

CONNECT

THE PWN VIENNA
NEWSLETTER
SPRING/SUMMER
2017

- > COVER TOPIC: (R)EVOLUTION
- > EVENT REVIEW & PREVIEW
- > NETWORK NEWS



PWN | VIENNA
PROFESSIONAL WOMEN'S NETWORK

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Imprint

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Andrea Balcar
Newsletter Editor

Tina Feiertag
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_letter from the editor

Dear Readers,

In June 2016, the world of fashion experienced a revolution when, for the first time in its 70-year existence, the fashion house Christian Dior announced that Maria Grazia Chiuri would take on the position as Creative Head – a woman (and an Italian one at that)!

In her first collection for Dior, Chiuri referenced a now-famous TED talk (and later essay) by the Nigerian novelist Chimamanda Ngozi Adichie, by printing its title – “We should all be Feminists” – on simple white T-shirts. After a collective gasp, the monde dorée quickly adopted the style, and the internet is now full of young lovelies wearing the feminist message. Many of them are too young to know what feminism really meant and means, what its hard-won accomplishments are, how great the cost was for some. In light of current political developments, however, maybe they are beginning to understand why it still matters, more so than ever.

We don't have to go back as far as 396 BC for a glimpse of what can happen to women if they stray from the prescribed paths. Up until maybe two generations ago, women were solely defined through their male relatives: sister of, daughter of, wife of... like Kallipateira: her own identity was obscured by her gender. Sadly, in some parts of the world, women to this day are considered blank canvases on which men can write their rights of ownership. However, much has been achieved, so thank you, Evi Psaltidi, for reminding us with your poignant story and wonderful cover image how far we have come on our road to equality.

Despite our progress, though, for large parts of society, our “being women” is still considered our overriding characteristic, as Neha Chatwani's provocative essay points out. Why is that and why is this so hard to change?

Maybe because our world (and world-view) is still (largely) male-centric, because women are still (albeit unconsciously) considered an “aberration” from the cultural and political norm? Would that also explain why leadership is still considered a naturally “male” quality, not a female one? If we, as Christina Damborsky argues in her thought-provoking piece, currently live and think in a world mainly designed by and for (white) men, what does that mean for our female identity? Is it really our own or are we in fact viewing our femaleness through the lens of a male-focused prism? Whether you share this belief or not, one thing is clear: gender roles and identities are still very much at work, to the disadvantage of all of us, both men and women!

“You can't be what you can't see.” – keeping this in mind, it's easier to understand why for many, leadership is still synonymous with maleness. That is why it's important to search for and promote alternative viewpoints to counteract general (mis-)conceptions. “Musica Femina”, for example, is a valuable piece in the (missing) fabric of our shared history. As is the fact that millions of women took to the streets in cities all over the world to protest hate speech, hateful rhetoric, misogyny, sexism and xenophobia. These events are especially significant because language is a powerful tool for change, as it colours and shapes our experiences. If there is no word for something, how can we describe it to ourselves and others? In the face of Trump's campaign of “aggrieved masculinity”¹, it is vital to create and foster “areas of resistance”, like Sherri Spelic does. So is challenging prejudice – whether between men and women, amongst women themselves, or against vulnerable groups. Alina Kairi's article shows us how SHADES TOURS challenges prejudice by turning a social weakness, homelessness, into a social strength.

Louise Deininger, meanwhile, tells us about her project GUYU, aimed at inspiring and fostering self-development, entrepreneurship and confidence among young people in Uganda, who in overwhelming numbers had to grow up in camps for internally displaced people.

What shines through these stories, for me, is a belief in inclusion and solidarity, a clear stance against exclusion. As Chimamanda Ngozi Adichie puts it: “Culture does not make people. People make culture. If it is true that the full humanity of women is not our culture, then we can and must make it our culture.”²

So I want to conclude this letter with an earnest appeal to work together, both in PWN Vienna and beyond, to actively seek to engage enlightened men along with women. You see, men too would benefit from full gender equality, so they need to be included.

As the poet Eduardo Galenao once wrote, utopia is illusory: “No matter how much I walk, I'll never reach her.” Even if that's true, we should not stop trying, because each step we take together on this path, we come closer to a fairer world, one which allows men and women to be themselves. Enjoy the issue,

Andrea

PS: I am grateful to all contributors, to PWN Vienna and its members. A special shout-out to Tina.

1. Jill Filipovic, “The Men Feminists Left Behind”, The New York Times, November 5, 2016

2. Chimamanda Ngozi Adichie, “I decided to call myself a Happy Feminist”, The Guardian, October 17, 2014

Dear PWN Community,



Tinneke Gies and Simona Rusu-Beschia
Co-Presidents
presidents@pwnvienna.net

Welcome to this edition of CONNECT! Looking back at the last months, we can say that we have received an incredible amount of positive energy from within the network and we have enjoyed every second of the interaction with our members.

We welcomed a number of great ladies (and some men) to be our guests at the different events. We saw a lot of powerful, energetic, entrepreneurial women and hope you also enjoyed the good conversations, networking possibilities and atmosphere!

In November, we received a panel of female entrepreneurs who shared with us their experience and tips about founding and growing a company in Austria. What it takes to succeed and stay focused. We did not only hear about their successes, but also about the hard times and the feeling of almost giving up.

We started the new year looking at age diversity and the globalization of love. Age diversity: something we will all face at one point in our life and how dealing with this subject as a company can increase motivation and productivity.

Our February General Meeting might have been the most inspirational, when we received the president of the European Association of Craft, Small and Medium-sized enterprises, Ulrike Rabmer-Koller. We got an impression of a very strong woman, who took over the family business, had to face quite a few setbacks and is now engaged in supporting professional women.

Women and Money, our event in March, showed that talking about money and putting our cards on the table is absolutely necessary. The gender pay gap still exists and we need to keep talking to create a (r)evolution!

(R)evolution is the topic of this issue, knowing that only 4 out of the 30 most powerful people on earth are female, and that is already a long way from where we came.

Our society is, however, slowly developing into a more female society and the influence of women all around is said to increase considerably in the coming years. Already now, more women are attending universities than men, more women than men live in cities. Iceland and Belgium have put laws into place to once and for all get rid of the gender wage gap. At PWN, one of our missions is to create gender-balanced leadership.

So what else could we write about in our magazine?

We are very much looking forward to sharing with you more experiences, more networking and many more inspirational stories.

Tinneke & Simona

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All PWN Vienna Steering Committee members volunteer their time to making the network work. The effort we all put in is not a small one by any measure: time, skills, competencies or enthusiasm. But the outcome is a great reward. If you would like to join the team, contact us at: info@pwnvienna.net

THANK YOU, HELOISA

Our dedicated PR and Marketing coordinator Heloisa Broggiato moved to Bern, Switzerland beginning of the year. We are sad to see her leave but wish her good luck and hope that she will stay in touch with us.

GOOD-BYE FRANCESCA

Frequent travels abroad are why our fellow SC member Francesca Lim took the decision to resign from her position as Co-Treasurer of PWN Vienna. Francesca, many thanks for your diligence and care. We will miss you!

ERRATUM: In our previous issue, we misspelt the name of our new SC member Sophia Zaravella. The Newsletter Team apologises for this error.

SOCIAL NETWORKING EVENTS

> November 2016 to March 2017

By Michelle Gosztonyii

Trying out new restaurants for good food and some lively networking in an informal setting is the goal of the Social Networking Events that Ludmila Le Gohebel and I plan each month for our Network. For those of you that could not join us, here is a short wrap-up of these Events since our last publication of the CONNECT:

In November last year, we met at Café Francais Stadtpark. This cosy restaurant is a satellite location of the popular restaurant on Währingerstrasse, located in the park, right behind the Kursalon. The building is a lovely, round-shaped wintergarden with lots of light and beautiful scenery. Our group of PWN Vienna ladies and guests enjoyed a nice evening of interesting conversation and delicious French cuisine.

