

Letter from our President



To start off my first official letter as President of the EWI Philadelphia Chapter I want to say “Thank you!”

Thank you to the 2010-2011 Board for all their hard work and dedication and thank you for the overwhelming support I have received from all of you in my new role as President! It is both a

privilege and an honor to serve the Philadelphia Chapter of Executive Women International.

The last few months have been busy! We had our board retreat (thank you to Image Ink for hosting the event), we installed our new Board of Directors (congratulations to all), we had a great event at the Acorn Club to meet potential new members, and of course our annual golf outing at Manufacturers’ Golf & Country Club, which is always a fun event!

I also headed to Minneapolis to attend the Executive Women International LCAM (Leadership Conference and Annual Meeting)! I have to say that not only did I learn a lot more about EWI and the meaning of the organization, but I met some wonderful women who are doing some fantastic things for their chapters! The conference was attended by over 400 women (and men). There were representatives from each state and Canada. The trip was well worth it.

LCAM is an event to network with other EWI Members, attend educational seminars to both help you grow professionally and personally, and to learn how to have a successful chapter. I urge all members to take a few minutes to review the EWI corporate website at www.ewiconnect.com to learn more about our organization. In the next few weeks they will have updated the website to include all the sessions for this year’s conference. Motivational speakers included Jon Gordon, author of The Wall Street Journal Bestseller, The Energy Bus, The No Complaining Rule, Training Camp, The Shark, and The Goldfish and Soup. I was inspired by his talk and also read his book, The No Complaining Rule, on the plane. I will not be saying I’m tired anymore . . . because it’s true . . . after I say it I am tired!!

So I guess you know from looking at the titles of his books that I am going to be preaching being positive, using my energy (continued on p. 2)

NEW! 2011-2012 Officers & Directors

President

Susan Aldworth
Document Technologies, Inc.

Vice-President/President-Elect

Sylvia Spivey
The Philadelphia Foundation

Secretary/Treasurer

Janet Petsko
Image Ink

Membership Directors

Lynn Fraser
A.P. Orleans Insurance

Marie Gallagher
The Union League

Program Director

Christy Barilotti
Barilotti Wealth Strategies

Publications Director

Donna Sheinbach
Market Incentives

Sergeant-at-Arms

Jeanine Natalie
HUB International

Ways & Means Director

Missy Quinn
Contemporary Staffing Solutions

Advisor to the Board/ Past President

Donna Massanova
ParenteBeard LLC

President's Letter (cont.)

(continued from p.1) to motivate and inspire, and making sure I remember what the purpose is for the things that I am doing. I think I am going to have to ask for your help on the “no complaining” thing.

My goals this year are to help us grow as a chapter, promote our firms, give back to our communities and be proud of what we have accomplished! We have a good start and we need to keep positive to make it happen.

This was the 64th EWI Leadership Conference! 64th! What an amazing thing! And we are all a part of it! I encourage you to take part in the EWI Philadelphia Chapter by volunteering to be on the golf club committee, the scholarship or silent auction committees . . . get on the Board of Directors . . . it really is your chance to get involved and have fun at the same time! Please go to our chapter website at www.ewiphiladelphia.org to see our upcoming events.

I look forward to an exciting year full of great events and please feel free to call me if you have any program suggestions, speakers, or if you would like to be involved in anyway.

Warmest regards,

Susan Aldworth
Director of Sales
Document Technologies Inc. (DTI)
End-to-End FM Outsourcing Solutions
Email: Saldworth@dtiglobal.com



Incoming EWI Philadelphia President Susan Aldworth (left), pictured with incoming EWI Harrisburg President, Susan Sweigard. Both attended the LCAM 2011 Faces of Leadership conference September 22-24 in Minneapolis, MN as delegates to the 64th Annual EWI Meeting.

UPCOMING EVENTS

**Wednesday,
November 16, 2011**

Networking Event and Tea
at Northern Home for
Children
5301 Ridge Avenue
Philadelphia, PA

Help us support other
women, teen mothers, and
babies and learn about this
wonderful organization.

4:00 – 6:00 pm
\$45.00/person

**Wednesday,
December 14, 2011**

School of Paris and Beyond
Tour at the Philadelphia Art
Museum

12:00 – 1:30 pm
\$55 Members/ \$65 Non
Includes lunch.

