

# The Society Pages



The Main Line Chamber of Commerce

#SPWMainLine



August 2012

www.SPWmainline.com

SPW's bi-monthly newsletter



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A Program of The Main Line Chamber of Commerce



EILEEN CONNOLLY-ROBBINS, MLCC, AND JIM PITTS, USI AFFINITY (SPW DIAMOND SPONSOR)

## NEVER TAKE "NO" FOR AN ANSWER

**LISA SCOTTLINE**

**NEW YORK TIMES BEST-SELLING AUTHOR AND TODAY SHOW FAVORITE**

Featured Non-Profit:

*New Leash on Life*

Valley Forge Casino Resort was host to a full house on July 25th, as over 330 guests came to hear SPW's featured speaker Lisa Scottline share some of her signature "chick wit" about career transitions, self-confidence and modern society. Lisa captivated the audience while she reflected on her personal and professional journey as she transitioned from being a lawyer to a best-selling author, while raising her daughter as a single-mother. The Malvern-native author then discussed her sources of journalistic inspiration, ranging from Nancy Drew (the quintessential female super-hero) to her daughter, Francesca.



LISA TALKED ABOUT HER FAVORITE FEMALE IN FICTION, NANCY DREW. "WOMEN NEED TO BE MORE LIKE NANCY," LISA SAID. "HER SUPERPOWER IS HER WIT AND SMARTS. CHANNEL YOUR INNER NANCY: BE YOUR OWN WOMAN AND DRIVE A ROADSTER."

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CHERYL BRIDA OF WELLS FARGO, SPW CHAMPION SPONSOR, AND EILEEN CONNOLLY-ROBBINS, MLCC, PRESENT A \$1,000 CHECK TO MARIAN MARCHESE FROM THE FEATURED NON-PROFIT, NEW LEASH ON LIFE.



AVID DOG LOVERS EILEEN AND LISA POSE WITH VIVIAN, A RECENTLY ADOPTED DOG FROM THE NEW LEASH ON LIFE PROGRAM. NEW LEASH SAVES SHELTER DOGS BY USING PRISON INMATES TO HELP TRAIN THEM, MAKING THE DOGS MORE ADOPTABLE.



EILEEN CONNOLLY-ROBBINS WITH 1847FINANCIAL (SPW DIAMOND SPONSOR) SPEAKERS TREVIN PANAI, LISA DAVIS AND BRIAN WEYMAN

### Lunch & Share Conversation:

## UNTOLD COLLEGE FINANCING SECRETS REVEALED

**TREVIN PANAI & BRIAN WEYMAN**

**1847FINANCIAL PARTNERS & CO-FOUNDERS OF F.A.C.T.S.**

College tuition is the #1 financial concern for American families today, and with good reason considering the average cost of a 4-year college is more than \$147,000. Speakers Trevin and Brian stated that 73 percent of students enrolled this fall did NOT receive federal financial aid, which means parents and students are footing the bill. Trevin and Brian co-founded Financial Aid Concepts & Tuition Strategies (F.A.C.T.S.) and shared tips and finance-expert insight about how to access more pools of federal financial aid at this Lunch & Share event at Seasons 52. Attendees got answers to their college financing questions and were able to sign up for one-on-one consultations with 1847Financial experts.

September 13, 2012: [REGISTER HERE](#)

### Lunch & Share Conversation

*Heart to Heart: Cardiologists Explain it All*

with Dr. Andrea Becker & Dr. Leslie Poor

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

October 16, 2012 : [REGISTER HERE](#)

**Local Entrepreneur Turned Millionaire:  
Steps to Ensure Your Success**

with Dave Magrogan

Radnor Valley Country Club, 8:00-10:00am

# From the Founder's Desk

## STATS

- It's projected that female-owned small business will create 1/3 of the new jobs by 2018 (15.3 million jobs total).
- In 2009-2010 almost 60% of B.S. and Master's degrees were earned by women.
- Only 5% of tech start-ups are owned by women.
- Studies show that companies with gender diversity at the top, drive 36% better stock price growth.
- 187 million women worldwide are currently starting or running a business enterprise.
- In the past 15 years, there has been a 54% growth in the number of women-owned businesses.



