

Women Connect

Q2 2014

WHAT YOU MAKE OF IT.

Driving home from State College Sunday morning, a turkey flew into our windshield at highway speed. Covered in blood and glass, my husband pulled over, and we got out of the car to assess the damage. While the turkey's life had met an untimely end and the car was undriveable, our family was relatively unharmed. As we sat quietly waiting for the tow truck, I thought about how fortunate we were.

It's funny how perspective works. If you had asked me an hour prior, "Would you feel fortunate after hitting a turkey and possibly totaling your car?" I would probably have laughed at the absurdity, but here I was, feeling just that way.

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Change is not always so instantaneous. A recent survey of the Women Connect leadership team revealed exactly zero women who dreamed as children of becoming bankers, yet here we are, all bankers in some way, shape, or form. Time and experience have given us a perspective we did not have as children, and today, we are a group of happy, highly engaged PNC employees.

Thanks to all of you who've been active with our group, Pittsburgh WC is off to a great start in 2014. With book club, fitness challenge, Boards Work, three cups of coffee mentoring, Women's History Month, and other programs, we've seen many new women join the fun.

In the coming months, we're looking forward to a continued slate of great activities, including volunteering at the Education Partnership, a mentoring event, and an evening at the Warhol Museum. If you're reading this thinking that you should really get more involved, then I agree! As you participate, you'll get to know more people, learn more about PNC, and perhaps find a new perspective.

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I recently heard the COO of WalMart say that her entire job is to keep things simple. If she ran WalMart like a multi-billion dollar business, it would be too overwhelming to get anything done. By operating store by store and keeping things simple, the company finds success. PNC is a large organization, but as you make personal connections with individuals, it gets smaller and smaller, until one day you feel connected in ways you never thought possible - you'll have a new perspective, and you won't even need to hit a turkey to get it!

Cynthia Meyer, President
Women Connect



Above and front cover: Large corporations are made up of many smaller networks; making individual connections can lead to big things

Grow Up Great: Education Partnership

Thank you to everyone that volunteered at the Education Partnership in April! We had a total of 20 women volunteer a 5 hour shift this month! Thank you to: Charlene Rakowski, Amy Twerdok, Charlotte Grover, Elizabeth (Liz) Stevenson, Erica Beckham, Mindy Turici, Charlene Brown, Darlise Kearney, Maryann Phillips, Lauren Giulianelli, Cynthia Meyer, Stephanie Errett, Joan Donahue, Amy Pastor, Natalie Finnerty, Mandi Shutak, and Lauren Glacken. I would also like to say a special thank you to Francine Denis who volunteered for two shifts!

Women Connect has 'adopted' the Education Partnership as the center that we will focus our Grow up Great hours in 2014. Our goal is to earn 4 separate grants that will provide a total of \$24,000.00 for the Center. With our efforts in

April, we have logged a total of 105 hours and are on our way to earning two \$6,000.00 grants.

Our goal is to have each woman commit to two 5 hour volunteer sessions by April of 2015 and we will reach our goal! If you missed the April sessions and are interested in participating we will have our next focus month in August and will offer three different time slots, so more to come!

If you are interested in getting involved with the Women Connect Organization by volunteering outside of the Women Connect sessions, please contact Stephanie Hannan Stephanie.Hannan@pnc.com to find out more information!

For more information about the Education Partnership you can visit: <http://www.theeducationpartnership.org>



Left top: Stephanie Hannan, Charlene Rakowski, Natalie Finnerty, Amy Twerdok
Left bottom: Amy Twerdok, Natalie Finnerty



CELEBRATING WOMEN'S HISTORY MONTH

Above (left to right): Panelists Todd Barnhart, Jennifer LaClair, Mike Hannon, and Gretchen Kelly each provided a unique perspective on their experience as managers and stressed the importance of diversity in teambuilding.

**PNC PANEL DISCUSSION:
Developing strengths,
building diverse teams**

**KATIE WREED BELL:
The role of engagement in
building high performing teams**

STRENGTHSFINDER

IN THE CLUTCH

**ACCENTURE
INTERNATIONAL
WOMEN'S DAY
Knowing and growing
your career capital**

PNC PANEL DISCUSSION: Developing strengths, building diverse teams

Women Connect Pittsburgh celebrated Women's History Month with a special panel discussion on Thursday, March 27 on the 15th Floor in One PNC. The discussion focused on the topic of building and managing diverse teams, and the importance of recognizing personal strengths as well as team members' strengths in order to maximize engagement.

