

Economics Leaders Profile Cards: Possible Applications & Activities

ELEMENTARY STUDENTS

1. Students could play a matching game after hearing/reading the cards. They must match the photograph to the description.
2. Students could compare the experiences of the women separately and/or together to better understand the successes attained and the difficulties that were faced.
3. Students could be assigned one of the people and research information/find reputable sources that confirm the accuracy of the information on the card. This allows them to practice media literacy skills.
4. Students could be placed in teams based on the cards and called upon to share important information about the person with the class. This helps to practice speaking and listening skills.
5. Students could create a display, video, podcast, etc. based on the information on the cards to help other community members learn about the experiences of these important women.
6. Students could read or listen to books about other female economic leaders and compare their experiences to those of the individuals on the cards.
7. Students could create a play or dramatic event using the accomplishments and efforts explained on the cards.

SECONDARY STUDENTS

1. Students could compare the experiences of the women separately and/or together to better understand the successes attained and the difficulties that were faced.
2. Students could be assigned one of the people and research information/find reputable sources that confirm the accuracy of the information on the card. This allows them to practice media literacy skills.
3. Students could compare the experiences of people from the cards to other women from history that they know (e.g., Rosa Parks, Harriet Tubman, Hillary Clinton, Kamala Harris, etc.)
4. Students could create a display, video, podcast, etc. based on the information on the cards to help other community members learn about the experiences of these important women.
5. Students could create research questions involving economics, entrepreneurship, savings, and investing using information from the cards as a beginning.



ALEXIS HERMAN

Born: 1947
Alabama



FACTS ABOUT WOMEN ECONOMICS LEADER ALEXIS HERMAN

- Received a degree in Sociology from Xavier University of New Orleans in 1969.
- Worked for Catholic Charities after graduation helping young people find employment.
- In 1976, President Jimmy Carter appointed her the youngest director of the Women's Bureau of the Labor Department.
- In 1992, she became the 1st African American woman to serve as the Director of the White House Office of Public Liaison.
- On May 1, 1997, Herman was sworn in as the 23rd Secretary of Labor. She was the first African American ever to lead the United States Department of Labor.
- Worked on a prepared workforce, a secure workforce, and quality workplaces while moving people from welfare to work.

DOLORES HUERTA



Born: 1930
New Mexico



FACTS ABOUT WOMEN ECONOMICS LEADER DOLORED HUERTA

- Her father was a farm worker and miner.
- Went to college and received a provisional teaching degree.
- Tired of seeing her students coming to school hungry, she began her fight against economic injustice.
- She met Cesar Chavez while working in California for a community outreach organization. Together, they formed the National Farm Workers Association.
- In 1963, she was successful in getting Aid for Dependent Families and disability benefits for farm workers in California.
- In 1975, she was successful in helping to pass legislation giving farm workers the right to organize and collectively bargain.
- Challenged gender discrimination and economic inequality.
- Founder and President of the Dolores Huerta Foundation which supports social and economic justice causes.



MAGGIE LENA WALKER

Born: 1864, Died: 1934
Virginia



FACTS ABOUT WOMEN ECONOMICS LEADER MAGGIE LENA WALKER

- During teenage years, she cared for the sick and aged by joining the Independent Order of St. Luke which was organized in Baltimore, Maryland.
- Later in life, she was disabled and forced to use a wheelchair.
- Graduated from the Richmond Colored Normal School in 1883 and became a teacher.
- In 1902, published a newspaper, *The St. Luke Herald* and chartered the St. Luke Penny Savings Bank.
- Became the first woman Bank President and first African American woman to charter a bank in the United States. The bank served generations of African Americans in Richmond.
- Inducted into the Junior Achievement Business Hall of Fame in 2001..

SUSAN KARE



Born: 1954
New York



FACTS ABOUT WOMEN ECONOMICS LEADER SUSAN KARE

- Earned a BA, MA, and PH.D. in Fine Arts.
- Considered a pioneer of pixel art.
- In the early 1980s, hired by Apple Computers to create fonts and icons.
- The fonts and icons she created helped to make the computer easier to use, more human-like, and inviting for the user.
- Participated heavily in the marketing campaign for the Macintosh in 1983. She posed for magazine photos, appeared in television advertisements, and demonstrated the Mac on television.
- After leaving Apple, she created identity and icon products for Microsoft, IBM, Intel, Sony Pictures, Pinterest, and Facebook.
- Believes that good icons should be more like traffic signs than illustrations; easy to understand and without unnecessary detail.



