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For More Information
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Rosemarie Greco Joins Lynn Yeakel to Co-Chair *Vision 2020: An American Conversation about Women and Leadership*

PHILADELPHIA, Pa. – Lynn Yeakel, Chair and Director of The Institute for Women's Health and Leadership (IWHL) at Drexel University College of Medicine, announces that **Rosemarie B. Greco** has joined her to co-chair *Vision 2020: An American Conversation about Women and Leadership*. Yeakel also welcomes as Project Director for this initiative **Catherine Ormerod**, founding Director of the Nonprofit Executive Leadership Institute at Bryn Mawr College Graduate School of Social Work and Social Research,

Vision 2020, a decade-long national effort marking the centennial anniversary of the 19th Amendment, will educate people on issues of equality affecting all Americans, but typically labeled as women's issues. Its goal is to finish the work of the suffragists who pursued women's right to vote as fundamental to civic leadership and participation as they worked to address critical social inequities in America.

"Rosemarie Greco has been a trailblazer in terms of leadership in both the business sector and more recently in the public sector," said Lynn Yeakel. "She began her career in the banking industry in a position that was open to her at the time as a woman—that of secretary. Because of her talent and leadership qualities, she worked her way up to be the first female Chief Executive Officer of the two largest banks in the nation. Rosemarie Greco is the kind of leader who not only inspires other women, but is a mentor and a tireless advocate for bringing women to the tables where decisions are made. As Co-Chair of Vision 2020, she brings a unique set of experiences in the private, public and nonprofit sectors as well as a track record of commitment to women's issues."

Most recently, Greco served in Pennsylvania Governor Edward G. Rendell's cabinet as Director of the Office of Health Care Reform. Prior to her public service role, Greco was CEO of GRECOventures, a consulting company for top executives which also engaged in strategic planning and organizational development. She was the top woman in banking in the United States, serving as CEO of Fidelity Bank and CoreStates Bank. She is a board member of numerous public corporations and nonprofit organizations.

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Women's Basketball

Vision 2020 Co-Chairs

Rosemarie B. Greco
Lynn H. Yeakel, MSM

Project Director

Catherine Ormerod, MSS, MLSP



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for Women's Health and Leadership at
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“Cathy Ormerod brings extensive experience in organizing and managing issues-directed campaigns and initiatives,” said Lynn Yeakel. “Her knowledge of policy as it relates to critical social change is a critical factor in our ability to design an effective and sustainable initiative to address national, systemic challenges that must be overcome if we are to truly achieve equality for all Americans. We are delighted she has taken on the role of ‘operationalizing’ Vision 2020.”

The flagship event of Vision 2020 is the ***American Conversation about Women and Leadership***, taking place at the National Constitution Center on October 21-22, 2010. A two day issue-setting session, Vision 2020 will feature delegates from 50 states and the District of Columbia as well as other experts to discuss, debate and develop an agenda that will accelerate women’s leadership and equality over the next decade. The delegates’ progress will be tracked annually and evaluated.

Catherine Ormerod, MSS, MLSP, Vision 2020 Project Director, was the founding Director of the Nonprofit Executive Leadership Institute at Bryn Mawr College Graduate School of Social Work and Social Research, an intensive leadership fellowship program for nonprofit executives. She has over 25 years experience working in the academic, nonprofit and public policy arenas. She has served in senior leadership positions at Women’s Way and Living Beyond Breast Cancer where she specialized in educational programming and fund development as well as communication and advocacy. In addition, she was a lecturer in the social policy sequence at the University of Pennsylvania School of Social Policy and Practice.

Lynn Yeakel, MSM is the Betty A. Cohen Chair in Women’s Health and Director of the Institute for Women’s Health and Leadership at Drexel University College of Medicine. Under Yeakel’s leadership, the Institute for Women’s Health and Leadership has grown in size and stature, earning a significant institutional commitment in the College of Medicine’s 2007-2012 Strategic Plan and a new building , currently under construction, which will house the Institute and its programs on the College’s Medical School Campus . Since joining the IWHL in 2002, Yeakel launched the Woman One Award, raising over \$1 million dollars in medical tuition scholarships for minority women. She is the founder and former chief executive officer of the first and largest women’s funding federation in the nation, Women’s Way. She served as the Mid-Atlantic Regional Director for the U.S. Department of Health and Human Services from 1994-2000. In 1992, Yeakel was a candidate for the U.S. Senate in the “Year of the Woman.”

For more information on ***Vision 2020: An American Conversation about Women and Leadership***, go to www.drexelmed.edu/iwhl/vision2020 or call 215-255-7373.

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