



Women in Cable
Telecommunications™
Greater Philadelphia

Mark Your Calendars!

- May 25** [Executive Event: Leading Change & Transition](#)
- June 3** Leadership in Life Series - "Leading a Healthier Life" with Dr. Katherine Sherif (12pm at the Comcast Center)
- June 7** WICT Open House (Con Murphy's - 1700 Ben Franklin Parkway)
- June 23** Speaker Series Breakfast - Technology Discussion with columnist and author Leslie Ellis, Tony Werner and John Schanz (8am at Table 31, Comcast Center)
- Sept 8** Tech It Out - Tech Camp 2.0 (*Location TBD*)
- Nov TBD** WICT Philly Gives Back - *Stay tuned for the date!*

IN THIS ISSUE

[Sponsor Profile: QVC](#)

[Meet Amy Bennett](#)

[Reinvent Your Career is a Success](#)

[Book Review: The Checklist Manifesto](#)

[Breakfast Speaker Series Recap](#)

[Member Connections](#)

[Calling All Volunteers!](#)

[Share Your Feedback](#)

Sponsor Profile: QVC

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. In this issue, we feature QVC, Inc., a proud supporter of the Greater Philadelphia Chapter, ensuring that WICT is better able to deliver on its mission of creating women leaders.

QVC, Inc. is one of the largest multimedia retailers in the world, broadcasting live in the U.S. 24 hours a day, 364 days a year to more than 98 million U.S. households and approximately 195 million cable and satellite homes worldwide. Founded in 1986 by entrepreneur Joseph Segal, QVC is now a wholly owned subsidiary of Liberty Media Corporation. Over the years, QVC's philosophy has remained constant - to exceed customer expectations at every opportunity, focusing on quality, value, and convenience.

This year, QVC is celebrating its 25th anniversary with moments that make QVC great - exciting, must-see programming known as "25 to Watch." Shoppers are encouraged to join QVC for 25 unforgettable events taking them from the red carpet

to the runway, from Aspen to Italy. "25 to Watch" allows viewers to get to know the people, places and products they won't want to miss in 2011 (and the stories behind them!). Past events include National Makeover Day and Melania® Timepieces & Fashion Jewelry by Melania Trump. Upcoming events include Vicenza StyleSM and In the Kitchen with DavidSM Live from the FOOD & WINE Classic in Aspen, Colorado.

For 25 years, QVC has been a proud supporter of WICT and its mission to further women in cable, and the company recognizes the importance of networking and leadership development in the professional growth of their employees. A valued QVC employee since the company began, **Amy Bennett** is also celebrating the special 25 year milestone. We recently met up with Amy, Senior Regional Manager of Affiliate Sales & Marketing, to discuss her involvement with WICT and its impact on her career.

Meet Amy Bennett



**Sr. Regional Manager, Affiliate Sales & Marketing, QVC
WICT Member Since 1987**

Background

As a Senior Regional Manager for Affiliate Sales & Marketing, Amy Bennett works with QVC's distributors in Texas, Oklahoma, Louisiana, Arkansas, Mississippi, Georgia, Tennessee, Florida, Alabama, Puerto Rico and the U.S. Virgin Islands to secure, monitor and promote QVC and QVCHD distribution. This includes responsibility for the accuracy of monthly QVC commission payments to the affiliates in her territory. In addition, Amy oversees the training program for all new QVC Affiliate Regional Managers and Coordinators.

More recently, Amy's primary focus has been securing carriage of QVCHD, a growth driver for the company since its launch in 2008, as well as favorable positioning for its hi-def channel. *"Our loyal QVC customers will find us wherever we are, but in order to appeal to new audiences, and to continue to grow the business, it's about channel positioning,"* says Amy.

