



women²women

GROW · CONNECT · LEAD

Impact Report 2021

MISSION + VISION

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.

**Your support is
appreciated more
than you know!**

Rachael Romig

**Senior Director
Events & Special Programs**
rromig@greaterreading.org
610-898-7775

INSIDE THE REPORT

2021 in Review

Events & Attendees

Quotes & Initiatives

2021 Sponsors

Tribe of Volunteers

2022 Plans

Events

13 events
873 attendees

Development Topics

- Mindful Leadership: How to Give Without Depletion
- Passing the Baton: Mentoring the Next Generation
- Cultural Diversity and Cultural Awareness
- Career Road Mapping: Identifying, Growing, and Leveraging the Network
- W2W All Day Conference & Expo
- Starting a D&I Council in Your Workplace
- Engaging Men to Advance Women Panel
- Leadership Panel: Real Life. Real Talk. Real Strategies.
- Mujer a Mujer Awards
- Lobsterfest
- Evening of Empowerment
- Showing Up for Other Women
- Inclusive Workspaces Require BRAVE Leaders



Connections

Facebook

- 2,764 people like
- 3,190 people follow

Instagram

- 1,310 follow

LinkedIn

- 1,550 follow

Enewsletter

- 6,200+ receive

What are the best aspects of being a member of Women2Women?

"Opportunities to meet other influential and successful women in the community and to refer business to each other and grow your network as well as learn from highly successful and motivated females in business."

Jessica Potteiger - Tastefully Simple

"Being connected to other women in the same local environment is empowering. There would be such a void if W2W didn't exist."

Gail R Hauseman - Berkshire CPAs

"Engaging with W2W was one of my best personal and professional decisions. W2W leverages the power of the Chamber network to help women influencers, entrepreneurs, and business and community leaders support women in the workforce. The W2W experience has helped me grow by expanding my horizons, and I know our Herbein team has benefited from the initiative's wide-ranging programming, particularly as we recently implemented our women's initiative."

Amy B. Klatt - Herbein + Company



Partnerships & Initiatives

- Alpha Sigma Tau Gamma Lambda Chapter Mentorship
 - Personal Branding & Networking Keynote
 - Networking with W2W Council
- Women-Owned Business Grant Info Sharing
- Aid to Startup Women Owned Business
- Free Event Tickets to College Students
- Complimentary Events Tickets to Sponsors for Virtual Events
- New Sponsor Level to Include Women Owned Business

Thank You!

It is because of the companies below, who believe in the mission of Women2Women and advancement of women in the workplace and Berks County that we do all we do!

TITLE

- Penn State Health St. Joseph
- UGI Energy Services, LLC
- UGI Utilities, Inc.
- Wells Fargo

PLATINUM

- Alvernia University
- East Penn Manufacturing Company, Inc.
- First National Bank
- Penske Truck Leasing

GOLD

- Berks Community Television
- Berks County Living
- Capital Blue Cross
- Customers Bank
- Fulton Bank
- Herbein + Company, Inc.
- Highmark Blue Shield
- Masano Bradley
- Palo Magazine
- RKL LLP
- Tompkins VIST Bank

WOMEN IN BUSINESS

- Iron Roots Salon
- MJ Reider Associates
- Sweet Street
- VA Productions, Inc.

DE MUJER A MUJER

- Giant Food Stores
- PPL
- Santander Bank, NA

S
P
O
N
S
O
R
S



w2w

Thank You!

**ADVISORY COUNCIL
RESEARCH & DEVELOPMENT
GOVERNANCE
EDITORIAL**

Advisory Council Chair:
Alison Snyder, *East Penn*

De Mujer a Mujer Chair:
Brenda Rosado, *East Penn*

Governance Co-Chair:
Tracy Parmer, *Met Ed*

Governance Co-Chair:
Trish Shermot, *VISIONS*

Research & Development Chair:
Camille Faust, *Alvernia University*

Mary Jean Noon, *Wells Fargo*
Regina Rinehimer, *Kingsview Partners*
Kelly Beaver, *UGI Energy Services*
Mary Ann Moffitt, *First National Bank*
Rosa Arroyo, *Custom Processing Services*
Michelle Lehman, *Alvernia University*
Donna Reed, *City Council*
Carissa Johnson, *Magisterial Judge*
Adelle Schade, *Science Research Institute*
Ruthann Woll, *RKL LLP*
Dennie Smith, *Peak Capital*
Raquel Lopez, *Berkshire Systems Group*
Dayana Blandon, *Alpek*
Heather Adams, *BCTV*
Tammy Dahms, *Santander Arena*
Caitlin Long, *Alvernia University*
Vicki Ebner, *East Penn*
Jessica Bezler, *Tower Health*
Monica Rush, *Penn State Health St. Joseph*
Karen Klein, *Fulcrum Information Services*
Tracy Hoffmann, *Hoffman Publishing*
Kelly Hancock, *Volunteer*
Sara Frassinelli, *Spherion Staffing Services*
Rosa J. Parra, *Palo Magazine*
Kirsten Haas, *Girls on the Run Berks*
Jennifer Goldsmith Cerra, *Herbein + Co.*
Nicole Kantor, *TRIOSE*
Emily Wunder, *Volunteer*
Amy Klatt, *Herbein + Co.*

*30+
hours*

Look to the Future...

2022 Initiatives

Ambassador Program - Creating Connections & Alliances

- De Mujer a Mujer
- LGBTQ+ Community
- Local/Regional Women's Groups & Organizations
- College Students

Mentorship Networking Event

- Bring a Young Woman

Community Partnerships & Experiences

- Miller Center for the Arts
- Albright College Science Research Institute
- Woman-Owned Business Event Venues
- Sponsor Event Venues
- Virtual Events with Women Around Country

De Mujer a Mujer Welcome Back

- Welcome Back Event
- Networking 101 & Reconnecting
- Importance of Women2Women & Development
- In Person Surveying for True Needs



Connect with us...

Facebook

@BerksWomen2Women

Instagram

@berks_w2w

LinkedIn

@Berks Women2Women Group

Enewsletter

www.berkswomen2women.com