



09.17.10

UP MEMBERSHIP TO 2,011 IN 2011 | SPONSORSHIP ENRICHES PROGRAMS | BE AN ACCOUNT EXEC

## NEXT UP



\*Free -- Members-Only Event\*

**Tuesday, 09.28, 8:30-10:30am**

**Financial Salon: Healthy Hedges**

Financial services representatives Gina L. Bolden-Rivera, left, and Gail Linn discuss personal finance.

Kellen Company  
355 Lexington Ave., 15th Fl.  
(between 40th and 41st streets)

[Register Now](#)

**Thursday, 09.30, 6-8pm**

**NYWICI Night Out with PRSA**

NYWICI welcomes the members of **Public Relations Society of America** for its monthly evening of cocktails and networking.

Location: TBD

[Register Now](#)

**Tuesday, 10.12, 6-8 pm**

**Women Covering War: The Human Dimension**

A panel of journalists talk about their lives as war reporters.

AOL Headquarters  
770 Broadway

[Register Now](#)

**Thursday, 10.14, 6-8 pm**

**NYWICI Night Out with AWNY**

Network with the **Advertising Women of New York**.

Location: TBD

[Register Now](#)

**Wednesday, 10.27, 5:30-6:30 pm**  
**(Cocktails and Networking)**

**6:45-8pm (Program, Q&A)**  
**Cracking the Code of What Women Want**

Mary Lou Quinlan, president of marketing agency **Just Ask a Woman**, discusses what women may need from your business. Also present are representatives from the Long Island Women's Agenda and the Katz Institute for Women's Health.



## NYWICI PULSE



**Mad Men [actress Elizabeth Moss, above] just won its third Emmy for best dramatic series. What do you think?**

- Kudos! It's smart and funny and spells out how tough it was for advertising women in the early '60s.
- The creators pay lip service to how bad it was for women, then treat some of the actresses as comic-book vixens.
- Forget Mad Men. It's Glee, baby.

Vote now on [nywici.org](http://nywici.org).

-- Deirdre Wyeth

## JOB OF THE MONTH

**Title** Account Executive, PR and Marketing

**Company** Millissime

**Level** Mid-Career

**Description** Niche PR and marketing agency that promotes wineries, artisan food and spices seeks person to serve as the primary contact for clientele. The account executive reports to the account director of business development and the president, and is in charge of clients' media relations and events planning.

TWO Steak and Sushi Den  
1270 Union Turnpike, New Hyde Park, NY  
[Register Now](#)

**Saturday, 11.06, 9:15 am-5pm  
(registration begins at 8:45a m)  
Student Communications Career  
Conference**

More than 50 communications professionals come together to give advice to students and young professionals.

Grand Hyatt New York  
109 E. 42nd St.  
Park Avenue at Grand Central Terminal  
[Register Now](#)

-- Edited by Katie Corrado

**Requirements** Must have a B.A. degree, knowledge of or experience in wine promoting or both and 3+ years in PR and event planning as well as proficiency in design programs. Must enjoy traveling nationally and internationally. French fluency or proficiency, a plus.

**To apply** Email resume and cover letter to [Pamela@millissime.com](mailto:Pamela@millissime.com).

-- K.C.

## SPOTLIGHT ON



### Linda Kaplan Thaler

**She is** president of NYWICI for 2010-2011, the CEO and chief creative officer of the advertising and entertainment agency the Kaplan Thaler Group and the author of several best-selling books, including the latest, **The Power of Small: Why Little Things Make All the Difference.**

Linda is also the genius behind the Aflac duck and Kodak Moments campaigns.

**Queen of the jingle** "I started my career hoping to compose electronic music. But I learned that my true talent was in writing jingles."

Among Linda's most famous tune is "I Don't Wanna Grow Up. I'm a Toys"R"Us Kid," the longest running jingle in advertising history.

**Use this 4-letter word** "N-I-C-E. That's why my business partner, Robin Koval, and I wrote **The Power of Nice: How to Conquer the Business World with Kindness.**

"Rather than fighting for your slice of the pie, why not bake a bigger one? Nice means moving forward with the confidence that comes from knowing that being nice and putting other people's needs on the same level as your own will get you everything you want in life."