In December, we held our annual Christmas Cocktail Party. This time, it was at a new location, Paradocks, in the 3rd District. This location offered us more space and more seating locations. We spruced it up with Christmas lights, decorations, and music and the effect was very festive – just what we wanted. Our members, as in years past, brought a wide variety of tasty dishes from all over the world and no one could say that there wasn't enough to eat! The question was more about how you could pace yourself throughout the evening to be able to try at least a bite of each dish. Everyone had a great time meeting new and old friends and each attendee went home with a small present from the Network.

In January, we arranged to meet at an American favorite, TGI Fridays, in the 1st District. TGI Fridays is known for their mile-high burgers, juicy steaks and sweet, sticky spareribs, as well as their casual, fun "Friday Night" atmosphere. It was a small group that night, which offered a unique opportunity to get to know each person at the table.

In February, we met for Brunch on a Saturday morning at the Stadtcfé on the Freyung. The date and the venue were obviously quite attractive, because we had the largest turn-out yet with 20 participants! The Café was bright and cheery with a friendly staff and the menu offered 3-course breakfast treats from cities around the world. Being American, I went for the New York breakfast which offered lachs and cream cheese on an authentic bagel, some scrambled eggs with ham and cheese, joghurt with fruit, and for dessert a cute little mini cheesecake. Our ladies kept showing up and by the time we were all there, we took up one whole side of the café! It was lovely. Many participants gave us enthusiastic feedback about what a great idea it was to organize a brunch. It looks like we'll have to do so more often! Then, on March 30th, we got together at well-renowned restaurant, 1500 Food-makers, in the 25-Hours hotel near the MuseumsQuartier and Volkstheater. This trendy place is known for their gourmet pizzas and we know why. This was our second evening there and once again, we enjoyed the great food and fun atmosphere.

Looking forward to seeing you soon at one of our Social Networking Events!
Michelle & Ludmila



Save the date



We will try a new Spanish restaurant in the 9th District for fine Spanish wine and tapas, Restaurant Paco.

**Thursday, April 27, 2017
18:30 p.m.**

**Restaurant Paco
Nussdorfer Str. 7, 1090 Vienna
www.pacorestaurant.at**

DECEMBER 2016 CHRISTMAS PARTY

→ Annual PWN Vienna
Xmas Cocktail Party
at Paradocks



NOVEMBER 2016 GENERAL MEETING

..... at Hotel Hilton Stadtpark
Topic: The magic and power of
entrepreneurship

Panelists: Irene Fialka,
Silvia Gattin, Tina Feiertag,
Christine Saahs



JANUARY 2017 GENERAL MEETING

..... at Hotel Hilton Stadtpark
Topic: Diversity

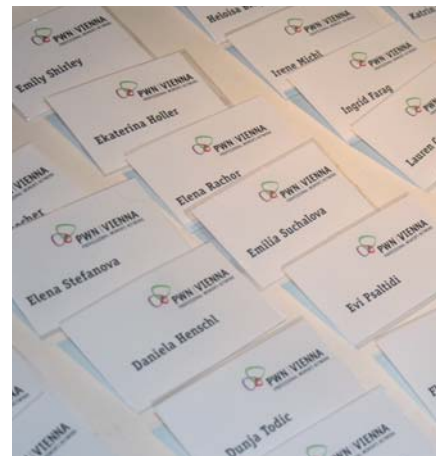
Speakers:
Wendy Williams,
entrepreneur and author;
Michael Shea, co-founder of
Fear & Fail International



FEBRUARY 2017 GENERAL MEETING

..... at Hotel Hilton Stadtpark
Topic: Female Rolemodels

Speakers:
Ulrike Rabmer-Koller,
Vice-President of the Austrian
Federal Economic Chamber (WKÖ),
Irene Suchy, Musica Femina



FEBRUARY 2017 SOCIAL EVENT

..... at Stadtcafé
Networking Brunch



MARCH 2017 GENERAL MEETING

..... at Stadtkino
Topic: Women & Money

Panelists: Linda Villareal-Paierl (CEO & Managing Partner Paierl Consulting), Sophie Martinez (CEO of Seinfeld Professionals), Ursula Kaltenböck (Financial Advisor) and Regina Karner (Tax advisor and Partner at EY Austria)



MARCH 2017 CAREER CLUB

..... at The Cambridge Institute
Vienna
Topic: Get the most out of changes

Speaker: Stasia Lewicka



MARCH 2017 2ND MENTOR' CLUB

..... at The Cambridge Institute
Vienna



2ND MENTORS' CLUB

> March 9th, 2017



By Brikena Statovci and Caroline Loftin

On March 9th we met with the Mentors of the current PWN Vienna Mentoring Cycle at Weinplateau. They are Amandine Weil, Gisela Ebermayer-Minich, Linda Pichler, Michelle Gosztanyi, and Tanja Lahaye for the five Mentoring groups for the topic “Job search and Career transition”; Birgit Bauer and Christina Thomar for the two groups of “Entrepreneurship”; Gabriele Voigt for the group “Leadership” and Sherri Spelic for “Self-Management”. A special guest of this evening was Tinneke Gies, our Co-President.

After the great success we had in the last cycle, this year's Mentoring is again organised in a group format. On this very fruitful and highly energising evening we exchanged experiences, established best practices, and discussed the lessons learned. We also shared and discussed the results of the Mid-term Mentees-survey that we carried out in the beginning of March. Highlights of the survey included feedback that stated that all the mentees feel confident about speaking up in their group

and that most of them feel that they can learn from their fellow mentees. This gathering made it clear again how important it is to define rules and commitments, as well as to define personal goals and expectations of the mentees at the beginning of this joint journey. These are a prerequisite for successfully and harmoniously working together throughout this ambitious process.

We highly respect and are grateful for the fantastic effort all our mentors are investing into this 9-month Mentoring cycle! THANK YOU, PWN Vienna Mentors!

Stay tuned for more events and information regarding the Mentoring Program. As we write this, our next event is just a week away – the Mid-term workshop for PWN Vienna Mentees-Only, to be held on April 5th. We are looking forward to it!

Brikena Statovci and Caroline Loftin
Mentoring Program Coordinators

LADIES, TAKE CARE OF YOUR FINANCIAL FUTURE!

by Patrick Schlager

Simone and her husband Roland, both age 36, recently became parents of their second child – a little sister for their three-year old son. Their family planning is completed now. Simone is on maternity leave and will take care of the offspring for the next few years, after which she plans to return to work. The question whether her husband would stay at home with the children was never posed as his income is many times higher than hers. Simone's income simply wouldn't be sufficient to care for a family of four.

The income situation of Simone and Roland is exemplary for many Austrian families and shows that there is still a considerable wage gap between men and women. A recent Eurostat study confirmed: for a Euro earned by a man in one hour, a woman gets an average of only 77 cents. She earns almost a quarter less than the man. This imbalance becomes even more apparent when taking a look in the executive suites of Austrian ATX-companies: According to the press, there are more board members with the first name Peter than there are women as a whole.

Why poverty among the elderly affects mainly women

Despite equal rights on paper – in many families, like with Simone and Roland, the classical role model prevails: women take care of the children and men earn the money. In Austria, two thirds of mothers between age 25 and 49 are working in part-time jobs, whereas among fathers only one in twenty does so. In addition to part-time employment, women go into retirement at an average age of 60,2 years, so their best income years end much too soon. The result is that women especially are financially insufficiently prepared for a longer, self-determined life. A vicious circle which is hard to break through, even in the 21st century.

