

your NEXT year!

Dear NYWICI Student,

It's not the holiday season, but as students we are certainly celebrating **'Happy New Year!'** This issue of *NEXT* is dedicated to setting you up for **a great one.**

First of all, meet the **masthead** who will be serving you for this NEXT year! I'm so lucky to be working with them for my third year as Editor-in-Chief.



Second, re-live the event of the summer as we **re-tweet Ladies Who Laugh.** Further down, get to know the fabulous **Katerina Gkionis** who was integral in making it a success. She serves as an **inspirational** model of seamlessly graduating from student to **young professional member.**

Then, it's time to focus on how you are going to make the most of your year at school! We help you consider which **extra-curriculars** to get involved with, and the **Girls' Guide** features advice customized to your year status.

Hands down, the most rewarding thing you can do with your fall semester is attending the **Student Communications Career Conference** on **Saturday, November 6th.** Register and mark your calendar [NOW](#) before everything else gets in the way! For a taste, 2009 SCCC speaker and Director of Public Relations at 3M, **Helen Wagner**, shares her advice on being interesting and interested.

As always, we are looking forward to hearing from **you!** **Update** us on what you're up to. Let us know **what you think** of the issue and any ideas you have for the next one--we are always welcoming new **contributors!** All of our social networking sites are to the right, and our email is nywiciNEXT@gmail.com. Talk/tweet to you soon!

In This Issue

[Meet The Masthead!](#)

[Follow/Connect NEXT!](#)

[Ladies Who Laugh](#)

[Extra! Extra! \[Curriculars\]](#)

[Young Professional spotlight:
Katerina Gkionis](#)

[GG: yearly advice](#)

[in case you missed it on the
nextBLOG!](#)

[Interesting & Interested: Helen
Wagner](#)

NYWICI love,
[Marie Dugo](#); Vassar College '11; Media Studies, Urban Studies
[f](#) [in](#) [t](#)

P.S. As for my [re-]introduction...

NYWICI involvement:

- ~First-ever three-time Foundation Scholarship Recipient (2007, 2008 - Alumna Award of Excellence, 2009)
- ~Student Affairs Committee member and nywiciNEXT representative
- ~Matrix Awards Planning Committee: 'Mother Hen' to the scholarship winners

Summer Internship: NBC Universal - Superb Entertainment

Extra-curriculars: ~Social Media Editor for *The Miscellany News*

~President and Choral Director of the Vassar Catholic Community

Fun Fact: I first discovered NYWICI through my mother's membership, and now we've recruited my cousin. Do the same with your family and friends by **forwarding along this issue!**

meet the 2010-2011 masthead

Managing Editor



[Chelsea Orcutt](#) [f](#) [in](#) [t](#)

Syracuse University, 2013
Public Relations
~2009 & 2010 (Alumna Award of Excellence)
NYWICI Scholarship Recipient

Summer Internship: Social Media Intern at both Live! Starring...You! (company that runs workshops for kids and features interviews

with celebrities) and The Hamister Group, Inc. (healthcare and hotel management company in Buffalo, NY)

Extra-curriculars: ~"Orange Experience" Synchronized Skating team at Syracuse (PR director) ~Campus Activities Coordinator for She's The First

Favorite Quote: "You've got to experience failure to understand that you can survive it." -Tina Fey

Development Director



[Katie Corrado](#) [f](#) [in](#) [t](#)

Fordham University, 2012
Communication and Media Studies
~2008 & 2010 NYWICI Foundation Scholarship Recipient ~Integrated Marketing and Communications Committee

Summer Internship: Danielides Communications in Manhattan

Extra-curriculars: ~Fordham Nightly News:

news anchor, entertainment reporter; Yogi Berra Museum & Learning Center volunteer ~co-chair of the National Youth Committee for UNICO, the largest Italian-American service organization in the country

Fun Fact: I will be taking my first flight EVER with Kayla Le Goff later this month. (And hopefully by the time this gets published, I will have flown.)

Sponsorship Coordinator



[Taylor Trudon](#) [f](#) [in](#) [t](#)

University of Connecticut, 2011
Journalism, Women's Studies
~2009 & 2010 (first-ever Hearst Scholarship)
NYWICI Foundation Scholarship Recipient
~Student Affairs Committee



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save the date!

**student
communications
career
conference**

the student event
of the year!

