

THE SOCIETY PAGES

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



Pictures by Todd Photography

On Thursday, June 15th The Society of Professional Women featured Emily Bittenbender whose career focus has been the design, construction and renovations of public buildings and spaces in the male-dominated construction industry.

“The path to diversity begins with supporting, mentoring, and sponsoring diverse women and men to become leaders.”

- Denise Morrison, former Campbell Soup Company CEO



Over the last two months, the Society of Professional Women (SPW) has hosted an interview-style format that showcased the talents, contributions and impact of incredible and dynamic female leaders and trailblazers in our region. While all the leaders individually stood out for their personal journey to success through unique challenges to them, there was a resounding theme that stood out. The wholehearted belief that lifting others and caring for others is how we achieve greatness. SPW advances The Main Line Chamber of Commerce's efforts forward when advocating for an inclusive work environment and has been

providing education and professional development opportunities to our members for over a decade.

I believe that mentorship plays a crucial role in the lives of others, and in the discovery of meaningful contributions. That is why I choose to serve on the board of nonprofit organizations that play a critical role in youth development. Mentorship allows the opportunity to serve and amplify voices that often aren't heard, creating a larger impact for communities that are underserved, improving the efforts in diversity, equity, inclusion and belonging. This work is rewarding, and it provides lasting positive impact to create a ripple effect across each connection moving forward.

Attending SPW programming provides confidence, psychological safety, and community for individuals seeking support and growth. The SPW Women Helping Women Peer Mentoring program develops leaders in a confidential and intimate forum, which allows for the free exchange of lessons learned from experience, first-hand advice from inspiring women, and discussions around topics that will accelerate outstanding results in the workplace.

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Director MESSAGE

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In the words of Owner and Managing Partner of Bittenbender Construction, LP Emily Bittenbender, "It takes the business community to support a startup. It's up to you to bring up the next person and pull up a hand and help each other."

In the words of Social Impact Officer for Al Roker Entertainment Susan Jin Davis, "We need to ask at the individual, community and at work, how we can address the problems collectively, and that's how we can make a huge impact on sustainability."

There are sponsorships available to support this important work and become involved and engaged with the SPW community. Please reach out to me at nstephenson@mlcc.org.

Events are continuing to sell out and we are optimistic that many of our events moving forward will be equally successful, please register in advance for our next event on Thursday, July 20th for "Crazy About Money, How Emotions Confuse Our Money Choices and What To Do About It" with Maggie Baker, Ph.D., Psychologist-Financial Therapist. I hope to see you there!



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

Trademark

How the CEO Who Built the Constitution Center has Fostered Growth in the Male-Dominated Construction Industry

Thursday, June 15, 2023



Pictures by Todd Photography

The interview, conducted by 6ABC Chief Meteorologist Cecily Tynan at The Radnor Valley Country Club, showcased the remarkable journey of Emily Bittenbender who has defied the odds and fostered growth in a field where women are underrepresented.



Comcast Business Sales Manager Lisa Harmon-Mechalas introduced Girls Spark Board Chair Laura Kasper.



Featured nonprofit Girls Spark Board Chair Laura Kasper graciously accepted the donation check (right) from Comcast Business Sales Manager Lisa Harmon-Mechalas (center) alongside Main Line Chamber President and CEO Bernard Dagenais (left).

[Click here to learn more about Girls Spark.](#)

For a recording please contact Executive Director, Nicole Stephenson at nstephenson@mlcc.org 

Past EVENT

Trademark

The Fundamentals of Better Business Outcomes: How and Why Social Impact Investments are Good for Business

Thursday, May 18, 2023




Pictures by Todd Photography

On Thursday, May 18, The Society of Professional Women featured Susan Jin Davis, Social Impact Officer and Senior Executive in a fireside chat interview conducted by NBC10 Anchor Tracy Davidson.



(L-R) Society of Professional Women Executive Director Nicole Stephenson alongside featured nonprofit Monument Lab Director Paul Farber, Comcast Business Sales Manager Lisa Harmon-Mechalas, featured speaker Susan Jin Davis and Monument Lab Managing Director Amelia Carter.

For a recording please contact Executive Director, Nicole Stephenson at nstephenson@mlcc.org 

Fun FACTS



HOT OFF THE PRESS!
2023 LEVEL-UP PLAYBOOK &
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Learn more 



CULTIVATING CENTERS OF INFLUENCE

At Univest, our mission statement speaks to the importance of building loyal relationships. We aim to serve as advisors for our customers rather than one-time contacts who simply help with transactions. For our business customers, building a network and forming new relationships is critical.

One approach to grow your network is to target centers of influence (COI). This is a person who may never be a direct customer, but who can help build your credibility and facilitate referrals due to their line of work or industry involvement. For example, COIs for Univest's Trust department includes estate attorneys while our Commercial Bankers often have relationships with local accountants. Having a robust connection of COIs can play an important role in maintaining consistent sales results and can prove especially helpful during down sales cycles.

Here are tips for building your COI network:

- Know your ideal referral – Be clear in communicating your preferred client(s).
- Use the name that referred you, if appropriate – Using a familiar name grabs their attention. Consider using LinkedIn to find someone you know in common who can refer you.
- Make the contact benefit driven – Don't waste time listing features of what you do. State the benefits clients will experience when they work with you. Tell a story that helps the COI understand the right referral.
- Give examples – Let them know who you work with by providing an example that illustrates how you've provided quality solutions and superior service. For privacy, these might be composite pictures of several cases, not specific ones.
- Use headlines and bullet points to facilitate quick comprehension – Do you have the time to read or listen to long-winded letters or speeches? They don't either. In writing, keep their eye moving down the page. In person, keep their ear tuned to you by voice inflection and verbally punching key points. They need a clear understanding of what you offer in a concise way.