Finance the future in time

This is exactly the approach of Swiss Life Select: As the leading financial service provider in Austria, Swiss Life Select deals with people's financial safeguarding. This goes far beyond simply advising them on financial matters. Swiss Life Select wants to support its customers so they are able to face a longer life with self-determination and confidence. In addition to the primary health factor,

this also depends on the financial basic conditions. Private pension plans are essential to ensure the standard of living up to an old age. This applies especially for women with part-time income and periods of child-rearing. They have to think about their financial future in good time and start saving money today rather than tomorrow.

"Success is Female"

In order to particularly support women in achieving their economic goals, Swiss Life Select has originated the event series "Success is Female". Following this motto, exciting events take place on a regular basis all over Austria on topics such as motivation, personal development & networking. Inspiring women and stimulating presentations invite further discussions and provide room for an entertaining exchange of experiences. The first event in 2017 focused on female communication: rhetoric trainer Susanna Fink talked about the strengths and weaknesses of female rhetoric and gave insights into the secrets of successful female communication.



In March, Swiss Life Select sponsored an event organized by PWN Vienna on the topic of "Women and Money". More than 100 ladies joined an inspiring discussion that started with the screening of a documentary film produced by PWN on the relationship of women to money. It was followed by an informative panel debate by four professionals. Linda Villareal-Paierl (CEO & Managing Partner Paierl Consulting), Sophie Martinez (CEO of Seinfeld Professionals), Ursula Kaltenböck (Financial Advisor) and Regina Karner (Tax advisor and Partner at EY Austria) have diverse backgrounds but one common opinion: women should think and talk more about money!

Career Opportunities in the Financial Sector

Swiss Life Select itself provides varied possibilities for further professional development in particular for women. Female advisors benefit from independency and support through a Swiss Financial Company as well as from the security of a big and loyal team of experts. The profession of a financial planner offers an attractive environment particularly for women and above all the possibility of

combining professional and family life.

An especially satisfying fact is that recently, a woman was elected “advisor of the year” in a Swiss Life Select-Competition! Marianne Breithut has been active as an advisor in the sector of commercial investment and insurance mainly in Vienna and Lower Austria since 2002 and is now active all across Austria. Her customers say about her that “she delivers excellent support with outstanding information”, that “she is my life advisor because she supports me with her knowledge in all situations of my life.”

Swiss Life Select Austria

With more than 68.000 contractual customers, in the past five years Swiss Life Select Austria has become market leader in the area of financial consultancy. 300 independent distribution partners act as advisors all over Austria. The Swiss Life Select head-office employs more than 80 staff members. The Swiss Life-Group in Zurich is a leading provider of private pension plans and finance products in Europe and dates back to the Swiss Pension Company founded in 1857. The Swiss Life-Group supports more than 4 Mio. customers in the private and business sector, employs about 7.000 staff members and counts around 4.500 licensed financial consultants. The core market comprises Switzerland, France and Germany. Moreover, Swiss Life operates in Austria, Czech Republic, Switzerland and Germany under the brand of Swiss Life Select. The share of the Swiss Life-Group is listed on the market of SIX Swiss Exchange. ••

Photo: Swiss Life Select



One of the “Success is Female” events originated by Swiss Life Select

Initiative “Success is Female”

For further information on the “Success is Female” initiative and future events, please see:
<http://erfolgstweiblich.swisslife-select.at/>



PWN Vienna event in March 2017 on the topic “Women & Money” sponsored by Swiss Life Select.

CAREER CLUB

BE THE CEO OF YOUR BODY

with Daniela Razocher

> April 25, 2017, 18:30 - 20:30

> Raum für Neues



What does the body have to do with business?

Our answer: everything. You are your body 24/7. So how could it not be a crucial ingredient to your success? Especially if you are a freelancer or solo entrepreneur, you *are* your business. You are, most likely, the biggest asset in your business. Not taking care of yourself and your health is a recipe for stress which could manifest in the form of too few clients, too little money coming in, low energy, moments of doubt, helplessness or even hopelessness.

Do you want to find out about the principles of Simple Body Arithmetic and how you can achieve more health and success for yourself and your business?

Then join us for the upcoming career club workshop with PWN Vienna.

What to expect

This workshop is designed to give you new insights and first and foremost a full-body experience of how your being is connected to your success in your professional life. You will have an opportunity to explore how mindset, actions and emotions influence your ability to go with the flow of life with ease.

We will work with everyday life situations, you will learn a couple of exercises to boost your presence and awareness and hopefully start seeing the bigger picture how you are your body and you are the magic ingredient for your own success recipe.

What it is not: a theoretical treatise or abstract system for self-development.

The goal is not to think more and find even more complexities than life already contains, but to break a relevant situation down into bite-size pieces that you can work with and thus bring about the transformation you desire.

It's practical, hands-on and I hope you will leave with at least one new realization and a small commitment what you will do with it in the future.

About Daniela

I'm passionate about my work and I love what I do. It has always been this way. I did, however, not always have a healthy attitude towards working and ended up with chronic pain and exhaustion. Discovering what I now call "Thinking with the Body", a holistic way of approaching life that allowed me to experience daily life situations very differently, things changed dramatically for the better. Not just my health situation improved, but also my confidence, my ability to deal with doubts and conflicts has grown. It is my vision to share my expertise as a professional human with like-minded, powerful individuals who want to contribute their talents also in the workplace. With a background in communication, more specifically translation studies and language and culture transfer, I am now happily communicating between body and mind, guiding my clients into a fuller experience of themselves so they can be the CEO of their bodies.

For more information visit www.bodies-at-work.com.

ENTREPRENEUR BREAKFAST

HOW TO GET AHEAD IN ENTREPRENEURSHIP

> April 26, 2017, 9:00 - 11:00

> Motel One



How to get ahead in entrepreneurship

Join us for our event "Entrepreneur Breakfast".

We know that Vienna is full of entrepreneurial women and this event aims to bring women together and give you access to top female entrepreneurs and passionate women in business. We will share our 'why', our stories, challenges, successes, tips and answer your burning questions about entrepreneurship. Join us for a roundtable in this closed setting where we will discuss being a female entrepreneur.

This event is hosted by PWN Vienna board members: Anna Fürst, www.fuerst.it and Tina Feiertag, www.tinafeiertag.com

Who should attend?

- Anyone interested in entrepreneurship
- Anyone interested in meeting fellow female entrepreneurs starting or running a company
- Anyone who is keen to learn from an inspiring, enlightening and authentic conversation
- Anyone who has an idea for a startup or an early-stage company but is unsure about what to do next

Please register online or send an email to anna@fuerst.it or tf@tinafeiertag.com

Please register online <https://pwnvienna.net/events.html>



(R)EVOLUTION

by Evi Psaltidi

In ancient Greece, women were forbidden to attend the Olympics. If any woman dared to violate the law, she would be thrown off the cliffs of the mountain Typaios, close to ancient Olympia. But in 396 BC, at the 96th Olympiad, one woman dared to break the law, Kallipateira from Rhodes. She accompanied her son to ancient Olympia after disguising herself as his trainer. She managed to enter the stadium to watch her son's struggle without being suspected, but as her son won, Kallipateira jumped up full of excitement. Unfortunately, her cloth got caught somewhere, revealing that she was actually a woman. The Jurors didn't punish Kallipateira out of respect and admiration for her family, as her father and her brothers were

all important Olympic athletes. Since then, a lot of things have changed, and finally in 1900 in Paris, women participated for the first time at the Olympic Games. Nowadays, women are competing in all sports.

In our modern times, women are everyday-athletes. They strive for their rights whether in the private arena or in the business world. They still have to fight for their rights, for their place in society, for getting recognition. They are athletes at a relay race and each one of them, by giving the baton to the next woman-athlete, is spreading seeds across the world, which will flourish and share the message "We can make a difference!" ••



If you are interested in seeing more of my work, please visit me at my new website www.crispyraspberries.com. In addition to the prints available on my website, I also specialise in creating unique gifts for many occasions including birthdays, anniversaries, graduations, weddings, and Christmas. And I most enjoy creating customised portraits which I call "mini Me", which I create from personal information provided to me about a loved one; the end result is a unique portrait which is inspired by you, the customer.