**Tuesday,
January 24, 2012**

Presentation by Bill
Dunkelberg, Chief
Economist for the National
Federation of Independent
Business, on Small
Businesses and the
Economy

12:00 – 1:30 pm
at Davio's Northern Italian
Steakhouse
\$45 Members/\$55 Non

*For more information, and
for links to RSVP, please
visit our website at
www.ewiphiladelphia.org.*

Recent Events Recap

Our ASIST Scholarship Winners

Our ASIST (Adult Students in Scholastic Transition) scholarship winners were the feature of our August event. Held at La Forno Ristorante Trattoria on South Street, EWI Philadelphia presented **Sarne Darby** and **Joyce Hamilton** with \$2500 each in scholarship money to be used to further their education.

Each recipient spoke about their struggles to complete their education. Their stories were both moving and heartfelt, but also inspiring for us all.

In spite of becoming a single mother at 13 years old, Sarne graduated from high school with honors and earned her Associates Degree from Community College of Philadelphia while raising her daughter on her own. She is currently enrolled at Thomas Jefferson University School of Nursing and is expected to receive her Bachelors of Science degree in May 2012.

Joyce battled decades of drug addiction and homelessness but decided that it was never too late to start over. She recently received her Bachelor's degree in Behavioral Health and serves as a mentor and educator. This fall, she started a Masters Degree program at Alvernia College and plans to continue to use her own experience to help others overcome adversity and start over.

Member firm, **The Philadelphia Foundation**, allowed us to provide the second scholarship by matching the funds we raised in connection with our 2011 Silent Auction, held in June. The Philadelphia Foundation also donated the time and resources of its employees to review all of our scholarship applications (over 30) and participate on the committee to choose the winners.

A special thank you goes out to our committee chairpersons, **Sylvia Spivey**, **Lynn Fraser**, and **Susan Aldworth**.

To read the wonderful letter we recently received from Sarne', please visit

http://ewiphiladelphia.org/documents/SarneDarbyletter2011_000.pdf

THANK YOU TO ALL OF THE COMPANIES WHO CONTRIBUTED AN ITEM OR SERVICE TO OUR SILENT AUCTION!

Barilotti Wealth Strategies
 Contemporary Staffing Solutions
 Crown Plaza Philadelphia
 Davio's Northern Italian Steakhouse
 Deliver Me Yoga
 Document Technologies, Inc.
 E. Frank Hopkins
 Flaster Greenberg, PC
 Giovanni & Pileggi
 HUB International
 Image Ink
 The Jamie Moyer Foundation
 Manufacturers' Golf & Country Club
 Jest Notes & Baskets
 Jenkintown Building Services
 Knit Wit
 Marie Gallagher
 Market Incentives Corp.
 Missy Quinn
 ParenteBeard LLC
 Six Fishes Healing
 Spirit of Philadelphia
 Thorsen Handbags
 Take Time for Tea
 The Union League

September was Membership Month!

Our September event held at Member firm, the Acorn Club, was well attended. This was an opportunity to get to know EWI Philadelphia in a relaxed setting and for a reduced cost.

We invited our first 20 guests to attend for free and we most certainly had a rush to sign up!

A warm thank you to Member **Christy Barilotti** of Barilotti Wealth Strategies, who spoke about her successes as a result of joining EWI over eight years ago. Christy highlighted how connecting with EWI members helped her launch and grow her own personal finance business. She is extremely grateful to EWI for her business success and is a mentor to us all.

Many of you picked up our membership packets at this event so please do not forget to submit your application if you are interested in membership for 2012. We are geared towards growing our organization this year and need your help and participation to make EWI Philadelphia a success.

Feel free to contact any of our Board members for more information on our group as we would all be happy to talk to you!

Our Annual Golf Clinic!

EWI Philadelphia's Annual Golf Clinic and Outing held at Manufacturers' Golf & Country Club on October 3 brought members and prospective members together for a beautiful day.

Thank you to all of our Member Firms who donated promotional items for our gift bags and who participated in the event:

Document Technologies, Inc.
HUB International
Image Ink
ParenteBeard LLC
The Philadelphia Foundation
The Union League

Everyone enjoyed a nice lunch and networking and an afternoon receiving pointers from our pros. We putted and swung and were fantastic by the time we got to our practice holes.

Special thanks to **Marie Gallagher** for all her time and effort organizing this event!

New Member Deadline for 2012 Discount is December 1, 2011!

Please note that our current membership special runs through December 1, 2011. If you picked up a membership packet at our September meeting, please remember to submit it prior to December 1 to take advantage of the \$50 discount!

