

THE WEALTH GAP

BRIDGING THE EIGHT GAPS TO WOMEN'S WEALTH

The Wealth Gap

2006 Press Kit

Updated January 2007

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The Wealth Gap Fact Sheet

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Year Founded:	2006, after concept development and research since 1994
Description:	The Wealth Gap: Bridging the Eight Gaps to Women's Wealth explains why the wage gap is only one of eight unique barriers women must overcome in order to become wealthy. The book describes women's issues as men's also, and presents the ways that men significantly impact women financially. It guides women to discover the specific dollar amount that will make an individual woman financially free, and how to tie wealth with emotional satisfaction.
Mission:	The Wealth Gap explodes the myths about men, women, and the workplace while it explores family life in order to reveal the ways to make women wealthier to the benefit of their family and community.
Tagline:	Think Wealth, Not Wage ©
Products/Services:	<ul style="list-style-type: none">• A book• A website• Personal wealth counseling at (866) 99-NO-GAP
Management	Author Rachel Bondi, an entrepreneurial anthropologist, mother of four and former FORTUNE 100 technology executive.
Revenue:	The Wealth Gap is privately owned.
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The Wealth Gap Frequently Asked Questions

Q. What is The Wealth Gap?

A. The Wealth Gap encompasses the eight gaps that make women less wealthy than men. They include the gender, education, credibility, wage, resume, credit report, leadership and retirement gaps.

Q. Why was The Wealth Gap written?

A. Rachel Bondi penned the book in order to help women overcome the barriers to wealth and retire comfortably rather than in fear. Rachel understood through experience and research what unique factors hold women back as compared with men. Empowering women to exceed statistical and social expectations allows women to improve not only conditions for themselves and their family, but also for their community and nation.

Q. Is wealth what women are really seeking?

A. The Wealth Gap defines money as an energy that can deliver the emotional satisfaction of assurance, authority, autonomy, or attention, depending upon the goal of the individual. Wealth is the point at which you have enough money that you no longer need to work for a living. Money itself only affords us one thing—the ability to no longer worry about money. Money plus the emotional payoff is wealth.

Q. Didn't the feminism movement help women become empowered?

A. Yes. The original idea of feminism was solid: belief in the social, political and economic equality of the sexes. However, the movement alienated men. Traditional feminism became antiquated and unattractive, the result of a belief in female supremacy and the hatred toward men. In fact, many women, especially young women, do not wish to associate themselves with a cult of hatred that has no place in business. In the modern global information age, men and women are seeking common ground and this book helps them toward that end.

Q. But haven't women made great strides in business, at least in the United States?

A. Women have made great strides in legal protection, but not in the areas of leadership and divided responsibilities that cause the wage gap. In fact, feminism has bred the misconception that women's equality is a women's-only issue and that the wage gap only affects women. In fact, the wage gap is a working parent issue. This is why The Wealth Gap is important — to uncover and promote the truth about equality and solve the wealth and earning issues between genders.

Q. Is The Wealth Gap solely for women?

A. No, in fact, this is what underscores the book. Men become involved in the empowerment of women when they are educated not only to the personal and corporate benefits, but also with the realization that they are not the enemy. This book brings together fathers, husbands, brothers, co-workers and the other men in women's lives into the solution.

Q. How can a woman become wealthy?

A. She must do a gap analysis to benchmark where she is today financially, and reveal the dollar amount required for her to retire from working. Then she must plan and take specific steps based upon her individual needs to invest and live off the residual income she creates.

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“The Truth about Equality”: The Wealth Gap Market Data Sheet

About The Wealth Gap

Are you a woman who can't seem to get ahead?

Are you a man who is concerned about your wife, mother, sister or daughter?

Are you a parent who would like to elevate your children's lives by becoming financially secure?

It is not your imagination. Women are grappling with a serious Wealth Gap that prevents them from attaining economic parity with men that stops them and their families from enjoying the benefits of being financially secure.

A frank discussion about the sexes and money can open up a dialog in your own home about a sometimes taboo subject—how do most women really become wealthy?

