

The Society Pages

SPW's bi-monthly newsletter



The
Main Line
Chamber
of Commerce



July 2011

www.SPWmainline.com

SPW
THE MAIN LINE
Society of Professional Women

ENGAGE | EMPOWER | ENCOURAGE

A Program of The Main Line Chamber of Commerce



SPEAKER DR. BULGARELLI AND SARAH PETERSON, MAIN LINE HEALTH (PLATINUM SPONSOR)

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(ABOVE) NEEN JAMES SPOKE TO AN ENGAGED CROWD OF OVER 220 AT THE EVENT. (RIGHT) IVY THE KITTEN FROM PALS FOR LIFE WAS AN EXAMPLE OF THE COMPANION ANIMALS THAT HELP THOSE IN NEED.



EILEEN CONNOLLY-ROBBINS STANDS WITH SANDY THOMAS, WELLS FARGO (GOLD SPONSOR—RIGHT) AS SHE PRESENTS A CHECK FOR \$1,000 TO PAULA KIELICH (CENTER) OF PALS FOR LIFE, THE FEATURED NON-PROFIT AT THE EVENT.

Productivity in Stilettos™ NEEN JAMES, INTERNATIONAL PRODUCTIVITY EXPERT

Featured Non-Profit:
Pals for Life

In the words of Neen James, "Are you a crammer, planner or a slammer?" If you were one of the 220+ attendees at Radnor Valley Country Club on June 23, you learned exactly which productivity style fits you and how to use it to tackle your to-do list. Keeping in mind, "You don't have time to do everything, you only have time to do everything that matters."



ATTENDEES DONATED OVER 250 PET PRODUCTS, SUCH AS DOG BONES, PAPER TOWELS AND KITTY LITTER, TO HELP SUPPORT PALS FOR LIFE.



EILEEN CONNOLLY-ROBBINS, MLCC, STANDS WITH NEEN JAMES, WHO SPOKE ABOUT PRODUCTIVITY AND WAYS TO BE MORE EFFICIENT AT WORK.

Making Time for Fitness & Fortune

KIMBERLY GARRISON, 1 ON 1 ULTIMATE FITNESS, LLC
DR. ROBERT BULGARELLI, MAIN LINE HEALTH
BRADLEY MATTSON, THE MATTSON ORGANIZATION

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

Stressed? Not if you heard the tips provided by our panel of experts on July 20 at The Radnor Hotel! Attendees learned time saving strategies for how to manage their health and money and walked away with action steps to assess where they are now and work forward, rather than working backwards from a goal.



KIM GARRISON, 1 ON 1 ULTIMATE FITNESS, LLC, SARA CANUSO, A SUITABLE SOLUTION, EILEEN CONNOLLY-ROBBINS, MLCC, BRADLEY MATTSON, THE MATTSON ORGANIZATION, & DR. ROBERT BULGARELLI, MAIN LINE HEALTH.



EILEEN & CHERYL BRIDA, WELLS FARGO (GOLD SPONSOR—CENTER) PRESENTS A \$1,000 CHECK TO MARCI BOSSOW SCHANKWEILER (LEFT) OF FOR PETE'S SAKE, THE FEATURED NON-PROFIT.



MEMBERS NETWORK WITH SPW SILVER SPONSOR, GREG BASILE OF COMCAST BUSINESS CLASS.

September 28, 2011: [REGISTER HERE](#)

Gold Leaf Celebration

Honoring Linda Ann Galante with the
Helena Devereux Women in Leadership Award
Philadelphia Country Club, 11:00am-1:30pm

October 11, 2011: [REGISTER HERE](#)

Building Business Brands

with Mary Stengel Austen
Radnor Valley Country Club, 8:00-10:00am

From the Founder's Desk

SPW PARTNERS WITH PA CONFERENCE FOR WOMEN ON OCT. 25

Take advantage of this special invitation to receive **discounted pricing** for the full-day conference on **October 25**.

For \$125, SPW members receive:

- **Priority seating** for keynote sessions
- Private SPW **meet & greet** with speaker
- SPW **private networking event**

Go to paconferenceforwomen.org to register



Enter Code
PAWA26
When
Registering



"Our family's future depends on our knowing what we should be paid, and getting it."

