

THE SOCIETY PAGES

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



Pictures by Todd Photography

On September 14th, the Society of Professional Women gathered at West & Main Conshohocken for an unforgettable afternoon of inspiration and empowerment with esteemed guest speaker, Geoffrey Gibbard.

“You can’t move mountains by whispering at them.” - P!NK



Philadelphia turned P!nk just over one week ago, and it was a celebration of individuality and feminism. The resounding theme throughout P!nk’s concert is raw, real, inspiring and empowering. She would have blown the roof off Citizen’s Bank Park if it had one.

I grew up in the 90s listening to local (Doylestown) rockstar, Alecia Moore, well known as P!nk. I’ve always rocked out and resonated with her lyrics, but never collectively listened to them as a journey, which is what they are. Attending her concert surrounded by women (and men) of all ages cheering, smiling, crying and singing along with the lyrics were a very different experience than listening alone. The lyrics were more powerful, as P!nk sat and played the piano and flew through the air belting high notes and spinning upside down hundreds of feet in the air to greet fans in the highest seats. In between sets she shared vulnerable truths about hardships in relationships and being a working mother, followed by a song encouraging no surrender, like in her lyrics to “Try”. And, then she brought her daughter Willow to the stage to sing their hit “Cover Me in Sunshine.” She stepped to the side and just beamed with pride. A few years ago, she made an epic speech to her daughter Willow while accepting an award at the Video Music Awards her daughter shared that she felt like the ugliest girl. P!nk personifies someone that can literally do it all, but she is just like the rest of us, and I admire her for keeping it real and staying humble even though her talents seem to have no bounds.

More than a decade into its creation, The Society of Professional Women advocates for places where women, and individuals, can be heard and thrive. This advocacy comes through accessible and dynamic professional development programming opportunities that invest in our future and our communities. It’s the shared support of the mission of SPW that makes you have that same feeling of connection when leaving one of our events that you feel leaving a concert of your favorite artist. The sense that someone is rooting for you to succeed and that we are all in this

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together. Rosangely Cruz-Rojas, DrPH, Vice President and Chief Diversity & Equity Officer at Main Line Health said, "Programs like SPW give us space to explore and develop other aspects of our leadership that we often underutilize, allowing for introspection as well as actionable steps to improve our effectiveness."

Our next SPW event is on October 12th, featuring Cheryl Rice presenting, "From Critic to Champion: Claim Your Leadership Voice". 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. You must find your abiding voice of wisdom, wit, and self-endorsement.

I hope to see you on October 12th. For more information and to register, please visit spwmainline.com.

Sincerely,



Nicole Stephenson
Executive Director, Society of Professional Women (SPW)
The Main Line Chamber of Commerce
nstephenson@mlcc.org

Featured EVENT

Trademark

The Way of A Lovable Leader Thursday, September 14, 2023



Geoffrey Gibbard greeted attendees and signed copies of his book, *The Lovable Leader*, that were graciously provided by Champion Sponsor Firsttrust Bank.



Society of Professional Women Executive Director Nicole Stephenson welcomed guest speaker, Geoffrey Gibbard, and thanked sponsors for their support of the program.



(L-R) Featured nonprofit Pathways to Housing PA VP of Advancement and Special Projects Valerie Johnson and Development Associate Angelique Seth offered information about the work they do to provide housing and health services to the homeless community.

Sponsors on the MOVE

Main Line Health announces promotion of Rosangely Cruz-Rojas to Vice President, Chief Diversity and Equity Officer



Main Line Health is proud to announce that Rosangely Cruz-Rojas, DrPH, has been promoted to the inaugural role of Vice President, Chief Diversity and Equity Officer (CDEO). The promotion highlights her expertise and the integral role of diversity and equity at Main Line Health.

Learn more 

Congratulations to the 2023 Power Women honorees

Congratulations to The Main Line Chamber of Commerce Board of Directors Chair **Debbie McCabe** for being on the cover of Main Line Today after being selected as one of this year's Power Women! And, a special Congratulations to all of the award winners, especially our Chamber members **Kim Wright, Sydney L. Grims, Joanne Craig, Dr. Tracey Jubelirer, Dr. Shu-Wen Wang and Barbara Wadsworth**. One of Main Line Today's most popular events of the year is set to return Thursday, October 26, 2023, from 11 a.m. to 2 p.m. at The Drexelbrook. The 2023 Power Women Summit will recognize 21 outstanding women who are making a positive impact in the companies, organizations, and communities that they lead and serve across the Main Line and western suburbs. This year's Power Women honorees are profiled in Main Line Today's October issue, on MainLineToday.com and celebrated in person at the Power Women Summit. SPW is proud to partner on this special event and we hope to see you there!

Learn more 

Fun FACTS

Women and Life Insurance

The Hartford Insurance Co.

October is Life Insurance Awareness Month. Women are a significant market opportunity for life insurance.

- Make up 48% of the workforce
- Outlive men by an average of 6 years
- Expected to control much of the \$30 trillion in financial assets held by Baby Boomers by 2030.
- 85% are either the sole or joint financial decision-makers in their households
- 44% of women say they need (or need more) life insurance
- Approximately 54 million adult women
- Women are less likely than men to say they have enough life insurance, indicating a need for more coverage (37% women to 43% men)
- 41% of women say their families are barely or not at all financially secure
- 39% are very or extremely concerned about being able to support themselves if they are unable to work

Read more 

7 Key Cybersecurity Tips for Small Businesses

Large enterprises typically have the resources to protect their networks against cybersecurity threats. However, smaller businesses have tighter budgets and fewer resources. Hackers know that, which is one of the main reasons they target small businesses.

