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For information on membership, please contact  
Fran Tutone Kapner (frances.t.kapner@jpmorgan.com)  
or Andrea Ianniello (andrea.ianniello@us.ibm.com)

## Now more than ever.



The Women's Bond Club was the first organization in New York that focused on advancing women in finance. Founded in 1921, it serves experienced women across a wide range of financial services and related industries.

Gender diversity, especially in leadership roles, remains low in financial services and related industries. Recent research suggests that increased gender diversity enhances firms' efficiency, adaptability and profitability. Surveys in the U.S. and Great Britain report that both feminine and masculine styles of leadership are needed for business to thrive in shifting economic realities. Other studies suggest greater gender diversity among senior business people is correlated with greater profitability.

A 2009 McKinsey Report identified several dimensions of successful leadership that women can actively develop, such as identifying mentors who can help them grow, accepting risky growth opportunities and building stronger relationships. The programs of the Women's Bond Club focus on enhancing these and other critical skills shown to make women valuable contributors to a firm's net worth. By supporting us, you can share in this important work and reap its benefits.

For general information about the Women's Bond Club, please visit our web site at [www.wbcny.org](http://www.wbcny.org)



**WOMEN'S BOND CLUB**  
LEAD. LEARN. RETURN.

The Women's Bond Club is more than a network: it is a vital community of experienced women across the financial services industry. We are united by a powerful mission: to advance women's leadership, grow our intellectual capital, and return worth to our companies, communities and upcoming generations.

*Our mission  
to grow women's leadership  
provides the substance to help you  
reach your diversity goals.*



## LEAD



The Women's Bond Club works to advance women's leadership at member firms and in the community through mentoring, events, leadership forums, networking and professional development. We believe that to advance women's leadership, we must take meaningful action to help prepare women for key roles.

- ❖ Members have the opportunity to contribute and lead committees and initiatives, as well as mentor junior women. Membership is small enough to be heard, yet big enough to make a difference.
- ❖ Many programs target the development of our members' leadership skills. For example, recent events were held for leadership styles, women's path to the C-suite and the secrets of top performers.
- ❖ By joining the Women's Bond Club, you recognize many of your outstanding women employees and those with rising potential. You help signal the value of gender diversity to your firm.
- ❖ The members of your firm learn, connect and network with women across disciplines and specialties, up and down career ladders for broad perspectives on leadership.



## LEARN



The Women's Bond Club works with corporate member firms to share best practices and help create more productive environments for professional women across the entire spectrum of financial services and related industries.

- ❖ The members you sponsor benefit from a wide spectrum of professional development opportunities tailored to women. Rising Stars receive professional coaching.
- ❖ Events provide current insights into broad issues that impact financial services, including evolving economic policies, technological change and operational best practices.
- ❖ Your employees learn career skills in a supportive environment outside of high-stakes internal situations.
- ❖ Senior women managers and C-suite executives learn from a network that can help address their unique leadership needs.
- ❖ In a 2008 survey, over 90% of our members considered our programs, events and charities to be of high caliber. We offer special events for our senior level women executives.



## RETURN



The Women's Bond Club works to return value to corporate members, communities and upcoming generations. We have sustained and grown corporate support since 1921 by returning worth to member firms. Meanwhile, community-focused giving has helped hundreds of young women from disadvantaged backgrounds bring talent to our industry.

- ❖ Your employees bring back best practices not only in leadership, but also across a range of critical job skills.
- ❖ Corporate membership helps you establish or enhance an internal professional women's network and thereby retain talent. A gold corporate membership enables you to nominate 20 employees for membership; a standard corporate membership enables 15 employees.
- ❖ You may designate a Rising Star to be honored at our Merit Award Dinner. For women with five to seven years in the business, a Rising Star honor brings considerable prestige and benefits to the individual, as well as to your firm.
- ❖ The Women's Bond Club supports the community through several scholarships and mentoring programs and contributes to organizations such as the Urban Assembly School of Business for Young Women.