*"You've achieved success in your field when you don't know whether what you're doing is work or play."*

*– Warren Beatty*

In the "good old days," loyalty to the job was everything. Now the impression is that younger workers jump ship often, sometimes changing jobs even before they've reached their one-year anniversary. Studies show that Millennials (those under age 30) change jobs more often than Baby Boomers. But, no matter what generation of the workforce you fall into, a job change needs to be done thoughtfully. For starters, think about these points:

- **Why do you want to leave your current position?** It helps to be able to clearly say what is propelling you to look elsewhere.
- **Have you taken advantage of the opportunities in front of you?** Sometimes we get so stuck ruminating over what we have to do that we miss what we might be able to do.
- **Are you still learning?** The feeling of being stuck may come from not being challenged by new tasks and responsibilities.
- **What kind of track record are you leaving behind?** I often hear people say that some of their best connections were made early in their career. Leaving a job on good terms is always a wise idea.
- **What is your gut telling you?** Practicality needs to be somewhere in the equation - we sometimes forget to do a gut check when making a decision.

At the SPW event on Oct. 16, Dave Magrogan will discuss his experience in changing jobs. Dave began his career as a licensed chiropractor, but pursued his dream of owning restaurants and is now a self-made millionaire. If you've thought about changing your career path, you don't want to miss this event.

See you soon!

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

## SPW Opens the Doors

### Interview with Julia Bateman, Account Executive at KYW Newsradio 1060

**SPW:** How did you first get involved with SPW? What prompted you to do so?

**Julia:** I heard about SPW through KYW Newsradio's involvement with the Chamber as a sponsor of the Make More Save More Series™. I will never forget the first SPW event I attended; Midge Rendell spoke to a sold-out audience at The Desmond Hotel and I was blown away by the amazing women in the room! All of the energy and excitement; the room was buzzing!

**SPW:** Which Chamber programs or events do you find most useful?

**Julia:** I find the SPW and Make More Save More Series™ events to be a productive use of my time and instrumental to my business. The speakers and topics are always very relevant and the Chamber staff does such a great job of organizing the events, securing top-notch speakers and attracting the best business leaders in the community to attend.

**SPW:** How would you describe your networking experience with other members?

**Julia:** All of the members and attendees of the Chamber events are there to make new connections and develop business. I was able to establish a network of business professionals very quickly. I feel very fortunate to have made so many great personal and professional connections as a result of my Chamber membership.

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

**Julia:** My job is to help grow local businesses in the Delaware Valley region with revenue-generating ideas. I develop a lot my business the old fashioned way and my involvement with the chamber has only advanced my efforts. As a young professional in sales, there is nothing more beneficial than growing my network and engaging with other professionals. One of my greatest successes at KYW has been developing a new partnership with Cheyney University. We made an instant connection because of our mutual involvement with the Chamber and the relationship has continued to grow.



# Upcoming Events

## Stradley Ronon

is proud to support The Main Line Chamber Society of Professional Women

Stradley Ronon is proud of our long-standing commitment to promoting and honoring women's initiatives, both within the firm and throughout our community. Through our financial support and volunteer efforts, we're pleased to help women's organizations reach their potential.



Find out more at [www.stradley.com/community](http://www.stradley.com/community)

## Lunch and Share Conversation

### Heart to Heart: Cardiologists Explain it All

9/13/12

Presented By: *Dr. Andrea Becker and Dr. Leslie Poor*

Did you know heart disease is the #1 killer of women? Dr. Andrea Becker, cardiologist at Main Line HealthCare, and Dr. Leslie Poor, cardiologist at Bryn Mawr Hospital, will host an interactive lunch session focused on understanding women and heart disease, as well as heart-healthy living.

