

# The Society Pages



December, 2009 • Vol. 1, Issue 1

**SPW**  
**THE MAIN LINE**  
Society of Professional Women  
ENGAGE | EMPOWER | ENCOURAGE  
A Program of The Main Line  
Chamber of Commerce

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## Breaking Into the Boy's Club

Another SOLD-OUT event...

The message was clear to the 140 professionals who attended our October event: women can't wait patiently for career opportunities. Instead they need to do what most men do—step up when a new challenge presents itself. "It is up to you to take control of your career and not let someone else make decisions for you," author Molly Shepard urged the audience at The Radnor Hotel. Shepard, CEO of The Leader's Edge, was joined by Peter Dean, President of Leaders by Design and her co-author for *Breaking into the Boys Club*. The two shared insights on the changing dynamics of gender in the workplace and ways to enhance communication across the sexes. The event also shined the spotlight on the good work being done by Presbyterian Children's Village, which helps meet the needs of over 7,000 disadvantaged children and families. Over 300 books were collected and donated to children in foster care!



## Fast Facts...

- Women earn 76 cents for every dollar a man earns
- Women hold 15% of all U.S. corporate board seats
- Young women and mothers are the fastest growing demographics of entrepreneurs
- Women are starting businesses at twice the rate of men
- Women-owned businesses employ 19.1 million people (15.8%)
- Women business owners generate \$3 trillion in annual economic impact and provide 23 million jobs

**Jan. 28, 2010:** Networking in Stiletto™  
with Neen James  
Radnor Valley CC  
11:30am-1:30pm

**Feb. 25, 2010:** The IKEA Story  
with Paget Ingham  
IKEA Conshohocken  
7:30am-9:30am

# From the Founder's Desk

Welcome to our inaugural issue of The Society of Professional Women bi-monthly newsletter, *The Society Pages*. Since its launch in May 2009, SPW has become the most talked about women's group in the Main Line region. All of our 2009 events sold-out, attracting anywhere from 100 to 300 professionals eager for the opportunity to network and hear from leaders and innovators in business. We have more exciting programs planned for 2010, so be sure to check out the lineup. SPW provides the perfect forum to learn and build relationships. Each of our events also highlights a local non-profit organization and offers participants a chance to lend support. I look forward to

seeing you at our next event on January 28 featuring international productivity expert, Neen James. In the meantime, have a joyous holiday season and wonderful start to the New Year!



*Eileen*

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

## *The Main Line Society of Professional Women (SPW)*

**MISSION:** *To provide professional women, from diverse backgrounds, a forum to engage in relationships that will empower them with knowledge to achieve their goals, while encouraging them to make an impact in their community and on issues that affect the future of women in business.*

**VISION:** *Our collaboration of professional women will stimulate change, assist in achieving new levels of equality in the workplace, as well as make a positive contribution to the next generation of women and the quality of life in Main Line region.*

## Thank You to Our 2010 Sponsors!

### Program Sponsors

Main Line Health



### Event Sponsors

Béke Beau • Hollister Creative • Nolan Painting, Inc.  
Stephen J. DiOrio, CLU, ChFC, Agency, State Farm  
Stradley Ronon Stevens & Young, LLP  
Walsh & Nicholson Financial Group

Sponsorships still available!  
Contact Eileen at 484-253-1104  
or [ECRobbins@mlcc.org](mailto:ECRobbins@mlcc.org)

As of 12/1/09

# Post Event Wrap-Up

## 2009 Red Carpet Dinner

**H**ave you ever wanted to go to an event, but did not want to go alone? SPW has the solution. There will be a designated table at all Main Line Chamber events for SPW members, which will give a familiar environment to begin to network and socialize. SPW members had an especially enjoyable evening at the MLCC Red Carpet Dinner

on November 12, held at Drexelbrook Corporate Events Center. The Capitol Steps, a group of former Senate Staffers, had the crowd laughing with a satire of today's insane, celebrity-driven political world. Lynn Doyle, host of CN8's "It's Your Call with Lynn Doyle" graciously served as Master of Ceremonies. The evening also featured the Melmark Joybells, a traveling hand bell choir that not only entertained, but more importantly, inspired.



