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September 2011

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#### *Last Chance to Pre-Register for WICT Leadership Conference*



Join your colleagues and an outstanding lineup of speakers as WICT convenes its 2011 Leadership Conference at the Hilton New York on October 3-4. The [WICT Leadership Conference](#) is the preeminent conference for educating women in the industry, and this year's theme is *Innovations in Leadership*. In these challenging times, business leaders need to produce strong results, and we've invited many of the brightest minds both inside and outside cable with one common goal - to educate and enrich you.

There's still time to [register online](#), but only until **9:00 am (Eastern) on Thursday, September 29**. After that, only onsite registrations will be accepted. **Note: there is no option for a one-day registration.** Conference registration includes a ticket to **The WICT Touchstones**

**Luncheon**, where the 2011 *Woman of the Year* and two *Women to Watch* honorees will be recognized.

[Download the complete conference agenda](#)

Conference highlights include a keynote session by Xerox Chairman & CEO, **Ursula Burns**, which promises to be enlightening and inspiring. **Joe Scarborough** and **Mika Brzezinski**, co-hosts of MSNBC's *Morning Joe*, will deliver remarks that draw upon Brzezinski's new book, *Knowing Your Value*, which examines the role of women in the workplace. NCTA President & CEO, **Michael Powell**, will share his thoughts on the state of the cable industry.

Innovative workshops in concurrent tracks on **Cable Fundamentals**, **Strategic Leadership** and **Career Savvy** will ensure that participants receive the tools and resources suited to where they want to go in their professional journey. This year, WICT is going green and handouts for these concurrent sessions will be available for download from the Public Discussions on [WICT Connects](#).

**Melinda Witmer**, Executive Vice President & Chief Video and Content Officer, Time Warner Cable, will participate in "Pearls of Wisdom: The Art of Imagining," on Monday, October 3, where she and fellow luminaries will each share thoughts on elements of visionary leadership in sequential brief keynotes. Other "Pearls of Wisdom" presenters include **Dan Abrams**, Legal Analyst for ABC News, Founder & CEO of the Abrams Media Network; **Sunny Anderson**, Host, *Cooking for Real*, Food Network; and **Joanna Barsh**, Director & Co-author of *How Remarkable Women Lead: The Breakthrough Model for Work & Life*, McKinsey & Company.

**Kim Martin**, President & General Manager, WE tv, joins an incredible roster of women leaders who have each attained remarkable success in their industries, and will discuss their experiences during the "Rarified Air Panel" on Tuesday, October 4. Other panelists include **Jeannie Suk**, Professor, Harvard Law School, and **Laurel J. Richie**, President, Women's National Basketball Association (WNBA). **Cindy McConkey**, SVP, Corporate Communications, Scripps Networks Interactive, will moderate the panel.

During Tuesday morning's **Town Hall Meeting on Diversity**, WICT and NAMIC will unveil the results of the joint WICT PAR and the NAMIC AIM employment research. The survey was conducted this summer in partnership with SHRM (Society for Human Resource Management), with funding provided by the Walter Kaitz Foundation. **Suzanne Malveaux**, Anchor, CNN, will moderate the panel, which features industry heavy hitters who will discuss key issues that impact diversity and career advancement.

In addition, there will be ample opportunity to reconnect and build new relationships, an important benefit of being in the room with so many of WICT's key stakeholders - and something that only happens once each year. After absorbing information and knowledge throughout the day, consider an evening out with your colleagues to recharge at one of New York's many restaurants. You will find a list of recommendations near the Hilton - as well as other options around the city if you feel the need to escape midtown - at the WICT Leadership

Conference page on [Foursquare](#).



Planning to tweet during the conference? Use **#2011wlc** to denote conference-related tweets, and be sure to follow [@WICT](#) for the latest updates.

WICT recognizes the following sponsors  
of the 2011 WICT Leadership Conference

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## ***Lorraine Bracco to Deliver Keynote at WICT Touchstones Luncheon***



WICT is delighted to announce that renowned actress **Lorraine Bracco** will deliver a keynote address to open the [2011 WICT Touchstones Luncheon](#) on Monday, October 3. Bracco is co-star of TNT's hit series, *Rizzoli & Isles*, and is perhaps best known for her role as psychiatrist Dr. Jennifer Melfi, who treated New Jersey Mafia heavyweight Tony Soprano on HBO's hit series, *The Sopranos*.

Turner Broadcasting System, Inc., Executive Vice President and WICT Board Member, **Kelly Regal**, has been named Honorary Chair of the Touchstones Luncheon.

Registration for the [WICT Leadership Conference](#) includes one ticket to the Touchstones Luncheon. Individual tickets for those not attending the conference, as well as a limited number of table sponsorships, are also available for the event. To purchase tickets and reserve tables, [download the form](#) from the WICT website.

The WICT Touchstones Luncheon will showcase the 2011 *Woman of the Year*, **Nomi Bergman**, Bright House Networks; and *Women to Watch*, **Jennifer Dorian**, Turner Broadcasting System, Inc., and **Kathleen Finch**, HGTV. [Click here](#) to learn more about these inspiring women.

WICT recognizes Turner Broadcasting System, Inc., as the Premier Sponsor of the 2011 WICT Touchstones Luncheon.



