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dear

Fellow Members,

In keeping with this year's theme of "Take the lead," New York Women in Communications is charging ahead by building on the achievements of those who have gone before us.

This publication embodies several of those changes. You've no doubt noticed the new look, the latest evolution in the organization's recent re-branding. While our old image served us well, the edgier, contemporary style better reflects our dynamic members—women who are changing the face of the communications industry. We've already rolled out the new logo and style in our Matrix ballots, email announcements, and the gorgeous bookmarks designed by board member Stephanie Aaron.

The new name, *CONNECT*, captures the opportunity of this organization. We all communicate in everything we do, and we are all connected as women. Working together, we can build bridges between women of all generations, backgrounds, and industries.

As you'll see in the feature article on page 3, "When Caring People Connect," the connections we build through this organization have the power to change lives. Continuing this theme, this issue also features a hands-on article about the "Dos and Don'ts of Networking" and a profile of 2007 Matrix winner Arianna Huffington, who has connected millions through *The Huffington Post*.

Speaking of Matrix, you can relive the highlights of this year's record-breaking awards luncheon on page 8. With a sell-out crowd generating record proceeds, we'll be hard pressed to top the 2007 awards—but we'll find a way as we take the lead.

Whatever your role in the organization, whatever your career level, you play a key role in our ability to fulfill this calling. As they say, there's strength in numbers, but there's more strength in unity. And New York Women in Communications clearly shows the power of our combined strength.

We need your creativity and insight as we seek new ways to engage, connect, and communicate with all. We need your support as we leverage our strength and uniqueness in the marketplace through sponsorship opportunities. And we need your energy and enthusiasm as we celebrate the accomplishments of women at our Matrix luncheon and support the next generation of female leaders via the foundation and its scholarships.

We have an amazing year planned, thanks to the exceptional women who form the backbone of this volunteer organization. Join us as we continue to take the lead, creating new opportunities for female communications professionals throughout New York.

Very best regards,



Kristine Welker
New York Women in Communications President
Vice President, Publisher
CosmoGIRL!



When Caring People Connect

By Patricia O'Connell

This story tells how a conversation between colleagues can start a chain of events whose importance goes far beyond shoptalk. The *dramatis personae* include New York Women in Communications official photographer Maryanne Russell, photographer Heather Oppelt Gray, the directors of two non-profit organizations, a TV executive producer, a bone marrow donor and recipient, and 2007 Matrix honoree Meredith Vieira.

All these people came together at the Links for Life gala on May 8 to benefit The Bone Marrow Foundation and the DKMS Bone Marrow Donor Center.

Last spring, Maryanne Russell was speaking with her colleague, Heather Oppelt Gray, about this prestigious event, which Heather was scheduled to cover. Heather told Maryanne that she would also be shooting a portrait of Bone Marrow Foundation Director Christina Merrill for the affair. Maryanne said that she would love to meet Christina because she had a close friend, Michele Russell (no relation), who had had two transplants during her 15-year battle with non-Hodgkin's lymphoma.

CHRISTINA MERRILL'S FOUNDATION

Maryanne attended Heather's photo shoot with Christina Merrill. A former social worker at Sloan-Kettering, Christina established the foundation in 1992 to improve the quality of life for bone marrow and stem cell transplant patients and their families through financial aid, education, and emotional support.

MICHELE RUSSELL'S STORY

Christina told Maryanne that she knew about her friend Michele Russell and wanted to contact her. "As a patient who had gone through it all and survived so well," Christina said, "we believed Michele had an inspiring story to share with others." Michele was delighted to hear from Christina because she knew about the foundation's good work and relished the chance to be of help.

Michele's first transplant, in 1995, using her own previously harvested stem cells, was an option to "buy time" in hopes of creating a prolonged remission until a possibly curative treatment could be found.

In 2001, Michele "was extremely lucky" because the DKMS Bone Marrow Donor Center in Germany found a nearly perfect match. The bone marrow engrafted immediately, with no evidence of disease since the second transplant.

Today, Michele and her donor, Martin Baermann, a young German electrical engineer, are close friends. "It's almost as though we've known each other all our lives," Michele fondly recalls. "My husband and I call him Gabriel because he is my angel ... Without DKMS, none of these events in my life would have

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happened. I never would have met Martin.”

Michele’s long illness had another profound effect on her life. “Cancer painfully wrenched me from the marketing career I was building when I was first diagnosed, but, unexpectedly, it brought me back to my artistic roots.”

