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**GPSEG Gold Level Social Sponsor**

**December 9, 2015**

**Dear Maureen ,**

*Enjoy the latest news from GPSEG in under three minutes!*

### **GPSEG Undertakes Strategic Branding Project**

GPSEG is about to undertake an organization-wide strategic re-branding initiative. For many long time members, the concept of this project is not new and was being discussed at least as long ago as 2006 and re-visited by a committee in 2011. Believing now is the right time, the Board of Directors has approved the hiring of Bailey Brands, who will assess the name, image and brand of the Greater Philadelphia Senior Executive Group (GPSEG) in order to better represent the current demographics, members' needs and aspirations and strategic goals of the organization.

This project originated from a growing recognition of the following factors:

- GPSEG membership has declined over the past several years as the economy has started improving.
- Our membership recruitment and retention efforts would be enhanced by more clearly establishing and communicating the value to high level leaders because of GPSEG's prestige and its value in adding to their personal and professional growth.



- Although most members are employed or are business owners, GPSEG is perceived as primarily of value to individuals in career transitions and seeking employment.
- The organization's name has signified a Philadelphia-centric and aging group, despite our reality of a sprawling geographic membership and programming that is focused on current trends of interest to actively employed and engaged leaders.
- GPSEG desires to (1) increase our diversity and better reflect the business community in which we operate and (2) enjoy its appropriate position as an organization of thought leaders and experienced executives who bring value and generosity to the Region.
- GPSEG has grown organically by member-initiated communities and subgroups, and we now have an opportunity to examine how we brand these communities as part of the larger organization more consistently.

GPSEG has seen setting aside reserves for several years to enable the organization to invest in projects that enhance member value and require funds beyond the normal operational budget. This project is exactly the type of investment envisioned and will be funded by both operational budget allocations and the reserve funds.

The Board has appointed a team to oversee the project which includes Maria Baseggio, Vice Chair of the Board, Directors Lynn Hoban, Wade Roberts and Steve Smolinsky, along with Executive Director Diane James. Representative members of GPSEG, as well as external audiences, will be asked to provide input via surveys and select-stakeholder focus groups, personal interviews, and other forums. The project is anticipated to take six months, with the launch initiated this month and implementation of all adopted recommendations occurring in the second half of 2016.

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## Jarvis, Levy, McNally and Roberts Elected to GPSEG Board

The GPSEG members who voted in the election for members of the Board of Directors have approved the [slate of nominees](#) to serve in the 2016-18 term of office. Results of the election were announced at the Annual Business Meeting December 9. Matt Levy and Bob Jarvis were elected to a first term on the Board; Ann McNally and Wade Roberts were elected to a second term. Twenty-six percent of the membership participated in the voting.

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## Member Sponsor-A-Member Campaign - Recruitment Tips

GPSEG grows when members invite qualified associates and colleagues to apply for membership. Our current [recruitment campaign](#) is designed to thank members who sponsor others

through opportunities for rewards. Need help with your recruitment strategy? Here are some successful ways your colleagues have sponsored new members:

- Keep a few of the GPSEG Networking Tips cards with you and share them with potential members. The cards have our contact information and website on the front and networking tips on the back and are available at GPSEG meetings and events.
- Download the [one page flyer](#) when you are meeting a colleague for coffee or business.
- Forward any copy of ConnEx from your email or from the [archives](#) on the web site.
- Invite a potential member to any open GPSEG program or meeting and introduce him/her to enthusiastic members.
- Share the success stories of how members who use the GPSEG network have saved time, and therefore dollars, and have developed lifelong trusted associates and friends by reaching out to the membership for help, advice, and contacts, and providing such help to others.
- Explain the uniquely-GPSEG culture of "giving first" to determine whether and how your colleague will understand and contribute to the organization.



*CEO Summit Featured Panel on Building Your C-Suite Dream Team Dec. 2*

## Are You in the GPSEG Member Rewards Program?



GPSEG's Web site vendor, YourMembership (YM), offers to you - as a member of our online community - their [Member Rewards program](#). From the Membership tab or on your Manage My Profile page, you will see the program featured. For an annual fee of \$19.95, members are offered discounts on gift cards, services, purchases and admissions to area and national restaurant chains (e.g. On the Border, Chilis, Maggiano's), movie theaters (e.g., AMC, Regal, Cinemark), cell phone service providers (Sprint & T-Mobile), hotels (Marriott, Hilton, Hampton Inn, Holiday Inn), auto dealers (Subaru, Acura, Toyota, Ford) , department stores (e.g., Target, Best Buy, Macy's), consumer electronics manufacturers (e.g. Dell, Toshiba, HP), and online services (restaurant.com, flowers.com).

These are just some examples of the many businesses who offer discounts to YM client members. GPSEG will receive a small portion of the fee as well, so your annual subscription will benefit you as a consumer as well as GPSEG. The program is completely voluntary, and you can join anytime.

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## Members in the News

**Steven Earhart**, CLU, ChFC, CFP, MSFS, a managing Partner at Devon Financial Partners, LLC, is appointed Director of the National Association of Insurance and Financial Advisors Greater Philadelphia (NAIFA-GP). Steve has been on the Board of Directors for eleven years and is currently a Director and Government Relations Chair as well as the Professional Development Co- Chair.

**Steve Smolinsky** attended Dockercon 15 in Barcelon <http://europe-2015.dockercon.com/> to participate in a Junto staged by Packet. <https://www.packet.net/> Ben Franklin created the first junto as a way to bring diverse people together to discuss and debate issues of business and other topics for mutual improvement.

Smolinsky also participated as an invited guest at [Aortic 2015](#) in Marrakech. This is the annual pan Africa cancer conference.

**Dorothy Stubblebine** spoke recently as part of a panel at the Entrepreneur's Forum of SNJ on Managing Employee Challenges. On Nov. 18th, she spoke as part of a panel of women at the Women's Leadership Forum at Rowan University on What Employers Look for when hiring. Dorothy is also speaking to the Southern Shore SHRM group on Dec. 9th on "Leading at the Front: Trust in the Workplace and how it affects everything."

*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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## Spotlight on Success

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

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Please contact GPSEG Headquarters.

Maureen Waddington, Administrator  
215-393-3144  
maureen.waddington@gpseg.org

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.