Get your personal heart-health questions answered by the clinical expert at your table!



**REGISTER NOW!**

#### **Event Sponsors:**

Wells Fargo; Main Line Health; 1847Financial/Penn Mutual; Stradley Ronon

**Location:** Radnor Valley Country Club, Villanova

**Cost:** \$35 for MLCC Members; \$45 for MLCC Member Guests

**Time:** 11:30am-1:30pm

## Local Entrepreneur Turned Millionaire: Steps to Ensure Your Success

10/16/12

Presented By: *Dave Magrogan*

If anyone knows how to grow a company, it's Dave Magrogan. What Dave started as a local restaurant concept has now turned into a multifaceted company with over \$50M in sales. His "Rhino Living" method draws thousands of followers, led to his partnership with serial entrepreneur Pat Croce and fuels his success as an author and international speaker. Attend to learn Dave's key secrets for how to make your business thrive.



**REGISTER NOW!**

#### **Event Sponsors:**

Beneficial Bank; Keystone Gardens; M&T Bank; Stephen J. DiOrio, CLU, ChFC, State Farm; Susanna Foo Gourmet Kitchen.

#### **Featured Non-Profit: Wings for Success**

Wings for Success helps economically disadvantaged women with work-appropriate clothing through a nurturing experience that not only prepares them for interviews and the workplace, but also fosters hope and confidence. **We will be collecting gently-used black handbags. Also, purchase raffle tickets for a chance to win designer handbags AND benefit this very important cause.**

**Location:** Radnor Valley Country Club, Villanova

**Cost:** \$35 for MLCC Members; \$50 for Non-Members (Cost includes breakfast)

**Time:** 8:00-10:00am



*Celebrating the Legacy, Leading the Way.*



Join The **Main Line** Chamber of Commerce, in partnership with Devereux, to present the **2012 Helena Devereux Women in Leadership Award** to **Donna Allie**, founder of Team Clean, Inc., at this year's Gold Leaf Celebration.

**Thursday, September 27**

Philadelphia Country Club, Gladwyne

11:00am to 1:30pm

Click [here](#) to register.



# A Walk in Her Shoes

## CHANCELLOR WISNIEWSKA WALKS ACROSS PA

**Sophia Wisniewska**, Chancellor of Penn State Brandywine, made the 2-week, 300-mile trek from Pittsburgh to Philadelphia alongside her good friend, Marie Thibault, this past May. Sophia said she's always been passionate about walking, but walking across the state of PA was actually her friend's dream. In an interview with SPW, Sophia shared her reflections on this incredible adventure.



**SPW: What was the inspiration behind your decision to make this journey?**

**Sophia:** My friend and I have always been avid walkers, it's our favorite form of exercise. But we were really curious to explore PA—we wanted to see all the towns. It turned out to be the most amazing and fun experience of our lives!

**SPW: What did you discover along the way that you hadn't anticipated prior to?**

**Sophia:** We decided that we didn't want to prepare ourselves for the trip because we wanted to be surprised. The people we met were so incredibly nice, and we had amazing support on social media from fellow walkers all over the country.



SOPHIA FINISHED THE JOURNEY BY RUNNING UP THE STEPS OF THE PHILADELPHIA ART MUSEUM

**SPW: What obstacles did you encounter? Was there a certain "pit" of the experience?**

**Sophia:** There were two full days of absolute pouring rain. We looked for ponchos, but ended up settling on garbage bags because we were worried about getting sick. There were also a few mountains that were over 3,000 ft. in elevation that were hard.

**SPW: What was the first thing you did when you finished?**

**Sophia:** Ran up the front steps of the Philadelphia Art Museum like Rocky! Then, our friends met us at the Museum's café for lunch and champagne and we shared our stories.

