



01.05.2009

[SPOTLIGHT ON RENEE NIÑO DE RIVERA](#) | [RÉSUMÉ REDO](#) | [INAUGURATION VIEWING](#)

NEXT UP



TOMORROW NIGHT!

Tuesday, 01.06

6 to 8 p.m.

Thriving in a Tough Economy

Panel featuring Carolyn Kepcher, left, columnist, career coach and former cast member of *The Apprentice*; Bonnie St. John, author, speaker, professional coach; Doris Meister, Alliance Bernstein.

Doubletree Guest Suites Times Square
1568 Broadway (corner of 7th Ave. and 47th St.)

[Register!](#)



Thursday, 01.08, noon to 1 p.m. Meet the

Coach & Let's Remix Your Résumé

Career coach Marion Gindes, left, shows you how. MSN, 1290 Avenue of the Americas, 6th Fl., (between 40th and 41st); gratis. Call Ellery to sign up: 212-297-2131

Tuesday, 03.03, Cross-Cultural, Cross-Age Communication. Master Series. Details forthcoming.

THE BIG EVENT Monday, 04.27, Matrix Luncheon. Waldorf-Astoria, 50th St. and Park Ave. Registration will open soon.



SPOTLIGHT ON RENEE NIÑO DE RIVERA

Who she is President of Niño de Rivera Communications, a company she has owned for 15 years. Her firm's clients include

Lorenzo Caprile, the fashion designer for the Royal House of Spain;

NYWICI Pulse



Do you endorse Caroline Kennedy's bid for Hillary Clinton's Senate seat?

Vote in the Pulse poll on the [NYWICI homepage](#) and find out how fellow members feel about this issue.

The NYWICI membership hit a bull's-eye in answering the last issue's poll about Sen. Clinton. More than half of you voted in favor of her accepting a Cabinet-level position, just as she was about to be named President-elect Obama's choice for Secretary of State. Close to 20% favored her remaining Senator, while 11% supported her going for the next Supreme Court opening and 9% making another run for the President.

With Caroline Kennedy in the news, let's see how prescient the

the Japan Foundation; and DuPont Mexico.

NYWICI experience Co-vice-president of the Membership Committee and a member for four years.

"I joined NYWICI because I am a firm believer in joining associations. As a new arrival to any city, one needs contacts with other professional women. It's one way to learn about different places and to give back to the community you live in."

They call this work? "I'm passionate about helping corporations bridge cultural gaps. I love working in multicultural and multinational environments and the creativity involved in putting a deal together and the excitement of launching a new brand or creating an image for a client. Building all a campaign's elements--from beginning to end--and watching it take shape never ceases to excite me."

Stops along the way "I was born and raised in Mexico City, went to high school in Chicago and also spent several months in Paris during that time. I attended St. Thomas University in Houston and did post-graduate studies at Mexico's National University and, while living with my diplomat husband in Geneva, Switzerland, I attended the University of Geneva.

"Globalization has been the backdrop for much of my life. From an early age, I have been continually exposed to international experiences and foreign languages. My family home served as a meeting place for international athletes, artists and diplomats. Understanding the differences and similarities among cultures is something I always strive to achieve. Bridging cultures is something I enjoy doing, and I consider it a must for managing one's life and business in today's world."

Proud polyglot She speaks Spanish, English and French.

Star power "The Sogetsu School of Ikebana recognized me as Sensei (master teacher) in 1986. I starred in and produced a TV program on lifestyle and was featured in many articles, among them in Vogue Mexico, ELLE Mexico and Sogetsu Japan and newspapers in Mexico and Ecuador, such as El Universal, Novedades and Reforma. When a preteen, I was Mexico's national diving champion and, as a teenager, I won the gold medal at the Central American and Caribbean Games."

Volunteerism "I market museum-quality embroideries for the Widows of Bangladesh and serve as a spokeswoman on Hispanic TV and radio for Sister to Sister Foundation, which educates women about heart disease."

membership proves to be with our latest question.

