

- performance teams.
- ε Utilize advanced tactical and strategic methods to maximize organizational impact.
 - ε Map the landscape, build alliances and become an effective advocate.
 - ε Assess diverse leadership styles and align team competencies to exceed organizational goals.
 - ε Create and manage a personalized leadership development plan.

This is a competitive, application-based program and all applicants must be approved by their companies in order to participate.

In addition to the support from the Walter Kaitz Foundation,



WICT recognizes the following sponsors of the 2011 Rising Leaders Program:

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Register Today for the April 2012 Executive Development Seminar

Designed for post-Rising Leaders Program and pre-Betsy Magness Leadership Institute women, the Executive Development Seminar focuses on aligning personal leadership styles and strengths with performance in the work environment. Over this two-and-a-half day program, participants learn and practice strategies to build relationships in business, recognition and management of differences among peers, critical time management strategies and techniques for dissecting complicated work situations. This seminar has a limited number of seats

so register early to secure your spot.

"Colleagues across our company have benefited from the WICT Executive Development Seminar's quality learning experience. But what we've found equally valuable is the opportunity the program affords, both formally and informally, for relationship-building with other next-generation leaders in our industry." - *Kelly Regal, Executive Vice President, Turner Broadcasting System, Inc.*

[Click here](#) to learn more and register for the April 2012 EDS today. Space is limited to 33 participants so hurry - seats fill up quickly!

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Tech It Out Keynotes & Panel Draw Record Crowd



Research reveals that the number of women in technology positions is alarmingly low, and according to WICT's PAR Initiative survey, the number is trending downward. To help reverse this trend, WICT's Tech It Out Initiative was launched in 2009 to develop women leaders in cable technology. Recently, WICT bolstered Tech It Out by launching a new mentoring initiative in partnership with SCTE and past winners of the *Women in Technology Award*, called "[Women's TechConnect](#)," as well as a content partnership with NAMIC.

The 2011 Tech It Out Program was held inside of SCTE's Cable-Tec Expo on November 16, and the expanded session allowed for more in-depth educational content and a hands-on tour of the Spotlight Pavilion at Expo.



Attendees and panelists chat with Sherita Ceasar (right), WICT Board member and moderator of the Tech It Out panel.

Featured keynotes included:

- ε **Nomi Bergman**, President, Bright House Networks; 2011 WICT Woman of the Year, 2004 Women in Technology Award honoree; co-founder, WICT/SCTE mentoring initiative, Women's TechConnect
- ε **Yvette Kanouff**, President, SeaChange International; 1997 Women in Technology Award honoree; co-founder, WICT/SCTE mentoring initiative, Women's TechConnect

Moderator & panelists included:

- ε **Sherita Ceasar**, Vice President, National Video Deployment Engineering, Comcast (moderator)
- ε **Susan Adams**, SVP, Engineering & Technical Operations, Comcast - Northeast Division; winner of the [2011 Women in Technology Award](#)
- ε **Rhonda Holt**, SVP, Media Platform Technology, Audience Multi-Platform Technology Team, Turner Broadcasting System, Inc.
- ε **Sandy Howe**, SVP, Strategic Market Development, ARRIS
- ε **Monisha Longacre**, Vice President, Strategy & Portfolio Management, The Weather Channel

Learn more about Tech It Out and view additional photos from this year's event on the [WICT website](#).

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2011 Tech It Out:

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Courageous & Flexible Leaders Hold the Keys to Success

Strategic leadership expert, **Erika Andersen**, author of *Growing Great Employees* and *Being Strategic*, has tapped into age-old fairytales and mythology to compose an essay on leadership. She distills the qualities exhibited by heroes and heroines well-known to us all into a set of shared characteristics. Myths and legends tell the story of a hero's journey, including the difficult trials he or she must overcome, which has much in common with a leader's journey in the workplace.

According to Andersen, the best heroes/leaders are far-sighted and maintain their focus on ultimately achieving success, "even when others lose sight of it, believe it's impossible, or ridicule her for trying." The ability to see beyond the current situation aids a leader in mapping out a path that overcomes potential obstacles and sets her apart from the pack.

Throughout her journey, a leader demonstrates courage, and although she may feel like escaping or following the safest path, she doesn't. She faces trying situations and doesn't whine or blame. Instead, "she uses her powers of discrimination to think through difficult choices and arrives at the best and most moral solution."

We come to the workplace expecting our leaders to show some of these traits, or to have at least assembled a leadership team that shares these qualities among them. We are hardwired to expect our leaders to demonstrate certain characteristics, and when we don't perceive them as present in a person, "we won't follow whole-heartedly; it feels dangerous to do so." As Andersen states, "When you consistently demonstrate these qualities as a leader, your team will be ready to support you to success."

