

**FOR IMMEDIATE RELEASE**

**CONTACT:** Catherine Ormerod  
215-255-7748  
Vision2020@Drexelmed.edu

## **NATIONAL INITIATIVE TIED TO 19th AMENDMENT CENTENNIAL TARGETS FULL EQUALITY FOR WOMEN BY 2020**

### **Drexel University College of Medicine Launches Vision 2020, Decade-Long Women's Leadership Campaign to Complete Work of Suffragists; The Penn Mutual Life Insurance Company is Lead Sponsor and National Constitution Center is Vision 2020 Partner**

*National Advisory Board includes journalists Anna Quindlen and Cokie Roberts, philanthropist Doris Buffett, college presidents emerita Johnnetta Cole (Spelman) and Mary Patterson McPherson (Bryn Mawr), ABA president Carolyn Lamm, CEOs Lynn Elsenhans (Sunoco) and Janet Dillione (Siemens IT division), JAMA editor-in-chief Dr. Catherine DeAngelis, Olympic gold-medalist Dawn Staley, and others.*

PHILADELPHIA – SEPTEMBER 11, 2009 — By 2020, the centennial of the 19th Amendment's ratification, women and men will have equal access to leadership roles at all levels of American society, working together to shape every aspect of the country's future and making America stronger as a result.

That is the goal of Vision 2020, a national initiative being launched by Drexel University College of Medicine's Institute for Women's Health and Leadership. Penn Mutual Life Insurance Company, the initiative's presenting (lead) sponsor, is contributing \$600,000 to the project.

VISION 2020 aims to complete the work of the suffragists, who pursued women's right to vote as the gateway to full equality for their sex. While American women have made momentous strides since 1920, when the 19th Amendment was ratified, they continue to face substantial roadblocks. Women hold far fewer leadership positions than men and as a result have considerably less influence on many key areas of American life. While women represent 51% of the U.S. population<sup>1</sup> they occupy just under 18% of the seats in Congress<sup>2</sup>. Despite the fact that they hold 43% of the nation's wealth<sup>3</sup> and nearly 45% of the American labor force<sup>4</sup>, women lead only 3% of the Fortune 500 companies<sup>5</sup> (they are directors of a little over 15%<sup>6</sup>) and roughly 3% of the Fortune 1000<sup>5</sup>.

VISION 2020 is the brainchild of former U.S. Senate and Pennsylvania gubernatorial candidate **Lynn H. Yeakel**, director of Drexel's Institute for Women's Health and Leadership; founder and CEO of Women's Way, the first and largest women's funding federation in the country and a founder of the National Women's Funding Network; and former Mid-Atlantic Regional Director for the U.S. Department of Health Human Services. Yeakel co-chairs VISION 2020 with

#### **National Advisors**

Doris Buffett  
Founder, Sunshine Lady Foundation

Johnnetta B. Cole, PhD  
President Emerita of Spelman College and Bennett College for Women

Catherine DeAngelis, MD, MPH  
Editor in Chief, Journal of the American Medical Association

Janet Dillione  
CEO, Health Services  
Siemens Medical Solutions

Lynn Laverty Elsenhans  
Chairman & CEO  
Sunoco Inc.

Eileen C. McDonnell  
EVP and Chief Marketing Officer  
The Penn Mutual Life Insurance Company

Carolyn Lamm, Esq.  
President, American Bar Association

Mary Patterson McPherson, PhD  
Executive Officer  
The American Philosophical Society

Anna Quindlen  
Writer

Cokie Roberts  
Author and Political Commentator

Dawn Staley  
Olympic Gold Medalist  
Head Coach, University of South Carolina Women's Basketball

#### **Vision 2020 Co-Chairs**

Rosemarie B. Greco  
Lynn H. Yeakel, MSM

#### **Project Director**

Catherine Ormerod, MSS, MLSP



**DREXEL UNIVERSITY  
COLLEGE OF MEDICINE**

INSTITUTE FOR WOMEN'S HEALTH AND LEADERSHIP®

Vision 2020 is a project of the Institute for Women's Health and Leadership at Drexel University College of Medicine



Presenting Sponsor:  
The Penn Mutual Life Insurance Company

## Page Two

**Rosemarie B. Greco** who was, until December, Pennsylvania governor Ed Rendell's director of the Office of Health Care Reform — a new Cabinet-level position to which she was the first appointee. Greco is a former banker who rose from secretary to become one of the top-ranking women in her industry. During her tenure as president of CoreStates Financial Corp., the \$45 billion institution was ranked one of America's most profitable and efficient banks. Both women have led or participated in civic and nonprofit activities throughout their careers.

