

The Society Pages



March 2011

www.SPWmainline.com

SPW's bi-monthly newsletter



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



SARAH PETERSON, MAIN LINE HEALTH (PLATINUM SPONSOR), JUDGE MARJORIE RENDELL AND EILEEN CONNOLLY-ROBBINS, MLCC



MOLLY SHEPARD, THE LEADER'S EDGE, JUDGE MARJORIE RENDELL, LESLIE STILES, PENNSYLVANIA COMMISSION FOR WOMEN AND IRENE HORSTMANN HANNAN, CITIZENS BANK

TO HARRISBURG & BACK: MIDGE RENDELL'S JOURNEY JUDGE MARJORIE RENDELL

SPW hosted our largest event yet with over 300 people at The Desmond Hotel on March 9! Keynote speaker, Judge Marjorie Rendell, inspired the crowd by sharing her personal experiences and advice for life's journey.

Featured Non-Profit: Women Against MS



WELLS FARGO (GOLD SPONSOR) DONATED \$1,000 TO FEATURED NON-PROFIT, WOMEN AGAINST MS. ERGETU MERETE, WELLS FARGO, PRESENTED THE CHECK TO MOLLY SHEPARD, THE LEADER'S EDGE.

STAR POWER NEGOTIATING SHARON PINKENSON

Sharon Pinkenson shared her proven tips for successful negotiations with the 120 SPW attendees at our March 1 event at Seasons 52. She also gave insights into the star-packed Philadelphia movie scene.

Featured Non-Profit: Greater Philadelphia Film Office



REPRESENTATIVES FROM CHEYNEY UNIVERSITY (GOLD SPONSOR) WITH EILEEN.



MARIA RANKIN, WELLS FARGO, PRESENTED A CHECK FOR \$1,000 TO SHARON PINKENSON OF THE GREATER PHILADELPHIA FILM OFFICE, THE FEATURED NON-PROFIT.

[CLICK TO SEE MORE PHOTOS!](#)

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April 12, 2011: From the Ground Up
with Rosemary Turner
The Radnor Hotel
5:30-7:30pm
[REGISTER HERE](#)

May 12, 2011: Speaking with a Spark
with Tracy Davidson & Beth Yvette Strange
Morton's King of Prussia
8:00-10:00am
[REGISTER HERE](#)

From the Founder's Desk

FREE ADMISSION: VISION 2020

Join Vision 2020 and the **National Constitution Center** on March 30 for a celebration of women's past, present and future.

FREE Admission to the National Constitution Center for **Vision 2020 supporters** from 11:00am-2:00pm.

For more information, visit Drexel.edu/vision2020



"Surround yourself with people who will encourage you to succeed."

- Judge Marjorie Rendell

A recent *Newsweek* edition that recognized "150 Women Who Shake the World" came out the same week that we hosted our own gathering of powerful women. I am constantly amazed at the collective influence and potential in the rooms at our SPW events. There are women of every age and background, some just starting their careers, others shifting into a new venture and others leading major companies. We all enjoy perusing magazine articles about the world's movers and shakers, but it's also good to be reminded that there are women all around us doing amazing things every day.

Reading about the world's most influential women in *Newsweek* might make you think that these women are blessed with super powers that make them destined for great success. But life really is like a maze for everyone... If we come up against a barrier, we just have to let those temporary setbacks be opportunities for us to discover new paths to success.

On **April 12** at The Radnor Hotel we will be hosting our very own regional 'shaker,' **Rosemary Turner, President of UPS Chesapeake District**. Although she has clearly achieved greatness, Rosemary started her UPS career as a part-time clerk and worked her way up to President, shattering the glass ceiling in the process. Register early because all 2011 SPW events have sold-out to date!

See you soon!

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

SPW Opens the Doors

Interview with Bernadette Moyer, Landscape Designer, Keystone Gardens

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

Bernadette: I first got involved with the Chamber through SCORE and Network at Noon. Then, when SPW launched, I attended the first event at 3000 BC; I really enjoyed it, made some great connections and have been an active attendee ever since.

SPW: Why do you continue to make SPW events your priority?

Bernadette: I've found the SPW events to be most useful for me. The topics are so relevant and the wide variety of speakers and venues keep me engaged. The networking at these events is also one-of-a-kind. The attendees are from such diverse industries with a distinct level of entrepreneurial thinking.