SHOUT, SHOUT, UP WITH YOUR SONG!

by Irene Suchy

It's a revolution. A group of female prisoners is walking in a prison courtyard. They are singing the „March of the women“ which is „dedicated to the Women's Social and Political Union.“

*Shout, shout, up with your song!
Cry with the wind, for the dawn is breaking;
March, march, swing you along,
Wide blows our banner, and hope is waking?
Song with its story, dreams with their glory
Lo! they call, and glad is their word!
Loud and louder it swells,
Thunder of freedom, the voice of the Lord!*

In 1910, Ethel Smythe, a famous opera-composer and suffragette, composes this march, which in 1911 newspapers refer to as „a call to battle.“ Then in 1912, Ethel Smythe is imprisoned and the “March of the women” becomes an anthem.

This all happened a long time ago in another time, and we might be tempted to think that it's an outdated story. Yet, it is still pertinent in 2017. The facts are sobering, almost devastating. A female jazz student is congratulated on being the first woman to graduate in jazz composition in Graz; only 6% of all the compositions performed at the Wiener Konzerthaus today were written by women; in the case of contemporary music, women composers don't make up more than 20% of the works performed. In comparison to literature, visual arts as well as the performing arts and film creation, music is the area in which women represent the smallest professional group, accounting for only 25%.

Women in composing are rare, women in conducting even more so: even today, conductors may get away with publicly uttered opinions on female conductors interfering with the orchestra's discipline „since male musicians would be tempted to think more about sexual desires than about music.“

It's vital to highlight this gap, this silenced hole in the fabric of music life. With that in mind, “Music Made by Women” – Musica Femina was created. It should not be seen as accusatory but rather as an opportunity, an offer even. Our installation with music focuses on the signifi-

cant role that women have played in the making of music throughout the centuries. At first sight, you might not know these personalities who contributed significantly to European music life – however, after visiting our exhibition, the striking experience will let you know what you have missed.

From five different perspectives, in five specially-designed rooms, Musica Femina will most artfully highlight the substantial contribution that women have made both in the fields of composition and music-making. From Hildegard von Bingen to Olga Neuwirth, women's hitherto unrecognised profile in the history of music will

be seen in a wider political context now that efforts have been made, both in Europe and internationally, to create a more gender-balanced world. As a matter of fact, even the Austrian Foreign Ministry did not publish a book focusing on women's music until 2009.

In Vienna, the Exhibition will take an in-depth look at all the great women composers from past ages and focus too on Austrian female composers. Then, at future venues, similarly, the local story will always be profiled. Designed with a concept to astonish and fascinate, the Exhibition will have interactive features and will be highly approachable altogether.

Who do we make happy with our project? Who would love to host Musica Femina? We hope that music festivals and art institutions, political institutions dedicated to human rights and women empowerment and all organisations that present a feminine agenda will be interested. We are convinced that this project aiming to unveil this wonderful and special part of art will also support all other efforts to reach a gender-balanced world, or a society where diversity has become a matter of course and no longer is a subject of discussion.

Each of the Exhibition's five rooms will be entered through standing caryatids: The Room of the Composers will profile nine very different types of women composers: the religious (such as Hildegard von Bingen); the aristocratic (e.g. Wilhelmine von Bayreuth); the scholarly; the performer-composer; the rebel-suffragette (Ethel Smyth, among others); the femme fragile (such as Lilly Boulanger); the femme fatale (Madonna, for example); and the patroness (Alma Mahler, to name but one). The large,



> WOMEN IN COMPOSING ARE RARE, WOMEN IN CONDUCTING EVEN MORE SO.

pecially-designed sculptures of these women will have an integrated sound-hood within which one will hear their individual stories of oppression and the obstacles they had to overcome in their time in order to be able to create their oeuvres.

The Room of the Female Conductors presents a Tree of Hands, each a genuine actual mould of contemporary female conductors, surrounded by audio and video evidence of their work. In the Room of the Crunched Scores we walk over scores which have been turned down by men in history but which now, being heard afresh, can be recognised as chapters of her-story. The Room of Belongings exhibits personal objects, private and professional, of both women composers and conductors; including oil portraits, batons, items of clothing, instruments, even pillow-cases and contemporary paraphernalia such as a bicycle, hiking equipment, etc. It was a huge challenge to research and collect these important items related to female composers and musicians.

Not only do the nine sculpted figures take the visitor to a world of adventures in listening, but there is an extra, specially designed room for listening to audio recordings.

We, the team behind this project – a musicologist, an artist and a museum expert – are convinced that every organisation which is willing to host and partner with Musica Femina will contribute to fascinate and engage the audience to make the world a better place ••

Musica Femina is designed and organised by:

Mag. Dr. Irene Suchy

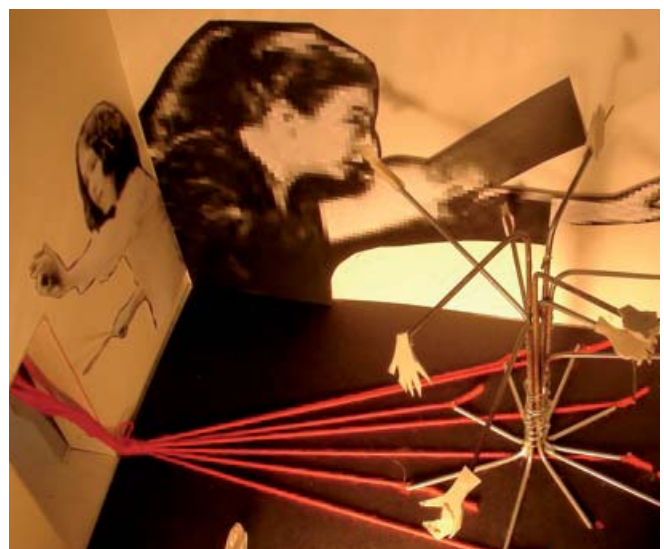
musicologist, radio producer, university lecturer
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Mag. Clarisse Maylunas

artist, stage setting, conceptualist designer,
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Mag. Christian Url

museum expert, cultural manager and strategic adviser
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ABOUT THE FEMINIST ME

by **Neha Chatwani**

When I was a teenager I used to walk around telling everyone that I was a feminist because I as a budding young woman thought it was the most natural thing to be. My proclamation yielded a wide range of reactions: deeply wrinkled foreheads accompanied by disapproving frowns to encouraging smiles with the air of 'you go, girl'.

For me being a feminist was a matter-of-fact statement – like ticking the box that said “female” under gender on a questionnaire. I had never attached any socio-political statement to it. For no particular reason I thought all women should be feminists because this was just about taking an interest in their place in the world. Full-stop.

As I started to get older I realized that being a woman was generally being perceived as an important part of my identity, perhaps more than I had attached to it for myself. I really never thought of it as the primary characteristic that defines me. Particularly when I entered the working world, I increasingly started to realize how often women are reduced to being just that, female.

My bewilderment continued in my work. I have always found it challenging to write about women in leadership – I can not remember ever reading articles about male leadership. It appears that the assumption is simply that leadership is male and not female! In leadership development it is interesting how women are sent to courses to learn how to become board members but the men who are currently on boards were simply appointed there without having visited a course to qualify them. I find it increasingly irritating when gender is put on the diversity agenda, as if women were a minority. They are not. In effect I often wondered why women are battling for a place in the world that was built by men for men when in their own right they could be more energetically co-creating the world.

> **There is a lack of solidarity and inclusion among women.**

I am weary of role models that have ‘made it’. Although I respect their energy in finding a place for themselves in a system that is not theirs; in my eyes women are not successful when they imitate men. Why are we as women unable to find our own parameters of success?