Other books will give you money management advice. The goal of this wife-husband collaboration is to bring light to the origins of financial inequity and its effects upon women and children in order to move forward into an entirely new wealth-building strategy.

It pays to jump the gaps and this valuable book will get you started.

Rachel Bondi is a successful owner of multiple businesses and former Fortune 100 leader. She uses corporate anthropology to establish changes in the workplace. A world traveler who grew up in Miami, Chicago and San Francisco, she settled in Orange County with her husband and four children.

Why The Wealth Gap Is Needed Now

Women have made great strides in business since the 1970s in the United States, but their ability to achieve economic and business equality remains disappointingly out of reach. This is why The Wealth Gap is important. The following statistics represent a sampling of areas where women are falling behind and why men matter.

Why do women believe men have an advantage?

- ✓ Although women make up about half of the workforce, the statistics show that men still dominate most mid- and senior-level positions. About 99 percent of the FORTUNE 500 CEOs are men. About 93 percent of the CIOs are men.
- ✓ Men control much of our means of societal influence by holding 70-90 percent of the Congress, news editor and college faculty positions.
- ✓ Men hold 87 percent of corporate board seats. Women average just over one seat per FORTUNE 500 companies but the truth is that 444 of these companies do not have women on their boards at all.
- ✓ Although there are more than 2 million stay-at-home dads these days, most of the men in the work force never have been accountable for children or never had to raise them on their own.

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What Is the Economic Earning Potential of Women?

- ✓ A 2003 study by Catalyst reveals that companies with the highest percentage of women in top management outperform male-dominated companies, with a 35 percent higher return on equity and a 24 percent higher total return to shareholders. Gender equity appears to be a strong factor in top financial performance.
- ✓ 74 percent of executive women had a male mentor, while only 15 percent have had a female mentor
- ✓ Women are paid an average of 76 cents for every dollar paid to men
- ✓ Men earn 20 to 25 percent more annually than women
- ✓ 5.2 percent of the top corporate earners are women
- ✓ Women dominate 8 out of the 10 lowest paying professions according to the Bureau of Labor Statistics. These are café counter attendants, food prep, food serving, retail cashiers, hostess, housecleaners, garment pressers and child care workers.

Have Women Penetrated the Ranks of Business Leadership?

- ✓ 13.6 percent of U.S. FORTUNE 500 board seats are held by women
- ✓ Six women head FORTUNE 500 companies, down from eight women two years ago
- ✓ Although holding almost half of managerial positions, only 8 percent of executive vice presidents are women

Who Controls the Money?

- ✓ Only 8.6 percent of venture capital decision-makers are women
- ✓ Only 5 percent of the venture capital money invested from 1997 to 2000 went to women-led businesses
- ✓ FORTUNE 500 companies spend about 3 percent on women-owned businesses
- ✓ The image of husband as the only breadwinner is becoming a myth. Women are the sole breadwinner in one-fourth to one-third of the families in the world.

Are Women at a Disadvantage When it Comes to Wealth?

Only 1% of land in the world is owned by women.

35% of women are lawyers but only 5% make Partner.

67% of illiterate adults are female

70% of the world's 1.2 billion people in poverty are women and their children

Half of marriages end in divorce. But afterward statistically a man's standard of living rises while the majority of women's falls an average of 26% according to the National Partnership for Women and Families.

The NCWRR (National Center for Women & Retirement Research). revealed that the majority of baby boom women were likely to remain in the workforce until age 74 due to lack of financial preparation for retirement.

The majority, about 90% of women will be on their own financially in their lifetimes, living 10-20 years longer than men.

And according to Ms. Magazine only 20% of women will retire secure financiallyⁱ

The Wealth Gap compiled gender-equality and women-in-business data on many industries and sectors. If you require specific information, please contact us at rachel@earningpower.org.

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Rachel Bondi — Biography

Author

Rachel Bondi wrote *The Wealth Gap* after researching and consulting privately on the topic of women's equality in business since 1994. She is a technology professional and corporate anthropologist who rose through the ranks at FORTUNE 100 companies only to find herself as the sole woman at the top surrounded by male executives.

