



# PUTTING A VALUE ON LOYALTY

**SPW ANNUAL PROGRAMMING AND SPONSOR SPOTLIGHT**

**SPW**<sup>™</sup>  
Society of Professional Women<sup>®</sup>  
A Program of The Main Line Chamber of Commerce

# DIRECTOR'S MESSAGE

"You don't earn loyalty in a day. You earn loyalty day-by-day."  
- Jeffrey Gitomer, Bestselling Author & Sales Training Professional

The Society of Professional Women (SPW) is a unique and powerful Main Line Chamber of Commerce initiative that advocates for an inclusive work environment. It has been providing education and professional development opportunities for over a decade. It is our continued mission and vision to accelerate the advancement and expand the influence of women leaders of all professions and generations, strengthen our business community, and support the region's non-profit organizations. The conversation about striving for greater gender equity leads naturally into supporting fair workplaces for all, regardless of race, religion, sexual orientation or other differences.

During challenging and unprecedented times, we have continued to bring our members and region together through transformational work. So, when we hear terms like "The Great Resignation," we immediately begin to listen and aim to bring people together to find a solution and path forward. It is that mindset that continues to ignite the flames of creation, adaptability and outreach by the entire Chamber staff to bring our members together after a time of isolation while working toward a stronger future.

Being able to provide a platform for important issues facing our communities is what makes the SPW program so valuable to our members. SPW and the Chamber's other equity initiatives, including peer roundtables and leadership development programs, are uniquely positioned to help companies with diversity goals as a resource to help dive deeper into important and sometimes difficult conversations.

Professional development opportunities through networking, education and collaboration challenge our members and companies to act purposefully and apply what they've learned to improve their organizations and communities.

The Main Line Chamber of Commerce would not have been able to successfully continue to connect people with one another and produce high quality events without teamwork and dedicated supporters. It is our commitment to our members and their commitment to us that keep us strong and able to influence in impactful ways.

SPW will continue to provide content that will respect, challenge and include as many ideas as possible to create a more equitable world. By maintaining our loyalty to those working to advance and create a positive impact, we can continue to make progress. If you would like to become more involved or have any questions, please don't hesitate to reach out to me at [nstephenson@mlc.org](mailto:nstephenson@mlc.org).

Empowered and Inspired, Nicole Stephenson

[www.mlcc.org](http://www.mlcc.org) | [www.spwmainline.com](http://www.spwmainline.com) | [nstephenson@mlcc.org](mailto:nstephenson@mlcc.org)



THE SOCIETY OF PROFESSIONAL WOMEN  
**Who Attends Events?**

**GENDER RATIO**  
The audience of SPW events is made up of 20% men and 80% women.

**AGE RANGE**

30 & Under	10%
44 - 60	44%
31 - 45	28%
60 +	18%

**PROFESSIONAL LEVEL**

Middle Management	35
Entry Level	45
Exec. Level	20
Business Owner	15

**About SPW Events**  
Launched in 2009 by The Main Line Chamber of Commerce, SPW was founded to create a forum for women of all generations, industries and management levels to connect with one another, build leadership skills and support the region's non-profits

Register for Upcoming Events  
Visit Us At:  
[www.spwmainline.com](http://www.spwmainline.com)

Society of Professional Women  
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# COMMUNICATIONS SPONSOR



**Comcast Business**  
Mike Loudon, Regional Vice President

Comcast Business is proud to continue our partnership with the Society of Professional Women for the eighth consecutive year. Our partnership with SPW has been

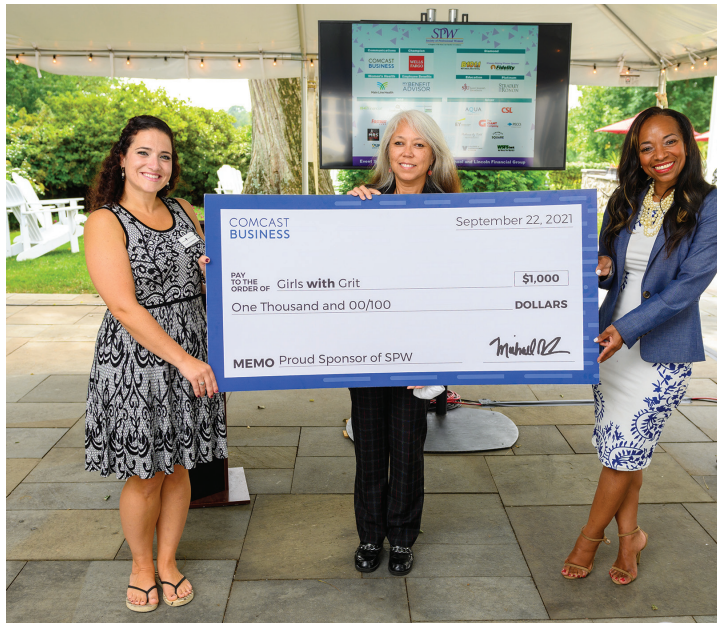
a tremendously successful one for us, as it has granted us a crucial platform to connect with the local female professional and business communities here in Greater Philadelphia.

