

# WOMEN in BUSINESS

## Marilyn Russell: A Gal from Mayfair Becomes a Philly Radio Fixture

### Also in this issue:



**Dr. Karen Kish**  
Breast Cancer Surgeon



**Monica McGrath, PhD**  
Educating Leaders on  
Self-Awareness



**Deb Cupp**  
Head of the SAP SuccessFactors  
North America Team



**Christin Cardone McClave**  
Cardone Industries'  
Chief People Officer



**Angela Foreshaw-Rouse**  
Mgr. of State Operations &  
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ISSUE



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## Letter from the President:



Thank you for reading this very special edition, WOMEN inBUSINESS Magazine. This issue, in addition to our inaugural Women in Business Conference on April 27, 2017, has evolved into a powerful experience offering a fascinating glance into some amazing women and their impact on our families, industries, and the region in general. I think you will agree that the profiles featured inside are compelling portraits of successful professionals who are inspirations to all of us.

What exactly does "Women in Business" mean? According to Wikipedia, the phrase "women in business" covers the history of women participating in leadership roles in commerce. Women have traveled great distances in business, from the lonely figure buried beneath the humdrum of busy work in a small corner of a noisy, smoke-filled office, to the obedient coffee-fetching secretary to a generation of Mad Men, to the classrooms and the laboratories and boardrooms of today where they take their rightful place as leaders and decision-makers in moving their companies forward.

While compiling materials for this magazine, I often found myself reflecting on how I was influenced over the years and how my career was impacted.

I started as a Chamber of Commerce professional at the age of 25 and looking back at my shy and insecure self, I realize I learned from many women and men along the way to becoming who I am today. The common thread was the indelible characteristics they shared, the ones that teach us to be mindful, aware, and resilient.

As you read through the pages of this edition, and when you come and listen to the presenters, panelists, and moderators at the conference, you will see these very same characteristics of personal and professional success: A positive attitude, and belief in oneself. Drive and focus, yet balance and stability. Compassion and kindness. A determination to overcome obstacles and the ability to remain resolute. Truthfulness, integrity, and high moral and ethical standing. The desire to build strong personal and professional networks, and above all, investment in oneself.

We hope you will invest in yourself as well and join us on Thursday, April 27, 2017, at the Radisson Philadelphia Northeast for our inaugural Women in Business Conference to learn and share your ideas.

Remember: Hundreds of Women, Thousands of Ideas. ●

Best,

**Pam Henshall, President**

Greater Northeast Philadelphia Chamber of Commerce





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## GNPCC Calendar

### Tuesday, May 9

#### Business After Hours

Aria Health Urgent Care AllMed Comprehensive Care Center  
2451 Grant Avenue, 19114

5:30 to 7:30 PM

GNPCC Members/Invited Guests: No Charge

Non-Members: \$10 per person

### Tuesday, May 16

#### Nothing But Networking Breakfast

Brookside Manor of Somerton Springs  
50 Bustleton Pike, Feasterville-Trevose, 19053

7:30 to 9:30 am

GNPCC Members/Invited Guests: No Charge

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### Wednesday, May 24

#### Executive Luncheon Series

Pen Ryn Estate, 1601 State Road, Bensalem, 19020

11:30 am Registration & Networking

12:00 pm Lunch

12:30 pm Program

GNPCC Members/Invited Guests: \$45 per person

Non-Members: \$55 per person

### Wednesday, June 21

#### Ask the Experts Panel Breakfast

#### Top Sales & Marketing Tips for Every Professional

The Philadelphia Protestant Home

6500 Tabor Avenue (Use Martin Mills Road entrance), 19111

7:30 am Registration, Networking, Breakfast

8:00 to 9:30 am Program

GNPCC Members/Invited Guests: \$12 per person

Non-Members: \$15 per person

### Monday, June 26

#### 95th Annual Directors Cup Golf Challenge

The Union League Golf Club at Torresdale, 3801 Grant Avenue, 19114

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10:30 am Registration & Lunch

12:00 pm Shotgun Start

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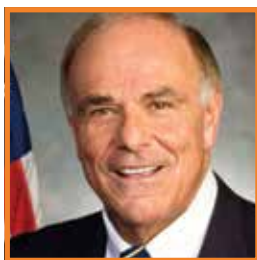


# In addition to your mother or stepmother, what other woman or women have inspired you throughout your career?



**Felicia Porrazza, MDA, RDN, LDN**  
Owner & Registered Dietitian at  
PorrazzaNutrition

Besides my mom, one woman that has inspired me has been Mrs. Deborah Nejman from the NE Family YMCA. Mrs. Nejman was not even my supervisor; yet, she always had time to lend an ear whenever I needed one. She pushed me to be a better version of myself and guided me through some of my tough professional experiences. She gave me opportunities to showcase my talents by allowing me to teach nutrition to her preschoolers. Mrs. Nejman was there to share in my professional successes and also there to encourage me when something did not go as planned. She treated me as an equal and not just as another employee. By allowing me to collaborate with her, I was able to try new programs and fine tune my skills in the dietetics profession. Her constant belief in who I was and what I did in the early stages of my career really helped to inspire me to do more in life. I could not thank her enough for being such an amazing and strong role model for me.



**Ed Rendell**  
Former Governor of Pennsylvania

Other than my mom, the woman who has inspired and motivated me throughout my career was my now, sadly ex-wife Midge. In a good marriage, and ours was a very good marriage for almost 40 years, your spouse should inspire you, motivate you and teach you things and Midge did all of those and more.

Whenever I felt that I couldn't do something, that it was just too hard, she would convince me that I was wrong and that it was achievable. There were many times in my life that if I had given up, I would not have gone on to become District Attorney, Mayor and eventually Governor. She kept me going during the times that reaching those goals looked implausible. She motivated me to keep trying and not take my foot off the gas pedal.


She also taught me many things, both by her words and her example. When our son Jesse was born, I didn't seem to have the requisite patience to deal with a toddler, or even a young boy but by watching her successfully relate to him, I learned that patience is an invaluable commodity when relating to your children. She did all of these things for me and so much more, but you don't have enough space for me to detail all of them.



