

## President's Message

Dear Executive Women International,

While thinking of a message to write this morning, I immediately thought about the unexpected message Americans were presented with last night as our President of the United States spoke about America's financial dilemma. Americans have never experienced the type of financial unrest this country has seen in the past decade and with not one iota of control the representatives of the United States, the great land our forefathers fought for to provide us with freedom, are squabbling over the financial well being of our Nation.

My advice to our illustrious lawmakers is to look at the families of American, the middle class American families that have managed to cut costs, curtail their spending, to do without to make ends meet in an effort to survive through the worst of times. I also ask these men and women of Congress to look to the seniors and elderly living with fixed incomes in an environment where no costs are stable, and yet they manage.

The reason why families do without and the elderly manage is simply because they cannot print money when they run out...they *compromise!*

My best,

**Donna M. Massanova**  
*President EWI*  
Philadelphia Chapter

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*ParenteBeard, LLC*

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## Member News & Highlights

### Just in Time for Back to School

Jest Notes & Baskets is rolling out its Back to College program. Know anyone tired of lugging extra “stuff” for a dorm room or exhausted at the mere thought of shopping after a long drive? Jest Notes & Baskets sends under the bed storage totes, pop-up laundry baskets or full sized trash cans PACKED with items every dorm room needs. From detergent, highlighters, hangers and notebooks to chocolate chip cookies, zesty pretzels, microwave popcorn and chocolates...they send it all. Want an iTunes, Target, Domino's or college bookstore gift card included? NO PROBLEM! Give Jest Notes & Baskets a call and they'll take it from there.

### ASIST Scholarship Program

Our annual Silent Auction to support the ASIST Scholarship Program was held on Wednesday, June 22<sup>nd</sup> at The Union League in Philadelphia. With over 40 silent auction items to bid for and a great turnout, the evening was a tremendous success! The Committee thanks all of the members who contributed to making this event happen. Don't forget to mark your calendars for Thursday, August 18<sup>th</sup> for the presentation of the ASIST Scholarships.

### Member on the Move

Lynn Fraser has joined A.P. Orleans Insurance Agency as an Insurance Executive. With over 90 years of continuing service to persons in the Philadelphia area and beyond, A.P. Orleans Insurance Agency, Inc. is a full service brokerage firm with the ability to provide both personal and commercial products. They are dedicated to providing the broadest insurance coverage available in the marketplace at the most affordable pricing. They offer their professional guidance and personal attention so that you may continue to operate your business and life without concern for the protection of your assets.

### EWI Members Out and About



Members at the Susan G. Komen Walk for the Cure

### Congratulations to:

**Donna Massanova**, ParenteBeard, on the birth of her granddaughter Logan Marielle, born June 30<sup>th</sup>.

**Christy Barilotti**, Barilotti Wealth Strategies, and her fiancé Rob Cappoli on their upcoming nuptials that will take place on July 30<sup>th</sup>.

### Save These Dates:

**Thursday, August 18<sup>th</sup>**

6:00 p.m. to 8:00 p.m.

ASIST Scholarship Dinner

**LOCATION:**

LaFourno Ristoraunte Trattoria  
636 South Street  
Philadelphia, PA

**Monday, October 3<sup>rd</sup>**

EWI Golf Clinic

**LOCATION:**

Manufacturers Golf and  
Country Club  
Fort Washington, PA

**Wednesday, October 26<sup>th</sup>**

Dinner Meeting

**LOCATION:**

Hilton Garden Inn  
110 Arch Street  
Philadelphia, PA



Gail Ruoup, Missy McNamara Quinn and Susan Aldworth at the Go Red Lunch 2011

## Corporate News

### Upcoming Events

**Don't forget to check out your Corporate EWI for the following upcoming webinars:**

August 11<sup>th</sup> - Presentation Skills Part 2

August 17<sup>th</sup> - Budget Building Blueprint

#### LCAM

The 64<sup>th</sup> Leadership Conference and Annual Meeting will be held on September 22<sup>nd</sup> - 24<sup>th</sup> in beautiful Minneapolis, Minnesota. If any member is interested in attending, please contact Donna Massanova ([Donna.Massanova@ParenteBeard.com](mailto:Donna.Massanova@ParenteBeard.com)) for details.

#### Membership Incentive Program

The Corporate Board just announced a new incentive program for the remainder of 2011. Every new member firm that joins between July 1<sup>st</sup> and December 31<sup>st</sup> will have the \$50.00 Corporate administrative fee waived and be entered in a drawing for a free 2012 EWI Membership.

An existing Member Firm will also be eligible for the drawing if they add an additional representative (up to 3). In addition to this, every representative who successfully recruits a new member firm will receive an entry into a drawing for \$1000 cash! All winners will be announced in the January 18<sup>th</sup> EWI Corporate Connect. What better time to recruit, recruit, recruit?

#### Active EWI Member Firms:

##### Acorn Club

Allison Guarino

##### Alliance Bank

Ave Marie Volinsky

##### Barilotti Wealth Strategies, LLC

Christy Barilotti

##### Citibank

Vittoria Zaslavsky

##### Contemporary Staffing Solutions, Inc.

Missy Quinn

##### Dimino HR

Ann Marie Dimino

##### Document Technologies, Inc.

Susan Aldworth

##### Flaster Greenberg

Gail Ruopp

##### Hub International Pennsylvania, LLC

Jeanine Natalie

##### Image Ink

Janet Petsko & Judy MacNeal

##### Jest Notes & Baskets

Cheryl Pliskin

##### Market Incentives

Donna Sheinbach

##### Marriott Foundation

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##### ParenteBeard, LLC

Donna Massanova

##### Prudential Fox and Roach Realtors

Jessica Eary

##### The Hilton Garden Inn

Jodi Minkoff

##### The Philadelphia Foundation

Sylvia Spivey

##### The Union League

Marie Gallagher