As a 25-year veteran of the telecommunications industry, Amy enjoys the dynamic, fast-paced and innovative culture. *"QVC is a 24/7, live network, which is very demanding to keep up with,"* she says. *"The people are what make QVC awesome. They're passionate, high energy, and have a 'can-do' attitude, and people in the cable industry, in general, are the same way."*

Over the years, Amy believes technology has made her job both easier and harder. *"Communication can happen instantly,"* she says. *"It's great to have so much information about the industry available at your fingertips; however, the hard part is dealing with information overload."*

Recent technological enhancements at QVC include: browsing for and buying products via text message, a strong social media presence on Facebook and Twitter, a mobile site m.QVC.com and applications for the iPhone®, Blackberry® and Android™ phones. *"QVC is on Facebook and Twitter,"* she says, *"and, because we're live, we can take our viewers' questions from the Twitter feed or Facebook and answer them instantly on the air."*

Personal and Professional Development

When asked what advice she received recently that had an impact on her career, Amy cites her boss, Dave Apostolico, President of Affiliate Sales & Marketing, who encouraged her to, *"Keep up with technology, ask questions and continue to learn."* Amy, in turn, offers the following advice to industry newcomers and veterans, *"Read the trade magazines (CTAM, Multichannel News, Broadcasting & Cable), join industry organizations like WICT, and seek out mentors."*

Shortly after joining QVC (and the cable industry) in 1986, Amy became involved with WICT and she served on the board as Secretary, Programming Officer, and as President in 2006. Notably, the year Amy served as Programming Officer, WICT Greater Philadelphia received the prestigious Chapter of the Year award.

"Over the years, I attended many local and national WICT events," says Amy. *"All of my WICT experiences have been positive and inspiring and I've had the opportunity to meet and learn from so many talented Philadelphia-area cable industry colleagues like Shannon Cassidy, Jen Gaiski, Martha Soehren, Betsy Brightman, Amy Banse, Jody Friedman, Grace Killelea and Angie Simmons, either in a one-on-one setting or hearing them speak on a panel. WICT provides members with a positive, nurturing environment in which to learn and network with other industry professionals."*

As a former WICT mentee and mentor, Amy highly recommends the chapter's program. *"It's a great, structured program that gives participants the opportunity to work with industry professionals they wouldn't have had the opportunity to work with otherwise and learn from them in a one-on-one setting. Completing the program gives you a feeling of great accomplishment."*

When asked the common question of how to maintain work/life balance, Amy stresses the importance of taking care of yourself. *"It's easy to get lost in your work. You really have to make time for yourself - even schedule time on your calendar,"* she says. To unwind Amy spends time with family and friends, practices yoga and Pilates and visits a holistic health spa in Florida each year.

If you're interested in a sponsorship opportunity, please contact [Sarah Strobach](#). Thank you to our sponsors!

Reinvent Your Career is a Success

WICT members gathered at the stately Union League in Center City Philadelphia to network and gain valuable insight on career reinvention. This timely event, which was sponsored by the **Mattson Organization at Independence Financial Associates**, offered guests a panel discussion, small group workshops, and the opportunity to meet with representatives from various sponsor companies in a positive supportive atmosphere.

*Identify your transferrable skills and build them.
Develop and maintain your network.
Approach every work encounter as if you were being interviewed.*

These are just a few advice nuggets offered by the panelists to help members considering career changes. As a recruiter for the industry, panelist **Renee Hauch**, SVP Search Management, Carlsen Resources, shared her thoughts on what key traits companies are looking for today. **Dan Gallagher**, VP Learning and Development, Comcast, shared his insight and advice on reinventing oneself as a leader.



Pictured above (L to R): Heather Sokollu gathers with event panelists Dan Gallagher, Rebecca Owens, Renee Hauch, and Jenifer Cistola.

Jenifer Cistola, SVP Cable Information Services at Cable Labs, offered personal career reinvention stories while **Rebecca Owens**, Publicist, Sprout, added to the conversation by highlighting specific tactics that helped her navigate and grow her career.

