



10.05

[NETWORK TONIGHT WITH NYWICI](#) | [HAPPINESS POLL](#) | [JOIN THE NEWEST COMMITTEE](#)

NEXT UP

TONIGHT

Monday, 10.05, 6 to 9 p.m.

NYWICI Night Out

Meet and mingle with colleagues and kick off the series of NYWICI Nights Out. City Winery, 155 Varick Street (between Spring and Vandam streets).

[Learn more and register!](#)

Friday, 10.23, 8 - 9:30 a.m.

Digital Skills Seminar: How Social Media is Being Leveraged by Brands - Members Only!

Interested in social media but not sure how to use it? Join us.

Polo Ralph Lauren, 650 Madison Avenue, 6th Floor.

[Learn more and register!](#)

Saturday, 11.07, registration 9 a.m., all-day event

Communications Career Conference

More than 40 communications professionals will share their insider's view of careers. Grand Hyatt New York, Park Avenue at Grand Central Terminal.

[Learn more and see video highlights of last year's conference!](#)

SAVE THE DATE for upcoming events

November NYWICI Night Out!

Details forthcoming

Tuesday, 12.01, 6 p.m.

Cocktails & Conversations: Decoding Digital

How to embrace change and navigate new media.

AOL, 777 Broadway at East 9th Street.

[Learn more](#)

Monday, 04.19.2010

Matrix Awards

Waldorf-Astoria Hotel, 50th Street and Park Avenue.

[Learn more](#)

--Edited by Michele Hush

NYWICI PULSE



Are you accomplished --and happy? That's what economist **Betsey Stevenson**, above, Th Wharton School/UPenn, tracked in a [study](#) she co-authored. Among the findings were that as women achieve more professionally, they aren't as satisfied as men in the same boat.

What's your current state of mind?

- high-achieving, high spirits
- successful, yet blue
- a cheerful failure
- down and out and downbeat

Vote on nywici.org

Past Polls

Results of Terror-Alert Poll

To last month's question about how to deal with the color-coded terror-alert system instituted nationwide in 2001, you responded:

- 47% Scrap it



Spotlight On JOANNE SEPHINE

She is vice president of NYWICI's newest committee, the [Sponsorship Committee](#), and the director of sophistication for Bionic Crayon, a New York advertising agency. Joanne works directly with clients to help them grow their brands, by translating objectives into multimedia marketing programs. For a New York jewelry designer, the firm recently launched a website, which Joanne produced.

What gives with the offbeat job title? "It's in sync with the company name Bionic Crayon. Each department head has a whimsical title, such as director of insights and designer extraordinaire. People love the name and the titles. But don't

let them fool you: We take our work and our clients very seriously."

B.B. (Before Bionic) "My career began as a freelance illustrator. Years ago, I used to lunch and hang out at the bar with the New Yorker cartoonists. I illustrated for the Daily News' city desk and created a huge amount of storyboards for advertising. After years of voice, dance and acting lessons, I began performing as a solo singer in nightclubs. I listened to all the girl jazz singers, such as Carmen McRae and Nina Simone; loved Italian disco and pop singer Ornella Vanoni; adored the Brazilian bossa nova legends Joao Gilberto and Gal Costa, but sang Johnny Mercer and Cole Porter. I traveled a lot, entertained big time and had a ball.

"I floated into the business world with advertising sales, then business development in the early '90s, and voila! Here I am workin' it for NYWICI and loving every minute of it."

Repeat rapidly (about the Sponsorship Committee) "Fresh forces foster fabulous financials. We want to forge new partnerships with a whole roster of companies that may be new to NYWICI. In time, companies will be screaming to sponsor our events."

NYWICI entered Joanne's life because a friend suggested she attend Matrix 2003. "I immediately joined NYWICI and the Matrix Development Committee, through which I met Nancy Megan--absolutely wonderful to work with. I thank her for all the guidance. Now, with six Matrix luncheons under my belt, I'm honored to co-head Sponsorship. Our committee is new and making great strides. Stay tuned."

Delights "People and their dogs. Once, in L.A., at the Hotel Bel-Air's oval pool, a woman was swimming lengths as her longhaired toy dachshund bounced along in perfect sync with her at water's end edge."

Party time "After slaving over a hot computer all day, there's nothing I like better than a swan dive into a Pinot Grigio. I draw while I watch cable news shows and I'm a classic-movie junkie. Whereas my art has always been aimed at humor, my movie preference is for film noir, mystery and suspense. In *The Third Man*, my all-time favorite, Orson Welles makes the best screen entrance ever.

