

NEXT UP



Thursday, 09.22, 6:00-8:00pm
**An Evening of Ballroom
Dancing and "Becoming Ginger
Rogers"**

Enjoy performances and a group lesson with dancers Emmanuel Pierre-Antoine and Liana Churilova, featured on "Dancing with the Stars." Matrix-winner **Patrice Tanaka**, left, will read from her new book, [Becoming Ginger Rogers...How Ballroom Dancing Made Me a Happier Woman, Better Partner and Smarter CEO](#).

@ Taj Lounge, 48 W. 21st St.
[REGISTER >>](#)



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 salaries.

Location: TBD
[REGISTER >>](#)



**Saturday, 11.19, 8:45am-
5:00pm**
**Student Communications
Career Conference**

Ann Shoket, left, editor-in-chief of Seventeen magazine, 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. (Park Avenue at Grand Central Terminal)
[REGISTER >>](#)

--Edited by Katie Corrado

NEED-TO-KNOWS

- 1 RE-UP your [membership](#).
- 2 INVITE students at your alma mater to the [Communications Career Conference](#).
- 3 TAKE ADVANTAGE of a free business coaching session with one of the coaches affiliated with NYWICI. This service is a perk of [membership](#).

-- Rodeena Stephens

5 QUESTIONS FOR PATRICE TANAKA

Add to Patrice Tanaka's resume, dancer.

Patrice, co-chair and chief creative officer of CRT/tanaka and a former NYWICI president and Matrix winner, sits down with member Joan Dowling for 5 Questions to talk about fancy footwork, advertising and another fine dancer, Ginger Rogers. Patrice is behind the 09.22 Foundation fundraiser "Becoming Ginger Rogers," in which there will be three performances by professional ballroom dancers, a group mambo lesson and a raffle for dance lessons. [Click here](#) to read the full 5Qs.

-- Linda Levi

Spotlight On...

Catherine Mathis



Catherine is a communicator and storyteller and president of New York Women in Communications, 2011-2012.

"As senior vice president, marketing and communications, for the ratings agency Standard & Poor's, my job is to tell the story of my company, so that our employees, customers, the media, policy makers and others understand our role in the market. I love what I do

and work with a terrifically talented team."

What's up for NYWICI "We have three goals: to educate, to connect and to grow.

"We offer a wide range of events to educate women and men at all levels and stages of their careers on everything from effective marketing to presentation skills. This year we are particularly focused on all things digital. Technology is changing rapidly, and we are creating programs that help our members understand the changes and how they can apply them successfully to their work.

"We are working on a members-only panel with top recruiters. And we will be continuing our segmented industry groups, renamed Industry Insider, for a members-only connection to those who are thought leaders within our industry.

"Our motto is 'Connect with the women who connect the world.' We think this is particularly appropriate as we work to help our members secure new positions or make career transitions. With the economy fragile and job creation limited, this is of critical importance.

"And lastly, we want to grow NYWICI. This is a great organization of more than 2,000 passionate women from the fields of advertising, marketing, public relations, digital media, journalism and arts and entertainment. We want to expand our ranks."

Queen of crisis "If you ask my husband about my work, he'd say I'm the queen of crisis. And, certainly, I've handled my share. Since joining S&P in 2009, our president has testified before Congress -- twice -- about the financial crisis. We downgraded the debt of several eurozone countries and the United States, prompting both rousing congratulations (one man sent the PR department flowers) and scathing condemnation.

"Before S&P, I spent 12 years at The New York Times Company, with the last nine as the head of corporate communications. During that time, we experienced six anthrax hoaxes. Three people climbed the exterior of its 52-story office building. One reporter spent 85 days

NYWICI PULSE



The retailer [JCPenney](#) dropped its back-to-school T-shirt, above, that read, "I'm too pretty to do homework so my brother has to do it for me." What did you think?

1. Really?
2. Aw, come on. That's so cute.
3. Can I have the job of the person who was fired for OK'ing that shirt?

Vote at [nywici.org](#).

-- Deirdre Wyeth

JOBS OF THE MONTH

Visit NYWICI's [job listings](#) for information on how to apply for these positions as well as additional opportunities.

- **Social Media Supervisor**
Child's Play Communications
- **Communications Specialist**
Service Employees International Union (SEIU)

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

-- K.C.

NEW ON ALOUD

As you put away your summer-ish things and get back to work and school, Aloud will turn up the heat with more Hot Sheet topics -- and help you keep your cool with proven relaxation tips. [Click here.](#)

--Michele Hush

WHY JOIN NYWICI?

The organization offers access to [discounted health care](#) through Transparent Health Network.

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in jail for refusing to divulge a confidential source. Another plagiarized the work of a journalist at a competing news organization, resulting in a front-page story in The Times and coverage from more than 140 media outlets on every continent except Antarctica. And a reporter was kidnapped by the Taliban, but, thankfully, escaped after nearly eight months in captivity."

[Click here to learn more about Catherine.](#)

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

Welcome, Frances McMorris!



"As one of the few women of color in financial publishing, I want to stand out as a terrific role model," said Frances McMorris, one of NYWICI's newest members. "And I encourage all women to network, network, network and don't skimp on adding to

your knowledge base in this high-tech world."

The accomplished Frances is an editor, a lawyer and a champion interviewer and moderator. She has been editor-in-chief of On Wall Street magazine since 2008 and served as executive editor from 2004. Earlier this year, she was named editorial director of special projects for the Investment Advisor Group at Source Media. She also created and serves as the host of AdvisorTV, an online video interview show appearing at onwallstreet.com.

[Click here to read more about Frances.](#)

-- Rachel Buttner

And Finally...

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- [Jill Abramson's Day One Changes](#) at The New York Times, from John Hudson of the Atlantic Wire on 09.06. "Today, Jill Abramson, right, takes over as executive editor of The New York Times. As head honcho of the nation's most prestigious newspaper, all eyes will be on her, especially considering her status as the paper's first female executive editor in its 160-year history." [Read on](#)
- [Eat Your Veggies, and Herbs!](#) Mario Batali's Edible Garden at the New York Botanical Garden, through 09.25
- [Pedal the NYC Century Bike Ride](#), 09.18
- [Attend the Brooklyn Book Festival](#), 09.18
- [Visit the 9/11 Memorial](#) at Ground Zero



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

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.