While undergoing chemotherapy, Michele began painting beautiful outdoor scenes on a blank wall in her living room. As time went on, so many people became interested in her work that she is now a busy artist who recently had a solo show in Greenwich, Connecticut.

LINKS FOR LIFE

The next link connecting the story’s players reached across the Atlantic. Plans were underway for Michele Russell and Martin Baermann to speak at the gala, and Martin flew in from Germany. Together again, he and Michele would reinforce the gala’s goals by describing their shared experience.

The gala’s theme, “Links for Life,” reflected the complementary missions of the two participating organizations: patient services, as provided by The Bone Marrow Foundation, and recruiting bone marrow donors, which is the chief function of DKMS Americas. A global organization, DKMS came about through efforts led by Peter Harf, Chair of Coty, Inc., in memory of his wife. His daughter, Katharina Harf, is Executive Vice President of DKMS Americas. DKMS centers recruit bone marrow donors worldwide and have registered over 1.5 million donors to date, facilitating nearly 12,000 transplants.

ENTER MEREDITH VIEIRA

Connections then drew Meredith Vieira into the circle of gala supporters. To reach her, Christina Merrill called Leigh Hampton, executive producer of ABC-TV’s “Who Wants To Be A Millionaire,” which Meredith hosts. Christina, who knew Leigh through the latter’s transplant for lymphoma, asked if Meredith would interview Michele Russell and Martin Baermann at the gala. Meredith graciously agreed—and prepared to apply the award-winning interview skills she employs on NBC’s “Today” to direct audience attention to the gala’s vital mission.

On May 8, the story that began with a conversation between Maryanne Russell and Heather Oppelt Gray came full circle as this diverse cast of characters united at the gala. Afterwards, Leigh Hampton remarked on the critical role that connections can play in people’s lives. By being a bone marrow donor, for example, “you realize how we are all linked together in the human race—and recognize your potential for saving a person’s life.”

FOR MORE INFORMATION, PLEASE CONTACT:

The Bone Marrow Foundation

337 East 88th Street, Suite 1B
New York, NY 10128
212-838-3029 or 800-365-1336
www.bonemarrow.org

DKMS Americas

2 Park Avenue, 17th Floor
New York, NY 10016
866-340-DKMS (3567)
www.dkmsamericas.org

THE LINKS IN THE CHAIN

1. **New York Women in Communications official photographer Maryanne Russell congratulates honoree Meredith Vieira at the 2007 Matrix Awards.** Both took part in the Links for Life gala a month later through their friendships with transplant patients.
2. **PHOTO OPPORTUNITY:** Photographer Heather Oppelt Gray was central to the chain of connections from start to finish.
3. **SPOTLIGHT ON THE LINKS FOR LIFE GALA:** Katharina Harf, Meredith Vieira, Christina Merrill, Michele Russell, and Martin Baermann united to benefit cancer patients suffering from leukemia, non-Hodgkin’s lymphoma, Hodgkin’s disease, multiple myeloma, and aplastic anemia.
4. **COLLEAGUES AND FRIENDS:** Meredith Vieira and Leigh Hampton share a commitment to the complementary missions of The Bone Marrow Foundation and DKMS Americas.
5. **BOND OF FRIENDSHIP:** Michele Russell and Martin Baermann brought the mission of the gala into sharp focus by sharing their story.
6. **ARTIST IN RESIDENCE:** Michele Russell’s first mural of a garden scene launched her artistic career. She contributed this Tuscan scene to The Bone Marrow Foundation for use on their greeting cards.

THE LINKS IN THE CHAIN



Talking with Arianna Huffington

"You Can't Both Hold Onto
an Anchor and Fly"

By Tekla Szymanski

Author, journalist, blogger, and 2007 Matrix Award winner Arianna Huffington embodies the very notion behind the word "connect." She connects old media with new media in her blog, *The Huffington Post*, and stresses their hybrid future. She connects old world values with new world values as a Greek immigrant in the United States. She connects generations and genders, as well as mothers and daughters—her own mother being one of her foremost role models. She connects fear with fearlessness in her new, very personal book, *"On Becoming Fearless ... In Love, Work, and Life"* (Little Brown and Company, 2006). And she tirelessly reinvents herself, connecting her past experiences with new ones. Appropriately, this interview was conducted by email, due to Huffington's rigorous schedule. Another connection upheld.

