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**February 11, 2016**

**Dear Maureen ,**

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

## **Baseggio, Dowling, Hoban and McNally Elected as Officers**

At the first meeting of the 2016 Board of Directors, the Board elected Maria Baseggio to serve as Chair, Bill Dowling as Vice-Chair, Lynn Hoban as Secretary, and Ann McNally was re-elected as Treasurer.

Pursuant to the GPSEG Bylaws, "Officers shall be elected annually by the Board of Directors. All Officers shall serve for a term of one year in their respective offices and may be re-elected by the BOD for no more than two consecutive additional terms of office in their respective offices."



**Maria Baseggio** is the President of SAGE Insights, a management consulting firm that works with businesses to address their growth challenges by optimizing their business and/or marketing strategies. Recognized as a results-oriented leader, Maria knows that growth requires a strong set of products & services that address market challenges, a clearly defined target market, a solid sales plan as well as strong alliance and

channel partner programs.

**Bill Dowling** is an Operations Executive with over 30 years of manufacturing operations and supply chain experience. As Founder and President of CoPoint Associates, LLC, Bill provides a range of consulting services from training, project management and execution to analysis and general management consulting. Clients have included start-up businesses, academic institutions, and multi-billion dollar global corporations.



**Lynn Hoban** is an accomplished marketing professional, with 25 years of progressive experience. She has worked on more than 50 client businesses spanning many categories including consumer retail, professional services, healthcare, education, hospitality and non-profit. Lynn's greatest strength is her ability to get things done and to make things happen. Lynn is a leader and an innovator with outstanding interpersonal skills and a strong desire to help others

succeed.

**Ann McNally** is the co-founder of TMG Partners, LLC which provides scientific survey research to leaders of organizations who want to develop and implement their business strategy, improve profitability, gain a better understanding of their business model and customer needs, and realize more effective internal operations. A strong believer in the value of education, Ann is also an adjunct professor at St. Joseph University. Full bios of the officers and other members of the [Board](#) can be found on the GPSEG Web site.



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## Message from the Chair

*The currency of real networking is not greed but generosity. - Keith Ferrazzi*

This quote reminds me of our members' generosity as we find ways to help one another by making business introductions, sharing best practices and supporting GPSEG through our volunteer work. The professionalism and giving nature of our members benefits everyone.

A phrase you're going to hear frequently this year is "valuable member experience". We've all belonged to various organizations and I think we'd agree that the ones we get the most out of are those in which we participate the most. By focusing our board

decisions on providing a "valuable member experience", we hope to enable more members to actively participate in our programs and events. With greater participation, we'll increase our business connections and learn more best practices that will help each of us become even stronger leaders in our professional roles.

So, what are we going to focus on this year to support our goal of providing a valuable experience to our GPSEG members? Last year, we made great progress in two key areas thanks to the excellent leadership of our outgoing chair, Eric David. Those areas include greater membership diversity and better programming. We'll continue our efforts on those focus areas and we'll also execute a branding initiative as was announced at our December social event. Here's why I believe these initiatives are important for GPSEG as an organization and for our members.

**Membership diversity** - Greater diversity in GPSEG will strengthen our organization and will enrich our member's experience because it will be more aligned with the business communities in which we all work. The fact that three of the four officers just elected by the Board of Directors are women is representative of the fact that GPSEG's diversity is improving - but we still have an opportunity to expand our diversity further. Each of us can take an active role in this goal by referring our executive colleagues and associates whose experience would be of value to our members.

**Programming** - Strong programming will peak the interest of our members and increase their participation. Last year, we initiated our CEO Summit programs. Both of these programs held last year were extremely well received - proof that these CEO Summits were strong and that they aligned with the interests of our members. In addition to offering more of these programs in 2016, we're exploring a leadership program for all members as well as ways to help our subgroup chairs identify key speakers for their areas of interest. The board will also be evaluating opportunities to maximize the member experience at our events this year.

**Branding Initiative** - This initiative will assess the name, image and brand of GPSEG. During my conversations with members, I've often found they're surprised to learn that our demographics are fairly evenly spread between those in transition, entrepreneurs and those who hold an executive position in a corporation or non-profit organization. This demographic provides a tremendous value to our members and to our business communities. The branding initiative will enable us to present our value to these constituencies much more clearly. I hope you'll participate in the all-member survey when it's sent out later this quarter to share your viewpoint about the value you experience from membership in GPSEG.

All of these efforts to provide a valuable member experience can't happen without the generosity of our volunteers who serve on the Board of Directors as well as those serving as a subgroup / committee chair or vice chair. Executive Director, Diane James, and Administrative Manager, Maureen Waddington, also play a key role in achieving our goals. It's an amazing team! That's why I'm

especially humbled and honored to have been elected as your chair for this year. To all of these GPSEG champions, I say "Thank you for your generosity through volunteer service!"

To sum it up, I'm proud to be a member of this great organization that's filled with executives interested in helping one another. I'm also looking forward to meeting many more of you this year to learn about your "member experience" and to see how I can help you. I hope you'll call me so we can meet for coffee or lunch sometime!

**Maria Baseggio**  
**2016 Chair**

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## Are You on the Member Campaign Leader Board?

At the end of the first quarter of the current [Membership Campaign](#), 26 members have sponsored new members of GPSEG. Congratulations to **David Bookbinder**, who has earned one of the complimentary registrations, and to many other members who are well on their way. Are you one of them? GPSEG membership is by invitation and sponsorship only, which means you - the members - are the key to our growth and the expansion of this stellar senior executive network.

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## Annual Sponsorship Program Offers Significant Benefits at Programs and Events

Building on the success of last year's program, GPSEG has expanded the Annual Organizational [Sponsorship Program](#) for 2016, by adding new benefits and an additional level. To enjoy the full complement of benefits, organizations should sign up by March 31. Benefits include recognition and promotion at all Socials, the CEO Summit Series, our newsletters, etc. Details are outlined in the sponsorship brochure posted on the Web site.

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## Members in the News

**Michael Blumberg** will be conducting free seminars on Guru Marketing. To learn more, visit his [website](#).

**Rick Simmons** was a featured speaker the end of January in Las Vegas for the California and Mid-Atlantic Rental Association. Rick spoke about the role of SEO in 2016 and what you need to do to be successful online moving forward. Program was well received by all in attendance.

*Have news to share? Please send it to  
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  
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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.