



WICT CELEBRATING 30 YEARS



OCTOBER, 2009

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PAR Initiative



A & E TELEVISION NETWORKS

WICT recognizes A&E Television Networks as the 2009 presenting partner of the WICT Wire.

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The Journey: Defying Gravity



On March 10, 2008, Comcast's Vice President of Talent and Leadership Initiatives, Grace Killelea, joined an audience of nearly 1,000 people being inspired by Mary White's acceptance speech at the WICT New York Chapter Wonder Woman luncheon. Little more than a year later, Mary would be part of what inspired Grace to publicly commit to an incredible personal journey that would take her, and others, further than they could have imagined.

In an email dated March 8, 2009 Grace wrote "This week another fantastic woman I know died of breast cancer. In the past 90 days, five women I know personally have either been diagnosed, had surgery or had a recurrence of the disease. I am angry... I have decided to channel my anger and energy into doing something proactive." Two days earlier, Mary White, the former president of Charter Communications Central Division, had died from breast cancer at the age of 46.



The step Grace took was to register for the "Breast Cancer 3-Day", which benefits "Susan G. Komen for the Cure" and the "National Philanthropic Trust Breast Cancer Fund". Grace set out to raise \$5,000 before the October 16-18 walk in Philadelphia. She met her goal within 24 hours and raised it to \$10,000.

Read more about Grace and Team Defy Gravity at the [October WICT Wire page](#) on wict.org.

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WICT 30: 30 Things You Should Know About Breast Cancer



October is **National Breast Cancer Awareness Month**, dedicated to increasing awareness of the importance of early breast cancer detection. Here are thirty things you should know about breast cancer:

1. **Clinical breast exams are as important as mammograms.** Mammograms starting at age 40 are crucial (earlier if you have a family history of the disease), but they're an imperfect screening tool. That's why an annual clinical breast exam from a doctor is a must.
2. **Breast self-exams really can help.** You become familiar with what's "normal" for your breasts, so when something's off, you'll know and can bring it to your doctor's attention.
3. The third Friday in October of each year is **National Mammography Day**, first proclaimed by President Clinton in 1993. On this day, or throughout the month, radiologists provide free or discounted screening mammograms, and women are encouraged to make a mammography appointment.

To see the full list of WICT's 30 Things You Should Know About Breast Cancer, visit the [October WICT Wire](#) page at wict.org.

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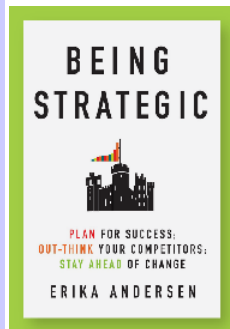
WICT Clicks: STEM Education Is Key to Success

careers are the three basic steps to increase gender parity in the fields of science, technology, engineering, and math (STEM), said "Girls Inc." chief operating officer Marci Brumit Kropf in recent congressional testimony. Her organization has long been working to increase the ranks of women in STEM with programs like SMART, which helps girls develop enthusiasm and skills for science with guidance from women currently working in STEM fields.

Read more about STEM Education at Info Inc.'s [The Small Business Briefing](#).

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WICT Picks: Being Strategic: Plan for Success; Out-Think Your Competitors; Stay Ahead of Change



In her exemplary new book, "Being Strategic: Plan for Success; Out-Think Your Competitors; Stay Ahead of Change", Erika Andersen defines what strategy really is, and opens up a discussion on how to meld strategic thinking and action to corporate and personal goals. "Being strategic means consistently making those core directional choices that will best move you toward your hoped-for future," writes Andersen, executive coach and founding partner of Proteus International.

Hear about Being Strategic from author Erika Andersen in a WICT Webinar on November 12, 2009 at 12:00 - 1:00 pm EST.

[REGISTER TODAY!](#)

Find out more Being Strategic at the [October WICT Wire](#) page on <http://cl.exct.net/?qs=8e90f94e558e91d99af2ebd0d4871f547f6ab3e65d64b9b1>.

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Tech Tip: IPTV

Keely Buchanan from Time Warner Cable brings us this month's tech tip, the definition of **IPTV**.

Internet Protocol Television, or "**IPTV**", is digital television delivered on your TV through a high speed internet (broadband) connection. Channels are encoded in IP format and delivered to the TV through a set top box.



Keely Rose Buchanan, Communications Manager for [Time Warner Cable](#) is an experienced Distance Learning and Communications professional with extensive knowledge of corporate communication strategies, eLearning development software, online collaboration tools and webinar technologies.

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WICT Mentoring Corner

Tip for the Mentor: Engineering professionals interested in mentoring the next generation of technical talent may want to contact [MentorNet](#), the National Electronic Industrial Mentoring Network for Women in Engineering and Science. MentorNet connects college women majoring in technology and science with mentors. The mentoring is conducted via email. -*MentorNet (10/01/09)*

Tip for the Mentee: Mentees may want to consider developing relationships with more than one mentor. According to a study by Clarion University Professor Miguel Olivas-Lujan, most successful women have more than one mentor. -*Clarion University (09/25/09)*

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WICT Buzz: Breast Cancer Incident Rates by Race

The National Cancer Institute has identified different rates of breast cancer according to race:

Incidence Rates by Race	
Race/Ethnicity	Female
All Races	123.8 per 100,000 women
White	127.8 per 100,000 women
Black	117.7 per 100,000 women
Asian/Pacific Islander	89.5 per 100,000 women
American Indian/Alaska Native	74.4 per 100,000 women
Hispanic	88.3 per 100,000 women

Source: National Cancer Institute, 2009

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WICT PAR at Work: An Interview with Cyndee Everman and Lisa McBee



The 19 regional WICT Chapters are central to all aspects of the WICT organization. Regardless of size, each chapter strives to provide industry companies opportunities to connect with WICT at a regional level, and leverage unique Chapter assets, such as educational and mentoring programs, which aid companies in meeting their professional development needs at the 'local' level.

