

## NEXT UP



**Tuesday, 12.06, 6:00-8:00pm**  
**Cocktails & Conversations: What Women Want: Strategies for Reaching the Female Market**

**Lesley Jane Seymour**, left, editor-in-chief of More magazine, moderates a panel that discusses communicating with women from all walks of life, while maintaining a core audience and using the right medium to get the message across. Panelists are Jackie Bird, CEO of [Redbean Society](#); Tracy Chapman, principal, [Just Ask a Woman](#); Sarah DaVanzo, strategic planning director, trends + culture, [Kaplan Thaler Group](#); and Mary Wallace Jaensch, CEO of Semprae Laboratories.

@Warwick New York Hotel, 65 W. 54th St. (at 6th Avenue)  
[REGISTER >](#)

**Monday, 01.23, 6:00-8:00pm**  
**Young Professionals Networking Event**

@Lucky Strike Bowling, 624-660 W. 42nd St. (at 12th Avenue)  
**REGISTRATION, COMING SOON**

**\*MEMBERS ONLY\***

**Tuesday, 01.24, 8:30-10:00am**  
**Digital Salon: Integrating Digital Strategies into Traditional PR Campaigns**

@Hearst Magazines, 300 W. 57th St. (at 8th Avenue), 44th Floor  
[REGISTER >](#)

**Monday, 02.13, 6:00-8:00pm Cocktails & Conversations**  
**Bridging the Generation Gap: Reaching Baby Boomers, Gen X and the Millennials**

Location: TBD  
[REGISTER >](#)

## NEED-TO-KNOWS

- 1 GET great [holiday gift ideas](#).
- 2 BOOK your ad or table package for the [2012 Matrix Awards](#) by 12.31 and save 10 percent.
- 3 WATCH the [sponsorship video](#) to learn how your company can underwrite an event.

-- [Rodeena Stephens](#)

## NYWICI PULSE



From a communications point of view, which is the most significant political meme of 2011?

- Oops
  - U-Becky-Becky-Becky-Stan-Stan
  - Occupy [fill in the blank]
- Vote at [nywici.org](#).

-- [Deirdre Wyeth](#)

## JOBS OF THE MONTH

Visit NYWICI's [job listings](#) for more information. The organization also offers a wide range of events to educate women on how to apply for these positions as well as additional



**Tuesday, 03.06, 6:00-8:00pm  
Next Gen PR: How Multicultural  
Initiatives Are Leading the  
Conversation**

Audrey Ponzio from Edelman Multicultural moderates the panel, which includes [Damaris Lasa](#), left, national manager of [Go Red Por Tu Corazón](#) for the American Heart Association.  
@News Corporation, 1211 Avenue of the Americas (at 48th Street)  
**REGISTRATION, COMING SOON**

**Tuesday, 04.03, 6:00-8:00pm  
Cocktails & Conversations: Communicating in an Over-Communicated World**

@Microsoft, 1290 Avenue of the Americas (at 51st Street)  
[REGISTER >](#)

**Monday, 04.23, Noon-2:00pm  
2012 Matrix Awards**

Save the date for the 2012 Matrix Awards luncheon, hosted by Interpublic Group  
@Waldorf=Astoria, 301 Park Ave. (at 50th Street)  
[REGISTER >](#)

-- [Katie Corrado](#)

## Spotlight On...

### Jackie Bird



**Jackie Bird** is CEO and chief insights officer for her own young company, Redbean Society, a marketing communications firm that specializes in targeting Latina women and provides marketing solutions for clients who want to win in the U.S. Hispanic market.

**Jackie** is also a speaker at the December 6 Cocktails & Conversations about marketing to women.

**Super-shoppers** "Latinas are trendsetters in the cross-cultural consumer segments in America and purchase decision-makers in the largest growth market in the U.S. today."

**Full of beans...in a good way** "When we set out to name the firm, I didn't want to be the next 'name on the door' kind of agency. The name's more important

opportunities.