- Mika Brzezinski

With so much emphasis nowadays on productivity, the word unfortunately has become synonymous with working harder and doing more. However, productivity is really about working smarter and accomplishing what matters most within a given timeframe or circumstance. Perhaps one of the biggest hindrances to being productive is the information overload that has become a routine part of life.

An article in the July 2nd edition of *The Economist* found that "two-thirds of managers believe that the data deluge has made their jobs less satisfying or hurt their personal relationships. One-third thinks that it has damaged their health." Most managers even think that a lot of the information they receive is useless.

So how can you manage information overload so that productivity doesn't get stifled? Try some of these strategies: Designate a block of time each day to have your phone turned off; Only check emails at certain times throughout the day; Don't jump at every email you receive; Avoid group emails and "reply all" responses as they invite unnecessary chatter.

SPW wants you to become a more productive and profitable worker, amidst all of the technological clutter. We hope you are enjoying your summer and that you will join us when we return on **October 11th** with our next event, "Building Business Brands" with **Mary Stengel Austen**. Mary will teach attendees how to make their businesses stand out from the crowd. For more information, or to register, please visit www.spwmainline.com.

See you soon!

Eileen

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

Interview with Kim Landry, President, Hollister Creative

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

Kim: Hollister Creative joined the Chamber in 2003, but we weren't very active, so we didn't reap the benefits. In 2009, we were on the verge of dropping out when I attended one of the early SPW events. I was so impressed with the crowd and the energy! I talked with Eileen Connolly-Robbins about her vision for SPW and decided after that to renew our Chamber membership and sponsor a couple of 2010 SPW events. I was very pleased with the results and signed on as a Silver Sponsor for 2011.

SPW: Which Chamber programs or events do you find most useful?

Kim: SPW events are great for us because our visibility as a Silver Sponsor means prospects are already familiar with Hollister Creative when I approach them at an event or call them afterwards. But I also have made some good connections at the Celebration of Business Leadership event, the Gold Leaf luncheon, the holiday open house, and the new Make More, Save More™ series.

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

Kim: The people who attend Chamber events are all looking to connect and explore how we can help each other. It's a very positive atmosphere for meeting and mingling. On top of that, the events are very well run and the Chamber staff and board members go out of their way to be friendly and helpful in making introductions.

SPW: How has your investment/membership in the Chamber contributed to your business success?

Kim: I have found that joining any business group is a waste of money if you don't also go to the events, get involved, and get to know the leaders. Since I made that commitment to the Chamber, my membership has become hugely valuable.



SPW Opens the Doors



Looking Ahead in 2011



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!](#)



Nov. 29, 2011
**ENTREPRENEURIALISM:
FROM IDEA TO EMPIRE**
Donna Allie & Lynn Doyle
The Radnor Hotel, 5:30-7:30pm

Featured Non-Profits: The Joy of Sox
& The Ceres Society of
Philabundance



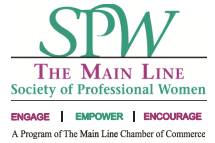
Honored as one of Philadelphia's most influential African American Leaders, Donna Allie founded Team Clean, Philadelphia's #1-ranked Minority-Owned and Woman-Owned Business. With a great vision and an optimistic outlook, Donna began as a solo entrepreneur and now has over 700 employees and \$17 million in sales. Lynn Doyle is the nine-time Emmy-award winning host and executive producer of "It's Your Call." Learn how both women turned their ideas into award-winning enterprises. [REGISTER NOW!](#)

Upper Main Line YMCA and SPW Join Forces!



September 6, 2011

**2011 Golf
Classic**



Tee-Off: 8:30am

Location: Waynesborough Country Club, Paoli

Cost: Ladies 9-hole \$100/Individual

Afternoon 18-hole \$325/Individual

Ladies Lunch • Silent & Live Auction • Closest to Pin Prize • Longest Drive Prize
Hole-in-One Prize • Benefits [Changing Lives Annual Fund](#)

Go to www.umly.org/golfclassic to register

2012 Calendar Coming Soon!



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

FOR AS LITTLE AS \$600 YOU CAN GAIN EXPOSURE TO OVER 3,000 PEOPLE!



