

NEXT UP



Tuesday, 10.18, 6:00-8:00pm
Cocktails & Conversations
Knowing Your Value with Mika Brzezinski of Morning Joe
Mika Brzezinski, left, discusses the role of women in the workplace, particularly their struggle to gain recognition and receive fair pay, an issue she explored in her latest book, **Knowing Your Value: Women, Money, and Getting What You're Worth.**
@ Scholastic, Inc., 557 Broadway (between Prince and Spring streets)
[REGISTER >](#)

SOLD OUT MEMBERS ONLY

Monday, 10.24, 6:00-7:30pm
Coaching Salon: Let Go of Fear and Just Do It (No, You Won't Die) Learn about new ways to look at and face your fears with Rory Kelly Connor, certified life and career coach.
@ Jack Morton, 919 Third Ave. (at 55th Street), 14th Floor



MEMBERS ONLY
Wednesday, 10.26, 8:30-10:00am
Digital Salon: Facebook Content & Posting Strategies That Get Results, with **Nelly Yusupova**, left, chief technology officer, [Webgrrls International](#) and founder of [DigitalWoman.com](#).
@ Hearst Magazines, 300 W. 57 St. (at 8th Avenue)
[REGISTER >](#)

MEMBERS ONLY

Sunday, 10.30, 12:30-2:30pm
YogaWorks Event for Members
Take a one-hour yoga class with NYWICI colleagues. One of YogaWorks' highest-level instructors focuses on stress-busting breathing and stretching techniques. Light refreshments served after the class. Open to all skill levels.

NEED-TO-KNOWS

- 1 JOIN [New York Sports Club](#), with a fee waived, special for NYWICI members.
- 2 FIND OUT more about the [2012 NYWICI Foundation scholarship program](#), the largest foundation for women's communications scholarships in the country.
- 3 UPDATE your [password](#) to access your online account on the website.

-- Rodeena Stephens

NYWICI PULSE



Maria Bello, star of "Prime Suspect"

The best TV news for professional women this fall has been:

- The cancellation of "The Playboy Club."
- The increased number of women headlining crime shows.
- Can't focus. Ask me again once "Project Runway" is over.

Vote at [nywici.org](#).

-- Deirdre Wyeth

JOBS OF THE MONTH

Visit NYWICI's [job listings](#) for information. The organization offers a

@ YogaWorks, 459 Broadway (at Grand Street)
[REGISTER >](#)

Tuesday, 11.08, 6:00-8:00pm
NYWICI Night Out

Join NYWICI members and friends in an agenda-free environment for networking and socializing.
@ Grand Hyatt Wine Gallery, 109 East 42nd St. (at Lexington Avenue)
[REGISTER >](#)



Saturday, 11.19, 8:45am-5:00pm
Student Communications Career Conference
Ann Shoket, left, editor-in-chief of Seventeen, gives the keynote address at this annual event, in which students and industry professionals network and students attend career-specific panel discussions.
@ Grand Hyatt New York, 109 E. 42nd St. (at Lexington Avenue)
[REGISTER >](#)



Tuesday, 12.06, 6:00-8:00pm
Cocktails & Conversations
What Women Want: Strategies for Reaching the Female Market
Jackie Bird, CEO of Redbean Society, left, and other panelists discuss the secrets of communicating with women. Panelists will explore how to appeal to women from different walks of life, while maintaining a core audience and using the right medium to get the message across.
[MORE INFO >](#)

Monday, 02.13, 6:00-8:00pm
Cocktails & Conversations
Bridging the Generation Gap: Reaching Baby Boomers, Gen X and the Millennials
[MORE INFO >](#)

--Edited by Katie Corrado

Spotlight On...

Susan Schulz

wide range of events to educate women on how to apply for these positions as well as additional opportunities.

- **Freelance Digital Marketing Manager**
InStyle.com
Mid-level
- **Senior Associate Research Manager - News**
Time, Inc.
Senior-level

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

-- K.C.

