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## A Message from Our President, Christine Stewart



2013 is flying by with another quarter behind us and, thankfully, the summer in front of us. As the year is moving forward at turbo speed, please make sure that you register early for the 25<sup>th</sup> Annual International Women's Conference. This year's theme is 'The Modern You' which invokes the manner in which we will celebrate how women have shaped The Women's Alliance into the strong organization that it is today. As is the case every year, we know that this year's conference will truly be one of the best – thus far. Each year, we like to set bar higher. The 2013 conference co-chairs, Patricia Hill and Lucy Perez, have organized an incredible agenda, which includes having Xerox Corporation's Chairman and CEO, Ursula Burns, as our keynote speaker Friday evening. Additionally, there will be executive roundtables, a wide variety of workshop tracks, speed networking, a TWA visionaries panel, and of course, plenty of entertainment. Please check the registration site, which is also accessible via the TWA link, for more details.

Speaking of the link, another key activity with which TWA has been active is the updating of its website. We are in the process of refreshing our site with a much more modern look. The new website will have a lot more flexibility in terms of event information, calendar planning, online membership information, picture, links to our Facebook page, and many more benefits. We'll be back to you shortly on the official launch date.

I'm looking forward to celebrating our silver anniversary in Rochester with all of you, so register soon. Until then, enjoy your summer!

[www.thewomensalliance.net](http://www.thewomensalliance.net)

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## 2013 International Women's Conference



The 25<sup>th</sup> TWA Conference Planning Committee is proud to share some more details on our upcoming celebration and networking event, which will focus on 'The Modern You.'

The registration site is open and ready for business with lots of information about conference activities. The workshop themes this year will encompass professional and personal development, as well as some career/wellness sessions. Details on the specific workshops and speaker bios will be unveiled throughout the summer.

One of the main objectives for Conference is building and strengthening one's network of contacts. TWA brings people together from all over the company without being held back by geographical boundaries. Last year's

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## 2013 International Women's Conference

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conference attendees included those from as far away as India, as well as four provinces of Canada and various states across the US. Over twenty organizations participated, including Xerox Services and Xerox Innovation Group. Many members have found significant value in their experiences at Conference. Join the discussion in The Women's Alliance Yammer group and share "what value you have received from attending the annual TWA International Women's Conference".

Knowing the importance of networking, executive engagement, workshops and keynote speakers to attendees, a variety of networking opportunities will be offered. The agenda consists Of three executive panels on Friday afternoon, a workshop that facilitates Speed Networking on Saturday afternoon, as well as opportunities to network at the coffee stations and during meals. Workshop topics to be explored will include Negotiation, Leadership, Performing under Pressure, and Using Social Media. The GALAXe caucus group will help us to celebrate our 25<sup>th</sup> anniversary by sponsoring a Wine & Health workshop, featuring New York Finger Lakes wine and chocolate pairings! Yum!!



The Conference Planning Committee is pleased to announce that Xceed Financial Credit Union has renewed its sponsorship at the Diamond Level this year! Those who attended last year's event in Chicago will remember how Teresa Freeborn and her team delivered panache to the conference with welcome boxes and the gorgeous Valentino purse that they raffled off. We're excited to welcome Xceed and our other returning sponsors, including to date: Xerox Diversity Office; Roberts Communications; Superior Workforce Solutions; Inc., Text100 Global Communications; Prudential; and Zimmet Group. We also have a brand new sponsor – Xerox's finishing partner CP Bourg! We are always looking for additional sponsors since we are only 70% of our goal. Conference registrations fund only our meals and conference space. We count on sponsorship funds to pay for workshops, keynote speakers and our outreach programs. Please share the Sponsorship brochure (available on the TWA site) with friends and colleagues to help us make this event an enriching event and fun celebration!

Remember to take advantage of the Early Bird pricing for this year's conference. Register today!!

[www.thewomensalliance.net](http://www.thewomensalliance.net)

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## Mentorship Program

### Strengthen the Mentor/Mentee Relationship

In the May TWA Webinar we discussed "**The Courage to Change, Energize your Future**". Everything starts with each of us and our attitude towards life and work. Sometimes we may not see it that way, but more often than not, we are more in charge than we think and our future is really up to us. It's summer, which is a great time to jump start your career and make TWA's Mentorship Program a driving force for your success! After all, the key is to be active, not passive, with career planning. Mentor Scout is a wonderful tool available to you through TWA that will enable a Mentee to seek and connect with a Mentor.

So, we have a special request for our Mentors - if a Mentee has not reached out to you, then please consider using Mentor Scout to search for your perfect Mentee. Simply login to [www.mentorscout.com](http://www.mentorscout.com) with Organization ID ALLI4199ANCE and your unique profile ID. Use either Quick Search or Advance Search, making sure you select the 'Search for Mentee' radio button.