## 2010 SPW Calendar

Thursday, January 28  
**NETWORKING IN STILETTOS™**  
with Neen James, MBS, CSP  
Radnor Valley CC, Villanova  
11:30am - 1:30pm

Thursday, February 25  
**THE IKEA STORY - FROM  
MATCHBOOKS TO MILLIONS**  
with Paget Ingham  
IKEA Conshohocken  
7:30am - 9:30am

Thursday, March 4  
**LEADERSHIP DOESN'T  
STOP AT 5 PM**  
with Judy Spires  
Philadelphia Flower Show  
4:00pm - 6:00pm

Thursday, April 22  
**DECREASING YOUR DAILY  
DOSE OF STRESS**  
with Main Line Health Cardiologists  
Pond Restaurant, Radnor  
5:30pm - 7:30pm

Thursday, May 13  
**WHAT NOT TO WEAR  
AT WORK**  
with Megan Kristel & Béke Beau  
Radisson Valley Forge, KOP  
5:30pm - 7:30pm

Thursday, June 24  
**WORKPLACE EQUALITY  
FOR EVERYONE**  
with Nancy O'Mara Ezold, P.C.  
The Radnor Hotel, Radnor  
5:30pm - 7:30pm

Thursday, July 29  
**FINDING YOUR  
AUTHENTIC SELF**  
with Dr. Barbara Collins, Ed.D.  
Glenhardie CC, Wayne  
11:30am - 1:30pm

Wednesday, September 15  
**GOLD LEAF CELEBRATION**  
Helena Devereux Women in  
Leadership Award  
Philadelphia CC, Gladwyne  
11:00am - 1:30pm

October  
**GENERATIONAL  
DIFFERENCES**  
with Maryellen Lamb  
Location: TBD  
5:30pm - 7:30pm



## Take Charge of Restoring Your Retirement Plan!

Lifecycle transitions often trigger our deepest financial fears. Whether experiencing a change of employment or pioneering the start of your very own business, a lifecycle transition may be testing your financial confidence.

Certainly the economic fallout of last year and the uncertainty of when we will return to, "Happy Days Are Here Again" with respect to our 401(k)'s — or other retirement plans — has been the cause of sleepless nights for many.

The following time-tested strategies may help you take charge of restoring your retirement plan:

Like buying on sale? **Dollar cost average\*** into your 401(k)! Directing regular contributions into your retirement plan portfolio — especially when markets are down — may

offer opportunities to purchase your mutual fund shares at fire-sale prices.

**Max out** your payroll contributions. Regardless of the amount of your current deductions, determine a timeline for increasing your contributions until you are at the maximum allowable.

For example, a *painless* approach is to add a portion of each raise to your nest egg. Perhaps you now contribute 5% of your salary. If you decide to add 2% each year — within 5 years you may reach maximum.

**Establish a professional relationship** with a CERTIFIED FINANCIAL PLANNER™ practitioner. Particularly if you are facing a change of employment — what to do with a retirement account (held by the former employer) could be a concern. Professional guidance may be instrumental to your avoiding costly mistakes. A CFP® practitioner may also help tailor your nest egg allocation to suit you and your family.

For more 401(k) tips, visit: [www.entrustfinancial.com](http://www.entrustfinancial.com). Click on the [View Articles](#) link on the homepage, and scroll down to Everything You Always Wanted to Know About Your 401(k). At Entrust, it is our passion to help clients experience proven results with their money. We believe you can, too!

