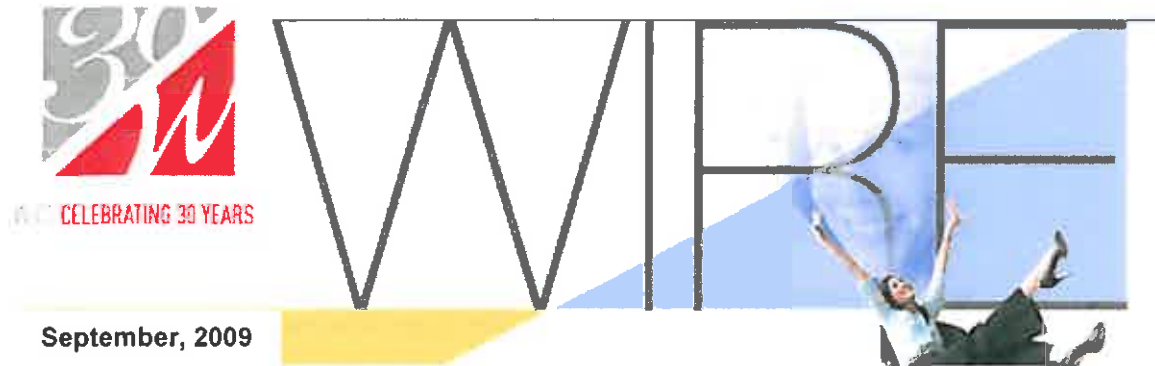


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September, 2009

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

The Journey: BMLI and The Power of Connections



Betsy Magness

LEADERSHIP INSTITUTE

The [July 27th announcement](#) of WICT's 2009-2010

[Betsy Magness Leadership Institute \(BMLI\)](#)

commemorated the launch of the program's sixteenth

year of providing an intense management training

program designed to elevate women leaders in the cable industry.

Alumnae of WICT's flagship executive development emerge poised to take on additional leadership responsibilities and prepared to share what they've learned with their teams, companies and the industry.



Few know this better than President and General Manager of [WE tv Networks](#), Kim Martin. Shortly after graduating from BMLI's Class IX, Martin met with senior management at Rainbow Media to be considered for WE tv's Executive Vice President and General Manager position. "I was told that I didn't have the right experience and that the company could not afford to lose me in my current affiliate sales role.

However, given my tenure at Rainbow and within the cable industry, coupled with my BMLI experience, I knew that I was the right candidate for the position," Martin explains.

Illustrating WICT's Touchstone to [Know Yourself](#), Martin tenaciously prepared herself for the role even as company management interviewed other candidates. Six months later she was offered the position after presenting the CEO with a comprehensive plan of her vision for the network.

What began as Martin's own leadership journey through BMLI has evolved into an ongoing partnership between WE tv Networks and WICT.

Read more about how Martin's journey has helped bring new generations of industry leaders to BMLI at the [September WICT Wire](#) page on [wict.org](#).



Martin and WE tv Networks are proud to partner with Comcast to welcome BMLI Alumnae for the WICT Business Management Symposium in Atlanta November 17-18. The one and a half day symposium, developed in partnership with the Center for Creative Leadership (CCL), will provide invaluable strategies to:

- Increase your effectiveness as a leader with teams and customers;
- Identify barriers to your success and shift perspectives to increase your effectiveness;
- Infuse more purpose, energy, meaning and direction into your leadership approach;
- Solve leadership and business challenges.
- Create a plan that leverages their value as a leader in their organization.

Register [here](#) for WICT's Business Management Symposium, exclusively for BMLI Alumnae.

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WICT Clicks: WICT Leaders Profiled in PC World



"The journey for women is not paved so smooth that we can be complacent, but I think that times are truly evolving in a positive direction." explained **Sherita Caesar**, Vice President of cross-platform applications


and engineering services at Comcast, to PC World Magazine in [Women in IT: Success and Struggle](#). Though IT remains largely a male-dominated realm in the United States, women are now believed to constitute 15% to 25% of technical professionals.

PC World profiled women technology leaders Cesar, **Grace Egan**, Vice President of Engineering Product Management at Time Warner Cable, **Vicki Hamilton**, Senior Vice President for enterprise performance at Turner Broadcasting System's Operations and Strategy Group and others in this article on women's ranks in IT.



Read more about these outstanding technology leaders and other essential reads at [WICT Clicks](#) on [wict.org](#).

