

FORUM NEWS

THE FORUM OF EXECUTIVE WOMEN

January 2008 Volume 24 Number 1



FROM THE PRESIDENT



This new year of 2008 brings many exciting events, activities and new initiatives to our Forum members. The Executive Committee, The Forum's Board of Directors and Committee members are continually engaged to bring you added value for your Forum membership.

You asked for smaller meetings at various times during the day and a website where you could communicate online with other members

enabling you to discuss various topics of interest. Some of you asked to mentor potential younger leaders. Quite a few members requested the ability to lead or establish your own activities for interested Forum members (i.e., book clubs, sporting or cultural event attendance). Many of our members asked for a conference that focused on the subject of leadership for women. Well, due to the hard work of our members, consultants and vendors, we have delivered!

The Strategic Marketing and Communications Committee delivered the new website at the end of November 2007. And, we planned a Leadership Conference for May 15th and 16th; a "not to be missed" conference featuring keynotes from our area's most prominent speakers. The Mentoring Committee is currently seeking mentors for 2008. Our new Public Sector Leadership Committee is off to a fabulous start with a Speaker Series. The first one featured Mayor Nutter's new ethics team and was completely sold out two weeks before the event. Affinity groups will be starting soon; already there was a NJ area dinner with Center City, Montgomery County area breakfasts scheduled. Try to attend one of these if you haven't done so—this is a terrific way to get to know Forum members and make some lasting friendships.

Our Program Committee has planned a special evening for us at the Philadelphia Museum of Art—the exhibit by Frida Kahlo. Organized in celebration of the 100th anniversary of Kahlo's birth, it will present approximately fifty paintings from the beginning of her career in 1926 to the year of her death in 1954.

We are steadfastly focused on our mission of promoting the advancement of women leaders. Our new Public Sector Leadership Committee is researching the Philadelphia area public sector commissions and boards to ascertain how many of them have women on their boards. This committee is working on developing a strategy to increase the number of women who are selected to serve on these boards. Kudos to Mayor Nutter, who recently appointed two women to the Convention Center Board. This board has traditionally been an all male board. It is wonderful to have a Mayor who "gets it"! The Forum sent a letter to the Mayor congratulating him on this appointment.

Our Executive Suites Committee is working towards a new "Women on Boards" report for 2008 and has developed a strategy to create additional momentum for change in gaining increased momentum for representation of women on corporate boards. And there's more...

In this newsletter, you will discover additional details on what's happening in The Forum for 2008. Thank you for your wonderful ideas. If you are thinking of joining a committee, what are you waiting for? There's no better time than right now. I look forward to seeing you at an upcoming event or "blogging" with you on our website very soon.

All the very best in 2008!

Elva Bankins

2007 / 2008

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ENGAGEMENT COMMITTEE

Looking for more opportunities to engage with members of The Forum? The Engagement Committee, co-led by **Lesley Mallow Wendell** and **Afafi Meleis**, is heading up the development of Affinity Groups, a platform for Forum members to come together to share information, enhance professional/personal development, provide support for one another, and enjoy shared interests.

The initiative to create affinity groups grew from increasing member interest in small group settings. Last year's membership survey showed that Forum members were looking for ways to develop relationships outside of traditional programmed events. The Forum, with the help of the Engagement Committee, is facilitating the development of smaller group activities to meet this demand. Each affinity group is led and coordinated by a Forum member (or members) who takes the responsibility of forming groups around shared interests.

Affinity Groups can meet around social or business interests, and may meet on an ongoing basis or for a one-time special, cultural or educational event. Examples of interests include but are not limited to such topics as: Wine; Fly Fishing; Leadership Transition and/or Retirement Planning; Books; Theatre and/or Music; Golf; Work/Life Balance; Social Action; and Hiking.

Members interested in starting an Affinity Group are invited to share their idea with a member of the Engagement Committee. The Engagement Committee will consider the idea at its monthly meeting and make recommendations to aid in the formation of the Affinity Group. Stay tuned for future updates on how to get involved.

PUBLIC SECTOR LEADERSHIP

The Public Sector Leadership Committee, previously known as the Women, Politics & Policy Committee, has been formed from the strong foundation laid by former chair Peggy McCausland. Under the new leadership of **Carmen Paris** and **Melissa Weiler Gerber**, the committee launched a fall signature event, entitled "Women & Politics", which featured a closed-to-the-press behind-the-scenes view of life in politics as presented by prominent women on both sides of the aisle: Renee Amooore, Lois Eisner Murphy, Terry Gillen and the Honorable Sandra Newman.



