

CONGRATULATIONS

TO THE PUGET SOUND BUSINESS JOURNAL'S 2011 WOMEN OF INFLUENCE

More than 600 guests gathered at the Hyatt Regency Bellevue Wednesday, Nov. 16 to honor the 2011 Women of Influence.

Now in its eighth year, the Puget Sound Business Journal's Women of Influence award program shines the spotlight on local businesswomen, community leaders and philanthropists who are a force in the region. The 2011 honorees are:

- **Marla Beck**, Founder and President, Andelcar
- **Bobbe Bridge**, Founder and CEO, Center for Children and Youth Justice
- **Harriett Bullitt**, President, Owner and Founder, Sleeping Lady Mountain Retreat and Icicle Broadcasting Co.
- **Janet Denyer**, CEO, Gene Juarez Salons and Spas
- **Sheila Edwards Lange**, Vice President Minority Affairs/Vice Provost Diversity, University of Washington
- **Anne Farrell**, President Emeritus, Seattle Foundation & Co-founder, City Club and Washington Women's Foundation
- **Jan Hendrickson**, Managing Partner, Denny Hill Capital
- **Leslie Jackson Chihuly**, President, Chihuly Inc.
- **Lynette Johnson**, Founder and Owner, Lynette Johnson Photography & Founder, Soulumination Photography
- **Sherelle Klaus**, CEO, Dry Soda
- **Jennifer Potter**, President and CEO, Initiative for Global Development
- **Mary Snapp**, Corporate Vice President & Deputy General Counsel, Microsoft Products & Services, Microsoft Corp.
- **Myra Tanita**, Executive Vice President and Chief Operating Officer, Fred Hutchinson Cancer Research Center
- **Janet True**, Co-owner, Iron Springs Resort & Immediate Past President, PONCHO
- **Kelly Tweeddale**, Executive Director, Seattle Opera

Jennifer Potter

President & CEO • Initiative for Global Development

Every day, Jennifer Potter gets out of bed and endeavors to reduce global poverty through increased economic development and investment in poor countries.

As president and CEO of Seattle-based Initiative for Global Development, she spearheads an alliance of business and policy leaders who are united by that common vision.

Potter says her biggest career challenge has been building the IGD from a tiny Seattle idea into a recognized international organization that engages high-profile business and policy leaders in the effort against global poverty.

Now among her trusted advisers — in addition to the local businessmen who founded the think tank in 2003 — are former U.S. Secretaries of State Madeleine Albright and Colin Powell, and 100 business executives of major corporations doing business in Africa, as well as scores of U.S. business executives.

She said she's most proud that her tiny staff of 16 is making significant progress on what she calls IGD's "proof of concept," or getting the right business leaders together to invest in the sectors that most impact low income — moving the needle on poverty in a measurable and significant way.

During her entire career, Potter has wanted to make an impact. Early on, she served in the Peace Corps in Thailand. She later worked in urban planning and development companies. Prior to joining IGD, Potter was executive director of Global Partnerships, an organization that pioneered microfinance work in Central America.

Potter said she's ready to take IGD to the next level through increasing resource development and deepening the organization's impact now in Africa — and ultimately expanding that impact and reach to other poor parts of the world.

AGE: 67

HOMETOWN: All over

BUSINESS BACKGROUND: Peace Corps volunteer, 1966-68; Seattle city planner, 1971-76; partner, Lorig Associates, 1977-87; vice president of operations, Seattle 1990 Goodwill Games; partner, Thomas & Potter, 1990-94; executive director, Global Partnerships

CIVIC INVOLVEMENT: Board of directors, Chatham University; board of directors, Harbor Properties; advisory council, Global Washington; partner council, Center for Global Development; member, Pacific Council for International Policy; member, Modernizing Foreign Assistance Network; former chairwoman, Seattle Housing Authority

CAREER TURNING POINT: Moving to the nonprofit world where I found true job love

BIGGEST CAREER CHALLENGE: Taking the organization from a tiny Seattle idea to a recognized international organization, engaging high-profile business and policy leaders in the effort to reduce global poverty through economic development and investment

NEXT BIG GOAL: Taking the organization to the next level through increased resource development and deepening our impact now in Africa, but ultimately in other poor parts of the world

OTHER JOB YOU WOULD WANT: Peace Corps country director

YOUR MENTORS WERE: Tom Potter, my father, now deceased; and Bill Ruckelshaus, a founder of IGD

HOW YOU MENTOR OTHERS: Hire the most committed, talented people. Train robustly but give as much autonomy as soon as possible. Try to provide an internal career path, but if that's not possible, help them find the next good fit.

NETWORKING TIPS: If you have good content and passion for what you do, the next critical ingredient is relationships. Form them, grow them, nurture them, and the impact on your own success will be immeasurable.

WORDS OF ADVICE: I think Winston Churchill said: "Courage is the first of human qualities because it is the quality that guarantees all the others. Courage is what it takes to stand up and speak; courage is also what it takes to sit down and listen." And work collaboratively — it's the best guarantee of success.

RECOMMENDED READING: "Made to Stick," by Chip and Dan Heath; "Showing Up for Life," by Bill Gates Sr.; "Forces for Good," by Leslie Crutchfield

TO RELAX: International travel off the grid, and tennis (preferably doubles)

EDUCATION: Bachelor of Arts in Political Science and English, Chatham College; Master of Arts in Urban Studies, Loyola University of Chicago

