

Our Vision is "To teach, inspire, and assist people to experience enjoyment, fulfillment, and personal growth in their work while contributing to the success of themselves and their employers."

The Koval Eagle

Making People and Profits Soar!

Issue 8
June 2009



Happy Summer! Although it hasn't quite felt like summer here in New Jersey yet! Hopefully some nicer weather is ahead of us.

The Koval Eagle, our quarterly newsletter, intends to educate, inspire, amuse - and keep you informed about how Koval Associates can help you to cultivate a happy, motivated, high-performing workforce.

I am very honored to announce that I was the recipient of two awards this month from two organizations that I am very proud to belong to: The New Jersey Association of Women Business Owners, and the Greater Monmouth Chamber of Commerce (formerly the Western Monmouth Chamber of Commerce). It is very exciting to receive these awards and I am truly grateful for the recognition!

Speaking of winning - winning the Triple Crown in thoroughbred racing is one of the most amazing accomplishments in sports. Since 1900 only 11 horses have won the Triple Crown; the last winner was Affirmed in 1978. Although once again this June we didn't have a Triple Crown winner, we almost had a rider win a "jockey" Triple Crown riding two different horses! Calvin Borel won the Kentucky Derby on Mine That Bird, the Preakness on the filly Rachel Alexandra, and came in third on Mine That Bird in the Belmont Stakes. In this issue we take a look at female jockeys - a nontraditional career for women!

Also in this issue we continue with our review of a book called "Future Think: How to Think Clearly in a Time of Change." Last issue we focused on how organizational biases influence our reactions to change; this issue focuses on how mathematical concepts can help us understand societal events and trends.

And don't forget to check out the Humor at Work section! In keeping with the jockey theme, it focuses on horse racing!

Happy reading!

Sue Koval



Susan Koval Wins Two Awards!

Susan Koval is the recipient of two prestigious business awards recently bestowed by local organizations.

Koval received the Nancy C. Righter Service Award on June 2nd, at the New Jersey Association of Women Business Owners (NJAWBO) Annual Conference.

On June 4th she was the recipient of the Circle of Excellence Award in the Small Business category, which was given at the Greater Monmouth Chamber of Commerce awards dinner at Battleground Country Club in Manalapan.

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Women in the Saddle: Female Jockeys Gaining Ground

The first thing I can remember wanting to be when I grew up was a jockey. Well, that obviously didn't happen, but I do wish there was a "fantasy jockey" camp, similar to what they have for baseball - I'd be the first to sign up!

Being a jockey was a nontraditional career for a woman when I was a kid, and it still is today. About 10% of professional thoroughbred jockeys are women; the Department of Labor defines a nontraditional field for women as one in which 25% or less of those employed are female.

As in other male-dominated fields, the women who pioneered in racing faced many challenges. The first woman jockey to ride in a pari-mutuel race was Diane Crump, in February 1969 at Hialeah, but she wasn't the first to try. When Penny Ann Early attempted to enter three races at Churchill Downs in 1968, she was prevented from riding because the other jockeys boycotted the races. Barbara Jo Rubin faced not only boycotts, but a brick thrown through her trailer window, when she entered a race at Tropical Park in January of 1969. However, Rubin did become the first female jockey to win a race on February 22 of that year when she won at Charles Town. Rubin was forced to retire about a year later due to injuries; however in her brief career of 89 races she won 22 times and was in the money 20 more times. Diane Crump made history again in 1970 when she became the first woman to ride in the Kentucky Derby. She won over 230 races before she retired in 1985.

Although the number of women jockeys is still quite low, they race in a very different environment than the pioneering women jockeys did. The first women jockeys faced the prejudice and hostility of their male colleagues, who did not want women racing against them. The men would sometimes cut them off or commit other violations, which were ignored by the race officials. They would even slash them with their whips! (The irony of this is that one of the concerns of the male riders was that they felt racing was too dangerous and the women would get hurt!)

Diane Crump was invited to compete in a match race in Puerto Rico. The male jockey riding against her did everything he possibly could to unseat her from her mount, including grabbing her saddle cloth, knocking her foot from the stirrup, and grabbing her reins. Crump fought back by cracking him on the head with her whip, but he wound up winning the race by a length. However, the women in the crowd cheered Diane and cursed and threw rotten tomatoes at the male jockey!

