

Better Late Than Never, But Technology Won't Wait!

This issue is a mile-wide and a month late. We were really upset for awhile, but just like everyone else confronted with the inevitable technology glitches these days, we regrouped, adjusted and resigned ourselves to the delay.

Technology creates such a love hate relationship with us humans: how seductive and irresistible it is once we know how to use it! Please tell us, how did we function before BlackBerry? In an era where only the Devils wearing Prada have two assistants, most of us have none...but our BlackBerry valiantly fills the gap. On a two-week business trip? As long as your desktop is up and running back home, you can do business in transit as easily as staying put. No one knows...no one cares. How delicious to handle your email on a daily basis instead of confronting it all upon your return. But therein lies the rub...if you are an entrepreneur and there's no one babysitting your computer, it will definitely crash...or Microsoft will decide to update it at night when there's no one there to reboot the following day...which renders your PDA null and void for email, at least—possibly its most essential function..

But then there's the mobile phone: You can be calling from Zambia to a client in Minneapolis, and no one needs to know you aren't in your office in Medfield, MA. For entrepreneurs this is an incredible boon. Remember the days when it seemed imperative to have the "right" area code and a live person answering your phone? Today, you can have a Santa Fe,

NM area code but an office in NYC and vice versa. Have you called a bank, phone company, or any corporation that deals with the public recently? Chances are, the voice at the other end is in a two horse town in the US deep south, or else somewhere a continent (or two away). India and Pakistan are common, but so is western Canada or even China. And if you are tempted, in your frustration and need to communicate, to ask the person at the other end "Don't you speak English?" DON'T. Because that's exactly what they are speaking...they just have put their own twist on it. This has certainly impacted the telecommunication industry, a baby in its own right. Just five years ago, a small business was dependent

on Centrex and the local phone company for email and phone. Today, an increasing number of us use the cell phone as our only phone. In my own household, we have one hard-wired phone company line for emergencies, and everything else is wireless, from Vonage and Skype, to multiple mobiles. There is talk now of the phone companies giving phone calls for free in return for your cable business. Talk has

literally become cheap...and we want it for free!

Almost everything is cutting-edge tech today. Virtually everything that runs utilizes computer chips whether it's your security system, your car, heating or cooling, electricity, your appliances, the machine that mixes your paint, etc. And computers are becoming more user friendly at the same time that they are increasing in complexity. Even relatively new technology like fax machines and copiers are being rendered obsolete by PCs. Why send a paper copy when you can send an email, a jpeg, a Tiff, a PDF? Take a photo and send it

electronically. Unfortunately, the system breaks down! And since most of us are learning as quickly as we can, but probably not prepared to become computer geeks, we have become dependent on a whole new class of expert...someone (s) who we are more likely to see more often than our plumber or handyman... someone (s) who becomes more essential and important than even our closest loved ones...someone (s) who has become an elite, wealthy, new blue collar worker...the technician who can set it up and fix it when it stops.

But technology is still more than the technicians who program and trouble shoot...it has

a tremendously complex and enormous industry of people who dream it up, people who refine it, people who execute the concept, and people who sell and market it. And then there is an enormous cast of experts who handle every other aspect from financing, maintaining, staffing, communicating, etc.

With that in mind, we set about producing what was to have been our June Technology issue and which unexpectedly became our June/July Technology issue. So in keeping with the challenge, we decided to do it entirely on line. After all, we get 200,000 clicks per month under normal circumstances. So why not take advantage of those reader visits by developing a survey that has been sent to 5,500 subscribers (out of 49,000) who have expressed interest in hearing from us occasionally. We want to hear what they (and you) think about the concept of an online issue or issues and we hope to learn a little more about them (and you) in the process. If you would like to take part in this brief questionnaire, please email us immediately at

wtw@womensbiz.us. Those who participate will be entered into a raffle to win a fabulous John Hardy watch and a snazzy Diane von Furstenberg little black wrap dress.

The women profiled in our Technology issue have one foot in the future...and one on the ground. A nimble group, to be sure, and in the case of Leslie Dance of Motorola, well-named as well! Laura Fucci,

Lisa Colantuono of Access Confidential, Laura Fucci of MCM Mirage, and Victoria D'Angelo of Dream Digital are all doing fascinating things that wouldn't have been possible without the technological advances of the past ten years. And technology has opened up positive vistas that not even George Orwell envisioned; in law, medicine, research, human resources, personal development, sales and marketing in every possible field. None of the women we write about today, had planned her career path to lead to where they are today. But here they are and ain't life grand! ●

You can have a Santa Fe NM area code, an office in NYC, and work from a home office in East Hampton or vice versa and no one will have a clue, if you don't want them to know.



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