Yeakel and Greco will officially introduce VISION 2020 on **Monday, September 14, 2009, at 10:00 A.M.** at the **National Constitution Center** in Philadelphia. They will be joined by the leaders of VISION 2020's founding partner: **Richard V. Homan, M.D.**, dean of Drexel University College of Medicine, and founding sponsor **Robert E. Chappell**, chairman, president and chief executive officer of The Penn Mutual Life Insurance Company and **Eileen McDonnell**, executive vice president and chief marketing officer of The Penn Mutual Life Insurance Company; as well as VISION 2020 project director **Catherine Ormerod**, who will outline the initiative's operational details.

*Journalists interested in attending the event should contact Emily Wing at 215-255-7373 or [Emily.Wing@DrexelMed.edu](mailto:Emily.Wing@DrexelMed.edu).*

## COMPLETING THE WORK OF THE SUFFRAGISTS

VISION 2020 was inspired by the suffragists, who pursued women's right to vote as the first step in achieving full social, political and economic equality. The initiative will focus on seven areas that go beyond the traditional spheres in which women have had the greatest influence; namely, family and community. The areas are: *Politics and Government; Business, Law and Finance; Science, Technology and Health; Education; Communications and Media; Philanthropy, Faith and Voluntarism; and Arts and Culture.*

Experts in each of these areas will meet over the next year, inviting 102 delegates — two women from each state and the District of Columbia, chosen through a competitive selection process — to create an action agenda for the decade 2010-2020. That agenda will be developed in the fall of 2010 at VISION 2020's flagship event, *VISION 2020: An American Conversation About Women and Leadership*. The focus of the discussion will be on setting measurable objectives to advance equality for women by 2020, the 100th anniversary of the 19th Amendment.

## A MODEL FOR THE NEXT GENERATION

VISION 2020's national advisory board reflects women's leadership in the chosen topic areas and the commitment of women to help each other. Members are prominent women in business, law, medicine, journalism, education, philanthropy, athletics and other fields. They are:

- Philanthropist **Doris Buffett**, founder of The Sunshine Lady Foundation;
- Leading educator and Spelman College president emerita **Johnnetta Cole, Ph.D.**;
- JAMA<sup>7</sup> editor-in-chief **Catherine DeAngelis, M.D., M.P.H.**;
- **Janet Dillione**, CEO of Siemens Medical Solutions ;

### Page Three

- International law expert and American Bar Association president **Carolyn Lamm, Esq.**;
- Sunoco CEO and president **Lynn L. Eisenhans**;
- **Eileen McDonnell**, EVP and CMO of The Penn Mutual Life Insurance Company;
- **Mary Patterson McPherson, Ph.D.**, president emerita of Bryn Mawr and former vice president of the Andrew Mellon Foundation; current executive officer of the American Philosophical Society;
- **Anna Quindlen**, award-winning journalist, best-selling author, and former columnist for *Newsweek* and *The New York Times*;
- **Cokie Roberts**, political commentator for ABC News and a senior news analyst for NPR; and
- Three-time Olympic gold-medalist **Dawn M. Staley**, head coach of the University of South Carolina's women's basketball team and one of the country's most decorated women in basketball.

*For bios of the National Advisory Board members, please contact [contact Emily Wing at 215-255-7373 or Emily.Wing@DrexelMed.edu](mailto:Emily.Wing@DrexelMed.edu).*

### A LONG HISTORY OF SUPPORTING EQUALITY FOR WOMEN

VISION 2020 founding institutions, Drexel University College of Medicine and Drexel University, have long histories of opening doors for women and minorities. Woman's Medical College of Pennsylvania, established in 1850 as the world's first medical school for women, and Hahnemann Medical College, established in 1848, merged in 1993 as MCP/Hahnemann and became Drexel University College of Medicine in 2002. It was the first medical school in the country to fully integrate women's health into its curriculum. The Institute for Women's Health and Leadership was a designated a National Center of Excellence in Women's Health by the U.S. Department of Health and Human Services in 1996. A core program of the Institute is the Hedwig van Ameringen Executive Leadership for Academic Medicine, the premiere leadership program for women in academic medicine.