- Highlight unique products or services – Differentiating yourself from competition is immensely important.

- Ongoing communication and education – Staying top of mind is critical to nurturing a COI relationship. Stay in touch with thoughtful articles or event invites – but consider how frequently you reach out – no one needs more emails!

- COI networking in action – Consider setting up an informal monthly lunch at a local restaurant with a few business owners or decision makers to start a group dialogue. This type of event can create goodwill and build relationships in an atmosphere that doesn't have the pressure felt at some professional networking events. These monthly meetups often become more like friends having lunch and that comfort can lead to quality new business relationships.

Cultivating a robust COI network takes time, but the long-term benefits make the effort advantageous. The team at Univest is committed to understanding your business so we can serve as a trusted partner. Stop by any of our Financial Centers to build a relationship and learn about the solutions that can help ensure success for your business.

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FINANCIAL INSTITUTIONS



2023 CALENDAR OF EVENTS



Accelerating. Advancing. Expanding Influence.



MLCC GOLD MEMBERS \$45 • MLCC MEMBERS \$50 • NON-MLCC MEMBERS \$60



LUNCH AND SHARE: CRAZY ABOUT MONEY, HOW EMOTIONS CONFUSE OUR MONEY CHOICES AND WHAT TO DO ABOUT IT

Maggie Baker, Ph.D., *Psychologist-Financial Therapist*

Thursday, July 20, 2023

Many of us are crazy about money. We spend too much of it and save too little. We hoard it and we sink into debt over it. We lavish it and are stingy with it. We lie about it and fight over it. We think about it all the time and we avoid thinking about it at all. What makes us act this way? In today's economic climate, it is crucial that we understand how we make our money decisions and how we can improve them. We like to believe that our choices and actions are guided by rationality and common sense. But in fact, reason and common sense often have little to do with our money behavior. If our money emotions and beliefs are balanced and clear, we will act wisely with it. If our feelings/beliefs are confused, we will make poor decisions, creating financial havoc and deep unhappiness. If you want to build wealth, if you want to manage money effectively, or if you just want to stop worrying about it, you can learn to do that. Dr. Maggie Baker uses real and composite cases drawn from her 30 years of psychology practice to share how.

11:00AM-1:30PM | BALLROOM C AT THE ALLOY KING OF PRUSSIA, A DOUBLETREE BY HILTON | REGISTER AT WWW.SPWMAINLINE.COM



THE WAY OF A LOVABLE LEADER

Jeff Gibbard, *Superhero, Strategist and Speaker*

Thursday, September 14, 2023

We need extraordinary leaders now more than ever yet new leaders rarely get the guidance they need to thrive. In one hour, you will learn a profound, yet simple framework for becoming a great leader who inspires loyalty and has the tools to build a world-class team. Jeff Gibbard is the author of *The Lovable Leader*, a book about building great teams with trust, respect and kindness. This talk is for all those who aspire to be the type of leader that people will move mountains to follow, who want to live their purpose, who value collaboration and the joy of watching others reach their potential but struggle with knowing the steps that it takes to get there. Learn how to stay in the "leadership zone" every single day and stop guessing what to do next.

11:00AM-1:30PM | HOTEL WEST & MAIN CONSHOHOCKEN | FEATURED NONPROFIT: PATHWAYS TO HOUSING PA



LUNCH AND SHARE: FROM CRITIC TO CHAMPION: CLAIM YOUR LEADERSHIP VOICE

Cheryl Rice, MS, PCC, *President of Cheryl Rice Leadership*

Thursday, October 12, 2023

It is hard to take risks, increase your influence, and ask for what you want when plagued by self-doubt and self-criticism. Yet if you want to reach your goals, make a difference, and feel truly connected to yourself and others, you must learn how to quell the voice of the inner critic and turn up the volume on your inner champion –your abiding voice of wisdom, wit, and self-endorsement. For over 20 years as coach, speaker, and writer, Cheryl has helped women cultivate leadership presence, develop confidence, and establish mindful approaches to work and life.

11:00AM-1:30PM | THE STEELWORK ROOM AT THE ALLOY, KING OF PRUSSIA, A DOUBLETREE BY HILTON | REGISTER AT WWW.SPWMANLINE.COM



BUILDING TEAMS THAT INNOVATE

Aileen Alexander, Chief Executive Officer of Diversified Search Group

Thursday, November 9, 2023

Aileen Alexander is the Chief Executive Officer of Diversified Search Group, the world's largest woman-founded executive search firm. A veteran and former U.S. Army Captain, she is a recognized leader in the executive search and talent management industry, having led C-suite and Board level searches for global entities and fast-growing entrepreneurial companies.

Aileen leverages her expertise in technology, cybersecurity, risk management, leadership, and succession planning to enable clients to achieve their purpose and strategic priorities. Among Diversified Search's specialties is building diverse teams that drive innovation, growth and inclusive cultures. Her experienced includes work in international security with the Department of Defense and the U.S. House of Representatives. This engaging interview will identify how businesses can be mindful of practices that improve culture to recruit and retain key talent and employees.

11:00AM-1:30PM | THE PHILADELPHIA COUNTRY CLUB | REGISTER AT WWW.SPWMANLINE.COM

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Diamond	Women Helping Women	Education	Platinum
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