~Mentor program

Summer internship: *Seventeen* features intern

Extra-curriculars: Commentary Editor of The Daily Campus; Career Editor of Her Campus magazine; Co-founder/COO of TOMS UConn Campus Club

Role model: Tammy Tibbetts, NYWICI young professional member & founder of [She's The First](#)

nextBLOG co-Editor-in-Chief



Megan Hess [f](#) [in](#) [t](#)

Syracuse University, 2011
Magazine Journalism & International Relations,
Chinese Studies
~2010 NYWICI Foundation Scholarship Recipient (AOL Award)
~Student Affairs Committee
Summer Internship: Web intern at O, the Oprah Magazine

Extra-Curriculars: ~Jerk Magazine: managing editor ~peer adviser
~comm.UNITY: director of administration (helps create sustainable communication plans for local nonprofits)

Fun Fact: I was born on Christmas, and exactly 4 years later, so was my little brother! And, to top it off...we're Jewish.

nextBLOG co-Editor-in-Chief



Kayla M. Le Goff [f](#) [in](#) [t](#)

Fordham University, 2013
Communication and Media Studies
~2009 NYWICI Foundation Scholarship Recipient
Summer Internship: Interactive Media Intern at Zagat

Extra-curriculars: ~Fordham Nightly News: anchor, assistant producer ~Fordham University

Emerging Leader (FUEL) ~Her Campus Magazine: campus correspondent

Fun Fact: I found my summer internship on Twitter!

Professional Member Supervisor



Susan Schulz
Cosmopolitan, Editorial Brand Director
Loyola University Maryland
English

~Co-chair of High School Outreach Committee
~Chair of Matrix Awards' CharityBuzz Online Auction

~Member of Scholarship Committee

Other organization involvement: ~Chairwoman of the Advisory Board for GlamourGals (glamourgals.org), a non-profit program that organizes teen girls to provide ongoing makeovers to elderly women in senior homes ~Member of Media Advisory Council for the National Campaign to Prevent Teen & Unwanted Pregnancy

Role Model: Student members of NYWICI (I'm not just saying that-I DO want to be like you!)

**Saturday,
November 6th**

[don't miss it!](#)

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'Live [tweeted] from New York, it's Ladies Who Laugh!'

By Chelsea Orcutt; Syracuse University '13; Public Relations



Student Affairs Committee Co-Chairs Judith Harrison (far left) & Rachel Bowie (far right) pose with the three comedienne and host Sara Haines (third right).

On **Wednesday, July 14**, many NYWICI ladies gathered in the legendary Studio 8H (home of *Saturday Night Live*) in 30 Rockefeller Center to enjoy some **great company and comedy** at the **fourth annual Ladies Who Laugh fundraiser** for the Foundation Scholarship Fund. Hosted by 2009 Student Career Conference Keynote Speaker and *Today's Sara Haines*, the **sold-out** event featured **great prizes** from sponsor NBC Universal, Sephora, Polo Ralph Lauren, and more, as well as delicious hors d'oeuvres and wine donated by [Conundrum Winery](#).

Attendees were **tweeting** up a storm during the event (since we are women in communications, after all)! Here's a sampling of what **YOU** said (in 140 characters or less) about Ladies Who Laugh:

Katerina Gkionis ([@katgkionis](#)), one of the event coordinators, was especially excited to attend:

"After two years helping out but not being able to attend, I am finally going to [@NYWICI](#) #LadiesWhoLaugh! 3rd time's a charm!"

Kayla Le Goff ([@kaylamlegoff](#)) was looking forward to seeing the evening's host:

"So excited for #LadiesWhoLaugh! [@sarahaines](#) is sure to be a fab host. She was excellent at last year's student conference"

Of course, we praised our event donors:

Professional Member **Helen Falk** ([@hjfolk](#)): "One of the sponsors [@NYWICI](#) #ladieswholaugh is Conundrum Winery and it's just fantastic!"

Nina Elias ([@ninaelias](#)) got more than just laughs: "Just won 2 tickets to [@latenightjimmy](#) at #Ladieswholaugh! Thanks, [@NYWICI!](#)"

Then the main event began! Lucky winner Nina, nextBLOG Co-Editor **Kayla M. LeGoff**, and nywiciNEXT Managing Editor **Chelsea Orcutt** tweeted their favorite "LOL" moments:

[@ninaelias](#): "Desiree Burch talking booty and body image. Hilarious!"

[@kaylamlegoff](#): "Rachel Feinstein is hilarious! "I don't care if you're fat, just don't be voluptuous."-on dating men."

[@ninaelias](#): "Asie Mohtarez on the horrors of an unpronounceable name. I feel you!"

