

The Society Pages



The Main Line Chamber of Commerce



November 2010
www.SPWmainline.com

SPW's bi-monthly newsletter



ENGAGE | EMPOWER | ENCOURAGE
A Program of The Main Line Chamber of Commerce



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Which Generation Are You?

Did you know this is the first time in history that there are four distinct generations working side-by-side? Is this a challenge or opportunity? On October 20 at The Radnor Hotel, a full house of SPW attendees tackled this topic in an engaging and interactive presentation led by Maryellen Reilly Lamb, Senior Associate Director of MBA Career Management at the Wharton School of the University of Pennsylvania.



MARYELLEN REILLY LAMB, THE WHARTON SCHOOL AND EILEEN CONNOLLY-ROBBINS, MLCC

Everyone there could relate to Lamb's description of distinct generational characteristics, as all 4 generations were in attendance: traditionalists, baby boomers, gen-xers and millennials. Lamb

also provided expert tips on meeting the fundamental needs of each generation. "By understanding the differences in learning and motivation," says Lamb, "you'll discover how to maximize your team's diverse talents."

Our featured non-profit, PathWays PA, left with over 250 toiletries and other personal items for families in need. PathWays PA has served over 6,000 families in crisis by assisting them to become self sufficient. A big thank you to SPW for your continued generosity!



WACHOVIA, A WELLS FARGO COMPANY SURPRISES PATHWAYS PA WITH A DONATION OF \$1,000!



SPW Chair Recognized at Red Carpet

Terry D'Alessandro, EVP & Director of Community Banking at Firsttrust Bank and SPW Advisory Council Chair, was presented with the prestigious Chairman's Award at the annual Red Carpet Dinner on November 4. Established in 2001, this award recognizes and celebrates a member who has exhibited outstanding work and service to The Main Line Chamber of Commerce. Terry couldn't be more deserving!

Nov. 18, 2010: **The Art of Making Connections**
with Sharon Hardy and Marian Marchese
Desmond Hotel and Conference Center
5:30pm-7:30pm
[REGISTER HERE](#)

Jan. 26, 2011: **To Harrisburg and Back: Midge Rendell's Journey**
with First Lady Judge Marjorie Rendell
Desmond Hotel and Conference Center
11:30am-1:30pm
[REGISTER HERE](#)

From the Founder's Desk

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

It's hard to believe that our first full year of SPW programming is almost complete. Thank you for all your support and involvement over the last year – without you, SPW would not be what it is today. We have an excellent line-up of speakers in store for you in 2011, so be sure to check out our new calendar. Reserve your seat now - it's never too early to register! We also have sponsorship opportunities available, so please feel free to contact me if you are interested.



As we look back on 2011, I am reminded of all the connections, relationships and opportunities that have resulted from SPW. I can't reiterate enough the importance of building and leveraging your connections, especially through SPW. Getting ahead in life is as much about who you know as what you know! Read Béke Beau's story from below, and you'll know what I mean. Do you have a story like Béke's? Tell me about it!

Enjoy the holidays and be sure to take time to relax. We'll see you on January 26 as we kick off 2011 with First Lady Judge Marjorie Rendell!



See you soon!

Eileen

Eileen Connolly-Robbins,
EVP & COO, MLCC
Founder, SPW

SPW Opens the Doors

Interview with Béke Beau, Celebrity Make-up Artist

SPW: How did you first get involved with the Chamber?

Béke: When I moved from NYC to the Main Line to start my company, I wanted to reach local businesses and get involved in the community. Joining the Chamber helped me to do that...and more. I jumped right in and got involved in SPW, which helped me to build so many new relationships - both personal and professional.

SPW: Which Chamber programs do you find most useful?

Béke: Because my clients are women, the SPW events have been most beneficial. They are informative, well attended and the networking is first class. Connecting with likeminded business professionals is such an integral piece to growing your business. Join a committee, attend the events and foster the relationships you make - the more involved you are, the more value you'll get out of your membership!

SPW: How has your investment and membership in the Chamber contributed to your business success?

Béke: The sky is the limit in terms of how you can use your Chamber Membership. Eileen and her team are so supportive and invite their members' ideas. Think creatively about the ways you can use your talents and present it to the Chamber Staff. This past year, Meg Kristel and I did just that when we presented SPW's "What Not to Wear" event. It was a huge success... I was able to build new relationships while helping three lucky Chamber members transform their look!