CONNECT: What cultural differences did you perceive coming from Greece via Britain to the United States?

ARIANNA HUFFINGTON: In Greece, I always had the sense of being in an extended family, and I tried to recreate this once I moved to America. In fact, my ex-husband used to say that when he came into our kitchen (and it was very much a Greek kitchen), on a good day, he knew half the people there.

What advice would you give to someone who wants to leave the old behind to start something new but wants to connect both experiences?

You can't both hold onto an anchor and fly. So sometimes you need to let go of the security the anchor provides if you are going to be fully present in the next stage of your life. I was actually very lucky in that I brought a lot of my past with me. The most important part of my life before I came to America had been my mother, and she moved to New York with me when I left London in 1980.

What motivated you to write your latest book, your eleventh?

I was motivated to write the book when, looking at my two teenage daughters, I was stunned to see all the same classic fears I had been burdened with when I was their age: How attractive am I? Do people like me? Should I speak up? I had thought that with all the gains feminism has brought, my daughters would not have to suffer through the fears I did. Yet, here is our younger generation, as uncertain, doubting, and desperate as we were, trying to fulfill the expectations of others. I set out to provide a guide and some shortcuts to fearlessness.

If there's one connection in your book that you would like your readers to take to heart, what would it be?

I would want them to take to heart the notion that to live in fear is the worst insult to our true selves. We all have fears. Fear is universal. It touches everyone—but it doesn't stop everyone. So, I want them to remember that fearlessness isn't the absence of fear; it's the mastery of fear. That being fearless means getting up one



**“Fearless-
ness
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absence
of fear;
it’s the
mastery
of fear.”**

more time than you fall down. And also that fearlessness is a muscle; the more you use it, the stronger it becomes—and the easier it becomes to take risks and pursue our dreams.

Speaking of risks and the pursuit of dreams: How do the 2008 primary and presidential elections differ from past elections in terms of media coverage and the ever-increasing competition between old and new media?

The 2008 campaign will be the first truly 21st century presidential race. We have entered the era where candidates routinely announce their candidacy, try out and place campaign ads, and raise tens of millions of dollars online. And they are connecting to voters via increasingly interactive websites.

The new terrain bodes well for the democratic process as it allows and compels campaigns to engage a whole new generation of young voters who spend so much of their time—and get so much of their information—online. It’s where they get their news; it’s where they share their views (and their pictures, videos, favorite songs, diaries, etc). It is how they stay connected to their friends and how they can become connected to the candidates.

What new roles must the candidates play to stay in the game, to stay connected to the voters?

It’s still all about leadership. Candidates still need to have compelling ideas and to be able to communicate those ideas. The modes of communication have changed since the days of the Lincoln-Douglas debates—or even since FDR’s fireside chats—but political candidates still need to be able to connect to people, to touch their hearts as well as

their minds, to be able to inspire them. That’s what our greatest leaders have done. It’s not just about telling voters what they want to hear; it’s often about showing voters where they should be going, and figuring out a way to get them to want to go there.

Are the country—and the media—ready to truly connect with a woman presidential candidate and maybe future president?

Yes. Voters in this country are longing for leaders—male or female—who are authentic, who don’t stick their finger in the wind to see which way it’s blowing before choosing a position. We’ve had enough of spineless, fear-driven, walking-on-eggshells would-be leaders. And they’ve mostly been men!

So, why are there only relatively few women op-ed writers and political commentators, even in new media, to connect the dots?

Let’s face it: Our culture still isn’t comfortable with powerful, visible, outspoken, opinionated women. We equate power and strong stances with maleness, dominance—even ruthlessness—all of which are traits that women fear being identified with, because we know we will be labeled “pushy,” “shrill,” and “strident.” These notions strike right at the heart of our femininity—as if womanliness and expressing strong positions are mutually exclusive! At the same time, I think women are every bit as interested in hard news as men.

The caricature that women just want to sit around reading *People* magazine and watching soap operas is very moldy. And as we move forward, I believe more and more women will challenge our cultural labeling and speak out more.

The 2007 Matrix Awards: Breaking All Records

By Sharon M. Goldman

2007 was a record-breaking year for New York Women in Communications' annual Matrix Awards. On April 23, a record 1,587 attendees gathered at the Waldorf=Astoria to honor eight inspirational and extraordinary "women who change the world." The event brought in more than \$1.25 million from sponsorships and ticket sales—another record—in addition to \$35,000 raised in a successful online auction.



