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REMARKS PREPARED FOR DELIVERY
BY SECRETARY OF TRANSPORTATION ELIZABETH HANFORD DOLE
TO THE FOURTH ANNUAL CONFERENCE ON WOMEN
APRIL 14, 1986
ANAHEIM, CALIFORNIA

I'm especially delighted to join Senator Campbell today in greeting you because it gives me an opportunity to thank him for his continuous efforts as a member of the State Officeholders for Safety, a bi-partisan organization of state officeholders in every capitol, serving as spokespersons for safety belt protection and other safety initiatives. In transportation, safety is one of my highest priorities and it is because of people like Bill Campbell and their hard work in promoting state safety programs that we have been able to achieve so much success in this area.

Bill and I have a lot in common... He works very closely with Mothers Against Drunk Drivers... He's the father of legislation which declared March here in California the Drug and Alcohol Abuse Awareness Month... He has a long working relationship with law enforcement from his chairmanship of the Joint Committee on Fire, Police, Emergency and Disaster Services... He's known as Mr. Public Safety in California.

Bill was kind enough to share the agenda for this conference with me and all I can say is I wish I could stay here with you until the end of the conference! I was especially intrigued by this year's focus on three key concerns: the home, career and business, and personal development.

Women in the 1980s comprise a diverse group with varied interests. Some seek their own careers in business. Some run for political office.

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Others focus on the home and family. And some seek to do all these things. In today's society, no role is superior to another, although I must say that homemaker and mother is, I believe, as tough and important a career as there is! What's important is that every woman has the right and the opportunity to choose the role she wishes. Truly, if one word could sum up the vast progress made by women in the past 15 years, it would be choice.

I am truly honored to be here today among such a distinguished group of natural allies in what I like to call America's "quiet revolution," a tidal wave of qualified and talented women who have entered our work force in record numbers over the past three decades. The impact of this change has been tremendous. There is no question that today's "average families" are anything but average. A record 19.5 million mothers with children under the age of 18 were in the U.S. labor force in 1984. And more than three-fifths of all married couples in this country are part of the recent phenomenon called two-income families, a trend that has risen significantly from earlier decades. More than half of all American women now work, a significant change from 20 years ago. We are seeing a revolutionary change in our society and I think we don't realize how significant it is because we are living it.

Women form a clear majority of the college population -- hitting 52 percent in 1982, a year in which they earned some 49 percent of all bachelor's degrees and 51 percent of all master's degrees. Women now constitute 25 percent to 53 percent of students training for such professions as architecture, law, economics, medicine, accounting and pharmacy, compared with an average of about 12 percent in 1972. Women entering schools of business administration soared by an incredible 2400 percent. And look at the results. The overall ranks of women professionals grew from 4.5 million in 1972 to 7.6 million 10 years later.

Women's advancement in sports has offered particularly dramatic examples of success and achievement that give courage to others to take on the challenge. Recently I met Katherine Switzer, who is an accomplished distance runner. In 1967, she entered and completed the then male-only Boston Marathon, remarking, "I didn't know it was illegal for a woman to run. I thought that other women just weren't interested."

Entrepreneurship is one of the hottest ideas in corporate America today. And if companies are smart, they will encourage women to play an even stronger role. They are certainly doing so in the larger society. Businesses owned by women are the fastest growing segment of the small business community -- over three million strong, as big as the population of Chicago -- and generating over \$53 billion in receipts.

And women across the country are working in blue-collar jobs in record numbers. As a matter of fact, from 1970 to 1977, the number of women in blue-collar jobs doubled. By 1979, women held almost 20 percent of the nation's 29 million blue-collar jobs.

America is waking up to the fact that the very interpersonal skills of consensus building, mediating, moderating and dealing effectively with people in general -- skills that studies and surveys have historically identified as predominant in women -- are the building blocks of a post industrial society. In the evolving information and service-oriented economy of the 1980s and 1990s, it's the management of people and not the management of machinery or material that will be crucial. It's interesting to flip through the American Management Association's catalog of continuing education and note the number of courses in interpersonal skills being offered to today's managers, most of whom are male.

And with the revolution taking place in this country, the tidal wave of women entering the work force, managers are, I believe, starting to grasp what we have always known: that women share with men the need for personal success, even the quest for power. And no longer are we willing to satisfy those needs through the achievements of surrogates, whether husbands, children or merely role models.

The numbers of the past decades speak eloquently of progress. But who among us can argue that we have completely eliminated discrimination, or totally banned that insidious brand of prejudice -- what I call the tyranny of perfection.

Social critic Marya Mannes put it best, I think, when she wrote: "Nobody objects to a woman being a good writer or sculptor or geneticist if, at the same time, she manages to be a good wife, a good mother, good-looking, good-tempered, well-dressed, well-groomed and unaggressive."

