

Celebrating Success in Leadership

Dear WIT Members:

WIT is taking the lead!

Spring is one of my favorite times of year at Women in Technology. It's time to celebrate our leaders and their accomplishments. In May and again in June, we have two fabulous opportunities to recognize the great depth and breadth of women leaders in our community.

Maureen Bunyan, WJLA ABC 7 News anchor, has graciously accepted our invitation to emcee the Sixth Annual Women in Technology Leadership Awards Banquet on May 19th. It's shaping up to be a terrific evening. We'll bestow eight awards – Corporate Leadership, Entrepreneur Leadership, Government Leadership, Women in Technology Champion, Women in Technology Rising Star, Women in Technology Founder's Award, Women in Technology President's Award, and Lifetime Achievement Award.

I want to thank everyone who nominated friends and colleagues for these awards. Your enthusiasm is contagious. The number of truly outstanding nominees was very impressive.

Since both members and non-members are eligible for awards, this is a good opportunity to introduce non-members to WIT. So, please invite your friends and colleagues to the banquet where we'll be showcasing the achievements of women in the local technology community. Go to the WIT web site (www.womenintechology.org) for more information and registration. I'm looking forward to seeing you at the McLean Hilton on May 19th.

The next opportunity to recognize the leadership talent in our community will come on June 16th. At the WIT open program and general membership meeting, the membership will vote on the slate of the Board of Directors as required by the By-Laws. The Nominating Committee has been hard at work processing all of the nominations submitted. On behalf of the Committee, thank you for all your suggestions and applications. WIT is only as good as the people who volunteer their time, energy and talent to the organization. The Nominating Committee appreciates your bringing so many qualified women to their attention.

Please join us at the general membership meeting on June 16th to vote on the next Board of Directors. Immediately following these elections, the newly elected Board will appoint the remaining WIT leaders (chairs and vice chairs for committees and special interest groups). The new Board and leadership team will take office on June 17, 2005.

This is my last letter to you as President of WIT. I'll be turning over my responsibilities on June 17th.

It's been a great year! I appreciate the confidence and respect you have shown me over the past year. I couldn't have done it without the many volunteers throughout the entire WIT organization and the constant assistance of the staff at Potomac Management Resources. Thank you. I encourage every WIT member to volunteer on a committee or special interest group. You'll be happy you did.

I plan to remain active in WIT. So, I'll be seeing you at events in the future. Thanks again for making the past year so pleasant and productive.

Dede Haskins

Save the Date - Sixth Annual Leadership Awards

The Sixth Annual Women in Technology (WIT) Leadership Awards Banquet will be held on **May 19, 2005** at the McLean Hilton in Tysons Corner.

Please see the article on page 2 for more details on the finalists.

Visit www.womenintechology.org for sponsorship and ticket information.

Workforce Development Committee - Presentation Skills Seminars

Tycon Courthouse Building - 2070 Chain Bridge Road - Vienna, VA

This workshop will provide the opportunity for attendees to prepare and deliver presentations typical of those they would be expected to deliver in their work environment. In this three-week presentation skills workshop, **Susan Trivers** will coach participants in both message and method.

- Session One, Myths & Magic: Learn about dispelling the Public Speaking Myths and finding the kernel of truth – the Magic - in each.
- Session Two, The Message: Crafting your Presentation, learn about the interaction with audience, PowerPoint and handouts.
- Session Three, The Method: Be Yourself, Polished, learn about the delivery and creating the right environment.

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Sixth Annual Leadership Awards to Honor Excellence in Leadership, Mentoring, and Technology

After reviewing over 50 quality nominations, the WIT leadership committee has narrowed the field to the following deserving nominees. These dynamic women are being recognized for their outstanding accomplishments in the areas of mentoring, leadership and success.