Danny Meyer and winner Pamela Fiori



Winner Thelma Golden and Anna Deavere Smith



Winner Cindy Adams and Rupert Murdoch

After presenting the New York Women in Communications Foundation's 17 2007 scholarship winners (see page 12), the organization's then-president **Betsy Morgan**, who is now CEO of *The Huffington Post*, began the Matrix festivities. She introduced **Lisa Judson**, then senior vice president of marketing at AOL, the sponsor of the 2007 awards luncheon. Judson, in turn, introduced the afternoon's emcee, comedian **Rosie O'Donnell**.

But it was the eight distinguished honorees who stole the show, beginning with **Pamela Fiori**, editor-in-chief of *Town & Country*, who was recognized for her achievement in magazines. **Danny Meyer**, president of the Union Square Hospitality Group, introduced Fiori. "It never occurred to me that I could play a part in changing anyone's life," she said, after recalling her idyllic childhood growing up in an Italian-American family in New Jersey. "I sensed that my job was to make sure my readers weren't left behind or shackled by what *Town & Country* used to be. I wanted them to be embracing, not elitist, to look beyond their own lives and reach out to someone else."

Next, author and playwright **Anna Deavere Smith** introduced **Thelma Golden**, director and chief curator of The Studio Museum of Harlem, who won the arts and entertainment award. "As a young woman, this city allowed me to dream that there were great possibilities for me ... a girl from southeast Queens," she said. "I was lucky enough to have been born here, so I was lucky enough to access the great wealth of art in this city, primarily for free. That is what made me want to be someone who also gave back the great wealth that was so much a part of my childhood."

Legendary hostess and *New York Post* columnist **Cindy Adams**, honored for her work in newspapers, was introduced by her boss, **Rupert Murdoch**, chairman and chief executive of The News Corporation Limited. "Winning this award is very meaningful to me, maybe more to me than to anyone else—because I never won anything in all my life. Everything I ever had I worked for," she explained, adding, "People always ask me how long I've been at the *Post*—I always say, when the Indians sold Manhattan Island, honey, I had the scoop!"



Lisa Judson with Betsy Morgan



Emcee Rosie O'Donnell

Author and screenwriter **Nora Ephron** introduced the award winner for books, her fellow author **Joan Didion**, who confessed to being less communicative than most women in communications. “I don’t communicate,” she admitted. “I don’t work with anybody, I have no office, and if you send me an email, you know it’s like dropping it down a well.” She did, however, encourage the 17 scholarship winners, adding: “I hope those of you who won scholarships have as good a time doing this as I have.”

Susan Lyne, president and CEO of Martha Stewart Living Omnimedia, had a confession of her own. After being introduced by company founder **Martha Stewart**, Lyne admitted that she had coveted a Matrix Award ever since she first attended a Matrix luncheon in 1982. At the time, she said, if she had won the award she wouldn’t have had much to say. But after experiencing the pain of being “unceremoniously” replaced as president of entertainment at ABC, the grief of losing her husband to cancer, and the joy of reinventing her career at MSLO—all in the past three years—she said, “I appreciate this award much more today.”

Senator and presidential candidate **Hillary Rodham Clinton** introduced her former press secretary, **Lisa Caputo**, who was recognized for her work at Citigroup as chief marketing, advertising, and community relations officer for the Global Consumer Group and president and CEO of Women & Company. “I accept this award with heartfelt gratitude to all those who encouraged me, pushed me, challenged me, humbled me, believed in me, and whose generosity is impossible to repay,” she said.

“Today” host **Meredith Vieira**, introduced by former “View” co-host **Joy Behar**, said that she felt a bit like a “fraud” accepting the Matrix Award for excellence in broadcasting. “I do not see myself as one who has changed the world at all but one whose world is always changing her,” she said. Nonetheless, she had some advice for those who want to follow in her footsteps: “Never be afraid to ask questions, appreciate how lucky you are to be a woman—but know it sometimes can and will be held against you, and most of all, believe in yourself. The rest, as they say, will take care of itself.”

Finally, ABC News correspondent **Barbara Walters** introduced her friend **Arianna Huffington**, co-founder and editor-in-chief of *The Huffington Post* (for whom, Walters recalled, she even served as a bridesmaid). Huffington emphasized that she wanted to dedicate her Matrix Award to all the fears women have had to overcome, from fears about starting new jobs and careers to fears about juggling career and motherhood. “Thank you to every woman in this room,” she said. “Every time you’ve taken a step or stand despite your fears, you have ... made it easier for me and every other woman to take our stance and our steps that change our lives and little by little will change our world.”