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

SPW
THE MAIN LINE
Society of Professional Women

A Program of The Main Line Chamber of Commerce

The 2012 Calendar is almost complete! Don't miss this chance to grow your brand by becoming a SPW sponsor today!

SOME OF THE 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™



Gold Leaf Celebration

You're Invited

to the Third-Annual
2011 Helena Devereux Women in Leadership Award

Gold Leaf Celebration & Luncheon

Wednesday, September 28, 2011

11am registration and networking
12 noon - 1:30 pm program and lunch

Philadelphia Country Club
1601 Spring Mill Road, Gladwyne, PA 19035

Tickets: \$75.00 Member • \$100.00 Non Member
Sponsorships Still Available

The Main Line Chamber of Commerce
and Devereux
are proud to honor the winner of the
2011 Helena Devereux
Women in Leadership Award



LINDA ANN GALANTE

Partner,
Stradley Ronon Stevens & Young, LLP

THANK YOU TO OUR SPONSORS

Devereux • USI Affinity • Main Line Health
Philadelphia Country Club • Cabrini College
Comcast Business Class • UnitedHealthcare
Aqua Pennsylvania, Inc. • Cephalon, Inc.
Entrust Financial, LLC • Firsttrust Bank
Prudential Fox & Roach REALTORS • Republic Bank
St. Joseph's University • Suburban Square • Wells Fargo

Limited seating remaining! Reserve today!

- CLICK TO REGISTER -

Devereux

The Main Line



Chamber of Commerce™

GOLD SPONSOR SPOTLIGHT: USI AFFINITY



AFFINITY

Choosing the right insurance coverage takes careful planning, research and much needed time out of your busy schedule. That's why the **Society of Professional Women** and The **Main Line Chamber of Commerce** chose USI Affinity as its endorsed provider in administering insurance programs to members.

Having been a proud partner of The **Main Line** Chamber of Commerce for over 40 years, USI Affinity has the experience and expertise to handle all aspects of your insurance program.

Call 800.265.2876 to speak with a USI Affinity Benefit Counselor or visit benefits.usiaffinity.com/mlcc to learn more.

Endorsed products include:

- **Medical** - Full range of products available to members include HMOs, PPOs, POS and HDHPs . We quote all insurance carriers to ensure that you are getting the best coverage for your money.
- **Dental** - Your choice of seven dental plans from United Concordia.
- **Vision** - Free standing experience rated plans with annual vision benefits. Features an extensive provider network.

Individual Insurance Programs - Our iDecide platform contains a number of insurance options for individuals such as Medical, Auto & Home, Life & Disability, ID theft and Travel Insurance. Visit www.idecidestore.com/mainline to [learn 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 win the devotion of loyal customers?

There's so much emphasis placed today on seeking new customers, that business owners often lose sight of keeping the ones they have. What are your tips for keeping customers dedicated to your product or brand?

How have mentors and sponsors played a role in your career?

Finding effective mentors and sponsors are critical to our personal and professional growth. Don't be afraid to ask a well-respected colleague to mentor or sponsor you...one expert reminds mentees that these types of relationships are a two-way street and mutually beneficial.

How do you transition from being a "nice girl" to a "winning woman?"

Standing up for yourself, being assertive and crafting meaningful messages will help you rise to the top at your workplace. Author Lois Frankel shares invaluable strategies and tactics for how women can become happier and more successful in the workplace and in life.



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.™

HERE'S TO THOSE WHO
**GO THE
EXTRA MILE**

Sovereign

 **Santander**

Luanne Lunger, Branch Manager
123 West Lancaster Avenue
610.688.7330

Member FDIC © 2011 Sovereign Bank

Building Business Brands— 10/11/11

Presented By:

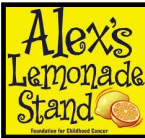
Mary Stengel Austen, President/CEO, Tierney

Here's your chance to get priceless marketing tips from Mary Stengel Austen, 2010 Paradigm Award Winner and co-founder of Tierney Communications, a nationally recognized full-service marketing and communications firm. She's helped market giants including Verizon, Disney, Marriott and Tiffany & Co. build their brands and will share her knowledge on how to stand out from the competition. Bring your best branding questions! [REGISTER NOW!](#)

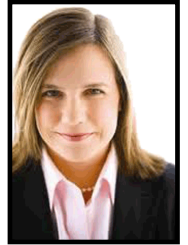
Event Sponsors: Alicia Templeton Ameriprise Financial, MetroKids, PwC, Threlfall Marketing Group

Featured Non-Profit: Alex's Lemonade Stand

Alex Scott was a little girl with a dream: to end childhood cancer. She may have lost her battle with this horrible disease, but her legacy lives on. Because of her work, countless lemonade stands are held each year to raise money and awareness of childhood cancer and fund research for new treatments and cures.



