

[MEET THE NEW BOARD AT THE ANNUAL MEETING](#) | [BID ON CHARITY BUZZ TILL 2 P.M. TODAY](#)

## NEXT UP



**Thursday, 05.13, 8:30 to 10 a.m.**

\*Free Members-Only Event\*

### Digital Salon: Power of Women Online

Hosted by Colleen Curtis, left, editorial director, AOL Women's & Lifestyle Programming.

Hosted by AOL

770 Broadway (entrance on 9th Street, between Broadway and Lafayette)

[Register Now](#)

**Wednesday, 05.19, 6 to 8 p.m.**

\*Save the Date\*

### NYWICI Annual Meeting

Meet the new Board and find out what's in store for 2010-2011.

Location: TBD

[Register Now](#)

**Thursday, 05.20, 8.30 to 10 a.m.**

\*Free Members-Only Event\*

### Financial Salon

Strategies for business owners to build their business while securing their retirement with financial services representative Gina L. Bolden-Rivera, left, and financial planner Gail Linn.

Kellen Company

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

[Register Now](#)

**Thursday, 05.27, 8:30 to 10:30 a.m.**

\*Free Members-Only Event\*

### Style Renaissance: The Workshop

Learn how your clothes can help you look and feel your best as member Margo Hasen, the Style Strategist, explains how to invest in clothing, express your style



## NYWICI PULSE



**A lot of long-running TV series are ending this spring. Which will you miss the most?**

- Lost
- 24
- Ugly Betty (starring America Ferrera, above)
- Nip/Tuck
- None - I don't watch TV

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

## LAST MONTH'S POLL

**Are you turning to social media for your news?**

- 6% Yes, Facebook and Twitter have become my main news sources.
- 44% I stay current mainly with a mix of social media and websites like nytimes.com.
- 50% No, not at all. I rely on websites, print and television news.

-- Deirdre Wyeth

and look your best every day.

The Doncaster Showroom  
145 W. 57th St.  
[Register Now](#)

-- Edited by Katie Corrado



## Spotlight On

### Deirdre Wyeth

**She is** a web consultant and developer, the principal of D. Wyeth & Associates, and **the mother of NYWICI digital**.

"People don't know what a web developer does until they're in the middle of a project and find they can't communicate with the designer. The programmer (possibly their nephew) doesn't know what they're talking about, the price keeps climbing and then the search engines don't recognize the resulting site. I'm the person who puts all the pieces in place."

**Why she's the mom-in-chief** Deirdre is the driving force behind so many of the organization's digital initiatives -- [nywici.org](http://nywici.org) and its re-launch last year, this e-newsletter, blogging and the first live blogging for Matrix. She also instituted the use of Yahoo groups for the committee members to communicate with each other.

Between 2006 and 2008, she served as co-chair of the then-Communications Committee. In 2006, she was bestowed with the Liz Hoover Award for her outstanding service to the organization. She is now the head of the Communications Committee for the NYWICI Foundation Board and launched and continues to support the Gratitude Wall.

**Sox and socks** "I'm the fourth generation of women in my family to sit and knit while listening to Boston Red Sox games. I love that sense of continuity."

**How the web industry has changed** "I remember the day in 1995 when the nytimes.com launched and crashed. It was one of the first times that the rush of people trying to log onto a news site caused the server to go down. I kept the printout with this error message: 'Log-in failed. Reason: Site does not exist.'"

**For better...** "The web keeps up its strength in information-gathering and dispersal, while becoming more entertaining and easier to use."

**...and worse** "We thought that the web would level the playing field for women. In fact, women do hold executive positions at major companies, but nothing like the 50% of the senior positions we had hoped for."

**Most expensive job** "It was an editing gig for a dingy company on a dangerous New Jersey road that paid less than the childcare and attendant costs for my then-infant daughter.

While I was at work, and these were pre-cell-phone days, the nanny was either calling her mom in Jamaica or consulting with the Psychic Hotline -- all on my dime. When the phone bill came in at twice my monthly take-home pay, I went back to being a full-time mom for a while."

## 3 NEED-TO-KNOWS

1. **Renew** [your membership](#).
2. **Members Vote:** You will be receiving the 2010-2011 NYWICI Board slate for your approval.
3. **Say thanks** to Mom and other loved ones on the [Gratitude Wall](#).

-- Carmen Pichardo-Gonzalez

## Job of the Month

**Title** Web Editor/Writer

**Company** Creative Expansions

**Level** Mid-Career (1+ years work experience)

**Description** Full-time writer/editor to manage interns and produce content for the website and newsletter. Creative Expansions works to empower women through its Emmy Award-winning television programs and website [womenworking.com](http://womenworking.com).

**Requirements** Knowledge of Microsoft Word and Excel; HTML is a plus. Also, excellent writing with strong organizational and people skills and a passion for women's issues. Having a sense of humor a bonus.

