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March 15, 2016

Dear Maureen ,

All the news from GPSEG in less than 3 minutes!

GPSEG Member Spotlight: Deborah Butler, Esq.

By Nicholas Tortorello



Deborah Butler is an attorney, but she far exceeds this title and occupation. She is a knowledgeable consultant in both the public and private sectors, particularly in information governance, data classification, privacy, security awareness, compliance, and organizational change management.

In the 1990s, Deborah worked with the FDIC to recover assets from failed banks to recoup approximately \$100 million for tax payers. She then worked for the City of Philadelphia to help reinvigorate the City's real estate assets in its pension funds and reduce the City's commercial risk, while ensuring that plans would be compliant with tax law. She also managed major commercial development projects, including negotiations for the 2000 Republican National Convention. In the private sector, Deborah has worked for Dell, Wyeth Pharmaceuticals and Unisys. She has dealt with a wide range of issues including negotiating multi-million dollar strategic company

alliances and technology agreements. She has also designed and built two global privacy programs and one global information governance consultancy for these companies to help protect employees and customers' personal information and companies' intellectual property and other valuable information assets.

Deborah is very comfortable wearing corporate hats: Chief Privacy Officer, Chief Information Governance Officer, and Chief Knowledge Officer. However, she prefers to be thought of as a Problem Solver, Deal-Maker, Steward of Valuable Information, Change Agent and a "Blue-Sky Visionary" and especially important: A person who brings together disparate groups and ideas to make a more inclusive and productive whole because it usually takes a "village" to effect meaningful and sustainable change.

Given this intense and diverse work background, Deborah has still found the time to be an active member of GPSEG for over five years. She attends various subgroup meetings, believing her knowledge grows because of the "amazing depth, range, and wealth of talent in fellow GPSEG members". She fully embraces GPSEG's inclusiveness and networking, which ultimately leads to greater awareness and increased engagement with the GPSEG network.

Deborah can relate many stories about the ways fellow GPSEG members have helped her to attain leads, and provide invaluable insights and experiences to help her navigate the Greater Philadelphia community. On a personal note, Deborah said that fellow members have also been very supportive during family deaths and illnesses.

These experiences have made Deborah keen to continue to see GPSEG grow, enhance the development of its vibrant brand, and reach out more to women, minorities, and young entrepreneurs. She says, "it's great seeing GPSEG business leaders sharing their 'secret sauce' of success with others." For Deborah, helping one another is the hallmark of GPSEG, as members share ideas, contacts, business and personal insights. GPSEG is vibrant, relevant and a tremendous asset not only to members but also for the region. It's fun seeing GPSEGErs work together to create new projects and visions to help make our communities and the world a better place in which to live.

Next on the horizon for Deborah is to support Mayor Kenney with his initiative of helping young people through mentorship - something at which GPSEGErs excel. It's Deborah's hope that GPSEG will work with the City in this kind of endeavor. Because Deborah is in currently in transition, her first priority is securing her next opportunity, however, helping others always remains a top priority.

When Deborah takes the time to relax, she likes to read, eat fine food, play outdoors, travel, dance (especially Middle Eastern), watch sports (especially baseball), and perform community service. She invites GPSEGErs to connect with her on LinkedIn, meet for their beverage of choice or just say hello.

Please share your next suggestion for a Member Spotlight with GPSEG Executive Director, Diane James.

Nicholas (Nick) Tortorello is Executive Vice-President of TMG Partners; he has conducted survey research and provided consulting advice and strategy to executives of corporations and non-profit organizations for over 25 years.

Branding Project Update

GPSEG's Member Advocacy Council (MAC), which includes the members of the Board and the leaders of our subgroups and committees, met March 3 to contribute input into the Branding Project. Facilitated by the lead team from Bailey Brands Consulting, the MAC



shared insights regarding the unique value GPSEG provides to members and to the greater community, what differentiates GPSEG from other organizations, and what roadblocks exist that keep GPSEG from achieving its vision. By working in small groups, MAC members engaged in a lively discussion on these topics and then shared their ideas with the larger group. Combining this input with the results gained through a set of individual interviews already conducted, Bailey's team will develop an all-member online survey to engage the entire GPSEG membership. The survey will focus on key questions regarding GPSEG's core value, differentiating qualities and aspirations for the future. We will be alerting you, the members, regarding the timeline for the survey to ensure we have maximum participation. Please check for periodic updates about this branding initiative in ConnEx and on the [website](#).

Jarvis, Levy Join Membership Campaign Leader Board

Bob Jarvis and Matt Levy have each earned complimentary subgroup event registrations for sponsoring two approved new members during the GPSEG [Membership Campaign](#). Bill Borton is still leading, with three successful applicants. 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!

Get Involved: Join a GPSEG Committee or Subgroup

One of the best ways to build your GPSEG network is to contribute your time and talent on a GPSEG committee, task force, initiative or subgroup. Nearly every GPSEG activity is planned, led and implemented by volunteers, so your work provides meaningful ways to achieve results.

Why Volunteer? When you work on GPSEG projects, you will:

- Work side by side with people of many disciplines and industries who become part of your network
- Allow others to see your knowledge, skills, expertise, work ethic, and ability to work with others
- Make a lasting impression that often leads to others' referring you to new opportunities
- Make GPSEG a more meaningful organization to others

An updated list of opportunities has been posted to the website - simply choose your area of interest and submit your information. GPSEG is a place where you gain based on what you give - sign up today!

Members in the News

Amy Jean Doherty was featured in [Forbes Magazine](#).

Fred Kaplan, Director at WeiserMazars LLP, the international accounting & tax firm, was elected to the 2016 Board of Directors of the Philadelphia Restaurant & Hotel Alliance.

Steve Schain presented at the Pennsylvania Credit Union Association's March 1, 2016 Mortgage Foreclosure Webinar. Geared specifically for credit unions, this brisk and rousing webinar explains how to dodge landmines and cost effectively bring Dodd-Frank Act complaint mortgage foreclosures, a preview of which is at <https://www.youtube.com/watch?v=CGyedXerTqI>.

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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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.