**Kathleen Brown McHale**  
SPIN President and Chief Executive Officer

At the age of 22, I began working as a Social Worker for the West Philadelphia Consortium. The Director of the program was Barbara Braxton. Barbara was a consummate professional who demonstrated a passion for helping everyone who needed our services. She had energy, drive, commitment and a great sense of humor which she delivered to those of us who worked under her just when we needed it most. She was collegial, encouraging and supportive in her approach and created and developed a community of professionals who learned from all experiences and benefitted from one another's strengths. I remember observing Barbara from all angles – under stress, with a person in services, leading meetings, etc. My goal was to be a leader in human services with the same skill level, grace and ability to form a high performing professional team. I like to think that Barbara was instrumental in forming the type of leader that I became. Now as President and CEO of SPIN, I am inspired each day by the many women I work with as I witness their incredible commitment to people in our services as well as to their families – truly remarkable! ●





*How important it is for us to recognize  
and celebrate our heroes and she-roes!*

*Maya Angelou, Poet*

### **Notable Northeast Philadelphia Women in History**

Gloria Rachel Allred, Olney, Philadelphia Attorney

Allyson Schwartz, Northeast Philadelphia, Former Representative, US House

Katie McGinty, Northeast Philadelphia, Former Chief of Staff, Gov. Tom Wolf

Maria Anna Fisher (1819-1911), Philadelphia, African American Baker

Katharine Drexel (1858-1955), Northeast Philadelphia, Roman Catholic Saint

Ruth Malcomson (1906-1988), Philadelphia, Miss America (1924)

Carolee Schneemann (age 77), Fox Chase, Philadelphia Visual Artist

Natalie Nevins (1925-2010) Hunting Park, Philadelphia American Singer

Elizabeth Shippen Green (1871-1945), Mount Airy, Philadelphia American illustrator



The Greater Northeast Philadelphia Chamber of Commerce recognizes the contributions of women in all areas of employment/business; this program will bring women together to connect, learn, and grow.

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# An interview with Christin Cardone McClave, Cardone Industries' Chief People Officer

The 40-year-old third-generation owner of the automotive replacement parts giant headquartered in Northeast Philadelphia talks about her work, her family, and her passion to excel in all things in life.

| By Don Brennan, GNPCC Staff Writer





Christin Cardone McClave, 40, is a third-generation owner of Cardone Industries, Inc., a leading supplier of automotive replacement parts founded in 1970 by Michael Cardone Sr. and Michael Cardone Jr. in a small row house in North Philadelphia. Today, they are headquartered in Northeast Philadelphia at 5501 Whitaker Ave., and employ 5300 people at seven locations in the world. Christin is a member of the Board of Directors and the company's Chief People Officer. She graduated from the University of Alabama with a degree in International Business, and her M.S.M. from Boston University's International Masters' Program. She is accredited in leadership development and business coaching, and serves on the board of World Vision USA, a Christian humanitarian organization dedicated to working with children, families, and the communities in which they live. She is passionate about the education of girls and women, so much so, that she serves on World Vision's "Strong Women, Strong World" advisory council.

**Please give us some insight as to your title, "Chief People Officer," which has become more common in the Human Resources industry, but perhaps not as familiar to some folks reading this article.**

I have actually been a Board member of the company for six years, and it was two-and-a-half years ago that I joined the company full time. In the summer before I came on (August-September 2014), the Board requested that I take an HR role. With my background in leadership development and coaching, I thought this was a good place for me to step in. As you know, the culture here is really very important to our family, going back to my grandfather and my father. So, the title and my role underscore the importance we place on people and our culture here. I really love it, too, because I am a people-person and I love being part of team meetings and helping move things along.

**Please give our readers a snapshot of Cardone Industries.**

We are a third-generation family business headquartered in Philadelphia for 47 years. My father and my grandfather started the business remanufacturing automotive parts, and the whole idea was to serve the automotive aftermarket. We focused on the aging automobile market and folks who need remanufactured auto parts. The process is actually reverse engineering in that we take the broken auto part and in many ways rebuild it better than the original because we can identify the design flaws. We are especially proud of that. Our main customers are the big auto parts suppliers that we all know and now we are partnering with Amazon as another distributor. As for us, we have 5300 employees and seven locations: Philadelphia, two in Texas, two in Canada, California and Mexico.

**Can you tell us about the company's efforts in the area of environmental sustainability?**

Our family is passionate about remanufacturing and refurbishing and the sustainability aspect of our business. We wish everybody felt the same way. We are constantly looking at ways to improve the remanufacturing process, and not only with regards to auto parts. We are looking at other verticals to see if there are opportunities for us. Our engineers and our R&D staff are all experts in the remanufacturing industry, so we are looking at ways to grow and keep remanufacturing as our core.

**What are some of the challenges—and opportunities—operating a three-generation family business, one especially as large as Cardone?**

Frankly, we believe it has been a big success story for us. We have not had the pressures of seeking outside funding or different shareholders' needs. We have a central focus and a core set of values here at Cardone, and all of us work in that direction. We have a great deal of what you would call "patient capital" here since we don't have to report earnings quarter-by-quarter and can be patient with some of our longer term investments. We tend to be conservative on the debt side, and that has proven to be a good thing because it has given us a lot of flexibility in reacting to the market.

**What is your definition of Servant Leadership, which is a core principle at Cardone?**

Servant Leadership is a model that we use that basically believes that being a leader also means you are willing to serve. You must be willing to work with the team, and as a leader, be willing to come to the table and ask, 'How can I help you to do your job more effectively?' It also means helping people to better develop their skills, encourage their performance and produce products of excellence. It's a winning formula for us. My role as Chief People Officer has really focused on this, even from the standpoint of the recruiting process so that Servant Leadership becomes part of the mindset.

**On the Cardone website, I read another core principle: "Honor God in all we do." Tell us about the roots of that.**

The roots of that come from my father and my grandfather's very strong Christian faith. They made a conscious decision to look at everything they did in the business through the eyes of Jesus. We believe Jesus is the ultimate Servant Leader, and, honestly, you don't have to be a religious person to understand or appreciate that. We have high ethical standards, a strict code of conduct, integrity in decision-making, and with our suppliers and our customers. For us, that's honoring God.

**What is your work day like? I know how difficult a question this is for a magazine interview.**

I am an early bird, so I get in early and try and have a little quiet time before our meetings start at 8:30 a.m. It's called a Take Five meeting, where we hear company announcements and the like. Next we have a voluntary prayer time, which you can participate in or not. Then the remainder of the day is pretty packed with meetings, and not all of them involving HR matters. I am also involved in a lot of public relations, employee branding, internal communications, and some operational projects that I am leading in a more traditional Chief Administrative Officer role.

**Let me be specific about the work day. What is the first thing you do on those mornings when you sit down at your desk? Do you have a routine each morning at work?**

I guess you could say the first thing I do is pull up my Wall Street Journal page so I can see what's going on today. I don't get to read a lot of it because I just don't have a ton of time. By that time, too, I have already gone through most of my emails since I am awake and working pretty early.



