

The Society Pages



The Main Line Society of Professional Women

April 2013

SPW™

THE MAIN LINE
Society of Professional Women®

In life you are either a passenger or a pilot, it's your choice. — Unknown

Upcoming Events - Register Now!

April 18, 2013

Understanding the Language
of Gender
11:00am-1:30pm
Radnor Valley Country Club
Featured Non-Profit:
*Francisvale Home for Smaller
Animals*
[Register Now](#)

May 23, 2013

Vision Driven: Insights from
the C-Suite
8:00-10:00am
Radnor Valley Country Club
Featured Non-Profit:
*The Ceres Society of
Philabundance*
[Register Now](#)

June 19, 2013

Social Media ROI: Branding,
Business and Your Bottom
Line
11:00am-1:30pm
Radnor Valley Country Club

Thanks to everyone who joined us for another SOLD OUT Trademark event with Judge Renée Cardwell Hughes on March 12 and a SOLD OUT Lunch & Share event with Sara Canuso on March 26!



One of the pieces of advice Judge Hughes shared was, "Give your best in the job you hold today, but dress for the job you want" and Sara certainly drove that point home in her presentation on first impressions and business etiquette. Both of these women underscored the importance of seizing opportunities and taking full advantage of each step in your career path, which makes me think of the quote, "Do something today that your future self will thank you for". SPW provides a forum to live out this quote --- by attending the events, you gain invaluable insight from professionals who have a proven track record of success, develop relationships that propel your career forward, learn about opportunities to get involved in non-profits, and so much more.

Look forward to seeing you at the next Trademark event, "[Understanding the Language of Gender](#)" on April 18! Also, we always love to hear your feedback, so please feel free to [share it with us](#)!

Eileen Connolly-Robbins
SPW Founder
EVP/COO, MLCC
ECRobbins@mlcc.org

*Every Event Has Sold-Out....
DON'T MISS SPW's NEXT EVENT*

Featured Non-Profit:
Entrepreneur Works
[Register Now](#)

July 17, 2013

Workplace Humor Straight
From Broadway
*with a special tribute to our
veterans*

5:00-8:00pm

The Radisson Hotel at Valley
Forge Casino Resort

Featured Non-Profit:

Philadelphia Veterans Comfort
House

[Register Now](#)

August 14, 2013

*Lunch and Share
Conversation*

Marketing to the Sh-Economy

11:30am-1:30pm

Seasons 52

[Register Now](#)

September 2013

*Lunch and Share
Conversation*

Main Line Health Program

11:30am-1:30pm

Radnor Valley Country Club

October 23, 2013

Power of the Purse: Pitching
and Profiting

8:00-10:00am

The Union League of
Philadelphia

Featured Non-Profit: TechGirlz

[Register Now](#)

November 21, 2013

The Art of the Ask

April 18, 2013

Understanding the Language of Gender

Presented By:

Molly Shepard, President and CEO, The Leader's Edge
Peter Dean, Founder and President, Leaders By Design



Featured Non-Profit: **Francisvale Home for Smaller Animals**

At the event, we will be collecting \$5 gift cards, creamy peanut butter, cat food (Fancy Feast or Friskies is preferred). Please also feel free to drop off donations at the Chamber office up to April 30.

Time: 11:00am-1:30pm

Location: Radnor Valley Country Club

Cost: \$35 for MLCC Gold Members/ \$40 for MLCC Members /\$50 for Non-Members

[Click to view a full list of sponsors](#)

REGISTER NOW

	USI Affinity is the endorsed insurance broker for The Main Line Society of Professional Women.
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Thanks for Joining Us...

March 12, 2013

Judge to Non-Profit CEO: What's the Next Chess Move?

Presented By: Judge Renée Cardwell Hughes
CEO, American Red Cross - Southeastern PA

Judge Renée Cardwell Hughes shared her journey to become CEO of the American Red Cross at the March 12 event, although she said it isn't complete yet.

Ultimately, she made the switch from judge to non-profit CEO because as a judge, she said she had lost her voice and wasn't able to



Negotiating with Confidence
11:00am-1:30pm
Radnor Valley Country Club
Featured Non-Profit:
Main Line Deputy Dog
[Register Now](#)

December 10, 2013

Lunch and Share Conversation

Memory Enhancing Strategies
for Stand-Out Success
11:30am-1:30pm
Radnor Valley Country Club
[Register Now](#)

Did You Know?

- 57% of women in workforce today are Gen X (1965-1978) and Gen Y (1979-1994)
- More than 80% of women say having a flexible work schedule is very important; 85% say flexible work hours would reduce their stress
- More than 5 times as many women than men claim happiness is a more important contributor to personal success than money
- The top 3 factors women use in determining a happy work environment are work-life balance, positive workplace relationships and job stability

What We're Reading...

Misconceptions About Baby
Boomer Marketing

[Read More](#)

Conquering Confidence
Killers

develop new skills. Judge Hughes said her key to success in life is a "non-negotiable pursuit of excellence" and having a "clarity of vision". Anybody can develop leadership skills by using her 5 C's of leadership: creativity, commitment, communication, collaboration and courage.

[Click here to see more photos](#)



March's Featured Non-Profit: Red Cross House



Red Cross House is a free, short-term recovery center located in University City for families displaced by disaster in the Greater Philadelphia region and is the only one of its kind in the United States. At the March 12 event, Scott Nyce of Wells Fargo presented Chad Lassiter, Director of the Red Cross House, with a check to help them continue their mission.

Attendees brought gift cards, brooms, dust pans, mops, trash bags and buckets to donate to the families helped by [Red Cross House](#).

A big thank you to everyone for your generosity!

