



THE  
WOMAN'S PLAYBOOK



Entrepreneur, Author & Host  
Joanna L. Krotz

[More than 4 out of 10 Americans believe there's a double standard](#) that keeps women from attaining top levels in business. So you can keep climbing those *shorter but equal* corporate ladders or, like the women featured here, you can launch your own ladder that tilts female.

## THE WOMAN'S PLAYBOOK

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Stay tuned for news and advice for women entrepreneurs. And check out the [podcasts](#).

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" Women-led ventures take fooding to the next level by applying new technology to the existing industry."

[Angie Chang](#), VP, Hackbright Academy & Women 2.0 cofounder

Believing that "the front line of education is the lunch line," cofounders [Kristin Groos Richmond](#) (left) and [Kirsten Saenz Tobey](#), both Berkeley Haas MBA grads, launched [Revolution Foods](#) in 2005 to provide fresh, affordable meals to K-12 students nationwide. Now a \$70 million business, 1,000 staffers prepare a million meals a week in 10 states and Wash. DC. Says Tobey:"...Over [50% of our schools reported tangible academic improvements](#) since



starting with Revolution Foods."



[Heather Hilleren](#) founded the online exchange [Local Dirt](#) to help small producers and farmers across the country sell their perishable food to local stores, restaurants and consumers. Based in Madison, WI, and SF, it's a [national exchange set up for local-to-local](#) sales of fresh produce. Backed by investors and National Science Foundation grants, Local Dirt is built on a subscription fee model, charging large farmers and wholesalers with free use for small producers.

Sign up for the [newsletter](#) or check timely advice-in-progress [@JoannaLKrotz](#) and [Facebook](#) as I write and report.

## BECAUSE BEING EQUAL DOESN'T MEAN BEING THE SAME

[THE WOMAN'S PLAYBOOK](#), by entrepreneur and author Joanna L. Krotz, offers nationwide practical advice and real-life strategies to help women succeed in today's markets.

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