

## **Subject: Ethnic Technologies Salutes Women's History Month**

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*And pays tribute to the Nation's oldest membership organization, The National Women's Hall of Fame, dedicated to honoring and celebrating the achievements of distinguished American women.*



***"We hold these truths to be self-evident that all men and women are created equal....."***

With these words a dream was given life in historic Seneca Falls, New York, the Birthplace of Women's Rights. Here, in 1848, Elizabeth Cady Stanton (a Seneca Falls resident), Lucretia Mott and 300 other women and men held the first Women's Rights Convention. The Declaration of Sentiments, modeled after the Declaration of Independence, was presented and passed by the convention. These resolutions included among other demands, that women have the right to vote. The struggle for women's rights had begun.

Seventy-two years later in 1920, the 19th amendment to the Constitution of the United States was ratified, which gave women many rights, including the right to vote. It had been a long, hard fight by women and men who believed in the equality and rights of women.

The women and men of Seneca Falls created the National Women's Hall of Fame in 1969, believing that the contributions of American women deserved a permanent home. In 1979, after a major fundraising drive, the Hall purchased an historic bank building in the heart of the Seneca Falls Historic District, renovating it to house the Hall's permanent exhibit, artifacts of historical interest, and offices.

There have been 226 women inducted into the Hall. A national panel of judges, who represent many disciplines and fields of expertise, selects inductees. Inductees are both living and deceased, but all represent contributions of national and/or global importance and enduring value.

Ethnic Technologies, LLC has chosen to focus on one particular inductee, one who embodies the true spirit of Humanitarianism. St. Frances Xavier Cabrini was named "the patron saint to immigrants" by Pope Pius XII in 1950. E-Tech recognizes the important impact that all immigrants have on our country, and additionally how crucial it is to identify and speak to members of all ethnic groups with cultural sensitivity and competency. St. Frances Xavier Cabrini practiced this every day in her lifetime, and

because of her contributions many immigrants were given the chance to thrive in America. Here is more information about the life of St. Frances Xavier Cabrini:

**Saint Frances Xavier Cabrini (known during her life as Mother Cabrini, was the first American citizen to be canonized by the Roman Catholic Church)**

**July 15th, 1850-December 22nd, 1917**

**Year Inducted: 1996**

**Achievement in: Humanities/Philanthropy**

Maria Frances Cabrini knew early in life she would make religious and humanitarian work her life's mission. As her religious motivation came to fruition, Cabrini began teaching and working in orphanages, taking formal religious vows in 1877. Since no missionary order admitted women at the time, she then founded the Missionary Sisters of the Sacred Heart of Jesus in 1880. As superior, she saw the new order grow rapidly to seven convents in as many years. Pope Leo XIII wrote that he found her "a woman of marvelous intuition and of great sanctity."

In 1889, Mother Cabrini relocated to New York City at the direction of the Pope to minister to the growing numbers of impoverished immigrants, many of who were Italian, in American cities. For the next 25 years, she traveled throughout the Americas and Europe, founding convents, schools, orphanages and hospitals. With amazing speed, she opened institutions in Panama, Argentina, Brazil, Paris, Madrid, Turin and London. Ultimately, she directed 67 houses, staffed by 1,500 nuns who aided the poor, the illiterate, the unskilled and the sick.

In 1909, Mother Cabrini became a naturalized citizen, and in 1910 she was named superior general for life over the order she had founded. Pope Pius XII canonized her, the first American to become a Saint, in 1946.

The Cabrini Green housing project in Chicago is named after her, due to her work with Italian immigrants in the location. It has since become a haven for underprivileged and poor people and the MSC sisters still work there. Cabrini College, in Radnor, Pennsylvania, also bears her name. The Cabrini Mission Foundation is an organization committed to advancing St. Frances Xavier Cabrini's mission and legacy of healing, teaching, and caring around the world.

*Works Cited: "National Women's Hall of Fame, Seneca Falls, NY." [www.greatwomen.org](http://www.greatwomen.org)*

### **Ethnic Technologies, LLC's G-TECH Gender Enhancements.**

G-Tech is a comprehensive gender identification package developed by Ethnic Technologies. It is based upon the first name research incorporated in our E-Tech product. G-Tech is available independent of or in conjunction with E-Tech 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 has been extensively modified by Ethnic Technologies personnel to incorporate much of the research done on first names for the E-Tech product. The tables used in G-Tech now contain correct gender identification for over 426,050 first names including all the ethnicities covered by E-Tech.

### **Advantages of Coding Your List with G-TECH**

- 1) COMPREHENSIVENESS - As Ethnic Technologies addresses the entire problem of proper gender identification, it goes to great lengths to identify all records on your list with a gender code. G-Tech offers a higher quality and vastly improved quantity.
- 2) OPEN ENDED - G-Tech utilizes an expert system approach to name analysis. Even if the names on a list are hyphenated, slightly misspelled, or brand new to this country, there is a good chance G-Tech will correctly identify it.
- 3) COMMITMENT - This is our primary business. We are committed to it today and Tomorrow. We stand behind our product. We are already able to match up to 90% of the names on any list, a great deal better than any other approach. Your success in multi-cultural and gender marketing is our success. We have established a G-Tech user group dedicated to addressing your needs.

### **About Ethnic Technologies:**

Ethnic Technologies, LLC is the Global Leader in Multicultural Marketing, Research, Data Enhancement, Segmentation and Modeling Analytics. The EthniCenter® from Ethnic Technologies is the result of over 30 years of continuous multicultural, religious and language preference research. E-TECH's Multicultural Ethnic, Language Preference and Degree of Assimilation selects outperform the competition in accuracy and response rates time after time. Whether using the data for mailing, telemarketing, email campaigns or modeling, the same excellent results have been achieved.

**For more information, visit [www.ethnictechnologies.com](http://www.ethnictechnologies.com). Call Karen Sinisi, Senior Account Executive at 866-333-8324 ext. 117**

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