

The Society Pages



The Main Line Chamber of Commerce



May 2011

www.SPWmainline.com

SPW's bi-monthly newsletter

SPW

THE MAIN LINE
Society of Professional Women

ENGAGE | EMPOWER | ENCOURAGE
A Program of The Main Line Chamber of Commerce



SUE SCHICK, CEO, UNITEDHEALTHCARE WITH EILEEN CONNOLLY-ROBBINS, MLCC

From the Ground Up ROSEMARY TURNER, PRESIDENT, CHESAPEAKE DISTRICT - UPS

Featured Non-Profit:
Girls Inc.

On April 12 at The Radnor Hotel, Rosemary Turner shared the twists and turns of her journey up the corporate ladder. With great charisma and humor, she encouraged attendees to always persevere and never settle for second best.



EILEEN CONNOLLY-ROBBINS, MLCC WITH ERGETU MERETE, WELLS FARGO (GOLD SPONSOR) PRESENT A \$1,000 DONATION TO JAN FIGUEIRA OF GIRLS INC., THE FEATURED NON-PROFIT



EVENT ATTENDEES GENEROUSLY DONATED SPORTING EQUIPMENT TO SUPPORT GIRLS, INC.'S "SPORTING CHANCE" PROGRAM



ROSEMARY TURNER SPOKE TO A SOLD-OUT CROWD OF OVER 150 ON BEING CONFIDENT IN WHAT WE BRING TO THE TABLE



ROSEMARY TURNER NETWORKS WITH IRENE HORSTMAN HANNAN OF CITIZEN'S BANK & THE 2010 HELENA DEVEREUX WOMEN IN LEADERSHIP AWARD WINNER

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SPEAKERS BETH YVETTE STRANGE AND TRACY DAVIDSON WITH EILEEN CONNOLLY-ROBBINS



JERRY PAPPERT, THE GEORGE FUND, ACCEPTS A \$1,000 DONATION FROM CHERYL BRIDA, WELLS FARGO (GOLD SPONSOR), AS THE FEATURED NON-PROFIT



GREG BASILE, COMCAST BUSINESS CLASS (SILVER SPONSOR) STANDS WITH SPEAKERS, TRACY DAVIDSON & BETH YVETTE STRANGE

Speaking With a Spark TRACY DAVIDSON, NBC 10 & BETH YVETTE STRANGE, BETH YVETTE STRANGE IMAGE CONSULTING, LLC

Featured Non-Profit:
The George Fund

Co-presenters Tracy Davidson and Beth Yvette Strange did not disappoint the sold-out crowd of 200 on May 12 at the Radnor Valley Country Club. Everyone walked away with valuable tips, such as the 5 principals of image management and to only do what will follow your personal brand.

Click To See More Photos!

June 23, 2011: [REGISTER HERE](#)

Productivity in Stiletto™

with Neen James
Radnor Valley Country Club
11:30am-1:30pm

July 20, 2011: [REGISTER HERE](#)

Making Time for Fitness and Fortune

with Kimberly Garrison, Robert Bulgarelli, DO & Bradley Mattson
The Radnor Hotel, 5:30-7:30pm

From the Founder's Desk

STATS

- Women would have to work 110 extra days in 2011 to match men's 2010 salary
- It is estimated that if women's paid employment rates were raised to the same level as men's, America's GDP would be 9% higher
- According to a 2010 report by Fortune, less than 5% (20) of Fortune 500 company CEOs are women
- Women invest 90% of income back into their community, while men invest only 30-40%
- Nearly 1 in 4 women earn a bachelor's degree by the time they reached age 23, compared to just 1 in 7 men



"Never doubt that a small group of thoughtful committed citizens can change the world. Indeed, it is the only thing that ever has." - Margaret Mead

Philadelphia has long been known as the birthplace of American democracy and freedom. Now, almost two and a half centuries later, another pivotal movement is taking shape in the city — one dedicated to advancing gender equality in all aspects of society.

The initiative, called **Vision 2020**, aims to make equality a national priority and a shared goal of both women and men.

I'm fortunate to be a regional ambassador for Vision 2020, which has representatives from all 50 states and the District of Columbia. The year 2020 will mark the 100th anniversary of the 19th Amendment, which gave women the right to vote, and is set as the target date for meeting our objectives.

