

DO WOMEN HELP WOMEN?

*Written by Jennifer Robitaille
PICS Group*

Providing expertise in Procurement and Inventory Management

As the Committee Chair for Internal Communications, my goal is to remain objective and apolitical in my views and simply present to facts in my monthly editorials. There are times though that I am compelled to stretch and perhaps use some free license.

Not to sound too clinical but my personal favorite area of study is to determine whether women truly reach out to support each other and whether women help other women.

I do not mean to assist in a personal crisis, but rather in a business sense. If a business owner clientele level is lower one month than another, do they mention it to their peers or do they quietly put on a brave face and stick it out? Do they actively seek out advice? If they did mention a business concern, do others step up to the plate to lend assistance and/or advice? Do these owners seek out female guidance or do they seek out a male counterpart?

As I sit here pondering these questions, I wondered how many of the members actively seek out the WBN Directory as their primary resource or do the members use the internet and/or yellow pages first and never consider the WBN general membership.

I must admit I was guilty of doing just that; I actively sought out other companies outside the WBN on a regular basis. At least this was the case until a week ago when I needed the service of a graphic artist.

Out of habit, I reached for my list of suppliers in search of a graphic artist. I don't know why I paused in my reach for the list, but the fact is, I stopped and realized that I had a wealth of professionals at my finger tips within the WBN.

As a Professional Purchaser, it is my goal to seek out a sustainable supplier who is cost effective with excellent delivered on-time quality. Last week it finally hit me. What a great opportunity to tap into a local market that could potentially provide me with a better product. I decided at that moment that I should at the very least contact a graphic artist within the WBN to provide a quote and compete with my current list of suppliers. Without even realizing it, I was making a shift to help a fellow member and it felt pretty good.

I am not saying that I will reach for the directory every time (old habits die hard), but it is definitely a change in the right direction for me and I can only hope that this article is a reminder to each of us to not be so quick to grab the yellow pages and to strive to help a member. So before you type www.google.com to search for a business, [click here](#) instead.

Thank you.