Mainly because women obstruct each other. We judge each other through the lens of a world of patriarchy.

There is a lack of solidarity and inclusion among women. Women judge women who wear headscarves to be suppressed, women that turn to prostitution to earn a living are scorned upon. Over the years I have been party to discussions where women have told me that Indian women are definitely not as emancipated as women in the West. Of course, these women came from countries that have never had a female president or prime minister! When this mood of judgment gives way to a greater solidarity, then women will be able to demonstrate the strength of their own diversity and make a difference. This is more than just ‘leaning-in’.

I do not walk around anymore saying that I am a feminist but I do walk around saying I am a professional woman, a woman of color – a highly skilled migrant. This is a recognition of more than just my gendered identity. ••



Neha Chatwani has a Master's degree in Psychology from the University of Vienna and a Doctorate of Business Administration from Grenoble Ecole de Management. After 20 years of corporate experience in Human Resource Management (HRM) and Organisational Development (OD) Neha founded the workplace atelier (www.theworkplaceatelier.com) which focuses on providing services in strategic change management bricolage such as leadership coaching, strategic sparring, team building and career design. As a practitioner-scholar she is passionate about enabling inclusive approaches in attitudes of managing businesses by challenging current assumptions. She currently teaches HRM at the University Applied Sciences in Vienna and is a published author in her field.

ON THE WAY TO THE REVOLUTION

by Sherri Spelic

I am not, by nature, a loudmouth. I can, and sometimes do speak up and speak out, but typically I tend to keep close counsel and measure my words spoken in public fairly carefully. Language is a powerful tool. Being able to use it effectively – to persuade and influence – is a quality which often distinguishes leaders from followers. While there are loudmouth individuals who manage to gain surprising levels of power in a variety of contexts, careful speakers and measured thinkers can often mobilize others in different, more sustainable ways. That is my vision and hope, at least.

This past November, the United States and the world experienced a political shock. Contrary to most prognoses, the male Republican candidate was named victor in a bizarre electoral plot twist. The first woman President of the United States was not to be. (Full disclosure: I am still reeling from this result and the ensuing events, announcements, legislative developments.) While still not a loudmouth, I am finding reason to think about the term Revolution, what it means, when it may be necessary and how individuals find their way in, around and through it.

At present it appears that my means of speaking up will be primarily in writing. I blog and tweet and comment online and share my views to widening circles of readers. I manage an online publication entitled "Identity, Education and Power" which features writing from a variety of voices all dealing with intersections and overlap between and among these three broad concepts. Soon after the election, I declared my publication as a "space of resistance." That's a political action. That's speaking up.

"As a publication, this space will continue to welcome voices from multiple fields, backgrounds and spheres of interest. And it will be a space of resistance.

Identity, Education and Power as a collection is committed to headlining, supporting and spreading perspectives of resistance to demagoguery, resistance to a toxic political climate, resistance to anti-democratic leadership and to all of the associated damages which will ensue as a result."

I published that eight days following the election. In recent weeks, volunteers have approached me with submissions which speak to the ideals mentioned above.

I am proud of the work I and others can do on our small scale to voice our ideas, to offer a counter-narrative to the mainstream fascination with great power, no matter how seemingly corrupt. We may not be the revolution yet, but daring to become a voice of dissent is a role I willingly and carefully take on.

Something I recognize with each passing week is the necessity of allies and strong communities. As I learn the language of resistance, I am also learning to seek out support by joining others, by contributing to movements already in progress. Being a member of an organization such as PWN provides opportunities to meet women from a variety of backgrounds and engage them in meaningful talk on common topics of concern. While my personal political struggle may not be directly shared by others, I can always learn from the ways other women have mobilized to create positive change. PWN is a great resource for building that kind of learning tribe.

Exploring the way of the loudmouth is not my path. Giving voice to my conscience and values is. Perhaps this is a form of evolution – the process of becoming something different – on my way to dance at the Revolution. ♦♦

Sherri Spelic, Publishing Editor of Identity, Education and Power on www.medium.com and Physical Education Specialist at the American International School Vienna values the connections that can be built through authentic and effective communication in word, body and tone. Through PWN Vienna she has found numerous positive opportunities to practice and share this perspective with others.

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Publication: Identity, Education and Power

<https://medium.com/identity-education-and-power>



Photo: Pixabay.com

SHADES TOURS

> (r)evolutionising Vienna's take on homelessness

by Alina Kairi

Notes of a social entrepreneur

"We walk by poverty and homelessness EVERY day. We become indifferent and this indifference hurts us".
(Perrine Schober – founder of SHADES TOURS)

Let's talk about something that we all experience every single day. Let's talk about something that we all have prejudices about. Let's talk about something that makes us feel weak and helpless. Let's talk about HOMELESSNESS and let's challenge it. Together.

Can you please introduce yourself to the PWN community.

Hi! My name is Perrine Schober. I am 33 years old and I am the founder of SHADES TOURS. SHADES TOURS is a social business which organises tours and activities guided by homeless people in Vienna. The activities acquaint participants with homelessness in the city and show how the city deals with the issue. It provides a deep insight into Austria's social welfare system as well as the circumstances that lead to homelessness.

What does SHADES TOURS do?

SHADES TOURS strives for multiple impact, where both parties of the equation (guide and participant) work in synergy for a better, brighter future through employment and education. This means that on the one hand, we empower our guides – who are homeless people themselves – to make their way out of homelessness by offering them a job opportunity. On the other hand, the guides provide participants such as children, students, adults, companies and tourists with social education on a topic we encounter every single day and yet, we have never been advised on how to act on: homelessness. And it works. Last year, two of our guides made it out of homelessness and into a secure private housing and they are both now fully employed. In total so far, SHADES TOURS guides have guided 1.800 participants through 180 SHADES TOURS activities (tours, presentations) and cooked 2.500 warm and nutritious meals for the city's homeless.

How did you come up with the idea?

With a background in tourism, I specialised in „Tourism as a Tool for Poverty Alleviation“ and worked for several international development aid organisations and consultancy agencies. At some point, I felt I needed to combine my strengths of strategic development aid with hands-on business administration. I was searching for a self-sustaining business model with a social perspective,

therefore a social tourism business made sense to me. My research quickly directed me towards social ventures in which homeless people were in the spotlight offering touristic services such as guided tours. The idea was implemented successfully in Amsterdam, Prague, London, Barcelona and Berlin. Fascinated by the concept, I started my analysis, benchmarks and field trips. I talked to the international project managers, to their guides and lo and behold, SHADES TOURS foundations were set. While my social circle and family had their worries over the project's success, social workers of different social institutions working with and for homeless people endorsed the concept, its richness in values and my capacity as the project's leader. From that moment on, I knew that I am unstoppable. SHADES TOURS could be a success!



What is the worst part about being homeless?

Being homeless differs from individual to individual. For some, what's the worst is the feeling of being totally alone. For others, it is the lack of privacy or else never being alone. Safety and trust rank equally high; when and where can you feel safe and who can you trust? No doubt this must be an exhausting psychological condition to endure. For women especially, homelessness brings enormous challenges. Safety is one of them. When walking on the streets, you might have noticed that you hardly spot homeless women. This doesn't mean that they don't exist. They conceal themselves. A woman will tolerate a difficult, maybe even dangerous partner as long as that prevents her from being on the streets. If that inevitably happens, potential dangers dictate homeless women conceal their appearance. To be homeless or to look like you are, would exponentially increase their vulnerability and therefore put their life at risk.

How has SHADES TOURS (r)evolutionised the sector?