The Main Line Society of Professional Women salutes the work being done by Vision 2020. Want to know what you can do to get involved? Check out Vision 2020 at www.drexel.edu/vision2020 for more information. There you can join me and sign the *Declaration of Equality* and become a Vision 2020 charter member. You can also click on the "Become a Member" link to join the campaign for equality for as little as \$20.20 and you will receive our Vision 2020 newsletter on issues of equality.

Do you ever wonder how women manage to lead a national movement in addition to their day jobs? Join us on **June 23** at Radnor Valley Country Club, to hear from international productivity expert, **Neen James**. She'll teach us strategies on how to make the most out of your 24-hour day without going crazy! Go to www.spwmainline.com to register.

See you soon!

Eileen Connolly-Robbins,
EVP & COO, MLCC
Founder, SPW

SPW Opens the Doors

Interview with Bradley Mattson, Managing Associate, Independence Financial Associates

SPW: How did you first get involved with the Main Line Chamber? What prompted you to do so?

Bradley: Our firm has a strong relationship with Penn Mutual, the presenting sponsor for Vision 2020, and who recently appointed their first female CEO, Eileen McDonald, who launched the [WORTH for Women](#) Program. It has been my mission to identify the finest organizations in the Philadelphia region where women in business are thriving, networking and making things happen, and the clear frontrunner in the Delaware Valley is SPW.

SPW: How would you describe your networking experience with other members?

Bradley: Efficient, effective and transformational. SPW members don't just want to know about something, they want to take action. They want to meet, engage, learn and implement, and they want to refer you to other competent professionals right away.

SPW: When you compare the Main Line Chamber with other organizations that you are/have been involved in, what stands out most and what is most appealing to you?

Bradley: It's truly the leadership. The staff and Board not only know your name, but they also know what you do. Because of this, they are able to connect members and facilitate mutually beneficial introductions, which lead to business successes and meaningful relationships. Additionally, as a sponsor, I am able to receive an attendee list before and after the event, which is a unique and valuable benefit that really sets SPW apart.



Looking Ahead in 2011



June 23, 2011
PRODUCTIVITY IN STILETTOS™
Neen James

Radnor Valley Country Club,
11:30am-1:30pm

Featured Non-Profit: Pals for Life

We all know time is money, so how do you strategically plan your day to maximize your results, without working through the night? Neen James, global productivity expert, keynote speaker, author and business coach will share her proven strategies for increasing your productivity to boost your bottom line. [REGISTER NOW!](#)



Oct. 11, 2011
BUILDING BUSINESS BRANDS
Mary Stengel Austen

Radnor Valley Country Club,
8:00-10:00am

Featured Non-Profit: Alex's Lemonade Stand

The first step for any successful business is to stand out from competition. Get expert tips on how to distinguish yourself from the crowd, market your brand and gain media attention from Mary Stengel Austen, 2010 Paradigm Award Recipient. Mary co-founded Tierney Communications, a nationally recognized full-service marketing communications firm in Philadelphia. [REGISTER NOW!](#)



July 20, 2011
MAKING TIME FOR FITNESS AND FORTUNE
Kimberly Garrison, Robert Bulgarelli, DO and Bradley Mattson

The Radnor Hotel, 5:30-7:30pm

Featured Non-Profit:
For Pete's Sake Cancer
Respite Foundation



Nov. 29, 2011
**ENTREPRENEURIALISM:
FROM IDEA TO EMPIRE**
Donna Allie

The Radnor Hotel, 5:30-7:30pm

Featured Non-Profit: The Joy of Sox



Honored as one of Philadelphia's most influential African American Leaders, Donna Allie founded Team Clean, Philadelphia's #1-ranked Minority-Owned Business. With a great vision and an optimistic outlook, Donna began as a solo entrepreneur and now has over 700 employees and \$17 million in sales. Come hear her proven strategies on growing a company from the ground up! [REGISTER NOW!](#)



Increasingly busy schedules leave little room for "me" time but balance is essential to your career success. Here is your one-stop-shop for tips on squeezing fitness into your routine, stress management

techniques and taking control of your budget. Panelists you can't miss: Kimberly Garrison, national fitness expert on Fox 29, Dr. Robert Bulgarelli, Director of Integrative Cardiovascular Medicine for Main Line Health System and Bradley Mattson, Managing Associate for Independence Financial Associates and Worth for Women expert. [REGISTER NOW!](#)

Go to www.SPWmainline.com to register for these events and to catch up on the latest SPW news!

