

The Society Pages



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All SPW Events Have Sold-Out to Date!

Don't Just Network, Connect

You've all been there. You walk into a networking event, recognize no one, and everyone is huddled in small circles of 3 or 4. You panic and wonder why you came.

"It's not about you," Neen James, a productivity expert and business consultant, told a SPW gathering on January 28th at the Radnor Valley Country Club, sponsored by Béke Beau and Hollister Creative. Networking events should not be about what you can get out of them, she noted, but rather are about what you can offer someone else.

James said networking is about fostering connections, not just in the moment but for far down the road. "Somebody knows somebody," she said. And each of those connections will help create a fuller circle for you and your business.

The featured non-profit organization was Women's Resource Center who raised over \$1,400 from a gift basket raffle. The money will go towards furthering their mission of helping women in crisis and transition.

(Photos on Page 6)



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

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Fast Facts...

- About 25% of businesses in each of Chester, Delaware, and Montgomery counties are owned by women
- At the current rate of progress, the gender pay gap will not be closed for 50 years
- Companies with the highest representation of women on their Board of Directors also saw a 42% higher return on sales
- More than 14% of women business owners are minorities, compared with less than 10% of men business owners

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

Mar. 31, 2010: Networking Uncorked with Michael Walsh & Lisa Richey
MLCC Conference Center
5:30pm-7:30pm

From the Founder's Desk

"You need to stop being so busy and start achieving."

— Neen James, Productivity Expert

It seems as though a New Year's celebration wasn't complete without a discussion on what to call the new year. Two thousand ten? Twenty ten? No matter which name you prefer, I hope 2010 will be a year when you reserve time on your calendar to join in programs sponsored by SPW.

If there was one lesson we should have all learned from the economic downturn, it's that we need to be proactive about our careers and our businesses. Even though our workdays somehow seem busier than ever, we need to make time to network and get involved in our communities. Let's resolve that 2010

will be a year for connecting. I look forward to doing so with you in the months ahead.

Please contact me at 484-253-1104 or ECRobbins@mlcc.org with any questions.

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 and ideas to advance their career goals, while also 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, promote new levels of equality in the workplace, and make positive contributions to the next generation of women and the quality of life in the Main Line region.

Supporting the Growth of Women in Business



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Upcoming SPW Programs

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NETWORKING SPECTACULAR: SPW & NAWBO JOIN FORCES

THE IKEA STORY - MATCHBOOKS TO MILLIONS

IKEA Business NA 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

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

Sponsor this event for \$500!

**Event Sponsor:
Nolan Painting, Inc.**

PRESENTED BY:
Paget Ingham
*IKEA Business NA
Sales Leader*

Featured Non-Profit:
Career Wardrobe



Networking Uncorked!

Enjoy International WINE TASTING and networking with scrumptious hors d'oeuvres & decadent desserts, all while learning about business networking etiquette.

[CLICK HERE TO REGISTER!](#)

Date: Wednesday, March 31, 2010

Time: 5:30pm - 7:30pm

Location: MLCC Conference Center
175 Strafford Ave, Ste. 130
Wayne, PA 19087

Cost: \$35 MLCC Members
\$45 Non-Members

Sponsor this event for \$500!

Food Provided By:
Drexelbrook Catering

Wine Tasting By:
Michael Walsh,
Majestic Wines & Spirits USA

Networking Etiquette By:
Lisa Taylor Richey,
The American Academy of Etiquette, Inc.

Featured Non-Profit:
ElderNet

Event Sponsors:
Drexelbrook Catering

The Singular Meaning of Invest

Many of us may not understand what investing actually is. Invest is an action verb that means to use, give, or devote time, talent, effort, or financial means to a purpose. The key is that "investing" takes place over time – often a long time, and requires consistent habits selected to support a vision.

A Long Time — One of the most straightforward examples of investing that exemplifies a long time horizon is the action of eating more good foods than not, and engaging in some regular exercise. Recently, Penn Medicine asked me to participate in a study of healthy women in their mid-50's. Their goal was to test a supplement that would increase energy. Upon completing the entrance requirements, I was declined – because I was deemed too healthy, and had insufficient

room for improvement.

The Vision — I attribute the positive results of my eating and exercise investment to the consistency, over decades, with which I imprinted habits intended to make my vision a reality. When this investment in good health began in my late teens – my vision was purely vanity. Later, however, my vision expanded beyond simple vanity to an investment in well-being.

