

# The Society Pages



April, 2010 • Vol. 1, Issue 3

## SPW

**THE MAIN LINE**  
Society of Professional Women

ENGAGE | EMPOWER | ENCOURAGE

A Program of The Main Line Chamber of Commerce



## All 2010 Events Sold-Out To Date!

### Networking Uncorked: March 31, 2010

- Held at the Main Line Chamber Conference Center
- Wine Tasting by Michael Walsh, Majestic Wines & Spirits
- Food Provided by **Drexelbrook Catering**
- Featured Non-Profit: ElderNet
- Over 250 canned goods collected
- \$1,000 check donated by Wachovia

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**April 22, 2010: DECREASING YOUR DAILY DOSE OF STRESS**  
With Main Line Health Specialists  
Floret Restaurant  
5:30pm - 8:00pm

**May 13, 2010: WHAT NOT TO WEAR TO WORK**  
With Megan Kristel & Béke Beau  
Radisson Valley Forge  
5:30pm - 7:30pm

# From the Founder's Desk

*The future belongs to those who believe in the beauty of their dreams.*  
- Eleanor Roosevelt

If ever there was a year for a spring tune-up, this is it. After a season of record-breaking snow and relentless cold, the urge to shed the sluggishness of winter seems stronger than ever this year. It's time to renew and reenergize our businesses and ourselves!

There's plenty going on at SPW as we head into spring. We're barely a year old and already our ranks are swelling. The *Philadelphia Business Journal* recently named us the second-largest networking organization in the region. If you haven't yet joined us for an event, come see why hundreds of women are making sure our programs have top priority on their calendars.



Please contact me at 484-253-1104 or [ECRobbins@mlcc.org](mailto:ECRobbins@mlcc.org) with any questions.

*Eileen*

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

*The Main Line Society of Professional Women  
(SPW)*

**MISSION:** To provide professional women from diverse backgrounds a forum to **engage** in relationships that will **empower** them with knowledge and ideas to advance their career goals, while also **encouraging** them to make an impact in their community and on issues that affect the future of women in business.

**VISION:** Our collaboration of professional women will **stimulate change**, promote new levels of **equality** in the workplace, and make positive contributions to the next generation of women and the quality of life in the Main Line region.

## The IKEA Story: March 16, 2010

- IKEA Conshohocken
- Paget Ingham, IKEA Business N.A. Sales Leader told the story of IKEA
- Featured Non-Profit: Career Wardrobe
- Over 500 toiletries collected
- Event Sponsor: **Nolan Painting, Inc.**



# Upcoming Events

THANKS TO OUR 2010 SPW SPONSORS:

Main Line Health, Sovereign Santander, USI Affinity, Devereux, Wachovia/Wells Fargo, Entrust Financial LLC, Penn Liberty Bank, Seasons 52

## Decreasing Your Daily Dose of STRESS!

Learn about the prevention of heart disease and how stress impacts our heart health.

**GO TO [SPWMAINLINE.COM](http://SPWMAINLINE.COM) TO REGISTER!**

**DATE: April 22, 2010**

**TIME: 5:30pm - 8:00pm**

**LOCATION: Floret Restaurant, Radnor**  
(Formerly Pond Restaurant)

**COST: \$35 MLCC Members**

**\$45 Non-Members**

*Includes Light Fare & Dessert*

**FREE Cholesterol Screening**

**FREE Blood Pressure Screening**

**Main Line Health Specialists:**

Christopher Droogan, MD  
Shelley Hickey, RN, BSN



**Featured Non-Profit:**

*Women's*  
HEALTH SOURCE  
of the Main Line Health Hospitals

**EVENT SPONSORS:**

**Nolan Painting, Inc., St. Edmond's Federal Savings Bank, Stephen J. DiOrio, CLU, ChFC, Agency, State Farm, TechWise Group**

## What Not to Wear to Work



**Lori O'Leary**  
Executive Director  
MusicWorks



**Paula Kielich**  
President  
Pals for Life



**Susan Graham**  
Marketing Manager  
Bryn Mawr Hospital

**See the amazing transformations of these three Main Line Chamber members!**

**DATE: May 13, 2010**

**TIME: 5:30 - 7:30pm**

**LOCATION: Radisson Valley Forge, King of Prussia**

**COST: \$40 (MLCC Members)**

**\$55 (Non-Members)**

*Includes Light Fare & Dessert*

**FEATURED NON PROFIT:**

**Main Line Animal Rescue**

*We will be accepting paper towels, no-color Milk Bone dog biscuits, & pop top cat food*



**Go to [www.SPWmainline.com](http://www.SPWmainline.com) to Register!**

**Event Sponsors:**

**Eileen Fisher**  
Susquehanna Bank

**Alicia Templeton,**  
Ameriprise Financial  
**Seasons 52**



# Financial Flair Prompts Money Makeover

ENTRUST FINANCIAL: WOMEN'S FINANCE SPONSOR

Women are demonstrating their financial flair in unprecedented numbers! Their financial savvy has become far-reaching.<sup>1</sup> Women control the purchase of more than 80% of all products and services. Women are twice as likely to start a business as men and their firms - both in employment rate and revenue rate - grow faster. Eighty percent of women control their families' day-to-day finances. Despite the current negative economic climate, half of all women are stock market investors.