The early women jockeys also faced opposition from the jockeys' wives, who were uncomfortable that the women would see their men in various states of undress, even though dressing quarters were separate. As a matter of fact, there were no women's

dressing quarters - the women often had to change in horse trailers and couldn't even shower until they got back to their hotel rooms at the end of the day.

Getting good mounts was also a challenge, as many owners and trainers did not want their horses ridden by a woman. Sometimes the female jockeys were pressured to exchange sexual favors in return for a mount. When they did get mounts, they were often harassed by the fans at the track, or "goosed" as they were given a boost into the saddle by the trainers.

The tide started to turn in the 1970s at the small Eastern race tracks, the "minor leagues" of racing, when the dedication and work ethic of the women riders stood out against that of the men. The women began to gain acceptance, and gain more and better mounts around the country.

The most successful woman jockey is Julie Krone. She began her racing career in 1981, and won 3,454 races before she retired in 1999. At the time of her retirement, she had won more than \$81 million in purses and ranked 16th in earnings on the all-time list for all riders. She un-retired in 2002 and continued to win, finishing her career with 3,704 wins and more than \$90 million in purse earnings. In 1993, Krone became the first female to win a Triple Crown Race, when she rode 13-1 long shot Colonial Affair to victory in the Belmont Stakes. She is the only female to win a Breeder's Cup race. She accomplished the rare feat of riding six winners in a day. She is the only woman rider in the Racing Hall of Fame, inducted in 2000.

Krone "put the lie" to the idea that women weren't tough enough or strong enough to handle massive animals in a dangerous sport. At 4'10" and 105 pounds, she was tiny even by jockey standards. However, her size didn't prevent her from winning races, from coming back from injuries that would have ended the careers of other riders, or from picking fights and wrestling matches with male jockeys who had wronged her.

Following the path of Krone and the other trailblazing female jockeys, more and more women are racing successfully, and face much less prejudice and resistance than did the women in the early days. (Although it still occurs.) On March 26, 2009 top young jockey Maylan Studart won her 40th race with a win at Aqueduct, moving her from apprentice to journeyman status. Three of the seven jockeys she beat that day were women! Aqueduct currently has five women jockeys competing at the track. John Lee of the NY Racing Association stated that "I don't think we've ever seen so many talented women riding here at the same time. And when they're riding in New York, they're riding in the major leagues."

I look forward to seeing many more women compete as successfully as jockeys. (And I continue to hope for that fantasy jockey camp!)

Future Think Part III

Parts I and II of the book "Future Think: How to Think Clearly in a Time of Change," by Edie Wiener and Arnold Brown, were discussed in the first two articles in this series. The book is a guide to understanding change and how best to respond to it.

The book is broken into four main parts. Part I is about the personal biases that we each have, that may prevent us from seeing change or understanding it. Part II of the book is about organizational biases, which throw up roadblocks to making changes.

Part III of the book is about freeing our mind to see the big picture once we can begin to get past the personal and organizational biases that influence what we see. Mathematical concepts can help us understand societal events and trends. The authors describe three mathematical concepts that enable us to understand how the world is changing from a big picture perspective: The Law of Large Numbers, Demography, and The Lowest Common Denominator. Many examples are given for each of these ideas.

Although we are "surrounded" by The Law of Large Numbers in everyday life, it isn't something we tend to think about. It essentially means that the greater the number of trials, the greater the probability that the outcome can be statistically predicted. (Flip a coin ten times and it may come up heads seven or eight times; flip it 1000 times and it will likely come up heads about 500 times.) This law gets even more interesting when you consider it means that the larger the sample you are dealing with, or the longer the length of time, "the higher the probability of any occurrence, statistical or random."

The authors give critical mass as an example that flows from this law. Even if the probability of something occurring is small (e.g. 1 percent of the population is violent), given a large enough population that small percentage can have a major impact. So, in a group of 100 people, the one violent person can be controlled by the other 99. However, this gets increasingly difficult as the number of people grows. In a group of 1,000, with 10 violent people, the majority of 990 may be able to control 9 of those people, but one will probably be able to exercise his violent tendencies. When you look at one million people, the majority of 990,000 may be able to control 9,000, but now 1,000 succeed in violence. The violent individuals reach a critical mass - the percentage of them remains the same, but now their numbers are so large their strength is multiplied and so is their impact.

