

# Women Connect

Q4 2013

## Hogging the ball?

from the President of Women Connect

The tight little cluster of pink and purple inched toward the goal. For a moment the soccer ball seems locked in a circle of six tiny pairs of cleats. Suddenly the ball is in the goal. One could easily think that the entire cluster made the goal as one unit. This was not what happened. One of the pink team girls pushed the ball over the goal threshold. Very understated. Pink team smiled. Purple team frowned.

I couldn't help noticing that the girls traveled as one cluster and they seemed more comfortable playing defense. Not sure what it is in their movement or attitude that conveys this favoritism for defense. Perhaps it is because the moment the other team appears to have the ball, they position themselves defensively, like a wall,



**Hogging the ball..... 1**  
Sara Aros examines the social factors that lead women to choose likeability over excellence

**Diana Reid elected to the Committee of 200..... 3**  
Sees potential to leverage its knowledge and influence for PNC and Women Connect

**ATHENA: An honor to be nominated..... 4**  
Two women of great influence to Women Connect receive this honor

**'What it looks like to own your own development'..... 5**  
Robin Connolly and Erin Clymer Lessard discuss tactics for growing a career

**Women and diversity recruiting at PNC..... 5**  
Current practices and information

**Jim Balouris tells his story..... 6**  
Executive VP of the Southwestern PA market and members of the Retail Banking team compare notes

**Love it or leave it?..... 7**  
Larrimor's event is a fashion "do"

**Women Connect DID connect at Perlé..... 8**  
Efforescent networking on August 15th

instead of trying to steal the ball away. They go at defense with a natural sense of purpose and belonging. Defense seems comfortable. However, when they have the ball, they seem more tentative....almost wanting to get rid of it...less interested in speeding out ahead of the cluster and taking a bold kick toward the goal. Offense seems awkward.

On the next field over, orange and blue are sprinkled across the field, the little boys yell to each other to pass and shoot on goal. They relish the opportunity to take the ball and run full speed ahead toward the goal. When one has a shot, he kicks it with gusto. Cheers among teammates and taunts between teams erupt after a goal is scored.

So what does little girls soccer have to do with Women Connect? After spending nearly two years reading volumes of research on women in the workplace to inform my role as President of Women Connect, I am fascinated by how early women get comfortable playing defense, rather than playing offense. Especially among each other.

For example, it is interesting to see how the girls cluster around the soccer ball, pushing it a little bit this way or a little bit that way, but always in a circle around the ball. They seem content moving together over moving with speed. There are ample opportunities for one of them to kick the ball out of the tangle and run toward the goal...scoring for the team. My sense is that the girls want to stay close to the ball but don't want to plainly fight for it with the single mindedness often required to get the ball up the field. Are they afraid of offending the other players? Are they afraid of being aggressive? Are they afraid of breaking away from the group?

I have seen my daughter play soccer with boys. She is much more aggressive in the setting and much less afraid of....well....winning. What is going on here? Single sex sports are supposed to level the playing field. But I think that my daughter actually shortchanges herself when she is on the field with all girls. Why? The following story explores an answer to this question:

There is a little girl on my daughter's team that my significant other (he attends all practices and coaches some games) describes as a "show off"

and "sort of a bully". The first game I watched, I immediately knew who he was talking about but I would not have described her as a show-off or a bully. She was aggressive. She wanted to win. But she did not appear to have an ounce of malice toward her teammates or opponents. She was simply intent on getting the ball and kicking it toward the goal. She did not appear interested in being popular and likable. In the car

*It is critical that Women Connect members cultivate an environment where women value excelling over being liked; and that women support the other women who want to excel more than they want to be liked.*

ride home, my daughter tells me this girl is "not nice".

"Why do you say she is not nice?" I ask.

"She hogs the ball."

"Why is hogging the ball not nice?"

"Cause she acts like she is the boss of the team and won't share the ball!" She exclaims.

"Why is that a bad thing?"

"Because it is not nice. She won't have friends."

Is she upset that the other girl has the ball or is she upset that the girl is not prioritizing the girl code of being nice and likable over excelling?

I want to impart to my daughter what I believe is good advice, which is that opportunities are not finite. Her teammate's opportunity to have the ball does not exclude my daughter from her own opportunities to contribute to the team. Somebody else's win is not her loss. In the concrete world of a six year old, this would not make sense. Instead, I suggest that next time her teammate seems to be "hogging" the ball, that my daughter should 'run with her, let her know you are open for a pass or be ready to assist if the other team tries to get the ball'.

