

September 2010



**SPW**  
**THE MAIN LINE**  
**Society of Professional Women**

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

**Over 2,300 members and growing!**

**Recognized by Philadelphia Business Journal as the largest area-based networking group**

## From the Founder's Desk

"When women thrive, all of society benefits, and succeeding generations are given a better start in life." – Kofi Annan

Did you know that at no other time in history have four distinct generations: traditionalists, baby boomers, generation X and millennials, co-existed in the U.S. labor force? Our event attendees are diverse professionals of all generations who network, build relationships and find mentors. The connections that you make with each other, the knowledge that we share and the mentoring relationships that form, all shape the success of SPW.



SPW events are at the top of everyone's "must" attend list due to their premier networking and educational programs, such as our next one on October 20 at The Radnor Hotel. *Generational Differences in the Workplace* will be presented by Maryellen Reilly Lamb of The Wharton School. It is time for businesses to think in terms of generational management and understand the differences to help engage each one to affect change.

## Upcoming Events

**Oct. 20, 2010**  
**Generational Differences**

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

[Register](#)

**Nov. 18, 2010**  
**The Art of Making Connections**

5:30pm-7:30pm  
Desmond Great Valley Hotel  
and Conference Center

[Register](#)

Please remember, SPW is also about giving back. PathWays PA will be our featured non-profit and they are in desperate need of toiletries, gently-used towels and washcloths. If you can bring any of these items with you to our October 20 event, it would be greatly appreciated.

To make SPW the best it can be, please write me, all ideas and feedback are welcome.

*Eileen*

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

PS – Be sure to watch your inboxes in the coming weeks when we announce our 2011 calendar – you won't be disappointed!

## Next Event: Generational Differences – 10/20/10

For the first time in America's history, there are four different generations working side-by-side in the workplace, a phenomena that is advantageous, yet sometimes challenging. Maryellen Reilly Lamb from The Wharton School will provide expert tips on meeting the fundamental needs of each generation. By understanding the differences in learning and motivation, you'll discover how to maximize your team's diverse talents.



## Chime In!

How long should SPW events be?

- A. 60 minutes
- B. 90 minutes
- C. 2 hours
- D. Half a day

## Featured Non-Profit: PathWays PA

**Please remember to bring toiletries to support our featured non-profit, PathWays PA.** These donations will support the Center for

Families which houses 50 people or more at any given time. PathWays PA serves more than 6,000 women, children and families that live in the Greater Philadelphia Region by keeping families together, offering job training and employment assistance, providing in-home services to prevent child abuse and assisting families in their move towards self-sufficiency.



Free Admission

Enter to win a free admission to the 11/18 SPW event by replying to [ksakmar@mlcc.org](mailto:ksakmar@mlcc.org) with the answer to the following question:

Who is the recipient of the 2010 Gold Leaf Scholarship?

Finding Your Authentic Self 7/29/10



Our event host Glenhardie Country Club gave all attendees a FREE round of golf.



Founder of SPW, Eileen Connolly-Robbins and author, Dr. Barbara Collins, display her latest book, *It's Your Turn: Find Your Authentic Self and Go Fetch It!*



Wachovia, A Wells Fargo Company, surprised CityTeam Ministries with a \$1,000 donation!

2010 Gold Leaf Celebration - 9/15/10



2nd Annual Helena Devereux Women in Leadership Award winner, Irene Horstmann Hannan, Senior Vice President of Citizens Bank and Eileen Connolly-Robbins, SPW Founder



Nearly 400 gathered at Philadelphia Country Club to recognize Irene, enjoy lunch and network with other professionals in the Main Line Region.



Eileen, Irene, and Bernie Dagenais, President & CEO of MLCC

Gold Leaf Scholarship

This scholarship recognizes women who desire to become strong, community leaders. It is awarded to a student who has overcome challenges, distinguished herself through service to the Main Line community and exemplifies the Chamber's commitment to leadership.

This year, MLCC partnered with Harcum College to award the scholarship to Elizabeth Birmingham, a deserving woman who has shown great resilience and determination.



Judith Lewis, 2009 Gold Leaf Scholarship winner, gave an empowering speech that left everyone feeling inspired.

The Art of Making Connections - 11/18/10

Connecting with another person in business, as in life, can lead to meaningful, inspiring relationships that ultimately advance your professional career. Presenters Marian Marchese and Sharon Hardy are among the region's most recognized educators and entrepreneurs. By connecting with colleagues, peers and students, they've built their prestigious careers.



Join us on November 18 to learn how to establish, cultivate and leverage your personal and professional relationships.

Featured Non-Profit: Peter's Place

Please bring your donation of children's art supplies, such as colored sharpies, markers, colored paper, post-it notes and tape, to support our featured non-profit, Peter's Place. Peter's Place provides a safe and supportive environment for grieving children and families that have been affected by death of a loved one. It also serves as a community resource for schools, organizations and health professionals.



THE MAIN LINE ANTIQUES SHOW  
A Benefit for Surrey Services for Seniors

Nov. 20-21   
Sat. 10AM- 5PM  
Sun. 11AM- 5PM  
Admission: \$12  
Radnor Valley Country Club

Save \$2 on your ticket  
by saying you're an  
SPW member!

610-647-8632  
www.mainlineantiquesshow.com

2011 SPW Event  
Calendar Coming  
Soon!

Be sure to keep an eye  
on your inbox so you can  
mark your calendar!



Did You Know?

For every 2 men who get a college degree this year, 3 women will do the same.

Women are starting businesses at twice the rate of men.

