



# women<sup>2</sup>women

GROW · CONNECT · LEAD

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## 2020 IMPACT REPORT

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## Developing Women Leaders - W2W 2.0

One of the highlights of 2020 was the completion of our first internal Lean In Circle at a local Berks company, tailored to the Core Values of the company plus topics that the female employees wanted to tackle. The feedback was overwhelming and a second Circle is in the works.

*"This Lean In Circle became much more than I ever thought it would. It was a safe space to discuss how I truly felt in my position. We used every opportunity we could to support one another, take a look at things from someone else's perspective and collaborate on ways to deal with certain situations. This group was more than a means to talk about what was going well at work and what wasn't. We took a deeper dive, only when we wanted to, into topics that had more personal meaning. I've never felt more connected to my colleagues than I did after our Lean In gatherings."*

## Bringing Women in Berks County Together

Women2Women (W2W) is Greater Reading Chamber Alliance's catalyst for developing women leaders and connecting women from diverse backgrounds to learn, share ideas, and mentor each other.

Women2Women offers a forum for women to create connections, gain knowledge, and build strategic alliances to foster their personal potential and career advancement. Joining the network is open to all who support women.



# COVID Changed Everything for Women



**1 in 3** mothers may be forced to scale back or opt out of their positions due to COVID19.

COVID19 challenges have **disproportionately** impacted Black women and women with disabilities.

Senior-Level women are **burning out at a higher rate** than Senior-Level Men -- Senior-Level women are much more likely than Senior-Level men to **practice allyship** in the workplace.

*[LeanIn.org 2020 Women In the Workplace Report](#)*

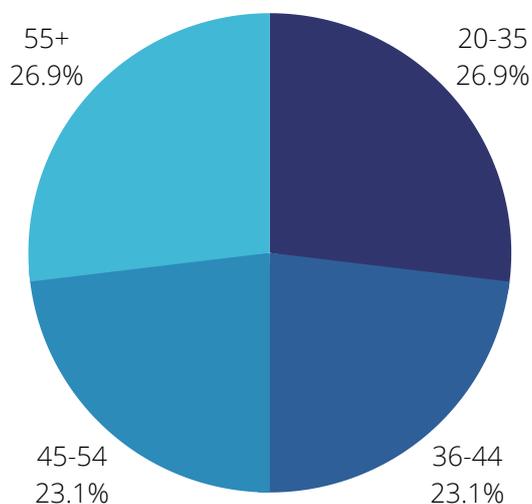
Life in 2020 changed for everyone, but women were hit the hardest. And the research shows it. We continue to stand by our mission of developing women leaders. Lives changed in 2020 and leadership may have taken new meaning to many. We recognize this and are here to offer new opportunities for development and connection.



## Our Attendees

We successfully reached more age demographics in 2020 to gain new perspectives. A College Ambassador Program is in the planning phase for 2021 to bring insight from young women entering the community and workforce.

Women attend these events for professional development, networking + relationship building, and for both personal growth & the inspiration from speakers. While COVID19 brought event challenges through 2020, it provided an opportunity to reach a broader audience, in all aspects, through virtual platforms.



# Pivoting in 2020

## ...and beyond

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### How Did We Deal?

**"There are no more rules" was the way W2W tackled all changes during the pandemic.**

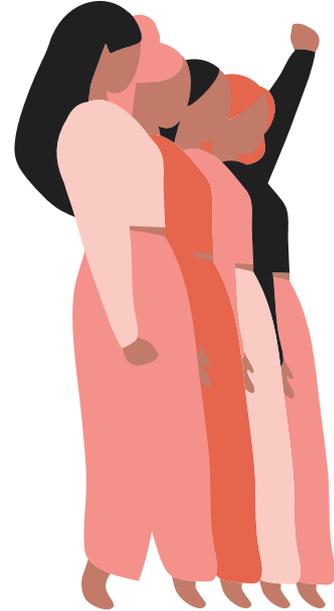
In March 2020 we hosted our last in person event and immediately transitioned to a virtual platform, then began making changes to the annual Conference + Expo in April. Following this, month to month we utilized Zoom, added *more events* to keep our followers sane and educated, and utilized new tactics including video messaging to help everyone transition with us.

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Annual Conference + Expo transitioned to the **First Annual Digital Leadership Summit** across Zoom integrated into the Attendify App. Connecting our 150+ attendees month to month was top of mind plus ease of use with new tutorial videos to navigate the App. We also added a **"Searching for a New Opportunity"** portal in our App for those who transitioned unexpectedly, professionally, due to COVID19.

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New events were added to the W2W calendar including **Jumpstart Your Weekend : Fridays with Rachael** to offer fun topics and keep your sanity. From virtual yoga and breathing exercises to managing anxiety, GRCA and W2W members joined to find camaraderie.



### Diversity & Inclusion Initiatives

2021, as W2W's 10 year anniversary, holds the theme **"Be An Ally"**. And to us, that means supporting each other, understanding others, and genuinely being a good human.

