



## The Source

February 2011  
WICT Greater Philadelphia Chapter Newsletter



Women in Cable  
Telecommunications™  
Greater Philadelphia

### Welcome Back Members of WICT Greater Philadelphia!

2011 is building up to be a great year for our chapter. We are excited to bring back many elements of our 2010 award-winning programming. The theme for 2011 is "Aspire, Achieve, Advance." The chapter's successes could not have been achieved without the generosity of our sponsors, the passion and dedication of our volunteer board members and the enthusiasm of our members to strive for WICT's mission of developing women leaders and embodying WICT's touchstones of leadership.

The chapter's strategic goals for 2011 include the following:

#### **Deliver Powerful Programs**

We are excited to bring back the Mentoring Program, Speaker Series Breakfasts, and Leadership in Life Series. Stay tuned for details on upcoming events!

#### **Create Education and Learning Opportunities**

New for 2011 is the Tech It Out Series, whereby we will offer a localized version of Cable Boot Camp, technology-oriented educational programs, and serve the community by bringing cable telecommunications industry information to a local school.

We will continue to offer scholarships to WICT National's Executive Development Seminar, Cable Boot Camp and other local chapter programs.

#### **Enhance Communications**

We are looking to redesign the chapter website so that it's more inviting, provides more updated information and is a website our members and prospective members will want to visit frequently. We also plan to publish the chapter newsletter - *The Source* - more frequently in 2011.

#### **Expand Membership**

We have over 850 members throughout the Greater Philadelphia Region, yet there are so many prospective members who we'd like to reach. Furthermore, we plan to bring some events to the suburbs of Philadelphia in order for more of our members who work outside of Center City to be able to attend.

If you'd like to become more involved in chapter activities or have suggestions for our programming, please do not hesitate to contact me.

All the best,  
Kristina Chang  
President, WICT Greater Philadelphia

### IN THIS ISSUE

[WICT Philly Reflects](#)

[Sponsor Profile: ARRIS](#)

[Meet Jodi Friedman](#)

[Connect with WICT: Social Media Update](#)

[WICT Philly Receives Top Honors in 2010](#)

[EDS Scholarship Recipients Announced](#)

[2011 Mentoring Program](#)

[Mark Your Calendar](#)

[Share Your Feedback](#)

# WICT Philly Reflects

During the hustle and bustle of the holiday season, the WICT Greater Philadelphia Chapter took pause and reflected on 2010 accomplishments and key learnings during a Holiday Tea celebration on December 15, 2010.

**Kristina Chang**, 2010 Co-president and 2011 President, kicked off the event welcoming the group of more than 130 attendees to the Four Seasons in Philadelphia.

On behalf of the WICT Greater Philadelphia Chapter, board members **Dani Flaim** (pictured) and **Erin Vanderbeck** (pictured) presented \$10,000 to Share Our Strength, a national organization whose mission is to end childhood hunger through partnerships with local non-profits and corporations to raise awareness about childhood hunger and provide educational programs for families. **Chuck Scofield**, Chief Development Officer for Share Our Strength, accepted the donation, which was made possible from November's successful and well-attended WICT Philly Gives Back fundraising event.



In addition to the monetary donation to Share Our Strength, WICT Holiday Tea attendees brought canned goods to the Holiday Tea, which were donated to the St. Isaac Jogues Church food bank in Marlton, New Jersey.



Following the presentation, attendees enjoyed a selection of tea, tea sandwiches, scones and desserts while reflecting on the past year. To prompt the conversation, thought-starters like, "What piece of advice did you receive this year that really had an impact on your career or life outside of work?" and "Describe a recent career challenge and how you overcame it?" were included at each table and attendees took turns sharing their insights.

"The WICT Holiday Tea was a terrific event and a great way to close a year full of wonderful, award-winning programs," said **Tina Waters**, Senior Vice President of Human Performance for National Customer Operations at Comcast. "As colleagues in the industry, we have so much to learn from each other. It was truly inspiring to hear from

*fellow WICT members as we shared our personal experiences and career aspirations, challenges and accomplishments."*

Special thanks to all the volunteers and our sponsors who made this event possible!

