

THE SOCIETY PAGES

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



Over 150 guests attended October's Lunch & Share program focusing on forging meaningful relationships and engaging strangers with ease. Attendees joined together at the Radnor Valley Country Club for the high-energy "The Art of Meaningful Connections" with Erika Rothenberger of Grit Grace & Glitz.



"You can close more business in two months by becoming interested in other people than you can in two years by trying to get people interested in you." - Dale Carnegie

During SPW's Lunch & Share event with Erika Rothenberger this month, she expressed many times the powerful impact of creating meaningful connections. She began with the story about how she and I met, through SPW Advisory Council

member Chief Growth Officer at Keller Williams Realty, Inc. Greg Basile, attending a previous SPW event with Owner and Managing Partner at Bittenbender Construction Emily Bittenbender.

Erika demonstrated perfectly how meeting Greg at an SPW event, and following up with me, provided the opportunity for us to connect. And as time moved forward, we learned more about one another and solidified working together in the future. This is just one story that showcases the power of connection that The Main Line Chamber of Commerce offers at all its programs and events.

Networking and Connecting is a large part of the fabric of all that we do, yet when some people hear the word networking, they hesitate to join in. The challenges we face in effectively capturing, following up and maintaining the connections we make at these types of events can be overwhelming at times. This program focused on sharing more about the importance of making those meaningful connections in both our personal and professional lives, and how to foster and develop those connections into relationships with lasting impact.

We do not always get to hear all the stories that many of our
continued on next page

OCTOBER 2024

Director's Message	1
Featured Events	2
Upcoming Events	3
Supplement	4
Sponsor Spotlight	5-7
Partner Events	8
Sponsors	8

Connect With Us



Director MESSAGE

continued from cover

members have about the relationships they have built through our community, but we know that they exist.

The enthusiasm of the attendees at our events is unmatched. "I wanted to thank you for organizing an incredible luncheon event today for SPW! It was the first one I had ever attended, and I came away very energized and thrilled with the connections I was able to make. I was particularly impressed with the presenter. Her energy and message were fantastic!"

We hope that you will make the time to join us at an upcoming event, our next and final Trademark for the year with SPW will be on Thursday, November 14th with Today Show Co-Host Sheinelle Jones.

Thank you,



Nicole Stephenson

Featured EVENTS

SPW Trademark Event

Too Important to Fail

Thursday, September 12, 2024



Pictures by Todd Photography

Bancroft President & CEO Toni Pergolin and Society of Professional Women Executive Director Nicole Stephenson (L-R) pose with Toni's book "Too Important to Fail." Each attendee received a copy of the book.



Pictures by Todd Photography

6abc Action News Anchor Tamala Edwards conducted a live interview with Toni Pergolin (L-R). The interview highlighted the story of Bancroft's journey from the edge of bankruptcy to a thriving organization.

SPW Lunch & Share

The Art of Meaningful Connections

Thursday, October 24, 2024



Erika Rothenberger, from Grit Grace & Glitz with Society of Professional Women Executive Director Nicole Stephenson (L-R).



Firstrust Vice President, Relationship Manager Tania Sherrill delivered remarks and spoke on Firstrust's sponsorship of the Society of Professional Women program.

Upcoming EVENTS



Society of Professional Women[®]
A Program of The Main Line Chamber of Commerce

Expanding the Influence
of Women Leaders



Expanding the Influence of Women Leaders

REGISTER: spwmainline.com

Moms, celebrities and influencers: An interview with Today show co-host and Philadelphia native Sheinelle Jones.



TRADEMARK EVENT

Sheinelle Jones of NBC's Today show regularly interviews outstanding individuals who help those close to them succeed in love, life and business. During this exclusive interview, the national broadcast journalist who was born in Philadelphia and built her career on local television shares lessons learned from some of the most impactful and inspirational people — including the mothers of some of the best known sports figures and celebrities in the world.

FEATURED NONPROFIT AT THIS EVENT:
AMERICAN HEART ASSOCIATION

DATE:
Thursday, November 14, 2024
11am-1:30pm

LOCATION:
The Desmond Malvern,
a DoubleTree by Hilton,
One Liberty Blvd. Malvern, PA

COST:
\$45 MLCC Gold Members
\$50 MLCC Members
\$60 Non-Members

2024 SPW SPONSORS

CHAMPION 	COMMUNICATIONS 	EMPLOYEE BENEFITS 	WOMEN'S HEALTH
DIAMOND 	WOMEN HELPING WOMEN 	EDUCATION 	EVENT SPONSORS:
GOLD 	 	 	SILVER

Gold Leaf Celebration 2024 Thursday, December 5, 2024



Join us on December 5, 2024 at the Philadelphia Country Club as we celebrate the legacy of female pioneers in business and honor those women still leading the way for the next generations.

