

The Society Pages



The Main Line Chamber of Commerce



April 2012

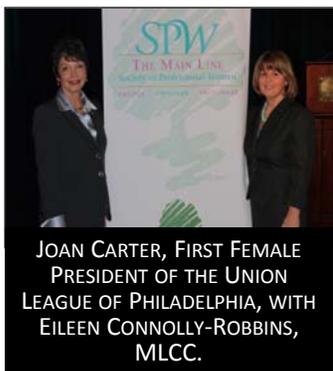
www.SPWmainline.com

SPW's bi-monthly newsletter



THE MAIN LINE
Society of Professional Women®

A Program of The Main Line Chamber of Commerce



JOAN CARTER, FIRST FEMALE PRESIDENT OF THE UNION LEAGUE OF PHILADELPHIA, WITH EILEEN CONNOLLY-ROBBINS, MLCC.

BREAKING BARRIERS TO LEADERSHIP

JOAN CARTER
PRESIDENT OF THE UNION LEAGUE OF PHILADELPHIA

Featured Non-Profit:
Council for Economic Education

Not even I-76 can keep SPW members from attending the March 14 event featuring Joan Carter. A sold-out crowd listened to the first female president of the Union League discuss her story of her career as an entrepreneur including her successes and failures. Joan talked about what she would have done differently and what lessons she has learned along the way that can be transferrable to all women in business. Attendees also had the opportunity to network with members of the Union League Business Network.



WELLS FARGO (SPW CHAMPION SPONSOR) PRESENTS THE COUNCIL FOR ECONOMIC EDUCATION WITH A GENEROUS DONATION OF \$1,000. (L TO R) EILEEN CONNOLLY-ROBBINS, MLCC; FRITZ HEINEMANN, COUNCIL FOR ECONOMIC EDUCATION; NABILA SAJID, WELLS FARGO BANK CORPORATE.

In This Issue...

From the Founder's Desk	2
Upcoming Events.....	3
Vision 2020.....	4
Featured Nonprofit.....	5
Sponsor Spotlight.....	6,7
2012 Calendar.....	8,9
SPW Members in the News.....	10
Main Line Tips.....	11
Everybody's Talking.....	12



PRESENTER, JOAN CARTER (LEFT), EILEEN CONNOLLY-ROBBINS, MLCC AND STEVE WILDEMANN, ADVANCED STAGING PRODUCTIONS (SPW PLATINUM SPONSOR)



PRESENTER, JOAN CARTER, FIRST FEMALE PRESIDENT OF THE UNION LEAGUE OF PHILADELPHIA, SPOKE TO A PACKED ROOM ON HOW TO BREAK GLASS CEILINGS.



KIM LANDRY AND CRISTINA COMBEE DISCUSS DETAILS OF THE MORNING'S LECTURE WITH PRESENTER, JOAN CARTER, DURING THE NETWORKING PORTION OF THE EVENT.



EILEEN CONNOLLY-ROBBINS (LEFT), MLCC, STANDS WITH FEATURED SPEAKER RENEÉ AMOORE, PRESIDENT OF THE AMOORE GROUP, AND MIKE BUONGIORNO, CFO OF MAIN LINE HEALTH, WOMEN'S HEALTH SPONSOR. RENEÉ HAS DEVOTED A LARGE PORTION OF HER CAREER TO ADVANCING AND IMPROVING WOMEN'S HEALTH ACCESS AND OPTIONS.

Next Idea, Next Level

RENEÉ AMOORE
PARADIGM AWARD WINNER & INTERNATIONALLY SUCCESSFUL ENTREPRENEUR

Featured Non-Profit:
Ramsey Educational Development Institute

Reneé had this audience roaring with laughter as she spoke about the importance of networking and building a team. "I overheard two women networking in the bathroom," said Reneé. "Women can network anywhere!" She also discussed being yourself in the business world. "Women come to me and say 'I try to be like you.'" said Reneé. "I tell them 'You know my glory, but you don't know my story.'"

May 15, 2012: [REGISTER HERE](#)

Business in the 21st Century...What's Ahead?
with Amanda Bennett & Deirdre Connelly
Radnor Valley Country Club, 5:30-7:30pm

June 7, 2012: [REGISTER HERE](#)

Lunch & Share Conversation
with Steve Scolari, Anastasia Sheffler-Wood & Tara Walsh
Seasons 52, 11:30am-1:30pm

From the Founder's Desk

STATS

- Women held 18% of all patents granted in 2010
- Companies with gender diversity at the top have 36% better stock price growth and 46% better return on equity
- Only 17.7% of board positions in American companies are held by women
- 56% of U.S. professional jobs are held by women
- Return on investment is 34% higher for tech companies that have more women in management
- Female computer programmers earn 5% less than male computer programmers.
- 14.1% of Fortune 500 executive officers are females.