The panelists were Mike Hannon, Chief Credit Officer, PNC Financial Services Group; Jennifer LaClair, Chief Financial Officer, AMG/Retail; Todd Barnhart, Head of Branch Banking; and Gretchen Kelly, Chief Counsel, PNC Real Estate. Each provided a unique perspective on their experience at PNC as managers and the importance of diversity in their lines of business.

The panel discussion was the second of two PNC-sponsored events celebrating Women's History Month. The first was a video screening of a

presentation by Katie Wreed Bell of the Gallup Organization. The video was recorded especially for the Women Connect chapters of PNC and included an introduction by Greg Jordan, Chief General Council for PNC. Bell focused on the concept of employee engagement with acknowledgement of the role of diversity in creating highly engaged and high performing teams.

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The panelists addressed topics that were covered in Bell's video presentation, including engaging team members to bring more business for the bank, managing employees to prepare for stretch assignments and the importance of having a personal "board of directors" to help guide decisions and ensure success in personal and professional endeavors.

CLICK HERE TO EXPLORE
"IN THE CLUTCH"
WOMEN'S HISTORY MONTH
CONTENT

"Anatomy of Change, How
Inclusive Cultures Evolve"

"Design Your Top Jobs
for your Top Talent"

"Engaging Men in Gender
Initiatives, What Change
Agents Need to Know"

"How Women Drive
Innovation and Growth"

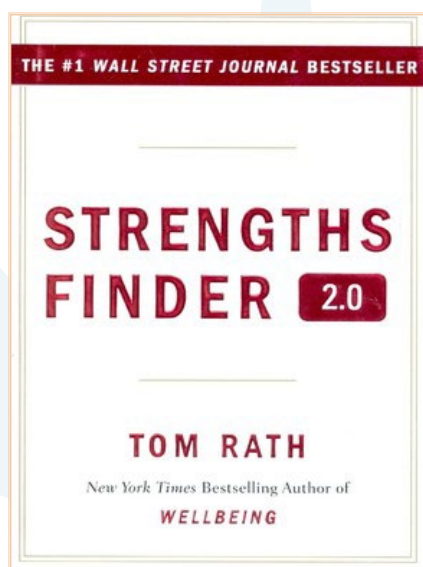
"Moving Mindsets on
Gender Diversity"

AND MORE!



In the Clutch is a convenient resource for the working woman that can be found on the Women Connect sharepoint site. Articles of Interest are posted monthly on such topics as work-life balance, women in the workplace, leadership, and more. The most recent In the Clutch installment features a series of articles celebrating Women's History Month which was recognized last month in March. In addition to Articles of Interest, In the Clutch also features an ever-expanding "Library" of relevant and interesting book titles.

If you have an idea for a future In the Clutch installment or would like to contribute an Article of Interest or a book recommendation to the Library, please contact the Women Connect inbox: PGH.Women.EBRG@pnc.com



ACCENTURE INTERNATIONAL WOMEN'S DAY: Knowing and growing your career capital

Women Connect members Lauren Giulianelli, Rebekah Herman, Stephanie L. Hannan and Olivia Tassone recently attended an event sponsored by Accenture to recognize International Women's Day (which is March 8). "Knowing and Growing Your Career Capital" focused on women identifying, building and leveraging what unique qualities they bring to the workplace. The event, which was one of 220 live events at various locations across the globe connected by several webcasts, included panelists, keynote speakers and workshops.

Denise Letcher, EVP, Director of Risk Information & COO Risk Management, participated in a panel discussion with executive leaders from Accenture and Highmark. These local panelists discussed a range of topics that included making time to focus on their careers and not just their daily responsibilities, and how to directly ask for and then earn a promotion. Dialogue also focused on talking with men within the organization about what they can do to advance women.

Right: Women Connect attendees to the Accenture event; Lauren Giulianelli, Stephanie Hannan, Denise Letcher (panelist), Olivia Tassone, and Rebekah Herman

Discover Your Strengths!

Discover your Top 5 Strengths!

Women Connect members interested in taking Gallup's StrengthsFinder assessment should email the Leadership Institute mailbox (Leadership Institute/Mailin/PNC) with the subject line "StrengthsFinder Women Connect."

Leadership Institute will provide you with an access code and instructions on how to take the assessment. Participants will also receive access to resources on the PNC StrengthsFinder portal.

Stay tuned for an announcement about the May Third Thursday event focusing on discovering and building our strengths!