For more information, please contact our Membership Directors:

Lynn Fraser:
lynnf@aporleansinsurance.com

Marie Gallagher:
gallagherm@unionleague.org



More from Komen for the Cure and our Un-Wine Event!

On August 9, 2011, our outgoing President, **Donna Massanova** of ParenteBeard, LLC was awarded the Rookie of the Year award by the Susan G. Komen Philadelphia Affiliate group.

Donna was the 2011 Honorary Chairperson of the Susan G. Komen Philadelphia Race for the Cure event, held back in May. She spoke in front of approximately 40,000 people on the day of the race about her involvement with EWI and the Komen group.

Our fundraising event, which we called our “Un-Wine” Reception, was held at Donna’s firm in March. We had over 100 attendees at the event and over 100 bottles of wine donated for our “balloon-popping” fundraiser.

When our guests arrived, each one was provided with a breast cancer pin. This pin was to be used to pop one of the pink balloons around the room. Each balloon contained a number, and that number corresponded to one of our bottles of wine, donated by member firms as well as area businesses.

The bottles ranged in value from approximately \$20 to over \$300, so great fun was had by all.

Our guest speakers for the event were **Lynn Abraham**, former longtime Philadelphia District Attorney, and **Meryl Weinreb**, Executive Member of the Komen Philadelphia Board of Directors. Meryl spoke movingly about her own battles with breast cancer.

Congratulations, Donna, on your Rookie of the Year award! And thanks again to **ParenteBeard, LLC** for hosting and helping to coordinate such a fabulous event!



Pictured from left to right: Elaine Grobman, Executive Director of Susan G. Komen Philadelphia Affiliate; Susan Barnett, Channel 3 News; and Donna Massanova, partner with ParenteBeard, LLC.



Bottom photos: “Un-Wine” Reception and Fundraiser at ParenteBeard, LLC (top); Donna Massanova with colleagues (middle); EWI Philadelphia Members Judy MacNeal of Image Ink, Lynn Fraser of A.P. Orleans Insurance, and Susan Aldworth of Document Technologies, Inc. (bottom).

We have a New Board!

At our Board's annual retreat in August, a new Board of Directors was appointed and approved. Please see our list of new 2011-2012 Officers & Directors in this issue.

A special thanks to our outgoing president, **Donna Massanova**, who contributed countless hours to this year's program of events to make this a very successful EWI Philadelphia year. Her connection with Susan G. Komen for the Cure brought EWI Philadelphia fantastic publicity and helped us raise money and awareness for breast cancer research in connection with our Un-Wine event in March. If you missed it, see our pictures on page 5!

And a hearty congratulations to our new President, **Susan Aldworth**! Susan is very motivated about the upcoming year and promises to fill our networking calendars with lots of exciting events so that we all achieve our business goals for 2012.

For anyone interested in running for a Board of Directors position for next year, please contact us or ask us about helping out with one of our event committees. Our ASIST Silent Auction will be held in March 2012 and we are always looking for more volunteers!

November Event...Women for Women Networking with Northern Home for Children

Join us for tea and networking to benefit Northern Home for Children and Executive Women International. Both organizations focus on giving back to women in the Philadelphia area. Meet key business women from both of our organizations while sipping on tea and enjoying sandwiches prepared by the Acorn Club of Philadelphia (the oldest women's club in America).

We call this event "Women for Women." Network with Women. Give back to Women. Learn from other Women. It's what we do as Women . . . Making a difference one Woman at a time.

When: Wednesday, November 16, 2011
Time: 4:00 – 6:00 pm
Place: Northern Home for Children

5301 Ridge Avenue
Philadelphia, PA 19128
Free Parking Available

RSVP: By November 7, 2011

<http://event.pingg.com/NorthernHomeForChi>

Upcoming EWI Member Only Webinars

Tues., November 8, 2011
Professional Development Webinar
"Building Trust in the Workplace"
3:00 pm EST

Wed., December 14, 2011
Professional Development Webinar
"The New Frontier – QR Codes: Expanding the Relevance of Print"
3:00 pm EST

For more information and to RSVP, please visit www.ewiconnect.com.

What is Northern Home for Children?

Since 1853, Northern Home has continually provided a safe haven for children and a safety net for children and families facing extraordinary challenges. Through the provision of family, school and community based programs and supports, Northern Home directly affects the lives of nearly 3,000 children a year. Northern Home welcomes children and families of all backgrounds from across the Delaware Valley.

www.northernhome.org

