

NEXT UP



TONIGHT, 6:00-8:00pm

Letters To My Younger Self

Author Ellyn Spragins, left, highlights lessons learned by business leaders in letters they would like to have received as younger women. Speakers include NYWICI president, Linda Kaplan Thaler, CEO and chief creative officer, Kaplan Thaler Group; Trish McEvoy, makeup artist and founder, Trish McEvoy Ltd; Mary Lou Quinlan, founder and CEO of marketing company Just Ask a Woman. @ Sony Wonder Technology Lab, 550 Madison Ave. (at 56th Street)

[REGISTER »](#)

Tuesday, 03.15, 6:00-8:00pm

NYWICI Night Out

Monthly networking gathering for members and friends. Cash bar, includes hors d'oeuvres.

@ Bricco, 304 W. 56th St. (between 8th and 9th avenues)

[REGISTER »](#)

FREE – MEMBERS ONLY

Wednesday, 03.16, 8:30-10:00am

Digital Salon: SEO Part II

Learn how to optimize traffic from search engines.

@ Microsoft Technology Center, 1290 Avenue of the Americas, 6th Floor (between 51st and 52nd streets)

[REGISTER »](#)

Tuesday, 03.22, 8:00-9:00pm

Twitter Chat Series: Publicists Jessica Kleiman and Meryl Weinsaft Cooper

Use hashtag #nywicichat in your tweets. Meet the speakers for the upcoming March 30 event: Jessica Kleiman, VP, public relations, Hearst Magazines; Meryl Weinsaft Cooper, managing director, Home & Lifestyle division, DeVries Public Relations.

[LEARN MORE »](#)

Wednesday, 03.30, 6:00-8:00pm

Be Your Own Best Publicist

PR professionals and authors Jessica Kleiman and Meryl Weinsaft Cooper, mentioned above, explain how to use PR techniques to stand out in the job market. This event is presented by the Foundation Board's new committee for members who have graduated within the past five years.

NEED-TO-KNOWS

- 1 **NOMINATE** members to NYWICI's Board of Directors. Send in **recommendations for open positions** by 03.18.
- 2 **JOIN** the Twitter chats every other Tuesday from 8 to 9 pm. **This month's chats** are tonight, 03.08, and on 03.22. Use **#nywicichat** hashtag.
- 3 **CHECK OUT** the member discount for **travel packages to Italy**.

-- Rodeena Stephens

NYWICI PULSE



Would you favor having Al Jazeera's **reportedly fair** coverage of events in the Arab world added to your cable package?

- Yes, I'm always looking for a fresh point of view.
- No, never ever would I watch the network.
- I don't care, because I watch all TV on my computer.

Vote now on [nywici.org](#).

-- Deirdre Wyeth

JOBS OF THE MONTH

Visit NYWICI's [job listings](#) for

@ Macy's, 151 W. 34th St. (between 7th Avenue and Broadway)

[REGISTER »](#)

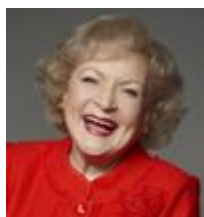
Tuesday, 04.05, 6:00-8:00pm

Cocktails & Conversations

One-on-one with Emmy Award-winning producer Sue Solomon, talent producer, The View. Interviewed by: Stephen M. Silverman, news editor of People.com.

@ Saatchi & Saatchi, 375 Hudson St.

[REGISTER »](#)



Monday, 04.11, noon-2:00pm

2011 Matrix Awards

At NYWICI's premier event, Emmy Award-winning actress Betty White, left, receives the Lifetime Achievement Award. She and other "stars" are not to be missed. Click below to find out what other outstanding women will be honored.

@ Waldorf=Astoria, 301 Park Ave. (at 50th Street)

[REGISTER »](#)

FREE – MEMBERS ONLY

Wednesday, 04.20, 8:30-10:00am

Digital Salon: Mastering Online Advertising

Learn about everything from display ads to b-rolls and micro sites.

@ Microsoft Technology Center, 1290 Avenue of the Americas, 6th Floor (between 51st and 52nd streets)

[REGISTER »](#)

-- Edited by Katie Corrado

Spotlight On...



Left to right, Kelli, Kaitlin, Katerina

Katerina Gkionis, Kelli Plasket, Kaitlin Tambuscio

"Have you profiled any of the three scholarship winners (Katerina Gkionis, Kelli Plasket, Kaitlin Tambuscio)? They've impressed me from the start with their commitment. And they seem to come as a group (maybe it's the K's!)."

So wrote [Dorothy Crenshaw](#) in an email to me about which young members to feature in the March newsletter. Dorothy knows all about Katerina, Kelli and Kaitlin, because she heads the Foundation Board's committee for members who graduated from college five years ago or less. The three young women were critical to the committee's formation and instrumental in organizing the [event on 03.30](#).

The "K's" come as a group for a reason. They are all "Jersey girls," who are beginning to make their way in the communications worlds of New York City, and they are each NYWICI scholarship winners who graduated from the College of New Jersey (TCNJ) and came to the organization and the new committee through member Tammy Tibbetts.

But Katerina, Kelli and Kaitlin are so much more. They are kindred spirits who are pals and dedicated professionals. Equally important, they embody the future of communications and of NYWICI.

information on how to apply for these positions as well as additional opportunities.

