUIPMENT CORPORATION

VISION

At the heart of **GRIT Matters** is our vision - to be the overhead lifting company most respected for it's creative people, quality products and execeptional service.



VALUES

Keep It Simple

Don't over-complicate. When solving a problem, be clear about the goal and don't over-complicate the answer.

BE Lean

Save 2 seconds everyday. Be curious. Ask questions. Eliminate waste. Fix what bugs you! There is always room for improvement.

Work Hard

We pull together, roll up our sleeves and get the job done.

Practice Follow-Through

You are what you do, not what you say you will do.

Be Passionate

Do what you love. Love what you do. Believe in yourself. Believe in our business.

Be Humble

Be willing to sweep the floors. Remember that we're all in this together every day.

Life Matters, Be Safe

Safety is the most crucial investment we can make. It is not about what it costs but what it saves.

Have Fun

Laugh every day. Stuff happens. Keep perspective. Don't take things personally or take yourself too seriously.

Have Integrity

Be Generous, Be Kind, Be Honest, Practice Gratitude. Do unto to others as you would have them do unto you.

Quality

What we do, we do well. We strive to provide excellence and value in our products & services.

MISSION

We are passionate about delighting our customers.

Our mission is to make their lives easier. We do what we commit to do, do it well and do it on-schedule.

The most important thing at American Crane is our people.

We are committed to a culture that fosters their growth, empowerment and safety.

We are GRITTY at American Crane.

What does that mean? That we put perseverance, heart & integrity into everything we do.

**PERSEVERANCE
HEART | INTEGRITY**



Awesome Effort by Our Crew
FOR COMPLETING THIS **1st Time EVER**
Polar Crane Bus Bar Replacement
AT THE Millstone Power Station
IN Waterford, Connecticut







The Process of the
VIKING



The Tools & Meaning of the

GARDENER = SUCCESS

10 Tips for Cultural Change

1. Find your Sunstone

2. Be a Role Model

3. Be Authentic

4. Empower People

5. Beware of Multi Tasking

6. Promote Recharging

7. Create a Marketing Campaign

8. Create Ambassadors

9. Build Relationships

10. Be Curious





“WE MAY THINK THAT WE ARE NURTURING OUR GARDEN, BUT OF COURSE... IT IS OUR GARDEN THAT IS REALLY NURTURING US.”





Karen Norheim

[linkedin.com/in/karennorheim/](https://www.linkedin.com/in/karennorheim/)
knorheim@americancrane.com



Rita Lieberman

[linkedin.com/in/ritalieberman/](https://www.linkedin.com/in/ritalieberman/)
rlieberman@thomasnet.com