Bondi left her position as Director of Business Development for Microsoft's MSN Operations to co-found Citipacific Mortgage in Irvine, Calif., after a personal leap of faith into entrepreneurialism. She launched Earning Power, her award-winning online community, while pregnant with twins, and grows the organization while raising her children. She believes strongly in the contributions of working parents everywhere.

Bondi became an entrepreneur after a successful 15-year-span at international corporations, where she delivered proven results by advising senior management and solving business challenges. Bondi's corporate experience spans a variety of industries, including education, finance, telecommunications, manufacturing, entertainment and software. She held senior positions in sales, marketing, operations, IT, business development, human resources management, managing global relationships with companies such as AT&T, DHL, Fujitsu, Hewlett-Packard, Pfizer, Sun Microsystems, Toyota, Time Warner and others.

Given her depth and breadth of business acumen, many emerging organizations have sought Bondi to provide strategic start-up advice, including GNAC/Certainty Solutions, Mindsource, Netigy/ ENS and Rolling Meadows.

Industry and science have bestowed numerous awards and honors upon Bondi. She earned a nomination as one of the Top 20 Women of the Web from the San Francisco Women of the Web! organization at Microsoft in 2002, and YWCA nominated her as part of its Academy of Women Achievers in 1999 for her work in manufacturing IT systems at Sanmina-SCI, a FORTUNE Fast 50 company. Since moving to Orange County, Earning Power! Was a Stevie Award Top 10 Women's Association of the Year 2005, she was on the cover OC Metro magazine in 2005 as a Top Woman of Power, and was recognized in 2006 for the National Investor Relations Institute CFO of the Year award.

Bondi holds a micro MBA from Stanford University in Entrepreneurial Business Management, earned a full teaching scholarship and fellowship in linguistics from Radford University, and graduated with honors from Eckerd College with a double major in anthropology and international studies.

Bondi enjoys educational vacations and has gained certifications in interior design, bodywork, computer programming, IT service management and sailing. She is a member of the Screen Actors Guild.

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The Wealth Gap: *Entrepreneurial Anthropologist asks--- Is the wage gap a hoax?*

IRVINE, Calif., January 15, 2007 — In her new life-changing guide to women's wealth *The Wealth Gap: Bridging the Eight Gaps to Women's Wealth* (iUniverse; Jan. 2007; Paperback; \$15.95; 0595-85385-4) Rachel Bondi dispels many of the myths around the wage and leadership gaps to teach readers how to become wealthy whether career woman or full-time mother. Why do women retire poor? Why do childless women earn more than working mothers? Why is it that more women are graduating with degrees than men, but few hold corporate CEO or board titles? Are female investors taken advantage of?

“The wage gap is just one issue holding women back,” says Rachel Bondi, “there are at least eight gaps women must overcome in order to retire well that men never face. It is vital to first define what would make each individual woman wealthy combining emotional satisfaction as well as dollars and cents. Think wealth, not wage.”

“Men matter and have a significant impact on women financially whether in the family or at work,” Bondi adds. The author cites research across over a hundred sources revealing that the wage gap emerges most significantly when women have children and that family income is raised overall when men participate in child-related housework.

According to business researchers, the statistics on working women and advancement are dismal. Wages for women have stagnated around 78 cents for each dollar men earn. After having children, women's pay declines further while men's pay increases. Women head just over 1% FORTUNE 500 companies and only eight percent of executive vice presidents are female. Gender discrimination and sexual harassment lawsuits abound, such as those at Boeing and Wal-Mart. With more women at a disadvantage and opting out, this book recommends financial and investment strategies are the key to wealth building for women.

For more information, visit www.thewealthgap.com, or phone (866) 99-NO-GAP.

Author

Author Rachel Bondi is a corporate anthropologist, entrepreneur and former director at FORTUNE 100 companies such as Microsoft and AT&T. She has appeared nationwide on radio and in print, been voted one of the Top 10 Women of Power by OC Metro magazine, and Top CFO by the National Investor Relations Institute of Orange County. Featured in TWINS, BROKER, and the OC Register, her association, Earning Power, won Stevie Award recognition for Women's Business Association of the Year 2005.

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THEY SAY, I SAY

They Say: The wage gap is a myth. Women choose to be paid less.