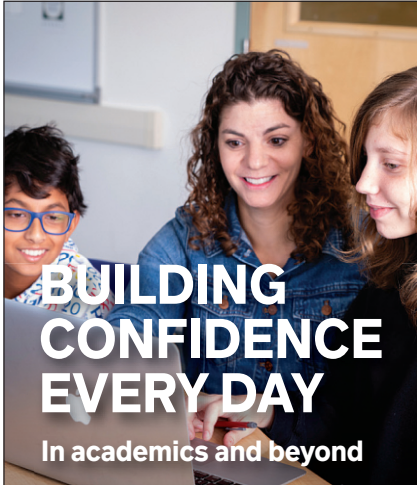
At Comcast Business, we are all about Powering Possibilities, including advocating for the empowerment of strong, influential women in the workplace and in positions of leadership. Comcast is led by many of these women, as fifty percent of our Board of Directors are either women or people of color, and 35% of our workforce is comprised of women. Comcast is committed to working diligently towards a goal of a workforce that includes at least 50% women across all levels, and it's our involvement with powerful, strategic partners like SPW that will help us achieve and surpass this goal.

SPW is a prominent and inspiring part of the local female professional and business community. It is with their guidance and support that we have been able to further partner and collaborate with their members through their events, networking and overall engagement. SPW programs, luncheons and workshops provide impactful, insightful, and valuable thought leadership and benefits to their attendees, and our partnership has afforded us the opportunity to reach this audience help them with the business needs, especially those women-owned businesses and organizations.

Our involvement with SPW is very important to our organization, and we are grateful and look forward to continuing this relationship in the months and years ahead.

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# CHAMPION SPONSOR



## **Firstrust Bank**

Deb Yelson, Vice President, Branch Manager  
SPW Advisory Council Chair

Loyalty is an extremely valuable asset both professionally and personally. To be loyal is to be consistent in your commitment, which is what we strive to do at Firstrust Bank every day. As a family-owned bank, Firstrust is loyal to its customers, employees and partners, like the Society of Professional Women. Our mission is to cultivate prosperity for our customers and the communities we serve.

Firstrust is committed to supporting and to advocating for women in the workplace, and we embrace female leadership at all levels of our organization, which is a rarity in the financial industry. We are grateful to the Society of Professional Women for providing a variety of quality professional development opportunities for the women of Firstrust.

As the Chair of the Society of Professional Women's Advisory Board, I've benefited from this community, and I am elated that I have the opportunity through Firstrust to help other women discover the Society of Professional Women and grow their skill sets to fill seats at the tables in many executive suites. I'm thankful to work at a company that truly sees the value in its loyal commitment to supporting the professional development of women.

# WOMEN'S HEALTH SPONSOR



## **Main Line Health**

Shelley Buck, President, Riddle Hospital

At Main Line Health, we dedicate every day to incorporating and supporting diversity, respect, equity, and inclusion. We take pride in offering all employees tools, education, and growth opportunities needed to grow in their roles to become stronger leaders. With our partnership, our employees – both men and women – have enjoyed the professional development opportunities SPW mentoring has provided. I often think about how in my career path, some programs lacked resources that offered the amount of

awareness and education SPW has provided, which has been proven to be valuable. Giving women the opportunity to develop and grow reflects the future of stronger leaders. If we want to see change, we need to participate and be part of the change.

Even though there have been programs put in the place to help all women in our workplace strive, there is still work that needs to be done, especially for women of color who continuously face barriers and obstacles. Having SPW address the common root causes is a step in the right direction to eliminate the disadvantages.

Being able to partner and work with The Society for Professional Women has been such a valuable resource for not only educational and professional development but also networking opportunity. To work with a company that also supports our values in supporting all women, especially in our field, has been so beneficial and important.