Corporate

Patrice D'Eramo, Hewlett-Packard
Nancy Osmond-Hessney, Northrop Grumman
Catherine Szpindor, Nextel Communications
Susan Panichas, Northrop Grumman
Dr. Lydia Thomas, Mitretek Systems, Inc.

Government

Linda Cureton, ATF
Captain Anne-Marie Hartlaub, U.S. Navy
Vickie Sliwa, U.S. Coast Guard

Entrepreneur

Linda Berdine, G&B Solutions
Virginia Littlejohn, Quantum Leaps, Inc. & Tradebuilders
Elizabeth Shea, SheaHedges Group, LLC

Rising Star

Jennifer Bleier, SAIC
Lisa Throckmorton, SheaHedges Group LLC

WIT Champion

Dagny Evans, SoundPath Conferencing
Marla Ozarowski, Freddie Mac

Please join us on May 19th at the McLean Hilton to celebrate our nominees' success and celebrate the role of women in technology. For ticket information visit www.womenintechnology.org

Member News

Marla Ozarowski, longtime WIT member and director of technology adoption for Freddie Mac in McLean, VA, was recently quoted in the April 2005 issue of *Business Education Forum*. In an article about achieving tech equity, Ozarowski noted that in the last 15 years there's been a significant drop-off in women pursuing technology careers. In the elementary grades, girls show equal interest and aptitude, relative to boys, in math and technology. "But then the nerd complex takes hold," she said. "Girls become more attuned to perceived gender roles, and they start believing that tech's not cool and that it's not a girl thing." Ozarowski, who also Chairs WIT's Girls in Technology (GIT) Committee, recommended challenging the stereotype, as she herself does with her own daughters. Speaking of GIT's "Sharing Our Success" event, which connects girls with female role models in technology, she said, "When girls have the benefit of good role models and positive reinforcement, they come into the workplace with a good set of professional skills. . . the idea that tech is cool for girls . . . [and the confidence] to believe they can successfully pursue this kind of dream."

Call for Contributors: We're looking for people to write concise 150- to 200-word summaries that capture the essence of WIT SIG events for the PROGRAM REWIND Column. Share the good news—and get the byline.

Please contact Piper Conrad
piper.conrad@eurorscg.com for details and deadline dates.

WIT Word Staff:

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Sue Liblong, Letter from the President
Joanne Lozar Glenn, WIT Woman in the Spotlight, Members on the Move
Krista Curtis, Linda Johns, Program Rewind
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Technology SIG Event Rewind: "Business Across Borders: IT Security in Canada and the U.S."

IT Security in Canada and the U.S. was the topic of the last Technology SIG event, held at the Canadian embassy in DC on March 31. Over 50 attendees enjoyed a three course lunch paired with Canadian wines as *Rosaleen Citron*, President and CEO of *WhiteHat, Inc.*, provided fascinating facts and figures about corporate and technology security. Compelling, dynamic and informative describes one of Canada's top female executives in high tech. Ms. Citron is featured for her insight and expertise in publications such as *The Globe and Mail*, *The Business Journal*, *The Wall Street Journal* and numerous technology trade publications.

Did you know that it could cost over \$10,000 to buy-back a stolen notebook belonging to a C-level corporate executive? Bill Gates apparently spent \$250K to buy his back when it was stolen and resold last year! Ms. Citron also told stories of supposedly 'clean' bank servers listed on E-Bay containing banking and personal data for thousands of customers. She provided a dozen more examples, and these were just in the past month! Her insights into the vulnerabilities and complexities of technology security were eye-opening. Keep a close eye on your laptop – the personal and corporate data on it is very valuable to technology thieves!

The next Technology SIG event will feature a panel of experts discussing emerging technologies at SAIC in Tysons on 26 May at 6:00 PM. Look for details in the next WIT.WIRE.

April Open Program: Choice and Circumstance: Looking Closely at Diverse Careers

On April 21st the WIT Job Fair attracted over 100 attendees to meet with 25 potential employers. The open program followed with great stories and words of advice and encouragement from the moderator and panelists.

