



Staff photo by Larry McDevitt

From left, Leslie Gross, guest speaker Lynn Doyle and Nina Malonen, executive director of the Women's Referral Network, mingle at an awards lunch held at the Inn at Chester Springs in Uwchlan.

## 'It's your call,' Doyle encourages women

Women's Referral Network holds event, honors four

By **GRETCHEN METZ**  
Staff Writer

Cable talk show host and producer Lynn Doyle has reinvented herself many times during her career, something she has never shied away from and something she encourages others to do.

In her keynote address to members of the Women's Referral Network Tuesday, Doyle recounted how she began her career in the

news business at a small town newspaper, later became a TV host for CNBC, an on-air host at West Goshen-based QVC and is currently the host and executive producer of "It's Your Call with Lynn Doyle" on Comcast Network.

"In the last 20 years, I've reinvented myself with every new career," Doyle said to the WRN members attending a luncheon at the Inn of Chester Springs in Uwchlan. "Reinvention is the buzz word of 2010 but

we've all been reinventing ourselves for years."

In an event that honored four WRN members for their work in the community and for the organization, Doyle began with an account of how she started in the news business and became an advocate for women in sports in the process.

Doyle grew up in a blue collar neighborhood on the east side of Baltimore. Though she was a star athlete who competed in three high school sports, it was her three broth-

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Staff photo by Larry McDevitt

From left, Nina Malone, Executive Director of the Women's Referral Network, stands with award winners Linda Williams, Suzanne Jackson and Peggy Centonze at the Women's Referral Network Luncheon held at the Inn At Chester Springs in Uwchlan.

## Women

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ers who got their names in the newspaper's sports page.

"At 17, I said, 'what's wrong with this picture?'" Doyle quipped.

One day she had enough and borrowed the family's Oldsmobile to drive downtown and have it out with the newspaper's sports editor.

"I marched myself into the office and told them I wanted to see the sports editor right now," Doyle said, adding that, surprisingly, the sports editor agreed to talk with her.

He was the picture of Jack Klugman, who played the loveable slob Oscar Madison in the TV comedy the "Odd Couple," Doyle said. The editor was overweight with a big cigar in his mouth, and a bomb looked like it had gone off on his desk.

Doyle said the man was daunting but she "dug deep" and stated her case about the lack of sports coverage for women. The editor agreed. The reason, he said, was that he didn't have anyone to write the stories.

Doyle, a reporter for her high school newspaper, told him that she would do the job.

"You're hired," he told the surprised Doyle. For her work, she was paid 25 cents an inch.

After college, Doyle held other news jobs. She took a break from her career to raise two children before returning to news and another opportunity to reinvent herself.

With "It's Your Call," Doyle said she brought a talk radio format to cable TV to "give viewers the opportunity to say what they are thinking, to give the viewers at home a

voice."

At the time her children were in seventh and 10th grades. Today they are adults and Doyle is the grandmother of twins.

Doyle's show was on CN8 five nights a week when new management came in and canceled her show. For Doyle it meant she had to lay off her staff of 14.

"It was heartbreaking, very, very difficult," Doyle said. "We reported on the events that changed the world."

From the tragic events of September 11, to the start of the war in Iraq to Hurricane Katrina, "we went through it together. My own identity was linked to the show," Doyle said.

Comcast picked up the show but this time it was taped, used a staff of two and Doyle said she had to reinvent herself again.

"We've all been given these types of challenges where we had to dig deep," Doyle said.

Today, the newly reinvented Doyle has embraced social media.

The younger members of her staff had Doyle on Facebook three years before she knew anything about it. By the time she found out, "I had a 1,000 friends," she said.

Now she manages her Facebook page, has 10,000 friends and uses social media as a way to connect one-on-one with her audience.

Doyle launched her "50 & Fabulous" program after she hit the half-century mark and will soon start a new live edition of "It's Your Call" for cable network Retirement Living TV.

"Do not mourn the loss of what you did have," Doyle told the group. "Embrace change."

members at the luncheon.

Suzanne Jackson, of Stephano Slack LLC, was named **WRN Business Woman of the Year** and introduced to attendees as "amazing, savvy, smart and a total package."

Jackson, who joined WRN in 1989, said members have written her a will, taken wedding photos, sold her a car, been her jewelry consultant, skin care consultant and kitchen gadget consultant, been her printer, resumé writer, bookkeeper and travel consultant.

"The women in this room have provided a lot of services to me and my business. It has been an honor to be a part of WRN over the years."

Christine M. Singer of the Chester County Department of Human Services was named **WRN Advocate for Women in Business**.

Singer said she was "utterly surprised" by the honor. After 40 years in business, every-time she turned a corner, she said she found the path ahead had been smoothed by another woman.

Linda Williams of Scott Honda received the **WRN Citizenship Award** and thanked the membership.

Peggy Centonze of PLH Worldgroup Communications Inc. was named **WRN Volunteer of the Year**.

Centonze said that everybody in the room was a volunteer in the organization and that she was honored to be a member of the organization.

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