# EMPLOYEE BENEFITS SPONSOR



## **My Benefit Advisor**

Christopher Sloane, Association Account Executive

My Benefit Advisor: Our Commitment to Cost Saving Strategies and Virtual Solutions for Your Employee Benefits Program

My Benefit Advisor has been the endorsed Employee Benefits Partner to the Main Line Chamber of Commerce for over 30 years. Our commitment to the Chamber continues to evolve based on the demands of a quickly changing environment and the needs of its membership. Now, as we have faced one of the most significant impacts to our membership through COVID-19 and beyond, the MBA program continues to guide employers through the complexity of planning, communicating, and managing employee benefits.

We offer unique Cost Saving Strategies exclusive to Chamber Members:

**Exclusive Discounts with National Carriers** We create exclusive discounts through our market leverage and partnerships with National Carriers on behalf of our Chambers and Associations to secure additional savings on coverage than what is available to the broker market.

**My Benefit Advisor PEO (Professional Employer Organization):** MBA enables you to consolidate your business model into one platform with My Benefit Advisor and Abel HR to reduce Medical insurance costs as much as 15% for a fully insured offering using United Healthcare's network.

**Cost Containment with an ICHRA** An Individual Coverage HRA (ICHRA) may be an alternative to redesigning your current group health plan. An ICHRA allows employers to contain benefit costs in this environment while also maintaining coverage options to help you attract and retain employees.

**Individual & Medicare Coverage** We can also help members shop for individual and family health insurance as well as assist in applying for a government subsidy.

**Student Loan Repayment** We can provide an employer sponsored program to you and your employees that enables employers to make student loan contributions on behalf of their employees - Easy to be offered alongside or in lieu of 401k contributions as an added benefit.

Our Value Added Services and Virtual Solutions are available to all size Employers at no cost:

**HR Client Cloud: Human Resources Support** offering Live Professional HR Support, Compliance Training, Living Handbook, and more.

**Benefit Service Center:** An insurance licensed benefits call center that handles employee questions live 8 hours a day, is responsive, monitored, and measured.

**Compliance Resources:** Webinars, bulletins and the most up to date guidance to which provisions pertain to you and your business provided by our Legislative Team.

**Benefit Administration Platforms and Enrollment Technology :** Technology at no cost, that makes employee onboarding, communication, and open enrollment seamless and 100% virtual.

We would like to remind you of the "open door" opportunity we offer to have a brief conversation, via phone or virtual meeting, with My Benefit Advisor to review the suite of services we have secured for Main Line Chamber of Commerce members. We have options in every category of coverage and level of affordability to provide Medical, Pharmacy, Dental, Vision, TeleHealth and Behavioral Health benefits.



# DIAMOND SPONSORS



## **Audacy, Inc.**

Carissa Ciala, Account Executive

"In order to recruit and retain top talent in any company, it is important to support and advocate for women in the workplace. Women look for diversity, especially in leadership roles, when entertaining job opportunities. This was very important for me when considering my role at Audacy to ensure there is a competitive structure that is fair for all, and would be awarded appropriately with advancement. As a woman who has been in the sales industry for over 12 years, with both individual contributor roles as well as management, I needed to see that powerhouse female at every turn when choosing to build my next home, which is now Audacy. To be a part of the Society of Professional Women is just another way that Audacy, especially locally in Philadelphia, acknowledges and helps promote growth, learning, and recognition for women in the workplace that helps foster new and innovative, amazing partnerships in the community."



## **Fidelity Investments**

Tom Smith, Philadelphia Market Leader

"As the official Women Helping Women Sponsor of Society of Professional Women, we are able to support the mentoring program where women are provided an environment to learn from each other both professionally and personally. The Trademark and Lunch & Share events are great venues to host our prospects, clients, existing associates and potential employees. The virtual options have expanded our opportunity to expose more associates to the content and value

SPW offers to the Greater Philadelphia area." Fidelity Brokerage Services, LLC Member NYSE, SIPC 861452.3.0



## **Saint Joseph's University**

Cheryl A. McConnell, Ph.D.

Provost and Vice President, Academic Affairs

"Organizational loyalty is the psychological connection and pull an employee feels to the mission and values of the institution. When an employee is deeply connected to an organization's purpose and how the company approaches work and decision making, those individuals are happier, more productive, and will continue to positively contribute over the long term. It is a win-win for the

company and the employee."