Nora Ephron and winner Joan Didion



Martha Stewart and winner Susan Lyne



Hillary Rodham Clinton hugs winner Lisa Caputo



Winner Meredith Vieira and Joy Behar



Barbara Walters and winner Arianna Huffington

Networking Dos and Don'ts

By Julie Ackerman Kaeli

What do New York Women in Communications, your friends, and your church or synagogue have in common? Each one has a network of people that could connect you to your next job or business opportunity. Whether you are starting a business or changing jobs, or are a mom looking to return to work, networking has become essential for everything from generating business to uncovering the hidden job market. *CONNECT* interviewed a few of our members and some experts who have spoken at our events to get their advice on networking.



Networking is not asking for a job,” says **Carla Visser**, founder of Global Human Resources Solutions LLC. “It’s a circle of reciprocity—people helping each other.”

Mistina Bates, a New York Women in Communications board member who has her own copywriting business, agrees. “I try to bring my network of people to the table to see how I can help those I meet even if they can’t help me right away,” she says.

Liz Lynch, founder of Networking Excellence, sees networking as more than exchanging business cards. “It is about asking for advice, as it is easy to give and get,” she says. **Alexandra Duran**, principal and founder of Career Transitioning and a New York Women in Communications member, doesn’t like the word networking. “I prefer to view it as building relationships,” she admits.

Member **Julie Robinson-Tingue**, who handles PR for Progressive Marketing Group and is a mother of two, found her current job through relationship building. “I met a colleague back in 1999 and kept in touch with him on and off throughout the years,” she says. She reconnected with him earlier this year while she was taking time off to be with her family and to reevaluate her career. “I now have a great job that gives me the flexibility to be with my family,” she says.

BOOKS:

Networking Magic
by Rick Frishman and
Jill Lublin

Work It by Allison
Hemming

WEBSITES:

Liz Lynch
www.networkingexcellence.com

Carla Visser
www.ghrsonline.com

Alexandra Duran
www.alexandraduran.com

Five O’Clock Club

www.fiveoclockclub.com
*Offers services and books
helpful for finding a job.*

LinkedIn

www.linkedin.com
*A networking site for
professionals to search for
and connect with former
co-workers and classmates.*

Freelancers Union

www.freelancersunion.org
*Conducts seminars and
networking events.*

Trade Show News Network

www.tsnn.com
*TSNN’s event database lists
more than 15,000 trade
shows, exhibitions, public
events, and conferences
all over the world.*

Bernardo’s List

www.bernardoslist.com
*Lists networking events
by city.*

WeHabitat

www.wehabitat.com
*A site where women entre-
preneurs can network.*

CONSIDER THIS:

Visser:

- Know your goal when networking—is it social, personal, or professional?
- Prepare a two-minute pitch that includes who you are, what your background is, and what you are seeking.
- Create and maintain a database of people you meet.

Lynch:

- Go to events to warm up your networking skills.
- You don't need to be an extrovert to network. It's better to be interested in others than to be interesting.
- Volunteering and joining a committee are potential networking vehicles.

Duran:

- Before an event, verify who is attending and reach out to them.
- Determine whether the person you meet enhances or dilutes your brand.
- Be an active listener.

Robinson-Tingue:

- At an event, circulate to talk to as many people as you can.

AVOID THIS:

Visser:

- Do not monopolize a person, and respect their time.
- Salary discussions are a no-no.
- Networking meetings are not job interviews.

Lynch:

- Don't pass out brochures or résumés at networking events.
- Avoid talking about controversial topics like politics or religion.

Typical networking takes place at events hosted by professional, industry, or alumni associations, but Visser also suggests looking beyond these conventional outlets. “You can network anywhere, like at the gym or at sports events, basically with whomever you come into contact with on a daily basis,” she says. For those looking to return to work, the process doesn't have to be challenging. “Stay in the forefront of your industry, remember all the relationships you have developed, and tap into them,” says Duran.