I think that SHADES TOURS is currently revolutionising both sectors: the social sector and the local tourism industry. How? As a social business we use our power to give a voice to the people who have been left out of the formal economic system and society. We treat the homeless both as a beneficiary and a capable employment force that can benefit others (through social education) and I believe this is a powerful way to address an issue as critical as homelessness. We take pride in empowering our employees, homeless people themselves, to break the vicious circle that stops them from getting back into the labour market, into society, while we hope we can

shift the way we think about homeless people in Vienna. We turn a social weakness into a social strength and by doing so we challenge prejudice in one of the EU's richest economies.

What's next for SHADES TOURS?

2017 is all about getting things done. We will have to recruit new guides, promote our services and sell more tours. In addition, we want to develop new ways to offer social education; for instance, we are currently working on a children's book dedicated to the topic of homelessness and a virtual scavenger hunt that provides information on the local social system. We look forward to seeing you at our tours and cooking sessions! ●●

Alina Kairi is Greek in nationality (& heart!) and has spent the last six years endlessly exploring Vienna on her bicycle. She is a marketing and communication professional, truly passionate about social impact initiatives, community building and a good cup of tea. She is a member of the PWN, the Women of Vienna, and the Impact Hub Vienna community where (for the latter) hosts the members' communications. Alina's latest project is supporting SHADES TOURS where she 'spreads the word' to the international press and public. Otherwise she cooks, volunteers and plays tough rugby.

Perrine Schober, founder of SHADES TOURS



About SHADES TOURS:

SHADES TOURS is a social business that organises guided tours and activities on the topic of homelessness, presenting the challenges of living on the streets as well as the social services the Austrian state provides. The tours and activities are guided by homeless people and this job opportunity serves as a tool for them to reintegrate into society. The tours address everybody, from kids to adults, locals, tourists and expats; they are available in both, English and German, and are insightful, authentic and highly educational.

For more info please visit the website
<http://www.shades-tours.com/en/> or the Facebook group
<https://www.facebook.com/shadestours/>.

GULU YOUTH CONFERENCE GUYCO 2017

by Louise Deininger

Youth is the foundation and future of society. By unleashing the innate potential of young people, they become key actors and promoters of positive change, economic growth and peace in society. The Gulu Youth Conference GUYCO aims to transform the mindset of young people affected by the aftermath of war, helping build a self-empowering and proactive youth.

In the summer of 2016, I, Louise Deininger, a conceptual artist and founder of Austrian Impact, travelled to Northern Uganda to produce a film documenting the effects of decades of war and conflict on the local population. I found that, despite some governmental peacebuilding efforts, the traumatic aftermath of war is still strongly felt in the region. Amongst the youth, school drop-out rates are around 30%, and often linked to early marriages; drug and alcohol abuse is on the rise; betting has become a major obstacle to economic growth; gender violence is undermining the fabric of society.

Youth in Uganda account for 60% of the entire population, and decades of armed conflict in the North have left a generation-wide trauma. The majority of those living in Gulu grew up in camps for internally displaced people. Addressing Uganda's disenfranchised youth is paramount in rebuilding and strengthening the whole of Ugandan society.

Born out of the current challenges, came the idea for an unprecedented large-scale conference for youth empowerment. World-renowned motivational speakers are invited to inspire and encourage young adults in Gulu towards self-development, entrepreneurship and confidence in their own abilities. A number of capacity-building workshops will be carried out in tandem to the conference, in which technical experts and local youth leaders will collaborate developing needs assessments and solutions for the local communities. In bringing together businesses and local development partners, the youth are encouraged to discover tangible opportunities for both personal and professional development and success.

The Gulu Youth Conference GUYCO shall set a paradigm-shift in motion, whereby marginalised and disillusioned young people may come to realise their full potential and aspire towards greater opportunities. This, in turn, can effectively contribute to the peacebuilding process, strengthening the foundations and future of a still fragile post-conflict society.

Austrian Impact is a Vienna-based NGO which will serve as the organising platform for GUYCO. Previous projects include a successfully completed HIV-AIDS awareness and training program in Homa-Bay, Kenya, 2002-2007. With the launch of the GUYCO conference, Austrian Impact intends to gather a strong network of supporters to fund sustainable and impactful youth empowerment projects in post-conflict societies. ●●

Factsheet

Project: Gulu Youth Conference GUYCO and workshops

Organisation: Austrian Impact

Dates: 19-20 August 2017

Location: Gulu Town, Uganda

Sector: Youth empowerment

Partners: Ugandan government and local authorities, youth centres, local event management company and technical consultants, international network of sponsors including businesses and individuals



Louise Deininger, founder of Austrian Impact is a conceptual artist whose works focuses on critical thinking about human consciousness with emphasis on the mind and its modifications. She carries out extensive research on how Spiritual Science, Metaphysics, Quantum Theory, Human Development and other subject matters not limited to identity affect us. How these various disciplines can influence man in understanding his role in the Universe and live in harmony with nature and one another. This is depicted in various artistic techniques ranging from Acrylic paintings, collage, mixed media, drawings and objects in stylized forms including stencilled letters for more clarity in covered topics.
www.louisedeining.com

I WAS THERE!

> Historical Women's March 2017

by Tina Feiertag

Thousands of women took to the streets of European capitals to join "sister marches" to the one planned in Washington DC against newly installed U.S. President Trump ahead of which was expected to draw nearly a quarter of a million people. Waving banners with slogans like "Special relationship, just say no" and "Nasty women unite," the demonstrators gathered on Saturday, January 21, 2017 all over the world before heading to a rally. Worldwide marches were planned, according to the organisers' website www.womensmarch.com. Numerous celebrities, including human rights activist Bianca Jagger, singer Charlotte Church and actor Ian McKellen, promoted the protest on social media. Countless marchers wore pink "pussy" hats, and carried banners with slogans like "this pussy bites back", referring to the emergence of a 2005 tape in which Trump spoke of women in a demeaning way. In Europe, marches also took place in Berlin, Paris, Rome, Vienna, Geneva and Amsterdam.

I heard about the planned women's march in Vienna through social media a few days before and friends asked me to join. To be honest, I have never been much of an activist, not even as a student in liberal art college. Growing up as an ex-pat with my family in Germany and later living abroad for many years myself, my political interests had developed into a rather neutral approach. So I asked myself, why should I join? Isn't this another country's fight?

But then I came across a quote by one of the organisers Mindy Freiband, that caught my attention: "We're not marching as an anti-Trump movement per se, we're marching to protest the hate speech, the hateful rhetoric, the misogyny, the bigotry, the xenophobia and we want to present a united voice with women around the globe".

Having disapproved the conservative right wing and neo-nationalist's movement all over Europe for many years made me think that maybe it's time to give up my sofa-activism and get my message out. "I march for gender balance and more diversity in the world and Austria".

The Washington March drew at least 500,000 people, and worldwide participation has been estimated at five million. At least 408 marches were reported to have been planned in the U.S. and 168 in 81 other countries.

Around 2,000 people marched peacefully in Vienna despite sub-zero temperatures, according to estimates by the police and organisers. One protester placed a pink knitted hat with cat ears on the golden statue of 19th century composer Johann Strauss in Stadtpark. This day will be remembered in the history of women's rights – and I'm proud I was a part of it. ●●

www.womensmarch.com

www.tinafeiertag.com



Impressions from Women's March on January 21 in Washington DC, USA (top) and the sister march in Vienna, Austria.

(R)EVOLUTION

> WHY CHANGE HAS TO BE GENERATED

by Christina Damborsky

What does it mean to be a woman today?

Phenomenology, a philosophy-based method, investigates the meaning of human life and lived experiences in great detail. One's original and current environment, social context, personal biography, and individual experiences are said to form and redefine all individual perceptions of being. Likewise, the meaning of being a woman today is very distinct to each and every woman, having been shaped by multiple impressions, experiences, encounters, and possibly varying perceptions of life. Some common generic roles for women include daughter, sister, wife and mother, although as women we are anything but simple.

