

# THE SOCIETY PAGES

Bi-Monthly Newsletter for Supporters of The Society of Professional Women



On Wednesday, September 2 The Society of Professional Women featured Award-Winning Sports Journalist and Analyst; NFL Reporter and Columnist Ashley Fox who spoke on resilience, especially in a time where it is needed most.

OCTOBER 2020

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## “Little Girls with Dreams Become Women with a Vision.” ~ Unknown



Does the Covid-19 pandemic have lasting and devastating consequences for gender equality in the workplace? That’s a question that many find themselves asking as the months of uncertainty continue to hang overhead.

“A crisis is looming in corporate America: 1 in 4 women are considering down-shifting their careers or leaving the workforce. In a single year, all the gains made in the representation of women in management since the first year of the study in 2015 could be erased. This is one of the key findings from this year’s “Women In The Workplace” report, the largest study of its kind, and a joint effort with McKinsey & Company and LeanIn.Org.”

As a full-time working mother, this report and its findings really hit home for me. While working and raising my four-year old daughter, I’ve experienced all the stress, anxiety, pressure and burnout mentioned. I’m also fortunate that I work for an employer that believes helping women succeed in the workplace is a priority. More than ever, programs like SPW will be important to continue making progress to help achieve gender equality and equity in the workplace. This will take a conscious effort to empower everyone at work to feel like they are being valued and heard.

It is not the time to slow down and lose momentum, but a crucial time to speed up and make progress. Whatever businesses decide today will have a cause and effect for businesses, and society, for years to come. Our vision to create a balance in leadership by increasing the number of women in power throughout business, non-profit and government sectors is at stake.

### Connect With Us



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## Director MESSAGE

*continued from cover*

Right now, my little girl has some courageous and adventurous dreams. As always, I plan on advocating for her to make those dreams a reality. With all the progress we've made, we still have much more work to do.

It is evident now, more than ever, that challenges cannot be faced alone. We need each other. The Main Line Chamber of Commerce would not have been able to successfully continue to connect people with one another and produce high quality events without teamwork and dedicated supporters. We have proven that through our community, we are resilient. That is why it brings me great pleasure to share that our 11th annual SPW Special Supplement that will be printed by Main Line Media News on November 15th will focus on Resilience through Community. The distribution for this supplement is over 20,000 in the Philadelphia Region, in addition to the digital outreach provided online and through social media. It will include photos and information about our 2021 programming and sponsors committed to greater gender equity.

If you'd like to become more involved or have any questions on how to become featured in the supplement, please don't hesitate to reach out to me at [nstephenson@mlcc.org](mailto:nstephenson@mlcc.org).

I look forward to seeing you at our upcoming events on October 15th and November 19th. You can register for all SPW events at [spwmainline.com](http://spwmainline.com) and [mlcc.org](http://mlcc.org).



Nicole Stephenson  
Director, Society of Professional Women (SPW)  
The Main Line Chamber of Commerce  
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## Featured EVENT

### Trademark

### Go Far Together

Wednesday, September 2, 2020



*Award-Winning Sports Journalist and Analyst; NFL Reporter and Columnist Ashley Fox spoke on the challenges people face and how everyone can overcome adversity with key tips and tricks.*



*UGI/Amerigas Senior Talent Acquisition Lead Adrienne DiMino introduced the featured nonprofit, The Calliope Joy Foundation.*



*Valley Forge Casino Resort Senior Sales Manager Penny Blumenthal introduced the guest speaker, Ashley Fox.*

### Featured Nonprofit: The Calliope Joy Foundation



[View this event recording](#) 

## Fun FACTS

### Women In The Workplace 2020

McKinsey & Company

- At the beginning of 2020, before the Covid-19 pandemic began in the United States, the representation of women in corporate America was slowly trending in the right direction. This was most pronounced in senior management: Between 2015 and 2020, the share of women grew from 23 to 28 percent in SVP roles—and from 17 to 21 percent in the C-suite. Women remained dramatically underrepresented, particularly women of color, but the numbers were slowly improving.
- Despite gains for women in leadership, a “broken rung” in promotions at the first step up to manager was still a major barrier in the past year. For every 100 men promoted to manager, only 85 women were promoted—and this gap was even larger for some women: Only 58 Black women and 71 Latinas were promoted. As a result, women remained significantly outnumbered at the manager level at the beginning of 2020—they held just 38 percent of manager positions, while men held 62 percent.
- Due to challenges created by the Covid-19 crisis, as many as two million women are considering taking a leave of absence or leaving the workforce altogether. This is the first time we've seen signs of women leaving the workforce at higher rates than men; in the previous six years of this study, women and men left their companies at similar rates. If these women feel forced to leave the workforce, we'll end up with far fewer women in leadership—and far fewer women on track to be future leaders. All the progress we've seen over the past six years would be erased.
- Some challenges loom larger for certain groups of women. Compared with women overall, Latinas are more likely to worry about layoffs and furloughs.5 And LGBTQ+ women are almost twice as likely as employees overall to cite mental health as one of their biggest challenges during Covid-19.
- Many companies have taken important steps to support employees during the Covid-19 crisis. They are sharing valuable information with employees, including updates on the business's financial situation and details about paid leave policies. They have expanded services related to mental health, such as counseling and enrichment programs, and offered trainings to help managers support employees' mental health and well-being. And they are providing tools and resources to help employees work remotely.