In other words, you, too, can be treated the same as a man -- so long as you out-perform him. Nor are such perceptions the only roadblocks that yet remain on the path to prosperity and job satisfaction. Much of society continues to perceive women as consumers instead of producers. Many doors have been opened for women, we now have to walk through them. I am reminded of one outstanding woman who has done so, a woman who in fact spoke at this conference last year.

"I'm not historical material," said Sally Ride, but events have proven otherwise for the mission specialist who joined NASA's astronaut program with five other women in 1978.

Because of Sally Ride's accomplishments in space, millions of young women now know they too can excel in science and mathematics, traditionally the male domain. Because of Sally Ride they now realize the sky is literally the limit!

But today, women throughout society are grappling with tough issues -- issues that were once considered men's work. For instance, at the Department of Transportation, I've found my own little footnote in history. I am the first woman to head a branch of the armed services -- the U.S. Coast Guard. The Coast Guard's search and rescue efforts save thousands of

lives every year and their vigilance prevents the loss of millions of dollars in property damage. And how proud I am of the Coast Guard's drug interdiction efforts. Last year, the Coast Guard seized 329 vessels, confiscated almost two million pounds of marijuana and almost six thousand pounds of cocaine --three times as much as the year before -- and in total prevented more than \$2.5 billion worth of illegal drugs from entering America's cities.

Indeed, transportation is a male-dominated industry. You only have to look at the traditional work force in highway construction, shipbuilding or the air traffic control professions to realize this -- although we are working to increase the number of women in the transportation fields.

When I arrived at the Department of Transportation, I asked how many of our employees were women. I was told 19 percent. Then I asked, what was the percentage when the Department was established in 1967? The answer: 18.5 percent. It didn't take long for us to design a program to change all that. Now we are helping more women enter our work force, and we're preparing more women than ever to assume managerial positions and to expand existing skills -- for example, to become air traffic controllers and move into more skilled and higher paying jobs. In a Department of over 100,000 people, that vision of change is indeed a challenge. It takes many women to move that female percentage up even one point, but in the two years since we began our program, the number of women employees in the Department has increased to 22 percent. When you compare that to the half a percentage increase over the previous 16 years, it demonstrates how much a commitment can mean -- and I am totally committed to the task.

It is a commitment shared by many members of top management at the Department -- many of which are very talented women. Some of my closest aides include: Jenna Dorn, the number three person in the Department, my senior policy advisor and my "right-hand woman"; California's own Jennifer Hillings, my public affairs chief and the top Department spokeswoman on every major transportation policy and program issue; and Diane Steed, head of the National Highway Traffic Safety Administration, in charge of promoting all aspects of highway safety, including safety belts and our war against drunk driving. The list goes on: Cindy Douglass, who as the top official in the Department in the area of hazardous materials is responsible for our national safety program protecting against risks to life and property in the transportation of hazardous materials; Janet Hale, my budget chief in charge of our \$27 billion budget; Shirley Ybarra, my advisor for aviation issues, who is heading our efforts to transfer Washington National and Washington Dulles International Airports -- the only two federally run airports in the nation -- to a local operating authority; and Rebecca Range, who is in charge of governmental affairs and responsible for a full plate of legislative issues, in addition to working with state and local officials, meeting with transportation companies and trade associations and operating our consumer affairs office.

Let me hasten to add, that we do have a few men at the Department!

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All around us today, women are making choices -- their choices -- based on family needs and their needs. Indeed, the American spirit of enterprise today is sparked by women with big ideas. A fellow North Carolinian for whom I have great respect is Barbara Proctor, who grew up in Black Mountain, North Carolina, in a house with no running water or electricity. Through sheer determination, she earned a college degree in three years and went on to become the first black woman in advertising in Chicago. Barbara Proctor quickly rose to the top of the company, then started her own business, Proctor & Gardner Advertising, with an \$80,000 federal loan. That was in 1970. Her company had \$13 million in billings in 1983. Barbara Proctor serves on numerous Boards of Directors, has received countless awards and has been cited by Business Week as one of the 100 top businesswomen in America.

Words like unachievable, unattainable, impossible and unimaginable have never been a part of the American businesswomen's vocabulary. And it shows. Your success not only speaks well of the American system, it strengthens it. And how proud I am to join this conference promoting commitment to excellence that spans 52 weeks of the year, and heralding the female entrepreneur in an economy more than ever dependent upon her for its progress and its potential.

One of the greatest American women was Helen Keller, an inspiration to millions over the years. Helen Keller's philosophy of life can be summed up in a single sentence, "One can never consent to creep when one feels an impulse to soar." Obviously, you are already soaring. May I wish you every success, collectively and individually.

Thank you very much and God bless you all.

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