A cyberattack can have serious consequences on these organizations. With that in mind, here are seven key security recommendations for small businesses:

1) Educate users: User training is crucial to building solid defenses. According to a [World Economic Forum report](#), 95% of cybersecurity issues are traced to human error. Trained workers, however, shift from liabilities to assets, becoming your first line of defense against cybersecurity threats.

2) Secure endpoints: Laptops and mobile devices are among the most vulnerable entry points to a network. Many traditional or anti-virus tools only block malware they recognize. More sophisticated endpoint protection platforms scan and block malware using a constantly updated threat list, protecting every device on the network.

3) Apply security patches: Left to users, many security patches will be ignored, creating vulnerabilities for hackers to exploit. The infamous infrastructure-crippling pipeline ransomware attack has brought the issue back to the top of the news cycle. Many ransomware attacks exploit vulnerabilities that can be fixed through proper patching. Businesses need patching policies so users don't ignore software update prompts. Preferably, companies would deploy automated patch management, taking users out of the equation.

4) Deploy firewalls: Firewalls block unauthorized content with controls, such as access denial to IP addresses known to deliver malware. Even if a malware payload is delivered, a firewall can prevent it from communicating with the command and control server from which it would receive instructions to lock out data. This action could stave off infection until the malware is detected and removed. Firewalls let you choose which types of content to allow into your network, blocking unauthorized data while still allowing outbound communications.

5) Enforce password policies: Passwords are necessary and should be changed regularly. Require users to use combinations with numbers, special characters, and upper and lowercase letters to make passwords harder to crack.

6) Incident response plan: Prevention is critical to a cybersecurity strategy, but you cannot ignore another vital component — incident response. Every business should have an incident response plan (IRP) outlining what steps to take and responsibilities following an incursion. Without an IRP, minimizing the damage of a breach is hard if you're unclear on what actions to take. Some malware infections spread at lightning speed, so reaction time is critical. Trying to devise a response plan after an incident has occurred is too late.

7) Build a cross-functional security team: Security breaches involve more people than those in charge of IT and cybersecurity. Technical staff are usually the first to spring into action following an incident, but the response also includes non-technical aspects. In addition to employees, it may be necessary to notify customers and suppliers about the breach, so there is work for management and other functions like marketing, PR, HR, and legal.

Considering the relentless pace of cyberattacks, doing nothing is simply too risky. Whether it's costly malware, ransomware, bots, or a phishing attempt, small businesses need to implement cybersecurity measures, including anti-virus programs, firewalls, and network security solutions that proactively help protect all devices connected to your network. See how [Comcast Business SecurityEdge™](#) can help protect the Internet-connected devices that employees and guests use every

Communications Sponsor



NAWBO
GREATER PHILADELPHIA CHAPTER
National Association of Women Business Owners

VIRTUAL POWER FRIDAY MEETING

TAKING THE STIGMA OUT OF DEI CONVERSATIONS— A BETTER APPROACH

SPEAKER:
LAVADA ENGLISH, *Bright Places*

OCTOBER 6
9 AM - 10 AM

WWW.NAWBOPHILADELPHIA.ORG

20
ANNIVERSARY

Pennsylvania
Conference
for Women

2004 - 2023

October 19, 2023

Gail Devers

Olympic Gold Medalist and Thyroid Eye Disease (TED) Patient Advocate

paconferenceforwomen.org

Women in Leadership Award Nominations Now Open



December 7, 2023
Philadelphia Country Club
Presented by
The Main Line Chamber of Commerce
and the Society of Professional Women
Presenting Sponsor:

About the Award

The Main Line Chamber of Commerce and its Society of Professional Women are excited to announce the fifteenth annual presentation of the Women in Leadership Award, created to recognize and honor exceptional female executives in the Greater Main Line Region.

Criteria

The candidates for this prestigious award are senior-level executives who have demonstrated:

- exceptional leadership qualities
- business excellence
- a commitment to community service
- and, a dedication to the advancement of all employees

NOMINATION DEADLINE - OCTOBER 11TH

[Click Here
To Nominate](#)

RED CARPET DINNER 2023
October 25, 2023

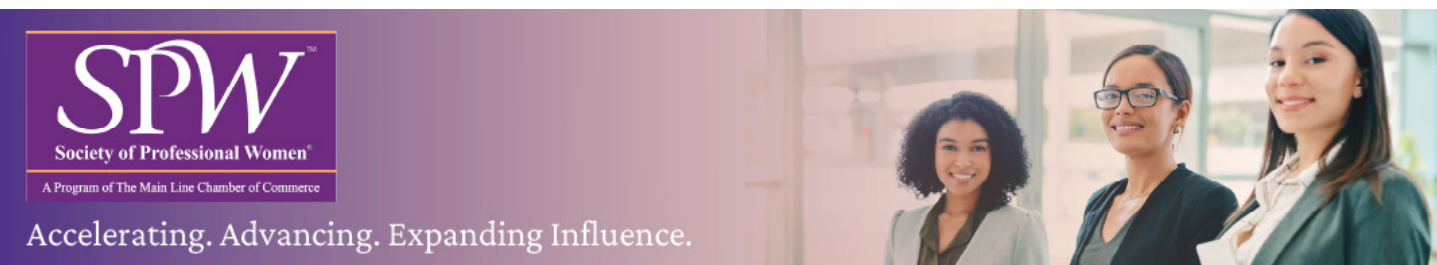


**Children's Hospital
of Philadelphia
President & CEO**

Madeline Bell

REGISTER AT
www.mlcc.org/events

2023 CALENDAR OF EVENTS



Accelerating. Advancing. Expanding Influence.

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

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.SPWMAINLINE.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.SPWMAINLINE.COM

We'll keep you ready
for what's next.

[LEARN MORE](#)

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BUSINESS**
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