URSULA M. BURNS

Born: 1958
New York



FACTS ABOUT WOMEN ECONOMICS LEADER URSULA M. BURNS

- Raised by a single mother who taught her the value of hard work.
- Received a BS (1980) and Master's (1981) in Mechanical Engineering.
- Completed an internship with the Xerox company in 1980 and started working for them in 1981.
- Worked in product development and planning for ten years.
- Became an Executive Assistant in 1990. In 1999, an Executive Vice-President for Global Manufacturing.
- In July 2009, she became the first Black woman to be a Chief Executive Officer (CEO) of a Fortune 500 company.
- She has been listed multiple times by *Forbes* as one of the 100 most powerful women in the world.
- Stepped down as CEO of Xerox in 2016.



RHELENA (CHAJA) RUBENSTEIN

Born: 1870, Died: 1965
Poland



FACTS ABOUT WOMEN ECONOMICS LEADER HELENA (CHAJA) RUBENSTEIN

- First self-made female Jewish millionaire.
- After refusing an arranged marriage, she went to Australia. She started a business after recognizing the effectiveness of lanolin as a hand cream component.
- Started a salon in Paris with \$100,000 of her own money.
- Moved to the United States at the start of World War I (1914).
- Opened a salon in New York City in 1915. Built a beauty empire by managing both the manufacturing and distribution of the products.
- Sold the business in 1928 for \$7.3 million. In today's money, this would be \$127 million.
- Bought the company back at the start of the Great Depression and re-grew its wealth to \$100 million dollars.
- Was a philanthropist, providing funds for medical research and support for the state of Israel.



NINA VACA

Born: 1971
Ecuador



FACTS ABOUT WOMEN ECONOMICS LEADER **NINA VACA**

- Father owned multiple companies and she lived much of her life in California.
- Graduated from Texas State University in 1994 with a degree in Communications.
- Formed her own company, the Pinnacle Group, in 1996. The company emphasizes telecommunications and travel in a global economy
- The Pinnacle Group almost went bankrupt because of the impact of September 11, 2001.
- Today, the Pinnacle Group generates \$650 million in income very year.
- Named one the 50 most notable Latinas in 2017, 2018, 2019, and 2020.
- Named as part of the 101 Most Influential Latinos every year since 2008.
- Philanthropic outreach includes helping disabled veterans and expanding STEM opportunities for Latinas.



VERA WANG

Born: 1949
New York



FACTS ABOUT WOMEN ECONOMICS LEADER **VERA WANG**

- Earned a degree in Art History from Sarah Lawrence College in 1970.
- Worked for *Vogue* magazine for 17 years and Ralph Lauren industries for 2 years before becoming an independent businesswoman.
- Most well known for her wedding dresses that have been worn by Mariah Carey, Ivanka Trump, and Kim and Khloe Kardashian.
- Completed a deal with Kohl's Department Stores in 2006 to create a line of affordable women's wear.
- Awarded the Council of Fashion Designers of America Lifetime Achievement Award in 2013.
- Forbes placed her the 34th in the list America's Richest Self-Made Women 2018. She made \$630 million in that year..

BROWNIE WISE



Born: 1915, Died: 1992
Georgia



FACTS ABOUT WOMEN ECONOMICS LEADER BROWNIE WISE

- Responsible for the success of the home products company Tupperware, through her development of the "party plan" system of marketing.
- Developed marketing and sales system after her divorce forced her to raise her son on her own.
- In 1950 she moved to Florida and created a social networking marketing system through dealers and sellers.
- Recruited thousands of women into a career. This was at a time when a woman's role was seen as being a homemaker.
- Used incentives as a growth model for sellers.
- Used treasure hunts and motivational sales talks to appeal to customers and increase sales.
- Became the Tupperware company's Vice-President of Home Parties.



BILLIE JEAN KING

Born: 1943
California



FACTS ABOUT WOMEN ECONOMICS LEADER BILLIE JEAN KING

- Born on November 22, 1943, in Long Beach, California.
- Took up tennis at 10 years old. Saved her money (\$8.00) to buy her first tennis racquet.
- In her career she won more than 100 Singles titles.
- In 1973, she defeated Bobby Riggs in the 'Battle of the Sexes' match. Won \$100,000.
- Fought for equal and increased prize money for female tennis players.
- In 1972, became the first tennis player to be named *Sports Illustrated* Sportsman of the Year. She was also the first female athlete ever to receive that honor.
- In 2006, the United States Tennis Association (USTA) named the National Tennis Center in New York after her because of her lifetime accomplishments.
- In 2009, President Obama gave her the Presidential Medal of Freedom because of her work in promoting equality.