"I cannot always control what is going on around me but I can always control what I think and do about what is going on around me."
– Lucy MacDonald, Counselor, Author and Speaker

Every single day, without realizing it or not, we're infected by the moods of those around us — a phenomenon that researchers call "emotional contagion." Just like we can catch a cold if someone sneezes on us, we can catch a mood from our coworkers or boss, and that emotional contagion can influence our perceptions, decision making and performance.

"Employees are not emotional islands," says Sigal Barsade, PhD, Professor of Management at The Wharton School of the University of Pennsylvania, who does research on emotional contagion.

Barsade offered these tips to leaders:

Take stock of your own mood. Then change it if it's not going to be helpful to your team.

Consider what your non-verbal behaviors are conveying. Barsade uses the example of crossing your arms.

Make eye contact with everyone on your team. Barsade said that others are more likely to catch your positive emotions if you look directly at them.

Neutralize negative emotions. If someone is always negative or critical, it might help to have a private discussion to get at the root of the issue.

Create a positive culture. Managers should lead by example and acknowledge accomplishments and mark happy occasions.

It's hard to change the tone of an organization overnight. But let's start by making a point this coming month to gauge our own emotions and, if needed, leave them at the door. I hope to see you at the next SPW event on May 15 at the Radnor Valley Country Club. Amanda Bennett and Deirdre Connelly will be discussing issues presently on the minds of U.S. business leaders: What does the 21st century have in store for U.S. business?

See you soon!

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

SPW Opens the Doors

Interview with Jim Pitts, VP of New Business Development at USI Affinity and Chamber Member of 15 years

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

Jim: We had been involved in the national and local branches of the National Association of Women Business Owners (NAWBO) and we recognized the growth of women running small businesses in the Philadelphia area. When MLCC introduced us to SPW and we learned about its mission, there was no question about wanting to get involved and align ourselves with another women's organization.

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

Jim: We like events that draw large attendance turnouts and SPW consistently delivers great audiences. Another reason we think the programs are so alluring is because not only do they provide useful business tips and success stories, they present the content in a personable and relatable manner.

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

Jim: The SPW attendees are interactive and engaging. We believe the type of members it attracts combined with the venues SPW selects for its events makes it easier for us to network with other business people.

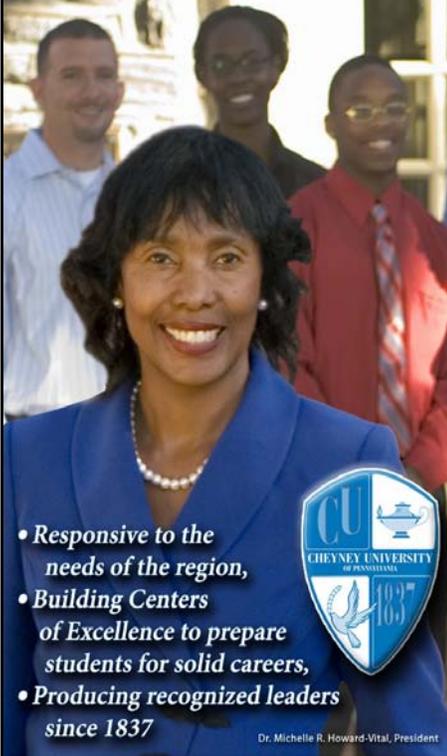
SPW: How has your investment/membership in the SPW/the Chamber contributed to your business success?

Jim: It has helped us shape our brand in the community. We have elected to be an SPW sponsor as well as an event sponsor to help us brand ourselves in the MLCC and the professional women community of Delaware Valley.



Upcoming Events

The nation's *first* HBCU...



- Responsive to the needs of the region,
- Building Centers of Excellence to prepare students for solid careers,
- 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.

SPW JOINS FORCES WITH THE WORLD AFFAIRS COUNCIL... NETWORK WITH WORLD AFFAIRS COUNCIL MEMBERS AT THE EVENT!

Business in the 21st Century...What's Ahead?

5/15/12

Presented By: *Amanda Bennett and Deirdre Connelly*



Amanda Bennett, executive editor of Bloomberg News and former editor of the Philadelphia Inquirer, will join Deirdre Connelly, President of North American Pharmaceuticals for GSK. Join us to discuss issues presently on the minds of U.S. business leaders: What is the lasting impact of the recession?

REGISTER NOW!