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The full W2W program in 2021 features a diverse range of speakers across age, gender, background, and industry affiliation to represent the Berks community and beyond. **We were intentional with our choices** and expanded our networks through the integration of our De Mujer a Mujer Committee into our Council and Research & Development Committee.

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In 2020 we saw De Mujer a Mujer and Women2Women evolve. The same conversations were being had at different tables. We **introduced our action leaders** to one another, and created the 2021 calendar with serious pride.

# Our Reach



FACEBOOK

**3,007**

FOLLOWERS

INSTAGRAM

**1,204**

FOLLOWERS



EMAIL

**6,145**

NEWSLETTER SUBSCRIBERS



HOURS SPENT ON ZOOM

**1,000,000**

AT LEAST IT FEELS THAT WAY!

Alvernia University  
Partnership

W2W supports the Alvernia Women’s Council, Newcombe Scholarship and Bernardine Legacy Award. Over the past 5 years, the Newcombe Scholarship has been awarded to 26 women so they could complete their degrees. The Bernadine Legacy Award is given to an outstanding alumnae or friend of the University who has distinguished themselves in their professional careers, while also serving as a leader and role model to women.

2020 W2W Tuition Discounts - 5

Latina Awards  
Ceremony

Women2Women celebrated (virtually) the accomplishments of four Latina women in the Berks community as the 2020 De Mujer a Mujer Award Recipients. Since COVID kept us from gathering, the W2W team visited each winner to hear from them and award them personally. This video was shared on the final day of the W2W Digital Leadership Summit to a wider audience than in 2019 to spread the word about the impact of these women.



Partnerships, Initiatives, and Leaning In

Lean In Circles

"I feel supported and valued in a different way; they are people I can reach out to when a situation arises that I need a perspective on."

"Knowing that there are other women out there possibly going through the same struggles in the work place. Just being there for each other and supporting each other was amazing. I think we've all learned different things from each other and formed a friendship and we will always be there for each other in the future."

Engaging College-Age Women

- **Kutztown University**
  - Partnership with Alpha Sigma Tau sorority to offer education on women’s advancement
  - W2W sat on the founding committee of the new Amazing Women’s Network (AWE) for current students and alumni
- **Alvernia University**
  - Working with Alvernia Women’s Council to offer free tickets to W2W events
- **Albright College**
  - Keeping National Organization of Women (NOW) engaged with free tickets to W2W events

# Our Tribe

## ADVISORY COUNCIL

### Chair:

Alison Snyder *East Penn Manufacturing*

Mary Jean Noon *Wells Fargo*  
Trish Shermot *VISIONS Federal Credit Union*  
Regina Rinehimer *Wells Fargo Advisors*  
Kelly Beaver *UGI Energy Services*  
Tracy Parmer *FirstEnergy / Met-Ed*  
Mary Ann Moffitt *First National Bank*  
Maria Mitchell *Reading Area Community College*  
Brenda Rosado *East Penn Manufacturing*  
Rosa Arroyo *Custom Processing Services*  
Linda Evers *Stevens & Lee / Griffin*  
Michelle Lehman *Alvernia University O'Pake Institute*  
Donna Reed *City Councilwoman*

## RESEARCH & DEVELOPMENT

### Chair:

Camille Faust *Alvernia University*

Mary Jean Noon *Wells Fargo*  
Regina Rinehimer *Wells Fargo Advisors*  
Ruthann Woll *RKL LLP*  
Dennie Smith *Peak Capital inc.*  
Rosa Arroyo *Custom Processing Services*  
Raquel Lopez *Berkshire Systems Group, Inc.*  
Dayana Blandon *CarbonLITE*  
Brenda Rosado *East Penn Manufacturing*  
Heather Adams *Berks Community Television*  
Tammy Dahms *Santander Arena*  
Caitlin Long *Lehigh Valley Health*

***We thrive together through collaboration and bringing together many voices. The women listed generously donate their time monthly to move forward the mission of Women2Women.***

***Thank you!***

## EDITORIAL

Jessica Bezler *Tower Health*  
Monica Rush, MS, RN *Penn State Health St. Joseph*  
Karen Klein *Fulcrum Information Resources*  
Tracy Hoffmann *Hoffman Publishing*  
Kelly Hancock *Volunteer*  
Sara Frassinelli *Spherion Staffing Services*  
Rosa J. Parra *Palo Magazine*  
Yoheli Ortiz-Uqdah *PA CareerLink*  
Kirsten Haas *Girls on the Run Berks*  
Jennifer Cerra *Herbein + Company*  
Nicole Kantor *TRIOSE, inc.*  
Emily Wunder *Volunteer*

## GOVERNANCE

### Co-Chairs:

Tracy Parmer *FirstEnergy*  
Trish F Shermot *VISIONS*  
  
Kelly Beaver *UGI*  
Vicki O Ebner *East Penn*  
Mary Jean Noon *Wells Fargo*

# Connect With Us!

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[www.berkswomen2women.com](http://www.berkswomen2women.com)



/Berks Women2Women



@berksW2W



Berks Women2Women Group



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