**SPW: Now, the question on all of our minds, what shoes did you wear?!**

**Sophia:** Ha! Just our usual walking shoes—but we brought several pairs because you need a dry pair after you walk all day in the rain! Our secret was blister-free socks and anti-chaffing sticks, advice we got from the incredible online walking community. **Our next step? Walk across IRELAND!**

## What every successful woman knows:

WELLS FARGO



Build goals for life and see each one through.  
Listen to your soul's voice, it'll tell you what you should do.  
Remember, power comes from within, so trust in you first.  
The success that evolves will come as easily as a poet's verse.  
Be brave. Stand strong. And strive to achieve.  
Work some. Live more.  
And enjoy all life has in store.  
Your success inspires. Your determination empowers.  
Your passion we admire. Your lead we follow.

**Wells Fargo celebrates the Main Line Society of Professional Women. When women succeed, everybody wins.**

[wellsfargo.com](http://wellsfargo.com)

Together we'll go far



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## SPW NON-PROFIT SPOTLIGHT: FRANCISVALE HOME FOR SMALLER ANIMALS



The idea of Francisvale was first conceived in 1897 in Philadelphia by Dr. and Mrs. George McClellan. As they were en route to the theater on a cold, winter night, they spotted a shivering puppy amidst the snow banks from the window of their carriage. They rescued the dog, which they named Francis, and offered him a second chance at life as a member of their home. Francis made such an impact on the McClellan's life that they were encouraged to help other animals in similar situations and eventually purchased a tract of land in Radnor to officially create **Francisvale Home for Smaller Animals and Pet Cemetery**.

Francisvale provides loving support while seeking permanent homes for its residents. They care for surrendered, unwanted or abandoned animal companions while looking for the right family to place them with. Francisvale also strives to educate the community on the plight of homeless animals in order to raise public awareness about this issue. Having celebrated over 103 years of animal rescue, wherein more than 20,000 dogs and cats have been saved, they serve as one of the oldest, continuously operating no-kill shelters on the continent.

Francisvale's success is dependent upon the collaborative generosity of individuals, businesses, government and foundations in order to carry out their work, and they graciously welcome the opportunity to strengthen current relationships and garner new supporters as they seek to protect and love each of the vulnerable, homeless dogs and cats they care for.

If you would like to contact the staff for adoption procedures, attend the monthly volunteer orientation sessions that showcase the wide range of ways you can participate, or attend the **Hair-Ball (Dancing for the Stars – Saturday, October 13, 2012 at Aronimink Golf Club)** please see [www.francisvalehome.org](http://www.francisvalehome.org) or contact Francisvale executive director at [jodibutton@gmail.com](mailto:jodibutton@gmail.com).

### Supporting the growth of Women in Business



A proud sponsor of the  
**Society of Professional Women**

800.265.2876 ext. 6  
<http://benefits.usiaffinity.com/mlcc/>

### A World of Possibilities



#### Women Making History

Vision 2020, an initiative of Drexel University College of Medicine Institute for Women's Health and Leadership, is a campaign to make equality a national priority through shared leadership among women and men.

Bradley Mattson  
Christine Hennigan  
Crystal McNeil  
Jason Goldstein  
Jeff Royal  
Signe Spragins

Together with Vision 2020, Presenting Sponsor, The Penn Mutual Life Insurance Company, and 1847Financial commend Vision 2020's National Delegates for the important work they are doing to provide equal opportunity in all areas of American society for both men and women.

March is **National Women's History Month**. To learn more about Penn Mutual's work in advancing women's financial security and independence, contact us:



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Suite 700  
Conshohocken, PA 19428  
(610) 771-1024

## PLATINUM SPONSOR SPOTLIGHT: CHEYNEY UNIVERSITY

**Cheyney University** of Pennsylvania has been heralded as “a national treasure for 175 years,” and with good reason. Cheyney’s mission is to establish a team of talented leaders with innovative vision and exemplary work ethic through its Centers of Excellence. These centers focus the University’s academic programs, fundraising, research and outreach activities in order to respond to the needs of the region and offer better opportunities for study and experiential learning.



