

Women's Leadership Forum of Greater Philadelphia Quarterly Newsletter – 2Q 2016



What's new at the WLF?

The WLF of Philadelphia Marketing & Communications Committee needs your help!

- **WLF of Philadelphia website** – **Are you creative or good at web design?** If so...we are looking for your help to enhance our website (content flow, graphic display, color scheme, etc.) If you can help us out, or if you know someone who could, please contact Karen Mada (karen_mada@campbellsoup.com).

WLF Feedback to enhance the Philadelphia Visitors Experience



The 2016 Women's History Month Annual Luncheon in March focused on 'Building on Success'. The featured speaker, Julie Coker Graham, President and CEO of the Philadelphia Convention & Visitors Bureau shared her story of building personal and professional success. At the conclusion of the program Julie surveyed the audience for feedback on enhancing Philadelphia to promote more visitation to the area and encourage local participation in the many exciting events the city has to offer.

Lucy MacNichol, Senior Communications Manager, Philadelphia Convention & Visitors Bureau shared the information below as follow up from the March event feedback.

I know Julie truly enjoyed speaking to all of you at your last meeting, and we really appreciated hearing your feedback on our city. Every day we are focused on promoting and selling Philadelphia, and hearing from people like you helps us to ensure we are focused on the issues that matter most!

Here's what we heard from you...

- *First, a few things our city needs to work on:*
 - **Transportation** – *we work closely with our transportation partners, including the Philadelphia International Airport, on ensuring a warm welcome to visitors and convention attendees. We will continue this dialogue, especially focused around large groups coming to the city, which help elevate the offerings for all others. We're also thrilled to see SEPTA's upgraded system, which puts us on a level with other top destinations.*
 - **Homelessness** – *some of the senior members of our sales team are now a part of a committee specifically focused on this issue, organized by the City of Philadelphia, called 100 Days of Homelessness. The group is focused on youth, chronic and non-chronic homelessness, and is made up of city and private*



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sector leaders who are working to break down barriers and silos instead of setting unrealistic goals. We are very excited about this initiative to effect some real change.

- **Civic Pride** – something we try to live every day and encourage all of our partners to as well. We partner closely with the city and Sheila Hess, our new city representative, who is very focused on increasing civic pride in every neighborhood. And, we have distributed tens of thousands of PHL pins since we launched them in 2012 – just a small way for people to show their Philadelphia pride.
- Things our city does well that we should be sure to continue to highlight:
 - **Our business community** – definitely something we are increasingly working on talking about and promoting. We often highlight the power of partnerships (public and private) when we talk to meeting planners considering Philadelphia for their next convention. That, coupled with the innovation that happens here, has become a bigger draw.
 - **Our proximity to other places** – I was just at IPW, the largest international travel tradeshow in the U.S., and we partnered with other regional CVBs (Convention & Visitors Bureau) to show off how great Philadelphia is in part due to its proximity to Amish country, the mountains, the beach and of course our prime location between NYC and D.C.
- Some more suggestions from you that we will expand on:
 - **Ensuring all of our great neighborhoods** are a part of big events like the DNC (Democratic National Convention) – also something the new city administration is focused on.
 - **Budget itineraries and ideas for teens and tweens** – need to develop more content around this, especially when we're competing against places like D.C. where so many museums are free.

Thanks again for all of your great feedback, and don't hesitate to reach out if you have any questions or would like to share more ideas!

Lucy MacNichol, Senior Communications Manager,
Philadelphia Convention & Visitors Bureau
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Quarterly Meeting Recap: “Girls Just Want to Have to Fun”



On June 22, 2016 the External Affairs Committee in collaboration with the Programming Committee hosted a “Girls Just Want to Have Fun” networking event. The Dow Diamond Room served as the background for 55 members representing 14 member companies to mix, mingle, and network. The focus was on making new connections and strengthening existing ones. Without panels or speakers there was more time for members to engage with one another.

The event kicked off with a follow-up presentation of the brainstorming session at the March luncheon “Building on Success” in collaboration with the Philadelphia Visitor and Convention Bureau. The feedback provided by the WLF guided the Philadelphia Visitor and Convention Bureau to a new focus on community engagement, the homeless population, overall safety, and showcasing different Philadelphia neighborhoods.