**To apply** Send a resume, references, one writing sample (preferably a profile) and cover letter to [helene@womenworking.com](mailto:helene@womenworking.com) in Word documents.

-- K.C.

Send us your

**Twitter, tweet...stop!** "My least favorite new words are all the plays on Twitter and tweets. If I hear one more, I won't be chirping."

**Best vacation** "No computer, no phone."

**No more princesses, please** "That's the name of a blog I'm thinking of writing, because, I hate the 'princessing' of American girls. Being a princess is not a great ambition: The odds of achieving it are low, and the job itself is really tedious, even when you factor in the clothes."

"And despite the fact that we're American -- anti-royalty -- we keep foisting this idea on girls who are too young to know they should reject it. It's pretty disheartening. I'll be happy when more parents buy play briefcases instead of plastic tiaras for their daughters."

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

## 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](#).

---

## Last Chance for the Charity Buzz



Breakfast at Tiffany's? Lunch with Oprah's BFF Gayle King? Dinner with historian Doris Kearns Goodwin, along with a Red Sox vs. Yankees game? Until 2 p.m. today, you can bid for a chance to win one of these experiences and contribute to the NYWICI Foundation's scholarship fund.

All these and much more are available at the online [CharityBuzz.com](#) auction. From a hot date that includes hair and makeup at Arrojo and tickets to Carnegie Hall to meals with legendary chefs, the experiences are tax-deductible donations that go toward scholarships and other educational opportunities.

-- D.W.

---

## Where Are the Women?

Flextime may have been pushed to the forefront by working mothers (thanks, moms), but it's something we all need. Read on.

- [Work Less, Play More](#)
- [Surprisingly, Family Time Has Grown](#)

*And on "nontraditional" work for women...*

- [What If Women Ran Wall Street -- Testosterone and Risk](#)
- [IT Gender Gap: Where Are the Female Programmers?](#)

Please send articles and information for future columns to [wakeupcallprod@hotmail.com](mailto:wakeupcallprod@hotmail.com).

-- Edited by Barbara Sutton Masry

---



## Welcome, Helen Wall!

**She is** the marketing coordinator for Arts Brookfield at the World Financial Center. With the center's Winter Garden as the main stage, Arts Brookfield offers free year-round programs in music, dance, exhibitions, film, community activities and promotional events. Helen reaches out to audiences through the [World Financial Center website](#), social media and email campaigns, and also maintains the events' digital archive.

**Downtown is kicking** "Lower Manhattan is home to many cultural and art institutions. We collaborate on activities from the week-long 'NY's Greenest' Earth Day celebration to hosting the 12-hour Bang on Can Marathon and other events as part of the [River to River Festival](#)."

**NYWICI plusses** "Andrea Chalupa's [of AOL's WalletPop.com] presentation at my first Digital Salon after joining NYWICI inspired me to try video interviewing. Also invaluable was the social media workshop with Sree Sreenivasan from Columbia Journalism School. Since the podcasts of their talks are posted on [nywici.org](#), I can share them with my niece, an aspiring journalist."

-- Rachel Buttner

---

## And Finally...

[In Which I Try To Use a String of Clichés in One Sentence](#)

[How To: Spring Clean Your Twitter Account](#)

[Your Mom's Guide to Those Facebook Changes](#)

[Free Event: New York Gallery Week, May 7 - 10](#)

[Happy Mother's Day, May 9](#)

### ***NYWICI in the News***

The 2010 Matrix Awards were a huge success this year. The festivities were featured in many publications, TV shows and websites. Some highlights include: [NY Daily News](#), [People](#), [Us Weekly](#), [Wall Street Journal](#), [New York Post](#), [The New York Times](#), [Access Hollywood](#), [E! Online](#), [Entertainment Tonight](#), [Huffington Post](#), [USA Today](#) and [ABC News](#).

-- Edited by Alison Stockley

*NYWICI Now*

**Michelle Lodge**, Editor

**Randi Goldsmith**, Managing Editor

**Laurie Leahey**, Copy Editor

*Integrated Marketing & Communications Committee*

**Patricia Maloney**, Content Director

**Kendra Bracken-Ferguson, Dorothy Crenshaw and Gail Griffin**, Co-Vice Presidents

New York Women in Communications, Inc. empowers women in all communications disciplines to reach their full potential by promoting their professional growth and inspiring them to achieve and share their successes in the rapidly changing world of communications.

© Copyright 2010, New York Women in Communications. All rights reserved. | **Contact us** for more information  
[Forward email](#)

 **SafeUnsubscribe**®

This email was sent to [patriciamaloney2@aol.com](mailto:patriciamaloney2@aol.com) by [websitecommittee@nywici.org](mailto:websitecommittee@nywici.org).  
[Update Profile/Email Address](#) | Instant removal with [SafeUnsubscribe](#)™ | [Privacy Policy](#).

New York Women in Communications | 355 Lexington Ave, 15th Floor | New York | NY | 10017