One of Cheyney’s centers of excellence targets the School of Education with programs that enhance the learning opportunities for future teachers. The programs include “The Call Me MISTER Teacher” Leadership Program, which caters to young men, and the Teach STEM (TS<sup>2</sup>) Scholarship Project, which is geared towards females. These national initiatives provide support, opportunities and access for diverse students to become excellent future teachers and to serve as the leaders and role models that are so needed within the public school system.

“The initiatives are designed to recruit, track and retain students majoring in education and/or participants who aspire to enter into the education industry after graduation,” said Jack Drummond, who directs both programs. “The Teach STEM (TS<sup>2</sup>) program prepares women to become highly qualified teachers through cutting-edge technology, innovative lesson planning and positive role modeling.”

The goal behind the Call Me MISTER program is to increase the pool of available teachers, particularly for the elementary schools with low performance rates. The program is open to all students who enroll at Cheyney.

For more information on The Call Me MISTER Teacher Leadership Program or the Teach STEM (TS<sup>2</sup>) Scholarship Project, please click [here](#). To learn more about Cheyney University, visit [www.cheyney.edu](http://www.cheyney.edu).



# Women: Nurture Your Health

From childbirth through menopause,  
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## Who's Hiring?

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

-Systems Engineer at Trigon Technology Group, LLC. in Wayne

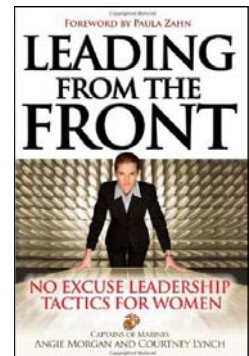
-Practice Management Development Associate at Merrill Lynch in Wayne



## Turning the Pages

**Leading from the Front: No Excuse Leadership Tactics for Women**  
By Courtney Lynch and Angie Morgan

Is your professional life going according as planned? Every career woman has asked herself this at one time or another, but what do you do when your answer is "no?" In *Leading from the Front*, authors Courtney Lynch and Angie Morgan argue that the majority of women lack formal leadership training, which prevents women from being able to take control of their lives. Women were not taught to be decisive, commanding and courageous, which puts them at a disadvantage. Courtney and Angie admit they were not born leaders, but instead became leaders after intensive training while they were in the U.S. Marine Corps. The book lists 10 key characteristics that are practiced by all leaders, such as responding without overreacting, thinking on your feet, taking care of your team and never making excuses. Understanding and implementing these practices will improve your decision-making, focus and overall professional performance, giving you the confidence to take on any challenge, and the means to becoming a truly powerful leader.



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- Building Centers of Excellence to prepare students for solid careers,
- Producing recognized leaders since 1837

Dr. Michelle R. Howard-Vital, President

Cheyney University of Pennsylvania  
Visit us online at [www.cheyney.edu](http://www.cheyney.edu) or call 610-399-2000.

## Wine and Dine

**WINBERIE'S**  
RESTAURANT & BAR

Winberie's in Valley Forge has been serving exemplary dishes to our community for more than 25 years. An established Main Line favorite, Winberie's was voted "Reader's Choice" in 2011 for best American bistro, best brunch and best casual dining restaurant in *The Main Line Times & Main Line Suburban Life*. We recommend the **daily fresh seafood** entrée or the **lager braised pork shank with Sam Adams gravy** for dinner with the **crème brûlée** and **Godiva Dream martini** for dessert. But what's our all-time favorite Winberie's special? Their phenomenal brunch buffet, which they serve every Sunday from 10:30am to 2pm.



# 2012 REACHING NEW HEIGHTS

www.SPWMainLine.com

# SPW

**THE MAIN LINE**  
Society of Professional Women  
A Program of The Main Line Chamber of Commerce

## LINK • LEARN • LEAD

LYNN YEAKEL



Co-Chairs of  
Vision 2020,  
National Equality  
Initiative



ROSEMARIE GRECO

**EVENT SPONSORS:** Beneficial Bank • The Carney Group • Coach2Achieve • PECO • Stephen J. DiOrio, CLU, ChFC, Agency, State Farm • Wireless Communications & Electronics, Inc.