The evening continued with informal networking at tables. Guests were treated to wine tasting and education from Crossing Vineyards & Winery. Charcuterie and cheese plates complimented the wine. Guests also indulged in macaroons and cookie cups from ChocAmo, a local woman-owned business.

Following networking, there was a WLF Strategic Meeting focusing on vision and committee alignment, future state, and action planning.

Thank you to all of those who attended and thank you to the External Affairs and Programming Committees for truly making it a FUN evening.



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Cross Company Mentoring Program: Wrap up 2015-2016 & Launch 2016-2017

Cross Company Mentoring Program News! If you were a mentor or mentee during the 2015-2016 program please come to our Wrap-Up Event!

July 27, 2016 8:30 am - 10:30 am at PNC Bank, Eastwick Center, 8800 Tinicum Blvd, 5th Floor, Room 3, Philadelphia, PA.

Send an email to Laureen.Grosspeter@pnc.com to let us know that you will be attending.

Now Recruiting Mentors and Mentees 2016-2017 Program!!!

We are preparing to kick off the 2016-2017 Cross Company Mentoring

Program. We are looking for volunteers from within your organization to participate as mentors or mentees.

Mentoring Program Goal - To connect women from different organizations and foster rewarding relationships between mentor and mentee pairs.

Mentor Qualities

- 3 or more years in a leadership position at your organization
- Willing to actively engage with their mentee at least once per month, either in person or via telephone
- Support their mentee work towards achieve their career goals

Mentee Qualities

- Strive to advance in their career
- Open to feedback and new ideas
- Willing to actively engage with their mentor at least once per month, either in person or via telephone.

Please send your name, company, title, email address, work phone # and whether you would like to be a mentor or a mentee to laureen.grosspeter@pnc.com by July 29, 2016.

After receiving your nominee names, the committee chairs, Lynda and Elizabeth, will send each nominee a link to an entrance survey. Based on their responses, we will match the pairs.

Please share this communication within your organizations' Women's Leadership Networks as soon as possible. Space is limited; therefore, we would like to limit the participants to 20 per company. **Responses are due by 7/29/2016. Please encourage participants to fill out the entrance survey to ensure the best possible pairings!!**



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<http://www.wlfphiladelphia.com/>

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Membership Feature: What is the role of a Company Member Representative?



Each company that participates as a member of the Greater Philadelphia Women's Leadership Forum has a designated Member representative. The member representative plays an important role in sharing information within the member organizations. See below for list of the Roles & Responsibilities of the Member Representative.

Roles & Responsibilities of the Member Representative:

- **Participate**
 - Attend annual meeting in person and participate in the quarterly meetings
 - For committee members, participate in monthly calls or find a substitute if you cannot attend
- **Communicate**
 - Share best practices with WLF team from your organizations Women's Network
 - Share and leverage the WLF newsletter with your organizations Women's Network
 - Share email communications from the WLF within your organization
 - Provide feedback from your organization back to the WLF board (ie. through annual survey or discussion)
- **Engage**
 - Network with other women leaders in other organizations across the greater Philadelphia region
 - Utilize WLF network of women to obtain information on how to enhance the women's group within your organization
 - Engage your organizations Women's Network for participation in events – Cross company mentoring, quarterly events, etc



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What we're Reading at WLF....

"Thinking for a Change: 11 Ways Highly Successful People Approach Life and Work" John C. Maxwell

In this book you are challenged to push your creativity, act on your ideas, and reject common or typical thinking. The author urges you to think outside the box, be part of the creative solutions, and think before you act. One of the book's powerful quotes, "Instead of trying to be great, be part of something greater than yourself," makes you stop to think about what opportunities for greatness will come to you to allow you to jump in.



What we're watching at WLF....

Vernā Myers - How to overcome our biases? Walk boldly toward them

https://www.ted.com/talks/verna_myers_how_to_overcome_our_biases_walk_boldly_toward_them?language=en

Vernā Myers, the feature of this TED Talk is the founder and president of Vernā Myers Consulting Group (vmcg). This consulting group focuses on organizational inclusion and cultural diversity. Vernā forces the audience to confront internal biases and learn how to make conscious choices understanding subconscious bias.



What's next for WLF?

Stay tuned for the next WLF Quarterly program coming this Fall!