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

Bernadette: A connection that I made at the first SPW event continues to be one of my best clients and we recently started sharing referrals. What's so neat is that we are in completely different industries, yet SPW has been the common tie. The more engaged and involved you are at the Chamber, the greater ROI you'll see. The value I've seen, prompted me to sponsor two SPW events this year, and I hope to get involved on a committee soon.

SPW: What makes SPW different from other organizations?

Bernadette: The staff and committee who run the events are just so passionate about what they are doing, that it makes you want to be a part of it. I've watched it grow from the beginning and I am proud to be a part of such a driven and diverse group.



Looking Ahead in 2011



April 12, 2011
FROM THE GROUND UP
Rosemary Turner

The Radnor Hotel, 5:30-7:30pm

Featured Non-Profit: Girls Incorporated of Greater Philadelphia

Rosemary Turner proves that you can climb the ranks and shatter the glass ceiling. Once a clerk and driver for UPS, she is now President of their Chesapeake District & oversees more than 15,000 employees in six states. Come hear Rosemary's inspiring story & get advice on how to overcome challenges & rise to the top!

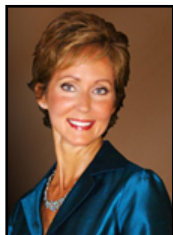
[REGISTER NOW!](#)



May 12, 2011
SPEAKING WITH A SPARK
Tracy Davidson & Beth Yvette Strange

Morton's King of Prussia,
8:00-10:00am

Featured Non-Profit:
The George Fund



Want to WOW the audience at your next presentation? This duo will share the stage to help you take your entire persona to the next level and give you the most effective strategies for presenting with pizzazz. Tracy Davidson, has spent more than two decades on-air in front of the camera. Beth Yvette Strange, is an Internationally Certified Image Consultant, specializing in a variety of areas.

[REGISTER NOW!](#)



June 23, 2011
PRODUCTIVE & PROFITABLE
Neen James

Radnor Valley Country Club,
11:30am-1:30pm

Featured Non-Profit: Pals for Life

We all know time is money, so how do you strategically plan your day to maximize your results, without working through the night? Neen James, global productivity expert, keynote speaker, author and business coach will share her proven strategies for increasing your productivity to boost your bottom line.

[REGISTER NOW!](#)



July 20, 2011
MAKING TIME FOR FITNESS AND FORTUNE
Kimberly Garrison, Robert Bulgarelli, DO and Bradley Mattson

The Radnor Hotel, 5:30-7:30pm

Featured Non-Profit:
For Pete's Sake Cancer Respite Foundation

Increasingly busy schedules leave little room for "me" time but balance is essential to your career success. Here is your one-stop-shop for tips on squeezing fitness into your routine, stress management techniques and taking control of your budget.

Panelists you can't miss include: Kimberly Garrison, national fitness expert on Fox 29, Dr. Robert Bulgarelli, Director of Integrative Cardiovascular Medicine for Main Line Health System and Bradley Mattson, President of The Mattson Organization and Worth for Women expert.

[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 competition. Get expert tips on how to distinguish yourself from the crowd, market your brand and gain media attention from Mary Stengel Austen, 2010 Paradigm Award Recipient. Mary co-founded Tierney Communications, a nationally recognized full-service marketing communications firm in Philadelphia.

[REGISTER NOW!](#)



Nov. 15, 2011
ENTREPRENEURIALISM: FROM IDEA TO EMPIRE

Donna Allie

The Radnor Hotel, 5:30-7:30pm

Featured Non-Profit: The Joy of Sox

Honored as one of Philadelphia's most influential African American Leaders, Donna Allie founded Team Clean, Philadelphia's #1-ranked Minority-Owned Business. 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 hear her proven strategies on growing a company from the ground up!

[REGISTER NOW!](#)

Go to www.SPWmainline.com to register for these events and to catch up on the latest SPW news!

Thanks to the SPW Committee for all of their hard work to make these events possible!