Thursday, January 26, 2012

### WHEN WILL WOMEN BE EQUAL?

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

**Featured Non-Profit: Vision 2020**

Still planning on being in the workforce in ten years? Then, this program is one you can't miss! As Co-Chairs of Vision 2020 and region leaders, Lynn Yeakel and Rosemarie Greco have made gender equality a national priority. Attend to learn how you can ensure women make the extra 23 cents per dollar that men do and increase the number of women in leadership positions.



JOAN CARTER

First Female President of The  
Union League of Philadelphia



Wednesday, March 14, 2012

### BREAKING BARRIERS TO LEADERSHIP

The Union League of Philadelphia, 8:00-10:00am

**Featured Non-Profit: Council for Economic Education**

**EVENT SPONSORS:** CBIZ Women's Advantage • Di Bruno Bros. • Kamelot Auctions • Keystone Gardens • PeopleShare • Valley Forge Casino Resort

**NETWORK WITH  
UNION LEAGUE MEMBERS!**

SPW is joining forces with the Union League Business Network! Joan Carter is no stranger to making history and overcoming obstacles. She started as an entrepreneur and is now President and Co-owner of a private investment firm. In 1986, she was one of the first female members of The Union League of Philadelphia and this past year, she was elected as the club's first female president in its 148-year history. Joan will share highlights from her journey and how to break glass ceilings that get in your way.



RENEE AMOORE

Paradigm Award Winner and  
Internationally Successful  
Entrepreneur

Tuesday, April 17, 2012

### NEXT IDEA, NEXT LEVEL

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

**Featured Non-Profit: Ramsey Educational Development Institute (REDI)**

**EVENT SPONSORS:** Beneficial Bank • The Carney Group • CBIZ Payroll • Drexel LeBow College of Business • PECO • Wireless Communications & Electronics, Inc.

Think you're busy? Try running four thriving companies at once! That's the daily task of Renee Amore as Founder and President of The Amore Group, Inc. With countless awards to her name, Renee has made her mark in Philadelphia, D.C. and all the way to South Africa. Learn her strategies for success as a pioneering entrepreneur, political powerhouse and community leader.

AMANDA BENNETT



Executive Editor -  
Bloomberg News

President  
NA Pharmaceuticals - GSK



DEIRDRE CONNELLY

Tuesday, May 15, 2012

### BUSINESS IN THE 21ST CENTURY...WHAT'S AHEAD?

Radnor Valley Country Club, 5:30-7:30 pm



**NETWORK WITH  
WORLD AFFAIRS COUNCIL MEMBERS!**

**EVENT SPONSORS:** Di Bruno Bros. • Keystone Gardens • Perfection Events • Susanna Foo Gourmet Kitchen • Stephen J. DiOrio, CLU, ChFC, Agency, State Farm • Valley Forge Casino Resort

Amanda Bennett, executive editor of Bloomberg News and former editor of the Philadelphia Inquirer, will join Deirdre Connelly, President of North American Pharmaceuticals for GSK. Join us to discuss issues presently on the minds of U.S. business leaders: What is the lasting impact of the recession?

MLCC Members \$45 • Non-MLCC Members \$60 **INCLUDES LIGHT DINNER & GLASS OF WINE**

CHAMPION



WOMEN'S  
HEALTH



DIAMOND



PLATINUM



# 2012 SPW Calendar



**CAROL JENSEN**  
Wawa's Chief Marketing Officer

**EVENT SPONSORS:** Drexel LeBow College of Business • Lorel Marketing Group • PECO • PeopleShare • Sovereign Santander • Susanna Foo Gourmet Kitchen • Wireless Communications & Electronics, Inc.

