

# women FOR hire

SPRING 2007

## Dare To Shine!

On the following pages, you'll meet some of the women we think deserve celebration. We will introduce you to a mother stricken with cancer who started a million dollar business helping college students graduate in four years because she discovered a new appreciation for precious time. There are women who not only manage demanding careers and family life, but still make time for worthy causes. Others are proof that loyalty and longevity with an employer need not be a thing of the past. You don't have to find a cure for AIDS or

put an end to homelessness and poverty across the globe to make your mark. Plenty of men and women are working toward those goals. For the rest of us, we can bring about positive change and influence in ways big and small—on our own terms. We encourage you to find your own place in the spotlight. Whether it's lending an ear to the troubled peer in the next cubicle, speaking up for those without a voice or spending a Saturday volunteering instead of shopping, there are endless opportunities to make your mark.

## PAMELA NICHOLSON: LOYAL LEADER

YOU HEAR THE STORIES ALL THE TIME, FROM THE MAIL ROOM TO THE BOARD ROOM. THEY STARTED AS THE INTERN AND NOW THEY RUN THE COMPANY. ENTER PAMELA NICHOLSON.



She's living proof that the right mix of determination, perseverance and loyalty can be leveraged for major success within an organization.

Her title stands alone, but her humble beginnings tell the whole story. Starting at Enterprise Rent-A-Car as a Management Trainee shortly after graduating from the University of Missouri, Columbia in 1981, Nicholson spent the next 25 years steadily climbing the corporate ladder. Today she oversees the operations of the whole company as the Executive Vice President and Chief Operating Officer.

As she's grown professionally, the company has too. Enterprise was a regional rental car company with only 10,000 vehicles in service; and as one of the company's top performers throughout her career, she has been essential in helping Enterprise achieve its tremendous success and growth. Today it is the largest rental car company in North America with more

than 850,000 vehicles, Enterprise Fleet Services, Car Sales and Rent-A-Truck Divisions.

Only the third COO in Enterprise's history, a company now celebrating its 50th year, Nicholson stands out as a woman in a very male-dominated industry, the automotive business. Because she started her career at the rental counter, and has held nearly every position in between—from Assistant Branch Manager to Branch Manager to Area Manager, Regional VP and Corporate VP—she has a very down-to-earth approach with the employees she interacts with and appreciates their responsibilities. They too value her because she's been there and done it.

Nicholson of all people knows that mutual respect is essential. After all, given Enterprise's long tradition of promoting within, the counter clerk today could be the big boss in the future.