



03.02.09

[SPOTLIGHT ON TIMI LEWIS](#) | [MORE ON MENTORING](#) | [LAUNCHING A FIRM IN DICEY TIMES](#)

## NEXT UP

### \*TOMORROW NIGHT\*



**Tuesday, 03.03, 6 to 8 p.m., Lost in Translation: The Secret to Communicating Across Cultures and Generations Successfully.** Featuring Melissa LaVigne, left top, director, New York, The Intelligence Group, a division of CAA; Lorenca Consuelo Rosal, left bottom, managing director, Burson-Marsteller; Harriet Cole, creative director, Ebony; Ginny Pulos, president, Ginny Pulos Communications, Inc. Moderated by Jennifer Brown, CEO, Jennifer Brown Consulting. Burson-Marsteller, 230 Park Avenue South (at 19th Street). **Register!**



**Tuesdays in March, 10 to 11:30 a.m., Coffee, Conversations and Connections.** Networking at the Citicorp building, Lexington between 53rd and 54th; look for the New York Women's Media Council sign. Free; no registration needed.

**Monday, 03.09, 6 to 9 p.m., Communications Career Roundtables.** With medical reporter Sapna Parikh, M.D., left, WNYW-TV/Fox 5; Heather Kleinert, senior director, Trachtenberg & Co.; Mariel Concepcion, associate editor, Billboard.com; Time contributor Michelle Lodge. NYU's Kimmel Center, 60 Washington Square South at West 4th Street. **Register!**



**THE BIG EVENT! Monday, 04.27, Matrix Luncheon,** featuring emcee Meredith Vieira, left, co-anchor of NBC's Today Show, and presenters, actors Tom Hanks and Julianne Moore; hosted by Seventeen; Waldorf-Astoria, 50th Street and Park Avenue. **Register!**



**Tuesday, 05.05, Crisis Communications,**

## NYWICI PULSE



First Lady Michelle Obama, above, has vowed to promote the cause of working and military families.

What else would you like the First Lady to champion?

- \* Pay equity for women
- \* Effective, affordable education for all
- \* Programs addressing sex crimes
- \* Initiatives dealing with bias, such as gender, race, age
- \* Healthy lunches for public school children

[Vote on nywici.org.](#)

**RESULTS** Last month's NYWICI Pulse

Were you inspired enough by activist Lilly Ledbetter, and the Lilly Ledbetter Fair Pay Act, to ask for a salary review? The results showed that 31% of NYWICI members who participated in the poll acknowledge that they are underpaid and plan to ask for a salary review, while 24% say they wouldn't because they believe they are well-compensated and 24% think they are underpaid but won't request a review because they don't want to make



Master Series. Details forthcoming. **Register!**



## Spotlight On

### TIMI LEWIS

She is the director of corporate affairs and strategic planning for NYC Media Group and co-vice-president of NYWICI's Programming Committee.

**Experience with NYWICI** "I joined last year--inspired after attending an insightful event that featured Maria Bartiromo of CNBC. That evening I met a lot of a people, including board members who were very friendly and introduced themselves."

**Working** "I didn't start off working in television. I never even considered a career in media, which is ironic given how much it suits me. I'm a Maryland-D.C. native who began working in nonprofits after college, held internships with the federal government in Washington, took a fellowship in South Africa advising a quasi-governmental organization after graduate school, and moved to New York to work as an international trade consultant for two of the big accounting firms."

**New York haunts** "I love seeing the skyline from the air and taking walks around the city, especially through Central Park, the Cloisters, Battery Park, Fort Tryon Park and Inwood Hill Park."

**The fun never stops** "I'm constantly amused, especially on the subway where all manner of craziness is the norm: The subway performers, especially the acrobats and comedians, are always good for a laugh. It's a veritable circus down there!"

**Motto** "Go with your gut, follow your instincts."

**Super models** "My parents: Their love, guidance and support have made Timi Lewis possible. They taught me to reach for the stars. I'm No. 2 of four children, three girls and one boy, so my parents had their hands full. While the middle-child syndrome is well-documented, I'm not sure what it really means to be second in a brood of four, but I've always been pretty intrepid."

**Guilty pleasure** "Champagne."

waves.

In Lilly Ledbetter's battle to win lost pay for doing the equal work of men at a Goodyear tire plant in Alabama, she said: "I'll feel that this long fight was worthwhile if at least at the end of it I knew that I played a part in getting the law fixed--and that it can provide real protection to real people in a real world."

