

WHAT ON EARTH IS CCW, CCBLC, GPBLC?

Chester County Women (CCW) began in 2003. Bronwyn Martin's experiences in networking groups were all similar: receive business cards from a lot of people who suggested that you needed them and should do business with them. But who were these people? So, the idea for CCW came from the idea to start a group for women business leaders, both employees and employers, where there is greater interaction between the women attending the meetings than seen at other women networking groups as well as to have a greater connection with our community. Martin believes stronger relationships and a stronger commitment to the community will be built if one hears and learns more about each other in the networking group. Hence, the tagline for CCW became Leadership, Diversity, Community. From 2003 to 2008 CCW meetings included a guest speaker that was asked to develop discussion with and among the women attending the meetings so that everyone had an opportunity to learn about the other women in the meeting. Many times the group would have to break into smaller groups to do a project as instructed by the guest speaker. Appetizers and beverages were donated by either a local organization or a CCW member wanting to get visibility for their business. Meetings were deliberately scheduled in the evenings because Martin believes that successful business women will work hard all day and may not take a lunch networking break that, with travel, may take 2 hours or longer.

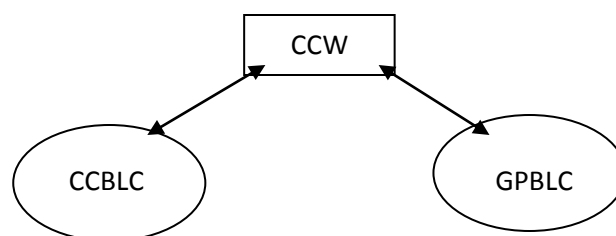
Martin had no problem in getting women to be board members, all of whom understood the positioning of CCW and were eager to see CCW's success. Janet Shockley, Roberta Perry, Stacey Schiele, Christina Valocchi, Melissa Hawes, and Patrice Gaul were instrumental in this success.

In 2007 Martin started Chester County Business Leaders in the Community, or CCBLC. CCBLC was a test pilot to see if even smaller group meetings were more beneficial to strengthening relationships as well as provide a base to southern Chester County business women. CCBLC met in Martin's office in Kennett Square, PA as an early morning coffee group. In July 2008, the 3rd annual CCW golf outing became WOGO!2008 to celebrate CCBLC's first anniversary. WOGO=women only golf outing. The WOGO each year is to symbolize that women too can go out and talk business on the golf course. The outing also encourages women who have *never* played before, and to join the cause, which raises money for the MM Power Scholarship Fund. This fund is through the West Chester University (WCU) Foundation and the fund gives \$1,000 scholarships to women majoring in the sciences or in business and who are matriculating at WCU.

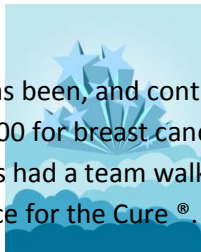
In 2008 Martin started the Greater Philadelphia Business Leaders in the Community, or GPBLC, meeting in the late afternoons at the Pyramid Club on Market Street, Philadelphia. Based exactly on CCBLC's format, meetings were roundtable discussions on a current subject. GPBLC also included a *Women and Money* series, to openly and comfortably discuss money issues, an often difficult topic for women to discuss. Martin asked Phyllis Mufson to jointly lead these money discussions.

With encouragement from Pat Buchanan, CCW underwent a rejuvenation in 2008 resulting in a change in CCW's logo and tagline. The tagline Get Linked! represents how through being linked with each other, there are a lot of connections that can be of help to each other: "the power of one is increased by being linked with many."

The format of the 3 groups changes again in 2010. Martin says that "in 2008 and 2009 a lot has happened in the global economy and affected everyone. People's belief system of what is important and what is extraneous has shifted. Over the past 2 years I have learned that women enjoy meeting in small groups even more and over food and drink."



COMMUNITY INVOLVMENT



The community involvement through CCW has been, and continues to be, breast cancer and ovarian cancer awareness. The first anniversary in 2004 raised over \$2,000 for breast cancer awareness for Living Beyond Breast Cancer, a local grass roots organization. Since 2004, CCW has had a team walking in the Philadelphia's Susan G Komen Race for the Cure[®]. In 2008, \$6,300 was raised for the Race for the Cure[®].