## Sponsor Profile: ARRIS

**Creating Leaders, Together. Our Sponsors are Vital to Our Success.**



For more than thirty years, Women in Cable Telecommunications (WICT) has been dedicated to the education, support and advancement of women in the cable industry. WICT's professional development programs, scholarships and services wouldn't be possible without the advocacy of our valued sponsors. One such sponsor, ARRIS, has been a proud supporter of the Greater Philadelphia Chapter for three years, ensuring that WICT is better able to deliver on its mission of creating women leaders.

ARRIS is a global communications technology company specializing in the design, engineering and supply of broadband services for residential and business customers around the world. The company gives broadband operators the tools and platforms they need to deliver reliable telephony, demand driven video, next generation advertising and high speed data services.

With more than a half century of experience, ARRIS provides a suite of converged solutions that allow operators to lower capital costs, use existing resources more efficiently, offer new services, and expand into new markets.

ARRIS recognizes the importance of women leaders in the industry and is committed to mentoring and developing women through partnerships with organizations like WICT.

**Jodi Friedman**, an Account Director with ARRIS, has been a WICT Greater Philadelphia Chapter member since 1999 and a strong supporter of ARRIS' partnership with WICT. We recently sat down with Jodi to discuss ARRIS, her thoughts on networking and mentorship, and the impact WICT has made on her career.

# Meet Jodi Friedman



**Account Director, CPE Products, ARRIS**  
**WICT member since 1999**

## **Background**

As an Account Director for ARRIS, Jodi Friedman is responsible for the distribution of existing and emerging voice, data and IP Video gateway technology for ARRIS, managing the largest CPE budget for ARRIS' customer premise equipment including DOCSIS 2.0 and 3.0 cable modems, emta's, video set top boxes and ip media gateway's. Prior to her role with ARRIS, Jodi held other business development positions on the content, technology and operator sides of the cable industry and has helped grow some of its most recognized brands including Comcast/XFINITY, TV Guide, the Starz! Entertainment Networks, and Court TV.

Before entering the telecommunications industry, Jodi received her JD from New York Law School and was working in law in NYC. Shortly after moving to Philadelphia to pursue an affiliate sales role with Starz!, Jodi joined the WICT Greater Philadelphia Chapter.

*"I can't say enough about what WICT has meant to me personally," says Jodi. "My boss at Court TV, Rori Peters, was the first person to expose me to the WICT organization. To see the sheer number of women in the industry was something that surprised me. The fact that there was an organization that existed to support women and their education and advancement was very uncommon and forward thinking from my perspective."*

At that time, Jodi was new to the Philadelphia area, and she initially joined WICT as a way to network and meet friends. She soon found that WICT had much more to offer, including a variety of professional development programs which provide a lifetime of learning. Jodi jumped in head first, not only joining WICT as a member, but also volunteering for the board. Twelve years later, Jodi has held various roles on the board, including programming chair, membership chair and Liberty Awards chair. She has taken advantage of the educational opportunities as well, attending the WICT Forum and Leadership Conferences several times, as well as the Executive Development Seminar.

## **Personal and Professional Development**

In 2002, Jodi stepped up to serve as chapter president. *"I wanted the opportunity to test my leadership skills and abilities," she says. "My vision was very much about creating a learning environment that was very supportive of women and making sure we had educational programs and mentoring opportunities."*

Through the WICT mentorship program, Jodi experienced the benefits of being both a WICT mentor and mentee. *"When Gemstar-TV Guide was purchased by Macrovision (now Rovi), I found myself in transition at the same time I was participating in the mentorship program as a [WICT] mentee," Jodi recalls. "Sheila Willard, who is the SVP of Government Affairs at Comcast, was my mentor. She was incredibly helpful, providing guidance and keeping me focused, energized and open to many different opportunities during my search."*

While serving as president, Jodi presented to the board her vision of creating a recognition event that would acknowledge local industry leaders who support WICT's mission nationally, and who have demonstrated a very personal commitment to mentorship of women in the industry over many years. *"The Liberty Awards were an opportunity for our chapter to acknowledge people who had been very supportive of us," says Jodi. "I wanted leaders who had consistently spent time both inside and outside of their jobs mentoring women in the industry to be recognized. Not that they needed or wanted to be acknowledged, but because it is that energy and commitment that inspires leaders, helps them take risks and moves them into leadership roles. Providing that critical support as a boss or mentor is going to help create the next generation of dynamic leaders and keep us highly competitive in our very fast-paced business."*