[Learn more](#) 



A Program of The Main Line Chamber of Commerce

## UPCOMING EVENT:

November 19, 2020

### THE IMPORTANCE OF SECOND CHANCES: OPPORTUNITIES TO LEARN AND GROW

Dr. Yolanda Flournah-Perkins

*Author, Entrepreneur and Motivational Speaker*



Held Virtually on:  
Zoom Video Conferencing  
12:00PM - 1:30PM

Register now at  
[www.SPWMainLine.com](http://www.SPWMainLine.com)

## VFTCB KICKS OFF SIXTH ANNUAL FREEDOM FROM HUNGER FOOD DRIVE

September 8, 2020

KING OF PRUSSIA, PA – On September 1, 2020, the Valley Forge Tourism & Convention Board (VFTCB) will kick off its sixth annual Valley Forge Freedom from Hunger Food Drive, a campaign that builds awareness around hunger in Montgomery County.

Due to COVID-19, this year's drive will take place solely online with a goal of collecting 15,000 pounds of food throughout the month of September. Monetary contributions to purchase canned goods and other foods will be accepted instead of physical donations.

The VFTCB is again partnering with the MontCo Anti-Hunger Network (MAHN), a coalition of hunger relief organizations working together to keep families stable with food assistance. MAHN provides resources to food pantries that feed more than 15,000 households a year, and serve the more than 80,000 people who are food insecure in the county.

And, participation at many of those locations is much higher than normal due to the novel coronavirus outbreak, according to MAHN officials.

So far this year, 73% of 34 MAHN member food pantries have seen an increase in volume, in some cases double, or even triple, especially when nonessential businesses were shut down. At that time, the increase at high-volume pantries in Norristown and Lansdale saw as much as a 200-300% increase in client numbers, officials said.

That's just one of the many reasons why this year's Freedom from Hunger Food Drive is so important.

"We take our commitment to this drive, this community, very seriously," said Mike Bowman, President & CEO of the VFTCB. "We made a promise to serve our neighbors in need, and they need us now more than ever. COVID won't stop us. We can fight this virus, and hunger, by coming together."

The Freedom from Hunger Food Drive benefits all people accessing food pantry services. COVID-19 has caused that number to grow. Those without the financial cushion required to manage a layoff, kids missing out on school meal programs, and seniors without means who are vulnerable to the virus are all in critical need of community support right now.

Since recovery from the public health pandemic could take years, more people than ever before will be relying on the charitable food network for assistance. This year's donations will strengthen that network for people who need it today and tomorrow.

[Click here to read the full article.](#)



### Valley Forge Tourism & Convention Board

Silver Sponsor  
1000 1st Ave #101,  
King of Prussia, PA 19406  
610-834-1550

[www.valleyforge.org](http://www.valleyforge.org)  
TOURIST INFORMATION



## Giant Food Pledges \$500,000 to DMV-Area Organizations That Support Racial Equality

Landover, Md. (September 29, 2020) - Giant Food, the leading Greater Washington D.C. regional grocery chain, announced today a commitment of \$500,000 to support long-standing community partner organizations and local HBCUs. Funding will be directed to these partners to support their work and engagement to address equity across efforts in education, mentorships, programming and nutrition for children and adults.

"At Giant Food we support the efforts our community members and partners are taking to work to drive lasting change in equality and justice," said Ira Kress, President of Giant. "Healthy food, education and access to mentorship are critical and that's why we're committed to standing alongside these organizations to support our neighbors with these efforts."

The \$500,000 in funds will be distributed as follows:

- \$350,000, or \$50,000 to each of the following of Giant's long-standing nonprofit partners that focus on educational programming, mentorship and nutrition reaching African American communities:

- Big Brothers Big Sisters of the Nation Capital Area
- Boys & Girls Club of Greater Washington
- Common Threads
- Community Youth Advance
- Greater Baltimore Urban League
- Greater Washington Urban League
- US Dream Academy

-\$150,000 has been allocated to programming partnerships for local HBCUs in the greater Washington D.C. area.