Event Sponsors:

Beneficial Bank; The Carney Group; CBIZ Payroll; Drexel LeBow College of Business; PECO; Wireless Communications & Electronics

Location: Radnor Valley Country Club

Cost: \$45 for MLCC Members; \$60 for Non-Members
(Cost includes light dinner & one bar beverage)

Time: 5:30-7:30pm



Event Technology Management ...so much more than AV

The Most Common Phrase Spoken by ASP at Your Event:

Yes, We Can!

Project Management & Design of Staging in Audio, Visual, & Lighting

www.advancedstaging.com

Lunch and Share Conversation

6/7/12

Presented By: *Steve Scolari, Anastasia Sheffler-Wood & Tara Walsh*



"Plan Today to Ensure Your Legacy Tomorrow" will cover all the questions you always wanted to know but couldn't afford to ask. Stradley attorneys will answer your legal questions about creating and implementing your business succession plans.



Event bonuses will include a special "You Be the Appraiser" segment by Kamelot Auctions, where you can test your knowledge of antique values, and a free copy of the limited edition Women of Stradley Cookbook.

REGISTER NOW!

Event Sponsors:

Wells Fargo; Main Line Health; 1847 Financial/Penn Mutual; Stradley Ronon Stevens & Young, LLP

Location: Seasons 52

Cost: \$35 for MLCC Members Only

Time: 11:30am-1:30pm



SPW FOUNDER ATTENDS THE VISION 2020 WOMEN'S BRIEFING SERIES AT THE WHITE HOUSE

On March 27, leaders from across the nation came together at the White House to attend the Women's Briefing Series hosted by Vision 2020. Vision 2020 is an organization that seeks to make equality a national priority through shared leadership among women and men. The ultimate goal is to unite the power and energy of women and men to accelerate the pace of change in its campaign for equality by the year 2020, which marks the 100th anniversary of women's suffrage rights.

Vision 2020 has developed five national goals that must be achieved by 2020:

- Increase the number of women in senior positions
- Achieve pay equity
- Educate employers about policies and practices that enable men and women to share family responsibilities
- Educate new generations of girls and boys to respect their differences
- Mobilize women to vote with a record setting turnout in 2020

Completing each of these goals is a necessary step in order to fulfill the organization's overarching vision of gender equality.



"WELCOME TO THE WHITE HOUSE" WRAP UP PRESENTATION

Vision 2020 believes in strength in numbers and the power of education, so the organization teamed up with the White House and together held the Women's Briefing Series. Discussion topics during the event covered issues that are currently present in each of Vision 2020's national goals.

Heather Higginbottom (Deputy Director, White House Office of Management & Budget) spoke about "Women, Families and Budget." Higginbottom discussed incentives to keep college tuition low for young women and minorities, the Affordable Care Act, and budget control issues.

Another presentation was "People as Policy" with Cecilia Muñoz, Director of White House Domestic Policy Council, who discussed issues in public and domestic policy. Muñoz spoke on the importance of reducing the country's dependence on foreign oil, stopping human trafficking and her commitment the equal pay.

Russlynn Ali, Assistant Secretary for Civil Rights, U.S. Department of Education, and Steven Robinson, White House Domestic Policy Council, presented "Educating Our Nation's Girls" and discussed adjusting national standards and means of evaluating public education. Ali and Robinson also spoke about the "STEM" issue, which focuses on the lack of women in fields of science, technology, engineering and math (STEM).

"Advancing Women at Work" was largely centered on the Department of Labor and discussed the Women's Bureau, workplace flexibility and ways to help women get "green" or eco-friendly jobs.



EILEEN CONNOLLY-ROBBINS, FOUNDER OF SPW, AT THE VISION 2020 WOMEN'S BRIEFING SERIES

Other presentations were "Advocating for Women & Girls through the Federal Government" and "Listening & Action." Both discussions provided ways to improve education and job opportunities for women by creating and using public and private partnerships. A suggested solution entailed creating a national committee that celebrates entrepreneurship and women-run startup businesses called "Startup America," which would also have headquarters in each of the 50 states.

*For more information about Vision 2020 and how **you** can get involved, visit*

<http://www.drexel.edu/vision2020/>



SPW FEATURED NON-PROFIT: MUSICWORKS



MusicWorks, the Delaware Valley's Premier Music Therapy Service Provider

MusicWorks provides music therapy services to restore, improve and maintain the quality of life of all individuals throughout the Delaware Valley who are challenged by autism, special needs, illness or aging. Established in 2002 by Jerry and Lori O'Leary, this non-profit specializes in finding the little miracles in life by connecting and communicating with clients through music.



Music therapy can be conducted through one-on-one sessions or in a group format. A one-on-one session concentrates on the specific challenges facing the client, whereas group sessions address the individual needs of each member of the group as well as the social interaction and dynamics of the group. Music therapy intervention has proven to help children strengthen memory and learning, increase focus and attentiveness, encourage group interaction and socialization skills, promote fine and gross motor coordination and more.

