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02.28.08

UPCOMING

**I Inner Circle of Matrix**

Past Matrix winners share stories of their careers and lives.

Tuesday, March 11, 6 to 8 p.m. Scholastic, 557 Broadway. [Register!](#)

**I Matrix Awards Luncheon**

Monday, April 7. General reception, 11:30 a.m.; program, noon.

Waldorf-Astoria Hotel, 50th Street and Park Avenue. [Register!](#)

**I April C+C: Digital Dialogue**

Speaker: Deborah Fine, President of iVillage Properties. Interviewer: WNBC anchor Perri Peltz

Tuesday, April 15th. [Register!](#)

**I Internal Communications: Uncovering the ROI**

Launch of the Masters Series, geared to senior professionals

Tuesday, May 6. [Register!](#)

**SPOTLIGHT ON  
NANCIE STEINBERG**



She is a vice president, media services, at [Chamberlain Healthcare Public Relations](#), a leading public relations agency specializing in developing and managing integrated communications programs for brands with high-impact social issues including mental health, cancer, cardiovascular health and infectious diseases. She has more than 15 years of experience in healthcare public relations and media relations management.

**Why she joined NYWICI** "I was working in a remote (satellite) office pretty much by myself as the sole public relations/media relations gal and wanted to interact socially with other communications professionals — to expand my horizons, knowledge and network and enhance my work life. The speakers and topics drew me in as well.

"I liked the idea of women helping other women and growing as a communications professional. What better way to do it? It's empowering to lend a helping hand or share advice with fellow members and to have colleagues I can go to for guidance. Everyone benefits!"

**Friendships** "I've cultivated and forged relationships with amazing women as an active board member and committee chair. I'm now co-chair of the Program Committee with the lovely Pat Baird and was co-chair of the Membership Committee with the fabulous Jeanne Byington. One year, I co-produced the Matrix Journal with Jeanne as well. These experiences have been so rewarding."

**Latest NYWICI projects**"I'm working on two exciting events with my committee. First, on March 11, we have the **Inner Circle of Matrix**, a program in which past winners will discuss their careers and lives. The panelists include Nina DiSesa, chairman of McCann-Erickson New York, Pamela Fiori, editor-in-chief of *Town and Country*, Myrna Blyth, author, columnist and chair of the President's Commission on White House Fellows, Terrie Williams, president of her eponymous public relations firm, the Terrie Williams Agency, and Patrice Tanaka, co-chair, chief creative officer-Whatcanbe Ambassador-CRT/tanaka.

"The May 6 event, **Internal Communications: Uncovering the ROI**, features a panel of pros — both in-house staff

and consultants — who will delve into measuring the effectiveness (and cost effectiveness) of internal communications. It kicks off the Master Series, a collection of programs targeting the senior communications professional. The series focuses on best practices within the communications environment through dialogue with expert practitioners in such fields as research and analysis, digital metrics, new technology platforms, executive communications, localization and globalization, corporate and brand reputation, change management and employee performance.”

Time-out “I enjoy spending time with my family whenever possible — hanging with my two darling boys, Austen, 10, and Alistair, 16 months, at the playground, birthday parties and museums and watching team sports that Austen participates in, like baseball and football.”

— As told to Michelle Lodge

To join the Program Committee or any other, contact Emily Brochstein at 212-297-2133. [Learn more about committees.](#)

### Matrix Auction Redux!

The New York Women in Communications Foundation has partnered with [Charity Buzz](#) to host its online auction to raise scholarship money for young women pursuing communications careers. It will take place in conjunction with the 2008 Matrix Awards on April 7. Highlights from last year’s auction include:



Lunch with *Today* hosts Meredith Vieira and Matt Lauer

A week as an intern at *Allure* magazine, with at least one day on a fashion shoot set  
The ultimate Mets experience: watching batting practice, sitting in field seats, touring the stadium and seeing your name on the scoreboard

If you would like to donate an equally compelling experience, contact Cheryl Thompson at 203.226.8306 or [cthompson@charitybuzz.com](mailto:cthompson@charitybuzz.com).

