

*What's the greatest challenge  
for women in your industry?*



*“Women are more collaborative than men and often do not portray themselves as a subject matter expert and become known in their industry by name rather than by company. Women should write more articles for LinkedIn and industry trade publications and look for opportunities within their community to speak often and to be seen and heard.”*

**PEGGY SWORDS**, president and CEO of Excalibur Exhibits, which ranked No. 22 on this year's Largest Women-Owned Businesses List (see page 28).



*“Sometimes access to capital is difficult because we are still a good ol' boy state. However, the ability to acquire financing in the last 10 years has eased and financial institutions are now making (more) funds available to women. Women can be more informed, be better prepared and understand their product. They need to have the answers to the questions that may be presented.”*

**EDNA MEYER-NELSON**, president and CEO of The Richland Cos., which ranked No. 19 on this year's Women-Owned Businesses List (see page 28). Meyer-Nelson won CEO of the Year of a for-profit company last month at HBJ's C-Suite Awards.

*“The old-fashioned mindset that tech is still a men's arena. There seems to be a general consensus that if you are a woman in tech, then you must be one of the guys. There is an immediate discounting of your core skill set and value the moment your femininity appears.”*

**CINDY WU**, president of Houston-based NeoRhino IT Solutions

*“There is still sometimes a sense that a female technical writer is more of a typist than a contributor who adds value to the project. To overcome these challenges, women need to first acknowledge their own value and not allow themselves to be stereotyped into a lesser role.”*

**EVALYN SHEA**, president of Shea Writing and Training Solutions Inc.