

**From:** MMRNews (Multicultural Marketing News) [mailto:MMRNews@multicultural.com]  
**Sent:** Monday, March 08, 2010 1:48 PM  
**Subject:** E-Tech Women's History Month Newsletter

**In honor of Women's History Month, Ethnic Technologies is Going Green!**



**Quick Facts:**

- Women tend to be more environmentally responsible than men. 86% of women said environmental responsibility is important, while 74% of men said the same.
- Women are more likely than men to invest a premium in green products
- Over 62% of female shoppers said that green product options will influence their unplanned purchases
- In most political parties, except in the Green Party, men far outnumber women. Since their inception, Green Parties worldwide have boasted a disproportionately high number of women members.
- Income and age demographics have no significant impact on environmental responsibility. Across all income levels, the concern for environmental responsibility and degree of action to achieve maximum environmental protection was similar. The same was also true of various age groups.

**Ethnic Technologies Salutes a Great Lady, The "Worm Woman"**

**Mary Arlene Appelhof (1936-2005)**

Mary was raised in Alma, MI and Berea, Ohio, graduating from Berea High School in 1954. She continued her education at Michigan State University, graduating "with honors" in 1958 with a BS degree, having majored in biology. She achieved a Master's Degree from MSU the following year. Mary went on to teach at the high school level at Central High in Kalamazoo and at the Interlochen Arts Academy. She left IAA to return to MSU, where she achieved a second Master's degree and then continued on for five years of PhD studies. These advanced studies in biology led her to a fascination with worms and the potential they might have for recycling organic waste. She developed a worm composting system; then began marketing worms on a commercial scale, along with her specially designed composting bins.

She promoted her environmental-friendly process with the publication of her book entitled: "Worms Eat My Garbage" (1982.) Originally published by "Flowerfield Enterprises," her own publishing company, the book has been widely distributed nationally and now internationally. Her scientific studies have led to her recognition as the

leader in the field of vermicomposting, and her reputation has led to her affectionate title: "Worm Woman."

### **Women Business Owners Leading the Way...**

Women business owners understand the importance of and are committed to getting our country running on green fuel and clean energy sources.

A survey was commissioned by Women Impacting Public Policy (WIPP) in collaboration with the Women's Council on Energy and the Environment (WCEE). The survey was called Women's Survey on Energy & the Environment. The survey of 455 women business owners shows they have already made their businesses more environmentally responsible. More than half (63%) of them believe that global warming is one of the most serious problems facing the world, and feel the need to address it now with aggressive action while strengthening our economy.

Also according to the survey, 77 percent of these women have reduced electricity use at their business, 98 percent have done the same at home, and nearly eight in 10 (79 percent) have taken steps to make their business more environmentally friendly.

So what does all this mean to the marketer? Certainly these women are impacting the environmental movement at home and also at work. Don't miss the opportunity to reach these decision makers where they work and where they play. Reach out to them with safe products, green products, efficient products and ones that will enhance their dedication to the planet and they will take notice. These women are committed to bettering their environmental responsibility at home and at their place of business. They are willing to spend the dollars it will take to reduce their carbon footprint.

### **Check out these lists from Ethnic Technologies:**

Female Business Owners By State  
Financially Secure Female Homeowners By State  
Female Mail Order Buyers By State  
Female Heads of Household By State  
Working Mothers By State

### **Gender Enhancements:**

G-Tech 3.0 is a comprehensive gender identification package developed by Ethnic Technologies. It is based upon the first name research incorporated in our E-Tech 7.2 product. G-Tech 3.0 is available independent of or in conjunction with E-Tech 7.2 as a site license or as an encoding service.

Originally based upon preponderance theory, whereby a large database was examined for known gender identification, G-Tech 3.0 has been extensively modified by Ethnic Technologies personnel to incorporate much of the research done on first names for the E-Tech 7.2 product. The tables used in G-Tech 3.0 now contain correct gender identification for over 436,000 first names including all the ethnicities covered by E-Tech.

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**About Ethnic Technologies:**

Ethnic Technologies, LLC is the platinum standard in multicultural marketing. The result of over 40 years of continuous ethnic, religious and language preference research, E-Tech allows clients to segment their database by ethnicity, religion, language preference and Hispanic country of origin more accurately and comprehensively than any other approach. The EthniCenter® offers an Assimilation Index, which distinguishes Hispanic and Asian individuals based on their ability to speak their Native Language or understand the language of their prevailing culture. E-Tech incorporates a unique approach for the different Hispanic Countries of Origin. After identifying their specific names, E-Tech does a neighborhood analysis using multi-sourced information compiled from our research team. From that data, E-Tech is able to accurately identify the Hispanic individuals' Country of Origin. The incorporation of Enhanced Neighborhood Analytics (ENA) technology in E-Tech Version 7.2 establishes a new and unprecedented level of granularity and completeness in the ethnic marketing industry. Clients also benefit from and acquire ethnic mailing, telemarketing and email lists for both the United States and Canada. The analytics department at E-TECH offers ethnic data appending services and mapping to provide businesses with an overview of new and existing markets.

**For more information, visit [www.ethnictechnologies.com](http://www.ethnictechnologies.com).**

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About This Newsletter

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