Am I advocating for not being a team player? No. Am I advocating for not being nice? No. When my daughter is older, I may tell her that wanting to excel and doing what it takes to excel has nothing to do with being nice or not nice. It has to do with fulfilling one's potential and making

a positive contribution to your world. And if she sees another girl wanting to excel more than wanting to be liked, support her.

Women Connect plays a role in leveling the playing field for women at PNC. It is critical that Women Connect members cultivate an environment where women value excelling over being liked; and that women support other

women who want to excel more than they want to be liked. Success and likability are not mutually exclusive in the workplace, but women often feel they need to choose. Perhaps with the support of colleagues, women would not feel the need to choose.

Sara Aros, President  
Women Connect

**Below:** Success and likability are not mutually exclusive in the workplace, but women often feel they need to choose.





THE  
COMMITTEE  
OF 200  
*Success Shared*

# DIANA REID ELECTED

Diana Reid, PNC Executive Vice President, has recently been accepted as a member of the Committee of 200. Reid is the executive of PNC Real Estate and executive sponsor of Women Connect. C200 is an invitation-only organization of the world's most successful women entrepreneurs and corporate innovators.

"I'm honored to be part of C200's strong mission to foster, celebrate and advance women's leadership in business. This is a group of highly successful women leaders from every industry – their achievements are inspiring and their influence is powerful," says Reid.

( continued on page 4... )

(...continued from page 3)

The Committee of 200 (C200) is a membership organization headquartered in Chicago with more than 400 members who are female entrepreneurs or corporate executives. The threshold for membership in this member-only organization is high -- a corporate executive must manage a business which generates at least \$250 million in after-tax net income. PNC sponsors the organization's annual conference and select events through the Women's Business Development team, developing relationships with PNC prospects for Wealth Management, Business Banking and C&IB.

Diana Reid will work with Beth Marcello, director, PNC Women's Business Development, to enhance PNC's partnership with C200, fully leveraging Reid's membership and the exclusive network it provides.

"An exciting aspect of this membership will be connecting C200's activities and members to PNC's businesses and to Women Connect. I'll have the opportunity to meet the C200 Scholars and recruit them for careers at PNC. I'll have the opportunity to host webinars, and to meet PNC clients and prospects at the annual conference and regional events. And, of course, here's an unparalleled list of accomplished women as possible guest speakers," says Reid.

The 2013 C200 Annual Conference took place October 24-27th in New York City. Diana Reid, Charlotte McLaughlin and Tracy DeCock attended. PNC also sponsored the attendance of one of our Business Banking clients, Pamela Barefoot who won PNC's C200 Sweepstakes as part of the 2013 annual corporate-wide Women in Business Blitz. For more information on C200, visit [C200.org](http://C200.org) or contact Beth Marcello at [beth.marcello@pnc.com](mailto:beth.marcello@pnc.com).

*An exciting aspect of this membership will be connecting C200's activities and members to PNC's businesses and to Women Connect.*



**Above:** ATHENA Award nominee Karen Larrimer (left) and ATHENA Young Professional nominees, Erin Isler (center) and Erin Baker (right).

## ATHENA: An honor to be nominated

What does it take to become an ATHENA? Professional excellence. A track record of impactful community involvement. Dedication to supporting the achievement of other women. And, a little bit of luck -- especially this year, when there was a record number of nominees for the Pittsburgh region's ATHENA and Athena Young Professional Awards.

Three PNC women were nominees for this year's Pittsburgh Athena Awards: Chief Marketing Officer Karen Larrimer; Erin Isler, director of Loan Syndications for PNC Capital Markets; and Erin Baker, manager of the C&IB Development Program. Women Connect nominated Larrimer to recognize her for being a role model and advocate for women employees at PNC. Isler had both the resumé and the luck -- she was one of three finalists for the Athena Young Professional Award, announced at the 23rd Annual Athena Awards luncheon on September 30.

In addition to helping other women reach their full leadership potential as Programming chair for Women Connect, Isler was recognized for her involvement with numerous community organizations. Among them: Keepers of the Pittsburgh Promise, where Isler is charter member, and the Mentoring Partnership of Southwestern PA. For the Mentoring Partnership, Isler serves on the Governance & Nomination and Audit & Finance

committees and was chair of its 2011 Magic of Mentoring event. Isler's professional success was also impressive to the Athena selection committee: within six years at PNC, Isler was promoted from credit analyst to her current director's position in the still largely male-dominated Capital Markets world.

"I am absolutely humbled to be amongst the group of women who were nominated for the Athena Young Professional award this year," says Isler. "Athena is such a wonderful way to recognize and acknowledge the exceptional women of our region."

