

Women's Leadership Forum of Greater Philadelphia Quarterly Newsletter – Q2 2018



What's new at the WLF?

We have recently elected the following new Board Members at the WLF. Here is some background information to learn more about them!

Treasurer: Aimee Rosenbaum, Deloitte & Touche LLP

Aimee Rosenbaum is an Audit & Assurance Senior for Deloitte & Touche LLP and a member of the AICPA and PICPA. She is a recent accounting graduate from the University of Pittsburgh where she held an active leadership role in the University's Women in Business organization during her tenure. Prior to her role as treasurer, Aimee held the position as a programming committee co-chair for two years. During that time, she enjoyed helping plan the WLF's annual event as well as the Q3 event. Aimee is excited to continue to help connect women throughout the Greater Philadelphia area and provide them with opportunities to better themselves and their communities.

Marketing & Communications: Chelsea Gelson, Deloitte Consulting LLP

Chelsea K. Gelson is excited to join the WLF and help continue to expand the organization's reach, working to connect and empower professional women across the Philadelphia area. Chelsea works for Deloitte Consulting LLP, where she reviews external communications for risk and compliance. Previously, she worked out of the Costa Mesa and San Francisco, CA, offices. Chelsea has more than 10 years of writing and editing experience, and holds a master's degree from Emerson College in Writing & Publishing. Prior to her current role, Chelsea taught creative writing and worked in academic publishing.

External Affairs: Arti Patel, Deloitte Tax LLP

Arti Patel is a Tax Consultant in the Global Employer Services for Deloitte Tax LLP. She currently provides tax compliance services to clients, including Fortune 500 companies, in various industries. Arti has taken an active role in leading community service activities within the organization, as well as for local volunteer programs. Arti holds a Bachelors of Business Administration with a major in Accounting from Temple University and is a Certified Public Accountant. She is also a member of the AICPA and the PICPA.



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Programming: Tiffany Hooper, PNC Bank

Tiffany Hooper is a Learning Implementation Specialist with PNC Bank in Wilmington, Delaware. In this role, she looks to execute all aspects of adult learning strategies and program implementation. In 2008, Tiffany obtained her Master of Science in organizational Leadership from Neumann University. She is no stranger to customer advocacy and engagement, having spent eight years as a business leader at Verizon Wireless where she managed sales transactions and developed a strong rapport with internal and external partners. A big believer in senior care advocacy, Tiffany supports AARP as a volunteer Tax Aide Facilitator. By working with her local communities and supporting older, lower-income taxpayers, Tiffany is able to assist the team of volunteers in uncovering the tax credits and deductions the tax payers have earned.

Annual Women's History Month Event Recap

The 2018 Women's History Month Annual Luncheon took place on Monday, April 30th at Independence Blue Cross. The room was filled with over 150 women who all gathered to participate in the program focused on empowering women to silence their Inner Critic and focus on their Inner Champion.

Cheryl Rice, the Founder and CEO of Your Voice Your Vision, shared her journey of identifying our inner critic and focusing on our inner champion as our featured speaker. Cheryl's talk engaged and inspired those in attendance as she provided the audience members with the tools and resources to build their inner champion and increase self-confidence. Cheryl shared her personal story of identifying her own inner critic and the steps she took to embrace her inner champion. She shared her tips and lessons learned with the group to facilitate engagement and inspire strength.

Cheryl passionately communicated the importance of finding strength within yourself. Cheryl provided key points to encourage self-development after the session concluded as well as provided herself as a reference and resource to those wishing to continue on their personal journey.



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We would encourage anyone interested in learning more about this topic to check out Cheryl Rice's website [YourVoiceYourVision](#) and her book, *Where Have I Been All My Life?*

Thanks all for participating!



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What are we reading at WLF?

How Women Rise

Sally Helgesen and Marshall Goldsmith

How Women Rise discusses twelve habits that can hold women back as they seek to advance, explaining why what may have worked for them in the past could be sabotaging future success.

The 12 habits discussed are the following:

- 1) Reluctance to claim your achievements
- 2) Expecting others to spontaneously notice and reward your contributions
- 3) Overvaluing expertise
- 4) Building rather than leveraging relationships
- 5) Failing to enlist allies from day one
- 6) Putting your job before your career
- 7) The perfection trap
- 8) The disease to please
- 9) Minimizing
- 10) Too much
- 11) Ruminating
- 12) Letting your radar distract you

This book walks through examples of the 12 habits and explores how to break them. It goes on to discuss how to make changes by first focusing on one of the behaviors or habits, and then practicing your new behavior until it becomes second nature. The authors point out that many women fail to promote their achievements, and offer helpful advice about how to go about this without becoming a shameless self-promoter. This book is a great read for women looking to advance in their career and achieve the success they are capable of.

Want to learn more about being a better advocate for yourself—and for other women? Start with this book and then be sure to attend [WLF's October event! Details below.](#)



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What articles do we want to share with our WLF community?



- [Recruiting and Retaining Women \(Webinar\)](#)
- [Women Led Companies Outperform Competitors](#)
- [5 of Ruth Bader Ginsburg's Qualities](#)
- [2018 Gender Discrimination Study](#)
- [Users Applaud Ad That Shows Women Actually Shaving](#)
- [Company's First Female CEO Wants to Encourage Others](#)

What's next for WLF?

SAVE THE DATE

**HAPPY HOUR WITH THE
WOMEN'S LEADERSHIP
FORUM**

**"JOIN US FOR
HAPPY HOUR
AND
NETWORKING
WITH MEMBERS
OF THE WLF "**

WED, 8/22 | 5:00 - 7:00 PM
BAR AMIS
4503 S BROAD ST, PHILA, PA 19112

HORS D' OEURVES | CASH BAR

Upcoming Happy Hour

The External Affairs committee will be hosting a happy hour on Wednesday August 22nd from 5:00 – 7:00 PM. The event will take place at Bar Amis located on 4503 South Broad Street. The goal of the event is to network with other women professionals in the area and learn more about the WLF. Please stop by for the opportunity to meet some great women and develop long lasting networks. Hors d'oeuvres will be provided. If you are interested in attending please contact your local WLF member representative or email wlf.phila@gmail.com. Look forward to seeing you there!



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Mark Your Calendars!



Monday, October 1, we'll be hosting a panel focusing on how women can be better advocates for other women. The event will be held at PNC Bank's [Eastwick Center](#) beginning at 9:30 a.m.

Mark your calendars now... more details to come!

Website Updates

In the next few months, the WLF website will undergo some exciting changes to update and streamline content, refresh branding, and build our Member section. Some changes are already live, but stay tuned for Committee Chair updates, organization spotlights, and exclusive Member content such as WLF committee best practices, bylaws, and upcoming event details.

Do you have feedback on our website, or suggestions for specific content? Don't hesitate to let us know—send an email to wlf.phila@gmail.com.

Curious about the WLF? Would you like to get more involved?

Visit us at the [WLF Philadelphia website](#) and follow us on:

[Twitter](#) [Facebook](#) [LinkedIn](#)

To stay up to date on WLF events and for opportunities to get involved, please email us at: wlf.phila@gmail.com