MusicWorks began the conversion process to a non-profit corporation in 2006 so that they could raise funds for children and adults in need of financial assistance.

Lori O'Leary, executive director of MusicWorks, has been a member of SPW since 2009 and is the driving force behind all business decisions at MusicWorks. Lori holds an MBA from New York University's Stern School of Business and brings over 26 years of business and marketing experience to the MusicWorks team.

Visit <http://musicworkswonders.org> for more information.

Supporting the growth of Women in Business



A proud sponsor of the
Society of Professional Women

800.265.2876 ext. 6
<http://benefits.usiaffinity.com/mlcc/>

A World of Possibilities



Women Making History

Vision 2020, an initiative of Drexel University College of Medicine Institute for Women's Health and Leadership, is a campaign to make equality a national priority through shared leadership among women and men.

Bradley Mattson
Christine Hennigan
Crystal McNeil
Jason Goldstein
Jeff Royal
Signe Spragins

Together with Vision 2020, Presenting Sponsor, The Penn Mutual Life Insurance Company, and 1847Financial commend Vision 2020's National Delegates for the important work they are doing to provide equal opportunity in all areas of American society for both men and women.

March is **National Women's History Month**. To learn more about Penn Mutual's work in advancing women's financial security and independence, contact us:



©2011 The Penn Mutual Life Insurance Company,
Philadelphia, PA 19172.
www.pennmutual.com
A1RB-0304-03

1847Financial
Eight Tower Bridge
161 Washington Street
Suite 700
Conshohocken, PA 19428
(610) 771-1024

DIAMOND SPONSOR SPOTLIGHT: USI AFFINITY



Protecting a Diverse Workforce: Women and Insurance

Much of today's diverse workforce is significantly underinsured despite the crucial role life insurance can play in providing a layer of income protection. Since women make up just under half of the U.S. workforce, employers that embrace a more thoughtful approach to engaging working women by addressing their preferences and concerns can have a meaningful impact on closing the underinsured gap.

A growing body of research suggests that customized education materials and decision-support tools tailored to women can help raise benefits program awareness and participation and increase overall benefits satisfaction. Given the increasing importance of women in the diverse employee population, their utilization of and satisfaction with benefits can have a positive impact on an employer's benefits program.

Communications that better engage working women can improve their loyalty and, ultimately, help attract and retain talent. At the same time, this strategy can help create a model for worksite education that can be used for segmentation across products and employee populations.

Click to read more or visit <http://www.usiaffinity.com> for more information



Women: Nurture Your Health

From childbirth through menopause,
Main Line Health offers you the
complete spectrum of health services.

Visit mainlinehealth.org/women
or call **1.866.CALL.MLH**



Main Line Health
Well ahead.®





What every successful woman knows:



Build goals for life and see each one through.
Listen to your soul's voice, it'll tell you what you should do.
Remember, power comes from within, so trust in you first.
The success that evolves will come as easily as a poet's verse.
Be brave. Stand strong. And strive to achieve.
Work some. Live more.
And enjoy all life has in store.
Your success inspires. Your determination empowers.
Your passion we admire. Your lead we follow.

Wells Fargo celebrates the Main Line Society of Professional Women. When women succeed, everybody wins.

wellsfargo.com

Together we'll go far



© 2012 Wells Fargo Bank, N.A. All rights reserved.
Member FDIC. (705354_04032)

DIAMOND SPONSOR SPOTLIGHT: 1847 FINANCIAL/PENN MUTUAL

Gain Confidence and Peace of Mind

As a general rule, we all have some kind of plan for our future—for some it's tucked away in our mind's eye, for some it's a War and Peace-like document, and for others it is something in between. We get comfort from knowing that we have a plan and that we are protected. The dynamic of protection also runs the gamut depending on who you talk to—some only have coverage through work (though this is far better than not have any coverage—in today's economy it is pretty risky to rely on any one employer), some have individual coverage, and some have a combination. Bottom line is that it provides a sense of safety—may seem silly, but still true—and for this we salute you.

Fast forward...life is forever evolving--maybe we've added a spouse and a couple of kids, changed careers once or twice (you can't say we didn't warn you about relying solely your employer), got a promotion, bought a new house, or are simply aging—albeit gracefully. This isn't fantasy stuff these are common life experiences, and you know what...life happens fast. Sometimes it's so fast that we don't even have time to blink. You know what else we usually don't have time to do? Bet you see where this is going...

[Click to read more](#) and to take the 30-Second Financial Check-Up Quiz!