[@kaylamlegoff](#): "Asie Mohtarez is my love. Fave comedian of the night! Loved her Bollywood references! LOL"

[@ninaelias](#): "If you want to find a cheap husband quick, go where I went: Gaza"-Mayssoon Zayid. Noted!!!"

[@ChelseaOrcutt](#): "Bethany Van Delft doing impressions of everyone from a Bostonian to Snoop Dogg! So funny!"

As we all know, what makes NYWICI events so special is the people we share them with! 2010 scholarship winners

Stephanie Guzman and **Amanda Ferrarotto** saw that firsthand:

[@gstephaniemarie](#): "My [@NYWICI](#) sisters make the years of complaining of being an only child all worthwhile. #LWL was amazing!"

[@aferrarotto](#): "So tired. #lwl was great. Just recruited another friend to join [@NYWICI](#), yesss!...I enjoyed the night!"



Want your tweet included in the next issue?

...extra [curriculars]! extra [curriculars]!... read all about them!

Classes are the foundation of a successful college career, but they certainly shouldn't stand alone! Experience gained through extra-curricular activities is vital, so consider these options for the upcoming school year.

~**Intern.** I began taking an interest in advertising when I was in high school, so when I entered college, I wanted to get involved right away. I interned for a small advertising sales agency as a sophomore just to gain some experience. Make it clear that you're passionate, and people will notice!

~**Write for your school.** I am currently developing my school's first "[COMM]unity" newsletter, by gathering information about the industry and sharing my interests with others all at once. Plus, it never hurts to add some writing samples to the portfolio!

~**Join a club.** Join any type of club that is related to the field you want to pursue. I became a member of the American Advertising Federation (AAF) my freshman year and attended panels and conferences with great networking opportunities.

~**Participate in community service.** Serving others is not only rewarding and necessary, but is also a great way to meet people. There's bound to be a service group at your school that provides opportunities for you to help others in your community.

~**Speech & Debate:** I was a member of my school's Forensics (Speech and Debate) team, where I wrote and performed a variety of works. Learning how to represent myself through speech training really helped develop a sense of confidence in myself when interviewing for jobs and scholarships.

~**Athletics:** Teamwork is an important skill to master both on and off the playing field! Being on my school's soccer team not only taught me to be a team player, it also helped me develop leadership skills that I could use in college and eventually, in the workplace.

...**Amanda Ferrarotto; Manhattan College '12; Communications, Economics**

~**A local or community-based group.** It's vital to explore your college's city or town beyond the confines of your classes and dining halls. You'll get a sense of the issues within the community, which may affect you as a student, too! A great way to tap into this is by joining a community service organization or even interning at the mayor's office. I'm on the board of comm.UNITY: a student-run organization that works with local nonprofits in the city of Syracuse on a yearly basis to help them create and improve sustainable communication plans.

...**Megan Hess, nextBLOG Co-EIC; Syracuse University '11; Magazine Journalism, International Relations**

Tell us about your extra-curricular experiences: nywicinext@gmail.com!

...Katerina Gkionis...

seamlessly transitioning from student to young professional

By [Nina Elias](#); Syracuse University '11; Magazine Journalism

Going from intern to employee is a **tough**, yet **coveted** transition. In many cases, you've got to have top notch writing skills, an editor's eye, and enviable web savvy. Katerina Gkionis has the goods, but this **2008 NYWICI Foundation Scholarship winner** and **Student Affairs Committee** member knew that the **secret** to success was in the **small stuff**, especially when she turned her summer internship at *Weight Watchers* magazine into a job as the Editorial Assistant - it pays to be nice.

That mantra has helped Kat climb the ranks in all her professional pursuits. Kat applied for the NYWICI scholarship while she was an English major at The College of New Jersey. Her **skills**, coupled with her **striking personality** and **connection** with the scholarship judges gave her the edge to win the **Roz Relin Memorial Scholarship** in 2008.

Two years later, NYWICI remains a **priority** in Kat's life. Using her **experience** from leading TCNJ's Union Board, the

entertainment planning organization for the college, Kat recruits the hilarious comedienne that appear on the *Saturday Night Live* stage at Ladies Who Laugh, the annual fundraising event specifically for the NYWICI foundation. "It's all about the scholarship," she said. "It **changed my life**, and I want other women to experience that."

