## **2017 IDEA Awards: Summaries of Entries**

These entries received the 2017 IDEA Awards:

**Philadelphia Chapter**

“You Never Know Who You Are Going to Meet”

Contact: Jessica Mazzeo, *jmazzeo@griesinglaw.com*

Faced with concerns about succession and membership demographics in the future, the Philadelphia Chapter decided to reach out to Millennials by creating a YouTube channel that showcases their members’ relationships and expertise and profiles the chapter in an engaging way. Their tip series, in particular, highlights the knowledge of chapter members across a variety of functional areas.

[View this submission’s video](https://youtu.be/jSPVTCh2fTw).
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**Chuhak & Tecson, P.C.**

“Women Helping Women”

Contact: Michelle Schadler, *mschadler@chuhak.com*

Chuhak & Tecson, P.C., decided to leverage its talented women attorneys to attract clients from women business owners, decision makers, buyers and strategic partners — a market into which the firm had not yet specifically tapped. Their Women Helping Women program had multi-faceted goals: business development, attorney recruiting, uplifting women from all walks of business, enabling nonprofit networking and community betterment. The program has seen outstanding success and benefits to the community.

[View this submission’s video](https://youtu.be/jPwxq9XQlgY).