Successful networking involves staying in touch. “Find a reason to follow up with people—perhaps you have information to share that they might find useful,” says Lynch. Visser suggests checking in with someone a week after meeting. In situations where it is a face-to-face meeting, Visser recommends sending a thank-you note. “I make it a point to check in with people either on a quarterly basis or two times a year,” says Robinson-Tingue. She also advises against stalking someone. “I was approached by a writer for help and said I would see what I could do,” Robinson-Tingue explains. The writer harassed her by calling or emailing her twice a week for three months. Robinson-Tingue eventually told him to stop as he was sabotaging his own efforts.

Networking is about taking control and being proactive. Duran sums it up best: “Whoever prepares the best, wins.”



Top to bottom: Carla Visser, Liz Lynch, Alexandra Duran, and Julie Robinson-Tingue

By Lisa Arroyo

And the Winners Are...

The 2007 Matrix Awards luncheon honored eight talented women who are changing the world—and introduced 17 more who are still in the very early stages of their careers. The event took place on April 23 at the Waldorf=Astoria Hotel, where the New York Women in Communications Foundation awarded a total of \$100,000 in scholarships ranging from \$2,500 to \$10,000 apiece. Each winner stepped up to the microphone and announced her personal ambition: “I want to be the next ...”

The scholarship winners were dazzled by the Matrix experience, which they clearly felt was all about empowerment and connection. Take, for example, **Ya-Hsuan Huang**, who spent her summer interviewing Sudanese women refugees in Israel and documenting the life of a 13-year-old orphan girl in Malawi. Ya-Hsuan, who says she has never felt so empowered, has a passion for under-reported stories and just may crank out the next Emmy-award-winning documentary. Two-time award winner **Samantha Davis** also spent her summer abroad, studying “the Americanization of women’s magazines” and its impact on how women view themselves in the United Kingdom. Samantha greatly admires the work ethic and career of **Bonnie Fuller**. Samantha and Bonnie actually met in July, courtesy of New York Women in Communications board member **Linda Krebs**, to discuss the future integration of magazines and online content over coffee.

Kaitlyn Dreyling chose **Helen Gurley Brown** as the subject of her senior project in high school—and caught the journalism bug when she learned about Brown’s influence on the culture of women’s magazines, the sexual revolution, and the women’s movement. Events at the Matrix Awards “happened so fast” that Kaitlyn felt she couldn’t “contain it all.” She looks forward to an internship at *Cosmopolitan* magazine this fall. Meanwhile, **Jessica Prince** calls Matrix the greatest day of her life and says she is still “star struck.” She admires **Kate White**, is a big fan of her books, and has just finished a summer internship at *Cosmo*.

Aimee Campbell wants to be the next vice president of PBS because she is passionate about independent media. “Information is homogenized by the mainstream,” says Aimee, who recently earned her MBA in Media Management and feels it is her mission to see that public television remains ... well, public.

Oulimata Ba has no specific “dream job” but chose editor-in-chief of *The New York Times* because that’s the paper her father reads. An introvert during her youth, Oulimata feels that writing gives her the voice she never had. Matrix was like nothing she’s experienced before, and she is now convinced that her career goals are not “pipe dreams.”

Selena Shen, who calls Matrix “unforgettable,” wants to emulate **Atoosa Rubenstein**, former editor-in-chief of *Seventeen*. She loves aesthetics and feels that magazines draw people in. Selena fondly remembers the magazine that highlighted “real people and not celebrities” in her youth—and particularly loved Rubenstein’s candid letters to her 17-year-old self.



The 2007 scholarship winners with Betsy Morgan, then New York Women in Communications president, Matrix Award winners Arianna Huffington and Meredith Vieira, and AOL's Lisa Judson. Back Row (l-r): Sammy Davis, Aimee Campbell, Ya-Hsuan Huang, Chelsea Theis, Elizabeth Pelly, Jennifer Pelly, Emily Warne, Meredith Engel, Christen Brandt. Front Row (l-r): Kimberly Laughman, Kristin Bradley, Jessica Prince, Oulimata Ba, Marie Dugo, Selena Shen, Kaitlyn Dreyling, Noelle McKenzie. The winners are wearing the latest fashions, compliments of Ann Taylor.

Chelsea Theis says she “felt like a celebrity all day.” She interned at a small, independent record label this summer because she loves music and wants to pursue a career in music journalism. **Kimberly Laughman** loves writing and biology and feels that becoming the next medical journalist for *Time* magazine would be “the perfect marriage.” She still has stars in her eyes from the Matrix experience and says that “for the first time, the best part of winning a scholarship wasn’t the money.”