JOB OF THE MONTH

Title Program Officer, Southern Africa

Where International Women's Health Coalition (IWHC), NYC

Level Mid-career

Description

Conceptualize, implement and monitor the organization's work in Southern Africa, including some of the following, manage its grants, support current nongovernmental organization (NGO) partners in Botswana, South Africa and Swaziland, work with partners on such topics as HIV/AIDS and human rights, and contribute to the organization's strategic thinking and planning. Travel 30% of time.

Requirements At least five years' experience in women's sexual and reproductive rights and health, gender and development and/or HIV/AIDS policy, including at least three

Simply unforgettable In New York City, the Kaplan Penthouse at Lincoln Center, while listening to Jordi Savall play the viola da gamba. Abroad, visiting the Po Lin Monastery on Lantau Island, Hong Kong; Vezelay in France; and Palenque in Mexico.

Guilty pleasures Exquisite bed and table linens

Motto "If you want to have fun, learn to speak Spanish."

-- as told to Michelle Lodge

years working in or with organizations based in Southern Africa.

Additional information

<http://iwhc.org/jobs.cfm#programofficercomms>

Contact Liisa Sweet-Korpivaara at recruitment@iwhc.org

For more job listings, go to www.nywici.org.

--Rachel

Buttner

You, Too, Can Go Green

by Rachel Buttner

New York City's first green high-rise office building was a fitting backdrop last month for Cocktails & Conversations's It's Not Easy Being Green: The Explosion and Future of Green Media.

The 46-story Hearst Tower welcomed nearly 100 attendees, who, before settling into the panel discussion, sipped drinks while networking. When departing they received green freebies: all-natural and organic lip balms and olive bar soaps from Kiss My Face, an environmentally friendly body-care company; and Cleanup soap, soap shaped like a landmine, whose profits support landmine removal, survivor assistance and the Cambodia Landmine Museum.

The concept of green, using sustainable and recycled products, now impacts every industry--from television to food--with both positive and negative factors, said the panelists. They also addressed what communications professionals can do to publicize green initiatives both to the media and within their own companies.

Brian Howard, editor of The Daily Green, moderated the panel that featured Gail Heimann, vice chairman of Weber Shandwick Worldwide; Linda Descano, president and COO of Women & Co./Citi; Sarah Eaton, senior vice president of public relations at the Sundance Channel; and Fred Shank, director of public relations and public affairs of the Northeast and mid-Atlantic at Whole Foods Market.

From the panel, and the author of this piece, came these green tips:

· **Do you really need a copy of that?**

At Weber Shandwick especially excessive use of the copier machines is monitored. So think twice before making a copy or printing out an email.

RÉSUMÉ MAKEOVER



Catherine Kaputa
business coach

Catherine Kaputa has perfected her ability to brand products from Madison Avenue to Wall Street, the halls of academe to her own brand consultancy. Yet, she has discovered that the best application for branding is for people. This busy business coach is the author of **U R a BRAND! How Smart People Brand Themselves for Business Success**, the winner of the Ben Franklin award for Best

· **Plastic bags: ugly and eco-unfriendly**

Eco-friendly Whole Foods Market banned disposable plastic bags in all its stores after launching designer Anya Hindmarch's I'm Not A Plastic Bag (the inventory of Hindmarch's bags sold out within hours). So carry your groceries in green style by using a reusable fabric bag.

· **Why print it when you can just read it?**

Descano leveraged technology at Women & Co./Citi to put 80-page financial reports online. Cut back on energy and costs by uploading documents to a Website for easy viewing anywhere, anytime.

· **Recycling role models: a bright idea**

Being green goes beyond "just changing light bulbs," remarked Eaton, who noted that Sundance's The Green, the first regularly scheduled TV program dedicated entirely to the environment, aims to create positive images of environmentalism. Lead by example and involve kids in day-to-day recycling tasks, and watch them develop the same good habits.

· **Turn off the tap and share the resource**

The millions of gallons of water showering down the ice fall in the Hearst lobby? Fear not, it's recycled rainwater. Save a few gallons by turning off the tap while brushing your teeth, for instance.