Thursday, June 21, 2012

## WAWA'S MARKETING SECRETS

Radnor Valley Country Club, 8:00-10:00am

**Featured Non-Profit: Children's Scholarship Fund Philadelphia**

Wish you had the insight of the marketing brains behind a market giant like Wawa? Here's your chance to learn the secrets of their success! Carol Jensen, Chief Marketing Officer at Wawa, Inc., will share Wawa's Blue Ocean Strategy and how they matched their branding and marketing strategies to meet changing consumer trends throughout its 100+ year history.

*Sold Out!*



**LISA SCOTTOLINE**  
New York Times Bestselling Author and Today Show Favorite

**EVENT SPONSORS:** Beneficial Bank • The Carney Group • M&T Bank • Perfection Events • Philadelphia Museum of Art Craft Show

**SPECIAL EVENT PRICING INCLUDES SIGNED COPY OF HER LATEST BOOK, VALET PARKING, FREE ADMISSION TO THE CASINO AND \$15 FREE SLOT PLAY!**

Wednesday, July 25, 2012

## NEVER TAKE "NO" FOR AN ANSWER

The Radisson at Valley Forge Casino Resort, 5:00-7:30pm  
Grand Ballroom

**Featured Non-Profit: New Leash on Life**

You probably know Lisa Scottoline, a local celebrity, from her weekly column "Chick Wit" in the *Philadelphia Inquirer* and her over 18 bestselling books featuring strong, intelligent women. But did you know she started out as a lawyer and only wrote part-time while raising her daughter as a single mother? She'll share how she navigated this transition and became an award-winning author by following her dreams. If you've ever thought about reinventing your career, you can't miss this event.

*Sold Out!*

MLCC Members \$45 • Non-MLCC Members \$60 **INCLUDES LIGHT DINNER**



**DAVE MAGROGAN**  
International Speaker

**EVENT SPONSORS:** Beneficial Bank • Keystone Gardens • M&T Bank • Stephen J. DiOrio, CLU, ChFC, Agency, State Farm • Susanna Foo Gourmet Kitchen

Tuesday, October 16, 2012

## LOCAL ENTREPRENEUR TURNED MILLIONAIRE: STEPS TO ENSURE YOUR SUCCESS

Radnor Valley Country Club, 8:00-10:00am

**Featured Non-Profit: Wings for Success**

If anyone knows how to grow a company, it's Dave Magrogan. What Dave started as a local restaurant concept has now turned into a multifaceted company with over \$50 MIL in sales. His "Rhino Living" method draws thousands of followers, led to his partnership with serial entrepreneur Pat Croce and fuels his success as an author and international speaker. Attend to learn Dave's key secrets for how to make your business thrive.

Wednesday, November 28, 2012

## 5 GENERATIONS, 1 WORKFORCE - ARE YOU READY?

Radnor Valley Country Club, 11:00am-1:30pm

**Featured Non-Profit: Women's Resource Center**

For the first time in history, we have 4, soon to be 5, generations working side by side! How do you take advantage of such a unique pool of talent? Kim Huggins, president, author, nationally-renowned speaker and certified trainer will give you the tools to address issues that arise from generational conflicts, communication lapses, stereotypes and misunderstandings. With Kim's help, you will be able to better identify each generation's core strengths and leverage talent to create a more unified and efficient workforce.

**Event Cost: MLCC Members \$35 • Non-MLCC Members \$50** \*Unless Otherwise Noted

<b>GOLD</b>		<b>SILVER</b>		<b>UnitedHealthcare</b>	



# SPW Members in the News

## SPW MEMBERS FEATURED IN 2012 TOP 100 LARGEST WOMEN-OWNED BUSINESSES IN PHILADELPHIA LIST

The *Philadelphia Business Journal* recently featured a list of the top 100 largest women-owned businesses in Philadelphia, which they ranked by the number of local employees. These women employ nearly 6,800 people in the Greater Philly Area. The following SPW members were recognized:

- **Monarch Staffing**
- **TechWise Group**
- **The Carney Group**
- **FruitFlowers of Greater Philadelphia**
- **Mondre Energy**
- **Dunleavy and Associates**

The following members ranked between top 101-125:

- **Hollister Creative**
- **Root Strategies**
- **Mom Corps Philadelphia**

To see the entire list, please click [here](#).