STRATEGIC MARKETING & COMMUNICATIONS

The Strategic Marketing and Communications Committee, co-led by **Grace Migliaccio** and **Jody Levy**, has been monitoring the use and popularity of the newly redesigned website for The Forum of Executive Women (www.foew.com). Visits to the site have remained steady at approximately 1,000 per week since its launch in mid-November.

Many members have called the FOEW office for their password and a number have updated their member profiles online. If you have not updated your member profile in the past six months, log on today to make sure it is representing you accurately. Also check out the "Blog/Message Board" for career openings, interesting media stories related to advancing women leaders, and more. Look for additional features soon during phase two of the website.

LEADERSHIP BLUEPRINT 2010

SAVE THE DATE: May 15-16, 2008

Tricia Wellenbach is working with a steering group for the Leadership Conference to be held in May at the Hyatt at Penn's Landing. This two-day conference will provide an unparalleled opportunity for Forum members and guests to engage in a powerful dialogue with nationally recognized thought leaders whose work is setting the stage for the future of leadership. Thursday evening features a keynote address by David L. Cohen, Esq., Executive Vice President of Comcast, and will be open to guests from the Philadelphia region. Friday's events will be exclusive to Forum members (and their guests) and includes breakout sessions, along with keynotes from Renee Chenault-Fattah, Channel 10 News Anchor, and Suzanne Braun Levine, Former Editor of Ms. Magazine and author of Inventing the Rest of our Lives: Women in Second Adulthood.

Following a panel discussion, Forum members and their guests were led in roundtable discussion by another group of politically savvy women. The event was very well received and set the stage for the launch of a new Public Sector Leadership initiative: bi-monthly breakfast forums with key political and policy-making figures in the region. These forums will provide an unprecedented opportunity for Forum members to learn from and exchange ideas with critical leaders in our region, all in an intimate setting (these forums are limited to approximately 40 participants each).

Our breakfast series kicked off on January 24 with the entire new Nutter ethics team: Kenya Mann, Joan Markman and Amy Kurland. Our March 27 meeting features the Governor's top policy advisor, Donna Cooper, and on May 22 we will hear from Josh Shapiro. We are scheduling speakers for the remainder of 2008 and will be posting our schedule on The Forum's website. We are grateful to Wendy Beetlestone and her firm, Hangley Aronchick Segal & Pudlin, for hosting this series and enabling us to offer these sessions free of charge to our membership.

Pictured here from left to right: Sharon Hardy, Nancy Moses, Terry Gillen, Lois Murphy, Elva Bankins, Melissa Weiler Gerber, Carmen Paris, Marian Marchese, Madame Justice Sandra Schultz Newman, Renee Amooore and Lynda Barness

Pearls of Wisdom: On Leveraging Relationships

The ability to tap into both personal and professional relationships in the pursuit of business goals is an important talent for success. What “Pearls of Wisdom” can you provide on the approach you take in cultivating, managing and leveraging your relationships?

Francine Carb: “The reason people hire anyone in a professional services capacity is trust—knowing that someone else will make the right decisions on their behalf. Trust is a very complex emotion, though. It’s a combination of who you know (referrals and comfort), how long you’ve been in business or in your profession (unquestionable knowledge and expertise), good decision-making (logical and wise), and real concern (care) for the client.”

Elayne Howard “Competitors can sometimes be effective partners.”

Marian V. Marchese “The best strategy to leverage personal and professional relationships is to find ways to help the other person succeed. Helping others pays back ten fold and makes doing business much more pleasurable. In fact, my partner Sharon Hardy and I have built a nice business based on this principal: The Art of Making Connections.”

Elaine Mercier

- Say “thank you”
- Know the power and social grace of a handwritten personal note
- Follow-up
- Do what you say you are going to do
- Be willing to help others

Nancy Moses “Take every board and committee assignment as seriously as you would a professional assignment—it’s an opportunity to show off your skills, smarts, and reliability. And, if you want work from a contact, remember to ask for it.”