--Carmen Pichardo-Gonzalez

## CHARITY BEGINS AT MATRIX

Would you like to offer a day with a CEO, a vacation-home or time-share stay, spa or hair-salon packages or a shopping jaunt? If so, contact Cheryl Thompson, NYWICI's auction specialist at [www.charitybuzz.com](http://www.charitybuzz.com) via [cthompson@charitybuzz.com](mailto:cthompson@charitybuzz.com) or at 203.226.8306.

Those donations are to be used for the NYWICI Foundation's annual online auction--between April 12 and May 7--in conjunction with the Matrix Awards Luncheon on April 27, which is the charity's hard launch. Proceeds will help fund scholarships and educational programs for women beginning or transitioning into a communications career.

## JOBS OF THE MONTH

I. Title Freelance Copywriter (B2B)

Company Marke Communications

Level Mid-career

**Downtime** "I love to do nothing. It's a legitimate activity! But I also go to museums (the New York Historical Society is a hidden gem), plays (loved a revival of Home at the Signature Theatre) and eating out (Thai food is my favorite, but French is catching up). Plus, I watch lots of TV, mostly in the middle of night (thank you, DVR!). My TV tastes are eclectic: from home and garden and lifestyle programming, to procedural crime dramas, a bit of hard news, some entertainment recap shows and light-hearted hour-long dramas. My standard definition 27"-inch TV is nothing special but it is the first and only set that I ever bought; all others were borrowed."

**You'll often see her in "Red.** I especially love red shoes and have loads of red accents around my apartment, such as a candy-apple red credenza, art work and rugs and brick-red bedding, my laptop. Wow, that's a lot of red..."

**If she could relive a day** "I'd tell my second-grade crush, T.J. Jones, I love him. He had the cutest dimples and the brightest smile. It would have changed everything - ha!"

*---As told to Michelle Lodge*

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## Give a Little, Get a Lot: NYWICI's Mentoring Program

By Michele Hush

For those keen to mentor or be mentored, enrollment ends March 14, so apply now.

The program is the passion of Beth-Ellen Keyes, the founder of SpeakerSpace (a corporate communications and conference development consulting practice), current member of the NYWICI Foundation Board and co-chair of the Matrix Awards. Three years ago, Beth-Ellen signed on to mentor a high school student under the auspices of iMentor, an organization that matches mentors with students in the NYC public school system. Through iMentor, she participated in weekly guided e-mail sessions with a student at the Bronx High School of Arts & Letters.

Beth-Ellen's role with the NYWICI Foundation put her in close contact with students and young professional NYWICI members. As she met with them, she realized that these young women could also benefit from a mentoring program. The key was to make the program as easy to use as iMentor. She went straight to the source, and NYWICI became one of the first organizations to license New

**Description** Write direct mail, space ads, brochure materials and catalogs while interacting with clients, art director and account director

**Requirements** Ideal candidate has six to 10 years experience in financial and/or business writing in direct mail field. Versatile self-starter and team player with ability to think and write strategically and an understanding of the CPA business environment a plus

**To apply** Send cover letter and resume to Christina Larson at [clarson@marke.com](mailto:clarson@marke.com)

**II. Title Writer**

**Company**  
Bettyconfidential.com

**Level** All

**Description** Writers needed in areas of relationships, health, style, sex, celebrity, home and food for a fast-growing women's website

**Requirements** You don't have to be a professional writer, just willing to share your thoughts, experiences and opinions with other women.

**Contact**  
[April@BettyConfidential.com](mailto:April@BettyConfidential.com)

For more job listings, go to [www.nywici.org](http://www.nywici.org)

*--Rachel Buttner*

### 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)

York City's iMentor program.

Although the new program has been adapted for NYWICI's needs, it maintains iMentor's carefully matched mentors and mentees, training process, guided weekly e-mail conversations and occasional in-person meetings.

[Read more about the program and apply to mentor or be mentored on nywici.org.](#)

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## Welcome Back, Yvonne Koulouthros!



She is principal of the Ramsey, N.J.-based Way With Words, an editorial/copywriting services and consulting firm.

Member from 1999 to 2006, then re-upped in December 2008. Yvonne let her membership lapse because working in New Jersey made it hard to attend NYWICI events in the city.

**Why she rejoined** "I missed the camaraderie of the female executives, learning more about successful women in the communications industry, attending the stimulating discussion-driven events and the generous feedback (networking and otherwise) that NYWICI members give freely to each other. Lastly I am currently working on adding translation (Spanish and French) to the services that my firm provides, so I'm looking forward to, hopefully, learn from NYWICI members who are well-versed in this area!"