Heather Sokollu, WICT Greater Philadelphia Programming Chair facilitated the discussion and fielded questions from the audience. After the discussion, guests participated in small workshop sessions where they honed their interview skills, learned resume building tactics, and explored personal branding. A special thanks to our workshop leaders:

- **Tina Waters**, SVP Human Performance, Comcast
- **Nani Shin**, Regional VP Distribution & Marketing, A&E Television Networks
- **Alicia Daugherty**, VP Area Operations, Comcast Bay Shore Group
- **Lorelei Adair**, Program Manager, Comcast University
- **Soledad Almaraz**, Human Resources & Recruiting Manager, pureIntegration
- **Maricel Vivas**, Human Resources Generalist, Comcast Interactive Media
- **Renee Hauch**, SVP Search Management, Carlsen Resources
- **Keesha Boyd**, Exec. Director, Leadership Center of Expertise, Comcast
- **Shawn Cop**, Lead Recruiter, Amdocs

In these uncertain economic times, in an industry that is increasingly consolidating, attendees left the event with a few new contacts as well as with some tools to help make them more marketable.

Book Review: Check Out *The Checklist Manifesto*

As Memorial Day approaches, many of us are looking forward to some relaxing downtime curled up with a good book. If you're looking for summer reading recommendations, consider adding *The Checklist Manifesto*, a book about lists, to your list. This book examines how a simple checklist can improve productivity and results across a variety of professions, from the medical field to the aviation industry, engineering to investment banking.

Author Atul Gawande begins the book with two gripping accounts that read like an episode from the television series "ER." The first account is about a man who nearly dies after being admitted to the hospital with a stab wound, and the second is about a healthy patient whose heart suddenly stops during routine surgery. Both accounts illustrate the complexity of the medical field, and spark the curiosity of the reader, who is prompted to question how a checklist could possibly impact the calculated measures involved with saving a human life.

Later in the book, Gawande revisits both medical cases, presenting a convincing argument that a pre-surgery checklist would have prevented what turned out to be complications from a much more serious wound in the case of the stab victim, and an incorrect dose of potassium in the surgical patient.

Gawande argues that in today's technologically advanced society exists a "problem of extreme complexity. Checklists," he says, "provide a kind of cognitive net. They catch mental flaws inherent in all of us - flaws of memory and attention and thoroughness."

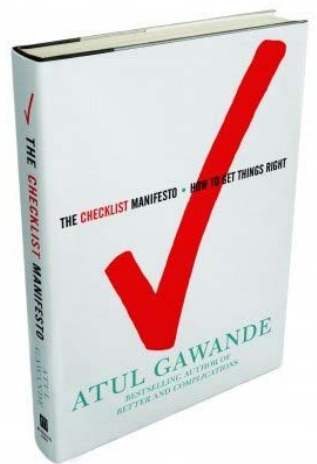
While Gawande's experience as a general surgeon is a focal point throughout the book, he also draws on the knowledge of other professionals - a structural engineer, a veteran pilot, and an investment banker - to present additional evidence on how we can handle the increasingly complex world around us through a very basic approach.

Gawande illustrates through more captivating, real-world examples, the checklist's role in complex processes like building a skyscraper and flying a Boeing 747. Both of these tasks involve teamwork in order to be successful and the checklist facilitates open communication, builds a sense of team, and ensures all involved parties are, quite literally, on the same page.

Gawande's argument is perhaps most convincing when he recalls his experience developing a safe surgery checklist for the World Health Organization. Initial results from the checklist trial, in which eight hospitals around the world participated, showed a 36% reduction in major complications and a 47% reduction in deaths. Since its creation, this simple checklist has been adopted by more than a dozen countries. Numbers aside, when the surgery staff, who participated in the trial, were asked, "Would you want the checklist to be used if you were having a surgery?" 93% of respondents said yes.

The Checklist Manifesto is an engaging read that will change your perception about flying in an airplane or riding the elevator to the top floor, and it may alter how you approach your profession.

Have you read a great book? Tell your fellow WICT members about it!
Send your suggestions to [Katie Patterson](#) for inclusion in the next edition of *The Source*.