*\*A plan of regular investing does not assure a profit or protect against loss in a declining market. You should consider your financial ability to continue your purchase through periods of fluctuating price levels.*



**Joslyn G. Ewart**  
MEd, CFP, CDFA  
President,  
Entrust Financial, LLC

The **Main Line** Chamber of Commerce™

TOGETHER, WE'RE GROWING  
OPPORTUNITIES FOR BUSINESS  
SUCCESS ON THE MAIN LINE

Join The **Main Line** Chamber and discover new opportunities for business growth and success.

- Networking Events
- Professional Recognition Programs
- Business Savings Programs
- Business Advocacy

The **Main Line** Chamber of Commerce  
[www.mlcc.org](http://www.mlcc.org)  
175 Strafford Avenue, Suite 130  
Wayne, PA 19087  
610-687-6232

# Upcoming SPW Programs

## NETWORKING IN *Stiletto*s



**Neen has the ability to convey practical business strategies while making you laugh at the same time!**

She has captivated and inspired audiences all around the world. Whether you are in the corporate world or own your own business, this program offers a range of styles to fit anyone.

**CLICK HERE TO REGISTER**

**Date:** Thursday, January 28, 2010

**Time:** 11:30am - 1:30pm Luncheon

**Location:** Radnor Valley

Country Club, Villanova

**Cost:** \$30 MLCC & LWL Members

\$38 Non-Members

**Sponsor this event for \$500!**

Event Sponsors:

Béke Beau

Hollister Creative



*Presented by:*

**Neen James, MBS, CSP**

*International*

*Productivity Expert*

**Featured Non-Profit:**

Women's

Resource Center

Members of our Alliance Partner, **Ladies Who Launch**, will be in attendance.



## NETWORKING SPECTACULAR: SPW & NAWBO JOIN FORCES

### THE IKEA STORY - MATCHBOOKS TO MILLIONS

IKEA North American Sales Leader Paget Ingham will share the amazing success story of IKEA, the world's largest retailer.

**CLICK HERE TO REGISTER**

**Date:** Thursday, February 25, 2010

**Time:** 7:30am - 8:45am Networking

8:45am - 9:30am Breakfast

**Location:** IKEA Conshohocken

**Cost:** \$15 MLCC & NAWBO Members

\$20 Non-Members

**Sponsor this event for \$500!**

Event Sponsors:

Nolan Painting, Inc.

**PRESENTED BY:**

**Paget Ingham**

*IKEA North American*

*Sales Leader*

**Featured Non-Profit:**

Career Wardrobe

**We are proud to partner with NAWBO Greater Philadelphia for this event.**

# Professionals in Transition

## Separate Yourself From the Pack!

By Joan Winchester

Whether in career transition or job hunting in today's marketplace, many people are "marketing" themselves for the first time. We must remind ourselves that we are selling ourselves to a new employer or referral source to which we seek a professional recommendation. The same principles used to land a big account are the same ones that can be utilized by the job seeker. It comes down to 3 basic things that can set you apart from others.

*Joan Winchester is a Senior Account Manager for The Carney Group, a nationally-recognized, full-service recruitment and placement firm serving the Greater Philadelphia Region.*  
[jwinchester@carneyjobs.com](mailto:jwinchester@carneyjobs.com)

### 1. PRESENTING YOURSELF IN PERSON

Be interview ready everyday. Timing is everything and it's a matter of who is ready.

### 2. PRESENTING YOURSELF ON PAPER

The resume is the marketing tool that helps to sell your skills. Start out strong with a professional summary that might only be read for 8 seconds by an interviewer. Don't be humble! Use impactful verbiage to describe your accomplishments, achievements, awards and describe each role and your responsibility in chronological order.

### 3. KEEP YOUR ACTIVITY LEVEL HIGH

Learn everyday. Read the local business section as well as the Philadelphia Business Journal, every week. Look for free seminars and workshops. Volunteer your time. Most companies support charities and causes in the community. These activities will enhance your marketability. It's therapeutic too!