This year's Women in Leadership Award Winner to be announced soon.

Partnering for Success, Vertex Inc. and
the Society for Professional Women



Learn More



The SPW Supplement, in partnership with Main Line Media news, will be distributed to over 20,000 homes on Sunday, November 10th.

This publication will include important information about our partners, programming and our 2025 Calendar of Events.

See What's Possible





Philadelphia's Hometown Bank for Over 90 Years

For over 90 years, Firsttrust has served the financial needs of the Greater Philadelphia region. Our mission is to cultivate prosperity for our customers, employees, and communities through personalized solutions and long-term relationships.

Founded in 1934 by Samuel A. Green, Firsttrust was established to provide opportunities for homeownership when other banks were turning people away. This entrepreneurial spirit remains at the core of Firsttrust today as we continue to support businesses and individuals across the region.

As the region's largest family-owned financial institution, Firsttrust serves business owners, entrepreneurs, and families throughout Southeastern Pennsylvania, Southern New Jersey, Delaware, and Maryland. From large operating companies and real estate developers to local physicians and contractors, we're honored to help thousands achieve success in the place we all call home.

Committed to Our Community

At Firsttrust, banking is only part of what we do. Giving back to our community has always been a key priority. Our commitment to the community shines through our work with organizations like Habitat for Humanity. Firsttrust is proud to support the building of affordable homes for families in need, helping them achieve the dream of homeownership.

In partnership with Habitat for Humanity, our team recently participated in building four new homes at Rosalynn's Way in West Philadelphia. By lending a hand, whether it's swinging a hammer or raising walls, we're helping to create safe, stable, and affordable housing throughout our region. This effort reflects our dedication to improving lives and building a stronger, more vibrant community for everyone.

Every year, Firsttrust supports over 300 nonprofit organizations focused on education, health, housing, and children's welfare in the Delaware and Lehigh Valleys, further extending our reach and impact. Together, we're making a lasting difference.



COMCAST BUSINESS

High Stakes in Cyber Defense: Key Cybersecurity Lessons for Business Leaders

Organizations must not only guard against cyberattacks but also anticipate them. This Cybersecurity Awareness Month, here are three critical factors that every organization, regardless of size or industry, should consider to effectively combat potential breaches:

1. Phishing Remains a Persistent Threat

Phishing scams continue to be a highly effective tactic for cyber attackers, offering a relatively inexpensive way to gain access to networks. In fact, Comcast Business tracked 2.6 billion phishing interactions in 2023 – according to [Comcast Business' 2024 Cybersecurity Threat Report](#).

2. Breaches Are a Constant Risk

No organization is immune to cyber threats. Attackers are constantly probing networks for vulnerabilities, stealing legitimate credentials, and escalating privileges to compromise critical assets. In 2023, Comcast Business observed 29 billion cybersecurity events, underscoring the growing risk.

3. A Proactive Approach Is Essential

A reactive approach to cybersecurity can lead to severe damage. Organizations must proactively prepare for cyberattacks by investing in robust, integrated security solutions, including managed services. A well-defined cybersecurity strategy is essential, as cyberattacks are inevitable, and isolated security measures often create vulnerabilities.

To learn more about how Comcast Business can support your cybersecurity needs, visit this [link](#).

COMCAST
BUSINESS

Help
protect
your
business
with Global
Secure
Networking
today.

LEARN MORE



Click on the image below and enter the code "EMPOWER" at the top right to purchase tickets.

"EMPOWERING WOMEN" GAME

**YOUR ORGANIZATION IS
INVITED TO BE A PART OF
OUR FIRST EVER
"EMPOWERING WOMEN" GAME!**



GAME INCLUDES:

**POST GAME PHOTO
WITH THE HAWK!**

**POST GAME
AUTOGRAPHS WITH
THE TEAM!**



SUNDAY, DECEMBER 29TH @2:00PM

Partner EVENTS

Women in Business

meet & mingle

Tuesday, November 19, 2024
5:30pm - 7:00pm

Triple Crown at the Radnor Hotel
593 E Lancaster Ave, St Davids, PA 19087

FEARLESS
femmes

2024 SPONSORS

2024 SPW SPONSORS

<p>CHAMPION</p> 	<p>COMMUNICATIONS</p> 	<p>EMPLOYEE BENEFITS</p> 	<p>WOMEN'S HEALTH</p> 
<p>DIAMOND</p> 	<p>WOMEN HELPING WOMEN</p> 	<p>EDUCATION</p> 	<p>EVENT SPONSORS:</p>    
<p>GOLD</p>          		<p>SILVER</p>                	