



Women In Capital Markets

September, 2009

School is in....

By Martha Fell, CEO, WCM

“School is in and so begins another year filled with opportunities, challenges and discovery” was the opening line from my district school trustee’s letter this year. It amazes me how much autumn always feels like the beginning of the year regardless of whether I, or my kids, are actually in school or not. And, it makes me smile when a line like this applies to so much more than just the beginning of school.

After a summer hiatus of weekend family-focused activities and juggling client responsibilities while someone else in the office is inevitably on holidays -- September offers us all a chance to renew and broaden business contacts; deploy some of our replenished sense of energy and accomplishment; and cultivate fresh new ideas to ensure a successful year ahead.

In the same spirit, associations like WCM often use September as the month in which to reinvigorate the programming schedule with new events, introduce new prospects for professional development, and check in with members and sponsors for feedback and ideas -- all in hopes of keeping the torch alive.

In our case, the “torch” represents the value we bring our members, year after year, with the goal of attracting, retaining and advancing women in the capital markets. Ablaze within the same flame, the torch must also reflect light on the progress we make from the support of our sponsors and stakeholders.

This year in particular -- and for so many reasons -- the WCM torch is both burning brightly and casting a strong spotlight on the goals of the organisation. And, in reflection, the shadow we have cast lies in the gloomy details of the Benchmarking report results we announced in June.

Never before have we been both disappointed by the results after exhausting much time in partnership with the banks (our biggest sponsors) and other members of the capital markets, while at the same time feeling a striking sense of renewed sensibility toward our common goal. Never before have we felt as encouraged as we do now, strengthened by the support of our increasingly active members and the constant endorsement of the firms who employ them.

...And so begins another year filled with opportunities, challenges and discovery.