Looking Ahead to 2011



Jan. 26, 2011

**TO HARRISBURG AND BACK:
MIDGE RENDELL'S JOURNEY**
First Lady Judge Marjorie Rendell
The Desmond Hotel & Conf. Ctr., 11:30am- 1:30pm
Featured Non-Profit: Women Against MS (WAMS)

The departing First Lady of Pennsylvania is a civic advocate and an accomplished judge – and we thought we were busy! Judge Rendell will share valuable lessons and tips on how to successfully juggle multiple roles.

[REGISTER NOW!](#)



March 1, 2011
STAR POWER NEGOTIATING
Sharon Pinkenson
Seasons 52, 11:30am- 1:30pm

Featured Non-Profit: Greater Philadelphia Film Office

During her tenure, Sharon has successfully generated more than three billion dollars in revenue for the City of Philadelphia. She will reveal her proven strategies on how to negotiate with all parties, including the key decision-maker, to achieve your desired results.

[REGISTER NOW!](#)



April 12, 2011
FROM THE GROUND UP
Rosemary Turner
The Radnor Hotel, 5:30– 7:30pm

Featured Non-Profit: Girls Incorporated of Greater Philadelphia and Southern New Jersey

Rosemary Turner proves that you can climb the ranks and shatter the glass ceiling. Once a clerk and driver for UPS, she is now Vice President and Chief Operating Officer. Come hear Rosemary's inspiring story! She will give us advice on how to overcome challenges and rise to the top, based on her personal experience.

[REGISTER NOW!](#)



May 12, 2011
ON-AIR AND OFF
Tracy Davidson
Morton's King of Prussia, 8:00– 10:00am
Featured Non-Profit: The George Fund

In the midst of our over-booked calendars and competing priorities, giving back to the community can get lost in the shuffle. Gain insight from the familiar TV personality on how to uphold your civic responsibility and find happiness in serving others.

[REGISTER NOW!](#)



June 23, 2011
SPEAKING WITH A SPARK
**Beth Yvette Strange &
Jill Chernenkoff**
Location TBD, 11:30am- 1:30pm
Featured Non-Profit: Pals for Life

More afraid of public speaking than anything else or looking to take your presentations to the next level? This duo will give you the skills to express yourself confidently whether you are presenting in front of a large group or speaking to your CEO.

[REGISTER NOW!](#)



July 20, 2011
**MAKING TIME
FOR FITNESS AND FORTUNE**
**Kimberly Garrison
& Robert Bulgarelli, DO**
Location TBD, 5:30– 7:30pm

Featured Non-Profit: Crossing the Finish Line

Increasingly busy schedules leave little room for "me" time but balance is essential to your career success. Pair Kimberly with Robert Bulgarelli, DO, a cutting edge cardiologist from Main Line Health, and a representative from the Worth for Women program and that's a panel you can't miss!

[REGISTER NOW!](#)



Oct. 11, 2011
BUILDING BUSINESS BRANDS
Mary Stengel Austen
Radnor Valley Country Club, 8:00– 10:00am
Featured Non-Profit: Alex's Lemonade Stand

The first step for any successful business is to stand out from the competition. Get expert tips on how to distinguish yourself from the crowd, market your brand and gain media attention.

[REGISTER NOW!](#)



Nov. 15, 2011
**ENTREPRENEURIALISM:
FROM IDEA TO EMPIRE**
Donna Allie
The Radnor Hotel, 5:30– 7:30pm
Featured Non-Profit: Chester County Food Bank

With a great vision and an optimistic outlook, Donna began as a solo entrepreneur and now has over 700 employees and \$17 million in sales. Come to hear her proven strategies on growing your company from the ground up.

[REGISTER NOW!](#)



Sponsorship Opportunities

SPONSOR TODAY!
SPW is a proven winner...
be part of 2011's success.



Don't miss this chance to grow your brand by becoming a SPW sponsor now! There are 2 ways to gain exposure and visibility to over **2,500** people:

- Sponsor an event for **\$600**
Save \$200: Sponsor 2 for \$1,000
- Sponsor the full-year starting at **\$3,500**

BENEFITS INCLUDE:

- Podium recognition at SPW events
- Admission to SPW events
- Logo on SPW publicity
- Recognition in The Society Pages Newsletter
- Ability to provide promotional materials to SPW event attendees
- Attendee list prior to and post event

...And More!

2010 Event Sponsors

Alicia Templeton,
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Béke Beau
Bryn Mawr Trust
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Conference Center
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TechWise Group
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Financial Group

Thanks to our 2010 Program Sponsors!

Women's Health Source



Main Line Health



AFFINITY



Devereux



Upcoming Events

Help Grieving Children!

