

*There's no time  
to wait for  
change. SPW  
is shifting  
aspiration  
into action.*

**SPW**

Society of Professional Women

*A competitive edge for women  
leading in the 21<sup>st</sup> Century*

With more than 4,500 members strong, SPW is the Greater Philadelphia Region’s largest networking group and an innovative leadership development organization.

### Our Mission

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.

### Our Vision

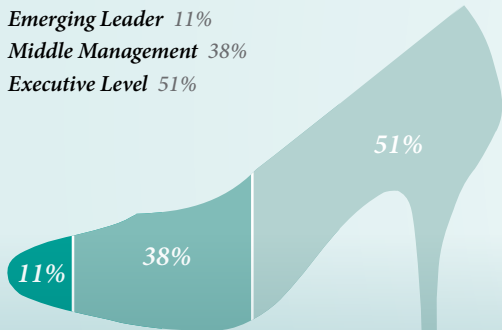
To create a balance in leadership by increasing the number of women in power throughout business, non-profit and government sectors.



## Join Our Diverse Network...

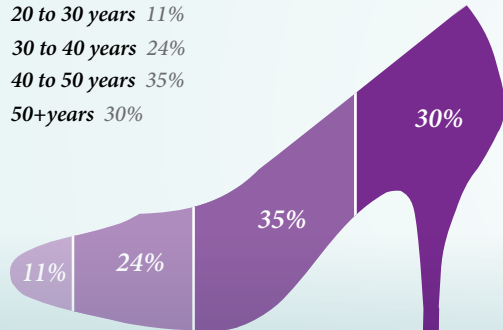
### Professional Level

- Emerging Leader 11%
- Middle Management 38%
- Executive Level 51%



### Age Range

- 20 to 30 years 11%
- 30 to 40 years 24%
- 40 to 50 years 35%
- 50+years 30%





SPW is built on long-term partnerships and collaboration with sponsors ranging from Fortune 500s to mid-size companies to thriving entrepreneurs.

# Why Partner with SPW?

## CREDIBILITY & ACCESS

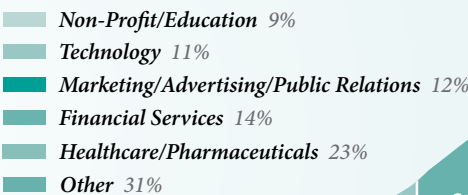
- Gain increased visibility and credibility at our sold-out programs.
- Demonstrate commitment to advancing diversity in the workplace.
- Retain high-potential talent through on-going professional development.
- Build relationships with influential decision-makers in diverse industries.
- Benefit from extensive social media, print and radio promotion year long.

## COMMUNITY INVESTMENT

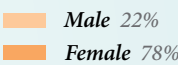
- A portion of your investment benefits non-profits serving the region.
- Each year SPW gives back thousands of dollars and much-needed items to regional non-profits.
- Non-profits gain visibility by sharing their mission at events, resulting in new board members, volunteers and donors.

## ...and Enjoy SPW's Span of Influence

### Industry



### Gender Ratio



# Your Network Is Your Net Worth

## • Trademark Events

These engaging, consistently sold-out programs are attended by 350+ 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.

## • Lunch & Share Conversations

These informal educational lunch programs are limited to 75 participants and feature an expert on a specific topic. The sessions are interactive and encourage collaboration and participation among the attendees and presenter. Topics include generational differences, social media, branding, legal issues and many more. Attendees take advantage of invaluable networking opportunities before and after the presentation.

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*"SPW is the preeminent organization for professionals to gain career-altering leadership skills, conduct business, build meaningful relationships and give back to the community. The attendees are high caliber, the programs are first-class and the visibility we receive as a sponsor is unparalleled."*

*– Terry D'Alessandro, Firsttrust Bank*



## *Empowering professionals with a competitive advantage*

- **She-Suite Leadership Workshops**

Companies of all sizes are investing in SPW's workshops as a way to retain and develop their high-potential female leaders. These interactive workshops include sessions on developing executive presence, negotiation strategies and effective leadership skills. The workshops, led by nationally recognized leadership development facilitators, provide the opportunity to connect with the best and brightest minds from leading organizations.

- **Women-Helping-Women Peer Mentoring Circles**

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.

*"Being involved in the Women-Helping-Women Peer Mentoring Program gave me access to women I likely would not otherwise have met. These powerful circles of women are starting a revolution, and changing the face of business."*

*– Diane Signora, Mentee Graduate, Main Line Health*



# Invest in Your High Potentials

*"We regularly send our employees to SPW programs because they are hands down the best organization of its type! Events sell out because they are informative, offer excellent networking opportunities with successful professionals, and feature internationally recognized speakers."*

*–Jason Goldstein,  
1847Financial/PennMutual*

## • Entrepreneur Circles



This initiative is made up of a select group of female entrepreneurs from different industries who meet to discuss business issues, obstacles and accomplishments. These confidential circles provide a forum where members can leverage peer-to-peer expertise, networks and resources to drive business success.

## • Stiletto Networks

These organic networks are an outgrowth of SPW programming. Women with diverse skills from a variety of industries and similar experiences meet over dinner to discuss their career goals, challenges and validate each other's dreams. Their collective wisdom and collaboration help them propel upward in business.



## • No-Limits Leadership



SPW makes programs available to empower young girls 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.

*“SPW programs allow you to surround yourself with people who will encourage you to succeed.”*

*– Eileen Connolly-Robbins, Founder of SPW*



## Why More Change Is Needed

- Women hold only 14.6 percent of Fortune 500 executive positions.
- Women hold 16.9 percent of board seats at Fortune 500s.
- The median weekly paycheck for U.S. women in full-time management, professional and related occupations is \$975, compared to \$1,347 for men.
- Less than 19 percent of Congressional seats are held by women.

*... and the list goes on!*

EMPOWER. ADVANCE. LEAD. INFLUENCE.





*Eileen Connolly-Robbins  
Founder of Society of  
Professional Women (SPW)*

Become part of SPW's influential network as a participant, business sponsor or speaker. For more information visit [www.spwmainline.com](http://www.spwmainline.com) or call 610-687-6232.

We welcome the opportunity to speak with you about how to establish an organization like SPW in your community, professional association or company.

**PLEASE CONTACT:**

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Society of Professional Women

*SPW is ranked as the Greater Philadelphia Region's  
#1 Business Networking Association by the  
Philadelphia Business Journal and is an innovative  
leadership development organization.*

*A Program of The Main Line Chamber of Commerce*