The moderator was **Mary Whitley**, VP and General Manager at Unisys Public Sector. Panelists included:

- **Amy Dall**, CIO at Defense Information Agency
- **Sara DeCarlo**, VP Ninth House Federal Market
- **Dr. Sherilyne Dougherty**, President/CEO of Dougherty and Associates
- **Jaye Helferd**, Director at AlphaInsight

Each panelist was asked a series of questions regarding their career paths, skill development and reasons for career moves. It was interesting to note that none of the panelists did much goal setting to advance their careers. Often, others pointed out opportunities to them or they networked to get the right connections. Some panelists were fortunate to have mentors while others were self-motivated high achievers. Some of the biggest hurdles for all of them included being willing to risk change and learning what to say to promote themselves.

Some interesting thoughts were shared when the panelists were asked to define success. Jaye – success is learning all the time while contributing. Sara – success is being excited to get up and go to work each day. Sheri – success is feeling good in your own skin, taking care of yourself so you have your health. Amy – success is accomplishing something by doing your best and being taken seriously by your peers.

When Mary asked the panel how to advise a person who is not satisfied with their job the panelists had lots of good advice. The bottom line was it won't get better without something changing. Amy cautioned that you don't want to get caught in a downward spiral. You need to be willing to take a step back to get going in the right direction. By focusing on what you contributed to your old job you can bring fresh energy to your new job. Jaye urged people to talk with other people, you aren't alone. Networking events like WIT are a great place to start. She suggests buying a career change book to give some structure to the transition process.

A family life balance question was raised and Sara assured the attendees that is OK to put your career growth on hold and just do a good job. The mood of this event was more like a group of friends sitting around a dinner table. By sharing their personal stories each panelist made us all feel like we could miss a turn on our career path and still reach our own definition of success.

WIT WORD

March Open Program - Media on Media: How Leading Journalists Shape their Coverage of the IT Industry

March 17, 2005 6:00 - 8:30 pm McLean Hilton

All the panelists agreed that the biggest difference in the past 10 years is that the news has gone from a weekly paper to hourly web updates. The difficulty is that the news still has to be valid, accurate and factual. This makes it very hard on reporters. Print is expected to be as current as broadcast was many years ago.

Each panelist was asked how they get people to talk to them. The key ingredient is trust; you need to spend time with your contacts to develop rapport. Most agree they have a hard time getting Federal employees on the record. They have discovered that it is easier to connect with vendors who can sometimes get their clients to speak with reporters. One panelist commented that when someone calls and wants to give you the “dump” on someone, it begs the question – who would that story serve? The better story is often about why that person is trashing someone or the company.

So what gets a reporter’s attention? Facts, names, a government contact willing to talk! Does the subject do it better, faster, cheaper and handle a problem at the enterprise level? Can you describe it in one paragraph or less and explain why my readers would care? CIOs want stories about trends, so the subject has to go beyond the specific example provided. Readers also want to hear community stories about the people in their IT industry.

The discussion on the value of bloggers was of great interest to attendees. The biggest concern is always credibility. With blogs, you have to assume that the information hasn’t always been verified. It is usually exciting information but buried in too much text. It demonstrates that there will always be a role for editors to prioritize the information. One panelist compared bloggers to the canaries in the coal mines, they provide a heads up about potential stories.

One area the panelists wanted to clear up is that ads are never seen by editorial staff. Not so flattering stories about a company can sometimes be placed next to their advertisement. They also wanted the audience to know that a product doesn’t get a glowing review because the company bought a big ad that was placed right next to the write-up.