2012 REACHING NEW HEIGHTS

www.SPWMainLine.com

SPW

THE MAIN LINE
Society of Professional Women
A Program of The Main Line Chamber of Commerce

ENGAGE with professionals • **EMPOWER** women to lead • **ENCOURAGE** community service

LYNN YEAKEL



Co-Chairs of
Vision 2020,
National Equality
Initiative



ROSEMARIE GRECO

EVENT SPONSORS: Beneficial Bank • The Carney Group • Coach2Achieve • PECO • Stephen J. DiOrio, CLU, ChFC, Agency, State Farm • Wireless Communications & Electronics, Inc.

Thursday, January 26, 2012

WHEN WILL WOMEN BE EQUAL?

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

Featured Non-Profit: Vision 2020

Still planning on being in the workforce in ten years? Then, this program is one you can't miss! As Co-Chairs of Vision 2020 and region leaders, Lynn Yeakel and Rosemarie Greco have made gender equality a national priority. Attend to learn how you can ensure women make the extra 23 cents per dollar that men do and increase the number of women in leadership positions.



JOAN CARTER

First Female President of The
Union League of Philadelphia

EVENT SPONSORS: CBIZ Women's Advantage • Di Bruno Bros. • Kamelot Auctions • Keystone Gardens • PeopleShare • Valley Forge Casino Resort

**NETWORK WITH
UNION LEAGUE MEMBERS!**



Wednesday, March 14, 2012

BREAKING BARRIERS TO LEADERSHIP

The Union League of Philadelphia, 8:00-10:00am

Featured Non-Profit: Council for Economic Education

SPW is joining forces with the Union League Business Network! Joan Carter is no stranger to making history and overcoming obstacles. She started as an entrepreneur and is now President and co-owner of a private investment firm. In 1986, she was one of the first female members of The Union League of Philadelphia and this past year, she was elected as the club's first female president in its 148-year history. Joan will share highlights from her journey and how to break glass ceilings that get in your way.



RENEE AMOORE

Paradigm Award Winner and
Internationally Successful
Entrepreneur

EVENT SPONSORS: Beneficial Bank • The Carney Group • CBIZ Payroll • Drexel LeBow College of Business • PECO • Wireless Communications & Electronics, Inc.

Tuesday, April 17, 2012

NEXT IDEA, NEXT LEVEL

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

Featured Non-Profit: Ramsey Educational Development Institute (REDI)

Think you're busy? Try running four thriving companies at once! That's the daily task of Renee Amooore as Founder and President of The Amooore Group, Inc. With countless awards to her name, Renee has made her mark in Philadelphia, D.C. and all the way to South Africa. Learn her strategies for success as a pioneering entrepreneur, political powerhouse and community leader.

AMANDA BENNETT



Executive Editor -
Bloomberg News

President
NA Pharmaceuticals - GSK



DEIRDRE CONNELLY

EVENT SPONSORS: Di Bruno Bros. • Keystone Gardens • Perfection Events • Susanna Foo Gourmet Kitchen • Stephen J. DiOrio, CLU, ChFC, Agency, State Farm • Valley Forge Casino Resort

Tuesday, May 15, 2012

BUSINESS IN THE 21ST CENTURY...WHAT'S AHEAD?

Radnor Valley Country Club, 5:30-7:30 pm

**NETWORK WITH
WORLD AFFAIRS COUNCIL MEMBERS!**



Amanda Bennett, executive editor of Bloomberg News and former editor of the Philadelphia Inquirer, will join Deirdre Connelly, President of North American Pharmaceuticals for GSK. Join us to discuss issues presently on the minds of U.S. business leaders: What is the lasting impact of the recession?

MLCC Members \$45 • Non-MLCC Members \$60 **INCLUDES LIGHT DINNER & GLASS OF WINE**

CHAMPION



WOMEN'S
HEALTH



Main Line Health

DIAMOND

1847Financial



PennMutual



AFFINITY

PLATINUM



STRADLEY
RONON
ATTORNEYS AT LAW



ADVANCED
STAGING PRODUCTIONS



2012 SPW Calendar



CAROL JENSEN
Wawa's Chief Marketing Officer

Thursday, June 21, 2012

WAWA'S MARKETING SECRETS

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

Featured Non-Profit: Children's Scholarship Fund Philadelphia

EVENT SPONSORS: Drexel LeBow College of Business • Lorel Marketing Group • PECO • PeopleShare • Sovereign Santander • Susanna Foo Gourmet Kitchen • Wireless Communications & Electronics, Inc.

Wish you had the insight of the marketing brains behind a market giant like Wawa? Here's your chance to learn the secrets of their success! Carol Jensen, Chief Marketing Officer at Wawa, Inc., will share Wawa's Blue Ocean Strategy and how they matched their branding and marketing strategies to meet changing consumer trends throughout its 100+ year history.



