

## Top Global Businesswomen Address Gender Equality at Woman, Thou Art Loosed! Master Class Conference—DALLAS, Sept. 5, 2018

### **DALLAS MAVERICKS' CEO, FACEBOOK AND TELEMUNDO EXECS EMPOWER WOMEN AT DALLAS CONFERENCE**

**Fifty-four percent of Americans believe women have less economic opportunities than men** according to "Conversations with America," a national study conducted by Bishop T.D. Jakes, entrepreneur and senior pastor of The Potter's House. The study also found that 41 percent of Americans believe women are more likely to work in lower-paying industries. Jakes is tapping Cynthia Marshall, CEO of the Dallas Mavericks, and Nona Jones, manager of global faith-based partnerships for Facebook, among others, to address the most pressing issues facing women today at the *Woman, Thou Art Loosed!* Master Class conference in Dallas (Oct. 18 - 20).

The "Conversations with America" study also found the following when participants were asked what factors contribute to the wage gap between men and women:

- Fifty-one percent believe women are more likely to take time off to have/care for children.
- Forty-two percent believe overt gender discrimination by employers contributes to the wage gap.
- Twenty-four percent believe women are less likely to ask for a raise.
- Twenty percent believe women are less likely to own their own small businesses.
- Fourteen percent believe women work fewer hours than men.

Top international, spiritually minded businesswomen are leading the way at the *Woman, Thou Art Loosed!* Master Class conference to address these issues and help women hone their entrepreneurial skills, strengthen their leadership, and maximize their impact in their fields of interest around business, entrepreneurship, entertainment, healthcare, technology, finance and ministry.

As the CEO of the Dallas Mavericks, Marshall will share her experience on how to gain respect and support in a male-dominated work environment along with her vision for the organization to set the NBA standard for inclusion, diversity and culture transformation. Jones will discuss the challenges of being a Christian woman in corporate America and share her experience as a woman in leadership at Facebook. Nely Galán, Emmy Award-winning producer and former president of entertainment for Telemundo, will share practical advice for how women can cultivate confidence at home and in the workplace.

For more information on confirmed speakers, talent, the full schedule and special event updates, visit [WTAL.org](http://WTAL.org). Members of the media can apply for media credentials [here](#). Women can stay connected on Facebook, Twitter and Instagram by following @MyWTALConf.

### **ABOUT WOMAN, THOU ART LOOSED!**

*Woman, Thou Art Loosed!* began in 1992 as a women's Bible study led by Bishop Jakes and has since birthed a best-selling book, a widely acclaimed stage play, a Grammy-nominated CD and a national conference. In October 2004, *Woman, Thou Art Loosed!* was developed into a movie in collaboration with Reuben Cannon Productions and became a box office top-10 hit, winning a 2005 NAACP Image Award. Since its inception, the national conference has reached more than half a million women from around the world. For more information, visit [WTAL.org](http://WTAL.org).

## **ABOUT THE POTTER'S HOUSE**

Founded in 1996, The Potter's House is a 30,000-member, nondenominational, multicultural church and humanitarian organization led by Bishop T.D. Jakes, who has been twice featured on the cover of *Time* magazine as America's Best Preacher. It has global humanitarian outreach and 48 active ministries like its Texas Offenders Re-entry initiative. Consistently ranked among the largest and most influential churches in the U.S., The Potter's House has five locations: The Potter's House of Dallas, The Potter's House of Fort Worth, The Potter's House of North Dallas, The Potter's House of Denver and The Potter's House at One L.A. For more information, visit [ThePottersHouse.org](http://ThePottersHouse.org).