"I started cooking at 10, love to create dishes and must be in the kitchen daily. My dinner parties extend into the wee hours. Zarzuela, a Catalonian seafood dish, is my specialty. However I shine in desserts--Paris-Brest with creme patissiere, all the nut tortes and fruit compotes flavored with Chartreuse, rose-flower or orange-blossom water."

Joanne's color "deeply intense alizarin crimson, lovely roses; Pantone 209C will do nicely."

--As told to [Michelle Lodge](#)

- I 37% Make it more effective
- I 17% Keep it as is

--Carmen Pichardo-Gonzalez

6 NEED-TO-KNOWS

APPLY for a NYWICI Foundation scholarship: application forms will be posted at the end of October. [Use this link to learn more.](#)

SAVE money--and your smile--through NYWICI's new partnership with American Dental. [Read the details here.](#)

DONATE to the NYWICI Foundation with every [Amazon.com](#) purchase: 4 percent goes to NYWICI whenever you [use this link](#)

JOIN a NYWICI committee, meet your peers and help make great things happen. [Choose](#) from Integrated Marketing & Communications, Membership, Programming, Sponsorship, Student Affairs and Matrix Awards.

CONTRIBUTE your tips for thriving in the recession to [NYWICI's 80 Tips blog](#)--and earn the chance to win a year's free membership. [Get more information and enter online.](#)

SHARE your wisdom with a young communicator by becoming a [NYWICI mentor](#).

--M.H.

Job of the Month

Title Director, Wholesale Online Strategy and Marketing

Company Polo Ralph Lauren Corporation (PRL)

New Committee Showcases Selling Skills

[Joanne Sephine](#), vice president of the new Sponsorship Committee, is optimistic about industry support this year and next as her eight-person committee sets out to generate backing for events and the activities of the NYWICI Foundation.

"Our committee is composed of expert fundraisers and members eager to expand their capabilities and learn how to sell from the best," said Joanne, who herself has signed on hundreds of thousands of dollars on behalf of the Matrix Awards luncheon.

"We chose communications to be a player in forging our culture. No matter what job you have, to be successful you must sell an idea, a concept, a program, budget or plan to someone else. The invaluable skills we hone on this committee are transferable to writers, editors, advertising, marketing and PR professionals--in fact all members."

Leading the committee's strategic task force is Jeanne-Marie Byington, also the Foundation's director of development, and Janine Mejeur-Haas. Additional members are Mildred Antenor, Ora Burke, Natifia Gaines, Zanade Mann and Susan Perla.

--Jeanne-Marie Byington

Welcome, Nina Elias!

She is a magazine journalism major at Syracuse University, where she serves as the features editor at the school's only monthly magazine, *Jerk Magazine*, a publication that offers political, social and cultural commentary for students and the Syracuse community. Nina also performs with an all-female cappella group. Right now she is "learning a ton about the foreign perspective on America through British mass media," while studying in London.



Member since spring 2009, when she won the Ruth Whitney Glamour Scholarship/Internship.

Why Nina signed up for NYWICI "It gave me the opportunity to make connections, have the internship of my dreams and meet beautiful, intelligent and awe-inspiring scholarship winners. Then I noticed that every time I leave a NYWICI event, I am charged up to achieve something great. I remain in NYWICI because of the members' camaraderie and dedication."

--R.B.

And Finally...

[October 1. Happy 85th, Jimmy Carter!](#)

[About Fox, according to Poynter](#)

[Buy for the cure](#)

[Disappearing journalists](#)

Description Primary point of contact between internal sales divisions, internal creative team and account partners. She, or he will act as a brand steward, business manager and a client service professional and her, or his duties will include managing approval of images, assets (banners, emails) and copy through all necessary channels or approval; identifying opportunities for joint efforts between PRL brands; overseeing two market managers and one marketing coordinator.

Requirements Bachelor's degree (M.B.A. a plus); six to 10 years experience in online marketing; client-service experience; excellent project management skills, including organization, communication, responsiveness, attention to detail and leadership; strong manager of people and processes; ability to excel at balancing business and creative environments; a demonstrated clear communicator, written and verbal; a highly resourceful person and a team player.

To apply visit <http://about.ralphlauren.com/careers/employment.asp> Select United States and New York, New York and search the keyword: wholesale.

--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

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[Social media writing tips](#)

Michelle Lodge, Editor, NYWICI Now
Gloria Buono Daly, Managing Editor, NYWICI Now
Patricia Maloney, Content Director, Integrated Marketing & Communications Committee
Kendra Bracken-Ferguson, Dorothy Crenshaw and Gail Griffin, Co-Vice Presidents,
Integrated Marketing & Communications Committee

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