Also involved in this year's Athena Awards program were Beth Marcello, director of Women's Business Development at PNC and Athena Awards chair, and Business Banker Adam Golden, a member of the Athena Awards Host Committee and the Athena Young Professional Selection Committee.

"While it sounds cliché, it's truly an honor to be nominated for the Athena Award," says Marcello. "To be passionate about supporting other women, while you're actively engaged in community activities, while you're also building a successful career, and to be highly regarded for this work by your peers and colleagues, that's Athena-worthy."

## Women and diversity recruiting at PNC

At PNC we have a great appreciation for the power of diversity, which is one of our core values. More than that, it's an integral part of our daily business practices and recruitment strategy. When people with different ideas, experiences and backgrounds work together to achieve common goals, it's inspiring and motivating. It's also what you'll experience as a PNC employee.

PNC's Talent Acquisition team partners with external national and local women-specific organizations to attract and recruit highly qualified talent to PNC. Year over year, PNC participates in women-specific recruiting conferences, networking events and seminars to educate women on PNC products, culture and opportunities. By partnering with women organizations such as Forte' Foundation, Accounting & Financial Women Alliance, Society of Women Engineers, MBA Women International, Asian Women in Business and more we are creating awareness of PNC and building a talent pipeline, at both the professional and collegiate level across the country.

If you are interested in learning more about the relationships PNC's Talent Acquisition team has with women-specific organizations or would like have an active role in supporting these relationships, please feel free to reach out to Chris Phillips at [chris.phillips@pnc.com](mailto:chris.phillips@pnc.com).

## What it looks like to 'own your own development'

On July 18th, Women Connect hosted a seminar on "Owning Your Own Development." Robin Connolly, Chief Learning Officer, and Erin Clymer Lessard, Organizational Development Consultant, discussed the importance of identifying one's career aspirations and determining a path to achieve those goals. Robin opened the session by sharing some of her own career story, including how she won her first job (by offering to start work while a competing candidate was still on vacation!) and some of the factors that weighed on her decision to leave a position with which she was very happy at FedEx and come to PNC.

Robin and Erin then identified the many factors that influence career growth, including exposure, visibility, repeated strong performance, and having an advocate. They also highlighted the many development programs offered at PNC and reminded participants of other organizational resources available, such as the Talent Profile and Jobs Navigator. Attendees asked questions, such as how to engage one's manager in the development process. Finally, they reminded Women Connect members that "development starts with you!"

## Available tools for developing your career, courtesy of PNC University and Women Connect

When you know your strengths and the skills you would like to develop for your next career move, you are setting yourself up for continual growth and opportunity.

PNC University and Women Connect have worked together to create new tools to help you build a development plan, find the methods of learning that will work best for you, and measure your progress toward your goals.

We have also put together a series of 'Ask the Expert' webinars where you may join a leadership expert and your peers to learn about creating impactful development plans and refining them, understanding the professional skills and leadership competencies outlined in the Women Connect development planners, and speaking with your manager about development.

- **Development planners:**

- **'Ask-the Expert' webinars:**

## Business Reading Group Schedule Available!

Women Connect is excited for you to join us to discuss the selected books. The discussion will allow you to connect with others in the organization while sharing perspectives on how to practically apply popular business literature and current news to your personal life, work life and PNC. Contact Rebekah Herman, Leah Tunney or Julie Heigel for more information.

Wednesday, 12:00 - 1:00pm,  
One PNC Cafeteria (15th floor)

**November 20, 2013**  
*Lean In*

**January 8, 2013**  
*Strengthsfinder*

**February 19, 2014**  
*What I Know Now*

**April 2, 2014**  
*Blink*



**Registration is now open  
for FREE flu shots!**

**Check Pathfinder for locations  
and registration details.**

*Save the date:  
PNC/Reed Smith  
panel, networking  
best practices*

Thursday, December 5th

Reed Smith office  
225 Fifth Avenue  
Pittsburgh, PA

**3:30 - 4:00**  
Registration

**4:00 - 5:00**  
Panel discussion

**5:00 - 6:00**  
Networking reception

RSVP: [PGH.Women.EBRG@PNC.com](mailto:PGH.Women.EBRG@PNC.com)

The formal invitation will be sent from Reed Smith. By replying affirmatively to this 'Save the date', you are agreeing that Women Connect may share your email address with Reed Smith for purposes of this event only. If you do not RSVP, you will not receive the formal invitation to the event.