This month we spoke with two WICT stakeholders who gave us further details on the mutually beneficial relationship of chapter PAR contributions and the continuing advocacy efforts of the PAR Initiative. We spoke first with Lisa McBee, Director of Chapter Services at WICT, who shared with us how Chapter PAR contributions are utilized. We also spoke with Cyndee Everman, Vice President of Operational Support Systems for Time Warner Cable and President of the WICT Carolinas Chapter, who provide us with some great insight on how her chapter benefits directly from WICT's PAR Initiative.

Read more of this interview with two key PAR stakeholders on WICT programming and initiatives in the [PAR At Work Newsletter](http://cl.exct.net/?qs=eae6fe5f7d5e1f24bc7d8d81fe7ae677e2095c27a9e672c2!) section on <http://cl.exct.net/?qs=eae6fe5f7d5e1f24bc7d8d81fe7ae677e2095c27a9e672c2!>

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WICT Calendar



**WICT's new President & CEO, Maria Brennan, to speak at Tech It Out
Breakfast
October 28, 7:30-9:30 a.m. Cable Connection Fall - Denver, CO**

Discover who drives the best technology teams! What does it really take to grow a career in cable technology? During this lively panel discussion, you'll hear from industry professionals who have chosen to pursue a technology-based career and their perspectives on the opportunities for those coming into the field.

- Jenifer Cistola - Vice President, Cable Information Services, Cable Television Laboratories, Inc.
- Marwan Fawaz - Chief Technology Officer & Executive Vice President, Charter Communications
- Charlotte Field - Senior Vice President, Systems Engineering, Comcast - Headquarters
- Rebecca Rusk Lim - Senior Director, Internet & Interactive TV, Starz Entertainment
- Stephanie Mitchko - Vice President, Interactive Platform Development, Cablevision Systems Corporation

Moderated by Sherita Ceasar - Vice President, Product Engineering, Comcast
Also joining us will be WICT's 2009 Women In Technology award winner, Barbara Jaffe, Senior Vice President, Advanced Technology and Operations, for Home Box Office.

WICT recognizes Bright House Networks as our presenting partner of WICT Tech It Out.



WICT's BMLI Business Management Symposium, November 17-18, Atlanta, GA

BOOK NOW -- LAST DAY TO SECURE REDUCED HOTEL RATE IS OCTOBER 21!

WICT listened to the feedback from our BMLI Fellows, and we have responded by developing a "refresher" program that unites the entire BMLI community in one place, at one time and with one purpose: to remind you of the important takeaways you took with you before, and to provide you with renewed tools and definitions that you've been telling us you want.

BMLI Alumnae: please join us in Atlanta for the very first leadership opportunity specifically designed for BMLI alumnae in partnership with the Center for Creative Leadership: WICT's Business Management Symposium.

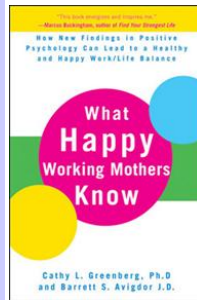
This learning experience has been developed by WICT, in concert with the experts from the Center for Creative Leadership, exclusively for WICT's Betsy Magness Leadership Institute alumnae.

WICT recognizes Comcast and WE tv and Cisco as the 2009 presenting partners of WICT's BMLI Business Management Symposium.



Made possible with the support of the Walter Kaitz Foundation.

What Happy Working Mothers Know, Free Webinar October 21,
2009 - 12:00pm EST



The first two webinars quickly sold out, but there's still time to join WICT for this **FREE** webinar with the authors of What Happy Working Mothers Know, Cathy Greenberg and Barrett Avigdor, to understand the key components of a happy life and then how to cultivate them every day. Discover that "happiness" is a powerful way to change your life, your industry and your community..

Tuesday, November 10, 3:00-4:00pm EST Chapter 3. How to Put the H.A.P.P.Y. in Happy Working Mother [REGISTER](#)

[HERE](#)

FREE book to the first 10 registered!

Please visit WICT's [chapter event calendar](#) for a WICT Chapter event near you.

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Join In. Stand Out. Renew your WICT Membership.

Some leaders are born, others are made.

No matter which camp you fall into, WICT will help you unearth your potential, grow your talents and achieve your professional goals. WICT is your leadership resource. Now is the time to renew your commitment to your professional development, and move your career forward. Now is the time to renew your membership with WICT.

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Welcome New Members

WICT welcomes our new members, especially those from:



Check out the complete listing of new members at www.wict.org/mcs/Pages/NewMembersMonthly.aspx and welcome your colleagues!

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