\$600 GETS YOU EXPOSURE TO OVER 3,000 PEOPLE! BECOME AN SPW EVENT SPONSOR TODAY!



Want to gain exposure to a room filled with hundreds of prospective clients?

SPW
THE MAIN LINE
Society of Professional Women

ENGAGE | EMPOWER | ENCOURAGE

A Program of The Main Line Chamber of Commerce

Only a handful of event sponsorships are still available... Don't miss this chance to grow your brand by becoming a SPW event sponsor today!

BENEFITS INCLUDE:

- Exposure to over 3,000 people
- Podium recognition at SPW events
- Admission to SPW events
- Logo on SPW publicity
- Ability to provide promotional materials to SPW event attendees
- Attendee list prior to & post event

Interested? Contact Kelly Sakmar at ksakmar@mlcc.org or 484-253-1118

The Main Line Chamber of Commerce™
ACCREDITED



PLATINUM SPONSOR SPOTLIGHT: WELLS FARGO

**WELLS
FARGO**

THE FOLLOWING ARTICLE IS PROVIDED BY WELLS FARGO, WHICH OFFERS INVALUABLE BUSINESS TIPS AND OTHER FREE RESOURCES FOR SMALL BUSINESSES. GO TO WWW.WELLSFARGO.COM FOR MORE INFO.

The Strategic Advantage of Growth Planning:

Your business plan has served you well, but now it's time to think beyond the usual ways of earning revenue — time to think about the next stage. If you're ready to grow, you need a plan. Why is it important to have a real growth strategy?

"You're often so focused on the here and now, that it can be difficult to plan for the future, but you need a road map to get you there," opines Stephanie Chandler, CEO of TheBusinessGrowthConnection.com and author of several books, including The Business Startup Checklist and Planning Guide. "We're not talking about a business plan. While many business owners create them, they're not often updated. They're also about where you are today. A growth plan is more forward-thinking."

Growth plan elements

Chandler suggests that one way to guide your thinking about expansion is to focus on your value proposition.

Click Here to [Read](#) More

Thanks to our 2011 Silver Sponsors!



PennMutual



Join the Conversation

Click below to add your input to the following discussions on SPW's social media sites!



How do you motivate a generationally diverse workforce? For the first time in history, four generations are side by side in the workplace. Because incentives that motivate young professionals may not have the same effect on seasoned professionals, how do you keep all generations engaged?

How have you built and refined your personal brand? Your personal brand is a key component of your personal and professional success. What strategies have you used to develop your brand?

Will higher degrees and access to a wider range of jobs lead to a shift in gender roles? For the first time ever, women have passed men in gaining advanced degrees and bachelor's degrees! Women are also taking the financial lead in households...33% of married female breadwinners are responsible for paying bills.

Upcoming Events

Be informed. Be empowered. Be your best self.

Women's Health Source (WHS) is more than a trusted resource for health and wellness information.

Get the latest news on:

- Nutrition and fitness
- Women's health
- Parenting and caregiving

Plus:

- Healthy recipes
- Membership benefits
- Programs and special events

Discover all the advantages of this free program: mainlinehealth.org/whs



Main Line Health
Well ahead.™

Productivity in Stiletto™ — 6/23/11

Presented By:

Neen James, International Productivity Expert

Have you ever been spinning your wheels instead of accomplishing the tasks on your endless to-do list? Imagine breaking the cycle and increasing your productivity! Global productivity expert and business coach, Neen James, can help you reach this seemingly impossible goal. It's not about working harder, it's about working smarter! [REGISTER NOW!](#)



Event Sponsors:

The Carney Group, Susanna Foo Gourmet Kitchen

Featured Non-Profit: Pals for Life



Can you think of the last time you felt a little down and just needed some care and affection? This is exactly the feeling that Pals for Life hopes to eliminate for so many people throughout the Delaware Valley. Since 1985, they have been providing pet visitation, love and friendship to the elderly, handicapped and mentally challenged and humane education programs.

