



Issue 2010.1

March 19, 2010

## Your NEXT Batch of Inspiration!

Dear Sammy,

We were all pretty mad at Mother Nature last month for her "snowpocalypse" wrath. But honestly, couldn't you relate a bit? If I had the option of dumping my mid-winter and mid-semester **frustration**, I totally would have done it. It's just that time of year.



But it's also almost over, and Mother Nature is getting ready to apologize with the beauty of Spring. NYWICI is in the heat of major event planning, but we will all reap the fruits of that labor with **one of the most fantastic Matrix Mondays yet - just one month from today!** As for us students, midterms are finally in the past and Spring Break has never seemed so needed.

Hang in there! That's just what *NEXT* aims to do this issue by delivering a heap of **inspiration** to your inbox.

Last month's Cocktails and Conversation featured an intimate interview with 2010 Matrix Honoree Ina Garten. She makes everything **look easy**, from goat cheese soufflé to leaving the mundane for a career of doing what you love.

[She's the First](#) proves that it's never too early to combine **communications skills** with a **great passion** for an even **greater cause**. Sara Spruch-Feiner spoke with the past NYWICI Scholarship winners who are making sure girls in developing countries can take the first step in their education: Tammy Tibbetts, Christen Brandt, and Chelsea Orcutt.

If there is any group of women we should be seeking inspiration from, it's the 2010 Matrix Honorees. Our writers compile a **star-studded sample of advice** for you to apply to your own communications journeys, and to get you excited for Matrix Monday - just one month from now!

But what about the daily journey? The Girls' Guide features **quotidian tips for staying positive**.

And last but certainly not least, get ready for a new NEXT feature: in

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case you missed it on the [nextBLOG](#)! I know how overwhelming keeping up with your favorite blogs can be, so NEXT is here to help with the most recent highlights from our blog, compiled by Editor-in-Chief [Kelli Plasket](#).

Here's a phrase I repeat to myself daily to get through it all: *A clear inbox equals a clear mind.* Just like you, as soon as I log-on to my email account I am confronted by a mess of requests, duties, and must-reads. This issue is definitely the latter. Take the time right now to read this issue, stock up on inspiration, and then file it away in your "Happy" Folder. I promise it will be the most valuable message of your day.

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

P.S. Notice anything different? *NEXT* is sporting a new look. (Thanks, Kelli!)



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*Cocktails [Cupcakes] & Conversation:  
 A Night with 2010 Matrix Honoree Ina Garten*



*"I love you. I love your spinach gratin. Where's Jeffery?"*

These are three of the most common things that Ina Garten hears from her fans. Not many ask her about how she built her indestructible brand. But that's exactly what she came to the Hearst Tower to discuss on February 2<sup>nd</sup> at NYWICI's Cocktails and Conversations event.

While we've probably all thought about building our very own brand, surprisingly, for Garten, writing seven cookbooks (her 7<sup>th</sup> *Barefoot Contessa: How Easy is That?* comes out this fall) hosting a wildly successful Food Network TV show, and creating a product line wasn't always part of her vision. "Creating a brand is like finding a man, you never find one when you're looking," Ina joked.

Stephen Drucker, Editor in Chief of *House Beautiful*, a longtime friend and sometimes-guest on *Barefoot Contessa*, sat down with Garten in the Hearst Theater to discuss the pivotal moments that shaped her career and helped built her strong brand.

Watching Garten on screen today, it's difficult to imagine her doing anything besides making delectable meals. However, writing 7 cookbooks (her latest, *Barefoot Contessa: How Easy is That?*, comes

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out this fall), hosting a wildly successful Food Network TV show, and creating a product line wasn't always part of her vision. "Creating a brand is like finding a man, **you never find one when you're looking**," Garten joked.