Leslie Stiles “Relationship building is the single most important building block to corporate (or personal) success. I don’t believe in reinventing the wheel if I don’t have to. There are a lot of entities and organizations that do what they do extremely well. We are better and stronger when we combine forces and learn from each other’s successes and failures. Also, the operative word in utilizing relationships is “listen.” If you do that well, then your delivery of services, your brand definition and your competitive edge will be much sharper and ultimately more successful.”

Carole L. Weintraub, CPC “The key to any networking is to incorporate it into your life on a regular basis, collect business cards, do someone a favor, return a call to someone in need, or join a group. Get your name recognized as a leader in your area of expertise. It will all help in building that all-important network.”

FORUM FOUNDATION

The Forum Foundation has chosen its 2007-2008 board of directors and officers, who will guide the Foundation’s activities in the months ahead. Community leader and newly appointed chair of the Zoning Board **Susan Jaffe** succeeds **Katie O’Brien** (Partner, Montgomery, McCracken, Walker & Rhoads, LLP) as chair of the Foundation. **Irene Hannan** (Senior Vice President, Head of Healthcare and Not-for-profit Business, Citizens Bank) will serve as Vice-Chair and **Evelyn Smalls** (President and Chief Executive Officer of United Bank of Philadelphia) as Secretary-treasurer.

Elected to the board of directors, along with Katie O’Brien, are **Donna Brennan** (President, Donna Brennan Associates), **Mia Mendoza** (President and Chief Executive Officer, Mendoza Group), **Karen Minyard** (retired executive, PNC Financial Services, Inc.), **Chris Murphy**, Chairman and Chief Executive Officer, Zitners), **Ivy Silver** (President and a founder of The Commonwealth Consulting Group), **Judy Spires** (President, Acme Markets) and **Karol Wasylyshyn** (President, Leadership Development).

Four members were appointed to the Foundation board by virtue of their position with The Forum. They are **Tricia Wellenbach** (Consultant), Forum vice-president; **Autumn Bayles** (Senior Vice President—Strategic Operations, Tasty Baking Company), Forum Treasurer; **Beth Fitzsimons** (Human Resources Consultant, The CBI Group), Forum Sponsorship Chair; and **Lisa Young** (Partner, Ernst & Young LLP), Executive Suites Chair.

The Forum Foundation, a non-profit 501(c)(3) organization, was established by The Forum of Executive Women to support initiatives promoting the advancement of women leaders in the region.

Thank you to our Fall 2007 Event Sponsors

LEADERSHIP BREAKFAST 09.28.07

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ANNUAL HOLIDAY DINNER 12.12.07

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MEMBER NEWS

The Forum of Executive Women collects Member News about board appointments, awards/honors, publications/speeches, and other business/personal news. Please keep us informed of your accomplishments.

Appointments & Elections

Maryalice DeCamp (MaryAlice.DeCamp@JeffersonWells.com), Managing Director, Jefferson Wells – Philadelphia, was appointed to two non-profit boards: The Academy of Vocal Arts and The World Affairs Council of Philadelphia. The organizations are currently seeking additional corporate sponsors; please contact Maryalice if you or your organization would like to be more involved.

Teresa Gavigan (TGavigan@sunocoinc.com), Director of Human Resources and Corporate Labor Relations for Sunoco, Inc., has been elected Chairperson of the Board of Directors of Philadelphia Academies, Inc. Philadelphia Academies is a non-profit organization that expands life and economic options for Philadelphia public school students through career-focused programming that prepares young people for employment and post-secondary education.

Nancy Gilboy (Nancy.Gilboy@phila.gov), President/CEO of Philadelphia's International Visitors Council (IVC), was elected to the board of the D.C.-based National Council for International Visitors (NCIV). NCIV's network of IVC's across the U.S. was nominated for the 2001 Nobel Peace Prize for its work with the U.S. Department of State to promote peace through "citizen diplomacy."

Shawn Kent Hayashi (shawnhayashi@aim.com), Chief Development Officer, The Professional Development Group, has been appointed to the board of directors for The Philadelphia Human Resource Planning Society (PHRPS).

Sharon L. Hirsh, PhD (shirsh@rosemont.edu), President, Rosemont College, was appointed to serve on the national Board of the Women's College Coalition.

Susan Jaffe (sojaffe@aol.com) was elected to the board of the Jewish Publishing Group. The board publishes the *Jewish Exponent*, an award-winning weekly newspaper,

Inside Magazine, special supplements, and the annual *Guide to Jewish Greater Philadelphia*.