Breakfast Speaker Series Kicks Off with Leadership Development

"Take Charge of Your Leadership Development" was the theme of the first Breakfast Speaker Series panel discussion held on May 2, at the Comcast Center. The event, co-hosted by WICT Greater Philadelphia and NAMIC, featured several industry leaders who have participated in various leadership development programs.

Kristina Chang, WICT Greater Philadelphia Chapter President, kicked off the morning panel, followed by a warm welcome from **Martha Soehren**, Chief Learning Officer of Comcast, who shared her insight on the value of both self-leadership and team leadership. **Keesha Boyd**, Exec. Director, Leadership Center of Expertise, then led a lively discussion among attendees and the following panelists:

- **Mike D'Emilio** - Finance Manager, FMLP
- **Betsy Brightman** - VP, Distribution and Affiliate Relations - Retirement Living TV
- **Chelsea Badeau** - Executive Producer, Xfinity.comcast.net at Comcast Interactive Media
- **Dennis Mathew** - Senior Director, New Businesses
- **Wayne Ramprasad** - Executive Director Call Management and Architecture

Panelists discussed their involvement with programs like the Executive Leadership Forum, Executive Development Seminar, Rising Leaders, Financial Management Leadership Program (FMLP), and Betsy Magness, and the impact these programs have had on their careers. Audience members chimed in with additional questions about work/life integration, applying for a leadership program, and creating a career vision. Highlights from the panelists' words of advice for attendees include:

*Find a mentor or, better yet, mentors.
Know your strengths and weaknesses and be open to feedback.*

*Don't be afraid to fail.
Look for non-traditional networking opportunities like volunteering in the community.
Every month
Hve lunch with someone you don't know every month.
Timing is what you make of it.
Don't wait for things to happen to you... Have a plan!*

The next Breakfast Speaker Series Panel is scheduled for June 23 at Table 31 in the Comcast Center. Mark your calendars and join fellow members for a technology discussion with columnist and author Leslie Ellis, Tony Werner and John Schanz.

Member Connections

Welcome to WICT!

We would like to welcome the following new members who joined the Greater Philadelphia Chapter after attending a recent open house in New Jersey.

- Mike DiGennaro of Cisco
- Phyllis Simms of Comcast
- Jennifer Sullivan of Apex Systems Inc.



On the Move

The following WICT members have recently moved to new roles or have taken on new responsibilities.

- **Dani Flaim** joined Comcast Business Services as a National Account Manager.
- **Erin Vanderbeck** joined Comcast's Internal Audit team as a Consultant.
- **Tracey Kopper-Hourin** joined the Comcast Headquarters team as Executive Director of Employee Engagement.
- **Kristina Chang**, Engagement Principal for Comcast's Internal Audit team, was recently appointed to the WICT National Junior Board. As part of her role on the Junior Board, Kristina will be researching and developing a proposal to create a leadership program for WICT members with one to three years of experience in the industry.

Calling All Volunteers!



Are you interested in becoming more involved with WICT?

Do you have a knack for event planning, working with charities or soliciting donations for a worthy cause?

Then WICT Philly has a job for you!

The 2011 WICT Philly Gives Back team is looking for volunteers to assist with the planning and execution of the November fundraising event, which includes:

- Catering / Event Logistics Committee
- Awards Chair
- Communications Committee
- Talent / Charity Committee
- Donations Committee
- Security and Volunteer Management Committee

Volunteering for WICT Philly Gives Back is a great way to meet board members and network with other chapter members. NOTE: Volunteers need to attend a mandatory kick-off planning meeting on June 6.

Contact [Dani Flaim](#) or [Erin Vanderbeck](#) to volunteer **by Wednesday, June 1.**

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](#).

And don't forget to check out WICT Greater Philadelphia on Facebook, Twitter, and LinkedIn!



www.wict.org

[Forward email](#)



Try it FREE today.

This email was sent to katie_patterson@comcast.com by wictphilly@gmail.com | [Update Profile/Email Address](#) | Instant removal with [SafeUnsubscribe™](#) | [Privacy Policy](#).
WICT Philadelphia | 30 S. 15th St., Ste. 400 | Philadelphia | PA | 19102