LISA SCOTTOLINE
New York Times Bestselling Author and Today Show Favorite

Wednesday, July 25, 2012

NEVER TAKE "NO" FOR AN ANSWER

Valley Forge Casino Resort, 5:30-7:30pm

Featured Non-Profit: New Leash on Life

EVENT SPONSORS: Beneficial Bank • The Carney Group • Perfection Events • Philadelphia Museum of Art Craft Show • Prosit Print Solutions

You probably know Lisa Scottoline, a local celebrity, from her weekly column "Chick Wit" in the *Philadelphia Inquirer* and her over 18 bestselling books featuring strong, intelligent women. But did you know she started out as a lawyer and only wrote part-time while raising her daughter as a single mother? She'll share how she navigated this transition and became an award-winning author by following her dreams. If you've ever thought about reinventing your career, you can't miss this event.

SPECIAL EVENT PRICING INCLUDES SIGNED COPY OF HER LATEST BOOK AND FREE ADMISSION TO THE CASINO!

MLCC Members \$45 • Non-MLCC Members \$60 **INCLUDES LIGHT DINNER**



DAVE MAGROGAN
Local Entrepreneur Turned Millionaire and International Speaker

Tuesday, October 16, 2012

STEPS TO ENSURE YOUR SUCCESS

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

Featured Non-Profit: Wings for Success

EVENT SPONSORS: Beneficial Bank • Keystone Gardens • Prosit Print Solutions • Stephen J. DiOrio, CLU, ChFC, Agency, State Farm • Susanna Foo Gourmet Kitchen

If anyone knows how to grow a company, it's Dave Magrogan. What Dave started as a local restaurant concept has now turned into a multifaceted company with over \$50 MIL in sales. His "Rhino Living" method draws thousands of followers, led to his partnership with serial entrepreneur Pat Croce and fuels his success as an author and international speaker. Attend to learn Dave's key secrets for how to make your business thrive.



SELENA REZVANI
NBC, ABC & NPR Contributor, National Speaker and Author

Wednesday, November 28, 2012

NEGOTIATION DO'S AND DON'TS

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

Featured Non-Profit: Women's Resource Center

EVENT SPONSORS: CBIZ Women's Advantage • Kelleher Associates, LLC • Prosit Print Solutions • Sovereign Santander • Valley Forge Casino Resort

Women negotiate all day every day, often without even realizing they are in a bargaining situation. Whether you are negotiating a contract or about to ask for a promotion, Selena Rezvani can teach you key communications strategies for success. She is the author of the newly released *Pushback: How Smart Women Ask—and Stand Up—for What They Want* and *The Next Generation of Women Leaders: What You Need to Know but Won't Learn in Business School*. Join us to learn how to tailor your verbal and body language to achieve your goals.

Event Cost: MLCC Members \$35 • Non-MLCC Members \$50 *Unless Otherwise Noted

GOLD

BRUMBAUGH wealth management group AN OFFICE OF METLIFE

Comcast BUSINESS CLASS

NOLAN Painting, Inc.

PENN LIBERTY BANK

Suburban Square

pwc

Devereux Inspiring Spirit. Empowering Lives. For 100 years.

HOTELING INVESTMENT MANAGEMENT

RAYMOND JAMES

WOMEN'S JOURNAL Chester County

SILVER

UnitedHealthcare

VIST FINANCIAL

Hollister CREATIVE

FFC First Financial Group HELPING PEOPLE CREATE HEALTH & SECURITY TODAY

Seasons FRESH DRILL

CEO MAIN LINE

FIRST TRUST BANK

MAIN LINE TODAY

MAINLINE media news a multimedia company



SPW Members in the News

CABRINI WOMEN'S BEGINNER CLINIC ON MAY 7TH



CABRINI COLLEGE

Cabrini College will be holding its 23rd Annual Cabrini Classic on Monday, May 7 at Waynesborough Country

Club in Paoli. The Cabrini Classic golf tournament and gala auction has become Cabrini's single most successful fundraising event. This year, the Classic is honoring Caswell "Cas" F. Holloway III, Board of Trustees member, and will be featuring a new event activity, the Women's Beginner Clinic. The Beginner Clinic will take place concurrently with the Cabrini Classic. Beginner golfers will enjoy lunch and attend a golf clinic, which will include lessons on the rules of golf, etiquette, swing fundamentals, putting techniques and short game lessons. The Clinic will conclude with a contest on what was learned. Beginner golfers will finish the day at the Classic's planned cocktail reception, dinner and auctions.

