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February 24, 2016

Dear Maureen ,

All the news from GPSEG in less than 3 minutes!

GPSEG Branding Project Update

GPSEG's 2016 branding project, guided by the Board of Directors and Bailey Brand Consulting, is now in full swing. Following their initial review of GPSEG's historical documentation and member information, Bailey personnel are conducting various interviews to learn more about the value our organization offers our members and the business communities in our area. They began by interviewing the Branding Task Force, appointed by the Board of Directors, and are now conducting a series of personal interviews with a cross section of members who represent different perspectives of the organization. In early March, Bailey personnel will be getting input from our Member Advocacy Council (MAC), which consists of our subgroup and committee chairs and vice chairs and the Board of Directors.



As they learn more about the GPSEG member experience, Bailey's team will be creating an online, all-GPSEG member survey to collect as much information as possible from each and every participating member. The survey is anticipated to be launched during the spring, and we will alert you as we get closer so that you can provide your input. We need to hear from as many of you as

possible, so that the branding recommendations are reflective of our members' interests and aspirations.

This project represents a significant step in GPSEG's development, and the staff and Board of Directors are committed to keeping you - the membership - informed as we proceed. We will have regular updates on the progress of this initiative in each issue of ConnEx. These updates will also be posted, along with any member-only information regarding the project, on a member-only accessible page in the "News" section of our website. Members are invited to share any questions or comments by reaching out to members of the Board or staff throughout the process.

Borton Joins Member Campaign Leader Board

Congratulations to **Bill Borton**, who has earned a complimentary registration for sponsoring approved new members during the GPSEG Membership Campaign. As a member of GPSEG, you know that GPSEG membership is by invitation and sponsorship only, which means you - the members - are the key to our growth. When you offer to sponsor a qualified applicant, you give to that person a key that opens their network to a truly extraordinary generous and knowledgeable group of select peers. The next time you have coffee with a nonmember or meet a guest at an event, talk with them about membership...your next subgroup event could be complimentary too!

Join the ConnEx Writers' Pool



Are you a member who enjoys sharing your expertise with your colleagues by writing about a current business topic, weighing in with your technical knowledge, or initiating a dialogue about which you would like to know the opinion of others? ConnEx is seeking to include

members' insights and comments. We will be posting periodic questions as topics for your submissions, so watch for those and share your insights. Here are today's questions; send your answers for future publication to Diane James, using subject line "ConnEx Questions. "

- If you were to speak to a group of business students, what would be the best advice you would give them?
- If you own/have owned a business, what are the top competencies you think make you a successful business owner?

Have you met an interesting member you would enjoy getting to know better? Why not interview the member and submit an article

highlighting their achievements or interesting facets of their background? We welcome any and all submissions.

Are Your Skills Ready for 2020?

When the World Economic Forum met in Davos in January, they posed the question to chief human resources and strategy officers from leading global employers what the top skills needed for the future will be. In their report The Future of Jobs, the Forum identified these top 10 skills:

1. Complex Problem Solving
2. Critical Thinking
3. Creativity
4. People Management
5. Emotional Intelligence
6. Judgment and Decision Making
7. Service Orientation
8. Negotiation
9. Cognitive Flexibility



Are you ready for 2020? GPSEG is currently working on programming to help you succeed in these areas...watch for future announcements.

Members in the News

Bill Borton was the luncheon speaker at the Charles Schwab Advisor Services Knowledge Forum on February 18th. The topic was Long-Term Care Planning & Insurance and drew over 50 Registered Investment Advisors from the region.

Helen Cooke has been elected to the Healthcare Businesswomen's Association (HBA) Global Board as Chair, Council of Chapter Presidents. She is Past President of the Greater Philadelphia Chapter of HBA.

Jim Geier will be speaking at the following events:

Friday, February 26th: [Philly SHRM Webinar: A New Perspective on HR and Human Capital, Aligning Human Capital with Board Expectations](#)

Monday, March 14th, and Tuesday, March 15th: [HR & Employee Benefits Summit Seminar: Human capital strategy as a catalyst for organizational and cultural change management](#)

Ford R. Myers, President of Career Potential, LLC, was recently featured on the business web site BankRate.com. He was quoted extensively in their February 1 article titled, "Meet the New Boss:

How to Handle Regime Change at Work." For more information, please visit www.careerpotential.com.

Linda Penrod completed her licensure exams in 2015 and is a Commercial Real Estate Professional with Zommick McMahon Commercial Real Estate, Inc. well-established in Chester and Delaware Counties. Linda opened the Office in Blue Bell which is adding Montgomery County, Bucks County and Philadelphia County to its focus.

Have news to share? Please send it to maureen.waddington@gpseg.org for inclusion in the next newsletter.

Spotlight on Success

Have a story to share? Please send it to maureen.waddington@gpseg.org for inclusion in our newsletter.

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Please contact GPSEG Headquarters.

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GPSEG is an association of senior-level executives throughout Greater Philadelphia and the states of New Jersey and Delaware, providing professional and leadership education and business networking. GPSEG is committed to the exchange of business contacts and ideas to foster business.