NEW ON ALOUD

This month on Aloud, there are more hot topics from Hot Sheet and hard-won do's, don'ts and expectations for young job seekers from a successful young professional. [Click here](#).

--Michele Hush

THANK YOU, STRAND HOTEL

The larger-than-life view of the Empire State Building, the scrumptious hors d'oeuvres and delicious drinks and the mellow sounds of the [Blue Vipers of Brooklyn](#) at the committee members gathering on September 19 were all thanks to the [Strand Hotel](#).

Members of NYWICI's committees enjoyed all the amenities at Top of the Strand, the hotel's rooftop lounge, which features comfy sofas, seasonal plants and floral arrangements and a full bar and offers ample room for networking. The hotel is at 33 West 37th St., in the heart of the garment district.

TOP
of the
STRAND



Susan is the editorial brand director for Cosmopolitan and president of NYWICI's Foundation Board.

Magazines because... "It was not so much a choice, it was a destiny. Ever since I was in the 8th grade, I gravitated toward magazines. Magazines are the place people go when they crave new ideas to make their lives better. Not only are magazines

entertaining, I have always loved how much they inspire people to live their lives in a different or better way."

Digital 24/7 "Digital is the main area I work in at Cosmo (I've been here since March 2010), as I oversee the web editors of cosmopolitan.com. I work on several other nondigital projects, too, but the web is the part I'm focused on every single day, throughout the day -- at midnight and weekends sometimes, too!"

Foundation plus "My goal is to get us focused more on various fundraising efforts that will not only allow us to give out more scholarships, but to also fund other projects that can further our mission of education for women at every stage of their career."

Stellar scholarship winners "I am especially proud of Marie Dugo and Stephanie Guzman, both of whom I interviewed when they first applied. Marie is a three-time scholarship winner and graduate of Vassar College, who was accepted into the coveted NBC Page Program, where she currently works. Stephanie is a two-time scholarship winner who attends CUNY. She is very active at many NYWICI events, including Ladies Who Laugh, and is going to be a featured speaker at the Student Communications Career Conference on November 19."

More tu-ba! "One of my favorite New York memories happened Halloween night 2007. My husband, Kevin, and I were riding home from the West Village to the Upper West Side in a packed Number 1 train. There were people in costumes and the Columbia marching band with their instruments. Kevin started chanting 'tu-ba, tu-ba,' to get the tuba player to pick up his giant instrument and play, and he did. Then the entire band joined in."

[Continue reading](#)

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

WHY JOIN NYWICI?

The organization offers access to [discounted disability and long-term-care insurance](#) through a major insurance provider.

[Sign up now!](#)

Welcome, Ana Montoya!



Cool look If you want to know which dark specs to wear, Ana Montoya is your source. Ana is the editor of *Sunglasses*, a fashion b-to-b/trade product-based publication that educates retailers on how to promote sunwear sales in their shops.

It was member Donna Italiano who introduced Ana to NYWICI. "When I learned what a wonderful organization of inspiring women this was, I knew I had to be a part of it," said Ana. "I hope that my knowledge of the fashion accessories industry may be of help to other members."

When Ana's not working, she's traveling -- no doubt in stylish shades.

-- Rachel Buttner

And Finally...

- **CHEER [Nobel Peace Prize 2011: Three women win.](#)**

They are:

Tawakkul

Karman, left; **Leymah Gbowee**, center; **Ellen Johnson-Sirleaf**, right.



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- **LEARN [Mashable Media Summit](#)**, 11.04, discount for NYWICI members and friends. Use Promotion Code **MS11NYWICI**
- **PLAY [Halloween 2011](#)**, from NYC Parks & Recreation and others
- **RUN [The ING New York City](#) Marathon**, Sunday, 11.06

- SAIL [New York by Water](#)

NYWICI Now

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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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