



H A V E R F O R D

S P E A K E R S E R I E S

for

W O M E N[®]

ADVANCING CIVIC ENGAGEMENT

Developing the Combination of
Knowledge, Skills, Values, and
Motivation to Make a Difference

Friday, October 5th
12:00 PM

The Union League of Philadelphia
Philadelphia, PA



WELCOME

Dear Attendees,

On behalf of our speakers and everyone at The Haverford Trust Company, we welcome you to our final Speaker Series for Women event of 2018! This year, we have expanded our areas of focus beyond finances to personal and professional transformation, the power of mentorship, and today, civic engagement.

Civic engagement is at the heart of our democracy. Our collective ability to help shape our government is a privilege we have as Americans, yet civic engagement levels are not as high as they could be. We are honored to welcome Judge Marjorie Rendell, the former First Lady of Pennsylvania and Senior United States Circuit Judge of the United States Court of Appeals for the Third Circuit, as our featured speaker this afternoon. I have had the pleasure of knowing Judge Rendell for some time and know you will enjoy hearing her perspectives on the importance of being informed and involved participants both in the workplace and in our communities.

We also look forward to introducing you to Lynn Yeakel, Founder and President of Vision 2020 and Director of the Institute for Women's Health and Leadership at Drexel University College of Medicine, who will speak briefly after Judge Rendell.

Collectively, both Judge Rendell and Ms. Yeakel will challenge us all to consider our role in creating the next generation of citizens. We all have a role to play, and we hope today's session refreshes your understanding of civic responsibility and inspires you to become more civically engaged both in your community and in our democracy.

After today's event, please watch for our email announcement of next year's Speaker Series for Women lineup. We welcome you to forward our "Save the Date" to anyone whom you feel may benefit from attending our programs. It's our goal and our duty to grow our community of financially empowered women.

As always, please feel free to share your feedback on our post-event survey, which will be distributed by email after today's event, or directly with me or any of our Haverford team members. We look forward to hearing from you.



BINNEY WIETLISBACH
President

HAVERFORD

SPEAKER SERIES

for

WOMEN[®]

PROGRAM

REGISTRATION & LUNCH

WELCOME

MELISSA KESSLER

Trust Administrator

The Haverford Trust Company

FEATURED PROGRAM

THE HONORABLE MARJORIE O. RENDELL

Senior United States Circuit Judge

United States Court of Appeals for the Third Circuit

NETWORKING

PANELISTS

The Honorable Marjorie O. Rendell

SENIOR UNITED STATES CIRCUIT JUDGE

UNITED STATES COURT OF APPEALS FOR THE THIRD CIRCUIT



Judge Marjorie Rendell received her B.A. from the University of Pennsylvania and her Juris Doctor degree from the Villanova University School of Law. Upon graduation from law school, she joined the law firm of Duane, Morris & Heckscher, where she subsequently became the firm's second female partner.

Judge Rendell was inducted as a judge of the United States District Court for the Eastern District of Pennsylvania in March of 1994 and was elevated to the United States Court of Appeals for the Third Circuit in November of 1997. Judge Rendell took Senior Status on July 1, 2015. She currently serves on the United States Judicial Panel on Multidistrict Litigation and co-chairs the Courts and Community Committee of the Court of Appeals.

In 2004, Judge Rendell was awarded the Philadelphia Bar Association's Sandra Day O'Connor Award, given annually to a female attorney whose career in the legal profession has demonstrated her superior legal talent and significant achievements within the legal community, and her support for women in the profession.

As First Lady of Pennsylvania from January of 2003 through January 2011, Judge Rendell's primary initiative focused on imparting civic responsibility to Pennsylvania's children through civic learning. To that end, she worked as a lead partner in establishing the Pennsylvania Coalition for Representative Democracy (PennCORD) and continues that effort as co-founder of the Rendell Center for Civics and Civic Engagement, a nonprofit corporation that focuses on educating students, especially at the elementary level, regarding the principles and disciplines of democracy.

SAVE THE DATE

The 2019 Haverford Speaker Series for Women's schedule will be announced in the weeks ahead. We hope to see you in 2019, as we look forward to continuing our mission of EDUCATING, EMPOWERING, AND INSPIRING WOMEN.