*On November 17, The Carney Group conducted a roundtable discussion for Professionals in Transition. It was held at the MLCC Conference Center.*

## The Society Pages & CONNECTIONS

Advertising opportunities  
are still available for  
The Society Pages &  
Connections magazine

What are you waiting for?  
Contact us today!

**GO!**



**THE MAIN LINE**  
Society of Professional Women

ENGAGE | EMPOWER | ENCOURAGE

A Program of The Main Line Chamber of Commerce

ALL 2009  
EVENTS  
SOLD OUT!

# 2010 Sponsorship Opportunities

Sponsoring an SPW event is guaranteed to grow your business. In less than 60 days, the SPW mailing list grew from 450 to 1,500+ members.

### EXECUTIVE SPONSOR \$5,000

- Inclusion in ALL SPW event promotion
- Link on SPW landing page
- Complimentary admission for 4 at all SPW events
- Recognition at SPW events
- Ability to display materials at SPW events
- 3 email blasts to SPW membership
- Ad in every other issue of 2010 SPW newsletter
- Recognition in each issue of 2010 SPW newsletter

### INDIVIDUAL EVENT SPONSOR \$500

- Inclusion in SPW event promotion
- Complimentary admission for 2
- Attendee list following the event
- Recognition at event
- Ability to display materials at event
- Recognition in issue of SPW newsletter preceding and post event

### PROGRAM SPONSOR \$7,500

- Designation as program sponsor of SPW
- Link and logo in ALL SPW events & overall program publicity
- Complimentary admission for 6 at ALL SPW events
- Recognition at all SPW events
- Ability to display materials at SPW events
- Ability to introduce select presenters
- Quarterly email blast to SPW membership
- Ad in each issue of 2010 SPW newsletter

### CORPORATE SPONSOR \$2,500

- Inclusion in SPW event promotion
- Link on SPW landing page
- Complimentary admission for 2 at all SPW events
- Recognition at SPW events
- Ability to display materials at SPW events
- 2 email blasts to SPW membership
- Recognition in each issue of 2010 SPW newsletter

For More Information,  
Contact Eileen Connolly-Robbins  
at [ECRobbins@mlcc.org](mailto:ECRobbins@mlcc.org) or  
484-253-1104



## About SPW

"Just wanted to let you know what a fabulous event I thought it was today and I'm looking forward to continued involvement with SPW as well as joining the Chamber. I enjoyed speaking with Eileen and really appreciate how warm and welcoming she was toward me when I arrived, as I knew no one else there. Thank you!"

*Kelly Gage*  
*Siemens Medical Solutions USA, Inc.*

"The buzz in the room was one of optimism, excitement and deep interest... I believe it was the first time for all of us in the room to feel so empowered, appreciated and uniquely special. Everyone was talking to one another as if we were all long time friends. There was an ambiance, camaraderie and confidence that we as women do not experience on a daily basis. I will attend the upcoming thrilling, electrifying and enlightening events of the future!"

*Ellee Shawe*  
*Eagle National Bank*

"As independent as we all are, none of us wants to be isolated. SPW makes feeling isolated a thing of the past. The programming gives us all something to anticipate. Obviously a successful venture! It is all about relationships. Thank you!"

*Susan Kersch*  
*Kersch Fabric Network*

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The **Main Line**  Chamber of Commerce™

175 Stafford Avenue, Suite 130  
Wayne, PA 19087  
[www.mlcc.org](http://www.mlcc.org)

## About MLCC

GROW YOUR BUSINESS;  
INVEST IN YOUR  
COMMUNITY

*It just makes sense:  
when businesses are healthy and  
strong, so are our communities.*

When you join The **Main Line** Chamber of Commerce, you'll strengthen your business with exceptional networking events, member savings, business promotion opportunities and more.

Plus, your investment will benefit the Chamber's work in making the Main Line a great place to live, work, and do business...and that's good for everyone.

To learn about membership,  
visit [www.mlcc.org](http://www.mlcc.org)

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

Eileen Connolly-Robbins  
EVP & COO,  
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