



...top 10 career conference tips...  
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Dear Sammy,

I hope you enjoyed your Thanksgiving holiday and are looking forward to winter break! Since it is the season to give thanks and be with those you love, this fall you should know that **NEXT is most thankful for YOU!** Without our readers, what would **NEXT** be? What would be its purpose? Why would it even exist?

I want all of you to know how much you are **appreciated** and how **grateful** the entire NEXT masthead is for this spot in your inbox and the next 10 minutes of attention you dedicate to reading its contents. We want **NEXT** to **serve you well** and are consciously making an effort to make sure every issue and every feature delivers what you-an up-and-coming communications star-need to realize your ambitions, goals, hopes, and dreams.

The holiday season isn't the only one upon us! Soon enough applications for everything from internships to graduate school to scholarships to jobs will be due. No fear, NEXT is here!

The **2009 Student Career Conference** was an extraordinary day featuring volumes of valuable information! **Taylor Trudon** offers up the **Top 10 tips** gained this year on what you should be doing now to secure your brightest future.

The fall **Girl's Guide** is all about applications and making your **star shine** through a dull, generic 8 ½ by 11 sheet of paper.

**Kayla M. LeGoff's** recap of the "Cocktails and Conversations: Dressing for Success" event has all the advice you need to make your best impression at the next stage, in-person interviews, and in the office once you get the gig!

Remember the feature "**Student Spotlight?**" Well, it's back with a "**Where Are They Now?**" makeover, featuring previous student members that are now part of the young professional sector. **Kim Last** serves as a great NYWICI role model in transitioning from student to young professional member, and **Stacy Lipson's** interview concisely catches up with the busy young professional.

I hope you find these features as **helpful, useful, and timely** as we intended! I would also love to hear back from you with your reactions to this issue and your suggestions for the future. **NEXT** is definitely not a one-way communications street, and it is definitely **nothing without you**.

Happy Holidays, with NYWICI love,  
[Marie Dugo](#): Vassar College '11; Media Studies

P.S. **NEXT** is also grateful for its **blog** counterpart and can't help but brag about its new **fabulous** design. Check it out [now!](#)

...top 10 career success tips...

*Although the 2009 NYWICI Student Career Conference has come and gone, the advice and wisdom provided by the fabulous speakers and panelists will not soon be forgotten. Here are the top 10 main themes that emerged from all of the advice shared throughout the day!*



- 1.) **Go above and beyond.** Be willing to pitch in and go the extra mile. Do what your employer expects of you but really impress her by taking your duties to the **next level**.
- 2.) **Be pleasant.** You want to be someone others want to work with and a poor attitude will definitely not go unnoticed. Let your personality shine and show others you're **happy** to be working with them.
- 3.) **Savor the "flashbulb" moments.** Remember that time you got to meet your career icon Katie Couric or that e-mail your boss sent you when you did an awesome job helping out at that photo shoot? When you're having a bad day or are just second-guessing yourself, dust off those mental snapshots you took to keep you **motivated** and make you **smile**. Dedicate a folder in your email to store your career highlights.
- 4.) **Never be afraid of "no."** Say you've been itching to share this awesome idea to your editor for weeks, but as an intern, you're afraid you might get shot down. What's the worst that can happen? Don't be afraid to take **initiative** and bring your ideas to the floor. This will make you **stand out**.
- 5.) **Always look forward.** Everybody makes mistakes, but you'll never recover from them if you keep looking backwards. Also, comparing yourself to your colleagues will only make you feel self-conscious, so stay **focused** on your future and doing your best.
- 6.) **Find your passion outside of work.** As much as you love your job, try to get involved in other things you care about. Whether it's volunteering for a nonprofit organization or training for the New York City marathon, discovering a new passion will help you **expand** your interests and set goals outside of the corporate world.
- 7.) **Do your research.** In an industry that is constantly changing and making new strides, it's your job stay **well-informed** on what everyone is talking about. Make reading the news and asking questions a top priority so you'll always be on top of your game.
- 8.) **Be innovative.** Don't hold back your ideas -- that one crazy idea you have could be the **next big thing**. Work hard to bring new ideas to every discussion and thinking outside of the box. You can "get ahead" by thinking one step ahead.
- 9.) **Go with the flow.** Have "flexibility" be your middle name, which means being able to adapt to changes, be it deadlines or beats.
- 10.) **Maintain a sense of humility.** Be humble and **appreciative** for any opportunities that come your way. Most importantly, know that your work represents something bigger than yourself, so always stick to good **ethics** by being fair and accurate in whatever you do