I Say: The wage gap is alive and well. The choice that women would prefer is not available--- to be compensated like fathers even if they are mothers.

They Say: Equality is an old issue that has been beaten to death. Women are already liberated.

I Say: There is more than a wage gap, there is a wealth gap that makes women more likely to retire poor.

They Say: Women should blame male discrimination for the wage gap.

I Say: The wage gap emerges when women have kids and exists even when the human resources department is run by women.

They Say: Men don't matter when it comes to women's financial health.

I Say: Men are extremely significant to the wealthiest women as spouses, mentors, partners and employers.

They Say: More women graduate universities than men now, so they have an advantage and can get ahead on their merits.

I Say: The gaps in a woman's credit report are more significant than her grades on a report card.

They Say: Women shouldn't invest in real estate because they're going to get taken advantage of.

I Say: Investing is critical to retirement, and real estate equity is the largest source of wealth for wealthy people.

They Say: Pregnancy and childbirth are part of a woman's purpose.

I Say: Having kids is women's preference and should be better accommodated in the professional realm.

They Say: Women should act like men in order to succeed.

I Say: Women should surround themselves with men who choose to empower women.

They Say: Look at the female leaders everywhere: CEOs, Oprah, and even Hilary!

I Say: Oprah is one of two self made women of Forbes richest people. It's statistically as hard to become a female CEO of a Fortune 500 as to become a Navy Seal. And although the majority, the evidence is that women aren't voting for other women.

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Book Review

The Wealth Gap: Bridging the Eight Gaps to Women's Wealth, Rachel Bondi, (iUniverse; Jan. 2007; Trade Paperback; \$15.95; 0-595-41031-6; available through bookstores, Amazon.com, and Barnes & Nobel.com and www.iUniverse.com.)

The world needs more wealthy women, and the truth is that women have a lot more gaps to overcome than men when it comes to wealth. There isn't just the wage gap, there is *The Wealth Gap*.

Recent stories in the New York Times, LA Times, Wall Street Journal, Forbes and Fortune all indicate that the issues of the wage gap and women's leadership need a fresh perspective, and *The Wealth Gap: Bridging the Eight Gaps to Women's Wealth* delivers it.

The Wealth Gap is essential reading for women who want to retire early and wealthy, as well as for men who want to find common ground with women regarding finances and investment. *The Wealth Gap* reveals how women can get more money and find men who want to help them accomplish their goals. She answers the men's obvious question, "What's in it for me?"

Bondi's premise is founded on her background of corporate anthropology, smashes myths and cultural barriers that hold women back from achieving their dreams. By unlocking the eight gaps, she exposes the truth about equality and supports it through facts and research from over a hundred sources as well as from personal experience in the corporate, entrepreneurial, and motherhood realms.

In *The Wealth Gap*, Bondi takes on the eight hard issues confronting women today: gender bias, education, credibility, wages, resumes, credit, leadership, and retirement. She brings gravity and levity to the concepts that have become merely buzzwords including motherhood manifestos, opting out, mommy track, work-life balance, men's rights, the patriarchy, and even the purpose driven wife.

Surprisingly Bondi even addresses the question of women being more emotional when it comes to money. Her solution of defining money as emotional energy that affects both genders is refreshingly clarifying.

The Wealth Gap delivers satisfying, practical solutions and options from creating residual income to overcoming gender bias. Combining the financial know-how for women of an entrepreneur and investor with the social science of an applied anthropologist, Bondi delivers the message, "Think Wealth, Not Wage."

About the Author:

Rachel Bondi is a terribly funny, interesting entrepreneur, corporate anthropologist, and mother of four, including twins! She's studied seven languages and worked in Asia, Europe, Africa, and Latin America as well as Director at corporations like AT&T and Microsoft. Recently she's been awarded recognition for her nominations of Association of the Year by the Stevie Awards for www.EarningPower.org, CFO of the Year by NIRI for CitiPacific Mortgage, Inc., and a Top 10 Women of Power by Orange County Metro magazine. Featured in TWINS, BROKER, and the OC Register, Bondi has empowered hundreds by teaching why women aren't wealthy and what to do about it.