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## ***Learn About "Making Strategy Real" from the Center for Creative Leadership***

In this edition of the *Wire*, we're pleased to share with all WICT members some of the content that the Center for Creative Leadership (CCL) will use as the basis for the 2011 [Betsy Magness Graduate Institute](#).

The desire to be more strategic is a common goal of leaders. So what does it mean to be more strategic? CCL defines it as follows: individuals, teams, and organizations are strategic when they think, act and influence in ways that effectively promote the organization's

enduring success. To be successful, a leader engages others by helping them cross boundaries and get out of silos to discover new opportunities and innovative solutions.

In *Making Strategy Real: Bringing People Together Toward a Common Cause*, CCL advises leaders to focus on "clear priorities, creating common understanding through real dialogue, and engendering a learning orientation in the organization."

Leaders quickly discover that this is often easier said than done. "Picture a massive and complex game of tug-of-war with no overarching goal: people work passionately to achieve their own goals but pull in different directions. It's hard for the whole organization to move forward under such circumstances.

"So a key task of strategic leaders is to set clear priorities. But the real challenge for the top team and the organization lies in following through. In the end, do people have a common understanding of the priorities? Are the priorities communicated in consistent ways throughout the organization? Is everyone really on the same page?"

Setting clear priorities and defining strategies are key tasks required of leaders, however, the real challenge lies in following through to ensure complete understanding and buy-in by the entire team, as well as defining the metrics that determine success. "Formulating strategy is not an event followed by implementation. It is a learning process, much like the scientific process of hypothesis testing. Leaders, ideally with input from stakeholders, formulate theories about what it will take for the organization to be successful in its particular environment; they then test their theories using, in effect, business experiments in which they implement tactics arising from those theories. Through these experiments everyone in the organization learns about what is and is not working, and the leaders use that new information to amend their theories of the business."

To read the complete article, current members can login to [WICT Connects](#) and look for the "Making Strategy Real" post in the Public Discussions area.



BMLI Alumnae who would like to participate in this year's Betsy Magness Graduate Institute can learn more about the program and register online by visiting the [WICT website](#).

*Excerpts from "Making Strategy Real: Bringing People Together Toward a Common Cause," Copyright Center for Creative Leadership.*

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2011 Betsy Magness Graduate Institute

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### ***Susan Adams to Receive 2011 Women in Technology Award***

WICT, the Society of Cable Telecommunications Engineers (SCTE) and *Communications Technology* magazine recently named **Susan Adams** the winner of the prestigious 2011 [Women in Technology Award](#).



The Women in Technology Award, sponsored by **Bright House Networks**, was created in 1995 to recognize and honor leading technology professionals. The award annually acknowledges the achievements of one woman who has demonstrated outstanding personal and professional growth and significantly contributed to the cable telecommunications industry.

Susan is one of the most well-regarded professionals in the technology sector of cable. She currently serves as Senior

Vice President of Engineering and Technical Operations for Comcast's Northeast Division. In this role, Susan leads the technical teams responsible for building and maintaining Comcast's voice, video and data networks serving approximately 7.8 million customers across 14 states from Maine through Virginia.

Susan has more than 15 years of experience in the cable industry, holding a variety of executive, management and technical operations positions with Comcast and its predecessor companies, including Continental Cablevision, MediaOne, RoadRunner and AT&T Broadband.

A long-time member of WICT and SCTE, Susan is a graduate of Class 19 of WICT's prestigious Betsy Magness Leadership Institute. In 2008 she was named to *CableFax's* "Most Powerful Women in Cable" list, and in 2010 was named one of the "Top Women in Cable Tech" for that same publication.

The 2010 winner, **Leslie Ellis**, an independent technology consultant and analyst, will present the 2011 Women in Technology Award during SCTE Cable-Tec Expo®, November 15-17, during Cable Connection Fall in Atlanta. As the 2011 recipient, Susan will be featured on the cover of the November issue of *Communications Technology* along with a story detailing her accomplishments.

The 2011 Women in Technology award is sponsored by



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### ***Expanded WICT "Tech It Out" Program at this year's Cable-Tec Expo***

**Save the date: November 16, 2011**

1:30 pm - 4:00 pm

During [SCTE Cable-Tec Expo](#)

Atlanta, GA



The 2011 [Tech It Out Program](#) will be held inside of SCTE's Cable-Tec Expo, with NAMIC and SCTE serving as our partners. The sessions and hours have been expanded to allow time for more in-depth educational content and a hands-on tour of the Green and Tech Pavilions at Expo.

Registration details will be announced soon, so stay tuned!

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### ***Membership Renewal Season is Approaching - Ensure That Your Contact Information is Accurate***

It's hard to believe, but the end of the year is rapidly approaching, and that means you can expect to receive a membership renewal notice from WICT in the coming months. To make certain that we have your correct contact information, and to ensure that you are receiving all the benefits of WICT membership you're entitled to, please take a moment to verify and update your profile information. This will help ensure that you receive timely tools and resources tailored specifically for this stage of your career journey.

Three Easy Steps to Update Your Profile Online:

1. Go to [www.wict.org](http://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"

**MEMBERS ONLY** [LOG IN](#) [JOIN NOW!](#)

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.

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**Members Only**  
Welcome to WICT, Robin

[MY WICT](#)

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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. Find out how you can [participate and be rewarded](#) for recruiting new members.

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