# PLATINUM SPONSOR



## **Stradley Ronon Stevens and Young**

Tara Walsh, Partner

Stradley Ronon believes that we become better as an organization when we listen and celebrate our differences, and that is why Stradley Ronon is committed to the advancement of women both at the firm and in the community. SPW has been an invaluable part of helping Stradley Ronon continue to grow in our support of women and diversity and inclusion efforts generally. I am proud to be a loyal member of SPW and Stradley Ronon, two organizations that support the

advancement of women not just through words, but through action.



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- Increase visibility
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- Support the business community
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# GOLD SPONSORS



## **1847Financial**

"The female advisors of 1847 Financial, Rosemarie Dempsey, Michele Burkholder and Christine Hennigan are advocates for Gender Equity. We open doors, provide resources and instill an ethic of "pay

it forward" for all women in Financial Services and especially for our female clients."



## **Enterprise Fleet Management**

Erin Cassidy, Client Strategy Manager

"Enterprise Fleet Management thoroughly values the partnership with SPW and the access to professional and personal leadership development that it provides to our employees at

all career levels. The opportunity to network within the communities we serve is invaluable."



## **Main Line Today**

Marie Edwards, Associate Publisher

"Main Line Today's workforce is primarily made up of women. We utilize SPW at so many levels from networking and support to their

incredible programming regarding female leaders in the workplace. We value our partnership with SPW because they provide additional support that allows our team to learn, grow and network."

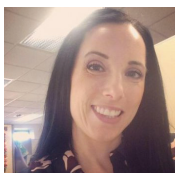


## **Montgomery County Community College**

Dr. Victoria L. Bastecki-Perez, President

At Montgomery County Community College, loyalty is the ongoing dedication and commitment of our

Montco Family working together to fulfill the College's mission to provide for the educational, workforce, and cultural needs of our students and communities. We greatly appreciate the Society of Professional Women as a loyal community partner that we can rely upon as a valuable resource for professional development, networking and partnership opportunities.



## **UGI Corporation**

Adrienne DiMino, Sr. Talent Acquisition Lead

"SPW has paved the way for our organization to be able to connect and build long lasting relationships with

professionals in the Greater Philadelphia area. UGI Corporation is proud to be a sponsor with SPW."



## **UnitedHealthcare**

Michelle Goglia, Vice President, Account Management

"At UnitedHealthcare relationships mean trust. Trust is earned and preserved through truthfulness, integrity, active engagement and

collaboration with our clients, healthcare providers and facilities. SPW has helped me form and grow valuable personal and professional relationships."



## **Univest Bank and Trust Co.**

Dana Brown, President, Consumer Services

"Since Univest was founded in 1876, building lasting, loyal relationships has been at the foundation of how we

do business. Even as we navigated the unprecedented challenges presented by the pandemic, Univest remained loyal to our commitment to supporting local organizations doing important work in our communities. We are proud to continue our partnership with the SPW to help ensure this valuable resource is available to help women grow as leaders and expand their network of professional relationships."

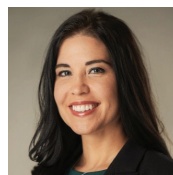


## **Vertex, Inc.**

Lisa Butler, CAO

"SPW has provided women leaders within our company an opportunity to meet and build relationships with interesting and accomplished

professionals in the Greater Philadelphia Area. These relationships are helping our employees to become more successful in both their personal and professional lives."



## **Wells Fargo**

Sara Soucie, Affluent Business Manager

"I have a deep personal commitment to advocating not only for women in the workforce but for women in wealth management. At Wells Fargo,

we welcome the opportunity to work with women throughout their professional career, as we develop strategies to meet their financial goals. For more information, please e-mail sara.soucie@wellsfargo.com."

# SILVER SPONSORS



## **Aqua, An Essential Utilities Company**

Donna Alston, Manager, Communications and DE&I  
"Numbers confirm that "business" is overwhelmingly run by men. Except and unless we all make a deliberate

and conscious effort to advocate for the equitable treatment of women in the workplace, we can only look forward to more of the same. SPW has successfully created a women-centered space for women and their allies to network and foster relationships to help women move their careers forward. SPW and its proactive allies are helping to create a better workplace for sisters, daughters, aunts, mothers and grandmothers to realize enriched and fulfilling career paths.."



## **EY** Justo Villasmil, Partner/Principle

"As a proud supporter, EY is looking forward to SPW's insightful programs, which create an environment that supports women to develop their

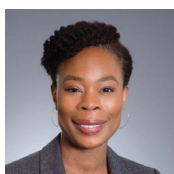
leadership potential."



