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Top 25 Workplaces for Women Excerpt from *Arizona Woman Magazine* (Feb 2008)

(February 2008) – What makes a good workplace for women? Like everything, it may depend on who you ask. But it's pretty clear most of us want the same things: a show of women in power, flexible schedules, equal pay, and advancement opportunities.

Arizona Woman went on a quest to find companies in the state that excelled in advancing and nurturing women in the workplace. An independent judging panel ranked more than 50 businesses based on three criteria: benefits, company culture, and sheer numbers, which included women in the workforce, women in management, women on boards, etc.

We came up with a list of amazing companies.

It's dominated by those in the health-care field, where women flourish because of their strong numbers. The judges also identified several companies in male-dominated fields that are making an effort to foster a female-friendly environment.

Every company showed its dedication to building and improving its workplace. And for that, they were recognized.

MARCIA ROWLEY HAS GROWN HER COMPANY from a one-woman show to the largest travel company in Phoenix.

And she couldn't have done it alone.

A decade ago, Rowley founded International Cruise & Excursions Inc. as an exchange service allowing timeshare owners to access cruises for their timeshare stay. It started as an entrepreneurial venture with Rowley, a desk, a phone, and a fax machine.

Today the company employs about 1,000 people worldwide and occupies a four-story building near Interstate 17 and Dunlap Road and has two other Valley offices. It has contracts with 44 cruise lines and has expanded its services.

The key to success?

“Our people. And the products that we offer are very unique,” Rowley says. “There’s not another company out there that matches what we do.”

She says ICE looks to people who “have passion and loyalty and are willing to dedicate themselves to building our success as a team.”

In return, the company treats its employees well. Nearly half of its managers are women.

“Our environment is very fast-paced and dynamic,” says Lori Wilder, vice president of human resources. “ICE has found that women work well in this environment because they can generally handle change and multitask more easily than some of their male counterparts.”

ICE has several programs aimed at women, including a discussion group, on-site Pilates and yoga classes, and a “buddy program” for new hires.

Rowley has also made giving back a part of business.

ICE regularly sponsors events for Christel House International, a non-profit dedicated to helping impoverished and abandoned children. It has raised more than \$350,000 for the group in the past five years. The company also makes financial contributions to several organizations and holds monthly in-house fundraising contests.

“Employees don’t see this as a place to come to work as much as a place that’s part of their life,” Rowley says.