

Press Release

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WOMEN IN RED WELCOME LAURA ANDERDON

OTTAWA, IL, MAY 7, 2013: **LAURA ANDERSON, CEO** of Winning Systems addresses the LaSalle County Republican Women (LCRW) this Thursday, May 9, 2013. Her sixteen years' experience assisting state legislators led to a successful business in event planning and fundraising for campaigns and not-for-profit organizations. This event is one in a series of events for the WOMEN IN RED.

WINNING SYSTEMS FOCUSES on government relations, public, private and corporate fundraising, as well as public and political strategy for not-for-profit organizations, trade associations and legislative clients. Unlike other fundraising organizations, Winning Systems analyzes each organization, determines their specific needs, and works to open all the doors possible to achieve financial goals. They are passionate about

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increasing awareness of their clients to secure the recognition needed for funding and support.

LAURA ANDERSON SPENT sixteen years with the Illinois Legislature in various policy and management positions. She became Chief of Staff for the Illinois House Republicans in 2002, serving with former Speaker of the House, Lee Daniels (46th District). This position included managing a \$5 million office budget as well as participating in the final state budget of \$53 billion. "Women are taking on more leadership positions," Anderson states, "because of their attention to detail and their unique ability to juggle many things at one time. They are policy leaders that have a clear focus on purpose and how to achieve success."

JUNE STEDER, PRESIDENT of LCRW, believes that local women can learn from Anderson's successes, "becoming more empowered in our political processes while learning tips on raising substantial dollars for supporting our candidates." In addition to being an interesting evening with discussion among like-minded women, Steder hopes to inspire women to seek a political office. Citing the study, *Girls Just Wanna Not Run*, "when women run for

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office - regardless of the position they seek - they are just as likely as men to win their races."

FUNDRAISING IS ESSENTIAL to any political race. "People only donate to candidates they think can win, regardless of their credentials," Steder states. "Candidates must first convince the donors that they are the winning candidate."

"WOMEN CANDIDATES STILL have a slight advantage over men but have one obvious challenge - fundraising!" states Anderson. "Men still hold the purse strings politically and we need to empower women executives and community leaders to invest in women candidates and help change outcomes for women raising money in campaigns."

RESERVATIONS ARE NECESSARY for this week's social event held at Hank's Farm on Illinois 71 just east of Ottawa Illinois on May 9, 2013 from 6:30pm until 9:30pm. The cost is \$18 for members or \$20 for non-members and includes entrée, salad bar, coffee, tea, tax, and tip. Entrées this month are Fantail Shrimp, Grilled Chicken Breast, or Jumbo Ravioli. Attendees may

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become members at the event. To reserve your spot, contact June Steder at 815-325-6417.

LASALLE COUNTY REPUBLICAN WOMEN is one of many clubs that make up the state and national Republican Women federations. The organization focuses on encouraging and supporting women to become aware of political issues on local, state, and national levels. Future events for the LCRW WOMEN IN RED are as follows:

JUNE 14, 2013	Flag Day Picnic
JULY 11, 2013	State Representative Pam Roth
SEPTEMBER 12, 2013	State Representative Kay Hatcher
NOVEMBER 14, 2013	State Senator Sue Rezin

For more information about LCRW, visit their Facebook page at www.facebook.com/LCRWC or contact June Steder at 815.325.6417.

For more information about Winning Systems, visit their website at winningsystemsinc.net.

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Reference:

Lawless, J. and Fox, L. (2013). *Girls Just Wanna Not Run: The gender gap in young Americans' political ambition.*

Washington, DC: Women & Politics Institute. Retrieved from

<http://www.american.edu/spa/wpi/upload/Girls-Just-Wanna->

[Not-Run_Policy-Report.pdf](http://www.american.edu/spa/wpi/upload/Girls-Just-Wanna-Not-Run_Policy-Report.pdf)