In 2005 CCW began it's support of the Sandy Rollman Ovarian Cancer Foundation (SROCF). Through CCW's efforts, mainly through CCW anniversary celebrations, over \$22,000 has been raised for ovarian cancer awareness 2005-2009. CCW will continue it's efforts on this front through it's relationship with Robin Cohen, co-founder of SROCF.

Also in 2005, CCW started supporting a woman each year through Women for Women International. \$324 is spent each year to support a woman in a war-torn country to give her the tools and resources to move from crisis and poverty to stability and self-sufficiency. Germaine Zigabe in DR Congo, Rosa Amisi in DR Congo, Vinciane M'njunga in DR Congo and Beatrice Mukamzimpaka in Rwanda are the 4 women supported 2005-2009. The support to Beatrice allowed her to repair her house 'which was almost falling on me. We thank you for this.' Beatrice's husband has left her with their 6 children. Beatrice extends an invitation to visit her. December 2009 will start the relationship with our 5th 'sister'.

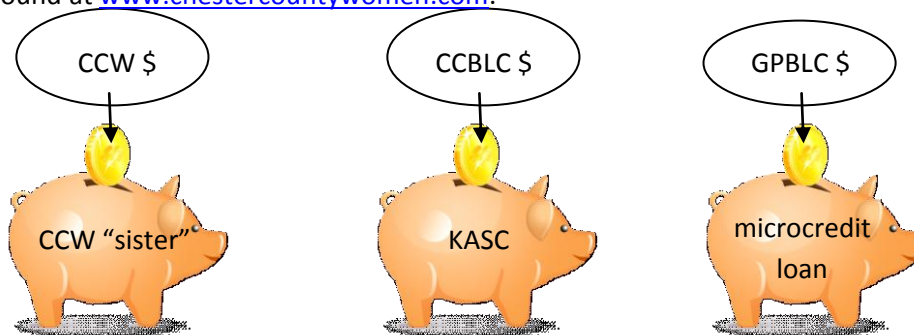
Meeting fees from CCBLC and GPBLC have been given to various organizations. Over \$500 was given to the PA Home of the Sparrow; over \$100 was given to Camp DreamCatcher; over \$300 was donated to the Girls, Inc in Philadelphia. "With the pooling of one's financial resources, more can be given away." Several have commented that the community aspect is a big reason of why they come to meetings and strongly support CCW or CCBLC or GPBLC or all 3.

Moving into 2010, Martin is continuing to lower overhead, so that more meeting fee money can be given back to the community. Martin will implement a new form of giving back in 2010 through GPBLC: microcredit loans through kiva.org. Martin has personally been doing this since 2008 and so has "tested the waters."

WHAT TO EXPECT IN 2010

Meeting fees will remain at \$10 per meeting. Since 2003 the meeting fee has been \$10. A new twist however is to encourage women to pay in advance and that if one RSVP's, it is suggested that one still pay the \$10 meeting fee so that the community commitments are kept in tact. (Support to the CCW 'sister' ran 3 month's short in 2009).

To pay in advance, the annual meeting fee for CCBLC is \$50, for GPBLC is \$60, for CCW is \$40. If you may come to some of all 3, consider to pay at least \$40 in advance, and an additional \$10 the day of the meeting. Meeting fees are in addition to membership. Membership to CCW is still \$40 per year and membership gets you and your business description listed on the CCW website. The \$40 helps to cover website maintenance costs and the CCW 'sister' support (see above). CCBLC profits will go to the Kennett Area Senior Center (KASC). GPBLC profits will go to microcredit loans through on kiva.org. Please make a cheque payable to Bronwyn Martin and mail to her at 107 W State St, Kennett Square, PA 19348. On the memo line, please write what you are paying for: fees only or fee plus membership. Applications can be found at www.chestercountywomen.com.