- **Assistant Archivist**  
Museum of Modern Art
- **Digital Books Coordinator**  
Rodale, Inc.
- **Digital Design Manager** Museum of Modern Art
- **Professor/Chair in Journalism Innovation**  
S.I. Newhouse School of Public Communications, Syracuse University
- **Social Media Manager**  
Michael J. Fox Foundation

You'll find career resources in the Members Hire Members [Career Center](#).

-- K.C.

## WHY JOIN NYWICI?

You get a discount on your [Matrix](#) ticket.

[Sign up now!](#)

part is 'society,' because it represents our relationship between clients, partners and, ultimately, consumers.

"Beans are a basic staple in Latin culture. We all eat beans, even if we eat different varieties of this healthy, tasty and nourishing food. I am Puerto Rican and lived most of my life on the island, so red beans have been a part of me."

**Invitación a Nueva York** "I came here to work for Grey advertising, now a part of WPP, one of the world's largest ad and marketing communications holding companies. The assignment was to rebrand, restructure and turn around its Hispanic subsidiary, FOVA, into what shortly afterward became Winglatino.

"I had begun my career in marketing with Procter & Gamble Puerto Rico."

**2 worlds in sync** "My mother was born in New Orleans, but grew up on the island, and my father was Puerto Rican. I grew up in an environment where we celebrated the best of both worlds. Understanding the dynamics of a bicultural identity is as natural to me as celebrating Puerto Rican traditions as well as American values."

**Are we there yet?** "Structure and process are very important in the formative years, and I learned those by working for large corporations, such as Grey, Procter & Gamble and RJ Reynolds Tobacco. Once you have acquired a strong foundational experience, it's a great challenge to venture out and make it. Though I am far from saying, 'I've made it.' "

**And, now, a word from our dreamers** "A good friend and prior boss said, 'The road to success is always under construction.'

"That's how dreamers and entrepreneurs think. We have accomplished a lot in the last two years at Redbean, yet the best is still to come."

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

## Welcome, Marie Raperto!



**Marie Raperto** is president and owner of CIM Search, a firm specializing in the recruitment of integrated marketing professionals.

**Scout's honor** She joined NYWICI after re-evaluating which organizations she already belonged to and researching what else was out there. "It's a growing, vibrant organization with a membership within my professional and personal realm," she said. Marie, a board member for the Girl Scout Council of Greater New York and former communications professional, wants to stay connected with the industry and become a mentor. She added: "I've long been a volunteer and truly believe that you 'must put back.' "

**Cats & culture** Marie frequents New York City museums, but the most popular one on her list is the Museum of the City of New York. She's also a regular theatergoer and recently saw -- and loved -- Private Lives with Kim Cattrall. Finally, any extra spare time goes to Peanut and Candy, the two rescue cats she adopted and dotes on.

-- [Rachel Buttner](#)

## And Finally...

- **MAKE PEACE [In Pursuit of Peace award dinner](#)**, 12.16, hosted by U.S. Secretary of State Hillary Clinton, honoring Sihem Bensedrine, right, chief editor, [Radio Kalima](#), Tunisia; Shukri Ismail, chairperson, [Candle Light](#), Somaliland; [Claudia Paz y Paz Bailey](#), attorney general, Guatemala; Sima Samar, chairperson, [Independent Human Rights Commission](#), Afghanistan
- **DELIGHT [Christmas house decorations](#)**, Dyker Heights, Brooklyn



- **DENY** Herman Cain and Joe Paterno's [Magical Thinking](#)
- **JOG** [Emerald Nuts Midnight Run](#), Central Park, New Year's Eve, 12.31
- **LIGHT** [An Artist Remembers: Hanukkah Lamps Selected by Maurice Sendak](#) at the Jewish Museum; through 01.29.12
- **SING** Happy 100th Birthday, [New York Public Library](#), exhibit till 12.31

*NYWICI Now*

**Michelle Lodge** Editor

**Kelli Plasket** Production Editor

**Alison Crisp Stockley** Copy Editor

*Integrated Marketing & Communications Committee*

**Stacy Green, Tricia Kenney** and **Patricia Maloney** Co-Vice Presidents

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