Nanette Carney - The Carney Group

Terry D'Alessandro - Firsttrust Bank

Carol Finocchiaro - Consultant

Amy Frazier - PwC

Frances Gauthier - Stradley Ronon Stevens & Young, LLP

Julanne Gibat - Susquehanna Bank

Sally Holub - Main Line Today

Erin James - Main Line Health

Lisa Kohn - Chatsworth Consulting Group

Kim Landry - Hollister Creative

Sarah Ellen Lenahan - Devereux

Mazda Miles - Perfection Events

Rebekah Montcalmo - Penn Center for Executive Health

Susan Notaras - First Financial Group

Deb Persia - Penn Liberty Bank

Maria Rankin - Wells Fargo

Barbara Rompala - Consultant

Steven Scolari - Stradley Ronon Stevens & Young, LLP

David Sorin - Management Mpowerment Associates

Beth Yvette Strange - Beth Yvette Strange Image Consulting, LLC

Nancy Threlfall - Threlfall Marketing Group



PLATINUM SPONSOR SPOTLIGHT: WOMEN'S HEALTHSOURCE OF MAIN LINE HEALTH

By John J. Lynch III,
President & CEO, Main Line Health

It's an exciting time at Main Line Health. As always, our focus is on delivering the most advanced medicine to both treat and cure disease. But we also recognize the important role that we, as a health system, must play in wellness, prevention and disease management. It's a path we embrace and a responsibility we welcome.

We've committed ourselves to providing the resources and information you need to take care of your health, understand your options, and make the right health-care decisions for yourself and your family. Our goal is to improve everyone's "health literacy," and our Women's Health Source program is an example of how we're hoping to improve yours.

The care we deliver in our hospitals is unsurpassed. The preventive care we deliver through education, screenings and diagnostics is just as vital. Offering you the resource of Women's Health Source is another way in which we are achieving our goals. After all, it's not about living more years; it's about living more healthy years. Together, we can move well ahead.



Learn more about the Main Line Health Women's Health Source program at mainlinehealth.org/whs

Thanks to our 2011 Silver Sponsors!



PennMutual



Join the Conversation

Click below to add your input to the following discussions on SPW's social media sites!



What strategies have you found most effective for allotting time to think creatively? *Endless to-do lists, emails, phone calls, meetings and other distractions leave little time for creative thinking. Yet, thinking outside the box and differentiating ourselves is how we become truly indispensable at work, and is a driving force to move our business and career forward.*

How do you avoid miscommunication at work? *Sure, time is money, but are your requests too vague to understand? Studies show that the vast majority of us tend to believe that our behavior is much more expressive than it actually is, leading to frequent miscommunication in the office.*

How do you manage to be a well-liked and understanding boss, without being a pushover? *There's a fine line between being a leader, a friend AND a productive manager, and then being a pushover...how do you strike a balance?*



Upcoming Events

Be informed. Be empowered. Be your best self.

Women's Health Source (WHS) is more than a trusted resource for health and wellness information.

Get the latest news on:

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Discover all the advantages of this free program: mainlinehealth.org/whs



Main Line Health
Well ahead.™

From the Ground Up — 4/12/11

Presented By:

Rosemary Turner, UPS

Looking to break the glass ceiling? Rosemary Turner proves that you can! In fact, she shattered it! Once a clerk and driver for UPS, she is now President of their Chesapeake District and oversees more than 15,000 employees in six states. Don't miss your chance to hear Rosemary's inspiring story and get advice on how to overcome challenges and rise to the top! [REGISTER NOW!](#)



Event Sponsors:

Devereux, PwC, Threlfall Marketing Group, Walsh & Nicholson Financial Group

Featured Non-Profit—Girls, Inc. of Greater Philadelphia & Southern New Jersey

Their mission is to inspire girls to be strong, smart and bold. We're definitely onboard with that! Girls Inc. specializes in addressing the unique needs of girls, young women and their families with particular emphasis on those in at-risk situations through advocacy, education and direct services. **Please bring your donation of sports equipment (i.e. soccer balls, baseballs, rubber balls, jump ropes, hula hoops, etc.)**



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SPW

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Society of Professional Women**

A Program of The Main Line Chamber of Commerce

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Save \$200:

Sponsor 2 events for \$1,000

Save \$300:

Sponsor 3 events for \$1,500

For more information, contact
Kelly Sakmar:
ksakmar@mlcc.org or 484-253-1118

Speaking With A Spark — 5/12/11

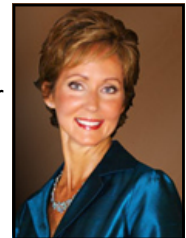
Presented By:

Tracy Davidson, News Anchor and Consumer Reporter for NBC10 News, and Beth Yvette Strange, AICI FLC, President of Beth Yvette Strange Image Consulting, LLC

Just how did SPW land our May presenters, an Emmy award-winning news anchor and a Internationally Certified Image Consultant? That's our secret, but the secrets to putting your best foot forward and delivering a first-class presentation will be yours! Join us to learn how to take your entire persona to the next level. [REGISTER NOW!](#)

Event Sponsors:

American Executive Centers, Keystone Gardens, PECO, Stephen J. DiOrio, CLU, ChFC, Agency, State Farm



Featured Non-Profit: The George Fund

It's heartbreaking to imagine, but terminally ill children need hospice care too. The George Fund helps these children and their families by providing clinical services, medication, equipment and much more. Founder Jerry Pappert, will tell us more about how to support the organization named for his late son.



WOMEN'S RESOURCE CENTER 5TH ANNUAL LEADERSHIP LUNCHEON



Please join SPW Founder, **Eileen Connolly-Robbins**, in supporting the Women's Resource Center's 5th Annual Leadership Luncheon on Thursday, April 14 at The Union League of Philadelphia from 11:00AM-2:00PM. Eileen recently joined the Board of Directors of this wonderful organization that helps over 4,000 women and girls each year. This year's luncheon theme is "Sustaining Our Spirits" and honorees include MLCC member, SPW speaker and world-renowned productivity expert, **Neen James**.

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

VOLUNTEER SPOTLIGHT: NANCY THRELFALL THRELFALL MARKETING GROUP



Meet Nancy Threlfall... what's that, you already have? Of course you have! Nancy is the chair of our SPW Event Ambassadors sub-committee and is likely to be the first smiling face you see at each SPW event. As part of her role as chair, Nancy singlehandedly organized our troop of volunteers to greet and mingle at every SPW event this year! Their goal is to make each SPW attendee feel welcome, establish networking connections and understand the benefits of Chamber membership.

Besides coordinating SPW volunteers, Nancy is the President and Founder of Threlfall Marketing Group. She and her team successfully act as "your virtual marketing department" and can handle projects of any size. In fact, Nancy's team created the template for our SPW flyers last year, which continue to work like a charm!

The next time you see Nancy at the doors of our SPW events, please join us in showing our appreciation for her endless support!

THE MIGHTY MACS 40TH ANNIVERSARY



To celebrate the 40th Anniversary of Immaculata's first national college women's basketball championship, IU will host The Movie Black Tie Gala at The Franklin Institute on Tuesday, March 29 at 6pm. The evening's festivities will include a private screening of the film *The Mighty Macs*, named for Immaculata's winning team.

[Click here to watch the trailer...](#)

NOLAN PAINTING JOINS FORCES WITH MAGARGEE BROTHERS



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SPW Silver Sponsor, Nolan Painting, has partnered with Magargee Brothers, Inc. to provide superior painting craftsmanship and the best in customer service throughout the Philadelphia area. Both painting businesses were founded on the basic principles of honesty, quality and customer service.

[Click here to read more about their future...](#)

9TH ANNUAL WAMS LUNCHEON



WOMEN AGAINST MS

Came to our March 9 SPW event featuring Women Against MS and want to know what you can do to help? Attend their 9th

Annual WAMS Luncheon on May 3 at the Crystal Tea Room, honoring local leader and businesswoman, Reneé Amore. The Women Against MS (WAMS) Luncheon, one of the National MS Society's premier fundraising campaigns, is an empowering way for women to unite with women in the movement to create a world free of MS.