## BENEFICIAL BANK DONATES \$10K IN TENNIS GEAR TO LOCAL CHILDREN'S CAMP

**Beneficial Bank**, SPW Event sponsor, recently donated



\$10,000 worth of tennis equipment to children in the Camden's Holy Name and Northern Children's Services summer camps through The Beneficial Foundation. Campers met at **Villanova U.'s** Pavillion for professional tennis clinics provided by **The Philadelphia Freedoms**. The Beneficial Foundation was established in 2007 to fund support programs for children and families in crises throughout the Southeastern Pennsylvania and Southern New Jersey region. To read more, click [here](#).

## SPW WOMAN OF THE MONTH: ANNA SEREFEAS

*Main Line Media News* and SPW present the **SPW Woman Of the Month, Anna Serefeas**, Director of Business Development for the Corporate and Executive Education Program at **Drexel LeBow College of Business**. She received her MBA from Drexel LeBow in 2005. Anna and her team collaborate with a group of alumni who provide insight into the current business climate and expectations of business leaders, so that she can implement new programs accordingly. Anna also works closely with local corporations in order to assess their educational needs, which ultimately helps the organization meet the demands of our changing economy. She believes in creating customizable programs with curriculums that adapt to the changes being seen in the current business environment. "Education is critical to developing leadership skills at all levels of a corporation," Anna said to *Main Line Media News*. "We design custom programs—no two programs are alike—working closely to match client needs with an innovative curriculum." Drexel LeBow has been a member of The **Main Line** Chamber of Commerce since 2005. To read the rest of the article, click [here](#).



## DONNA ALLIE OF TEAM CLEAN, INC. INDUCTED INTO SMARTCEO'S BRAVA HALL OF FAME!

On July 18, Philadelphia SmartCEO recognized Donna Allie of **Team Clean, Inc.** for her induction into the Brava Hall of Fame. Since 2010, SmartCEO has recognized women CEOs for their philanthropic and business leadership with the Brava! Awards. Donna was the Brava! Award recipient in 2010 for her series of successes at Team Clean, Inc. In the last 12 months, her company has increased its revenue by 20 percent and won a contract to service the new \$150 million Barnes Foundation. Additionally, Donna and her team have partnered with KenCrest Services in mentoring its special needs high school students in low-income areas of Philadelphia. Donna is also winner of The **Main Line** Chamber's 2012 Helena Devereux Women in Leadership award and will be recognized at the Gold Leaf Celebration on Sept. 27. To read the rest of the article, click [here](#).



## NATIONAL PENN BANK DONATES \$10K TO HABITAT FOR HUMANITY OF CHESTER COUNTY

**National Penn Bank** made a \$10,000 donation to Habitat for Humanity of Chester County. The donation is being used to purchase all of the lumber needed to build an affordable home in a development of HfHCC homes in Coatesville. The development, Cambria Homes, is part of a HfHCC project designed to rectify the negative impact of poor public housing. To read more, click [here](#).



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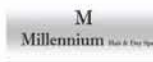
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## About SPW

"I wanted to thank you again for this SPW event. I am thrilled that I was able to participate in what was one of the highlights of my summer. You have done an incredible job with the SPW and women like me are truly benefitting from your vision and implementation. Thanks again - I look forward to the next one."

Pat Nogar,  
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"SPW is a fantastically run organization with endless opportunities to network, learn and grow."

Jason Goldstein,  
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"SPW is a truly unique and incredibly worthwhile series program for our firm, especially our female attorneys. The quality of the programs is first rate. The high attendance, the energy and enthusiasm of the participants make it great for networking and a wonderful venue to bring clients and prospects."

Steve Scolari,  
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"I am so impressed with the [SPW] events! Really wonderful topics."

Jennifer Riley,  
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GOT NEWS?

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

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