---

#### **About VISION 2020**

VISION 2020 is a national project focused on ensuring gender equality by energizing the dialogue about women and leadership. In 2010, VISION 2020 will develop and launch its decade-long action agenda to move America toward equality by inspiring and engaging new generations of women and men to finish the work of the suffragists, who pursued women's right to vote as fundamental to social and economic justice. The centennial of the 19th Amendment to the Constitution will be celebrated in 2020.

#### **About the 19th AMENDMENT**

Ratified in 1920, 72 years after it was first proposed, the 19th amendment to the U.S. Constitution guarantees all American women the right to vote. Its two sections read simply, "The right of citizens of the United States to vote shall not be denied or abridged by the United States or by any State on account of sex" and "Congress shall have power to enforce this article by appropriate legislation." The history of the amendment reveals that the American women's suffrage movement — an outgrowth of women's experience in the abolitionist and temperance movements — was part of an effort to secure equality for women not just in the voting booth, but across the board. Launched at the 1848 Women's Rights Convention in Seneca Falls, NY, the suffrage movement's larger goals were articulated in the "Declaration of Sentiments" penned by Elizabeth Cady Stanton and Lucretia Mott and modeled on the

## Page Four

Declaration of Independence. The document articulated not only the inherent inequity of denying women a voice in their own governance, but the inequality that pervaded every aspect of American life, as well.

Among the examples of women's second-class status enumerated by the "Declaration" were the lack of access to education and many kinds of employment and the fact that, by marrying, women automatically ceded all rights to their personal property (including wages), their personal liberty, and, in cases of divorce, the guardianship of their children (divorce laws were highly inequitable overall). The right to vote was thus seen as the gateway to securing equality in other spheres of life.

### ***About DREXEL UNIVERSITY COLLEGE OF MEDICINE***

Drexel University College of Medicine represents the consolidation of the former Hahnemann Medical College and Woman's Medical College of Pennsylvania, two of the earliest medical colleges in the U.S. The College has more than 700 clinical and basic-science faculty members, over 1,700 affiliate and volunteer faculty members, and, with 1,000 medical students, a larger medical student body than any other private American medical school. Among the College's asset is its national recognition for excellence in women's health and leadership; the largest HIV/AIDS primary-care practice on the East Coast and one of the top-five in the country; one of the biggest centers for spinal cord research in the Mid-Atlantic Region; and a center for malaria study that is a national leader. For more information, please visit [www.drexelmed.edu](http://www.drexelmed.edu).

### ***About the Drexel University College of Medicine's INSTITUTE FOR WOMEN'S HEALTH AND LEADERSHIP***

One of only 21 programs nationwide and one of the original six to be designated a National Center of Excellence in Women's Health by the U.S. Department of Health and Human Services, Drexel University College of Medicine's Institute for Women's Health and Leadership helps carry out the College's commitment to women's health and women's leadership in medicine. Its core initiatives include the Center for Executive Leadership in Academics, with its acclaimed Executive Leadership in Academic Medicine (ELAM) Program for Women; the Legacy Center, which preserves and protects the largest collection of archival material on the history of women in medicine, much of which comes from one of the College's predecessor institutions, and the Woman One Award and Scholarship Fund, which supports medical school tuition for minority women at Drexel. For more information, please visit [www.drexelmed.edu/iwhl](http://www.drexelmed.edu/iwhl).

### ***About RICHARD V. HOMAN, M.D., Dean, Drexel University College of Medicine***

Annenberg Dean and Senior Vice President for Health Affairs, Richard Homan, M.D., came to Drexel University College of Medicine in 2005 from the Texas Tech University Health Sciences Center, where he was dean of the School of Medicine, vice president for clinical affairs, and a 16-year member of the faculty. Over the course of his career he has received more than \$9.5 million for scholarly activities related to the development of community-based medical education programs, healthy aging, and the study of cardiovascular disease and strokes. At Texas Tech, Dean Homan managed a \$300 million budget and oversaw the activities of the School of Medicine, the Office of Managed Care, and the faculty practice plan. His accomplishments include improving the school's capital infrastructure and completing the first curriculum redesign since the school's 1969 founding. A licensed medical physician and surgeon, Dr. Homan is a diplomate of the National Board of Medical Examiners and the American Board of Family Practice. He holds certificates in geriatric medicine and sports medicine. Dean Homan earned an M.D. from the State University of New York at Buffalo School of Medicine and an Sc.B. in Biomedical Science from Brown University.