For pictures and more coverage of the event, log on to www.nywici.org.

Career Book 2007, and **The Female Brand**, forthcoming this year. Catherine works with individuals to define their career identity and performance success. Here, she offers tips on redoing your résumé.

"Rather than offering a laundry list of skills and jobs written in corporate speak with no focus or message, develop a single-minded positioning for yourself that differentiates you from others and is both relevant to the company and to what's in-demand in the job market. Tell the story of that positioning and link aspects of your career in a coherent whole.

"Use the profile statement as an attention-grabber and to position yourself. Stay away from generalities and clichés (such as team player and good interpersonal skills) and instead highlight what sets you apart.

"Tell a story about your career accomplishments and use buzzwords found in the job description, as many employers employ software that singles out résumés using those words.



Thank You for Being You

A bear hug is one way these two attendees at the annual Gratitude Breakfast last month showed appreciation for one another. For a full report, read Mildred Antenor and Catherine Carlozzi's coverage at www.nywici.org.

Welcome, Teri Gamble!

She is a professor in the Department of Communication Studies at the College of New Rochelle (CNR)



Member since October 2008

Why she signed up "I joined [New York] Women in Communications to network and stay current regarding challenges and innovations in our field. My primary goal is to keep undergraduate and graduate students in Communication Studies at the CNR well-informed when it comes to career trends and opportunities."

You Heard It Here

"The media wield tremendous power, which is why it is so important for journalists to get these [environmental] stories right."

--Simran Sethi, head of environmental programming at the Sundance Channel, journalist, consultant

To read 5 Questions with Simran Sethi, reported by Kristen Dolle, visit www.nywici.org.

And Finally...

As the nation prepares for the inauguration of Barack Obama as the 44th President of the United States on January 20, local events are plentiful. Read on:

* **The Changing of the Guard in Washington: What to Expect at 6:30 p.m. on Thursday, 01.15**, sponsored by the Phi Beta Kappa Society at Fordham University Lincoln Center. It features Judy Woodruff, right, senior correspondent for PBS's News Hour with Jim Lehrer, followed by a roundtable discussion of journalists led by newsman Bill Moyers. Details: <http://www.pbk.org/home/FocusNews.aspx?id=180>



Free big-screen viewing opportunities for the presidential swearing-in are offered at the following locations:

- * **City Hall.** Doors open at 10:30 a.m. and the event continues until President Obama's speech concludes. RSVP by January 16 to (212) 442-1649 or events@council.nyc.gov.
- * **Columbia University,** Broadway and 116th St., universityprograms@columbia.edu
- * **New York University,** Washington Square and West 3rd St., www.nyu.edu/mlkweek/
- * **Symphony Space,** Broadway and 94th, www.symphonyspace.org/event/2908-2009-presidential-inauguration?source=calendar
- * **Times Square,** Broadway and 44th. Outdoor viewing.

Too many happy hours

* **CLOSING THE GAP ON DRINKING (UNFORTUNATELY):** New York magazine divulges the latest movement in gender equality: drinking. Read "Gender Bender" at <http://nymag.com/news/features/52758/>.

"Finally, use an endorsement. As the saying goes, the best advertising is word of mouth--endorsements from satisfied customers. So ask a former boss, senior executive, client or colleague if he or she would provide a quote about you and your abilities and place this testimonial right after your profile."

--as told to Alissa Pinck

To fine-tune your résumé, sign up for the free workshop with business coach Marion Gindes on Jan. 8. See Next Up, above, for details. Find more information about NYWICI's roster of coaches and membership benefits associated with it at www.nywici.org.

We're All Ears!

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 imc@nywici.org

Michelle Lodge, Editor, NYWICI Now | Patricia Maloney, Content Director

**Dorothy Crenshaw, Gail Griffin and Linda Levi, Co-Vice Presidents,
Integrated Marketing and Communications Committee**

New York Women in Communications, Inc. empowers women in all communications disciplines to reach their full potential by promoting their professional growth and inspiring them to achieve and share their successes in the rapidly changing world of communications.

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