Are you beginning to wonder whether some of the fun is passing you by? Visit these Web sites today, and begin to craft your very own MONEY MAKEOVER:

## Thanks to Our 2010 SPW Sponsors!

### Main Line Health



[www.mint.com](http://www.mint.com)

This award-winning site seeks to help you get all of your financial accounts organized. It is designed for synchronizing and tracking, right down to alerting you if you were charged a bank fee or exceeded your established monthly spending plan. It can serve as your 'money mom.'



**Joslyn G. Ewart**  
MEd, CFP, CDFP  
President,  
Entrust Financial, LLC

[www.justthrive.com](http://www.justthrive.com)

This site brings focus to your debt and helps you develop a plan to eliminate it! You complete a quantified 'financial health' test, and strategize to save for major expenses - from graduate school, to that cutting edge home entertainment system.

[www.wife.org/facts.financialcalculator.htm](http://www.wife.org/facts.financialcalculator.htm)

Besides being filled with 'how to' ideas for improving your financial well-being, this site can be downright inspirational. Written for women, by women, I suggest a visit to their financial calculators' page. Working with at least one or two of the calculators will almost certainly be fun, and motivate use of the more intimidating ones - such as those for retirement savings.

Join the sisterhood of financially savvy women with flair. Begin your MONEY MAKEOVER by imprinting one new habit today. Adopt needed adjustments monthly - as you seek to enhance your experience of fiscal fitness! For more tips on finance, visit [www.entrustfinancial.com](http://www.entrustfinancial.com).

<sup>1</sup>Prudential Financial: Seminar for Women

# Sponsorship Opportunities

# SPW

**THE MAIN LINE**  
Society of Professional Women

ENGAGE | EMPOWER | ENCOURAGE

A Program of The **Main Line** Chamber of Commerce

ALL Events  
Sold-Out  
To Date!

## Event Sponsorships Available for \$500!

### SPONSORSHIPS INCLUDE:

- Exposure to list of over 2,000+ business professionals
- Inclusion in SPW event & media promotion
  - Complimentary admission for two
  - Attendee list following the event
- Ability to distribute materials at event
- Recognition in issue of SPW newsletter, *The Society Pages*, pre and post event

Contact Eileen Connolly-Robbins at [ECRobbins@mlcc.org](mailto:ECRobbins@mlcc.org) or 484-253-1104 Today!

Supporting the Growth of  
Women in Business



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*Women's*  
HEALTH SOURCE  
of the Main Line Health Hospitals



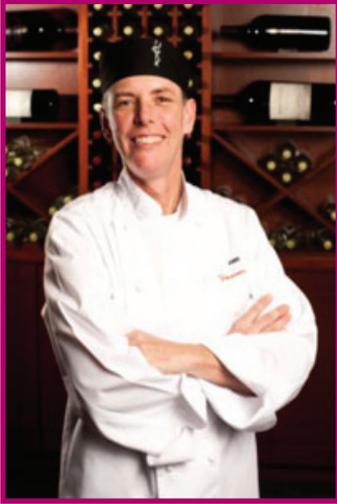
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# Female Executive Chef Brings Fresh Cuisine to Region



The **Main Line** Chamber of Commerce is proud to have Seasons 52, the popular fresh grill restaurant, as a *member* and an *SPW Corporate Sponsor*. It recently opened its newest location at the King of Prussia Mall, expanding its forward-thinking, fresh concept and sophisticated dining experience.

Seasons 52 meals are prepared using rustic cooking techniques such as grilling or roasting over open fires to enhance the flavor of each dish. Each meal is nutritionally balanced to include the highest quality lean meats and seafood, good carbs and beneficial oils such as extra virgin olive oil.

Leading the culinary expansion is Executive Chef Partner, Anne Moriarta. Anne brings creativity and impressive expertise to her role. A widely-respected veteran of the restaurant industry, she takes pride in assuring Seasons 52 guests a superb dining experience. "Our focus at Seasons 52 is to provide our guests with a casually sophisticated dining experience, highlighted by sensational food that also happens to be good for you – complemented by an adventurous international wine list."

Anne began her career in Atlanta, where she swiftly rose through the ranks of some of the city's most well-known restaurants. She has been heralded in several publications such as *Forbes*, *Southern Living*, and *Ladies Home Journal*.

Please help support Seasons 52... and while you're there, mention that you are a Main Line Chamber member!