--R.B.

Review member benefits at [nywici.org](http://nywici.org).

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## How I Started My Company



*Patrice Tanaka  
Co-Chair, Chief Creative Officer  
CRT/tanaka*

"I believe where there's a will there's a way. That's how I came to lead a management buyback of our PR subsidiary from Chiat/Day advertising in July, 1990 to form Patrice Tanaka & Company, Inc. (PT&Co.). The idea to do a buyback and start my own agency was, for me, simply a survival strategy to ensure that I could continue working with dear colleagues.

"In February 1990, I learned that our largest client, Brown-Forman, the distributors and marketers of Korbel Champagne, for whom we had done ground-breaking work creating Corporate America's first-ever Department of Romance, Weddings & Entertaining--all the occasions one would celebrate with the bubbly--was ending its relationship with us and consolidating its business with another PR agency that handled many of their brands. Brown-Forman was trying to reduce its overall spending on all of their beverage alcohol brands in anticipation of an economic downturn.

"I knew that if I reported this major account loss to our then-parent company, they would force me to lay off the entire four-person team who was working on the Korbel business. I didn't report this for another month until I could figure out a way to avoid having to fire my colleagues. Ultimately, my big idea and one of my proudest accomplishments was to lead 11 of my co-workers in a buyback to start an independent PR agency that was wholly owned by us.

"Many people helped us, including my parents who took out a second mortgage on their house to loan us operating capital, and Joseph Block and Chuck Nardizzi, owners of a PR firm, who were leaving the city and provided us with a furnished office equipped for a PR agency.

"Our biggest challenge: We started our new agency in July 1990; only later did we learn that this was the official start of the recession of 1990-91. Within six months, we lost half our billings. Rather than cutting half our staff of 12 people, we all took salary cuts to avoid laying anyone off and focused on re-building our lost billings. Twelve months later, helped by the rebounding economy, we grew 100 percent.

"In building PT&Co. we garnered recognition for our commitment to creating a workplace community and were cited as the #1 Best Workplace and the #1 Most Creative PR agency in the nation.

"After 15 years, we decided to merge with a PR agency that was similarly focused on workplace culture, the Richmond, Va.-based Carter Ryley Thomas. Together, we formed CRT/tanaka to create a larger national agency with greater reach and capabilities.

"Today, our new agency has 80 employees in four offices (New York, Los Angeles, Richmond and Norfolk). Our cultural ethos and approach are captured in the word: whatcanbe. While this current economy is a challenging time to build a new PR agency I am full of hope and optimism about being part of CRT/tanaka, where our whatcanbe can be summarized in the words: Goodness. Genius. Greatness."

--Alissa Pinck

To submit your story, send an email with NYWICI Now in the subject line to [EBrochstein@kellencompany.com](mailto:EBrochstein@kellencompany.com).

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## And finally...

Bake a Cake for a Soldier

<http://www.bakemeawish.com/operation-birthday-cakes.php>

Brown's Book Beast

<http://tinyurl.com/arpvad>

Creative Types, a Solution to the Recession

[http://adage.com/mediaworks/article?article\\_id=134594](http://adage.com/mediaworks/article?article_id=134594)

Got milk? New study claims calcium consumption lowers cancer risk

<http://www.nytimes.com/2009/02/25/health/25cancer.html?ref=health>

Got cocktails? But a drink a day can raise cancer incidence, another study shows

<http://www.washingtonpost.com/wp-dyn/content/article/2009/02/24/AR2009022402361.html>

New media grant for women

[http://www.newmediawomen.org/site/proposal\\_guidelines/](http://www.newmediawomen.org/site/proposal_guidelines/)

Hachette Filipacchi out of MPA

[http://adage.com/mediaworks/article?article\\_id=134496](http://adage.com/mediaworks/article?article_id=134496)

International Women's Day, March 8

<http://www.un.org/ecosocdev/geninfo/women/womday97.htm>

Tweet your Congressional leaders

[www.tweetcongress.org](http://www.tweetcongress.org)

### *Matrix '09 in the news*

The NYWICI Integrated Marketing and Communications Committee has generated buzz for Matrix. To date, the event has been covered in more than 140 outlets, generating over 28 million media impressions. Below, highlights.

\* The New York Times: [http://www.nytimes.com/2009/02/09/business/media/09adnewsletter3.html?\\_r=](http://www.nytimes.com/2009/02/09/business/media/09adnewsletter3.html?_r=)

\* [Bulldog Reporter](#)

\* [BusinessWeek](#)

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

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