...[Taylor Trudon](#); University of Connecticut '11; Journalism & Women's Studies

Head on over to the [nextBLOG](#) to hear what student attendees thought about the day during the day, thanks to Katherine Oyegun's on-site coverage!

## ...d r e s s i n g f o r s u c c e s s...

A stereotype of women is that we are too concerned with fashion and how we look, but at the September 8th Cocktails and Conversations, *Today Show* Style Editor Bobbie Thomas encouraged us to embrace looking and feeling fabulous. "Style is the way you speak to the world without words," Thomas explained.



Learning how to dress appropriately as a communicator can be a challenge, but fashion experts Nancy Berger, Amy Odell, Eve Pearl, and Suze Yalof Schwartz helped make it seem a little simpler. (Photographed at left.)

Berger, the founder and president of Grace Group, said to "look and feel your best...Style can make us feel more or less confident." Berger also warned us about heels because we've all had that "My feet are killing me!" moment. The solution: **wear a comfortable heel height at the office.** Save the 5-inchers for the "taxi cab" events, as Berger called them, where you simply walk from your cab to your seat.

It would have been easy to spend the rest of the evening discussing the fashion "Don't"s that Suze Schwartz is all too familiar with as Executive Fashion Editor at Large for *Glamour*, but the ladies instead focused on dressing for the office. For an interview, Schwartz advised "**no cleavage, and not too much leg.** You have to know the culture of the place you're interviewing."

How you dress in the office can **impress** your authority figures, and if you dress **professionally** it will translate into your career **motives**. "People will size you up as soon as they see you," claimed celebrity makeup artist and consultant, Eve Pearl. "You shouldn't be lazy about your appearance, and take care of yourself," she added.

While the women did discuss the importance of investing in some high quality items, they were mindful of our current **economic situation**. So how exactly do recessionistas stay fashion forward? "**Hair is one of your best investments.** Updating your hair and makeup can be smart indulgences if you can't update your whole wardrobe," Thomas said. "Take extra time to learn how to put on **makeup**," Pearl added. At times, however, it's overwhelming to be on top of your appearance. New York's *The Cut* editor Amy Odell touched upon this. She shared, "I love fashion, but I think it's absolutely ridiculous. **It's ok to repeat outfits.**" (If you read *The Cut* you know that Michelle Obama and Anna Wintour do it too!)

The evening ended with a great Q&A session, and, of course, some networking! Attendees left with a fabulous goodie bag, filled with gift cards, a copy of New York and a coupon to Eve Pearl's salon for a free makeup consultation. Cocktails and Conversations, the "fashion edition," left women feeling confident and ready to dress the part!

...[Kayla M. LeGoff](#); Fordham University '13; Communications and Media Studies

## ...student spotlight... where is [Kim Last] now?!

**NYWICI involvement:** Vice President of Programming at New York Women in Communications

**Day Job:** Conference Producer, RealShare

**Part-time Passion:** Designs and produces her own jewelry line: Kim Last Designs which she sells on Etsy and at flea markets and craft fairs!

**Unofficial NYWICI Title:** "Mother Hen" (to Scholarship Winners)  
As "mother hen" to the New York Women In Communications scholarship winners, I work as a mentor for the winners and help them get comfortable networking within the organization.