Letcher said, "The Accenture event was a wonderful way to spend International Women's Day. I was inspired by so many of the stories shared by the presenters and guest speakers and was able to grow my own career capital by networking and meeting new people. I feel honored to have had the opportunity to share my career story with the next generation of women leaders."

Arianna Huffington, Chair, President and Editor-in-Chief of Huffington Post Media Group was the keynote speaker. After collapsing from exhaustion and severe dehydration several years ago, she has taken a new approach to her life. For example, Huffington believes in getting enough sleep (even endorsing naps at her offices) and focuses heavily on her personal wellness as a way to be more effective and valuable both at work and home. She also shared advice once received from an interviewee, "Live life as if everything is rigged in your favor."



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Throughout the day, several themes emerged:

- Career disappointments happen to everyone. One panelist, in an effort to find meaning and opportunity in her significant let down, looked in the mirror and said to herself, “I am grateful for this setback because _____” until she could find a silver lining.
- Relationships are critical. One speaker talked about her realization that, “It’s not about right and wrong; it’s 100% about making the relationship great.”
- Growth often requires courage. One corporate leader was brave enough to take full accountability in front of a crowded conference room when a high stakes visible effort went wrong.
- Your inner voice is probably holding you back. Women inadvertently “eliminate”

themselves from growth through listening to counterproductive thoughts (e.g., “That’s a stupid idea”) and related actions (or inactions). It’s important to manage these voices to avoid becoming your own obstacle.

- Your network can help you in ways you never expect. At another company, their version of Women Connect led one member to apply for (and land) a position that she otherwise would not have considered. Another employee cited this group as one of the main reasons she finds so much pride in the company.

The event also included a collection for Dress for Success, which promotes the economic independence of disadvantaged women by providing professional attire, a network of support and the career development tools to help women thrive in work and in life. To further the



impact to women, attendees received handmade bracelets that support financial independence for women in the developing world.

In May, PNC asks female financial decision-makers to “Picture Your Possibilities”

For the fourth consecutive year, PNC is setting aside one week in May to celebrate and support women in leadership in the communities we serve. Throughout the week of May 12, in every market bankers will pair up with colleagues across business lines to call on female financial decision-makers, including clients with whom there’s opportunity to deepen our share of wallet and prospects with whom we do not yet have a business relationship.

“Although female financial decision-makers are a targeted customer segment 24/7, what makes this time of year extraordinary is that everyone at PNC is collectively focused on women’s role in the economy at the same time,” says Beth Marcello in Women’s Business Development. In 2013, bankers ordered more than 25,000 outreach gifts for the calling effort, which has so far generated new revenue of \$1.4+ million (Wholesale Genesis reporting) and 670 new Business Banking accounts with \$12+ million in new balances. This year, 30,000 kits are being prepared.

“Picture Your Possibilities” is the theme of this year’s week. The slogan speaks to our ability to help customers achieve their business and personal financial goals. It’s also a play on this



year’s premium, a beautifully packaged box of blank notecards featuring pictures from three of the female photojournalists featured in *Women of Vision: National Geographic Photographers on Assignment*, the exhibition sponsored by PNC.

Visit the Women in Business Toolbox (link) to learn more about how PNC targets female financial decision-makers and how to become a PNC-Certified Women’s Business Advocate. Toni Franzinger (antonia.franzinger@pnc.com) serves as SWPA’s Women in Business Week Champion.



Above: Images featured in this year’s premium; from the PNC sponsored National Geographic exhibit “Women of Vision”

Member profile: **Karen Snyder**

Name: Karen Snyder

Department/Title: VP, Investments Marketing

What do you really do for PNC? I manage all the marketing programs for the Investment and Retirement initiative. Basically trying to reach current bank customers who may have the ability to invest with PNC Investments and encouraging them to do so, through Mass and Direct Marketing channels; as well as in-branch merchandising, sales brochures etc.

Years with PNC? I am a boomerang employee, with a total of 10 years of service. The first 8 years in various marketing roles within corporate marketing and product management; a break in service for 6 years; and now I have been on board for almost 2 years with the Investments marketing team.

Involvement with Women Connect: I first joined Women Connect upon my return to the Bank as a way to meet people and network. The programming has been terrific; it offers something for everyone no matter what career stage you are in.

What book are you reading now? I just finished "Unbroken", the incredible true story of Louis Zamperini, an Olympic athlete who became a WWII POW. I highly recommend it.

What's the first thing you think of when you wake up in the morning? My schedule for the day.

