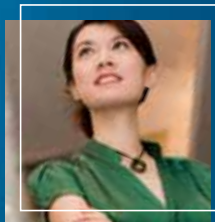


# Welcome All Students & Young Professionals!

## 2010 Student Communications Career Conference

**W**OMEN  
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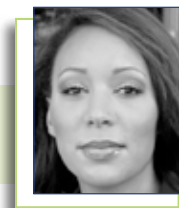


## Saturday, November 6, 2010 Grand Hyatt Hotel in New York City

- 8:45 a.m. sharp** Onsite Registration
- 9:15 a.m.** "Get a Head Start" Brunch
- 9:30 a.m.** Welcome Address  
New York Women in Communications President **Linda Kaplan Thaler**  
CEO & Chief Creative Officer, The Kaplan Thaler Group

- 9:35 a.m.** The Winning Difference: Setting Yourself Apart  
**Helen Wagner**, Manager, Public Relations, 3M

- 9:55 a.m.** Keynote Address  
**Mara Schiavocampo**, Correspondent, NBC News



- 10:55-11:55 a.m.** Panel Session 1

### Broadcast and Cable Journalism

*Room:  
Uris & Juilliard  
Conference Level*

- Liz Cho**, Co-Anchor, WABC Eyewitness News  
**Celeste Headlee**, Co-host, *The Takeaway*  
**Audrey Pass**, Senior Director, Communications & Public Affairs, FOX5/ My9 TV  
**Alison Stewart**, Co-Anchor, *Need To Know*, PBS  
**Moderator: Lisa Evers**, Reporter, WNYW-TV/Fox 5 News

### Digital Marketing and Social Media

*Room: Broadway  
Conference Level*

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**SEPHORA**

- Kendra Bracken-Ferguson**, Co-Founder, Digital Brand Architects  
**Ansley Dunn**, Assistant Director and Adjunct Instructor, M.A. Program in  
Graphic Communications Management and Technology, NYU-SCPS  
**Eunic Ortiz**, Web/ Social Media Manager and Press Officer, New York City Council  
**Nicole Stillings**, Director of Social Media, ICED Media  
**Moderator: Gail Griffin**, General Manager, Barrons.com and SmartMoney.com

### Marketing/Integrated Communications

*Room:  
Alvin & Carnegie  
Conference Level*

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**NYU SCPS**  
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- Bonnie Blake**, Academic Director, M.A. Program in Graphic Communications  
Management and Technology and Faculty at NYU-SCPS  
**Danielle Conboy**, Associate Merchandising and Promotion Manager,  
*Brides Magazine*  
**Dana Beth Hagendorf**, Luxury Marketing Executive  
**Jaymee Messler**, Vice President of Marketing, Excel Sports Management  
**Moderator: Alice Cherry**, Senior Director of Social Media, Standard & Poor's

**12:15-1:15 p.m. Panel Session 2**

**Newspaper/Wireless/  
Online Reporting**

Room:  
Alvin & Carnegie  
Conference Level

**Matea Gold**, Staff Writer, Tribune Washington Bureau  
**Patricia Kitchen**, Educator and Journalist, *Newsday*  
**Monica Williams**, News Editor, *The Wall Street Journal's* Greater New York section  
**Moderator: Jamie Heller**, Investing Editor, *The Wall Street Journal*

**Communications  
Entrepreneurship**

Room: *Broadway*  
Conference Level

**Harriette Cole**, President and Creative Director, Harriette Cole Media  
**Dorothy Crenshaw**, CEO and Creative Director, Crenshaw Communications  
**Jenn Falik**, Style & Beauty Expert and Host, MSN.com's *Beauty BFF* web series  
**Suzanne Kantra**, Editor-in-Chief, Techlicious.com  
**Moderator: Mistina Picciano**, President and Chief Content Strategist, Market It Write

**Advertising**

Room:  
Uris & Juilliard  
Conference Level

**Leigh Doyle**, Director, Sales Pricing and Planning, iVillage.com, NBC Universal  
**Lauren Fisch**, Sales Planner, Oxygen NBC Universal  
**Linda Gharib**, Account Manager, Microsoft  
**Rebecca Taylor**, Senior Assistant Brand Manager, Unilever  
**Moderator: Sarah DaVanzo**, Strategic Planning Director, Trends + Culture, The Kaplan Thaler Group

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**1:30 p.m. "Network Your Way to the Top" Snack Break**

**2:15 - 3:15 p.m. Panel Session 3**

**Magazine Writing  
for Print and Web**

Room:  
Uris & Juilliard  
Conference Level

**Joey Bartolomeo**, Senior Writer, *People*  
**Robin Monheit**, Editor, Network Programming, Hearst Digital Media  
**Susan Schulz**, Editorial Brand Director, *Cosmopolitan*  
**Ingrid Skjong**, Executive Online Editor, Niche Media  
**Moderator: Donya Blaze**, Senior Editor, Mediabistro.com

**Public Relations**

Room: *Broadway*  
Conference Level

**Christine Donnelly**, Senior Publicist, Free Press  
**Laura Kaplow-Goldman**, Director of Public Relations, The New 42nd Street/  
The New Victory Theater  
**Alexandra Smith Ozerkis**, Team Director, Kellen Communications  
**Erin Tracy**, Team Leader/Vice President, Regan Communications  
**Moderator: Leslie Hunt**, Associate Director, Outreach, EMBA Career Management, Columbia Business School

**Visual  
Communications**

Room:  
Alvin & Carnegie  
Conference Level

**Mayumi Ando**, Creative Director, Dylan's Candy Bar  
**Debbie King**, Manager of Brand and Creative Operations, National Football League  
**Gillian Nadel**, Associate Photo Editor, *Entertainment Weekly*  
**Moderator: John Burke**, Director of Company Archives, Phillips-Van Heusen/ Tommy Hilfiger

**3:35 - 4:35 p.m. Closing Panel Session**

**Secrets to a  
Successful Job  
Search**

**Lindsey Bunton**, Recruiter, Condé Nast  
**Brian Knox**, Senior Vice President/Director Corporate Diversity, Katz Media Group  
**Alison Osterbur**, Director, Human Resources, iVillage- NBC Universal  
**Barbara Safani**, Owner, Career Solvers  
**Moderator: Vicki Salemi**, Author, *Big Career in the Big City*

**4:45 p.m. Raffle Drawing & Attendee Gift Bags**