Throughout her career, Jodi has held a variety of roles and she credits WICT, and the networking relationships she's developed as a result of being a member, with helping her to reinvent herself and stay current. *"I've transitioned many times into different roles and I can always go back and point to someone in the WICT organization who has helped me during the transition -- every single time. If I trace back, 'how did that transition happen?' for me, it's always been someone in WICT -- Rori Peters, Sheila Willard, Jennifer Gaiski, Grace Killelea, Cathy Avgiris, Jennifer Yohe, (I could go on and on)."*

Jodi believes her experience in a variety of roles has made her a stronger professional. *"I think what you want in your career is to create depth -- have a lot of different experiences, relationships on multiple levels, and a curiosity about what people do and how it impacts the big picture."*

## **Advice**

*So what advice would Jodi give to someone who is just entering the telecommunications industry or changing roles? "Get involved," she says. "It's a big mistake to have a one dimensional life. I think there's something about being involved in an organization that's meaningful for you, whether it's WICT, a local charity, a community organization, your child's school, or your place of worship. These activities provide you with exposure to people you wouldn't know or work with any other way- it broadens your personal horizons and gives you the opportunity to consider many opportunities as you develop your career path."*

Jodi is currently enrolled in the Betsy Magness Leadership Program and she credits her involvement with WICT locally as one of the factors that led to her acceptance into this prestigious development program. *"In the course of my life, WICT is one of the most important organizations I've been involved with," Jodi says. "For all the reasons I've mentioned like educating me about the industry, developing my network, and my friendships. I can't say enough about it and how it's been helpful for me. I*

*am thrilled that the leadership at ARRIS has sponsored me for the Betsy program and is very supportive of my development and WICT on both the national and local levels."*

Each of our 2011 sponsors will be listed on WICT Greater Philadelphia Chapter's website in the coming weeks. If you're interested in a sponsorship opportunity, please contact Sarah Strobach ([sarah\\_strobach@comcast.com](mailto:sarah_strobach@comcast.com)). Thank you to our sponsors!

## Connect with WICT: Social Media Update

Did you know you can "friend" WICT Philly, follow WICT national's "tweets," and network with other members online? Check out WICT on Facebook, LinkedIn and Twitter!



**Facebook:** In order to take advantage of the tools Facebook offers to nonprofits like ours, WICT Greater Philadelphia is moving from a Facebook Group to a Page to better stay in touch and keep you updated on events and initiatives.

Click on the Facebook icon above or search for "WICT Greater Philadelphia" (Non-Profit Organization) on Facebook, and become a fan today. Just click the "Like" button.



**LinkedIn:** Stay connected, get event information and follow the careers of your fellow WICT Philly members in our LinkedIn group (Women In Cable Telecommunications (WICT) Greater Philadelphia Chapter).



**Twitter:** You can also follow WICT National's twitter feed at [twitter.com/wict](http://twitter.com/wict) to stay up-to-date on happenings across the country.

### Join the Conversation!

As always, we deeply appreciate your support and want to keep you posted on what we are up to at WICT Greater Philadelphia. Please post, comment, and like posts as often as you can and encourage other members to join in as well.

If you have any suggestions for posts or messages on Facebook or LinkedIn, please send them to Chelsea Badeau ([Chelsea\\_Badeau@comcast.com](mailto:Chelsea_Badeau@comcast.com)).

## WICT Philly Receives Top Honors in 2010

WICT National recently recognized its 20 Chapters for their strategic leadership in 2010. Congratulations to WICT Greater Philadelphia for receiving top honors for programming and mentoring.

- **1st Place:** WICT Chapter Programming Excellence
- **2nd Place:** WICT Mentorship Program Excellence

[Please click here to see a complete list of 2010 Chapter Award Honorees.](#)

## EDS Scholarship Recipients Announced

WICT Greater Philadelphia is pleased to announce our 2011 Executive Development Seminar (EDS) scholarship recipients - **Nancy Lowe**, Sr. Director, Sales and Retention Operations for Comcast, who will be attending in April, and **Lindsay Haslett**, Sr. Manager, Engineering for Comcast, who will be attending in September.

