

TOP COMPANIES FOR WOMEN IN BUSINESS

pink[®]

a beautiful career. a beautiful life.

WELCOME TO THE
MILLIONAIRES' CLUB

HOW YOUR BRAIN IS
WIRED TO WIN

5 INVESTORS'
BIGGEST MISTAKES

WHY WOMEN LEADERS
NEED GIRLFRIENDS

DONALD TRUMP ON
GUTSY WOMEN

plus
LAUGH AT WORK
5 ONE-LINE SAVERS

WENDY'S CEO
KERRII ANDERSON

BURGER QUEEN

WILL SHE BE OVERTHROWN AMID A SALE?

pinkmagazine.com



AUGUST/SEPTEMBER 2007

tipping point

BY JUDY MANDELL

How do women stack up as tippers?

WE TIP AND TIP AND TIP: the stylist, manicurist and masseuse; the cab driver and parking valet; the bathroom attendant, coat clerk and waiter. But women often get a bad rap when it comes to tipping. In a Cornell Hotel School survey of 1,600 restaurant servers a few years ago, 60 percent said women were just “average” tippers. Could it be true?

Not for Kel Kelly, who believes tipping offers her the perfect opportunity to “share the wealth” one person at a time. The founder and CEO of Kel & Partners, a marketing agency near Boston, has flown more than a million miles to meet clients of her multimillion-dollar business. Along the way, she spreads the green. She leaves tips for servers, for example, that go way beyond the 20 percent standard; sometimes they’re more than double the cost of the meal itself.

“Leaving a \$100 tip for a \$25 bill doesn’t change my world at all,” Kelly says. “However, it can have a positive impact on the life of a single, struggling working mother. Spontaneous giving is rewarding. The recipient’s response can take your breath away.”

Amy Parrish, a partner at Cohn, Overstreet & Parrish, says, “My women friends in lesser positions, who may be conservative financially, may pay [a standard tip], but they make up for it with expressive thanks, pleasantries and mentions to the manager, which can be just as effective as lots of money.”

Nancy O’Reilly, Psy.D., psychologist and founder of the WomenSpeak project, believes men and women tip for different reasons. “Women tip to be fair, but men tip to get what they want,” O’Reilly says. “Men tip to help open doors; women tip to help someone else.”

HOW MUCH TO TIP? It can be confusing to know when and how much. Here are some suggestions from Kel Kelly, CEO of Kel & Partners, and Stacie Krajchir, co-author of *The Itty Bitty Guide to Tipping* (Chronicle Books, 2004).

BAGGAGE PORTER OR SKYCAP

KELLY > At least \$2 per bag.

KRAJCHIR > \$2 per bag if you check in curbside; \$2 to \$3 per bag if a skycap takes bags to the check-in counter. Add \$1 if they wait to assist you through security screening.

EXTRA HELPFUL GATE AGENT

KELLY > Slip them \$20. It’s amazing how quickly they can find you a seat on a sold-out flight. Some say bribe, some say incentive. You decide.

KRAJCHIR > Most airline policies do not allow gate agents to accept tips; in fact, it can lead to immediate termination. Instead, offer to write a letter to a supervisor complimenting great customer service.

THE HOTEL CONCIERGE

KELLY > The concierge will go the extra mile when there’s a great tip involved. For advice, leave \$20. For those hard-to-get restaurant reservations that help close a big business deal, \$100.

KRAJCHIR > For general directions or a quick inquiry about a great breakfast spot, no tip required. For last-minute reservations at the hottest spot in town, \$5 to \$10 per request.

MAID OR HOUSEKEEPER

KELLY > These women are the lowest on the totem pole and probably work harder than anyone. \$2 to \$3 per night.

KRAJCHIR > Depending on the size of your room (and your mess), a minimum of \$2 to \$3 a night.