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WOMEN IN CABLE TELECOMMUNICATIONS

WICT 30: 30 Ways to Connect Through WICT

WICT offers many ways to grow the power of your connections. Here are 30 Ways to Connect Through WICT:

1. Recruit a colleague to become a [WICT member](#)
2. Become WICT's Friend on [Facebook](#)
3. Connect with technology teams at [WICT's Tech It Out Breakfast](#)
4. Sharpen your cable business knowledge with your peers at [Cable Boot Camp and Beyond](#)
5. Join your fellow BMLI Alumnae at [BMLI Business Management Symposium](#)



To see the rest of WICT's 30 Ways to Connect With WICT, visit the [September WICT Wire](#) page at [wict.org](#).

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WICT Picks: Guerrilla Networking: A Proven Battle Plan to Attract the Very People You

Want to Meet



Guerrilla networking "[flips] the typical networking mentality on its head," says Michael Port, networking expert and author of "Book Yourself Solid." "Guerrilla Networking: A Proven Battle Plan to Attract the Very People You Want to Meet," Jay Conrad Levinson and Monroe Mann's latest book on the subject is divided into four sections: an overview of the guerrilla networking strategy; 50 specific networking tips; true success stories; and a step-by-step guide to creating a personalized guerrilla networking strategy.

Find out more at the [September WICT Wire page](#) on www.wict.org.

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Tech Tip: E-learning

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

E-learning (or electronic learning) is a term used for web-based distance education, with no face-to-face interaction. Broader definitions include all types of technology enhanced learning (TEL), where technology is used to support the learning process. E-learning can be CD-ROM-based, Network-based, Intranet-based or Internet-based. It can include text, video, audio, animation and virtual environments. It can be Asynchronous (self-paced) or Synchronous (real-time with a live instructor facilitating the training.)



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: A good mentor will utilize their network to find their own mentor. The mentor will also encourage their mentee to mentor someone. -[Business Mentor Center](#), Barry Sweeny

Tip for the Mentee: Periodically re-evaluate your mentor relationship. If you don't look forward to meeting with your mentor, you may want to take a look at your network and choose someone new. -[Science](#), Joan M. Lakoski

Abstract News by [INFORMATION, INC.](#)

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WICT Buzz: 6.6 Degrees of Separation

The "small world theory" (commonly known as "six degrees of separation" between any two strangers on Earth) has been supported by a massive study of electronic communication. Conducted by Microsoft, using data from their MSN Messenger, the study determined:

6.6	Average degrees between any two people in the world
180 million	People the study covered
30 billion	Messages studied
78%	Percent of people within 7 steps of one another
29	Greatest number of steps between people

Source: [The Washington Post](#)

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WICT Calendar

[Cable Boot Camp and Beyond](#) - September 22-23, The Cable Center - Denver, CO



Sharpen your cable business knowledge through this comprehensive two-day program, which will take you from how cable came about to what the current marketplace looks like, including who the players are and what key issues the cable industry faces today.

WICT Cable Boot Camp and Beyond provides the perfect training ground for professionals who are new to the industry and need a comprehensive and valuable introduction to the business - and for those who may need a refresher! You'll hear from experts including Dick Clark, an industry veteran, Bill Dorman of The Cable Center and Dr. Ron Rizzuto of the University of Denver on all aspects of the cable industry.

Register today. Brought to you in partnership with **THE CABLE CENTER**

WICT recognizes Scripps Networks as the 2009 presenting partner of Cable Boot Camp & Beyond



Cable Boot Camp and Beyond is made possible with the support of the Walter Kaitz Foundation.



WICT Tech It Out Breakfast October 28, 7:30-9:30 a.m. Cable Connection Fall - Denver

WICT Tech It Out Technology drives cable, but what drives the best technology teams? Join an outstanding panel of industry professionals for their perspectives on the cable technology field.

Panelists:

- 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.



NAMIC is extending a **special offer** for all **WICT members** to register for the **23rd Annual NAMIC Conference: Diversity Rules**, October 26-28, 2009, Grand Hyatt Denver at the **NAMIC member rate** of \$925 (until September 23) and \$975 (from

September 24 - October 23.)

Attendees will experience a rich learning and development opportunity relevant to anyone, regardless of ethnicity, with educational tracks focused on Corporate Diversity & Inclusion; Digital Media; Leadership Development; and Multi-ethnic Content/Programming, as well as plenary sessions. Chris Hughes, co-founder of Facebook and founder of My.BarackObama.com, will deliver the opening keynote address and CNN's Dr. Sanjay Gupta, will receive the Mickey Leland Humanitarian Achievement Award.

The complete conference agenda is available at www.namic.com. 

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

Join your fellow BMLI alumnae for this dynamic, two-day symposium that builds upon the competencies established in BMLI. In partnership with the Center for Creative Leadership, participants will immerse in targeted case studies, breakout workshop groups and solutions-oriented lectures to leverage leadership as a competitive advantage.

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.