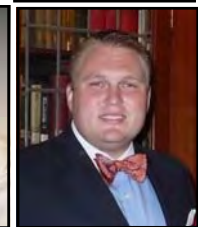
Please bring your donation of pet care supplies (i.e. cat or rabbit food, kitty litter, towels, paper towels, etc.)

Making Time for Fitness & Fortune — 7/20/11

Presented By:

Kimberly Garrison, Dr. Robert Bulgarelli and Bradley Mattson

How often have you been too busy taking care of everyone else instead of taking care of yourself? If you won't take time for yourself, let SPW do it for you. Invest two short hours in learning how to better manage your life in three key areas: fitness, health and finance. Our expert panel featuring Kimberly Garrison, national fitness guru as seen on Fox 29, Dr. Robert Bulgarelli, Director of Integrative Cardiovascular Medicine for Main Line Health System, and Bradley Mattson, Managing Associate for Independence Financial Associates and Worth for Women pro, will ensure you use this time wisely! [REGISTER NOW!](#)



Event Sponsors:

PeopleShare, Seasons 52, Stephen J. DiOrio, CLU, ChFC, Agency, State Farm, Susanna Foo Gourmet Kitchen

Featured Non-Profit: For Pete's Sake Cancer Respite Foundation

Being diagnosed with cancer is always devastating and when it affects young lives it can feel even worse. Imagine the joy of a cancer patient who's given the opportunity to "take a break" from cancer and reconnect, renew and relax. For Pete's Sake enables cancer patients and their loved ones to do this and create unforgettable memories and lasting respite vacations.



Please bring your donation of travel supplies (i.e. sunscreen, mini toiletries beach towels, disposable cameras)

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Members in the News

ELLEN FISHER RECEIVES 2 PRESTIGIOUS AWARDS



Congratulations to Ellen Fisher for winning The Small Business Administration's 2011 Eastern Pennsylvania Women in Business Champion of the Year award and 2011 Region 3 Women in Business Champion of the Year award!

Ellen will be recognized for her achievements at the annual "SBA Day at the Ballpark" on May 26.

VOLUNTEER SPOTLIGHT: DAVID SORIN MANAGEMENT MPOWERMENT ASSOCIATES



Come to SPW and other Chamber events, and you're bound to meet David. David has been a champion for SPW since its inception and is chair of our Business Development efforts. He is always ready to roll up his sleeves and work on the next project or explore a new idea to further improve SPW. In fact, he will be serving as the moderator for our next SPW **Lunch and Share** that we

will be hosting on **July 12** at the Chamber as an additional MLCC/SPW member benefit.

He also serves on the Board of Directors and on the steering committee for Leadership Main Line. Plus, he even finds time to work on his "day job," focused on coaching professionals as the President of Management Mpowerment Associates. Oh, and did we mention he has a degree in law?

When you see David at the next Chamber event, please introduce yourself and join us in showing our appreciation for his endless support!

For more information on the **Lunch and Share** events, sponsored by Management Mpowerment Associates, or to be invited to the next roundtable, please contact Kelly Sakmar at ksakmar@mlcc.org or 484-253-1118.

SPW OPENS ANOTHER DOOR



MusicWorks, a non-profit organization in the Delaware Valley that provides music therapy services to individuals who face hardships, received a grant from The Saturday Club. The grant will provide financial assistance to families that might not otherwise be able to afford services for their children. Last year, MusicWorks funded 22 children and young adults through their program for a year each!

SPW PRESENTER TRACY DAVIDSON CO-CHAIRS NEW HUNGER INITIATIVE



For most of us, it's hard to even fathom what it feels like to be unable to feed your family, but the reality is that one in four people in our region experience it everyday. SPW Presenter, Tracy Davidson, recently became co-chair of The Ceres Society, a group of women who are harnessing their collective power and influence to fight hunger through advocacy, action and financial support. Members join together to volunteer and network in an effort to strategize a solution to hunger. [Get involved.](#)

PHILADELPHIA BUSINESS JOURNAL NAMES "40 UNDER 40"



Congratulations to **Deborah Hong**, Stradley Ronon Stevens & Young, LLP and **Sang Kim**, Wells Fargo for being named "40 Under 40" winners. This prestigious award recognizes professional accomplishments and community involvement. In its 21st year, the program attracts top-flight nominations from some of the most ambitious companies in the region.