[Click here to visit the Red Cross House website](#)

Lunch and Share Conversation - March 26, 2013

We held our first Lunch and Share Conversation of 2013 on March 26. Sara Canuso, personal branding expert and President of A Suitable Solution, educated the group on making impactful first impressions and strengthening our personal brands.

Sara explained that within the first 7 seconds of meeting someone, we pass judgments about professional competence. Since up to



[Read More](#)

Are Female Teams the Best Recipe for Startup Success?

[Read More](#)

10 Views: Our Struggle to "Have it All"

[Read More](#)

90% of communication can be non-verbal, the most powerful forms of communication are image and body language.



Lunch and Share Conversations are designed to be informal, informative and like all SPW events...FUN!

[Click here for Sara's e-book on 3 Steps to Power Influence.](#)

About SPW

The Mission of SPW...

To help accelerate the advancement of women in leadership roles by providing a forum to facilitate opportunities that will empower professional women of all generations and backgrounds to expand the influence of women leaders and strengthen our communities.

The Vision of SPW...

To dramatically increase women's participation in leadership positions in legislature, board rooms, executive offices and non-profits.

[Click here to view the initiatives of SPW](#)

Contact SPW

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When the conversation
turns to your financial goals,
turn to us

[> Get Started](#)

Sponsor Spotlight Champion Sponsor: Wells Fargo



New \$55 Billion Commitment to Women-Owned Businesses Continues Wells Fargo's Long History of Supporting Women
By Susan Bishop

A few weeks ago, my company, Wells Fargo, announced a commitment to lend a cumulative total of \$55 billion to women-owned businesses in the United States by the year 2020, updating its lending commitment first established in 1995. Since introducing the women's lending commitment 18 years ago, Wells Fargo has provided more than \$38 billion in capital to women business owners.

This great news is another chapter in our company's long history of supporting diverse communities – including women – since our company was founded in 1852. In fact, in 1868, founder Henry Wells donated property and a sizeable share of his fortune to establish the Wells Seminary for the Higher Education of Young Women, later changed to Wells College, in Aurora, N.Y. It was one of the first American institutions of higher learning for women to offer bachelor's degrees and it still thrives today.

Today, Wells Fargo is America's No. 1 lender to small businesses and is a committed supporter of women and diverse business owners. We have a full array of business products and services, including credit cards, loans and lines of credit, deposits, payroll, merchant payment solutions, retirement, and online banking, we are helping women business owners succeed financially.

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

[Click here to visit the Wells Fargo website](#)

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SPW Members on the Move

- Lankenau Hospital, part of **Main Line Health** (SPW Women's Health Sponsor), was named one of the nation's 100 top hospitals by Truven Health Analytics.
- **Odell Studner** (SPW Silver Sponsor) donated \$5,000 to Golden Slipper Clubs & Charities to go towards its Human Needs and Services division.
- **Surrey Services for Seniors** is hosting its 2013 Annual Gala and Auction on April 27 from 6:00-11:00pm at the Merion Cricket Club in Haverford, PA. [Click here](#) for more information.
- **Cheyney University of Pennsylvania** (SPW Platinum Sponsor) has an event coming up on April 26 with Alice Walker, the Pulitzer Prize winning author of *The Color Purple!* All proceeds from the event will benefit students in the Keystone Honors Academy. [Get Tickets.](#)
- Facebook fans of **Cradles to Crayons** (SPW Featured Non-Profit) voted them into 6ABC's virtual book drive where they were able to win 15,000 brand new books for deserving children all over Philadelphia.
- Sue Schick, President and CEO of **UnitedHealthcare** (SPW Silver Sponsor) is being honored at the Juvenile Diabetes Research Foundation Promise Ball on April 27 at 5:30pm. She is being honored for her dedication to the nonprofit. [Get Tickets.](#)
- Michele Daly, Executive Director of **Women's Resource Center** (SPW Featured Non-Profit), was honored with the Cancer Treatment Centers of America "Woman Who Never Quits Award" at the 95.7 WBEN FM's Women of the Week Luncheon on April 4.

**Women: Nurture
your health**



Sponsor Spotlight

Women's Health Sponsor: Main Line Health



Main Line Health

Women's Health Source: *Improving the Health of Women in our Community*

Whether you are looking for access to screenings, child care tips or information on menopause, Women's Health Source empowers members to make informed health care decisions by offering the latest health news and access to Main Line Health resources.

This free health and wellness affinity membership program is open to women of

all ages throughout the Philadelphia area. Sponsored by Main Line Health, Women's Health Source has grown to more than 183,000 members since it began in 2002. Membership is open to women of all ages throughout the Philadelphia area.

Founded in 1985, Main Line Health (MLH) is a not-for-profit health system serving portions of Philadelphia and its western suburbs. At its core are four of the region's respected acute care hospitals — Lankenau Medical Center, Bryn Mawr Hospital, Paoli Hospital and Riddle Hospital — as well as one of the nation's premier facilities for rehabilitative medicine, Bryn Mawr Rehab Hospital; Mirmont Treatment Center for drug and alcohol recovery; and the Home Care Network, a home health service.

While membership is not necessary to access Women's Health Source referral services, the free membership does entitle women to the following...

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

[Click here to visit the Main Line Health website](#)

Non-Profit Spotlight: Alzheimer's Association - Delaware Valley Chapter

Eileen Connolly-Robbins had the honor of cutting the ribbon to welcome the Alzheimer's Association Delaware Valley Chapter to the region.



Their mission is to eliminate Alzheimer's disease through the advancement of research; to provide and enhance care and support for all affected; and to reduce the risk of dementia through the promotion of brain health.

The Alzheimer's Association Delaware Valley Chapter serves Southeastern Pennsylvania, South Jersey and Delaware. It is the local chapter of the National Alzheimer's Disease and Related Disorders Association.

[Click here to visit the Alzheimer's Association website.](#)

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