**Three Generations: Michael Cardone Jr., Michael Cardone Sr. and Michael Cardone III. (Photo courtesy of Cardone Industries)**

**How do you juggle the multiple roles in your life: Wife, mother, global executive, entrepreneur, Christian?**

It's not easy! (Laughs). For me, I am very, very blessed with a great husband (Dan, an accomplished business executive as well) who has provided the support structure that is really important. Flexibility is the key to making things happen since we have three boys (ages 9, 12 and 14). We try to stay focused on what's really important, so I constantly have to assess the value of participating in events that honestly I don't need to be a part of because of the time commitment. I am looking for good mentors at this point in my career, which is why I am on the Board of World Vision. They have an amazing group of leaders who I learn from and can apply to my work here at Cardone.

**I know you don't have a lot of free time by your own admission. But how do you unwind? What are your hobbies, things like that?**

Well, it's true, I don't have a lot of free time but my physical fitness is very important to me. I do a lot of high intensity workouts and some yoga, and this helps me focus on what's important. The rest of my time goes to my boys and our family. I usually spend my weekends driving them to places or watching them compete in sporting events like most Moms my age. And, honestly, I really enjoy that. Love every minute of it. ●



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# Advocating for Women's Healthcare Breast Cancer Surgeon, Dr. Karen Kish

| By Elizabeth Hess,  
GNPCC Staff Writer

Always interested in the sciences, medicine, and helping people Dr. Karen Kish, MD, FACS, FASCRS feels she is privileged to be able to help others, and values the interactions and relationships she has with her patients. She specializes in breast surgery in the Mercy Health System, locally at Nazareth Hospital.



Dr. Kish been a surgeon for nine years. Her advice for women medical students and surgery residents: "Focus on what is important to you and the things that are truly important to your life. Be honest to what you want. Answer yourself honestly: where do you want to be in 10 years time? Having a medical career and a family is doable and fulfilling. It is something you can achieve."

**In 2015 forty-seven percent of all United States medical school graduates were women, according to the Henry J. Kaiser Family foundation, KFF.org. These 8,579 women are part of a nearly equal gender rate of new graduates. That is good news for women who seek a doctor who is a woman.**

Throughout her medical training at Drexel University College of Medicine, her residency at Abington Memorial Hospital and her fellowship UMDNJ Robert Wood Johnson School of Medicine, Dr. Kish was always surrounded by women colleagues .

At Mercy Health, it is easy for her to feel surrounded by women colleagues too: Last year The Philadelphia Business Journal profiled the leaders of the Mercy Health System because women serve in significant leadership roles there. Susan Croushore, is President and CEO of Mercy Health System; Sue Cusack is Executive Director of Mercy Fitzgerald Hospital and Mercy Philadelphia Hospital; and right here in Northeast Philadelphia Nancy Cherone is Executive Director of Nazareth Hospital. Sharon Carney, MD, is Chief Medical Officer for Mercy Health System.

In fact, in the Nazareth Hospital market, the majority of Mercy Physician Network primary care doctors are women: Helen Thorpe, MD; Joan Addley, DO; Melissa Bertha, DO; Carrie Bender, DO; and Ashley Miller, DO. And along with Dr. Kish Nazareth Hospital has a number of women specialists such as medical cardiologists Swarna Bheemreddy, MD and Cheryl Leddy, MD; and gynecologist Diane Robinson, MD.

Dr. Kish sees patients at all Mercy Health locations, surgeries are in the morning with office hours in the afternoons.

She will see a patient at any point during their care, after a mammogram, after a gynecologist referral, or if a patient has felt something. Cancer care has a longitudinal care trajectory, unlike many traditional surgeons, her care follows the patient's journey to survivorship.



Dr. Kish stresses to women that they must advocate for their own healthcare. Women juggling career and family often make sure children are getting their checkups and immunizations, but they must make the time to do the same for themselves.

The types of surgeries she performs are breast removal, lump removal and biopsies. She also performs some colorectal surgeries.

There is great breast care available here in the Northeast where Dr. Kish practices at Nazareth Hospital and the services for women's health are many.

Nazareth Hospital has implemented technology, programs and services that give women access to high-quality care: they have a bone health program, soon they will launch 3-D mammography, and a breast program is in development that links women with a nurse navigator from the minute they have their mammogram, so they can connect quickly with the right follow-up care at their Cancer Center for further testing and treatment, up to and including surgery with Dr. Kish. ●



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# A Gal from Mayfair Becomes a Philadelphia Radio Fixture

| By Tom Waring, Northeast Times

**WOGL**  
**98.1 FM**



**Marilyn Russell will be the keynote speaker at the GNPCC Women in Business Conference April 27, 2017.**



Marilyn Russell has been a fixture on Philadelphia radio for more than two decades, but she does more than spin records.

Russell is always representing her station at community events, and she's well known for her long-running Woman of the Week show.

So, the Northeast native would seem to be the perfect person to serve as a keynote speaker for the upcoming Greater Northeast Philadelphia Chamber of Commerce Women in Business Conference and Luncheon. She accepted the offer after seeing GNPCC president Pam Henshall last October at the Pennsylvania Conference for Women.

"I'm looking forward to it," she said. "There are a lot of networking groups for women, but the more the merrier. There's strength in numbers."

### **The radio veteran grew up as Marilyn Murphy on Gillespie Street in Mayfair. She attended St. Bernard Elementary School and Abraham Lincoln High School, where she played badminton.**

After graduating from Lincoln, she took a couple of years off before enrolling at La Salle University. She eventually earned a degree in journalism.

"I wanted to be a writer," she said.

In 1988, she was working for an advertising agency when her boss, John Goodchild, remarked that she had a nice voice and should consider doing voiceover work. She went back to school to take acting and voice lessons, and wound up making a good living doing voiceovers.

Though she worked at La Salle's WEXP and Drexel's WKDU, she didn't envision a future in the field.

"I never thought of radio as a career," she said.

In 1993, she was hired by WDRE (103.9 FM) to make public service announcements and answer phones. WDRE was a new alternative music station that lured Preston Elliot from a St. Louis Top 40 station.

"It was a fun and exciting time to get in the business," she said.

Later, she served as music director and hosted shows geared to new music and local music. And she came to a realization.

"I love this business, and I've never gotten out of it," she said.

WDRE was sold and changed formats in 1997.

Russell's next step was Y100, serving as promotions director.