Read Erika Andersen's complete essay in the Public Discussions section of [WICT Connects](#).

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Give the Gift of WICT Membership

This holiday season, you can give WICT membership as a gift to help a colleague maximize his or her career goals in 2012. Perhaps you are mentoring a young woman or man who is moving up the leadership ladder who could benefit from the member resources and tools WICT offers. As WICT Board member **Sandy Howe**, SVP, Strategic Market Development, ARRIS, said during the Tech It Out Conference in Atlanta, "as you have one hand climbing the corporate ladder, use your other hand to pull those up to follow you."

Consider sharing the benefit of WICT membership by completing a [membership application](#) on behalf of someone whose career you wish to support.

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WICT Supporting Companies Host Internal Membership Drives

WICT achieved a new membership record this year, passing 9,000 members for the first time. This level of success is due in no small part to the involvement of WICT Chapters and the companies that support membership in WICT.

In August, **Discovery Communications** held an informative membership-drive event at the company's Silver Spring, MD, headquarters. More than 50 people attended the event, which included a panel that spoke on the benefits of WICT membership, both on a national and local level. **Dana Larson**, Project Manager II, IT Business Operations and Co-Chair of Discovery's Women's Leadership Network, kicked off the event. She introduced WICT Board member **Adria Alpert Romm**, SEVP, Human Resources, Discovery Communications, who delivered powerful remarks about how WICT membership is a great external resource for networking and career development. Panelists included: **Maria E. Brennan**, WICT President & CEO; **EJ Conlin**, 2011 WICT DC/Baltimore Chapter President & VP, Marketing, Retirement Living TV; **Carly Roszkowski**, Director, Strategic Marketing, Discovery Communications; and **Elizabeth Hillman**, SVP, Communications, Discovery Communications. The panel was moderated by the other Co-Chair of their Women's Leadership Network, **Beth Charters**, VP, Global Customer Relationship, Discovery Communications.

Cox Communications in Atlanta hosted a breakfast meeting in October, led by WICT Southeast Membership Chair **Catherine Evans**, Director, Turner Broadcasting System, Inc., and Chapter President, **Kathy Hatala**. WICT Board Chair, **Kathy Payne**, VP, Content Acquisition, Cox Communications, was on hand to share her insights about the benefits of membership and how WICT has aided her development over the course of her career.

Our thanks to Cox and Discovery for supporting WICT by hosting these events!

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What's Hot on WICT Connects: "Why Mentors Matter" Webinar Recording

The third and final installment in the "Beyond the Water Cooler" webinar series, "Searching for Yoda: Why Mentors Matter (and How to Find One)," was recently held and recorded for future reference. If you missed the live event with cable industry recruitment expert **Ann Carlsen**, Founder & CEO, Carlsen Resources, a link to the recording has been posted in the Public Discussion section of [WICT Connects](#).



Recordings of parts 1 and 2 in the series, "Winning at Politics" with Val

Grubb, and "Building Influence at Any Level" with Selena Rezvani, are also posted on WICT Connects. Search for the keyword **webinar** and enjoy the entire series at your leisure.

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Update Your Profile & Renew Your Membership Online Today

Tell us more about you! Now is the perfect time to log in and update your contact and demographic information. This will help ensure that you receive timely tools and resources tailored specifically for this stage of your career journey.

And don't forget that the **2012 WICT Membership Renewal Period** is in full swing. You can renew and update your profile at the same time and continue a commitment to your professional development by renewing with WICT today.

Three Easy Steps to Update Your Profile Online:

1. Go to www.wict.org and click on the "Log In" button near the upper right of the screen
2. Enter your email address and password under "Current Members," and click the log in button
3. To the right of photo on the next page that appears, click the "Edit Profile" button under "Members Only"

The image shows a sequence of three screenshots from the WICT website. The first screenshot shows a navigation bar with the text "MEMBERS ONLY" and two buttons: "LOG IN" and "JOIN NOW!". A red arrow points from the "LOG IN" button to the second screenshot. The second screenshot is a login form with the heading "Your member log in is your email address. If you have forgotten your password, click on the link to retrieve it. A message with your password will be sent to the email address on file for your account." Below this text are two input fields: "Member Login:" and "Password:". There is a "Forgot Password" link, a "Remember Me" checkbox, and a "LOG IN" button. A red arrow points from the "LOG IN" button to the third screenshot. The third screenshot shows a member dashboard titled "Members Only" with a welcome message "Welcome to WICT, Susan". Below the message are three buttons: "MY WICT", "RENEW NOW!", and "LOGOUT".

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***Welcome New Members and Thank You to
Member Recruiters***

WICT would like to send a warm welcome to our newest members! Check out the complete listing of new members on our [website](#). Plus, [click here](#) to see the hard-working recruiters who have enrolled new members this year.

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