Drop off your donations at the Chamber anytime within the next few weeks to support our featured non-profit, Peter's Place! Peter's Place provides a safe and supportive environment for grieving children and families that have been affected by the death of a loved one. We are collecting **children's art supplies such as colored sharpies, markers, colored paper, post-it notes and tape at our November SPW event.**



While you're doing good for others, learn the about the Art of Making Connections from the experts! Sharon Hardy and Marian Marchese will teach us how make and leverage your personal and Professional relationships on Thursday, November 18 from 5:30-7:30pm at the Desmond Hotel.

[**REGISTER NOW!**](#)

From Harrisburg and Back: Midge Rendell's Journey

Mark your calendars for Wednesday, January 26, 2011 from 11:30am-1:30pm for our 2011 kick-off! The departing First Lady of Pennsylvania will share valuable lessons and tips on how to successfully juggle multiple roles. In addition to her role in the public eye, Judge Rendell a civic advocate and an accomplished judge – and we thought we were busy!



At this event, learn more about the mission of our featured non-profit, Women Against MS (WAMS). MS affects more than 2.1 million people, and is seen 3 times more in women than men. The mission of WAMS is to mobilize people and resources to drive research for a cure and to address the challenges of everyone affected by MS.

[**REGISTER NOW!**](#)

<p>Supporting the Growth of <i>Women in Business</i></p>  <p>USI AFFINITY</p> <p>A proud sponsor of the Society of Professional Women</p> <p>800.265.2876 www.usiaffinity.com</p>	<p>Be informed. Be empowered. Be your best self.</p> <p>Women's Health Source (WHS) is more than a trusted resource for health and wellness information.</p> <p>Get the latest news on:</p> <ul style="list-style-type: none">• Nutrition and fitness• Women's health• Parenting and caregiving <p>Plus:</p> <ul style="list-style-type: none">• Healthy recipes• Membership benefits• Programs and special events <p>Discover all the advantages: www.MainLineHealth.org/whs</p> <p><i>Women's</i> HEALTH SOURCE <small>of the Main Line Health Hospitals</small></p>	<p> </p> <p>Proud Sponsor of The Society of Professional Women</p> <p>877.768.2265 www.sovereignbank.com</p> <p><i>Named one of the safest banks in the world by Global Finance magazine.</i></p> 
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Thanks to our Top SPW Supporters

The following attendees have been to almost every SPW event! Please join us in showing our appreciation for their constant support.

Deborah Bettcher, Decorating Den Interiors Devon
Nanette Carney, The Carney Group
Sally Conchewski, American Executive Centers
Coleen Cornick, USI Affinity
Terry D'Alessandro, Firsttrust Bank
Joslyn Ewart, Entrust Financial, LLC
Carol Finocchiaro, Main Line Health
Mckenzie Frankel, Entrust Financial, LLC
Amy Frazier, PwC
Frances Gauthier, Stradley Ronon Stevens & Young, LLP
MJ Hitz, Pennsylvania Gifts & Awards
Kim Landry, Hollister Creative

Tricia Lefkof, Penn Liberty Bank
Lee Leung, Seasons 52
Dana Long, American Executive Centers
Luanne Lunger, Sovereign Santander
Jill Melsha, Melsha Chiropractic
Bernadette Moyer, Keystone Gardens
Lori O'Leary, MusicWorks
Deb Persia, Penn Liberty Bank
Laura Ann Riedel, Decorating Den Interiors by Laura Ann
David Sorin, Management Mpowerment Associates
Alicia Templeton, Ameriprise Financial
Nancy Threlfall, Threlfall Marketing Group

Eat Very Good Food to Help Our Ecosystem

Entrust Financial, LLC – Women's Finance Sponsor

Alice Waters is possibly the most famous food activist and restaurateur in the United States. She founded her world-famous restaurant, Chez Panisse, in 1971. Her lifetime of entrepreneurial brilliance is characterized by her *resilient* ability to 'make it up' as she goes along, and by her core values. Core business values that remain unchanged after four decades include:

- "Never compromise on quality."
- "No corners cut. Ever."
- "Chez Panisse is to be a place to have fun and eat very good food."

[Read More](#)



Congratulations, Frances!

Frances Gauthier, Counsel of Stradley Ronon Stevens and Young, LLP has been elected to serve as Council Member to the American Bar Association's Section of Business Law for a four year term. The mission of the Section of Business Law is to further the development and improvement of business law and to serve their clients competently, efficiently and professionally. A proud member of the SPW Committee, Frances has received this and other recognitions for her outstanding work in the legal profession.