Gail Kass (gkass@newcourland.org), President/CEO, NewCourtland Elder Services, accepted a seat on the board of the University of the Arts.

Kyra G. McGrath (kmcgrath@why.org), Vice President for Strategic Projects and General Counsel, WHY, Inc., was appointed as Advisory Board Chair of The Salvation Army of Greater Philadelphia. The Army is currently planning the Ray and Joan Kroc Corps Community Center which will be built in the Nicetown section of Philadelphia with a \$72 million grant from the estate of Joan Kroc.

Rosalyn McPherson (rmcpherson@therozgroup.com), President of The ROZ Group, Inc., was recently appointed to serve on the board of National Philanthropic Trust.

Fran Pierce (piercef@dsainc.com), President/CEO, Data Systems Analysts, Inc., was appointed as Treasurer and Chair of the Finance Committee of the Board of Directors for the International Eye Foundation, an organization dedicated to the promotion of peace through the prevention of blindness. This is her second term on the IEF Board of Directors. Fran was also appointed to Rowan University's Dean's Advisory Council for the College of Engineering.

Dianne Semingson (semingsond@erols.com), President, DLS International, has been re-elected Secretary of the Board of Directors and a member of the Executive Committee of The Committee of Seventy.

Tricia Wellenbach (pdwellenbach@verizon.net) was elected as a Trustee of Abington Memorial Hospital. She also wrote a chapter "Transition and Succession: Empowering Yourself in the Art of Letting Go" in *Conversations with Leaders*, a book edited by **Tine Hansen-Turton** (Tine@NNCC.US), Susan Sherman (a former Forum member) and Vernice Ferguson.

Awards & Honors

Terry D'Alessandro (tdalessa@sovereignbank.com), Market CEO for Sovereign Bank's Metro Philadelphia/Southern New Jersey Regions; **Lorina Marshall-Blake** (lorina.marshall@ibx.com), Vice President of Government Relations at Independence Blue Cross; and **Alba Martinez** (alba@uwsepa.org), President and CEO of United Way Southeastern Pennsylvania, received the CORA Service Award for their work and contributions toward the growth and enrichment of local children and families.

Liz Dow (edow@leadershipphiladelphia.org), President, LEADERSHIP Philadelphia, and Gloria Guard, President of People's Emergency Center, were named among "75 Greatest Philadelphians" as part of the Philadelphia Eagles' 75th Anniversary celebration.

Irene Hannan (irene.hannan@citizensbank.com) was inducted into the Women's Hall of Fame at the Fox School of Business.

Anne S. Klein (anne@annekleincg.com) was named Woman Business Owner of the Year by the South Jersey chapter of the National Association of Women Business Owners (NAWBO).

Carmen I. Paris (carmen.paris@phila.gov), Deputy Health Commissioner for the Philadelphia Department of Public Health, was awarded the "Tree of Life" Award in October 2007. This award, presented by Fatima Gamble's Wellness of You, Inc., honors health care professionals who are providing information and services beneficial to the community.

Business News & Moves

Autumn Bayles (autumn.bayles@tastykake.com), SVP of Strategic Operations, was promoted at Tasty Baking. Her responsibilities have been expanded to include all Supply Chain Operations, including manufacturing, distribution, transportation, demand planning and new plant engineering/construction.

Jacqueline Buhn (jbuhn@athenianprop.com), President and Owner of Athenian Properties, LLC, has expanded her company's business in data center construction and management over the last year, and is now handling 10 operating centers in the Eastern U.S. and construction of six centers in Philadelphia and Chicago.

Anne J. Casey (acasey@cozen.com), Chief Marketing Officer at Cozen O'Connor, reports that the firm was named to the 2007 list of Top 50 Law Firms in Marketing & Communications, coming in at number 39. The list is developed and published annually by AmLaw's "Marketing the Law Firm" publication.

Rosalyn McPherson (rmcpherson@therozgroup.com) and The ROZ Group, Inc. moved to new offices at 1700 Sansom Street in Philadelphia. The ROZ Group provides strategic marketing, project management for historic sites, and custom publishing. Among the firm's clients are The President's House, Greater Philadelphia Tourism, and the Lincoln Financial Group.

Elaine Mercier (emercier@leadershipphiladelphia.org) joined LEADERSHIP Philadelphia as the Vice President of External Affairs.