Before Garten achieved Food Network fame, she worked in Washington, DC as a nuclear budget analyst under the Carter administration. **Feeling the urge to make a change**, she saw an ad in the *New York Times* for a specialty food store, Barefoot Contessa, in the Hamptons. The store became a local landmark. After owning it for 18 years, Garten sold the business, and the branding began when she wrote her first cookbook, *The Barefoot Contessa*.

The conversation concluded with Drucker interviewing Garten - *Inside the Actor's Studio*-style. We discovered that her favorite breakfast is oatmeal, her favorite comfort food is grilled cheese and tomato soup (with gruyere -- yum!) her favorite drink is a whiskey sour, and she hates the taste of cilantro.

February 2<sup>nd</sup> is also an important day for Garten - it's her **birthday!** The event concluded on a **tasty, celebratory note** with delicious cupcakes.

...[Kaitlin Tambuscio](#); The College of New Jersey '10; Journalism, Multimedia, Photography

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*...She's the First:  
By Firsts, For Firsts...*

Tammy Tibbetts is a NYWICI first. She's the first foundation scholarship alumna to be appointed to the Board of Directors. As a two-time NYWICI foundation scholarship winner (2005 and 2006), Tibbetts is editor of Hearst Digital Media's [donatemydress.org](#) by day, and founder of the nonprofit [She's the First](#) by night.

The idea behind She's the First stems from the philosophy that education gives a girl the chance to be *the first*. Tibbetts launched [shethefirst.org](#) in November 2009 to raise awareness of the 600 million girls in the developing world.



"The student career conference, all the events, and mentoring I had through college helped me gain the **skill sets** for being a good reporter and researching issues and then marketing them in such a way that gets people to care. After I graduated, I landed a job in digital media that opened my eyes to this **whole new world** of Facebook and blogs. [I realized I could use it to raise awareness of] **social issues**," Tibbetts said.



Tammy spread her vision in part via Facebook, and it wasn't long before she heard from a NYWICI sister and 2007 Scholarship winner, **Christen Brandt**, asking if she could become involved in Tammy's effort. Now, Brandt is not only tackling her Syracuse University course load where she is a junior, majoring in Magazine Journalism and English Textual Studies, but she also directs *She's The First*, where she focuses on strategy for expanding the growth of the organization.

"Having a communications background gives you such an amazing skill set. You have the **power of language**, and you learn how to use language effectively to reach other people; and in the nonprofit world those are really two of the biggest things to **get people to respond effectively**. These skills that you cultivate in communications are skills that the non-profits need," Brandt said.

Since *She's The First* is all about education, college campuses are an excellent place for the organization to gain support. Enter, [Chelsea Orcutt](#), 2009 NYWICI foundation scholarship winner, as the Campus Outreach Coordinator for *She's The First*. As a freshman at Syracuse, this means developing a test program that they hope to run at other colleges that will enable groups of students to join together to sponsor a girl through [shethefirst.org](#).



Although *She's The First* is still new, it has already achieved significant success and has established impressive goals. Recently, Brandt helped the organization win three thousand dollars from [zappos.com](#) through the Zappos Sharing Happiness Shopping Spree contest. She decided to donate this money back to *She's The First* to provide shoes for the girls they send to school.

"It's all who you bring around you. That's why NYWICI networking is so important. You can't imagine how these things happen. When the time is right and the pieces fit together and that light bulb goes off in your head, it comes down to who's around you to support you," Tammy says.

...Sara Spruch-Feiner; Kenyon College '13; English - Creative Writing

[BLOG bonus: hear from Chelsea Orcutt directly on STF!](#)

### ...Matrix Mentoring...

*Matrix Monday is just one month away!*

*Here is a preview of the sage advice will we be hearing at the Waldorf-Astoria. Look forward to even more inspiration in the next issue when we re-cap the luncheon!*



### Sheryl Crow

Everyone knows Sheryl Crow as an acclaimed singer and songwriter. She is recognized as an iconic figure in the music industry, serving as a role model to young women all over the world.

"[Making music] was about really experiencing all that was happening at the very deepest emotional level, for that is where the big life changes occur. That is where you meet yourself."