Corporate Vice President – Marketing & Communications

@ New York Life Insurance Company
Senior level

Web Writer/Editor

@ Creative Expansions, Inc.
(WomenWorking.com)
Mid-level

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

-- K.C.

ALoud



March is Women's History Month, and Aloud celebrates with profiles of women who've broken new ground -- from the 1800s to the present. First up is Sara Payson Willis. More than 150 years ago

Willis wrote newspaper columns and books under the pseudonym Fanny Fern. She contributed to long-gone papers, including the Olive Branch (Boston) and Musical World and Times (NYC).

[Read more on Aloud.](#)

-- [Michele Hush](#)

JOIN A COMMITTEE



If you're interested in encouraging New York's high school girls to choose a career in communications, check out the [High School Outreach Committee](#). The committee, chaired by Susan Schulz,

above, and Sandra Thomas, helps sponsor underserved students so that they may attend NYWICI events, such as the Student Career Conference.

Over the past three years, the committee

A committee of their own "We wanted to create a place [within NYWICI], where young professionals can candidly discuss topics -- such as how to ask for a raise or for new responsibilities -- that are especially difficult to navigate for those newer to the workforce," said Kaitlin.

"After college, I, like most young professionals, have a strong desire to learn. I want to absorb everything I can and share this knowledge with other young professionals to shape my just-beginning career."

Kelli on the K's "Our similar career goals, love of magazines and journalism and work ethics brought us together. That along with our other mutual interests, like Glee, books, shopping and New York, made us friends."

"We motivate, encourage and advise each other."

Where the K's work

- Katerina is an editorial assistant at Weight Watchers Publishing Group, where she works for Weight Watchers magazine and on the company's cookbooks.
- Kelli is a staff reporter at Time for Kids, where she writes for the magazine and website and does web production and video work.
- Kaitlin is an SEO specialist at Hearst Digital, a job she secured as the result of an internship in the web department of Good Housekeeping.

It's all Greek, and Cypriot, to Katerina "My parents are immigrants from Greece and Cyprus, and their heritage has shaped me. I grew up in the Greek Orthodox Church and went to Greek school."

"My parents taught me the meaning of hard work and an appreciation for all the resources available in the United States. To me, they represent the American Dream, since they immigrated here in their late teens, early 20s, and went on to build a life together in New Jersey."

Build it, and they will read "I loved writing reviews of my favorite CDs, movies and concerts, so I taught myself basic HTML and Photoshop to build a website for hosting my writing," said Kelli, of her middle-school years.

"My interest in journalism and web development held through high school, so I sought a college major that would help me improve skills in both areas."

Kaitlin takes Manhattan "When I began my freshman year at James Madison University [in Virginia], something just felt 'off.'"

"Although I was enrolled in interesting classes, I hadn't written a paper all year. I couldn't shake the feeling that my goal of working in the publishing industry was slipping away. I needed to live closer to New York City to take advantage of opportunities there. Luckily, when I transferred to TCNJ, everything seemed to fall into place."

How do you spell mentor? Tammy Tibbetts "She is kind and driven and, as you can tell by her [nonprofit achievements](#), very compassionate," said Katerina.

"I speak for Kelli and Kaitlin when I say, we all aspire to be like Tammy."

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

has given financial support to about 100 students, including Shira Engel, who won a NYWICI Foundation scholarship last year and is now a freshman at Wesleyan University.

In the works for the committee are planning workshops designed to give students an edge when applying for scholarships -- whether it's for NYWICI's Foundation scholarships or others. For more information, email hsoutreach@nywici.org.

-- Susan Schulz

THANK YOU



You may have noticed that this newsletter has looked different lately -- easier to read, more scannable and with a different color palette. That's thanks to Randi

Goldsmith, NYWICI Now's managing editor since last March.

Randi, who runs her own media consulting business, Media Sunrise, is moving on to other volunteer initiatives at NYWICI. The newsletter team will miss the energy, initiative and attention to detail she's brought to NYWICI Now.

Thanks for all your efforts, Randi.

-- Gail Griffin

One Good Reason to Join NYWICI

You have access to the member directory of over 1,000 communications professionals.

[Join now!](#)

Welcome, Sheira Brayer!



The multi-talented Sheira and her husband, Cory Rosenberg, own the entertainment, marketing and production company **Cree8 Group**. Sheira has also written more than 150 songs for **Dittydoodle Works**, a New York Emmy-nominated public television series for preschoolers that she co-created with Cory.

It was the **Linda Kaplan Thaler connection** that helped convince Sheira to join NYWICI. Linda, this year's president of NYWICI, was Sheira's first boss out of college. Sheira was a creative assistant at the

advertising firm J. Walter Thompson. "I was a floater," said Sheira, "and she was my first gig!"

-- Rachel Buttner

And Finally...



St. Patrick's Day Parade, 03.17

Best-selling novelist Mary Higgins Clark, left, serves as the annual parade's grand marshal.

Clark has written more than 30 novels, most in the suspense genre, which have sold some 80 million copies. She has also co-written five books with her daughter, Carol Higgins Clark.

Good at Geography? Test your knowledge of the Middle East

March Madness: Big East Tournament @ Madison Square Garden, 03.08 through 03.12

Moveable Feast: Fresh Produce and the NYC Green Cart Program, Museum of the City of New York, 03.22 through 07.10

People, Not Things, Are the Tools of Revolution

The Skinny on Wrong-Headed Advertising

When English "Cries for" Subtitles

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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