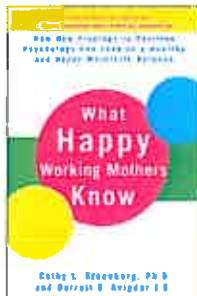
WICT recognizes Comcast and WE tv as the 2009 presenting partners of WICT's BMLI Business Management Symposium.



Made possible with the support of the Walter Kaitz Foundation.



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



The September webinar 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.

October 21, 2009 - 12:00pm EST Chapter 2. The Science of Happiness [REGISTER HERE](#)

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WICT Chapter Highlights

[WICT NY - Schmooze Day Networking Event](#) September 15, 6:30-8:30pm. Join WICT NY tonight at the Social Lounge. You provide the motivation. NY WICT provides the opportunity.

[WICT Philadelphia - Breakfast Series #3](#), September 16, 8:00am - 10:00am. Cut loose from the credit crunch and take charge of your financial future by learning smart strategies from the experts: Bradley L. Mattson, President, The Mattson Organization and Marnie F. Brown, Manager, Marketing Programs, The Penn Mutual Life Insurance Co.

[WICT Norcal - Coaching Clinic](#) September 17, 10:00 a.m. to 5:00 p.m. The Career Coaching Clinic is a new approach to help support and mentor entry level Comcasters in the Sacramento area!

[WICT Greater Chicago - Developmental Seminar & Bowlfest](#) September 17, 3:00 PM - 7:00 PM Join the Chicago WICT Chapter for a Developmental Seminar before you brush up on bowling skills!

[WICT Pacific Northwest- The Organizing Muse](#) September 17, 11am - 1pm. Brandie Kajino - "The Organizing Muse" discusses empowering busy professionals with tools and simple organizing solutions.

[WICT NY - Understanding Budgets](#) September 23, 12:30pm - 1:30 pm. NY WICT kicks off "Skills to Succeed" with Understanding Budgets 101. These brown-bag lunch seminars will offer advice on creating the career of your dreams, giving you all of the tools you need to get you there.

[WICT Greater Texas - Riding the Cable Change Wave](#)- How to Execute in Times of Change Six teleclass sessions 12 noon - 1pm CST on September 24, October 8 and 22, November 5 and 19. Join WICT Greater Texas for practical techniques to leverage resources to execute more effectively and efficiently.

[WICT Midwest - Brown Bag Seminar](#) September 24, 12:00-1:00pm CST. WICT Midwest invites you to learn about protecting your family on the internet with speaker Chad Choban, IT Director, Comcast.

[WICT Atlanta - Jump Start Golf With Jeanne Dooley](#), September 26, 12:00- 2:30 p.m. Register for Step Up Your Golf Game With WICT Atlanta! Join WICT Atlanta for "Jump Start Golf" with PGA Golf Professional Jeanne Dooley.

[WICT Rocky Mountain - Forging Ahead on a Road to Recovery](#) September 28, 1:15am-1:30pm. Join WICT and Laurie Vargas to understand how the markets will likely perform and how to invest over the second half of 2009.

[WICT Virginia - Networking, Wine Tasting and Luncheon Event](#) October 1, 11:30am-3:30pm. Join WICT Virginia for Networking, Wine Tasting and Lunch at First Colony Winery.

[WICT NY - 2009 Executive Women's Luncheon](#) October 6, 11am - 2pm. Join featured panelists Ellen East, Time Warner Cable; Kiera Hynninen, National Geographic Channel; and Alicin Williamson, MTV Networks on this discussion of Corporate Social Responsibility.

[WICT Carolinas Tech It Out Event](#) October 6, 8am-1pm. Join WICT Carolinas for this must attend event promoting the opportunities in cable technology.

[WICT SOCAL - 2009 LEA AWARDS - A Celebration of Achievement](#) October 8, 6pm: Cocktails, 7pm: Dinner & Awards Ceremony. WICT Southern California Chapter invites you to the 2009 LEA awards.

[WICT Greater Texas Power Panel: Networking and Navigating in a Fast-Changing World](#), October 8, 8:00 - 10:30AM. Learn to fit networking into your already busy schedule and understand why it is important.

[WICT Atlanta - Sixth Annual Red Letter Awards](#) , October 13, 5:30-9:00pm. Honor outstanding achievement, leadership and advocacy in the cable industry. The 2009 recipients include: Jennifer Dangar, Discovery Communications; Jennifer Dorian, Turner Entertainment Networks; Kristine Faulkner, Cox Communications; Kathy Hatala, Turner Network Sales; Brandii Toby-Leon, DIY Networks, Scripps; Michele Sinisi Koch, The Gospel Music Channel and Kathy Noakes, Home Box Office.

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.

[View a complete list of WICT membership resources!](#)

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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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