At Y100, she had two stints, most prominently as a morning show host with Preston Elliot and Steve Morrison for four years.

Russell left the station in 2002 for family reasons, but resurfaced the following year at WMGK.

In 2007, she became the morning host on BEN-FM. Her Woman of the Week segment started as a blog before being given a show of its own. It resonated with listeners, according to Russell.

"That was my baby. It was like my second child," she said.

Russell hosted the show until being laid off by BEN-FM last November.

She wasn't off the airwaves for long. Since Jan. 9, she's been part of the Breakfast Club mornings on WOGL (98.1 FM).

While legal reasons are preventing her right now from introducing Woman of the Week on her new station, she vows to bring it back in some form.

Otherwise, she's loving her new gig with co-hosts Frank Lewis and Bill Zimpfer.

"They're fantastic guys. They've been nothing but great," she said.

As a bonus, she got to meet Harvey Holiday, the legendary Philly DJ and fellow Northeast native whose show follows the Breakfast Club.

And Russell, who lives in Plymouth Meeting and has a 25-year-old son named Matthew, is really looking forward to WOGL's 30th anniversary celebration on July 12 at Camden's BB&T Pavilion. Rod Stewart and Cyndi Lauper will perform.

Russell has an early bedtime so she can get up at 4 a.m. to get to the station in plenty of time for her 5:30 shift.

The early weeknights cut down on one of her favorite hobbies, seeing live shows.

What kind of music is her favorite?

"I like it all," she said, "but I do love the '80s. It was a special time."

Off the air, she attends station-sponsored and nonprofit events. A regular gig is hosting the annual Cancer Treatment Centers of America survivors celebration. She views it as giving back to a city she grew up in and still loves.

Other favorites are wine and dining out. She's a proud "foodie."

And to cope with the wacky world of morning radio, she takes yoga classes.

"Yoga is my sanity. It relaxes me," she said.

### **Radio can be unpredictable with format changes, station sales and crazy hours, but Russell has relished in entertaining hometown audiences for nearly a quarter-century. Nine-to-five is not her way to make a living.**

"I can't see myself in a suit all day," she said. "I'm not that girl."

The Greater Northeast Philadelphia Chamber of Commerce's Women in Business Conference and Luncheon will take place on Thursday, April 27, at the Radisson hotel, 2400 Old Lincoln Highway in Trevose.

The conference and luncheon will go from 8 a.m. to 4:30 p.m., immediately followed by Business After Hours until 7 p.m.

**For tickets or more information, visit, [www.nephilachamber.com](http://www.nephilachamber.com)** ●



# Join Us: Thursday, April 27, 2017

Conference: 8:30 am – 4:30 pm Business After Hours: 4:30 pm – 7:00 pm

## WOMEN IN BUSINESS Conference and Luncheon

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The Greater Northeast Philadelphia Chamber of Commerce recognizes the contributions of women in all areas of employment/business; this program will bring women together to connect, learn, and grow.

Women face unique challenges in the business community. The Greater Northeast Philadelphia Chamber of Commerce with the "Women in Business" initiative will enable and empower women from CEO to entry level employee to women-owned businesses gain access to the tools to Propel their Success!

### Cost: \$150 per person

Includes: Breakfast, Keynote Luncheon, Breakout Refreshments, Business After Hours, and all informational panel and general sessions.

## 2017 Women in Business Conference Schedule

### Registration, Breakfast, Sponsor Review 8:30 – 9:15 am

Welcome 8:45 – 9:15 am

Forest Ballroom\*

**Keynote: Marilyn Russell, Co-Host, The Breakfast Club, 98.1 WOGL**

### Session I 9:30 – 10:15 am

Panel – Career

Walnut Ballroom

*Finding Success in Male Dominated Industries*

Session – Career

Spruce Room

*Moving Toward Entrepreneurship*

Session – Communications

Hemlock Room

*Is It Time to Rebrand?*

Session – Personal Development

Pine Room

*How to Best Sell Yourself*

Session – Technology

Boardroom I\*

*Social Media 101: You set up your social media accounts, now what?*

Session – Career

Boardroom II\*

*Women in Politics: Discovering Career Possibilities*

Break and Sponsor Review: 10:15 – 10:45am

### Session II 10:45 – 11:30 am

Panel – Communications Panel

Walnut Ballroom

*Communication: What is Your Message?*

Session – Career

Spruce Room

*Finding Nutritional Balance: It Does Matter*

Session – Technology

Hemlock Room

*Technology Trends to Advance Your Business/Personal Growth*

Session – Personal Development

Pine Room

*Leadership for a Multigenerational Workforce*

Session – Personal Development

Boardroom I\*

*How to Improve your Relationship with Money*

Session – Career

Boardroom II\*

*Improving Your Image on LinkedIn*

### Luncheon Keynote Panel – 12:00 – 1:30pm Forest Ballroom

*Leveling the Playing Field: Strategies for Success*

Panelists:

Steven Singer, President Steven Singer Jewelers

Patrick Bresnan, VP Chief Customer Officer SAP America

Christin Cardone McClave, Chief People Officer at Cardone Industries

Monica McGrath, PhD, CEO, Resources for Leadership, Inc.

Moderator:

Marilyn Russell, Co-Host The Breakfast Club, 98.1 WOGL

### Session III 2:00 – 2:45 pm

Panel – Technology Panel

Walnut Ballroom

*Technology: Is your information secure and compliant?*

Session – Career

Spruce Room

*Reinvigorate Your "Why":*

*How to Reboot Your Career & Connect to Your Purpose*

Session – Communications

Hemlock Room

*How to Build a Highly Engaged Team*

Session – Communications

Pine Room

*Communication for a Multigenerational Workforce:*

*Listen and Learn to Understand*

Session – Personal Development

Boardroom I\*

*I Hit 50, Now What?*

Session – Personal Development

Boardroom II\*

*Making Moves as a Millennial Woman*

Break and Sponsor Review: 2:45 – 3:15 pm

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## Session IV 3:15 – 4:00 pm