Finally, each panelist was asked why they love this industry. Fun stories were shared about being the first to get a scoop. They love the challenge of pulling the bits and pieces together to make a great story. Some like being the storytellers, others like meeting new people and always being in the position to learn something new. With news being so instant these days it also satisfies the human need for immediate gratification

Loretta Prencipe, the Editorial Editor of Media First Public Relations, was the facilitator for this evening’s event. The panelists included:

- **Anne Armstrong**, Publisher and Business Unit Leader for FCW Media Group
- **Allan Holmes**, Washington Bureau Chief for CIO Magazine
- **Vanessa Jo Roberts**, Managing Editor of Government Computer News
- **Wayne Rash**, Senior Contributing Editor of InfoWorld.

WIT and WISDOM

At the monthly programs, we ask members to contribute thoughts on what WIT means to them. Below is the March WIT and Wisdom winner.

Dear Dede,

It's hard to believe that JustinBradley Financial Recruiting will celebrate our 3rd anniversary in a few months! Remember when we met in 2002 at a WIT meeting – the economy was limping along and starting a new business took a real act of courage?

Having weathered other economic downturns in my career, I knew that it would take more than experience, a good business plan and determination for JustinBradley to take off. We needed the help of others to jump start the business – we needed business friends like you and WIT.

Thank you for staying in contact with me over the last few years. In particular, I appreciate the CFO referral that you gave me 2 years ago. We recently received a significant search assignment from him, placed a high level professional in his group and gained valuable experience working in a new sector. All of that started with meeting you at WIT.

*Best Regards,
Beth Monroe*

If you have a story, anecdote, or just a few thoughts to share about how your participation in WIT has been of value to your business, career, employer or philanthropy by sending a brief email to Louise Sabol at lasabol@infosmyth.com, or fill out a WIT Testimonial Card at one of our monthly programs. We will read one of the submitted stories before upcoming WIT events. The author will receive a free certificate redeemable for an upcoming WIT program. Help us voice the benefit of our organization – write a few lines about your experience in WIT!

WIT Woman in the Spotlight: Colleen Connelly

by Joanne Lozar Glenn



This month *WIT Word* interviewed member Colleen Connelly, who works as a contractor to the United States Postal Service, providing project management services for parts of their Web site (www.usps.com).

Career highlights: Once I led a Six Sigma project (a special methodology for identifying and eliminating the number of defects in a process) to streamline the software development cycle. We reduced development time by 20–25%. I also led the development of an InfoWorld 100 application on USPS.com. USPS.com won an award as one of the most innovative sites of 2004.

Most important thing I've learned in my career: Everyone makes mistakes. As long as you acknowledge the mistake, and learn from it, you can recover from the mistake.

My next career goal: Right now I am managing people as part of a project team. They ultimately report to someone else, and I would like to move into a position where I have direct reports of my own. I am studying for my Project Management Professional (PMP) certification exam, which I plan to take this summer.

Do I have role models? Definitely. I get my inspiration from the people I work with. I tend to watch and learn, so anyone can inspire me.

Most important thing I've learned about leadership: There are all types of people who are good leaders. There's not a magic personality trait that makes a great leader.

Challenges: I face the same struggle as everyone else. I am trying to strike a balance between work and my personal life. Everything always happens at once, and the big challenge to find time to get it all done without losing your mind. Once I figure it out, something changes, and I need to sort it all out again.

In my free time: I like to volunteer, work out, socialize with friends, and read books.

Favorite quote: *As for accomplishments, I just did what I had to do as things came along.* (Eleanor Roosevelt)

My connection to WIT: Last year my teammates and I finished and published the Workforce Development Resource Manual, a guide for members going through a career transition. During the process, the team itself experienced a transition in leadership, so the project took longer than we anticipated. I took over the development of the manual, the team really hung in there, and we were able to publish in six months. I met a lot of great people working on the manual (which is currently published on the WIT Website—see Special Programs > Workforce Development).

Why I belong to WIT: WIT provides a wonderful opportunity for a diverse group of women to network at events that are focused around professional and personal issues, so there's something for everyone.

WIT Kudos: Member of the WIT Web Presence and WIT Resource Committees

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