

S.O.S.—TOP WOMEN WANTED

Our firm has been asked by a Fortune 500 client to develop a data base of top business women, a *Who's Who* of executive women today. The idea is the brainchild of a corporate vice-president of Personnel, who is concerned that his company has not kept pace with their Affirmative Action philosophy of introducing women and minorities into top management.

Our objective is to develop an exhaustive talent bank, which is cross-functional and cross-industry, to demonstrate that these women do exist if an effort is made to find out who, what and where they are.

We expect that two types of women will emerge: the visible, publicized woman and the woman who is equally effective, but less well known. With the latter, our task of identification is obviously more difficult and challenging. Yet, it is in identifying this latter group that our objective will be satisfied.

We urgently request that *Working Woman* readers who either belong to this group or know of other women who qualify will bring their names to our attention immediately.

We are convinced that an effective network of communications, awareness and support will develop, benefiting both men and women in corporate life.

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