Panel 4 – Personal Development  
*Balance. What's That?*

Walnut Ballroom

Session – Career  
*Women as Millennial Business Leaders*

Spruce Room

Session – Communications  
*Verbal vs. Non-verbal Communication*

Hemlock Room

Session – Technology  
*Cyber Security: Are You At Risk?*

Pine Room

Business After Hours 4:30 – 7:00 pm

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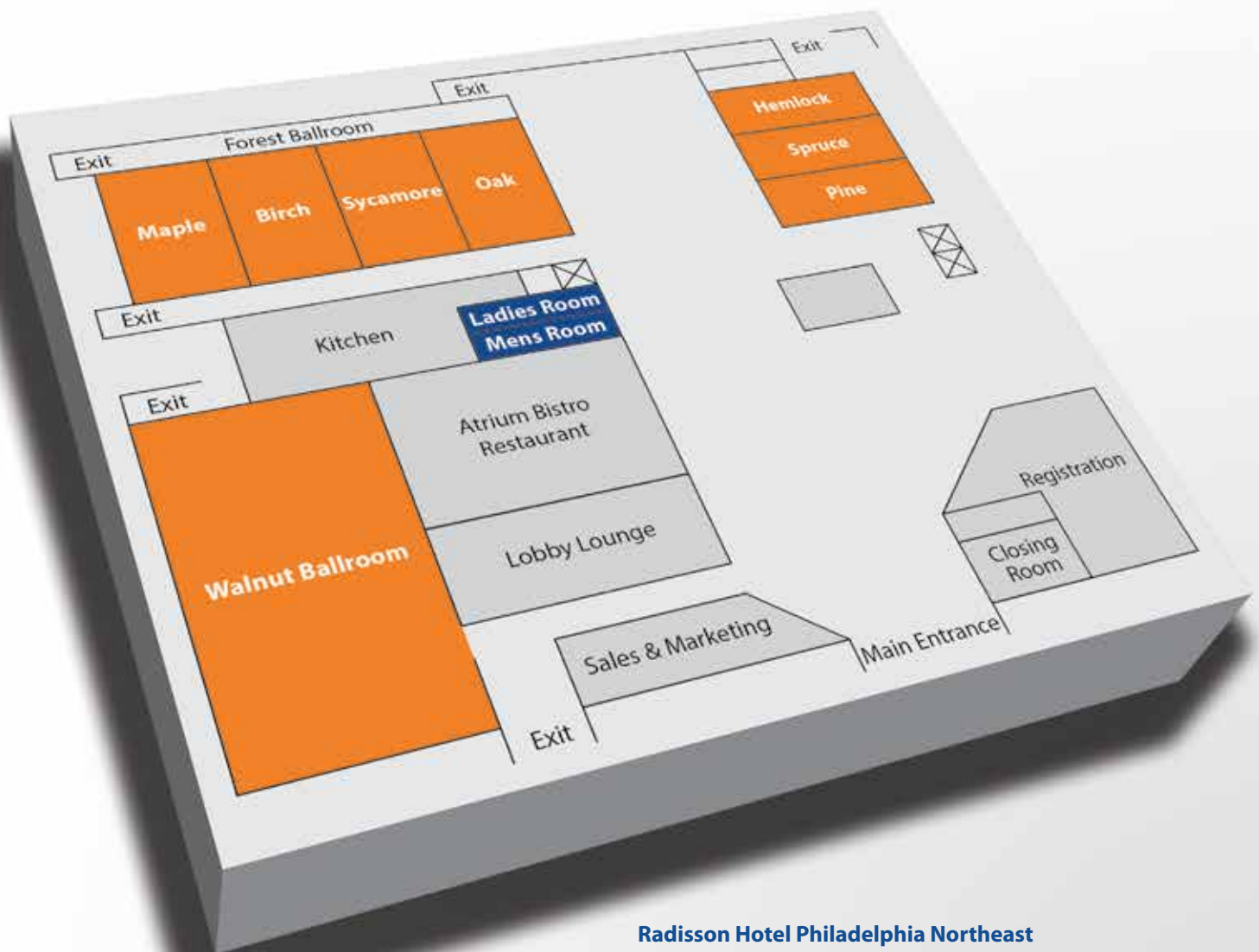
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# SAP SuccessFactors North America's Deb Cupp

## A Passion for People to Make Great Companies

By Kaitlyn Haney, Special People in the Northeast, Inc. (SPIN)



To help employees develop and reach their goals, Cupp has seen mentorship play a big part. She applauds companies that offer mentorship programs, but believes mentorship should be natural—not forced. When seeking a mentor, Cupp recommends looking to people who have had previous experiences in a similar role, or have skills and capabilities that are admired.

**“Mentorship is very beneficial for both parties involved, but one thing I recommend for anyone seeking mentorship – don’t make it the mentor’s job to figure out how they can help,” said Cupp. “Come with a point of view.”**

Cupp also believes a unique point of view can help employees in their everyday role. “I’ve seen people form and do things in their career because they think they should, and it’s hard for those people to be successful when they are trying to do and be something that they are not.” Cupp recommends employees be authentic and honest with themselves to improve performance.

The lessons of honesty and authenticity in the workplace has also helped Cupp throughout her career, as it is the basis of how the strong employee culture at SAP SuccessFactors North America was established. In just 2012, SAP SuccessFactors was formed by SAP’s acquisition of SuccessFactors companies to offer businesses advanced end-to-end cloud and on premise technology solutions. At the time, Cupp led SAP’s division focused on healthcare, public sector, higher education, state and local government sector, and was asked to lead the new company’s team in North America. Cupp took on the great challenge to develop the brand new company and its culture.

To help create this new culture, Cupp relied heavily on the employees of the merging companies. She put together councils to learn their ideas, and to discuss and answer the ‘why.’

“Why does it help you? Why does it help the company? Why does it help the customer,” said Cupp. “Answering the ‘why’ is the most important thing. You have to answer the ‘why,’ communicate and let people know that they are heard.”

In the end, all employees had an influence on the new company culture. Combining the workforces of the young, hip and excited culture of SuccessFactors with the disciplined, processed and cadenced culture of SAP proved to be a wonderful match, and together, a much powerful and different entity.

Cupp reflects back on the culture found at SAP SuccessFactors North America as an example of her #Passion4People motto in action as it’s the employees that helped make the company great. ●

**C**onnect with Deb Cupp on LinkedIn, and one thing that will stand out to you is the hashtag #Passion4People. Working for an HR technology company, it’s no surprise that Cupp is focused on the people who make her clients’ companies great. However, she certainly takes the #Passion4People motto to heart as she applies the same lessons learned from her client work to her own role as head of the SAP SuccessFactors North America team.

Cupp has a unique perspective on the people in the workplace, as she leads a dual role transforming customer workforces through HR technology and overseeing her internal team. But in both roles, she touts the people as the most important part of any business, and notes a focus on the employee as key to business success.