Being aware of The Law of Large Numbers can prevent us from being surprised by changing events and trends. And from a marketing perspective, the law illustrates how both niche markets and large markets are important to businesses. When you have a very large population, actual numbers carry more weight than do the percentages. Thus a niche market can be very lucrative. For example, the wealthy are a small proportion of the U.S. population, but a small percentage of 300 million people is a lot of people! On the flip side, the rural poor, a neglected market, constitute a very large proportion of the world's population. Many small sales to such a large number of people can also be very profitable.

How does the Law of Large Numbers apply to your business? This can be looked at within your own area of business, as well as in terms of national and international trends. What are the trends that impact your customer base - what growing populations affect your business - what niches are growing as these populations increase?

The Law of Large Numbers and the other mathematical concepts illustrated by the authors give credence to those who have always said math is important and useful in our everyday lives!

Highlighted Program: Galloping Across the Glass Ceiling

Galloping Across the Glass Ceiling: Strategies for Guiding Your Career Into the Winner's Circle!

In this inspirational and informative program, Susan gives students the knowledge, tools, and strategies they need for success in non-traditional careers. What are non-traditional careers, how to obtain these careers, and why non-traditional careers offer great options for women are just some of the lessons Susan teaches in her program. Susan says, "The best decisions are fully-informed decisions. Your career choice is one of the most important decisions you will make!" This program is essential to all who want to make the best decisions about their future.

Humor ... at Work

In light of our jockey article, our humor this issue focuses on horse racing.

I bet on a great horse yesterday! It took seven horses to beat him.

A man wakes up in the morning and it is 5:55 a.m. The temperature is 55 degrees and the humidity is 55%. He turns on his TV to channel 5. He gets up and it is May 5th. He heads to work and his car has 55,555.5 miles on the odometer. He gets to work goes to the 5th floor. He has five messages. IT DAWNS ON HIM. He rushes to the race track. His ticket is \$5 and he is put in section 5, row 5, seat 5. In the fifth race is a horse called, "Double Nickels." He understands fate has spoken. He bets his entire bank account and maxes out all his credit cards. The race is won... Double Nickels came in Fifth.

A champion jockey is about to enter an important race on a new horse. The horse's trainer meets him before the race and says, "All you have to remember with this horse is that every time you approach a jump, you have to shout, "ALLLLEEE OOOOP!" really loudly in the horse's ear. Providing you do that, you'll be fine." The jockey thinks the trainer is mad but promises to shout the command. The race begins and they approach the first hurdle. The jockey ignores the trainer's ridiculous advice and the horse crashes straight through the center of the jump. They carry on and approach the second hurdle. The jockey, somewhat embarrassed, whispers "Aleeee ooop" in the horse's ear. The same thing happens-the horse crashes straight through the center of the jump. At the third hurdle, the jockey thinks, "It's no good, I'll have to do it" and yells, "ALLLLEEE OOOOP!" really loudly. Sure enough, the horse sails over the jump with no problems. This continues for the rest of the race, but due to the earlier problems the horse only finishes third. The trainer is fuming and asks the jockey what went wrong. The jockey replies, "Nothing is wrong with me. It's this bloody horse. What is he -- deaf or something?" The trainer replies, "Deaf?? DEAF?? He's not deaf - he's blind!!!"

A horse showed up at a ballpark. He headed for the manager and said much to the manager's surprise, "I'd like to try out for the team."

The manager eventually recovered from hearing a horse talk and said, "Ready? Let me see you catch a few."

The horse walked to 3rd base and caught every ball hit to him. The manager asked him to throw. The horse whisked the ball toward the first baseman with amazing accuracy and speed. Picking up a heavy bat a few minutes later, the horse proceeded to hit ball after ball over the centerfield fence. The manager said, "Not bad at all. Now let me see your run."

The horse said, "If I could run, I'd be in the Kentucky Derby!"

Thanks ukjockey.com for the humor!

Koval Associates offers a wide range of programs and services - including internet-based assessment tools, management development training, team training workshops and keynote speeches - to help you develop superior people and increased profits. Koval Associates also offers special programs about women in non-traditional careers.

**Susan Koval
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Helping You Attract, Train and Retain Top Performers!

Special Programs About Women in Non-Traditional Careers!

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