## Page Five

### ***About LYNN H. YEAKEL, VISION 2020 Co-Chair***

VISION 2020 co-chair Lynn H. Yeakel directs Drexel University College of Medicine's Institute for Women's Health and Leadership and holds the College's Betty A. Cohen Chair in Women's Health. Among her many accomplishments since arriving at the Institute in 2002 has been the creation of the Woman One Award and Scholarship Fund, which supports medical school tuition at Drexel for minority women. A founder and the former CEO of Women's Way, the first and largest women's funding federation in the nation, Yeakel won the primary in the U.S. Senate race of 1992 ("Year of the Woman"), nearly unseating incumbent Senator Arlen Specter in a nationally-publicized race. Following the Senate race, Yeakel served as mid-Atlantic regional director for the U.S. Department of Health and Human Services. A longtime civic leader, Yeakel is past president or chair of a dozen Philadelphia-area nonprofits including the Family Planning Council, the 21st Century League, the Citizens' Coalition for Energy Efficiency, the National Committee for Responsive Philanthropy and the Annenberg Center for the Performing Arts at the University of Pennsylvania. She sits on the advisory board for the Penn/International Council on Women's Health Issues' 18th Congress and is a member of the national Women's Donor Network, Pennsylvania Women's Forum, the Forum of Executive Women and the College of Physicians of Philadelphia. The recipient of many honors and awards including the prestigious Pennsylvania Citizen Action Award, and the Pennsylvania Distinguished Daughters award, Yeakel graduated Phi Beta Kappa from Randolph-Macon Woman's College and earned an M.S. in management from The American College.

### ***About ROSEMARIE B. GRECO, VISION 2020 Co-Chair***

VISION 2020 co-chair Rosemarie B Greco is an accomplished business, government and civic leader. Until December she was Pennsylvania governor Ed Rendell's director of the Office of Health Care Reform — the first appointee to this newly created Cabinet-level position. Before joining the Rendell administration, Greco counseled CEOs and businesses as the founding principal of GRECOventures Ltd. Before launching her firm, Greco spent 23 years in the banking industry, rising from secretary to become one of the top-ranking women in the industry. During her tenure as president of CoreStates Financial Corp. the \$45 billion institution was ranked one of America's most profitable and efficient banks. Rosemarie Greco has served the Commonwealth of Pennsylvania and the City of Philadelphia many times as a leader or member of task forces, boards, councils, and commissions concerning, among other things, the judiciary, banking, education reform, drug-prevention, and city planning. A magna cum laude graduate of St. Joseph's University, Greco holds honorary degrees from Temple University, Cabrini College, Albright College, and Thomas Jefferson University.

### ***About CATHERINE ORMEROD, VISION 2020 Project Director***

Vision 2020 project director Catherine Ormerod has over 25 years' experience in the academic, nonprofit and public policy arenas. She is the founding director of the Nonprofit Executive Leadership Institute at Bryn Mawr College; served in senior leadership positions at Women's Way and Living Beyond Breast Cancer; ran her own nonprofit consulting firm; and lectured on social policy at the University of Pennsylvania. Ormerod started out as a communications professional — first as a reporter and later as press secretary for Lynn Yeakel's 1992 senatorial campaign. Ormerod is an advisory-board member of Laurel House, a domestic violence agency in Pennsylvania; a member of the grant-making committee of Bread & Roses Community Fund, a donor-activist partnership focusing on social change in the Philadelphia area; and a founder of the Montgomery County Women's Conference, a Pennsylvania-based nonpartisan organization. Ormerod holds an M.S. in both social services and law and social policy from Bryn Mawr College Graduate School of Social Work and Social Research.

**Page Six**

***About THE PENN MUTUAL LIFE INSURANCE COMPANY***

The Penn Mutual Life Insurance Company is the nation's second oldest mutual life insurer. Throughout its history, it has remained clearly focused on the future and assuring that its clients – both men and women – have the opportunity to realize their goals and dreams. The company is proud to support the work of Vision 2020. For more information visit [www.pennmutual.com](http://www.pennmutual.com).