What makes you you? A positive "can do" attitude, coupled with a distinctive and frequent laugh (so I'm told).

What is most important in life? Family, friends, good health and a positive outlook.

How do you serve others (volunteering, family commitments, random acts of kindness)? I often volunteer for The Salvation Army, assisting with fundraising events, and I am a strong believer in random acts of kindness.

How do you treat yourself? I love to travel, so try to treat myself to at least two nice vacations every year. On a smaller scale, a day at the spa is quite nice too!

Advice for other Women Connect members: Make time to participate. Even if you can't be a committee member, support the programs that are offered and encourage your colleagues and team members to take advantage of the opportunities provided.



Congratulations!

*Optimism is the faith that leads to achievement.
Nothing can be done without hope and confidence.*

Helen Keller

Congratulations to the following Women Connect members on the move ...

Lauren Giulianelli, Secretary of Women Connect, recently accepted a new position as the SWPA Loss Prevention Manager.

Sara Aros, past president of Women Connect, has been named a Pittsburgh Business Times' BusinessWomen First awardee. She was recognized at the awards reception in early March. Sara also accepted a new position on the Retail Segment and Customer Groups team, leading Business Banking segmentation.

Stacey Babyak accepted a new position in Marketing as the Consumer Product Marketing Manager – Savings & Liquidity.

Stephanie Hannan, Community Committee Chair for Women Connect, accepted a position as a Banking Advisor II within PNC Wealth Management after being a Branch Manager

for seven years in Fox Chapel.

PNC was again named a "Top Company for Executive Women." National Association for

Female Executives (NAFE) recognized the bank for the sixth time.

If you or another Women Connect member has recently accepted a new job with PNC, received an award, or has other notable news to share, please let us know. Our goal is to make it easy for Women Connect members to recognize each other, so if you know of a fellow member who's making waves, please send an email to Caitlin Green: caitlin.green@pnc.com.



Call for Nominations!

Pittsburgh Magazine is accepting nominations for their 40 Under 40 Awards through May 23, 2014. Candidates are selected based on both their professional and community achievements and must be younger than 40 as of Nov. 1, 2014. We need your help — Women Connect would like your input on who to nominate! If you have any suggestions, please email them to Caitlin Green: caitlin.green@pnc.com by Friday, May 2nd.



New Year New You challenge results

The New Year New You challenge was designed to encourage participants to engage in regular physical activity as a way to promote a healthy lifestyle. Overall, we had 180 participants from across the Women Connect, Military, and Asian-American EBRGs, 115 of them were Women Connect Members. The Women Connect teams accumulated 177,408 minutes

of physical activity across the six week challenge and the top team was "Pgh Trust Tax Team" that averaged 3,293.75 minutes per person at the end of the challenge. Overall, the Women Connect EBRG came in second, behind the Pittsburgh Asian-American EBRG.

The top team from each EBRG received a prize pack containing a certificate signed by the EBRG President, the American Heart Association's cook book, a fitness DVD, PNC Living Well gym bag, exercise band, and water bottle.

A weekly raffle took place for all participants as well; six Women Connect members won prizes here. Congratulations to the top Women Connect team below:

Winning Team
Pgh Trust Tax Team
Melinda Frenak
Victoria Mayowski
Chiara Griffin
Mai Tram Nguyen

Members' perspective: your thoughts on Women Connect

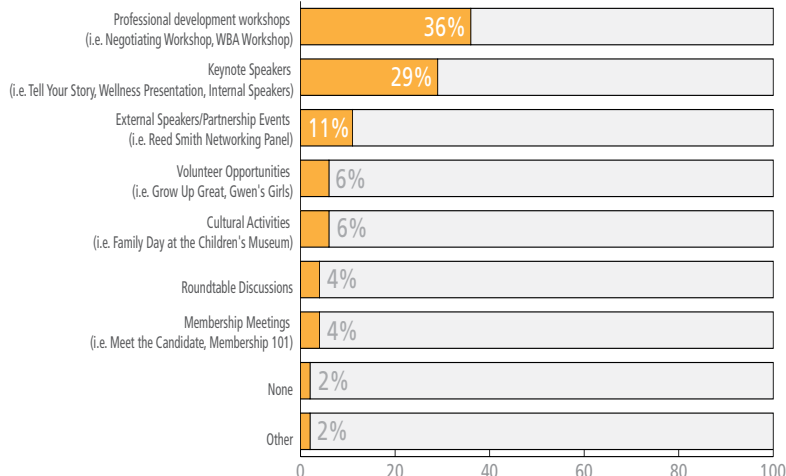
Women Connect provided the opportunity for our members to give their feedback through a survey sent out on February 24, 2014. The survey was commissioned to gain a pulse of the Women Connect membership with regards to meeting preference, interests, and timing. Three main conclusions came from the survey data:

- Most members joined Women Connect for networking reasons and would encourage others to join to grow personally and/or professionally.
- 70% of members are either slightly or occasionally involved in the group. Members also stated they would like to see more professional development workshops, keynote speakers, and special interest groups. It was also stated that it would be meaningful if Women Connect could provide more resources and tools for women in the workplace.
- There was a mix in terms of availability for most members as all times of the day work. In terms of communications, it is best done via email as this is how members most learn about events during the year.

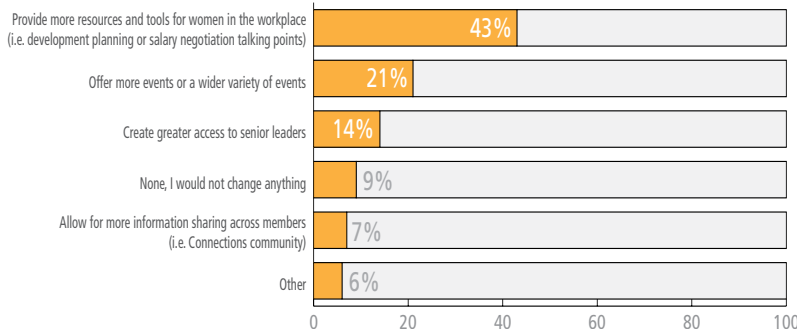
Didn't get a chance to participate in the Women Connect survey? Send us your feedback:

PGH.Women.EBRG@PNC.com

Which ONE of the following type of events would you like to see more of?



What ONE thing would make Women Connect more meaningful to you?



As part of PNC's sponsorship of Halston & Warhol: Silver and Suede, which opens to the public on May 18, members of the Women Connect and LGBT EBRGs are invited to an exclusive event at The Andy Warhol Museum on Thursday, June 12 from 6 - 8 p.m.

Join us for light refreshments and private tours of the exhibit. Registration is limited: please RSVP to the Women's EBRG inbox (PGH.Women.EBRG@PNC.com) by Monday, May 26, 2014.

Discounted parking will be available in the Warhol lot across the street from the museum on a first come - first served basis.

About the Exhibit:

Halston & Warhol: Silver and Suede examines the interconnected lives and creative practices of Andy Warhol and Halston - two American icons who had a profound impact on the development of 20th century art and fashion. The exhibition will include approximately 40 of Halston's creations including an iconic pillbox hat designed for Jacqueline Kennedy Onassis in 1961, and his signature Ultrasuede shirtdress, juxtaposed with Warhol's paintings, photographs and videos.



HALSTON
AND
WARHOL

SILVER
AND
SUEDE

Halston & Warhol: Silver and Suede Logistics:

Date: Thursday, June 12, 2014

Location: The Andy Warhol Museum,
117 Sandusky Street, Pittsburgh, PA 15212

Time: 6:00-8:00pm

RSVP: PGH.Women.EBRG@pnc.com by 5/26/14

Women Connect member gallery

Submit your images:
PGH.Women.EBRG@PNC.com

To the right is imagery from the Izzazu "Put Your Best
YOU Forward" event on April 8th.

Photographer: Megan Gilson



Calling All Women Connect Members!

Are you looking to get more involved with Women Connect? Do you want to strengthen personal talents that you don't get to use in your everyday job, or learn new skills? Do you want to collaborate with other women for the benefit of the resource group? If so we want to hear from you! We have committees to fit everyone's interests including Return on Investment, Recognition, Programming, Membership, Technology, Communication, and Community. There are opportunities to use your

creativity, be artistic, showcase your technology skills, assist in finding new members, analyze data, and more. Your talents may just be what our Committee Vice Presidents are looking for and need help with. Please feel free to reach out and learn what opportunities are available without any obligation to join. You can participate as much as your schedule permits. Don't have time to join a committee but still want to get more involved? Send your ideas for events, provide feedback,

or share pictures from events. Email us a photo you've captured from an event, and you may see it in the next newsletter. If you are interested in learning more or have thoughts or pictures to share, please email the Women Connect inbox. PGH.Women.EBRG@PNC.com

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