To help the Mentors - check out a recent article entitled the "Seven Habits of Highly Effective Mentors" in which Jennifer Przybylo and Nina Vasana discuss the critical role mentors play in the personal and professional development of individuals. Their value extends to society as a whole because of their insights and practical experience. Whether you're a seasoned mentor with many mentees or a new mentor just starting to cultivate your first mentoring relationship, keeping in mind these points will help ensure positive results for both you and your mentee(s).

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## Mentorship Program

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- **Humanize yourself.** Sometimes the impressive titles and awards are intimidating, discouraging us from speaking frankly about our problems or asking questions we fear will seem silly. Admit your own stumbling blocks. Make yourself more relatable by sharing a big mistake you made, a regret you have, or something you'd do differently in hindsight. Such a confidence makes it easier for us to admit our own struggles and helps us see that failures are natural pitstops on the road to success.
- **Make regular appearances.** Sometimes we hesitate to contact you until we have something big to report. Make an effort to keep in touch, especially if you haven't heard from us in a while. An unsolicited email with a link to an article of interest and a line asking how we're doing is a thoughtful and easy way to reach out.
- **Provide balanced feedback.** Once you feel you've gotten to know your mentee, give honest feedback about performance and personality. This is valuable insight that you are in a unique position to offer. Even more empowering is constructive feedback. Tell your mentee how she can improve, and also gave her specific, actionable recommendations for how to do so.
- **Ask for something in return.** No good relationship is one-sided. You are giving a lot to your mentees, and while many mentors consider the feel-good nature of mentoring reward enough, don't hesitate to ask your mentee for a favor or two. For example, if you're a professor, perhaps your student mentee can advise incoming students on how to make the most of a research internship with you. We're flattered to be asked and welcome the opportunity to show our gratitude.
- **Foster community.** Establish a sense of community by inviting your mentee to group get-togethers outside the office. This "behind-the-scenes" exposure to your world allows mentees to learn about the many other parts of your life you value beyond work, such as family, friends, and hobbies.
- **Make introductions.** Just as companies have a board of directors to guide their growth, we benefit from developing a diverse board of mentors or a mentoring team. Encourage us to think critically about whose guidance can build on yours and address the other needs or facets of our life. Connect mentees with individuals you know, and ask us if there is anyone else we might like to meet. Make an email introduction, or even better, arrange a coffee break or lunch during which you can introduce them personally.
- **Be a mentee.** Experience as mentees has been the foundation for budding efforts as mentors. Continue investing in yourself and your own development.

Please find the link for the Seven Habits of Highly Effective Mentors below:

[http://www.ssireview.org/blog/entry/seven\\_habits\\_of\\_highly\\_effective\\_mentors?goback=%2Egde\\_4824204\\_m\\_ember\\_247633092](http://www.ssireview.org/blog/entry/seven_habits_of_highly_effective_mentors?goback=%2Egde_4824204_m_ember_247633092)

To learn more about the TWA Mentorship Program, click on the Mentoring tab on the TWA website.

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## 2013 Webinars

### Q2 Broadcasts

**Executive Career Journey** with Kevin Warren, our new TWA Champion

Replay: <https://xerox.webex.com/xerox/lsr.php?AT=pb&SP=MC&rID=51858072&rKey=dbcab516b57372cb>

**Energize Your Future**

Replay: <https://xerox.webex.com/xerox/ldr.php?AT=pb&SP=MC&rID=52488657&rKey=0bd8975510e04c1b>

**Courage – Next Steps**

Replay: <https://xerox.webex.com/xerox/lsr.php?AT=pb&SP=MC&rID=53040127&rKey=c566a494117f470d>

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## 2013 Webinars

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We highly recommend that you take some time to listen to the replay of the previous webinar featuring Kevin Warren. As a teaser, here are some highlights of the conversation between he and Christine Stewart .



### Discussion with Kevin Warren, TWA Champion

**Christine:** What can we do to help the women of Xerox be the best that they can and allow them to have a fulfilling career at Xerox?

**Kevin:** Xerox was one of the first Fortune 500 companies with a woman CEO. Now, we have both a woman CIO and CFO, in addition to many senior vice presidents. If you work hard, if you network, if you continue to improve upon your skills, if you are aware of all the opportunities around you, you can have a great career. Opportunities for women are limitless at Xerox.

**Christine:** One of the benefits of TWA membership is its mentorship program. What advice do you give your mentees on how to drive their careers?

**Kevin:** There is obviously the formal mentoring process. You have to be where the mentors are. You have to get in the game so you can have some kind of connections. But, there is also the informal process. Ask people how they do things. Ask them to share what they know or about their experiences. A lot of people live in the 'Fields of Dream School' – If I build it, they will come / If I am good, people will notice. But, you need visibility to grow in a corporation.