***Recognizing the WORTH OF WOMEN***

Women control 43% of America's wealth<sup>3</sup>, earn \$2.4 trillion annually<sup>8</sup>, influence 95% of all purchasing decisions<sup>9</sup>, receive 59% of all post high school degrees<sup>10</sup>, start businesses at twice the rate of men<sup>11</sup>, and, typically outlive their spouses. These circumstances led The Penn Mutual Life Insurance Company to launch Worth, an initiative that advocates women consider the entirety of their value to home and family and actively plan for their financial future. Please visit [www.worthforwomen.com](http://www.worthforwomen.com).

***About ROBERT E. CHAPPELL, Chairman, President and CEO, The Penn Mutual Life Insurance Company***

Robert E. Chappell joined Penn Mutual Life Insurance Company as president in January 1994, was named chief executive officer in April 1995, and became chairman in January 1997. Previously Mr. Chappell was executive vice president of PNC Bank Corp. in Pittsburgh, PA. Before joining the parent company in 1992, he was chairman and chief executive officer of Philadelphia's Provident National Bank, a predecessor of PNC Bank. A former director of the Federal Reserve Bank of Philadelphia, Mr. Chappell currently serves as a director of the Quaker Chemical Corporation and the South Chester Tube Company. He is also a member of the board of managers of Janney Montgomery Scott LLC and chairman of the board of The Pennsylvania Trust Company. In addition, he is the past chairman of the Insurance Federation of Pennsylvania and a member of its Executive Committee. He is also a member of the Financial Services Steering Committee for the American Council of Life Insurers and an advisory board member of the Financial Institution Center at the Wharton School of the University of Pennsylvania. A native of Pittsburgh, Mr. Chappell graduated from Gettysburg College with a B.S. in chemistry and earned an M.B.A. from Wharton. A Vietnam veteran, Mr. Chappell served in the United States Army from 1966 through 1969.

***About EILEEN MCDONNELL, EVP and CMO, The Penn Mutual Life Insurance Company***

Vision 2020 National Advisory Board Member Eileen McDonnell has a distinguished career of more than 20 years in the financial services industry. She joined Penn Mutual as executive vice president and chief marketing officer in 2008 and serves as chairperson of the board of Horner Townsend & Kent, Inc., the company's wholly owned broker-dealer subsidiary. Prior to joining Penn Mutual, McDonnell founded ExecMPower, an executive coaching and strategic planning consultancy for business leaders and their teams. She was a member of the Master of Science in Management faculty at The American College in Bryn Mawr, Pennsylvania, where she held the newly endowed chair for Women and Financial Services. McDonnell also served as the first female president in the 168-year history of New England Financial, a wholly owned subsidiary of MetLife. Prior to joining New England Financial, she was senior vice president of the Guardian Life insurance Company. McDonnell graduated from Molloy College, where she later served as a member of the Board of Trustees. She earned an MBA in finance and investments from Adelphi University. An active industry participant, McDonnell has served on the board of the Insurance Marketplace Standards Association (IMSA) and served as a monthly columnist for *ProducersWeb.com*, an online resource for financial services professionals.

Page Seven

FOOTNOTES

---

- <sup>1</sup> 2009 U.S. Statistical Abstract reflecting 2007 population (Table 7, 18+ years of age).
- <sup>2</sup> Of a total of 435 seats in the House of Representatives and 100 in the Senate, women hold 76 and 17 seats, respectively.
- <sup>3</sup> 2009 U.S. Statistical Abstract reflecting 2004 top wealth-holders (Table 696).
- <sup>4</sup> Current Population Survey, U.S. Department of Labor, Bureau of Labor Statistics (Table 1, Employment status of civilian noninstitutional population by age and sex, 2006 annual averages).
- <sup>5</sup> *Fortune Magazine*, May 4, 2009.
- <sup>6</sup> 2008 Catalyst Census of Women Board Directors of the Fortune 500.
- <sup>7</sup> *Journal of the American Medical Association*.
- <sup>8</sup> 2009 U.S. Statistical Abstract: Computed using 2006 mean income (Table 680) and 2007 population for women 25-64 (Table 7).
- <sup>9</sup> Women and Diversity WOW! Facts 2005.
- <sup>10</sup> 2009 U.S. Statistical Abstract reflecting 2006 degrees earned (Table 288).
- <sup>11</sup> *Marketing to Women*, Marti Barletta, 2006.