[Click here for more information.](#)

MARTI LYMAN & MAIN LINE HEALTH NURSING HELP THE JOY OF SOX

providing socks for the homeless

THE JOY OF SOX



As a result of the SPW event in Dec. 2011, attendee **Marti Lyman**, director of nursing at **Main Line Health**, was so inspired by **Tom Costello** from the **Joy of Sox** that she involved nurses in a collection drive this winter. MLH nurses collected a total of 7,336 socks for The Joy of Sox Organization. Click [here](#) to read more.

SPW WOMAN OF THE MONTH: AMY ANDERSSON

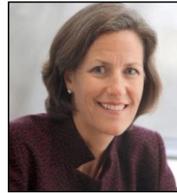


Main Line Media News and SPW present, the SPW **Woman Of the Month, Amy Andersson**, CPA, MBA, founder of **Financial Organization For You (FinOrg4U)**. FinOrg4U provides services to senior citizens, newly single and busy individuals, and small businesses to organize their financial matters. Amy began working in the finance industry immediately after

she graduated from the University of Delaware (summa cum laude), at the age of 20, with an accounting and computer science degree. She is a CPA in Pennsylvania and achieved her MBA from Rutgers. Her financial experience includes processing daily accounting transactions and budgetary responsibility for various departments ranging from \$3,000 to \$98 million at the companies. Amy works with the individual customer or small business, summarizing her work as "[FinOrg4U] handling the day-to-day financial matters of the company so the business owner may focus on selling its products or services." Amy is a proud member of The **Main Line** Chamber of Commerce and offers a 10% discount if the customer is also a Main Line Chamber member.

[Click here to read more.](#)

BARRON'S NAMES BINNEY WIETLISBACH AS PA'S 2012 TOP FEMALE FINANCIAL ADVISOR



Binney Wietlisbach, President of the **Haverford Trust Company** and an active Chamber and SPW member, ranked no. 8 on **Barron's** 2012 Top Financial Advisors in PA, making her the top female financial advisor in the state. Binney

received her B.A. from Penn State University and has been working in the investment industry since 1985. This is the third consecutive year that she has been recognized for her achievements in wealth management by **Barron's**. Her continued success and recognition by premier media outlets are a testament to her unwavering commitment to her clients and Haverford's *Quality Investing* strategy.

CHEYNEY UNIVERSITY CELEBRATES 175TH ANNIVERSARY

Friday, February 24, **Cheyney University** celebrated its 175th anniversary with a Founder's Day celebration at Dudley Theater. Cheyney University President **Michelle Howard-Vital** noted that the university is known as the oldest historically black institution of higher education in the country. The Founder's Day Ceremony featured performances by the Cheyney University Band, the Anniversary Choir and Cheyney University Players. U.S. Senator Pat Toomey and U.S. House Representative Chaka Fattah of Philadelphia attended the event. [Click here to read more.](#)



Thanks to Our 2012 Event Sponsors

Beneficial Bank
CBIZ Payroll
CBIZ Women's Advantage
Coach2Achieve
Di Bruno Bros.
Drexel LeBow College of Business
Kamelot Auctions
Kelleher Associates, LLC
Keystone Gardens
Lorel Marketing Group
PECO
PeopleShare
Perfection Events
Philadelphia Museum of Art Craft Show
Prosit Print Solutions
Sovereign Santander
Stephen J. DiOrio, CLU, ChFC, Agency, State Farm
Susanna Foo Gourmet Kitchen
The Carney Group
Valley Forge Casino Resort
Wireless Communications & Electronics, Inc.



Stradley Ronon

is proud to support The Main Line Chamber Society of Professional Women

Stradley Ronon is proud of our long-standing commitment to promoting and honoring women's initiatives, both within the firm and throughout our community. Through our financial support and volunteer efforts, we're pleased to help women's organizations reach their potential.



Find out more at www.stradley.com/community

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:



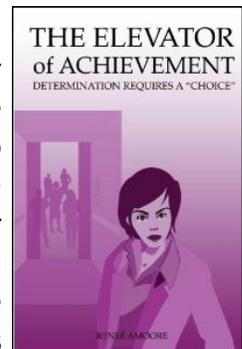
-Licensed Accident and Health Agents at The Carney Group in Blue Bell

-Senior Vice President, Marketing at USI Affinity in Philadelphia

Turning the Pages

Elevator of Achievement: Determination Requires a "Choice"
By Reneé Amore

According to Webster's dictionary, an "elevator" is a transport device used to move goods or people "vertically." A positive trajectory in the right direction, Reneé uses this book to demonstrate how a mechanical device can be used as a metaphor to challenge readers and their attitudes about success, prejudice, oppression, equality, business and leadership and make decisions everyday that ensure eventual success and leadership. *Elevator of Achievement* is a different kind of how-to-book that focuses on helping women with budding careers find their voice, create networking teams, avoiding career-costing mistakes, and developing business strategies that work for you. As the elevator climbs the stories of life's obstacles, starting at the "entry-level lobby" and rising to the "9th floor upper management/ownership," it determines how ordinary women can become extraordinary leaders.