During World War I (1914-1918) women for the first time were recruited into a large number of vacated jobs formerly reserved for men particularly in the munitions factories due to an increased demand for weapons, but also as postal workers, tram conductors, in civil service, and even as combat pilots, to name but a few. And despite their collaboration and laudable efforts, which undoubtedly immensely supported all participating parties, women already at the beginning of modern employment were underpaid in comparison to their male counterparts. From that time on women continually progressed into further industries, job roles, and also climbed the ladder of success embodying roles as politicians, motivational speakers, consultants, entrepreneurs, managers, chefs, artists, technical experts, scientists, the working wife with a stay-at-home-dad husband, etc. Similarly, strong-willed and courageous women are stepping up, at times at risk for their own lives, voicing their non-conforming beliefs, thereby inspiring other women and men, too. These advances however, seem to have taken some toll on various other levels.

These days, for example, professional success and consequential independence enables young women in China to break with the conventional norm of having to enter marriage before turning 30, whereby they consciously

risk offending their parents as such women will be valued less in society and treated as so-called 'leftover women'. According to Chinese social standards women to date are expected to 'marry-up' referring to a more accomplished husband, whereas men more readily 'marry-down'. Regardless of such unfavourable prospects and stigmas, more and more women favour authenticity and place their independence over social expectations. Some remain single, others open up to the idea of finding a likeminded foreign partner, while others yet decide to entirely change their environment and move abroad to Western countries.

Meanwhile in the US

- Millennial women (currently aged 30-17 years) are less eager to get married with under 25%
- as opposed to roughly 30% of Generation X-women (born 1965-1980)
- and nearly 50% with the so-called Baby boomers (born just after World War II)
- and every second woman born within the years 1925-1945



There are various reasons that may have led to the development of rising female independence including the gradual catching-up process of lowering the income gap by 18% for decades, nowadays allowing women to earn around 78% of a man's salary ¹.

Then again these days a sort of counter-trend emerges in the US where older financially affluent men seek arrangements with young American women and vice versa through platforms like www.SeekingArrangements.com. Their motives vary in that those sugar daddies seek out young women who may accompany them on their travels, who they can have a fun time with, who they can spoil with gifts and affection, and who many times will also become their mistresses. In contrast, many of the sugar babies not only seek out the pleasures of a luxurious lifestyle and financial support to pay off their rents and/or student loans, but also thrive on the men's attention, while others truly value their sugar daddies'

> DON'T GET LOST IN MALE IDENTITY ROLES.

expertise and mentoring as explored by Lisa Ling in "This is Life with Lisa Ling: Sugar daddies and sugar babies"². This somehow correlates with Marina Adshade's, Ph.D. findings in her book "Dollars & Sex", where she reveals amongst other interesting things that men by trend do prefer female partners who are equally or preferably less educated than they are, which may shine a light on the rise of such aforementioned arrangements and may serve as food for thought.

So yes, nowadays, more than ever before, it appears that women can achieve and have almost everything and that the sky is the limit (at least in certain places). And this is thanks to many outstanding, courageous and actively dedicated women from previous and current generations, who were truly path-breaking and who seemed 'to have blown the boundaries of a men's world and its censorship' as female activists triumphed in the 70ies. Nevertheless, life is in constant flux, evolving out of various multiple choices taken day in, day out, which in turn give way to certain other opportunities and roles. Every choice we eventually make is an action with a subsequent course of further developments. And in light of currently evolving trends the question remains whether women in fact truly grew out of the modus operandi of viewing the world through men's eyes or whether we simply bellow women's rights, whilst unfortunately still being under men's thumbs, conforming automatically, trying to fight by pushing harder to be successful and accepted?

April Mason, for example, an international speaker and mentor, proposes that women's true strength lies within their femininity and their softness rather than acculturated masculine harshness, directness, etc., although she does not denounce the desire and drive to be a successful woman. On the contrary, as a successful entrepreneur, international speaker, author, mother and grandmother herself, she advises women not to get lost in male identity roles and the media-driven social consensus that as a successful woman you have to be a copy of a man, a mini-man and crave complete independence, which she likens to isolation. She distinctively differentiates between the notion of independence (neither need nor desire for another) and self-sufficiency (the ability to care for

oneself AND choosing to be with another), allowing space for a partner, accepting help from others, collaboration, co-existence without segregation. Estrangement from our ways of being women towards a way of conforming to men-made-ways of being women, be it subconsciously or even with full intention, will eventually take its toll, inhibiting genuine ease and authenticity. Such women, blinded to their inner essence and core needs, often keep themselves busy with frequently trivial chores, crazy schedules, and keep up appearances to fill that indefinable void, whilst anticipating men to read and fulfil their needs. Consistent disregard for our own beliefs and needs eventually may burst out into crabbiness or even fury, with a stale aftertaste of feeling empty and powerless, which from an Ayurvedic perspective will play out latest during the phases of menopause and old age if neglected.

Therefore, let me reiterate the question: Can we as women truly consider ourselves as liberated and empowered or are we perhaps still operating in a world designed by and mostly exclusively for men, having to calculate and match each and every of our thoughts, actions and decisions according to men-made expectations and rules? For myself it has become more difficult to turn a blind eye to out-dated, unjustified norms and I still find it hard to come to terms with certain omnipresent trends. Perhaps it has always been that way, that as we mature we are more inclined to impugn almost everything.

Although the global population sex ratio is almost equal with 105 males for every 100 females at birth according to the WHO³, there are some geographical gender imbalances. While economically stronger countries present greater female populations and advanced female rights, areas like India, China, and the Arabian Peninsula, for example, denote a surplus of men given various underlying reasons i.e. (i) gender selective (female foeti) abortions, (ii) high numbers of male migrant workers, and (iii) wars respectively⁴. Such gender imbalances naturally promote certain trades like human trafficking or organised modern slavery disguised as recruitment of docile female nannies and domestic workers, mostly from Southeast Asian countries, for middle and upper class households in Hong Kong, Saudi Arabia, etc. Those recruited women, whose

> continue next page

>> aim is to make an honest living and to save up money for their families at home, unfortunately commonly face unforeseen abuse of all sorts.

However, despite an almost globally uniform gender balance, women to date are still operating in a frame of mind of shortcoming, bending out of their individual authenticity-zones, following unfounded dictates of traditional and social norms, workplace/business rules, and messages from the media, thereby enlivening numerous industries like the cosmetics industry, etc. As a resulting by-product, far too many women sell themselves beneath standard, thereby not only betraying themselves, but ultimately every other woman as well. In spite of gender equality by numbers, women's general way of life surprisingly seems to be inversely proportional, as highlighted by the following example⁵.

An American study observed dating behaviours on two different university campuses. While campus A had a surplus of female students, campus B was mostly male-dominated given the technical degree courses. The study showed that the disproportional gender distribution on campus A clearly put the young men at an advantage, facilitating effortless promiscuous behaviours with frequent changes of partner. The stiff competition inevitably led female students to aggressively accentuate their amenities and to more readily give into consensual sex so as to avoid being considered 'leftovers'. By contrast, male students on men-dominated campus B rather went out of their ways to woo their female colleagues by taking them out on several actual dates. They were also more likely to subsequently enter proper relationships.