Along with her duties as the Editorial Assistant of the Weight Watchers publishing group, she writes a monthly weight loss column - that *she pitched* to her editors! Kat's documenting her weight loss journey with hopes to inspire others to take that journey seriously. "I'll admit I was nervous about putting my weight in front of everyone, but it's been a great experience." What drives her to bare it all? "I've always wanted to do something that means something, and I was willing to wait until later on my life, but *now* I am."

Kat's mission to help girls **feel beautiful at any size** doesn't end at the office. Before she got the job at Weight Watchers she created the blog Sassyatanysize.com. The blog, which has been **noticed** by the likes of *Marie Claire*, has become a forum for the "**curvy**" conversation - the latest designers and trends, news and controversies, and bits of Kat's life as a proud curvy girl.



Katerina (second left) was integral in working with Kelli Plasket and Kellen Company employees on planning Ladies Who Laugh.

Like any NYWICI girl, Kat's not content with the 9 to 5. Her next mission is **expand** her blog. "When I see other NYWICI women doing things outside of work," she explains, "it makes me want to seek out opportunities outside of my job that are fulfilling and satisfying. I started to get excited about life - I wanted to be like them!"

With all that she's done, Kat's **inspiring us!** Let's get to know her better...

Favorite NYWICI memory: Matrix Awards 2008 "I said 'Hi' to Roz Abrahms!"

Role Model: Her mom. "She moved here by herself from Cyprus. She's a strong woman and she supports me no matter what!"

Favorite Author: Shakespeare

Favorite Book/Play: Twelfth Night

Favorite Movie: *The Sound of Music*

Favorite Blog: *New York Magazine's Vulture Blog*

Dream Job: To travel around the world and write, ala *Eat, Pray, Love*

Best Advice: Speak up! You'll never get anything unless you ask for it.

...Girls' Guide...

yearly advice from those who've been there

No matter where you are in your college career, *NEXT* has got you covered. Keep these in mind as the years go by, and you'll be in our young professional member spotlight in no time!

fresh[wo]man, fresh start

Starting freshman year can be scary: **first** time away from home, **new** people, and perhaps most daunting, a new **workload**. The best advice: just **dive in!**

~**Remember how you arrived!** Admissions directors know what they're doing, and you wouldn't be at your college or university if you couldn't do it. They believe in you, so you should too! Being nervous is natural, but being confident is too. The same habits that propelled you through high school can do the same now.

~**Take a risk!** Be the first to introduce yourself to your hall-mates.

~**Network!** It's not just for the communications industry. Make sure you have one at your school too! Don't be shy about asking **professors** questions. Stopping by their office hours can be a great way to build a relationship with them.

~**Video-chat!** It's the best part about going away in 2010. A face-to-face conversation with Mom and Dad, your best friend, or your boyfriend is just a click away.

Bottom Line: If you put your best foot forward, you're bound to kick off your college experience in a positive way. It's all about your attitude. Don't expect anything from others you don't do yourself.

sophomore synergy

Now that you know the lay of the land, make the most of it!

~**Pay it forward!** It may seem like you're now a professional, but remember how you felt one year ago. Help out the freshman class just like others did for you! Forget the ego and help the lost-looking student find their way. Not only are helping them, you can help yourself by making a new friend!

~**Better late than never!** It's time to join the activity, team, or group you didn't get to last year.

~**Utilize your resources!** Campuses are studded with offices and groups that offer valuable and rewarding information. Start exploring all your community has to offer. Connecting with the career development office and alumnae/i association now will get your name and face recognizable before everyone else realizes they need their help for securing internships. Become a regular early and it will pay off with advancing your agenda later.

~**Find a niche!** Identified a gap? Found a void? You're probably not the only one to notice, but you can be the first to do something about it. Start the club that doesn't exist. Suggest a topic that isn't being covered. Be a leader, and others will follow.

Bottom Line: Avoid the 'sophomore slump' by staying focused and getting even more involved. Start making your mark.

junior jog

Many admit junior year was their hardest academically. As courses pick up pace, so should you! Just like in high school, junior year is pivotal in determining how enjoyable senior year and successful post-grad life will be.

~**Do some soul searching!** Whether you've know your dream job since birth or have too many passions to pick just one, it's time to give some serious thought to who you are and who you want to become.

~**Talk it out!** It's always a good idea to gather inspiration and guidance when making major decisions like post-grad plans. Make it a great idea by utilizing the NYWICI Membership Directory to connect with young professional members who just made the transition and professional members who have a bigger picture perspective.

~**Taste Test!** Internships and part-time jobs are not only crucial for resume building, but they help you figure out what you do and don't like doing. Even if your heart has always been set on fashion journalism, trying out public relations isn't a bad idea--communications is an industry with serious synergy, and your new passion may spin-off from a long-time interest.