Thanks to Our 2011 Event Sponsors

Alicia Templeton, Ameriprise Financial
American Executive Centers
As You Wish Promotions, Inc.
The Carney Group
The Desmond Hotel & Conf. Center
Devereux
Keystone Gardens
PECO
Penn Health for Women
PeopleShare
PwC
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Stephen J. DiOrio, CLU, ChFC, Agency, State Farm
Susanna Foo Gourmet Kitchen
TD Bank
Threlfall Marketing Group
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to understand
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Together we'll go far



Who's Hiring?

Looking to make a move or to fill a position at your company? Check out [Jobs Main Line](#)! Here are a few examples of what's available:

- Customer Service Representatives at **The Carney Group** in Blue Bell
- Customer Service Representative at **FASTSIGNS** of Wynnewood in Wynnewood
- Human Resources Generalist at **Lower Merion Township** in Ardmore
- Part-Time Account Receivable / Administrative Assistant at **Trigon Technology** in Wayne

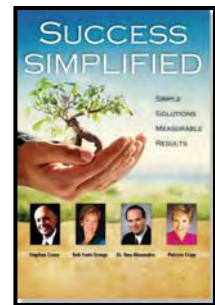


Turning the Pages

Success Simplified:
Simple Solutions-Measurable Results
By Beth Yvette Strange

Our very own May speaker, Beth Yvette Strange, was selected from a nationwide search to contribute to *Success Simplified*, featuring best-selling authors Stephen Covey, Dr. Tony Alessandra, and Patricia Frapp.

The book offers strategies that produce measurable results in business and in life by teaching you how to live life based on what matters most to you. Beth's contribution to the book is on the power of personal appearance and how image works. Through frank and intimate interviews, each author offers time-tested strategies for success.



Wine and Dine

Taste for Fire:

Do you want to enjoy a delicious meal, patronize restaurants in our community, and simultaneously give back to our hometown heroes? **Taste for Fire** on **Wednesday, May 25** will give you an opportunity to do just that! Visit one of the restaurants below and a portion of your food tab will be generously donated to support our local firefighters and emergency responders. For more information, please visit www.tasteforfire.org.



Verdad
alfredo italian byo
Anthony's Coal Fired Pizza
The Old Guard House Inn

Glenmorgan
Gullifty's
JR Monaghan's
The Paddock at Devon



About SPW

"Thank you for the opportunities offered to your membership. Each and every one has been a positive experience with unlimited potential. In particular, I was very impressed with the Union League breakfast networking event. The format allowed the participants a chance to focus on our immediate group and proved quite successful. I can attest that it provided me with three leads and one confirmed new client. Thank you SPW. Please keep up the fabulous work you do! Your efforts are greatly appreciated."

Bernadette Moyer,
Keystone Gardens

"The last event was fabulous and was handled extremely well. I plan on attending the next one!"

Donna Mastrangelo,
High Tech Business Tools

"What a great list of speakers and events - wonderful that time and area vary to make it accessible to everyone. Thanks, SPW!"

Susan Fisher
Univest

"Networking at SPW events is very good. I like meeting people from other disciplines. You get the benefit of different points of views."

Jeanette Pascuzzi-Heacock

175 Strafford Avenue, Suite 130
Wayne, PA 19087
www.mlcc.org



The
Main Line
Chamber
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Why You Can't Afford NOT to be a Main Line Chamber Member

MLCC membership pays for itself. All these benefits and more are yours:

- Discounted Rates for Chamber Events -
- Invitation to SPW Lunch & Share Roundtables
- New Member Breakfast Club
- Free Use of Member Meeting Room
- Member to Member Discounts
- Member Referral HelpLine - B2B Referrals (484-253-1115)

To learn about membership,
visit www.mlcc.org

GOT NEWS?

Please let us know of any achievements or topics you would like included in a future issue!

Eileen Connolly-Robbins
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The Main Line Chamber of Commerce
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