**“People are the best part about what we do, and watching them develop is amazing,” said Cupp. “When they do things that they didn’t think they ever could, it’s a very cool thing to see.”**

# Carrying On the Tradition

| By Gloria M. Pugliese,  
GNPCC Staff Writer

When Sister Charity Kohl founded CORA Services more than 45 years ago, many human service agencies were focused on residential programming for “bad kids” and “wayward women.” Sister Charity did not believe residential programs were best for serving people in need. Instead, she believed that children and youth should stay in their communities and that agencies needed to support families within the context of their community, not by removing them from their surroundings. This, along with her focus on the “wellness model”, was a radical notion at the time, but she persisted and opened a diagnostic center in Germantown to assess the needs of children under the age of 18 who were involved in the court system. Then, in 1971, she received funding for community based intervention. She planned to serve 300 children in the first year; she served more than 600. This was the beginning of CORA Services.

Over the past 15 years, AnnMarie Schultz has sought to carry on the vision of Sister Charity, starting as a program director and moving up the organization in positions focusing

on program advancement, helping to expand CORA's reach into Early Intervention childhood programs and services, Charter Schools, and public schools. In 2013 she became chief operating officer at a time when many top administrators who had been with the agency for 40 years were beginning to retire. With this transition, she worked to ensure a smooth leadership transition that would maintain the identity of the agency. One of the hallmarks of CORA is its focus on hiring people who “carry the mission” of the organization. That is, seeking employees who are not only qualified for the job, but who also have the caring and compassion that Sister Charity personified and that remains a core value for CORA today.

By all accounts, Schultz successfully helped CORA maintain a high quality of service while navigating changes in the external environment and internal staffing. So, when the former CEO announced that he would retire in June, 2016, Schultz was the logical successor. She is the first woman to serve as CEO of the agency since Sister Charity, and she maintains Charity's focus on putting

the right people in place and empowering them to succeed. She has focused on putting together a team that would lead a smooth transition and one that can play on each other's strengths. She believes in allowing her team to make decisions, to run with things, and even to fail. This, she says, allows for creativity. This approach allows her to focus on CORA's needs and how to best position the agency to support communities and families in an increasingly complex landscape. With a strong sense of mission and empowering leadership style, there's no doubt that Schultz will oversee continued growth for the agency and set the stage for its next 45 years and beyond. ●



AnnMarie Schultz



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Virginia Knauer

## VIRGINIA KNAUER

| By Jack McCarthy,  
Archivist and Historian

Virginia Knauer (1915-2011) was a pioneering figure in consumer protection in America and in advancing the role of women in government.

Born Virginia Wright in Philadelphia in 1915, she attended Philadelphia High School for Girls and earned degrees from the Pennsylvania Academy of Fine Arts and University of Pennsylvania in 1937. She then did graduate study in painting in Italy, returning home in 1939 at the outbreak of World War II.

In 1940, she married Wilhelm F. Knauer, a corporate lawyer and former deputy attorney general of Pennsylvania. They moved to a property in Upper Holmesburg where they had land to indulge their passion for raising Doberman pinschers.

In 1948, the Knauers bought the historic Morelton Inn along the Delaware River in Torresdale. The Morelton had been a well-known resort for wealthy Philadelphians at the turn of the 20th century.

The Knauers restored the home, including having paneling from China Hall, a historic house in nearby Bucks County that was about to be demolished, removed and installed at Morelton. They later founded the Knauer Foundation for Historic Preservation, through which they purchased the 18th-century Man Full of Trouble tavern in the Society Hill section of Philadelphia, which

had also been threatened with demolition. They ran the Man Full of Trouble as a museum.

The Knauers were very active in politics. In 1958, Virginia Knauer was appointed vice chairman of the Philadelphia Republican City Committee, and in 1959 she became the first Republican woman to serve on Philadelphia City Council.

Eight years later, she was appointed director of Pennsylvania's Bureau of Consumer Protection, the first woman in America to administer such a bureau. She held that office until 1969, when President Richard Nixon appointed her special assistant to the president for consumer affairs and later director of the federal Office of Consumer Affairs. She also held this position under Presidents Ford and Reagan.

For a time, Knauer was the highest-ranking female in the executive branch of the U.S. government. She was a tireless advocate for consumers, once describing herself as a "pipeline to the president for consumers." She championed many consumer protection initiatives and was responsible for the establishment of many consumer safeguards.

Knauer died in 2011 at the age of 96 in her home in Washington, D.C., and is buried at All Saints Episcopal Church in Torresdale. ●

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# Educating Leaders on Self-Awareness

## A conversation with Monica McGrath, PhD

| By Don Brennan, GNPCC Staff Writer



Monica McGrath, PhD



### An accomplished leadership development consultant and executive coach says advancements for women in the workplace have gotten better, but it's not good enough.

Dr. Monica McGrath is the former vice dean of Wharton's Aresty Institute of Executive Education. She is a leadership development consultant and executive coach. She has been an advisor for many senior leaders in Fortune 500 corporations and not for profit organizations. Professor McGrath holds a MEd in adult learning and PhD in education from Temple University with an emphasis in organizational psychology. She currently resides in Florida, but still maintains her consulting business in Philadelphia: Resources for Leadership, Inc. She focuses on leadership development for senior executives and their teams within the domain of domestic and international philanthropy, education and training. And, by her own admission, she is a deeply unsatisfied Phillies fan. She recently took time to have a detailed conversation with inBUSINESS Magazine staff writer Don Brennan.

**Don Brennan:** What are the top three traits of a good leader?

**Monica McGrath:** Well, I would hesitate to use the word 'traits,' actually. I think leadership is a combination of understanding the context and applying the skills. Probably then the most important characteristic is self-awareness or the ability to know oneself. Number two, is the ability to listen and communicate thoughtfully and demonstrate emotional intelligence. And, number three is your education and experience.

**DB:** I am intrigued by your placement of self-awareness as the number one characteristic. Frankly, I thought it would have been listening and communicating.

**MM:** Well, with my background as an organizational psychologist, I consider the organizational dynamics that influence one in their leadership role. So, being aware of your own reactions, assumptions and triggers is critically important in both the listening and in how you communicate your messages. It can be a problem if a leader is not paying attention to their own behavior and approach or if they have become too isolated from honest self-assessment and feedback from others.

**DB:** How does one develop into a leader?

**MM:** I think the best “course” to take is right on the job. Learning from the day-to-day leadership role, both your successes and failures is the best way to learn how to lead. This means that you must be willing and able to reflecting upon your behavior and actions, ask for input and feedback from others and change what is not working. Of course, I am a big advocate of advancing yourself through education, many of the courses at Aresty the corporate educational side of Wharton are designed to advance and improve your skills. But, the truth is, you will learn more about you as a leader through responding to and taking on the challenges that are presented to you every day. Notice what you do well and notice too those areas of your leadership that can be obstacles to success.