The Habits: Personal and Family Portfolios — Certain time-tested investment practices still ring true, even in the midst of our gloomy economic and financial market climate. 'Time is your friend' comes to mind immediately. Assuming the choice of assets is suitable, the longer one's holding period – the greater the potential profit.

'Pay yourself first' is another. For instance, if you had an injury, you wouldn't give up exercise for life – you would treat the injury and continue with the physical habits that support your vision of good health. Financial health, too, requires application of good habits during all conditions. If you are 'dollar-cost averaging'* into your retirement account, for example, you probably want to keep that habit going despite a difficult climate.

For more Investing tips, visit: www.entrustfinancial.com. Click on the View Articles link on the homepage, and find a title that interests you! Please feel free to contact us with your questions and comments.

*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, CDFP
President,
Entrust Financial, LLC

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Grow your brand through exposure to our 1,800+ members of this exciting and fast-growing group of business professionals.

EVENT SPONSORSHIPS INCLUDE:

- Inclusion in SPW event promotion
- Complimentary admission for two
- Attendee list following the event
 - Recognition at event
- Ability to distribute materials at event
- Recognition in issue of SPW newsletter, *The Society Pages*, preceding and post event

ALL Events Sold-Out To Date

Contact Eileen Connolly-Robbins at ECRobbins@mlcc.org or 484-253-1104 Today!

2010 SPW Calendar

Thursday, January 28
NETWORKING D'JAZZETTOS™
with Neen James, A 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

Wednesday, March 31
NETWORKING UNCORKED (A WINE TASTING EVENT)
with Michael Walsh & Lisa Richey
MLCC Conference Center
5:30pm - 7:30pm

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

Thursday, May 13
WHAT NOT TO WEAR TO 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

Wednesday, October 20
GENERATIONAL DIFFERENCES
with Maryellen Lamb
The Radnor Hotel, Radnor
5:30pm - 7:30pm



Gold Leaf Scholarship

Leadership Scholarship Presented to Cabrini Student

Judith M. Lewis, a graduate student in organizational leadership at Cabrini College, is the first winner of the Gold Leaf Scholarship, sponsored by The Main Line Chamber of Commerce. The \$3,000 scholarship was earmarked for a woman graduate student at Cabrini who exhibits outstanding leadership qualities.

In her application for the scholarship, Lewis described a personal journey that began with her becoming a teen mother and culminated with her being selected as class valedictorian at Cabrini last May. She graduated with a Bachelor's degree in organization management and a GPA of 3.91. This fall she began her quest for a Master's degree.

"I have overcome many hardships in my life," wrote Lewis, an associate account executive at Independence Blue Cross and a

resident of Yeadon, PA. "However, a most poignant one was when I finally received my college degree after 28 long years."

The Gold Leaf Scholarship, scheduled to be awarded annually in conjunction with the Helena Devereux Women in Leadership Award, reflects SPW's goals to give back to the communities where its members work and do business.

"The scholarship means so much to me personally and professionally," said Lewis, who said she could not have afforded to pursue graduate studies without the scholarship.



Photos Continued From Page 1



Terree Yeagle - www.themomentphoto.com

Networking Tips:

- Do you have a firm powerful handshake? Seriously, check yours out. This is one way to make a good first impression.
- You become more interesting when you are more interested in someone else. Build relationships first instead of going to an event to see what others can do for you.
- Do your research. Determine if the event meets the needs of your target audience.
- If you are uncomfortable, seek out a "connector." The person who organized the event is a great place to start. You might say, "I am new to the association. Would you be so kind as to introduce me to a few of your members?"
- Follow-up after the meeting. Send handwritten notes, or at the very least follow-up by email.

Points for Polishing Your Networking Skills

By Lisa Taylor Richey

Networking is a must now-a-days to cultivate and grow a business. Build your network before you need it. Good networkers are flexible, confident, and determined. They understand that networking is one of the most effective forms of marketing that you can do!

Lisa Richey offers the following tips to the left to polish your networking skills and build lasting relationships.

Lisa Taylor Richey is a national expert on business etiquette. Lisa will be presenting at the March 31st SPW event, Networking Uncorked, at the MLCC Conference Center from 5:30-7:30pm. To learn more check out: www.americanetiquette.com

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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

"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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175 Stafford Avenue, Suite 130
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About MLCC

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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.

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To learn about membership,
visit www.mlcc.org

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

Eileen Connolly-Robbins
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