Please bring your donation of lemonade stand supplies (i.e. cups, napkins, lemonade mix, etc.)



Entrepreneurialism: From Idea to Empire —

Presented By: Donna Allie, President, Team-Clean

11/29/11

Lynn Doyle, Host & Executive Producer, "It's Your Call"

Calling all entrepreneurs! You can't miss this armchair conversation with Donna Allie and Lynn Doyle. Both didn't start out with \$12 million in revenue or regularly interviewing VIP's. Come learn their business success stories, defining moments and key pointers. Plus, our famed public speaking presenter, Tracy Davidson, returns to moderate the discussion. [REGISTER NOW!](#)

Event Sponsors:

American Executive Centers, Stephen J. DiOrio, CLU, ChFC, Agency, State Farm, TD Bank, Threlfall Marketing Group

Featured Non-Profit: The Joy of Sox and The Ceres Society of Philabundance

In the spirit of giving and in honor of the last SPW event of the year, we're featuring two non-profits in November. Plus, both local organizations were founded within the last year as social entrepreneurship. The Joy of Sox, has already been nationally-recognized for their efforts to provide socks to the homeless. The Ceres Society of Philabundance is an initiative engaging women in the fight against hunger.



Please bring your donation of new socks and/or canned food to help the homeless in Philadelphia.



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Members in the News

BRAVA TO TWO SPW SUPPORTERS



Please join us in congratulating **Sue Schick**, CEO of **UnitedHealthcare** and SPW Silver Sponsor, and Mary Stengel Austen, CEO of Tierney Communications and SPW's October speaker! SmartCEO has recognized both of them with 2011 Brava! Women Business Achievement Awards. These awards honor women who combine their entrepreneurial spirit with a passion for giving back to Philadelphia.



VOLUNTEER SPOTLIGHT: MICHELLE BROWN THE SHOPS AT DEVEREUX



Meet **Michelle Brown**, Director of Business & Customer Relations at **Devereux**, a SPW Silver Sponsor. Michelle spends her days making other people's lives better. In her work at Devereux, she manages their vocational program, The Shops at Devereux and ensures that their individuals have challenging employment in a therapeutic environment. This program provides employment training to their residents and students with intellectual and developmental disabilities.

SPW is no exception to Michelle's selfless nature. Regardless of the request, she is always willing to help out. On countless occasions, she has arranged for Devereux employees to stuff SPW attendee bags, volunteered herself and donated door prizes and centerpieces for our events from The Daisy Shop. "Michelle has been a tremendous asset to Devereux," says Bob Kreider, President & CEO of Devereux. "Her passion, energy and creativity have reached a new level with her role as Director of New Business & Customer Relations." Please join us in thanking Michelle for her outstanding service!

MELMARK RECEIVES \$25,000 RMHC GRANT

Ronald McDonald House Charities presented **Melmark** with a \$25,000 check at their Spring Festival on June 11. This grant enabled Melmark to fund a state-of-the-art recreational area, including courts for tennis and basketball, a kickball field and a therapeutic garden for the children and adults they serve. With these great additions, Melmark is able to further their work of creating environment of warmth, care and respect.

[Click here to read more...](#)

PENN MUTUAL DONATES \$2.5 MILLION TO RETURNING VETS



PennMutual

SPW Silver Sponsor, **Penn Mutual Life Insurance Co.** is investing in America's returning soldiers in appreciation for their investment in our freedom. Over the next five years, they will build a Center for Veterans Affairs at American College in Bryn Mawr. Their goal is to help veterans study to become financial professionals and secure jobs after their service. "Our soldiers are world-class heroes, and they deserve a world-class opportunity," says Eileen McDonnell, Penn Mutual President and CEO.