Martin has done her homework through web searches, direct calls, and feedback from meetings and attendees in working up the schedules for CCW, CCBLC and GPBLC for 2010. More details will come in the monthly newsletters but this is the 'big picture calendar' so that one can plan accordingly in advance.

Month	Organization /Time	Date	Location	Restrictions	Topic
January	GPBLC 6:30 pm	1/13/10	Bellini Grille Phil, 220 S. 16 th St BYOB	<i>Italian food</i>	Recession Busters
February	CCBLC 5:30 pm	2/10/10	Gilmore's West Chester E. Gay St BYOB	Seating is <i>promptly</i> at 5:30 pm. 10 people max in separate room	Recession Busters
March	GPBLC 6:30 pm	3/10/10	Kanella, Phil, BYOB 1001 Spruce St	<i>Greek food</i>	Progress in Social Media
March	CCW 6:30 pm	3/17/10 Guinness is on tap!	Pietro's Prime, W. Market St West Chester	<i>Steakhouse</i> 10 people max, Private room, table 54.	Bring and share Irish tales, history, jokes.
April	CCBLC	4/14/09	Twelves Grille BYOB West Grove	If we get >15, we get the private room	Progress in Social Media
May	GPBLC 6:30 pm	4/12/10	Café Apamante Phil. BYOB 1620 South St	<i>Cash only</i> <i>Spanish food</i>	Travel Tips & stories
June	CCBLC 6:30 pm	6/9/10	Orchard BYOB Kennett Square	10+, private dining	Travel Tips & stories
June	CCW 6:30 pm	6/16/10	Marshallton Inn, outside	CCW 7 th Anniversary Celebration	Group letter writing to our CCW 'sister'
July	GPBLC 6:30 pm	7/14/10	Divan, Phil. 918 S 22 nd St BYOB	<i>Turkish food</i>	Bastille Day/Dog Dazed in Summer: Phun Phood & the Phillies
July	WOGO! 2010 All day event	July 16	TBD	\$125	Includes everything.
August	CCBLC 6:30 pm	8/11/10	Big Fork, Chadds Ford BYOB		Dog Dazed in Summer: Phun Phood & the Phillies
September	GPBLC 6:30 pm	9/08/10	Branzino, Phil. 261 S. 17 th St BYOB	<i>Cash only</i> <i>Italian food</i>	Back in the Groove: how to finish the year with a BANG!
September	CCW 6:30 pm	9/15/10	Simon Pearce West Chester	11-7pm is glassblowing	Letter writing to our CCW 'sister'
October	CCBLC 6:30 pm	10/13/10	Sovana Bistro Unionville, BYOB, or not	Corkage fee of \$5 if you BYOB	Back in the Groove: how to finish the year with a BANG!
November	GPBLC 6:30 pm	11/10/10	Chifa 707 Chestnut St NOT BYOB	5* rating, may not be quieter than any other night	Back in the Groove: how to finish the year with a BANG!
December	CCW	12/8/10 or 12/15/10 People's Choice	People's choice: Determined by popular vote	Submit your suggestion for date and location!!	Holiday Cheer: Done s and 2 Dos.

The Important Fineprint: All direct calls were with friendly people who were happy to help. Some may find this surprising for the Philadelphia locations 😊. The only way to guarantee a good time is by coming with an open mind on food and service. CCW is not responsible for bad service or quality of food. Restaurants for CCBLC and GPBLC were primarily chosen because they are BYOBs. A variety of food types was the second priority.

Meeting locations are subject to change or be cancelled if there is not enough interest. Please check emails or call to be certain!

Expect to pay \$20-\$30 per main course. Some restaurants will provide a fixed price menu including Café Apamante at \$35, Twelves Grille, others may be included.

Wednesday nights have been chosen for all meetings for relative quietness for discussion (versus a Thursday night) and ease of getting reservations at the restaurants.

HOW CAN YOU HELP?

If you would like to help with making reservations, money collection, venues, getting sponsorships and planning for WOGO, please contact Bronwyn Martin at 610-453-7215.



www.chestercountywomen.com

www.greaterphilbusinessleaders.com

www.chescobusinessleaders.com