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NOVEMBER 2010

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***Tech It Out Panel Video Available for WICT Members via WICT Connects***



As a bonus provided by WICT and our sponsors, members can login to WICT Connects and view this one hour video recorded on October 20 during Cable Connection Fall in New Orleans, LA.

Members can watch a panel of experts to learn about the expanding partnership between technology and the business of cable. To truly appreciate how critical technology has become to the competitiveness of cable, the panelists were chosen from a diverse cross-section of business units and functions that rely on the creativity and cutting-edge approaches realized through technology.

[Login to WICT Connects to view Tech It Out Panel Video](#)

WICT recognizes the sponsors of the  
2010 WICT Tech it Out Initiative:

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***Don't Miss Final PAR at Work Webinar for 2010***



Provided to members compliments of WICT, our chapters and our supporters, PAR at Work Webinars bring to life lessons learned from the PAR Initiative in the areas of pay equity, advancement opportunities and resources for work/life support.

**Using the Corporate Lattice to Diversify Your Skill Set**

December 7, 2010

1:00 pm - 2:00 pm (Eastern)

[REGISTER TODAY](#)

Representatives from several of the PAR Best Companies will describe how they rotate employees among different functional areas to expand their understanding of how the company works. And as an added benefit, the participants will share how they have expanded their professional skill sets through this process.

- Sue Clark, VP, Product Management, Scripps Networks
- Kim Dobson, VP, Ad Sales, Lifetime Networks
- Laure Nordholt, SVP, Central Region, Time Warner Cable

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### ***Now Accepting Applications for Newly Expanded 2011 Rising Leaders Program***

WICT will double the size of its highly successful Rising Leaders Program to four classes in 2011, for a total of 120 slots. The expansion is due to overwhelming interest of qualified applicants for the program in 2010 and is supported through a grant by the Walter Kaitz Foundation, a founding sponsor.

The four classes will be split into two time frames and geographic regions for the convenience of class participants as noted.

- May 22-27, 2011 in Delray Beach, FL
- September 11-16, 2011 in San Diego, CA.

During this intensive immersion program, participants will take part in leadership analysis, case study work, cable business acumen and tactical personal leadership skill development. After completing this program, participants will:

- Activate tactical and strategic proficiencies to further the organization's portfolio of products and services.
- Seize a broad range of leadership opportunities to become an effective organizational advocate.
- Leverage key management tools to identify and develop high-performance teams.
- Assess diverse management styles and adapt team competencies to exceed operational goals.

**Who Should Apply:** The WICT Rising Leaders Program is designed for emerging leaders with approximately 5-7 years of professional experience who are ready to undertake increased leadership responsibilities.

Applications for all four classes will be accepted online beginning on **Thursday, November 18** and must be received electronically no later than noon (12:00 pm) EST on **Friday, January 28, 2011**.

[SUBMIT YOUR APPLICATION TODAY](#)

In addition to the support from the Walter Kaitz Foundation, WICT recognizes the sponsors of the 2011 Rising Leaders Program:

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### ***WICT Names Christina Vergara Vice President of Education and Program Development***

WICT recently named Christina Vergara as Vice President of Education and Program Development. She will be responsible for developing and maintaining productive business relationships with speakers, facilitators and vendors for the efficient and successful management of WICT's renowned educational offerings.

Vergara joins WICT after serving for the past two years as the Director of Convention Education at NAB in Washington, DC. Prior to NAB, she was the Director of Event Programming at the National Association of Television Program Executives (NATPE), where she managed all aspects of the project lifecycle from direct-cross-functional team planning and execution to optimizing resource allocation and program development. She served with NATPE in various roles for fifteen years, steadily growing in terms of experience and responsibility.

Welcome Christina!

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### ***Registration for Executive Development Seminar (EDS) to Open on November 22***

Date: April 6-8, 2011  
Location: Cary, NC

Designed for pre-Betsy Magness Leadership Institute professionals, EDS focuses on aligning personal leadership styles and strengths with

performance in the work environment. This program is limited to 33 women.

Over this three-day program, participants will:

- Learn and practice strategies to build relationships in business.
- Gain critical time management skills.
- Pinpoint ways to recognize and manage differences among work colleagues and peers.
- Gain techniques on how to dissect complicated work situations.

WICT recognizes the Gold sponsor of the  
2011 Executive Development Seminar:



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### ***Check Out Brand New WICT Video!***

WICT is proud to showcase its newest organizational overview video. The three minute video highlights the history of the association as well as its industry renowned leadership development programs.

[Click here to watch the video today!](#)

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### ***Promoted? Moved? Update Your Member Profile***

Keep current and up-to-date on membership and chapter news by updating your contact information and member demographics directly online. [Login here](#) with your email address and password, and then click on the button that says, "Edit Profile" (to the right of the rotating image).

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### ***WICT Reaches Membership Milestone - 8,146 Marks All-time High and Coincides with New Membership Campaign***

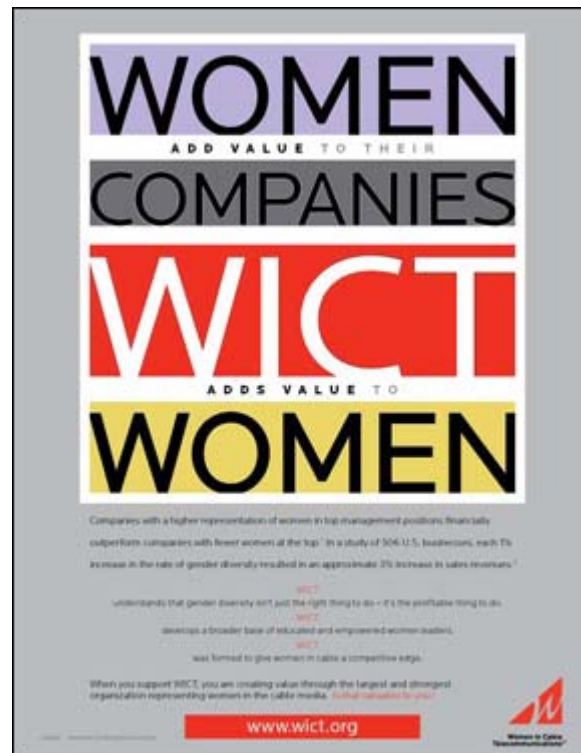
"We are proud to reach this newest milestone," said Maria E. Brennan, WICT President & CEO. "It is clear that regardless of economic

conditions, leadership training is valued by our members and their companies."

This significant achievement can be attributed to the valuable resources and educational opportunities that WICT and its Chapters provide to the industry. As the largest and strongest organization representing women in cable media, WICT helps develop a broad base of empowered women leaders by giving them a competitive edge. And because WICT understands and promotes gender diversity from a business standpoint, companies recognize that supporting WICT and the women we serve is the profitable thing for them to do.

This announcement coincides with the launch of a new membership campaign by WICT:

***Women add value to their companies.  
WICT adds value to women.***



*Click the image to open a larger version in your web browser.*

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