All the winners were impressed by the kindness and support they received from people like Matrix honoree **Meredith Vieira** and the New York Women in Communications scholarship judges. Many said they felt honored to be part of the Matrix experience. Perhaps we should be the ones impressed: We have met a group of young careerists who will surely change the world in their turn.



STAND BY FOR LAUREN MACK

By Suzanne I. Cohen

Lauren Mack is making waves overseas. A 2005 New York Women in Communications Foundation scholarship recipient and Columbia University Graduate School of Journalism alumna, Lauren calls Beijing, China, home. She feels connected to her New York Women in Communications sisters, recognizing that “everyone is welcome in this close-knit family I know I can turn to for support, networking, and most importantly, friendship.”

In the photo, Lauren poses with terracotta warriors in Xi’an—an apt visual for an urban warrior who writes freelance articles for *Newsweek International*, *Time Out Beijing*, and *City Weekend*. She reports on news, healthcare, sports, interior design, and leisure topics and plans to pursue a magazine career. “I love my job because I get to meet interesting people and experience things I wouldn’t normally be able to,” Lauren says. “And I learn something new every day.”

Her scholarship eased the financial burden in graduate school and afforded Lauren the opportunity to work fewer hours at Starbucks so she could secure unpaid internships. She adds, “These internships were invaluable because they allowed me to foster relationships at publications, learn about my field, and accumulate clips,” which helped her land the China jobs. While at Columbia, she attended New York Women in Communications events and connected with many inspiring, encouraging members in the field.

Lauren believes that to connect is “to listen, learn, and put knowledge into action”—skills she uses daily. Although she lives thousands of miles away, she follows the organization’s news online and intends to become more involved when she returns to New York.

Working the Grapevine: Building Connections through New York Women in Communications

By Patricia Maloney

When **Joan Cear** joined New York Women in Communications 10 years ago, she expected to make professional contacts, but she didn't anticipate the number of members she would count as friends today. "My husband and I often go on double dates with the friends I've made and their husbands," says Cear.



The organization has also benefited Cear's career, as referrals from members have brought new clients to her public relations firm, G.S. Schwartz & Company, where she is managing director. "The men in my office are so jealous of my contacts that they often joke that they want to start New York Men in Communications," says Cear. She is currently serving on our board of directors as vice president/Foundation liaison.

Similarly, **Julie Livingston** found it surprisingly easy to make connections when she joined eight years ago—and she found that she was soon meeting industry legends. At one of her first New York Women in Communications events, Livingston was recruited for the Matrix Awards Committee. She remembers being especially thrilled the year she met **Katharine Graham** of *The Washington Post*. "She took my hand and said, 'Hi, I'm Kay.'"

Livingston went on to co-chair the Matrix Awards ceremony committee in 2002, and she served on our board of directors as vice president of public relations from 2002–2004. After joining, career opportunities quickly opened up for Livingston, who had been a public relations consultant specializing in gold and diamonds. "I felt cut off from the industry, and I wanted a break from being an entrepreneur," says Livingston.



Through a member's tip, Livingston found a position as director of corporate communications at Scholastic. Today, she is senior director of marketing communications for the Toy Industry Association.

One of our newest members, **Patricia Popescu**, is on her way to following Livingston and Cear's lead and becoming well connected. She joined this past March, soon after moving to New York City from Milan to begin studying for an MBA in communications and media at Fordham University.



"Next year, I'll be graduating," says Popescu, "so networking is important. I want to meet people working in media." Popescu has already taken the first step that Livingston and Cear agree is the key to getting to know members: Join a committee. What other advice can they offer? Attend events and then follow up with the members you meet. "Networking is like a marriage," says Cear. "You have to work on it constantly."



When Your Parent Is in the Hospital

By Loraine Miller

My beloved father died in June. We were close, and his death pierced my heart. But death was not what I most feared as I drove him to the ER when he first fell ill. I guess my belief that death is in God's hands helped. It was the hospital stay that I feared. For that was in my hands. It was my job to manage it to our best advantage, and I knew from experience that that requires knowledge, effort, and guts. At some point, it's likely that your own parent will face a hospital stay, so here's some of what I learned from my experience:

■ **Have legal documents in order.** They are critical for enabling you to assume leadership of your parent's care.

1. **A Living Will** states your parent's wishes in dire situations, like whether to resuscitate in case of heart failure, or be kept alive via feeding tubes, and other gruesome scenarios. Knowing your parent's wishes is a big help. As we loaded my very ill dad into an ambulance to go to a better hospital, the EMTs wanted confirmation from me that he was a DNR—Do Not Resuscitate—should he not survive the trip. It's a stunning moment for a daughter, but I was sure of my response.

