



# ConnEX

A BIWEEKLY NEWSLETTER FOR GPSEG MEMBERS



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**Happy 4th of July!**

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## Message from our Chair

As Diane James, GPSEG Executive Director, mentioned in the June 10th issue of ConnEX, it's an exciting time for our organization. We have two key initiatives in progress right now - our Branding Initiative and the development of our 2017-2019 strategic plan. Since both of these initiatives impact you, our members, it's important for us to keep you updated periodically.



### **Branding Initiative**

At the recent board meeting this past Monday, the GPSEG Board of Directors received an update from our branding consulting firm, Bailey Brand, about key findings from the all-member survey which 35% of our members took back in April. Many of you have asked about those results so I wanted to share some highlights with you now.

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The highlights noted below are key findings that were immediately apparent from the all-member survey. These findings provide insight about how our members perceive GPSEG in the following areas:

- **Value** - Networking and the values associated with "Networking for Life" remain the most meaningful aspects of belonging to GPSEG. Networking includes a variety of meanings to members, such as long-term connections and relationships; a life-long means of helping others and oneself; and a commitment to staying connected throughout one's career.
- **Differentiation** - What differentiates GPSEG from other networking groups are the level of seniority and experience of members, the diversity of industries and functional areas represented, and the culture of giving and helping others.
- **Who We Are** - GPSEG was most often described as an organization that expands business connections that will be helpful in the future and as an organization that provides a network of support and advice beyond members' current colleagues.
- **Misperception** - There was significant agreement that GPSEG has been incorrectly identified as primarily for people "between successes"; the word "senior" in our name has been misinterpreted as old/retired executives; and some individuals misperceive the value of networking as being transaction-based (find a job, customer, client). The survey indicated that we have a significant percentage of members who understand these are inaccurate and welcome those perceptions being changed.

Now the Branding Task Force and the Bailey team will continue to analyze the findings, determine the implications and move forward into the next phase of the project that will result in a presentation of the tangible deliverables, i.e., naming, tag line, logo, messaging, etc. As mentioned before, determining how to present our brand so that the strengths, values and constituencies of our organization are properly represented is no easy task. We anticipate those deliverables being announced in the September timeframe. Stay tuned!

#### **2017-2019 Strategic Plan**

We are in the initial stage of our strategic plan with Bill Dowling, GPSEG Board Vice Chair, leading this effort. Bill will be working with a task force consisting of the following individuals:

- Eric David, immediate past GPSEG Board Chair
- Fred Kaplan, immediate past Chair of the Financial Executives Subgroup

- Ann McNally, current GPSEG Board member and GPSEG Board Treasurer
- Dorothy Stubblebine, past GPSEG Board member and current member of the Membership Committee
- Diane James, GPSEG Executive Director
- Maria Baseggio, GPSEG Board Chair and Ex-Officio member of this committee

Marcia Steele, who the Board recently approved as our facilitator, will be working with Bill, this task force and the GPSEG Board of Directors to prepare our next 3-year strategic plan. Marcia is a certified facilitator who has extensive experience in working with associations and association-like organizations. Bill will be sharing more highlights about this plan as appropriate.

*I'd like to thank Bill, the GPSEG Board of Directors and the strategic planning task force for their commitment to developing a 3-year plan that will enable our organization to provide even greater value to our members and to have a stronger impact in the business communities in which we serve.*

Have a wonderful 4th of July holiday this coming weekend and enjoy your networking throughout the rest of this summer. I hope to see many of you at the August 10th social at the Pomme restaurant in Radnor and/or at the GPSEG Golf Outing at Talamore Country Club on September 12th.

Best regards,  
*Maria*

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## Mecaughey Conducts "Magical History Tour"

In a unique presentation to attendees at the New Jersey Business at Daybreak event June 24, GPSEG member Bill Mecaughey took us down memory lane - or perhaps more correctly Abbey Road - through the early days of the Beatles, drawing on lessons from current business thinkers.



Tracing the "Long and Winding Road" of the Fab Four's roots from the original teaming up of Liverpool's Lennon and McCartney as teenagers through Ringo's joining the band, Bill introduced the key elements of the team as a rising business venture and the key decisions they made that led to their success:

- **Leadership:** Lennon as Leader - Originally part of a band where John was the lead singer with back up musicians, he was pretty much a "Nowhere Man" until he welcomed Paul as a co-leader, blending their voices and allowing him to be up front, featured musician and collaborator. Soon after, George, too, was welcomed.
- **Hard Work:** Succeeding through "Hard Days (and) Nights" - The band, throughout its iterations, endured long rehearsals and sets, sometimes working "Eight Days a Week" and driving "Across the Universe" to get to key appearances.
- **Radical Diversification** - From their unusual harmonies, unique costumes and hairstyles, inventive musical styles, and even their name - we "Meet the Beatles" when the group differentiated themselves from other acts and contemporaries.
- **Getting the Right People on the Bus** - It took a while, but eventually, the Beatles recognized that "Help" from Brian Epstein could take them to new heights and that Ringo was the exact drummer whose beat they wanted to "march to."

Like every start-up, individual personalities and styles, different talents, personal issues and changing the team until the right one was in place were all elements of how the Beatles became a world-wide sensation when they might have just as easily been a local Liverpool band for the entire duration.

A musician and clearly a music student, Bill has combined a wealth of little-known insights into a group we thought we knew all about with current business reflections. He challenges: Will your start up band remain a local "mom and pop" (or John, Paul and George) or will you assemble the team that will launch you to achieve your mission - like John's - of "to the toppermost of the poppermost?"

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## Did You Know?

Your email address in Causeway may not be visible to others in your groups. You can turn on or off the display of job title, address, email address, and phone number on the "Profile Privacy" page (<https://members.gpseq.org/user/privacy>). While you're on your page, review your subscriptions. A recent search revealed only 180 people are subscribed to "jobpostingleads" for example. Perhaps you are missing out on key updates from lists

you wish to be part of. Not sure which list to use? Refresh your knowledge by clicking on the [Policies](#).

You may not be coming up in member searches when your colleagues are looking for contacts because of how you set your profile. For example, if you are a consultant in marketing, make sure your profile indicates that your profession is marketing. To review your profile information, log into [www.gpseg.org](http://www.gpseg.org) and click on "manage profile" on the upper orange bar at the top of the page.

Need to renew? We've added a new link under the Membership Tab "[Your GPSEG Renewal](#)." Click on it and you'll go directly to your renewal status and the link to renew.

### **It Only Takes One...**

That's all we need from you - just one...new GPSEG member, that is. Surely, with all the connections you make and colleagues you have, there is one person who has that understanding of being part of a group of giving executives. What difference would it make? When you sponsor a new member, you introduce an associate to a whole "village" of resources, you bring a new resource to your GPSEG colleagues, and you contribute to a strong, vibrant community that is truly unique in its commitment to Networking for Life. Go on....add just one. We know you can do that. We're two-thirds of the way through our initial [recruitment campaign](#), so when you sponsor a new member, there is an additional reward for you, too.

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## **Members in the News**

*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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*Thank you to our trailblazer sponsor:*

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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.

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