**DB:** Can you pinpoint why a leader fails, or is that simply far too broad a question?

**MM:** I can say honestly that after working 30 years in leadership development at various levels of many organizations, most of the time a leader derails, gets off track, because of arrogance . . .

**DB:** Arrogance? That’s interesting. How so?

**MM:** Well let’s think about a CEO in a very large organization. Don’t you wonder why you often read about these top people making terrible decisions? And you wonder why (they make these terrible decisions) if they are smart enough to be CEO? Arrogance. What happens is that one can often blindly move forward without input from others. Paying attention to input of others, and considering their ideas takes a certain amount of humility. I don’t mean self-confidence either, of course one needs to be confident but when confidence is overdone it becomes arrogance. And, arrogance will stop your advancement or get you fired.

**DB:** Which is why the best leaders choose to surround themselves with the best people . . .

**MM:** Yes. I may be the top person and a great technology wizard but I am not necessarily the most skilled person in finance. So I need to be able to listen to expert advice around me. Usually, good leaders surround themselves with thoughtful experts who are not afraid to speak up. Of course, the final decisions are made at the top but the top person, even if she is the smartest person in the room most of the time, is not the smartest person in every room, every room, every time. It’s not possible.

**DB:** And this issue of arrogance is not applicable only to large companies, I suppose.

**MM:** No, you’re right. Arrogance in any leadership role can lead you to believe that your ideas are the only ideas, and this impacts how you listen to others and how you communicate your ideas and goals.

**DB:** What are some of the challenges women face in leadership roles?

**MM:** The obvious challenge is being in an organization that knows it needs to have a diverse workforce in terms of gender, but they are only talking about advancing women and not acting. Companies need to change the subtle roadblocks for women, especially as they attempt to advance. Why is it that in healthcare, 81% of the entry level staff are women and yet at the executive level it’s only 43%? And this is true throughout corporate life. There is no question about it, women dominate at the entry level and diminish at the top.

**DB:** You used the term ‘systemic roadblocks.’ Have we made any measurable progress here?

**MM:** It’s gotten better, but it’s not good enough. Here’s an interesting statistic: woman (make up) over 50 percent of the (college) undergraduates, even more at the graduate level and we’re getting close to 50 percent of the MBAs. We have women who are educated and skilled for business careers and yet they often opt out. Why? Not because of family, although it is a factor, yes, but in a study my students and I did at Wharton we found they opted out because they were not able to advance. So, we are doing better but it is just not good enough.

**DB:** So the glass ceiling is still there . . .

**MM:** Oh, the glass ceiling is definitely still there, and most of us working in women’s leadership see the numerous studies that continue to support this ceiling, we consistently see that while there are many women qualified women in the workforce their advancement stalls once they start reaching for the top spots.

**DB:** I saw something you wrote, and I am quoting you: “Successful women attribute their success to their mothers’ leadership within the family.” Tell me about that.

**MM:** When women were asked about who had the most impact on their success they overwhelmingly said, “my mother”. Women see their mothers as leaders in the home, community and at work. And, it certainly was true in my case, my mother raised five children and she was one of the first women in real estate in Northeast Philadelphia, she was a wizard at sales and a great role model.

**DB:** I find this very interesting, and I wonder if men would say the same thing.

**MM:** Honestly, I don’t know the answer to that. Maybe... but for girls there are so many confusing messages about a women’s role, and when she can see her mother manage home and a career—even if it isn’t perfect, and it never is perfect—well, this has a lasting, positive impact. ●



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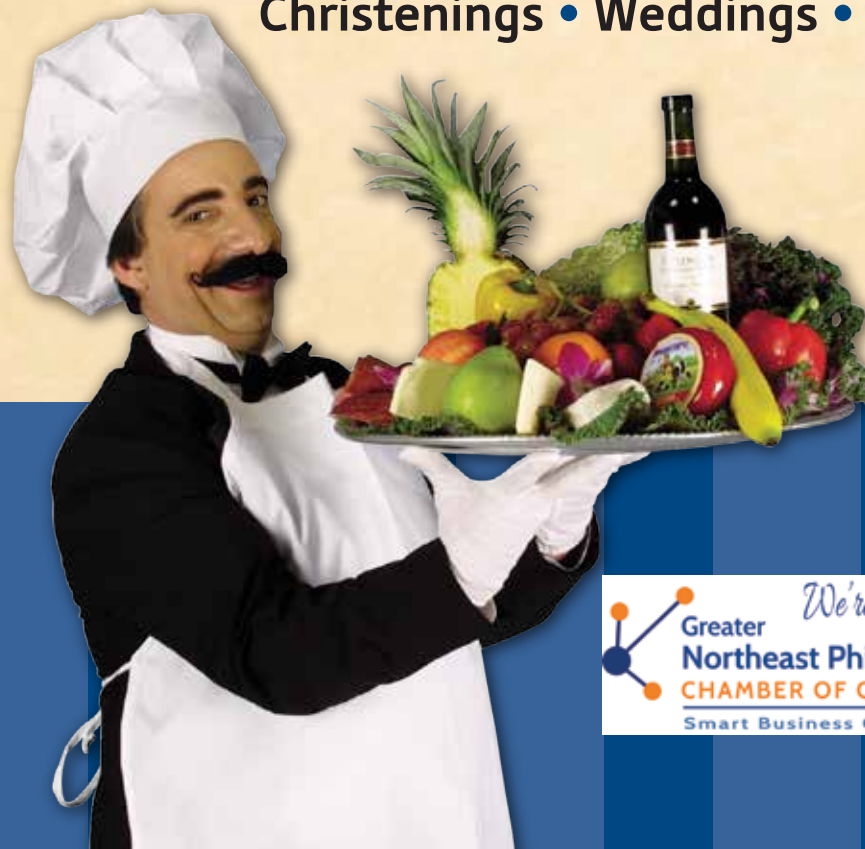
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AARP Pennsylvania's Angela Foreshaw-Rouse

# Knowledge is power: Educating Pennsylvanians



Angela Foreshaw-Rouse

By Pam Henshall, GNPCC Staff Writer

**W**ith a passion for journalism, Angela Foreshaw-Rouse began her communications path in Philadelphia as a proud Temple Owl.