### Ask the career coach ALEXANDRA DURAN

This month’s NYWICI coach is no stranger to the communications business. [Alexandra Duran](#), MSW, CSW, JD, has been cited or published by *The New York Times*, *The Wall Street Journal*, *Business Week*, *Radio & Records*, *New York Law Journal*, *SmartMoney*, *New York Lawyer* and Japan Public Television. In addition to being a coach, facilitator and the founder of Career Transitioning, Alexandra is a therapist and attorney. Below, find out how she works.



Q. When a client is keen to make a change, how do you help?

A. “NYWICI member Mistina Bates (former NYWICI vice president of Communications) had reached a plateau in her corporate job. Her responsibilities had piled up so much, she had scant time, she thought, to do any one thing well. Naturally, she was frustrated.

“I worked with Mistina to improve her outlook. Eventually, she decided to launch a copywriting business — a long-time dream. During this phase, I coached Mistina as she gained the confidence to build a business from scratch. Her challenges included lack of a professional network and the obvious drawback of leaving a six-figure salary. While saving her money and planting the seeds for her escape through an intensive networking campaign, Mistina kept her job. Now, four years later, she is running her own business, [Market It Write](#), and her company’s revenue nearly matches her prior salary — with the upside that she may never have to work in a corporate job again.”

— As told to Alissa Pinck

Need guidance in the work arena? One of the many benefits of being a NYWICI member is that you’re entitled to one free session with a [coach who can help you jump-start your career or business](#). To highlight NYWICI’s roster of coaches, the newsletter will run a Q&A each month with a different coach. To suggest a question, [email us](#).

## Membership Update

Congrats to us all — we're already well over 1,000 members and it's only February! If a nonmember colleague or friend attends an event with you, please remind them that if they join that day — or evening — they'll save the \$45 one-time registration charge.

Meanwhile, it's time for a treat. Check out the [spa discounts](#) on the web under member benefits—they range from 10% to 20% off. You're worth it!

## KRISTINE GOES (ALL) DIGITAL

NYWICI's chief accepts broader role at Hearst Magazines



Starting March 1, NYWICI president Kristine Welker assumes a new position at Hearst Magazines. She will become vice president of sales and marketing for all the company's digital media properties, overseeing its branded sites as well as its stand-alones, which include Kaboodle and eCrush. Kristine is now vice president and publisher of *CosmoGIRL!*

## And, finally, check out

- | *Send Yourself Roses: Thoughts on My Life, Loves, and Leading Roles* (Springboard), a memoir of actress Kathleen Turner, by Turner and Gloria Feldt. Also, log on to Gloria's new site, [www.gloriafeldt.com](http://www.gloriafeldt.com), which includes her political blog.
- | [www.veryshortlist.com](http://www.veryshortlist.com), one mind-tickling cultural item a day, five days a week.
- | [www.talkingpointsmemo.com](http://www.talkingpointsmemo.com), political blog by Joshua Micah Marshall, recent recipient of the George Polk journalism award.
- | Coming soon: Coverage of Cocktails & Conversation's 5 Great Gigs & the Women Who Have Them, reported by Rachel Buttner, with photos by Maryanne Russell Photography. Look for it on [www.nywici.org](http://www.nywici.org).

Please send us your feedback. Let us know what you think of the articles and what you want to see in upcoming editions. If you're interested in contributing, shoot us an email at [websitecommittee@nywici.org](mailto:websitecommittee@nywici.org).

## TO BLOG ON THE WEBSITE:

If you'd like to contribute to the blogs, send your story idea to: [info@dwyeth.net](mailto:info@dwyeth.net), subject line: NYWICI Blog.

Michelle Lodge, Editor, NYWICI Now

Patricia O'Connell and Deirdre Wyeth, Co-Chairs, Communications Committee

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