Wine and Dine

Panera Bread

Panera Bread is your ultimate bakery, conveniently located right in Wayne. With menu items ranging from freshly prepared baked goods to breakfast sandwiches to soups, salads and hot paninis, Panera has an option for all your cravings. We suggest trying the **smoked turkey breast sandwich** with a bowl of their famous **broccoli cheddar soup** and a **toffee-nut cookie** for dessert.



Your Life Journey is Our Business

www.bwmg.net

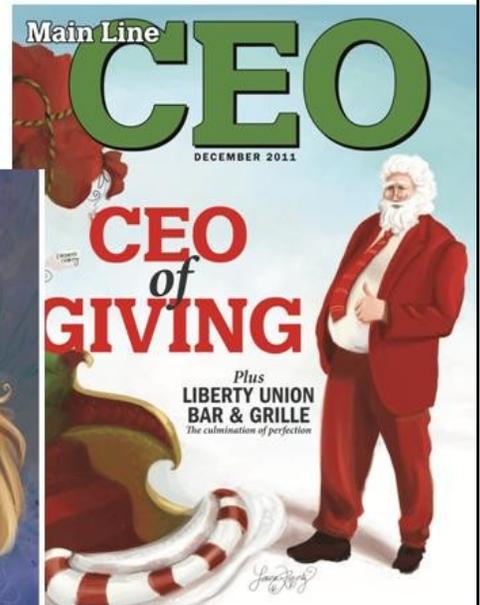
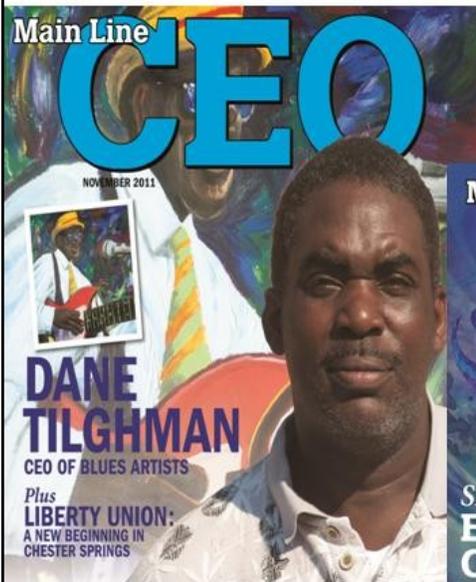


Main Line CEO Magazine

MAIN LINE

CEO

for influential business
leaders on the Main Line
and its Suburbs



Every month, Main Line CEO delivers in-depth reporting on topics that make a difference to Main Line's business professionals.

Our readers are loyal, educated, affluent, influential and well worth reaching every month.

Our partnerships with area chambers of commerce and other professional organizations offer a unique and targeted audience that's perfect to attract prospects to YOUR business.

Call today and ask about rates that fit any size advertising budget!

Phone: 484-485-9095

www.mainlineceo.com

info@mainlineceo.com



Delivering the affluent Main Line

mainlinetoday.com | 610.325.4630

jbrown@mainlinetoday.com

MORE NEW WINNERS THAN EVER!
MAIN LINE TODAY
SERVING PHILADELPHIA'S WESTERN SUBURBS

280
best

of the
Main Line
& Western Suburbs

**Does This Man Deserve
to Be on Our Cover?**
Why we love Jay Wright.



Ma
We



About SPW

"All of you at MLCC do such a great job of coordinating your events. I think you have it mastered!"

Nadine M. McGonigal,
Wells Fargo Bank

"The members of SPW are truly committed to help each other succeed. SPW gives members the opportunity to connect, work together and grow. My SPW colleagues are invaluable!"

Lori O'Leary,
Music Works

"Yet again, the SPW team managed to book a very dynamic, relevant and engaging speaker. I really enjoyed her presentation and got a lot out of her key points on a personal and professional level. If only she could have spoken for an hour longer!"

Erin James,
Main Line Health

"I wanted to take the time to let you know how much I enjoyed today's event. This is the third SPW event that I have attended and they have all been fantastic. Keep up the great work!"

Suzanne Gleason,
PeopleShare

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 Conversations*
- New Member Breakfast Club
- Free Use of Member Meeting Room
- Member to Member Discounts
- Member Referral HelpLine - B2B Referrals (484-253-1103)

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