Volunteer Spotlight — MJ Hitz, PA Gifts and Awards

Have you ever met someone who's ready to volunteer at a moment's notice or willing to take on whatever task is needed – glamorous or not? Luckily for SPW, we have. Whether we need an extra hand at the registration table or a new order of nametags with a two day turnaround, SPW can always count on MJ Hitz of PA Gifts and Awards. We all wish we had a friend like MJ. She is as genuine and honest as she is giving and humorous. You probably gave MJ your card at the last SPW event you attended. If not, you're bound to remember them next time because according to MJ, "that's no way to network."

Please join us in showing our appreciation to MJ for her constant support!



Stats

Women now hold nearly a 3 to 2 majority in undergraduate and graduate education

Women are projected to account for 51.2% of the increase in total labor force growth between 2008 and 2018

95% of family financial decisions are made by women

Women are more likely to seek business advice—69% women vs. 47% men

There are more than 8 million female-owned businesses in America today as compared to only 400,000 in 1972

Women own more than 47% of the stocks

Median earnings of full-year female workers in 2007 were 71% of earnings of comparable men, compared with 52% in 1970

Women business owners generate \$3 trillion in annual economic impact and provide 23 million jobs

Reach over 2,500 Professionals!

Advertise Here!

Contact Kelly at ksakmar@mlcc.org for more information.

Who's Hiring?

Looking for a new opportunity or know someone who is? Check out [Jobs Main Line](#). Here are a few examples of what's available:

- Development Manager at **Wings for Success** in Frazer, PA
- Recruiter at **The Carney Group** in Blue Bell, PA
- Account Executive at **Main Line Today** in Newtown Square, PA
- Wealth Management Sales Assistant at **McCloskey Financial Group** in Conshohocken, PA

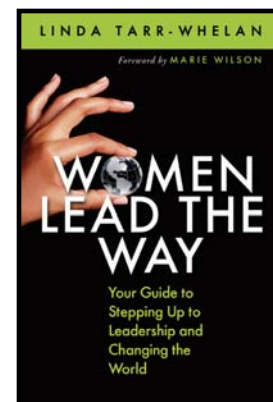


Turning the Pages

Did you know that women hold only 17% of Congressional Seats and 14% of Fortune 500 board seats?

Linda Tarr-Whelan provides road-tested strategies on how to build confidence and skills for a new approach to leadership which emphasizes collaboration, communication and consensus.

Her unique combination of advocacy, research and tactical guidance will empower you to step up your leadership and make an impact.



Wine and Dine

The Capital Grille celebrated its grand opening in King of Prussia on November 8. It's the perfect spot for any occasion, whether it's a business meeting or an after work rendezvous.

As you bundle up for the winter weather and gear up for the Holidays, there's nothing better than a tasty meal to warm you up!

Start your meal off with their Signature Pan Fried Calamari with Hot Cherry Peppers and a glass of Rudi Wiest Riesling from Germany. Then, order the Sliced Filet Mignon with Cippolini Onions and Wild Mushrooms, and finish it off with their delicious Flourless Chocolate Espresso Cake!



About SPW

"By networking at SPW events, attendees truly connect with each other and have the opportunity to build meaningful business relationships."

—Frances Gauthier, Esq.,
Stradley Ronon Stevens & Young, LLP

"It is a warm, friendly and electric group of women that truly want to meet you and know about your business"

—Nanette Carney,
The Carney Group

"We value our partnership with SPW as an opportunity to connect with the women of our community and remind them that health and wellness should be a top priority."

—Sarah Peterson,
Main Line Health

"I have made more connections through MLCC and SPW than anywhere else. The women of SPW have been so supportive of the MusicWorks non-profit mission!"

—Lori O'Leary,
MusicWorks

175 Strafford Avenue, Suite 130
Wayne, PA 19087
www.mlcc.org



The
Main Line
Chamber
of Commerce™
ACCREDITED

Why You Can't Afford NOT to be a Main Line Chamber Member

MLCC membership pays for itself. All these benefits and more are yours:

- Discounted rates for Chamber events - **save \$160** for all 2011 SPW events
- FREE Standard Women's Yellow Pages Listing
- New Member Breakfast Club
- Free use of Member Meeting Room
- Member to Member Discounts
- Member Referral HelpLine (484-253-1115)

To learn about membership,
visit www.mlcc.org

GOT NEWS?

Please let us know of any achievements or topics you would like included in a future issue!

Eileen Connolly-Robbins
EVP & COO,
The Main Line Chamber of Commerce
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