Unemployment for Women? That's History

Entrust Financial – Women's Finance Sponsor

Just a few decades ago, unemployment was still perceived to be "the natural state" for women. Gail Collins' bestseller, *When Everything Changed*, raised awareness in our consciousness that as recently as the 1970's, women interested in full employment were actually laughed at, or worse.



Joslyn G. Ewart, MEd, CDFATM, CFP®  
President of Entrust Financial, LLC

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Members of Mention

Sarah Peterson, Main Line Health

Sarah Peterson, a Main Line Chamber Board Member and Main Line Health's Senior Vice President of Marketing and Public Affairs, has been accepted into the Forum of Executive Women. The Forum was founded in 1977. Its membership is comprised of individuals holding the senior-most positions in the corporations, not-for-profit organizations and public sector entities that drive the regional economy and community.



Sarah Peterson,  
Senior Vice President of Marketing  
and Public Affairs of Main Line Health

Volunteer Spotlight

Amy Frazier, PricewaterhouseCoopers

Since joining the Chamber in June, Amy has already begun to make her mark! She got involved with the SPW committee right away. Since then, her service has been unmatched. Amy has made a point to grow the committee and is committed to raising the profile of SPW by gaining the support of prestigious companies in the Main Line Region.



Amy Frazier,  
Marketing and Sales Leader,  
PricewaterhouseCoopers

In addition to her MLCC involvement and her work at PricewaterhouseCoopers as Marketing and Sales Leader, Amy generously gives of her time by volunteering with the United Way. Her colleague, Ed Lovelidge, Philadelphia Metro Market Managing Partner, accurately shares: "Amy is an amazing professional. She is thoughtful, challenging and very strategic in her approach to our marketing and sales development. She is a trusted advisor to our partners and her work ethic is incredible. Amy is also very involved in the community and is viewed as a leader in the workplace."

Please join us in showing our appreciation to Amy!

For more information about supporting the SPW committee, please contact Kelly Sakmar, Director of Program Development & Administration, at [ksakmar@mlcc.org](mailto:ksakmar@mlcc.org).

Grow Your Business!

Reach over 2,300 Professionals!

Advertise Here!

Contact Kelly at ksakmar@mlcc.org for more information.

Who's Hiring?

Looking for a new opportunity or know someone who is? Check out [Jobs Main Line](#). Here are a few examples of what's available:

- Branch Managers at Beneficial Bank in Narberth, Havertown and Philadelphia
• Freelance Food and Drink Writer at Main Line Today in Newtown Square
• Bookkeeper and Recruiter at The Carney Group in Blue Bell
• Sales Representative at Princeton Selling Group and Risk Management Partners, LLC in Wayne
• Assistant to Publisher at ACT, Inc. in Bala Cynwyd
• Assistant Manager at Jake's Frozen Custard in Paoli

Testimonials

"There is nothing more powerful than a group of compassionate women organized to support each other, in business as well as philanthropy."

-Leslie Birch, Human+Nature

"A great combination of fun and business!"

-Kim Beck, The Kim Beck Group

Turning the Pages

Voices: African American And Latina Women Share Their Stories of Success - Pennsylvania Commission for Women

This inspiring book gives you a glimpse into the life journeys of 50 African American and Latina women from childhood to adulthood. All are extraordinary role-models and excel in a gamut of fields including medicine, law, education, technology, entertainment and community service.



Wine and Dine

Toast to the start of a healthy autumn with a glass of Lunetta Prosecco, an aperitif wine from the Northern Italian region of Trentino.

Pair your bubbly with Morton's Broiled Salmon Fillet and Sautéed Spinach and Mushrooms. Finish it off with a slice of their renown Carrot Cake to celebrate the beginning of a new season!



Make an Impression!

Visual attention goes to contrast in line, shape, color, texture and pattern. Keep attention near the face with a collar and appropriate neckline. For women, a subtle necklace or earrings and natural, non-distracting makeup will allow attention to be drawn to and remain on the face.

-Beth Yvette Strange AICI FLC, Beth Yvette Strange Image Consulting, LLC

Advertisement for USI Affinity and Women's Health Source (WHS) featuring logos for Sovereign and Santander, and text about being informed and empowered.



Marketing Opportunities

2011 Sponsorships now available! Email Kelly at [ksakmar@mlcc.org](mailto:ksakmar@mlcc.org)

2010  
Event Sponsors

Alicia Templeton,  
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About Us

The Main Line Society of Professional Women (SPW) is a runaway success. It attracted an impressive 400 members at its founding in 2009, grew to a staggering **2,300 members** in one year and keeps on growing. According to the *Philadelphia Business Journal*, it is **the region's largest** area-based networking group.

We create a welcoming environment in which **four generations** of professional women from diverse industries and backgrounds make connections, share experiences and build empowering relationships. Our events feature **expert speakers** who provide new business perspectives and share knowledge on issues that affect women in business. By **featuring a non-profit** at each SPW event, attendees simultaneously support our community while advancing their careers.

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Thanks to Our 2010 SPW Sponsors!



Benefits of MLCC Membership

Can't get enough of SPW? Join The **Main Line** Chamber of Commerce and enjoy even more benefits:

- Discount admission to SPW and all other Chamber events, including networking events, educational programs and affinity groups
- Sponsorship and advertising opportunities online, at events and in e-blasts
- Inclusion in Member Referral HelpLine lists
- Access to FREE member meeting room and postings on Jobs Main Line
- Access to electronic membership lists and labels
- Endorsed benefits for health/dental insurance, long-term care insurance, 401(k) planning, employee assistance plans, payroll processing and credit card processing

Read More



GROW YOUR BUSINESS, INVEST IN YOUR COMMUNITY

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