Bottom Line: Start asking the bigger questions of yourself, your academics, and your activities while painting your bigger picture.

senior spirit

~**Balance!** Enjoying your senior year, one that many insist is the best one of the 'best four years of your life,' is just as important as working hard at your future. Just by being a NYWICI student member, you've already been doing the latter. Neglecting the former will result in a lot of regret later. Take a deep breath and securely straddle yourself in the present and future.

~**Mutual Motivation!** A great way to do that is to make a party out of all of those long hours in front of your laptop looking at job listing, drafting cover letters, and filling out applications. Gather friends by your side so that everyone's grunts of frustration and/or squeals of success can be laughed at and shared! Company is an instant stress-reliever...and [healthy] snacks.

~**Ask and thou shall receive!** Remember all of those connections you've been making for the past four years? Now's the time to ask for more than just advice and start discovering openings at the entry level if you're heading into the workforce, or for references and recommendations if you're heading to grad school.

Bottom Line: Prioritizing doesn't mean sacrificing. Savor every aspect of your final year!

Anything we've missed? Putting these tips to use? Let us know!

...[Marie Dugo](#), Editor-in-Chief
...[Kayla M. Le Goff](#), *nextBLOG* Co-EIC

...in case you missed it...

NYWICI nextBLOG

[Take the new WEEKLY poll!](#)

nextBLOG covered Ladies Who Laugh, held on July 14 at NBC's historic studio 8H at 30 Rock!

~ [In the shoes](#) of brand-new student member **Natasha Spedalle**

~ [The funniest one-liners](#) from each comedienne (and host Sara Haines!)

nextBLOG writers revealed tidbits of valuable advice from their internships & summer experiences:

~ **Amanda Quick** shared her [top three networking tips](#)

~ **Rachel Johnson** wrote [a beginners' guide to making a short film](#)

~ **Megan Hess** offered [resources for women to bolster their careers](#)

Interested in blogging? Shoot us an email at nywici.nextBLOG2010@gmail.com, or tweet [@nywici_nextBLOG](https://twitter.com/nywici_nextBLOG)!

...Megan Hess & Kayla M. Le Goff, *nextBLOG* Co-Editors-in-Chief

...interesting & interested...

talking to 3M's Helen Wagner
By Chelsea Orcutt, Managing Editor



Helen also imparted wisdom at the 2009 Student Communications Career Conference.

Helen Wagner's **journey** to becoming **Director of Public Relations** at 3M is somewhat **unconventional**. However, that is precisely why the **advice** she offers to students and young professionals is so valuable: she's seen it all, and knows the **ins and outs** of what it takes to achieve your goals and be the best employee you can be!

nywiciNEXT: How did you enter the public relations field?

Helen Wagner: I started my career as a speech and drama teacher, and I did some high school teaching and lecturing, and most recently I've been an adjunct professor. But through that, I was doing some writing and got know some PR people and I thought it was such an interesting area because it moves so quickly and changes so quickly.

NEXT: What led you to 3M?

HW: I talked to some people at various major companies and 3M was one of them. I started as a freelance writer and worked a lot for the PR department and I moved along...I started in marketing PR and corporate PR and that led to a position in our New York office, and that led to being in charge of the New York office...It's about **looking for opportunities** and coming forth and saying either 'I'm interested in this opportunity' or thinking of a way that you can create an opportunity that isn't quite there now. **Take a creative approach.**

NEXT: What advice can you give someone who is hesitant to present their ideas to their superiors?

HW: Think of it as a **discussion of equals**...I think it's very important for the newer person to have the confidence to say 'I'm contributing to this. I don't have to feel inferior.' And yet, there's a fine line. A person who has only just finished school or is an intern can create some negatives by acting like they know everything. I think that happens when someone is not open to listening. **Listening** is such an important piece of it.

NEXT: What does a major company like 3M look for in a potential employee?

HW: **Be somebody that people want to work with.** Someone that brings expertise to the table, but is also very much a **team player** and is pleasant to be around...I also think **internships** are extraordinarily important. It's learning over time. The more practice you have, the smoother the process is.

NEXT: What advice do you have for students?

HW: I do think that while it's important to take courses that are related to your desired field, it's just as important for people not to forget about the liberal arts. Having a liberal arts background helps you to take a more creative and broad view of life, and that will help you in your job as well...I always tell people to **be interesting and interested.**

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