### Doris Kearns Goodwin

In an interview with the Academy of Achievement, Pulitzer Prize-winning writer Goodwin gives advice to students who are planning their careers:

"... I think the most important advice is, a person doesn't have to find [their career path] right away. It's not like their first attempt at finding a profession is the only one they're going to find. I might well have gone down other paths, and it still might have been okay. But if you find something that you love, and if it keeps deepening with each new experience, then just stay with it."

### Gayle King

Gayle King is probably best known to the world as Oprah's right hand gal. However, that's not all King is known for. She's the editor at large of *O, The Oprah Magazine*.

So, how did she go from best friend to a media force in her own right? "When opportunity comes, you need to grab it...you need to have faith in yourself." (*Get Yours: How to Have Everything You Ever Dreamed of and More* by [Amy DuBois Barnett](#))

### Marissa Mayer

As Google's first female engineer, Marissa Mayer isn't afraid to take chances. "Get in a bit over your head," she says. "That's how you grow and learn and stretch yourself."

contributing writers, respectively:

...[Stacy Lipson](#), Carol Kuruvilla, Nikki Warsop, & [Taylor Trudon](#)

## ...Girls' Guide to Staying Positive...

Bedtime: 2:30 a.m.  
 Wake up: 8 a.m.  
 Class/Internship/Work *all* day.  
 Dinner: Yeah, right.  
 Homework: Every free second!

Look familiar? It's a **typical** day for an **ambitious** NYWICI girl, but it doesn't leave room for any *you* time. To get through a crazy spring semester, keep doing one thing: **Smile!**

Stay positive this semester with some wise words from one of our esteemed Matrix presenters, **Oprah**:  
 "Think like a queen. A queen is not afraid to fail."

Your positive attitude will be **contagious**, making wherever you go a positive environment for success - the kind of success YOU want! Show me those pearly whites! Here are some easy ways to stay positive as the school year closes and you're working extra-hard hunting down your dream internship or job!

### 1. Find something that is a constant source of inspiration to you.

For me, it's Linda Wells' Student Career Conference Speech from 2007, and thankfully, it's on YouTube. When I'm feeling overwhelmed or a bit down, I listen to her speech and I'm reminded what my goals are.

### 2. Make a Happy folder in your email.

Ever get those awesome emails that immediately make you smile? Save them all in a "Happy" Folder! They can be as simple as a hello from a best friend or an encouraging message from your boss. My favorites are the emails from my 10-year-old cousin!

### 3. Laugh.

Watch your favorite funny movie, see a comedy show, watch hilarious YouTube videos or SNL. Skype your crazy best friend that's studying abroad. There's nothing to pick up your spirits and energize you quite a good laugh-turned-cry.

### 4. Try to steal some "Me" time everyday.

It can be as simple as getting up a bit early to read through all your favorite blogs, going for a run, or reading a magazine before bed. Me time is *key* to keeping it together and being productive.

### 5. Network!

Meeting like-minded people is always a great way to stay positive and meet potential friends and mentors. Attend the next NYWICI event and you're bound to have a great time and meet people that share your passion for communications.

...[Nina Elias](#); Syracuse University '11; Magazine Journalism  
 ...[Kaitlin Tambuscio](#); The College of New Jersey '10; Journalism, Multimedia, Photography

## ...in case you missed it on the nextBLOG...

...Rachel Johnson [is producing her first feature film as her senior thesis at NYU](#)

...Carol Kuruvilla [used her 2009 NYWICI scholarship for a life-changing experience studying abroad in Shanghai](#)

...nywiciNEXT's own Marie Dugo [studied abroad in London ... and blogged about it!](#)

...Lauren Hard [blogged about her struggles with breaking into broadcast journalism](#)

...Megan Hess [interviewed a BBC journalist while studying abroad in London](#)

...[Kelli Plasket](#), nextBLOG Editor-in-Chief

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