BEHAVIORAL FINANCE

WINTER 2019

Breakfast in the City

WORKING THE ROOM:
NETWORKING WITH P.A.S.S.I.O.N

SPRING 2019

Cocktails in the City

WHAT'S MY NUMBER?
RETIREMENT PLANNING

FALL 2019

Lunch in the Suburbs

THREE Vs OF CIVIC ENGAGEMENT

How Small Steps Can Close the Government Gender Gap

The face of the American politician is changing. Women are winning elections at a pace never before seen in history. Twenty-eight-year-old Alexandria Ocasio-Cortez is on track to become the youngest female elected to Congress in history. In the House, Bloomberg expects the total number of seats held by women could eclipse 100¹ for the first time ever in the near future.

Women have clearly made enormous strides, taking more seats than ever at the leadership table over the past several years—thanks in large part to trailblazers like Judge Midge Rendell and the extraordinary advocates at women’s advancement groups like Vision 2020, the national women’s equality coalition headquartered at Drexel University. These organizations and the powerful women behind them are making tremendous progress in closing the gender gap in government representation.

But there is still room for improvement. In fact, only 19 to 20 percent of seats in Congress are represented by women. According to The Institute for Women’s Policy Research, women will not hold an equal share of seats in Congress for nearly 100 more years² if the trend continues at the current rate.

We cannot wait until 2117 for equal government representation. We must find a way to accelerate this change. One way to start is by boosting women’s civic engagement in our local communities. Civic engagement likely is not at the top of many women’s minds; but becoming more politically active does not have to take up a lot of time.

In fact, the following steps can go a long way in enacting positive, lasting change in our communities without requiring hours of time. The Three Vs of Civic Engagement, as we call them, serve as a great starting point for all women:

- 1. Vote:** Women are beating men to the polls, but only a fraction of eligible women voters turn out. During the 2016 presidential election, only 63.3 percent³ of eligible women voted. While this is higher than the 59.3 percent of men who showed up, the fact remains that a third of all women voters sat on the sidelines. Turnout for local elections is even lower. Also, turnout among women has declined steadily over the past decade. Voting is the easiest and simplest way to increase civic engagement.

- 2. Vocalize:** Women should educate themselves on the issues that matter to them and make their stance known to leaders in their communities. You would be surprised to know how much calling or emailing your local politician can influence public policy. Political rallies are also happening in communities large and small all across the country. They're easier to find than ever thanks to social media and the internet. The strength of our voice is in our numbers, and the more we congregate to make our opinions known, the more likely they are to be heard.

- 3. Volunteer:** Polling centers, education boards, local political offices, and other community groups are constantly in need of local volunteers. Sometimes just a few minutes, or even a like or share of a Facebook post, can make a big difference. If you have more time, taking a leadership position at local political advocacy organizations not only sets a good example for the next generation of women, it provides a platform to enact greater positive change in support of women's advancement.

Closing the government gender gap won't happen overnight. Advancing women's representation on Capitol Hill will require a long-term concerted effort on behalf of women and women's advocates for decades to come. Thankfully, the train is already in motion, and major progress has already been made. By boosting civic engagement at a local level and following these "three Vs," we have the power to accelerate the existing momentum and create an even greater impact for our daughters and granddaughters.

¹ <https://www.bloomberg.com/graphics/2018-midterms-women-results/>

² <https://iwpr.org/issue/democracy-and-society/civic-political-engagement/>

³ <http://www.cawp.rutgers.edu/sites/default/files/resources/genderdiff.pdf>

HAVERFORD

QUALITY INVESTING

The Haverford Trust Company provides highly personalized investment management services based on our *Quality Investing* approach. Refined over three decades, the Haverford *Quality Investing*[®] strategy is committed to maximizing returns while minimizing risk throughout the entire market cycle.

From serving a wide range of investors, Haverford has learned how to translate real-world situations into effective financial strategies. Our clients all have one thing in common – a wealth management need that may be fulfilled by the goals of *Quality Investing* – preservation and growth of capital, stable income growth, lower volatility, predictability, objective advice, risk management, stability, and service.

- Individuals and Families
- Endowments
- Employers
- Nonprofit Organizations
- Institutions and Institutional Consultants
- Private Foundations
- Employee Benefit Plans
- Trusts and Estates
- Financial Advisers
- Religious Organizations

For more information, please visit us at haverfordquality.com.