After graduating from Temple University with a B.A. in Mass Media Studies and an M.S. from the University of Pennsylvania in Organizational Dynamics, Angela was excited to launch her career in Philadelphia as community relations coordinator for Time Warner Cable.

As a native New Yorker, Angela expanded her career and returned to New York to serve as director of communications and publicity for Court TV, a Time Warner Company, before moving onto director of daytime publicity for the popular soap opera All My Children on ABC-TV.

"I look back and realize I was fortunate to have had the opportunity to launch many television careers. As a publicist, I secured (legal commentator) Nancy Grace's first booking on the Larry King Show," said Foreshaw-Rouse. "I also was fortunate to have the opportunity to serve as (the late attorney) Johnny Cochran's publicist. As was recently mentioned during the Oscars, who knew we would be talking about O.J. Simpson over 20 years later!"

In 2001 off the heels of 9/11, Angela decided she needed a change of pace and accepted the communications director position for AARP Pennsylvania, returning her to Philadelphia. In her role, she was responsible for strategic communications planning and facilitating unified and consistent outreach from the national AARP headquarters in Washington DC to 1.8 million members in the Commonwealth.

In 2013, Angela accepted her current position as Manager of State Operations and Community Outreach. In this role, she oversees

the implementation of state and national campaigns, volunteer and member engagement, and community outreach throughout Pennsylvania.

***Angela vigorously upholds the AARP mission statement to help people turn their goals and dreams into 'Real Possibilities' by changing the way America defines aging.***

"Knowledge is power," she says, and Locally in PA and across the country AARP works to strengthen communities and promote the issues that matter most to families such as healthcare security, financial security and personal fulfillment. AARP expands their reach with dedicated volunteers of over 300 in the southeast region of the state. They offer a supportive voice in the community; helping to engage with local communities in new and exciting ways; even reaching out to younger generations such as Generation X and millennials. Of course, the organization also supports current members with informational programs for health and wellness education, and focuses on things like how to avoid becoming a victim of scams. In fact, AARP has a new campaign to protect Medicare. As the discussion about dramatic Medicare changes gets underway in Washington, congressional proposals to change Medicare into a voucher system would dramatically increase healthcare costs and risks for both current and future retirees. Foreshaw Rouse says AARP will oppose changes to current law that cut benefits, increase costs or reduce the ability of these critical programs to deliver on their benefit promises.

As an AARP member, I was inspired speaking to Angela and her energy is infectious. I am a proud card-carrying member, however, will never admit how long ago I joined. ●

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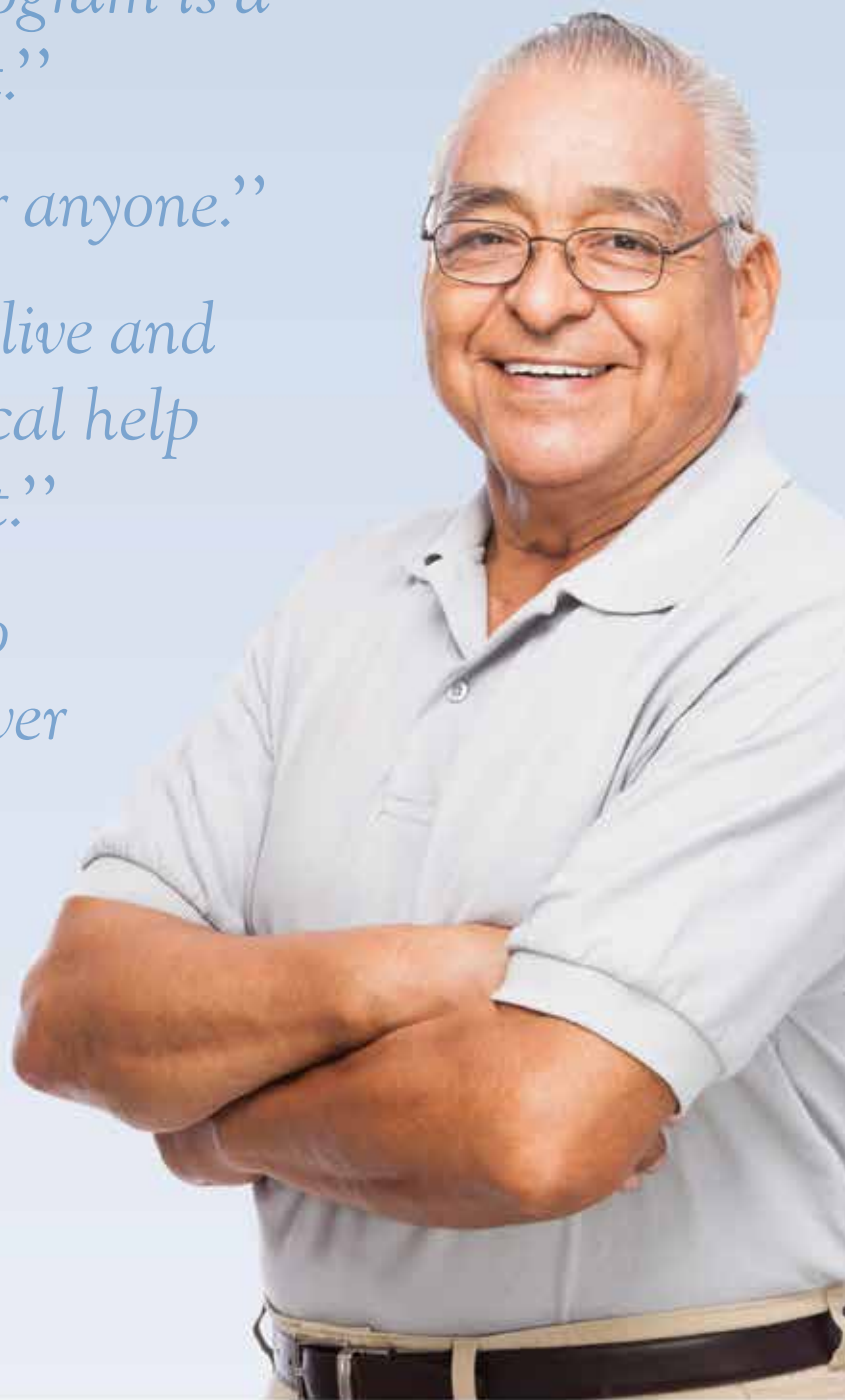
*“It’s really accessible for anyone.”*

*“I want to stay where I live and they’ve provided medical help when I really needed it.”*

*“There is so much to do here; we’re bubbling over like champagne!”*

*“It’s just what I need.”*

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