For more information, please visit [www.seasons52.com](http://www.seasons52.com)

## 2010 SPW Calendar

Thursday, April 22  
**DECREASING YOUR DAILY DOSE OF STRESS**  
with Main Line Health Cardiologists  
Floret Restaurant, Radnor  
5:30pm - 8:00pm

Thursday, May 13  
**WHAT NOT TO WEAR TO WORK**  
with Megan Kristel & Béke Beau  
Radisson Valley Forge, KOP  
5:30pm - 7:30pm

Thursday, June 24  
**WORKPLACE EQUALITY FOR EVERYONE**  
with Nancy O'Mara Ezold  
The Radnor Hotel, Radnor  
5:30pm - 7:30pm

Thursday, July 29  
**FINDING YOUR AUTHENTIC SELF**  
with Dr. Barbara Collins, Ed.D.  
Glenhardie CC, Wayne  
11:30am - 1:30pm

Wednesday, September 15  
**GOLD LEAF CELEBRATION**  
Helena Devereux Women in Leadership Award  
Philadelphia CC, Gladwyne  
11:00am - 1:30pm

Wednesday, October 20  
**GENERATIONAL DIFFERENCES**  
with Maryellen Lamb  
The Radnor Hotel, Radnor  
5:30pm - 7:30pm

Thursday, November 18  
**THE ART OF MAKING CONNECTIONS**  
with Sharon Hardy & Marian Marchese  
The Desmond, Malvern  
5:30pm - 7:30pm



# Reduce Your Technology Stress

By Lauren Schwartz

You thought technology was there to help make running your business easier. But in today's world of rapid change, making the right technology decisions and maintaining a technology environment has become an added stressor for business owners.

The TechWise Group has developed a list of technology stress reducers that can help you keep your technology ahead of the curve, and actually make your work-life easier.

*Lauren Schwartz is Chief Executive Officer for TechWise Group, seasoned IT professionals whose mission is to provide cost effective technology solutions. For more information, email Patti Cataldi at [pcataldi@techwisegroup.com](mailto:pcataldi@techwisegroup.com).*

## HAVE A PLAN

Almost every stressful situation can be reduced by putting a well thought out plan into action. Lay out a documented strategy for your company that considers the unique needs of your business.

## DON'T GO IT ALONE

Find a trusted technology partner who can provide your organization with reliable and certified, technology expertise when and where you need it.

## KEEP A FRESH PERSPECTIVE

Businesses tend to keep their technology for 5+ years. However, a reasonable and reliable service life is closer to 3 or 4 years.

## INCREASE YOUR SENSE OF SECURITY

Organizations don't need to be high profile to become a target for a security attack. Get a security audit to recognize your possible risks.

## HOPE FOR THE BEST & PREPARE FOR THE WORST

Just back it up! Data loss can be irrecoverable for a business, yet many organizations fail to adequately back up data. Offsite backups via a service are easy to use, affordable, and reliable.

## STAY HEALTHY

An ounce of prevention is worth a pound of cure... computer malware including viruses, spyware and malicious attacks are on the rise and cost organizations thousands of dollars in remediation. Use a multi-layer approach to protect your business that includes up to date anti-virus and anti-spyware, a firewall and education for your team.



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*The SPW Website Has Arrived!*  
**[www.SPWmainline.com](http://www.SPWmainline.com)**

**Register For Events**  
**SPW News**  
**Event Photos**  
**Sponsorship Opportunities**



Everybody's Talking...

## About SPW

"I heard about SPW and went to the fall 2009 event. That was exciting! I not only renewed my company's MLCC membership, I also decided to sponsor the first SPW event of 2010. It sold out with over 215 people. No other women's business organization in the area draws that kind of a crowd. We plan to sponsor another event in October."

Kim Landry  
Hollister Creative

"I don't get the opportunity to attend the women's events but you are doing a fabulous job! I truly enjoy receiving information and get excited about all the wonderful things you are doing! Keep up the good work!"

Paula Barron  
VIST Financial

"I'm really glad I attended the SPW event. It is the first program dedicated to successful women that I've ever been to. I left feeling very empowered and hopeful about my future and will definitely be attending events in the future. "

Jamila Ogle  
Duane Morris, LLP

"It was great to meet women from so many locations. As women, we are all focused on growth both in ourselves and our community. This just proves that SPW has the right values and mission in mind. I'm here for the long haul."

Leslie Birch  
Human+Nature

The Main Line  Chamber of Commerce™  


175 Strafford Avenue, Suite 130  
Wayne, PA 19087  
[www.mlcc.org](http://www.mlcc.org)

## About MLCC

GROW YOUR BUSINESS  
INVEST IN YOUR COMMUNITY

It just makes sense:  
when businesses are healthy and  
strong, so are our communities.

When you join The **Main Line** Chamber of Commerce, you'll strengthen your business with exceptional networking events, member savings, business promotion opportunities and more.

Plus, your investment will benefit the Chamber's work in making the Main Line a great place to live, work, and do business...  
and that's good for everyone.

To learn about membership,  
visit [www.mlcc.org](http://www.mlcc.org)

### GOT NEWS?

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

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