*Panelists*

**Tracy DeCock**  
*Senior Vice President,  
Corporate Banking, PNC*

**Stephanie Novosel**  
*Executive Vice President,  
Head of Commercial Banking, PNC*

**Perry Napolitano**  
*Chair,  
Reed Smith Financial Industry Group*

**Carolyn Duronio**  
*Partner,  
Business & Finance Department;  
Corporate Secretary & member,  
Reed Smith Executive Committee*

## Jim Balouris, Executive Vice President of the Southwestern Pennsylvania market, tells his story



**Above:** Executive Vice President of the Southwestern Pennsylvania Market, Jim Balouris

On September 5, 2013, Women Connect hosted an installment of the "Tell Your Story" series at the Robinson Banking Center. The event featured Jim Balouris, Executive Vice President, Southwestern PA Market and three members of the Southwestern PA Retail Banking Team; Megan Luke, Escalated Services Division Leader,

Christine Cottle, Vice President and Sales and Service Manager and Susan Patterson, Ohio Valley Regional Manager.

Kim Cantalamessa, Vice President and Senior Banking Advisor and the evening's facilitator, highlighted turning points in each panelist's career, key decisions they made along the way and valuable advice for the audience on navigating their PNC career pathway. With a combined 76 years working for PNC, the panel had much to share.

Kim asked the panelists what careers they would have chosen had they not gone into banking. The answers ranged from teacher or coach (Balouris) to department store clothing buyer (Cottle) to mom (Patterson) – which she became in addition to being a banker!

The panelists all shared a similar background with the bank, working their way up to leadership roles, relocating and managing teams. A common ground that each panelist shared is their passion for service. Balouris stated that in order to be successful in retail, employees must

possess a natural desire to serve others, along with patience and teamwork.

Balouris provided insight into trends in the retail banking industry and what changes customers and employees can expect in the next few years. The move toward mobile banking is causing positive changes to the branch system, such as less teller transactions and a new "universal branch" model. Balouris and Patterson discussed the need for branch employees to "be everything to everybody" and be trained and skilled in various roles to accommodate customer's changing needs.

Balouris left the group with three words that he believes are the building blocks to being a good leader and a mantra for providing excellent customer service – educate, inspire and inform. He said, "If you are a person that does a really good job, and you continue to add value to your role, you will go far."

# Larrimor's fashion networking event sizzles

Larrimor's was abuzz on the evening of October 3<sup>rd</sup> as Women Connect members gathered for an evening of fashion and fun. Cocktails and hor'doeuvres fueled an animated networking session and warmed the group up for the main event.

A play on the HGTV show, "Love It or List It", members were asked to bring an article of clothing that, while buying it seemed like a good idea at the time, is currently banished to the back-of-the-closet netherworld so many of us keep in our homes.

Larrimor's co-owner, Lisa Slesinger, served as light-hearted emcee for the evening, calling upon those who submitted an item. In turn, she showed them how to use current clothing trends to upcycle the look and turn that fashion faux pas into fashion fab. Audience members were then asked to vote "love it" for the truly transformative new looks or "leave it" when all the accessorizing in the world couldn't make it work.

Names were drawn for door prizes throughout the evening with Women Connect local sponsor, Tracy DeCock, forfeiting a prize twice. Dana Scarpitti was the lucky winner of the evening with a \$250 Larrimor's gift certificate (congratulations, Dana!), not to mention all of the women who found a new life for their old finery.



**Above: (top)** Lucky winner of a \$250 Larrimor's gift certificate, Dana Scarpitti, receives her prize while Debra Fox leaves her new look to the judges (bottom) Larrimor's co-owner, Lisa Slesinger, served as light-hearted emcee for the evening.

# LOVE IT OR LEAVE IT?





## Women Connect DID connect at Perlé

August's Third Thursday for Women Connect was held on Thursday the 15<sup>th</sup> at Perlé in Market Square. A nice evening included sharing of vacation memories, talk of upcoming Women Connect elections and general networking. The highlight for the 35 people in attendance was happy hour specials that bubbled! There being no agenda, the outing consisted of lots of conversation and a door prize was raffled off to a lucky winner who received a gift card for Perlé!

*Did you attend  
an event?  
Send us your  
photos!*

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

If you've attended an event you enjoyed, show us! Your photo will appear in our member gallery and may be selected for the quarterly newsletter. Help us show the world the benefits of being an active part of Women Connect.

## Women Connect member gallery

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

Our membership is enjoying the increasing variety of offerings from Women Connect lately, and sending pictures to prove it! The following is a sampling of images we've received this quarter. Find more online at our sharepoint site: <http://bit.ly/womenconnect>



Photo from Women Connect Golf - Bob O'Connor Golf Course  
Submitted by: Christine Grzyb



"Camilla especially liked the loom."  
Submitted by: Marita Schardt



"We had such a good time on Saturday afternoon at our North Park lesson."  
Submitted by: Maryann Phillips