Robin Neifield (rn@netplusmarketing.com) announces that NetPlus Marketing was honored with the MarCom Gold Award, Emerging Media Innovator Award and Web Marketing Association Outstanding Achievement Award for its creative design work on the ecommerce Web site for men's apparel brand Undergear.

Patricia Owens (owens@thinkdsi.com) recently joined Decision Strategies International as Chief Strategy Officer. DSI is a consulting firm based in Conshohocken that is a world leader in scenario planning and executive education.

Ellen Toplin (etoplin@startoplin.com) and Linda Rosanio announced that Toplin & Associates has merged with The Star Group. The Toplin organization is conducting business under the new name of StarToplin and trading under The Star Group banner.

Harriet G. Weiss (hweiss@crwgraphics.com) reports that CRW Graphics was awarded The Best Work Place in America by Printing Industries in America. Also, CRW Graphics received FSC certification, which enables them to assist corporations in meeting their green goals and exemplifying good environmental business practices.

Speeches & Publications

Lynn R. Axelroth (axelroth@ballardspahr.com), Partner in the Real Estate Department of Ballard Spahr Andrews Ingersoll, LLP, was a panelist in an October 2007 webinar by the American Bar Association—"Construction Defects in a Time of Financial Crisis." She also spoke on "The Condo Glut—A Survival Guide for Condominium Workouts" at the American College of Real Estate Lawyers' (ACREL) annual meeting in South Beach, Florida.

Marjorie Brody's (marjorie@BrodyPro.com) article "Mastering Presentation Skills Is Critical to Professional Development" appeared in the Fall 2007 issue of *Employment Relations Today*, a Wiley publication.

Barbara Eiser (eiser@leading-impact.com), President of Leading Impact, Inc., presented a workshop at the Annual National Leadership Conference of the Healthcare Businesswomen's Association in December 2007. An executive coach, Ms. Eiser's topic was "Your First 100 Days: Projecting Your Leadership Role".

Anne S. Klein (anne@annekleincg.com) was a keynote speaker at a conference on "green" printing, sponsored by Philadelphia's Graphic Arts Association in November 2007. Her topic, "How Not to Drown in A Sea of Green," addressed ways the industry can promote its efforts.

Andrea R. Kramer, Esq. (ark@arkramerlaw.com) was featured in Main Line Today Magazine in an article about her new role as Chair of the Board of Girl Scouts of Eastern Pennsylvania.

Leslie G. Mayer, Ph.D. (lmayer@mayerleadership.com), a Senior Fellow at The Wharton School, was interviewed by Inc. Magazine for the January 2008 issue. Doctor Mayer is President and CEO of Mayer Leadership Group, a business psychology firm specializing in advising CEOs and senior executives on complex leadership opportunities and associated challenges.

Nancy Moses' book, Lost in the Museum: Hidden Treasures and the Stories They Tell has been published by AltaMira Press and is available via www.amazon.com. Nancy (nancy@nancymoses.com) has also been appointed to the Leadership Council of Pennsylvania Hospital.

Geri Swift (gswift@womensbdc.org), President, Women's Business Enterprise Council PA-DE-NJ, was the conference chairperson for the Electric Utility Consultants, Inc. (EUCI) Leveraging the Power of Supplier Diversity held in Philadelphia on November 6 and 7, 2007. Geri also conducted a workshop on "The Business Case for Third Party Certification."

Other News

Joan Chrestay (joan.chrestay@sju.edu) was invited to the International Women's Leaders Global Security Initiative hosted by the Council of Women World Leaders, the White House Project, the Women Leaders Intercultural Forum and the Annenberg Foundation Trust where she joined former and current heads of state, non-governmental agencies and select guests in signing a Call to Action for the inclusion of women in peace processes throughout the world.

Leslie Stiles (lstiles@state.pa.us), Executive Director of the Pennsylvania Commission for Women, reports that the 4th Annual PA Governor's Conference, co-hosted by The Pennsylvania Commission for Women, welcomed over 5,000 women in 2007. The theme was "Invest in Yourself," intended to empower, inspire, and provide resources to women across the state. Leslie would like to express her gratitude to The Forum for supporting the endeavor.

Melissa Weiler Gerber (mweilergerber@womensway.org), Executive Director of WOMEN'S WAY, recently announced that WOMEN'S WAY is distributing \$128,772 in grants to 12 nonprofit organizations in the Delaware Valley from the fall 2007 cycle of its Community Women's Fund.

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