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October 11, 2016

Dear Maureen,

*All the news from GPSEG in less than 3 minutes!*

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### Membership to Convene Nov 14 to Shape Future Vision



Mark your calendar to attend the November 14 **Annual Membership Meeting** of GPSEG. At this meeting, we will be:

- Celebrating the service of leaders who have served our organization as volunteers in key leadership roles,
- Meeting our new Board members as we announce the results from the upcoming election for the next term,
- Participating in an historic vote to amend the bylaws to reflect the change in name from GPSEG to Beacon, and
- Sharing the organization's strategic plan vision and goals for 2017-19.

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This is an exciting opportunity for you - each and every member - to participate in creating the vision for our future. Two significant



elements are the recommendation to change our name, logo, and overall brand and the complementary strategic plan and future vision, both the result of significant, in-depth evaluation and input to reflect the voice of members.

### ***Becoming Beacon***

Through this year's ongoing work, led by our Branding Task Force and Bailey Brand Consulting, to arrive at this decision, GPSEG members offered their insights and preferences key to the resulting recommendations. The findings included a strong and definitive majority of members agreeing that:

- We are a giving organization of high level executives who seek long-term relationships and connections in a trusted network;
- We aspire to be more diverse to better reflect the business community (age, gender, business types, race and ethnicity, etc.);
- The current name often communicates limited geography, confusion about "senior," and reflects a historic position that has changed over time; and
- We have vast opportunities to serve the executive community through increased value, enhanced activities, and innovative options.

To better reflect the aspirations and composition of our membership, the Greater Philadelphia Senior Executive Group is changing its name to Beacon. Comprised of experienced business executives who offer a wealth of knowledge and connections to one other, we represent a breadth of industries and diversity of perspectives covering an every-growing swath of business models and geography.

### ***Strategic Plan and Vision***



Synthesizing these key themes, the strategic planning team has developed a three-year plan that is now in the hands of our committees and subgroups for building an operational plan to achieve four major goals:

1. Actively recruit and retain leaders from diverse populations to give reflect our business community.
2. In the spirit of giving back, GPSEG members apply their time, talents, and experience for the benefit of other members.
3. Position GPSEG as an organization whose members are respected through leaders who share their expertise and contribute to future business leadership.
4. Be recognized as the premier business networking organization within the communities we serve.

Symbolizing reliability, credibility, and trust, Beacon boldly defines our organization as a prominent, guiding force in our members' professional lives and in the broader business community. Beacon is both a waypoint for experienced executive leaders, and a signal for the infinite potential, possibilities and professional connections fostered every day through our shared culture of helping and giving. As you can see in the [video](#) and information on our [website](#), We are Beacon. And we are Networking for Life. Join your fellow members at 6:00 p.m., November 14 at the Great Valley Campus of Penn State to celebrate our future, honor our past, recognize our leaders and ratify the bylaws changes to move forward.

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## Final Call for Nominations to the GPSEG Board

Today is the **deadline** for nominations and candidate submissions to serve on the Board of Directors for a three-year term beginning January, 2017 and ending December, 2019. If you are interested in serving and meet the criteria, please click here for the [Candidate Questionnaire](#). If you wish to nominate another member, please click here for the [Nomination Questionnaire](#).

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## Delaware Leaders Share Economic Growth Agenda

GPSEG Delaware teamed up with the *Delaware Business Times* last month to present a panel discussion of the state's economic challenges and opportunities at the University and Whist Club in Wilmington. Moderated by Samuel Waltz Jr., featured speakers Lori Grayson, Ernie Dianastatis, Mark Turner and John Stapleford shared insights on how Delaware seeks to build an entrepreneurship and innovation ecosystem, pursue a new approach to economic development and enhance the state's business climate. Details on the [Growth Agenda](#) are available online.



*Delaware panelists offer views on the state's economic agenda, job opportunities, and educational developments. Photo courtesy of Martin Weitzman.*

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## Members in the News

**Vijay Khatnani's** firm, [J2 Solutions](#) was named to the Philadelphia Business Journal's inaugural 50 on Fire in Philly list—an exclusive list of the fastest growing companies in the greater Philadelphia area.

**Ford R. Myers**, President of Career Potential, LLC, was featured prominently on the radio during July and August, 2016. He was interviewed on WNTN 1550 in Boston, MA and on WMLB 1690 in Atlanta, GA. In addition, Ford was the guest-expert for the fourth time on "Career Talk," a radio program carried on SiriusXM Radio and sponsored by The Wharton School of the University of Pennsylvania. All of these interviews were focused on improving job search results and career management skills. For more information, visit [www.careerpotential.com](http://www.careerpotential.com).

*Have news to share? Please send it to [maureen.waddington@gpseg.org](mailto:maureen.waddington@gpseg.org) for inclusion in the next newsletter.*

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Would you like more information on any of the articles above?  
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.