**Think big, work small** Linda wants to see the organization grow to 2,011 members by next year. The Board has approved incentives for you to "work small" by enlisting your friends and colleagues to join [for membership information, go to <http://www.nywici.org/membership>].

**From the get-go** "Women are natural-born communicators. It's part of our DNA and maternal makeup. The communications field offers tremendous choice to women, whether it's in advertising, PR or journalism. When you consider that women buy or influence the purchase of 80 percent of all products and services, that's an advantage."

**Run the show** "Women-owned companies are the fastest growing part of the U.S. economy. If you can't find a job you want, think about creating it for yourself by starting a company. That's how the Kaplan Thaler Group began 13

### Send us feedback!

Let us know what you think of the NOW e-newsletter or if you are interested in contributing. Send an email to

[web sitecommittee@nywici.org](mailto:web sitecommittee@nywici.org).

years ago and we've never looked back."

**Best NYC haunt** "My favorite New York place is my home. I love coming back after a long day, ordering Mexican food in and feasting on guacamole and chips."

**Married with children** "I'm adjusting very well, thank you, to having two kids away at school for the first time. That means I have two less birdies to feed and nag about cleaning their rooms. How nice!"

-- As told to **Michelle Lodge**

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## WHERE ARE THE WOMEN?

Refreshingly, it's NOT business as usual...

- **How the World is Profiting When Women Are in Charge**

The tradition that valued the birth of sons over daughters is being replaced with economic realities that value profitability and innovation, and that puts women in charge.

- **Salaries Are Up for Younger Women**

- **Women Navigate Motherhood Differently Now**

- **Teach Your Daughters that Women Can Kick Butt**

- **In Oman, Women Entrepreneurs Mean Business**

Mariam Belhaf, right, is an entrepreneur in Oman, who "wants to prove that a woman can do everything."



Mariam Belhaf

*One man's opinion...*

- **Chamber Blasts Employee Who Accused Career Women of Fetishizing Money**

Please send articles and information for future columns to **Media Sunrise**.

-- Edited by **Randi Goldsmith**

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## SPONSORSHIP COMMITTEE BRINGS IN BUCKS

Of the 19 college scholarships awarded at the Matrix luncheon in the spring, specific donors funded 12, a number that has been growing thanks, to a great extent, to the work of the Sponsorship Committee, now a year in operation.

"The scholarships are one of the initiatives for which the New York Women in Communications Foundation is best known," said Joan Cear, president of the Foundation Board. Last year, \$103,000 in scholarships went to women furthering their education in the communications fields.

The Sponsorship Committee and the Foundation Board's development director work together to raise money through sponsorships. Many of the sponsorships go toward foundation initiatives, particularly scholarships and the Career Conference.

**Read more .....**

-- D.W.



**Welcome, JoAnne Kao!**



**She is** director of sales at the b2b publisher Source Media and social media manager for its Credit Union Journal.

**She signed up** for NYWICI in August 2009, after attending an event about the future of luxury goods and retail, where one speaker touted the benefits of NYWICI. She has since become a member of the Integrated Marketing & Communications Committee and attended several events.

"I love that my job is constantly evolving. As for the magazine business, I believe that there's a place for print, but not as the primary vehicle of 'top content provider.' Where will the magazine business go next? We'll find out."

-- Rachel Buttner

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## AND FINALLY...

### **Bike, Run, Blade, Catch a Free Tour**

Check out the listings at New York City parks

### **Big Bambú**

Through 10.31, walk on the bamboo sculpture on the roof garden of the Metropolitan Museum of Art.

### **Speak Up! Speak Out! El Grito de Poetas**

Celebrate National Hispanic Heritage Month (09.15-10.15) at El Museo del Barrio on Saturday, 09.18

### **International Center of Photography opens 2 exhibitions on 09.24: The Mexican Suitcase and Cuba in Revolution.**

*NYWICI Now*

**Michelle Lodge**, Editor

**Randi Goldsmith**, Managing Editor

**Alison Crisp Stockley**, Copy Editor

*Integrated Marketing & Communications Committee*

**Kendra Bracken-Ferguson, Gail Griffin and Patricia Maloney**, Co-Vice Presidents

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