2. **A Healthcare Proxy** gives you power to make healthcare decisions for your parent, should he need it. I transferred my father against medical advice, and I refused repetitive invasive tests. Hospitals will keep testing and testing (torturing?) until you say "Stop!"—and you need to have the authority to say that.

3. **A Durable Power of Attorney (POA)** grants you the legal power to take over aspects of your parent's life, including finances. During an extended hospitalization, fronting his household bills can get expensive, and the POA can give you access to his money. I also accessed my dad's funds for expenses that insurance doesn't cover, like private nursing care, which ran into the thousands, but was indispensable.

■ **Know the basics of your parent's health insurance.** My dad's plan limited his choice of doctors, so I changed his plan while he was hospitalized, which wasn't easy. I recommend that Medicare be your

parent's primary insurer, for it is accepted virtually everywhere. Have a copy of his insurance and Medicare cards handy, and be aware that you can get online access to both plans, which can help you monitor expenses and payments.

■ **Know your parent's essential health information.** Dad was smart enough to bring with him a list of his past health issues, and a list of his medications, including dosages.

■ **Know your parent's physician.** Is she capable and easy to reach, and does she have privileges at your chosen hospital? A great primary doctor is probably the most important factor in both the hospital stay and your sanity.

■ **Know what you know.** When your parent is hospitalized, have confidence in your gut instincts. You know your loved one better than the attending resident. The doctors kept telling me how good Dad looked, but they had no point of reference. Dad and I knew something was seriously wrong. They said his fatigue was not unusual given his age, but I had witnessed his high energy hiking on my Montana ranch just weeks earlier.

■ **Remember to care for his soul.** I had both a priest and a masseuse visit regularly. I played his beloved Viennese waltzes and Johnny Cash tunes on my iPod speakers, wheeled him out into the garden sunshine, and sneaked in his favorite little dog to visit. We exchanged profound expressions of love. With the hospital staff, I was a general, but with Dad, I was his daughter, and he fathered me to the very end.

RECOMMENDED BOOKS:

Dr. David Sherer's *Hospital Survival Guide: 100+ Ways to Make Your Hospital Stay Safe and Comfortable* by David Sherer

How to Survive Your Doctor's Care by Pamela F. Gallin

Hospital Stay Handbook: A Guide to Becoming a Patient Advocate for Your Loved Ones by Jari Holland Buck

How to Survive Your Hospital Stay: The Complete Guide to Getting the Care You Need—and Avoiding Problems You Don't by Gail Van Kanegan

WEBSITES:

www.aging.state.ny.us
Download a good resource guide.

www.mymedicare.gov
Online access to medicare plans.

Loraine Miller is a financial consultant and financial planning specialist with Smith Barney, a division of Citigroup Global Markets Inc., member SIPC.

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Save the Date!

Gratitude Breakfast

Monday, November 19, 2007, 8 a.m.



THE WARM HOLIDAY FEELING of this event draws more than 200 attendees each year. Tickets are sold in pairs to encourage each individual to bring along a person for whom she is grateful. The program will feature **Deborah Norville** (left), host of "Inside Edition," chatting with **Donna Dees**, founder of the Million Mom March, about

Norville's new book, *Thank You Power: Making the Science of Gratitude Work for You*. To register, go to www.nywici.org. *The St. Regis Hotel, Fifth Avenue at 55th Street.*

2008 Matrix Luncheon

Hosted by **People**

Monday, April 7, 2008

The Waldorf=Astoria Hotel.

Join the New Sponsorship Committee

NEW YORK WOMEN IN COMMUNICATIONS has formed a new committee to actively seek sponsorships for organization events and programs, such as Cocktails & Conversations and the annual Student Career Conference. Under the leadership of **Sue L. Katzen**, associate publisher of *Cosmopolitan*, the Sponsorship Committee will work to centralize and step up sponsorship efforts. "I am anxious to share the new and varied sponsorship opportunities that will unite our company with our organization's very enthusiastic membership," says Katzen.

Interested in joining the new Sponsorship Committee or being a sponsor yourself? Contact our headquarters at 212-297-2133.

VISIT **www.nywici.org** FOR

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- The latest industry news
- Job postings for communications professionals
- Member blogs and other regular features

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