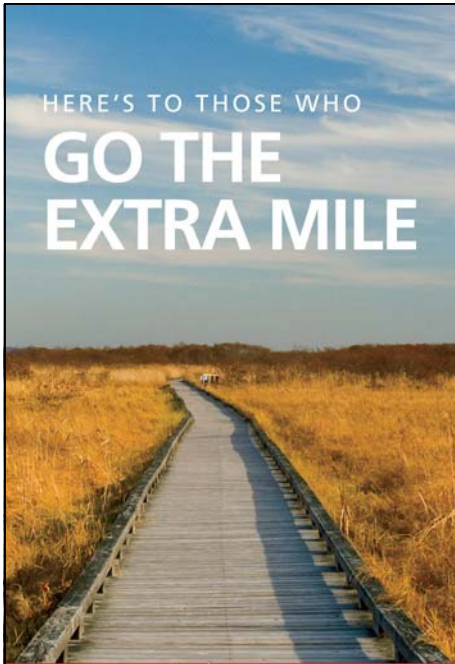
[Click here to read more...](#)


Thanks to Our 2011 Event Sponsors

Alicia Templeton, Ameriprise Financial
American Executive Centers
As You Wish Promotions, Inc.
The Carney Group
The Desmond Hotel & Conf. Center
Devereux
Keystone Gardens
PECO
Penn Center for Executive Health
PeopleShare
PwC
Seasons 52
Stephen J. DiOrio, CLU, ChFC, Agency, State Farm
Susanna Foo Gourmet Kitchen
TD Bank
Threlfall Marketing Group
Walsh & Nicholson Financial Group



HERE'S TO THOSE WHO
**GO THE
EXTRA MILE**



Sovereign  **Santander**

Luanne Lunger, Branch Manager
123 West Lancaster Avenue
610.688.7330

Member FDIC © 2011 Sovereign Bank

Who's Hiring?

Looking to make a move or to fill a position at your company? Check out [Jobs Main Line!](#) Here are a few examples of what's available:

- Sales Manager at **Buca di Beppo** in Wynnewood, PA
- Financial Services Professional at **First Financial Group** in Bala Cynwyd, PA
- Customer Service Representative at **Susquehanna Bank** in Hunt Valley, MD
- IT Customer Support Engineer - Level 1 at **Trigon Technology Group, LLC** in Wayne, PA

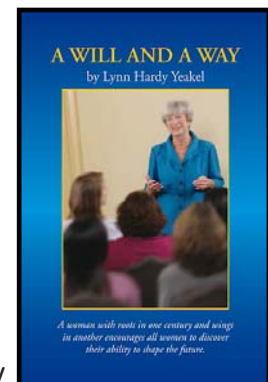


Turning the Pages

A Will and a Way

By Lynn Hardy Yeakel

Ready to be inspired? "A Will and a Way," by Philadelphia's own, Lynn Hardy Yeakel, is a must-read for women on the move. Yeakel invites us to see the great strides women have made over the decades, through both her life experiences and a historical perspective. The book provides a guide to key issues of women's independence, values, power, money and relationships. Yeakel points out, women must learn to think of themselves as the majority they are and as leaders who can accomplish fundamental change in society.



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Dr. Michelle R. Howard-Vital, President

Cheyney University of Pennsylvania
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Wine and Dine

Susanna Foo

Gourmet Kitchen:

If you're looking for ambiance, service and unique dishes you won't find anywhere else, look no further than Susanna Foo's Gourmet Kitchen. Pair the **Jamison Farms Mongolian Lamb**, a tender piece of lamb tossed in the Wok with eggplant, leeks, Jalapeno Peppers and Black Beans with a glass of Beckstoffer's 2008 North Coast California Meritage "The Sum."



About SPW

"I feel very lucky to be part of SPW. It is a terrific organization. I know the group will continue to grow with the quality people who are participating!"

Eleanor Powers,
Long & Foster Real Estate, Inc.

"I've enjoyed meeting the women at the events and I think the group is on the cusp of even greater accomplishments! I'm very impressed by the growth and work that goes into the events and marketing for them."

Suzanne Kaplan,
MultiCultural Solutions

"I've met some AMAZING women at the last few events. Sharing experiences and passions for our businesses has proven to be rewarding in numerous aspects of my life!"

Liza Fischer,
Silpada

"What an amazing turn out! Thanks for providing a wonderful venue for networking."

Kelly McCauley,
Vertex Fitness Personal Training Studio

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



The
Main Line
Chamber
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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
- Access to CEO, Non-Profit & Chamber Roundtables
- New Member Breakfast Club
- Free Use of Member Meeting Room
- Member to Member Discounts
- Member Referral HelpLine - B2B Referrals (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
484-253-1104
ECRobbins@mlcc.org

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Society of Professional Women

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