To recap, certain significant developments over the past decades and generations have changed women's lives and roles and provided them with extended opportunities, freedom and choices that entailed subsequent social trends amongst other things. Despite a various range of tangible achievements and successes it is arguable whether women's genuine ways of being actually fell by the wayside. Neither men nor women do outnumber the other gender. Numerically, for every woman there is about one man around, and yet many women still carelessly conform to comply with at times strange rules, principles and expectations, at the cost of their innate creativity and strength. Instead of a uniform awareness of a strong female presence in this world, there are constant insecurities and rivalries among women, which even link back to nearly all mother-daughter relationships. While the aforementioned generational liberties and independence already broke with a pattern of emulating our mothers in becoming wives, housewives, mothers like them or of following their professional paths, the destructive results from so-called generational silencing, referring to the



Photo: Revolution 2K15, taken
by Christina Damborsky in Vienna

neglect of our mothers' and grandmothers' needs, fears, desires, yearnings, ideas, created conflict and misunderstanding being passed down from mother to daughter as outlined by Rosjke Hasseldine⁶:

"When women are not heard, mothers and daughters fight over who gets to be heard. When women's emotional needs are silent, mothers and daughters fight over whose needs get to be met. And when women's lives are restricted by sexist gender roles that limit their choices and freedom, mothers and daughters fight over their lack of freedom."

The Sanskrit word *karma* is colloquially used with the meaning of reaping the results of one's previous actions. As such, evolution is always initiated by an action and for a meaningful change to occur we must all proactively participate in shaping our own destinies on a daily basis, which consequently become our shared new destiny. The prerequisite for active participation lies in truly knowing oneself, having heard the inner callings that want to be acknowledged, integrated and expressed. Only when we grant ourselves the time to slow down, to turn inwards and listen to our inner whispers, and follow our intuitive messages will we grow into our fullest potential of individual womanhood and shared sisterhood, thereby remembering and restoring our true powerfulness. Here, I would like to mention a quote of social scientist and public speaker Brené Brown, Ph.D.⁷:

"I think midlife is when the universe gently places her hands upon your shoulders, pulls you close, and whispers in your ear: I'm not screwing around. It's time. All of this pretending and performing – these coping mechanisms that you've developed to protect yourself from feeling inadequate and getting hurt – has to go."

Your armour is preventing you from growing into your gifts. I understand that you needed these protections when you were small. I understand that you believed your armour could help you secure all of the things you needed to feel worthy of love and belonging, but you're still searching and you're more lost than ever.

Time is growing short. There are unexplored adventures ahead of you. You can't live the rest of your life worried about what other people think. You were born worthy of love and belonging. Courage and daring are coursing through you. You were made to live and love with your whole heart. It's time to show up and be seen."

Speaking for myself, given my dual-heritage, up until recently the question of my identity has always been paramount. Naturally, as a little girl I emulated my mother and at times secretly put on lipstick whilst spending time in front of the mirror wearing her clothes and shoes, although even then it was clear to me that I did not want to follow into her footsteps of becoming a nurse. Several years later I honestly could not comprehend my mother's joy over those stomach cramps ... that had accompanied my menarche, although now as a mature woman I carry so much love and gratitude for her reaction. With my tomboy attitude during childhood and my mindset of rolling up my sleeves and getting to work, up until a few years ago I never truly perceived myself as being very feminine.

Somehow I seemed to have attached the meaning of being a woman to common role descriptions like being a daughter, sister, friend, girlfriend, wife, sole provider, student, carer, etc., whereas nowadays my understanding of being a woman, although progressively shifting, is rather shaped by MY active and passive choices, and MY way of being – actions of all shapes and sizes rather than static labels. As such, I started to voice my opinions more freely, became less apologetic, less acceptant of mansplaining or of being belittled or intimidated. With time I have come to learn to accept emotions and how they make me feel. I more and more allow myself to be intuitive, I observe and 'utilise' my cycles and inner rhythm accordingly. Every day I allow myself in little steps to BE-come more authentic, softer and also more vulnerable.

Ultimately, being a woman to me first and foremost means that I nurture my practice of self-love and self-care, while also caring for and assisting women whenever possible as fellow sisters. ••

About Christina Damborsky

For more than 15 years Christina led a nomadic life, where she needed to learn how to adapt quickly, be it to more than one timezone change a week or different climates, cultures, social settings and new people, as well as alternating professional ventures.

Ever since Ayurveda's 'gentle pull' in 2009 she finds herself on a journey of continuous letting go and rediscovering herself, in constant awe of the subtle yet reverberating effects of Ayurveda within herself and others.

Ayurveda is a holistic knowledge of life based on universal and unchangeable principles. It teaches how to eat healthily, undertake day-to-day activities, what lifestyle to lead and essentially promotes living in harmony with yourself, your environment, nature, the world and other people, thereby becoming a natural way of life.

Likewise, Ayurveda encourages women to become fully grounded in their womanhood and to remember their inner wishes and needs. Particularly in this day and age, knowledge of ayurvedic principles and appropriate application enables women to care for themselves and to maintain their individuality, power and health.

Christina Damborsky, M.CM (ayur.med.)
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www.ayusya.at, 1030 Vienna

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1. Winograd & Hains, "Millennial Momentum: How a New Generation is Remaking America"
2. Lisa Ling in "This is Life with Lisa Ling: Sugar daddies and sugar babies"
3. WHO, Health Situation and Trend Assessment, Sex ratio
4. Quartz Media LLC. "A story of drinkers, genocide and unborn girls"
5. Marina Adshade's, Ph.D. "Dollars & Sex"
6. Rosjke Hasseldine. The Silent Female Scream
7. Brené Brown "the midlife journey: an excerpt from wholehearted"

WELCOME TO ALL NEW MEMBERS

We are pleased to announce that the following ladies have recently joined PWN as new members: Zita Ervai, Noelanie Coetzer, Michelle Farrand, Claudia Gilhofer, Brigitte Gledhill, Daniela Henschl, Kristina Hofer, Ekaterina Holler, Alina Kairi, Marietta Koenig, Mateja Kovacic, Amke Lehr, Maria Matveenکو, Klaudia Paulitsch, Manuela Rott, Monika Salzer, Emily Shirley, Lisa Sturdee, Dunja Todici, Tatjana Todici, Gwennalle Tourneux, Gabriele Voigt and Anca Voinea.

Dear ladies, it's a real pleasure to welcome you amongst us! Some of you have been already very active in contributing to PWN's mission. Many thanks! If you have friends or colleagues interested in joining PWN, they can register for an annual membership any time throughout the year. Membership fee: EUR 105,-. To register, they should fill in and submit the online membership form on the PWN website which also lists all the benefits of being a PWN member. ••



The PWN Newsletter is your biannual forum for exchanging ideas and opinions, for presenting insights as well as expertise gained both in your personal and your professional life.

The Autumn/Winter 2017 issue of CONNECT will be dedicated to **"Truth – Why we need it in our lives"**. In the light of political developments both in Europe and beyond, it is safe to say that for some groups of people, the concept of "truth" is obsolete. What matters are pithy slogans and emotional rhetoric that often appeal to the (basest) instincts of people.

What does this mean for society? What does it mean for our lives, both private and professional? What are your experiences and findings on the topic of "truth"? Does the word still carry meaning in our "post-factual" world? If so, why is that? Are you currently living a life that's "true to yourself"? Or, are you struggling to reach that state? Either way, we encourage you to share with us your thoughts on that topic.

The members of PWN Vienna are a group of astounding women, so I invite you all to consider contributing to this issue: sharing stories will prove both inspirational as well as encouraging, for writers as well as readers.

Feeling inspired?

Please contact the newsletter team with your ideas and submissions at newsletter@pwnvienna.net. Any images and graphics can be addressed to Tina Feiertag at tf@tinafeiertag.com.

Please send your contribution by **Wednesday, August 16, 2017** the latest.

We look forward to hearing from you,
Andrea & Tina

PS: Don't forget, we are also curious to read:

- > Success stories
- > Mentorship experiences
- > And anything else you would like to share ...

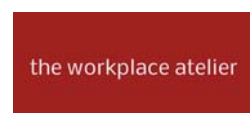
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- > We continue to develop tailored partnerships, sponsorships and supportive relationships. We are proud that this network is growing and will continue to offer programmes, a platform and opportunities of mutual interest. We believe in collaboration and joint efforts and are proud to be associated with:

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