The WICT Executive Development Seminar (EDS) focuses on aligning personal leadership styles and strengths with performance in the work environment. During this national, three-day program, which is being held twice in 2011, 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.

Thank you to all the members who submitted applications for this prestigious program. Additional scholarship opportunities for WICT Philly members will be available throughout the year, including scholarships to Cable Boot Camp, the Speaker

Series Breakfasts and the Mentoring Partnership Program. Please check [www.wictphiladelphia.org](http://www.wictphiladelphia.org) over the coming weeks for more information and contact [Carol Ann Sweeney](#) with any questions.

## Coming Soon - 2011 Mentoring Program

The WICT Greater Philadelphia Mentoring Partnership Program (MPP) is a 9-month, structured program that integrates class time, self-study, scheduled mentoring meetings, phone calls, and relationship building opportunities with a strong emphasis on personal and leadership development. It is a great opportunity for both emerging and established professionals to engage in personal and professional development through a formalized mentoring relationship.

As a mentee, you will have the opportunity to:

- Enhance your leadership skills
- Expand your knowledge and understanding of the industry
- Gain greater confidence in your professional effectiveness
- Increase your network of industry contacts
- Learn new perspectives and problem-solving methods

Committed, top-level industry professionals are recruited to serve as mentors and provide support, guidance and career advice during one-on-one sessions with their mentees. Mentors can pay-it-forward by leveraging their experiences, wisdom and networks to assist mentees with their professional and personal goals.

*"2010 marked my first year in WICT and my first year in the mentoring program," said Melinda Yablonski, 2010 program participant who recently joined other mentees and their mentors at the Mentoring Program Graduation in Philadelphia on February 4. "I had only been with Comcast for a few months prior to joining, and it was one of the best decisions I've made thus far. My mentor, Nancy Lowe, and I established our goals and expectations early in the program, and have since developed that into genuine friendship. With Nancy's help, I was able to achieve the goals we set forth, and I've come out of it with a greater sense of self, both personally and professionally. I'm very grateful for the guidance and support Nancy has given me over the last several months, and highly recommend the mentoring program to others."*

### 2011 MPP Schedule

The 2011 application process will begin in March, during which time, WICT members director level and below, can apply to participate as a mentee. The mentoring program fee will cost \$175 per mentee. Specific dates will be announced soon, so stay tuned to [www.wictphiladelphia.org](http://www.wictphiladelphia.org) for additional information.

<b>March 2011</b>	Mentee Applications Open
<b>May 2011 - January 2012</b>	Mentee/Mentor Meetings
<b>January 2012</b>	MPP Graduation

### Questions?

If you have any questions, or if you are interested in becoming a mentor, please contact the WICT Mentoring Chairwomen [Lorelei Adair](#) or [Tracey Kopper-Hourin](#).

## Mark Your Calendar

<b>February 17</b>	<a href="#">WICT 2011 Kickoff - Meet &amp; Connect</a>
<b>March 30</b>	Reinvent Your Career - <i>more details coming soon!</i>
<b>March TBD</b>	Mentoring Partnership Program Applications Open
<b>March TBD</b>	Speaker Series Begins - <i>Stay tuned for the date!</i>
<b>April TBD</b>	Leadership in Life Series Begins - <i>Stay tuned for the date!</i>

## Share Your Feedback and News with *The Source*

Have a happy announcement to share in the next newsletter? Send promotion, award, marriage, baby and career news or suggestions for the newsletter to [Katie Patterson](#).

[Forward email](#)



This email was sent to [katie\\_patterson@cable.comcast.com](mailto:katie_patterson@cable.comcast.com) by [wictphilly@gmail.com](mailto:wictphilly@gmail.com) | [Update Profile/Email Address](#) | Instant removal with [SafeUnsubscribe™](#) | [Privacy Policy](#).

WICT Philadelphia | 30 S. 15th St., Ste. 400 | Philadelphia | PA | 19102