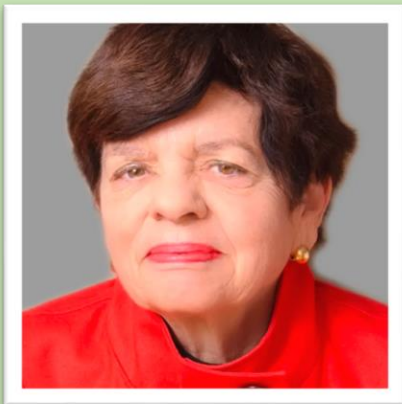
JANET YELLEN

Born: 1946
New York



FACTS ABOUT WOMEN ECONOMICS LEADER JANET YELLEN

- Earned a BA in Economics in 1967 and Master's and Ph.D. in 1971.
- Academic career largely focused on the analysis of unemployment and labor markets, monetary and fiscal policies, and international trade.
- Served on the Federal Reserve Board of Governors, 1994-1997.
- Served on Council of Economic Advisors, 1997-1999.
- Served as the President of the Federal Reserve Bank of San Francisco, 2004-2010.
- Returned to the Federal Reserve Board of Governors, in 2010. In 2013, became the Chair of the Federal Reserve.
- Served as Secretary of Treasury, 2021-Present.
- First person to have led the Federal Reserve, Council of Economic Advisors, and the Treasury Department.



ALICE RIVLIN

Born: 1931, Died: 2019
Pennsylvania



FACTS ABOUT WOMEN ECONOMICS LEADER ALICE RIVLIN

- Earned BA Economics in 1952. Went to work in support of the development of the Marshall Plan.
- Earned Ph.D. Economics in 1958.
- Helped to create and led the Congressional Budget Office (CBO), 1975-1983.
- Director of the Office of Management and Budget (OMB), 1994-1996.
- Member and Vice-Chair, Federal Reserve Board of Governors, 1996-1999.
- Concerned about amount of debt taken on by the federal government.
- First winner of the Carolyn Shaw Bell Award in 1998. Given to economists who promote the success of women in the profession.



MELANIE GULDÍ

Born: 1974
Florida



FACTS ABOUT WOMEN ECONOMICS LEADER MELANIE GULDÍ

- Native Floridian who received her Bachelor of Science in Business Administration with a focus on Economics from the University of Florida in 1995.
- Master of Arts in Economics from Michigan State University in 1999. PhD from the University of California at Davis in 2006.
- Assistant Professor at Mount Holyoke College from 2006-2011. Currently Assistant Professor at the University of Central Florida.
- Research focuses include:
 - Economic Demography and Health
 - The Economics of Fertility Trends
 - Supplemental Security Income and Medicaid Related to Child Outcomes
- Work has been published in Journal of Human Resources, Journal of Population Economics, Demography, and Quarterly Journal of Economics.



CLAUDIA GOLDIN

Born: 1946
New York



FACTS ABOUT WOMEN ECONOMICS LEADER CLAUDIA GOLDIN

- American economic historian and labor economist.
- Currently the Henry Lee Professor of Economics at Harvard University. Winner of the Nobel Memorial Prize in Economic Sciences in 2023. First woman to win the award solo.
- 2015, with funding from the Alfred P. Sloan Foundation, initiated the Undergraduate Women in Economics (UWE) Challenge to understand why the number of females among undergraduate majors in economics was so low.
- Research has been focused on:
 - The history of women's pursuit of career and family.
 - Coeducation in higher education.
 - The impact of the contraceptive pill on women's career and marriage decisions.
 - The new lifecycle of women's employment.



ELINOR OSTROM

Born: 1933, Died: 2012
New York



FACTS ABOUT WOMEN ECONOMICS LEADER ELINOR OSTROM

- Received BA (1954), MA (1962), and PhD. (1965) all in Political Science at UCLA. Was rejected entrance to the PhD. program in Economics because she lacked mathematics courses.
- Taught at the University of Indiana for 47 years.
- Her early work emphasized the role of public choice on decisions influencing the production of public goods and services.
- Field work showed that when natural resources are jointly managed, in time, rules are established for how these are to be cared for and used that is both economically and ecologically sustainable.
- She won numerous political science and economics awards.
- First woman to receive Nobel Prize for Economic Sciences in 2009.
- In 2012, she was named one of Time Magazine's 100 Most Influential People in the World.



DAMBISA MOYO

1969
Zambia



FACTS ABOUT WOMEN ECONOMICS LEADER DAMBISA MOYO

- Zambian-born economist and author, known for her analysis of macroeconomics and global affairs.
- Has written four New York Times Best Sellers.
- BS in Chemistry (1991) American University, MBA - Finance (1993) American University, MPA (1997) Harvard, DPhil Economics (2002) Oxford University
- Worked at the World Bank (1993-1995) and Goldman Sachs (2001-2008).
- Awards include World Economic Forum Young Global Leader (2009), Time's 100 Most Influential People (2009), and the Hayek Lifetime Achievement Award (2013).
- Critical of foreign aid programs to Africa.
- She identifies improvements to worker efficiency as key to economic growth.
- Supports a more capitalist model to help countries and people in poverty.