**Best part about being a mentor:** Seeing someone that I've helped come one step closer to achieving their dream.

**What she likes most about NYWICI:** New York Women In Communications was like my first sorority. It was a sisterhood of women who supported me every step of the way and allowed me to grow. Not only did I meet some of my closest friends through NYWICI, but I was also given the chance to meet women who were willing to help me along the path I'm at today. NYWICI represents a professional network that allows you to be a mentor and have a mentor.

**Advice for Job Seekers:** Be flexible. When you are a student, you should soak in as much experience as you can. It's hard to get a grasp on where you're going to go in the future. A job can help you determine your likes and dislikes. Also, keep an open mind. Students today have their niches and they stay within those niches. But with the economy being the way it is, it helps to stay open and gain as much experience as possible. The more experience you have, the more invaluable you are as an employee. Learn how to grow and adapt -- I do it every day in my job.



~as told to [Stacy Lipson](#); Temple University '10; Print Journalism, Magazines

## ...girls' guide to paper... how to shine on a dull 8 1/2 x 11

*With many scholarship deadlines getting closer, including the NYWICI Foundation Scholarship deadline (mark your calendars for January 29, 2010!), we wanted to use this issue's Girls' Guide to share some valuable advice to keep in mind while you're completing your applications and essays!*

**What was the smallest mistake you made when completing an application that turned out to be the biggest?**

When I applied for a regional scholarship in high school, I spent all this time working on the essay and filling out the forms. You know that box at the end of applications, where you sign your name to verify that all the information you've given is true? I forgot to sign! Ever since then, I check and double check.

~Carol Kuruvilla, 2009 NYWICI Foundation Scholarship Recipient

Name your files carefully so that you know exactly what resume or personal essay you are sending or attaching to your application. I once sent in a personal statement from another application. Fortunately, the application committee thought it was great and I got the job. However, this is not the norm. Be sure to label your documents well and double-check them before sending!

~[Katherine Oyegun](#), University of Pittsburgh

**How do you approach applying your creativity to generic applications?**

Just be honest! I've felt that being completely honest about why you think you deserve an award or scholarship works best. Wherever you can, offer up personal anecdotes that drive home why you're the face of communications-future. Make it real.

~Jenn Pelly, 2007 & 2008 NYWICI Foundation Scholarship Recipient

Don't exaggerate or understate your achievements. Don't use overly flowery language or say things that you don't mean. The judges want to get to know you - your personality, your attitude, your goals. Use your experiences and achievements to give them an accurate portrait of who you are. The image they see should make them excited about investing in your future. ~CK

**What pointers would you share with friends seeking advice on being successful in the process?**

Start early. College life is crazy and schedules can change at a moment's notice. Do your research and start putting things together so that you have ample time to rewrite and make corrections. ~KO

Never doubt that you have a chance. When I applied for an internship at Rolling Stone, I never imagined that I'd actually land the job, but I did and I have gone on to do other awesome internships. Be confident! ~JP

**Ever had an application nightmare? What about a dream one?**

*Dream:* Of course! NYWICI two years in a row was mind-blowingly cool. ~JP

*Nightmare:* Make sure you know when your local post-office closes! I once had to run from my house to the post office because I didn't know it was closing early that day. Thank goodness it was only a couple of blocks away! ~CK



**Remember: applications are your first impression! Take the time and effort to get them right and you could end up on the Waldorf-Astoria stage like the 2009 NYWICI Foundation Scholarship winners did with Tom Hanks in April! Want to be one of next year's lucky winners? The [2010 application](#) is now available!**

Let's keep the dialogue going! Send your responses, tips, and stories to [nywicinext@gmail.com](mailto:nywicinext@gmail.com)!

Also, nextBLOG now features internship postings! [Head there now](#), do some browsing, and keep these tips in mind when applying. Good luck!

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