"The support we receive from Giant Food is instrumental in our ability to cultivate the next generation of leaders," said Gabrielle Webster, President & CEO of Boys & Girls Club of Greater Washington. "Giant Food was the catalyst to our partnership with Blessings in a Basket which has enabled us to provide over 2,400 meals monthly to our members during this critical time. Most recently, they have become the program sponsor of our Teen Takeover initiative which focuses on character development, workforce development, healthy lifestyles, and community. Despite the chaos surrounding our youth, we are able to provide safe spaces to thrive and grow, due to this wonderful partnership."

"Recurring inequities and inequality in our community have played a starring role in the midst of these trying times, especially in Baltimore, amidst the global and racial pandemics that plague our world today," said Tiffany Majors, President & CEO of Greater Baltimore Urban League. "Global corporations are walking up to the atrocious lack of diversity, inclusion, and systematic corporate employment discrimination within their own companies. I am confident that we have an opportunity to change and redefine the role that global business plays in confronting racial inequality and re imagine the future and we are glad to partner with Giant Food in making a change that creates a better 'America' for all."

[Click here to read the full article.](#)

### Giant Food Stores

Silver Sponsor  
1149 Harrisburg Pike  
Carlisle, PA 17013  
888-814-4268

[www.GiantFoodStores.com](http://www.GiantFoodStores.com)

GROCERY STORE



## Upcoming EVENTS

MLCC Gold Members \$45 • MLCC Members \$50 • Non-MLCC Members \$60



### REINVENTING "WHAT'S NEXT" A MIDLIFE PROFESSIONAL WOMAN'S TOOLBOX

Thursday, October 15, 2020  
Autumn Nessler, Principal of An Intentional Life, LLC

Professional women who are in their third stage of life have accomplished and overcome many challenges. These women have done it all. Life has been a Merry-Go-Round and now they want to get off, and live life on their own terms to Live an Intentional Life. Nancy "Autumn" Nessler is dedicated to assisting professional women with "What's Next" by design, not by default. This conversation will provide strategies to better manage periods of transition, four things critical to a successful intentional life plan, and action steps to take today. Join the tribe of WFOLI – Women Focused on Living Intentionally.

12pm - 1:30pm | Held Virtually on Zoom Video Conferencing | Featured Nonprofit: Help Hope Live



### THE IMPORTANCE OF SECOND CHANCES: OPPORTUNITIES TO LEARN AND GROW

Thursday, November 19, 2020  
Dr. Yolanda Flournah-Perkins, Author, Entrepreneur and Motivational Speaker

The semester she was scheduled to graduate from college, 23-year-old Flournah-Perkins was sentenced to 37 months in federal prison. During her imprisonment, she realized that she, and many other incarcerated women, had low self-esteem. From Federal Prison to Doctoral Degree, Dr. Yolanda Flournah-Perkins highlights her journey in her book, NOW: My Journey Your Lessons. This book was written to remind individuals that your life is not over after a mistake or wrong decision. Every single one of us possess within ourselves the full potential and ability to shatter glass ceilings, disrupt the status quo, and break down barriers. Today, Dr. Flournah-Perkins continues to share her story of incarceration in order to bring awareness and attention to the issue of low self-esteem, and to encourage, motivate, and inspire others who are released back into society.

12pm - 1:30pm | Held Virtually on Zoom Video Conferencing | Featured Nonprofit: PCCY

We understand that businesses are at varying levels of financial stability and if the fee is a barrier to your access, please register at our minimum ticket price of \$25. If you have any questions, please contact Director Nicole Stephenson at [nstephenson@mlcc.org](mailto:nstephenson@mlcc.org).

## Sponsors on the MOVE



Aqua America

### Congratulations to Aqua President Colleen Arnold

Arnold has worked her way up the ranks at Aqua America, the Bryn Mawr-based utility that delivers over 86 billion gallons of water to roughly three million people in eight states. "Most of the water systems out there are standalone, and so one of our strengths is our diversity," she says. "Having operations in eight states gives us depth. We have this one company, and it's all about sharing best practices."

[Link to full article here](#)



WSFS Bank

### Congratulations to WSFS Bank Sr. VP, Director of Retail Delivery Shari Kruzinski

Congratulations to Shari Kruzinski on being named in The Philadelphia Business Journal's Women of Distinction List. Kruzinski is one of five women honored.

[Link to full article here](#)

# 2020 SPW SPONSORS

Become part of SPW's influential network as a participant, business sponsor or speaker. For more information visit [www.spwmainline.com](http://www.spwmainline.com) or call 484-253-1118.

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