[Click here to read more...](#)

CAPITAL GRILLE OFFERS SUMMER WINE EVENT

Master Sommelier George Miliotes has assembled a perfect summertime collection of highly rated wines from around the world for guests to enjoy during **Capital Grille** King of Prussia's Generous Pour Wine Event. For just \$25 with dinner, guests are invited to enjoy as many of these red, white and sparkling gems as they like. Their knowledgeable servers will guide the guests in selecting which wines will complement their choice of appetizer, steak entrée or fresh seafood dish. This event will go from July 12-September 4. [Click here to make a reservation...](#)



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
Legacy Planning Partners
MetroKids
PECO
Penn Health for Women
PeopleShare
PwC
Seasons 52
Stephen J. DiOrio, CLU, ChFC, Agency, State Farm
Susanna Foo Gourmet Kitchen
TD Bank
Threlfall Marketing Group
VWR
Walsh & Nicholson Financial Group



THE MAIN LINE
Society of Professional Women

ENGAGE | EMPOWER | ENCOURAGE

A Program of The Main Line Chamber of Commerce

Lunch & Share

SPW's **new initiative** for facilitating connections between **MLCC members**!

Held **quarterly** at the Chamber as an **informal** and **free** way for **members** to learn from each other.

For more information, contact Kelly Sakmar 484-253-1118 or ksakmar@mlcc.org.

The last event was sponsored by **Management MPowerment Associates**

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:

- **Controller** at USI Affinity in Philadelphia
- **Systems Administrator** at Trigon Technology in Wayne
- **Publishing Sales Representative** at The Princeton Selling Group in Wayne
- **Insurance and Financial Services Representative** at Stephen J. DiOrio, CLU, ChFC, Agency in Wayne

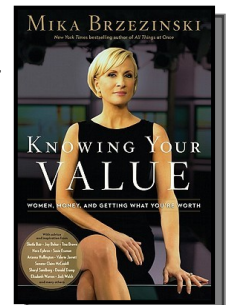


Turning the Pages

Knowing Your Value; Women, Money, and Getting What You're Worth

By **Mika Brzezinski**

Despite great strides in recent decades, it's no secret that women have long been under-compensated for their accomplishments. Prompted by her own experience as co-host of *Morning Joe*, Author Mika Brzezinski takes a closer look at how prominent women today have achieved their deserved recognition and financial worth. Through a series of interviews with successful female icons including Valerie Jarrett, Susie Essman, Nora Ephron and Joy Behar, you'll get an inside look at what it takes to navigate your way to the top!



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- **Producing recognized leaders since 1837**



Dr. Michelle R. Howard-Vital, President

Cheyney University of Pennsylvania
Visit us online at www.cheyney.edu or call 610-399-2000.

Wine and Dine

Aneu Bistro

Nothing beats a summer evening with friends or family, especially when you don't have to worry about cooking! Start the evening off with their unique

Signature Salad complete with field greens, apples, pistachios, blue cheese and cran raisins with a strawberry vinaigrette. For your entrée, try the **Maryland Crab Cake**, accompanied by sautéed spinach and roasted potatoes with a citrus herb aioli. For a sweet ending, top it off with their **Molten Chocolate Cake**!



About SPW

"I had a blast speaking at your event. The group was fabulous and I received tons of awesome feedback through social media. Thanks to the Chamber Chicks for all their hard work and thanks for letting me serve your ladies."

Neen James,
Neen James Communications, LLC

"SPW is an empowering group with top tier members."

Sara Canuso,
A Suitable Solution

"Eileen and her entire staff are terrific. The success of this part of the MLCC is due in it's entirety to her and this great group of professionals that support her. I would highly recommend SPW to any organization who wants to broaden their networking and visibility within the Greater Philadelphia market."

Julanne Gibat,
Susquehanna Bank

"SPW is always very informative and provides excellent networking opportunities as well as timely and challenging topics. It is a very welcoming, educational, and professional group that really meets both professional and personal needs."

Tricia Lefkof,
Penn Liberty Bank

"I left the seminar with a half dozen new contacts and lots of inspiration!"

Erin Friday,
Main Line Accounting, LLC

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



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
EVP & COO,
The Main Line Chamber of Commerce
484-253-1104
ECRobbins@mlcc.org