## **The GIANT Company** Aaysha Noor, Head of Diversity & Inclusion

"The GIANT Company celebrates women making strides as they are an integral part of workplace

and in driving innovation. With the help of partners like Society of Professional Women, we believe that together we can challenge and breakthrough biases that still exist to empower women to learn, thrive and grow in all aspects professionally and personally".



## **PECO** Funmi Williamson, SVP and Chief Customer Officer

"At PECO, our goal is to create an environment where all employees can bring their whole authentic selves to

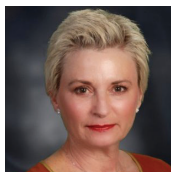
work. We create safe spaces for open dialogue and feedback focused on establishing trust between leadership and employees. In these safe spaces, we often tackle some very difficult and challenging conversations focused on breaking down walls and building bridges across the diverse demographics represented in our organization."



## **Pictures By Todd** Todd Zimmerman, Photographer

"A benefit that can't be ignored is being able to meet and connect with all the amazing and talented people that SPW attracts. It's a really a

unique and amazing group!"



## **Suburban Square** Joy Medlock, General Manager

"Networking at the SPW events has provided opportunities to speak directly with people who know Suburban Square and to those who

are not familiar with the center. As a result, I've been able to elevate customer experience."



## **Villanova College of Professional Studies** Christina Katsapis, Manager, College Partnerships

"Villanova University's College of Professional Studies is proud to

sponsor and partner with SPW and participate in the collective work to help foster women's advancement and leadership growth in the workplace. Vital to our own organization's growth, we applaud their efforts in providing ongoing impressive programming and affording us the opportunity to strengthen our relationships among this robust community."



## **WSFS Bank** Thecla Bene, Vice President, Retail Office Manager

"WSFS is a proud supporter and partner of the Society of Professional Women.

In 2021 SPW continued to provide a robust and relevant series of virtual networking events, development and leadership programs which allowed many of our associates to connect with community leaders and partners. SPW always leaves me feeling energetic and empowered to infuse my team with the skills and knowledge I have gained."





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# ABOUT SPW PROGRAMMING



## Trademark Events

These engaging programs are attended by 200+ professional men and women from companies of all sizes. In addition to networking with the region's leaders, attendees enjoy world-renowned keynote speakers including visionaries, executives, and celebrities. A non-profit organization is featured at each event, giving it an opportunity to share its mission and needs, while receiving financial support from SPW sponsors and attendees.

## Lunch & Share or Live Virtual Events

These educational programs are limited to fewer participants and feature experts on a specific topic. The sessions are interactive and encourage collaboration and participation among the attendees and presenters. In addition, attendees take advantage of invaluable networking opportunities.

## Women Helping Women

These intimate circles bring together women of all generations and diverse professions in a confidential environment. Women share their experiences, knowledge, goals, and workplace challenges, and build life-long relationships. Each participant receives personalized coaching and mentoring from peers, mentors, and guest experts throughout the year.

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## Leadership Workshop

Companies of all sizes invest in SPW's workshops to retain and develop their high-potential female leaders through interactive workshops, led by nationally recognized leadership development facilitators.

## Annual Gold Leaf Women In Leadership Award


The Main Line Chamber of Commerce awards an outstanding female professional whose work has impacted the Greater Main Line Region in the areas of business excellence, community service, exceptional women's leadership, and the advancement of all employees.

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## No Limits Leadership

SPW makes programs available to empower undergraduates with confidence to reach their full potential and realize their ability to be future leaders in business, government, board rooms, and the community. Women leaders share their leadership journeys and provide insight on how to turn obstacles into opportunities in collaboration with The Main Line Chamber of Commerce's Talent and Education Network.

*\*All SPW events are complemented with networking in-person or with virtual breakout sessions to encourage the sharing of ideas with your peers.*



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# THE SOCIETY OF PROFESSIONAL WOMEN

## 2022 Featured Speakers



**Marisa Porges Ph.D.**  
Head of School  
The Baldwin School



**Carol Vallone Mitchell  
Ph.D.**  
Author and Speaker



**Annie Meehan**  
Keynote Inspirational  
Speaker & Award-  
winning Author



**Natalie Fikes**  
Personal Development  
Coach &  
Best-Selling Author



**Rachelle J. Suissa,  
M.A., M.S.**  
President & Founder  
Dare to Run, Inc.



**Dr. Lindsey Nemshick  
DMD**  
Main Line Smiles



**Dr. Tara Sexton  
DMD**  
Main Line Smiles



**Kristin Smedley &  
Mary Fran Bontempo**  
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