**Christine:** What do we do better than anyone else? What are Xerox's core challenges right now?

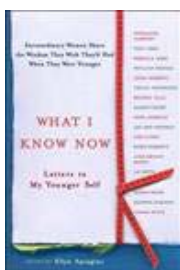
**Kevin:** We have a brand which people respect. People want to do business with us. A lot has to do with our legacy, history and people. The value proposition of joining technology and service is incredible. We are in the middle of our transformation. How do I make sure that we keep the hearts and minds of our most valuable assets, our people, while transforming? It is not easy. We need to have the willingness to change. Our aversion to risk is something we are working on. Sometimes we are slow and our systems are old. We need to be more entrepreneurial and be more in control.

## Upcoming Q3 Schedule

Date	Topic	Speaker	Core Topic Category
July 18 <sup>th</sup>	LinkedIn: Profiting from Your Profile	Mary Toomey	Tools & Skills
July 25 <sup>th</sup>	Taking Responsibility for Your Own Career	Maureen O'Brien	Professional Growth
July/August (TBD)	Conference Overview	Patricia Hill / Lucy Perez	Conference Information
August (TBD)	TWA Executive Series	Mandy Shapansky	Executive Career Journey

## Reminder: Share Your Letters and Possibly Win a Free 2013 IWC Registration

As announced in last quarter's newsletter, you still have an opportunity to win a free registration for this year's International Women's Conference.



If you haven't submitted your contest letters yet, it's not too late. Based on the theme of **What I Know Now – Letters to My Younger Self** by Ellyn Spragins, Kelli Morgan and Sandrine Lichy are waiting to hear from more of you. All TWA members who submit a letter will be entered into a raffle for the chance to win Early Bird reimbursement for the event's registration fee (post Conference). Without prior approval, all letters will remain anonymous and must be submitted to Kelli and/or Sandrine by August 31<sup>st</sup>. The drawing will be held on September 19<sup>th</sup>. Contact Kelli or Sandrine for more details.

## Molly Efron Scholarship

### 2013 Winner

Giving back to the community is important to The Women's Alliance. One of the ways we do this is through our annual Molly Efron Scholarship, by which we recognize outstanding young women and future technical leaders. This \$1,000 Scholarship is given annually to a female high school senior in Monroe County planning to attend a 4 year college and pursue a technical major.

The scholarship is named for Molly Efron – a long tenured Xerox employee and an early member of the Women's Alliance. She was the first female manufacturing plant manager and was a role model for technical women at Xerox. She pioneered a job-sharing program at Xerox in order to stay home with her first daughter, Eve and helped pave the way for all women to balance work and family. Although Molly lost her battle with melanoma many years ago, her legacy and spirit lives on with this annual scholarship.

This year, we have had an exceptional number of applications that a team of TWA leaders evaluated to select the winner - Sarah Dzielski from Irondequoit High School.

Sarah has an excellent academic record and strong recommendations. She is an active member in many activities, including the National Honor Society, interest clubs and volunteering. She is also a dedicated athlete - a nationally ranked fencer. She loves nature and is passionate about environment. She plans to pursue a biology degree at Cornell University. Her goal is to become a conservation biologist. This summer, she is working at an animal hospital in the wildlife department. She says that she loves it – she even brings home some of the animals if they need extra care.



*Patricia Hill and Marina Tharayil from TWA presented Sarah with her award on June 4<sup>th</sup>*

To learn more about the Molly Efron Scholarship program, contact Marina Tharayil.

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## Financial Savvy Pays Off

### Women's Alliance Members Complete for Cash While Getting Their Finances in Check!

Over the past six months, 52 Women's Alliance members made their personal finances a priority by taking part in the iXceed Fiscal Fitness Challenge, a webinar-based competition co-sponsored by The Women's Alliance and Xceed Financial Credit Union that helped participants learn how to reduce debt and increase savings. The grand prize? \$1,000 in cash, which Xceed Financial awarded to the lucky winner, Brenda Comisar, for earning the most points during the challenge!



The challenge entailed attending six, hour-long webinars from November 2012 to April 2013 – “Psychology of Spending,” “Financial First Aid,” “Women & Money,” “Building a Better Budget,” “Plastic Surgery: Getting out of Debt,” and “Basics of Personal Finance” – and setting personal debt reduction and savings goals. Participants earned points for making headway toward their personal financial goals, attending webinars, successfully completing post-webinar quizzes, and referring friends and family members to Xceed Financial.

To qualify for the grand prize, participants were required to submit personal financial information; however, they also had the option of participating in the webinars just to beef up their financial knowledge without submitting financial information or competing for the grand prize.

Each participant battled hard in the competition, and their hard work paid off: as a group, they earned a combined total of 407 points, reduced their debt by \$11,552, and increased their savings by \$9,606.

Additionally, Xceed Financial Credit Union membership – or eligibility for membership – was required to compete for the \$1,000 prize. And as Xerox employees, Women's Alliance members qualify to join the Xceed family! Xceed is not-for-profit, member-owned and operated, and offers all the same services banks offer, but at a lower cost. The credit union offers a full range of savings products, low rates on loans that can help members reduce their debt, and a free, online personal financial management tool that members can use to create a budget and stick to it. If you're not yet an Xceed Financial member, visit [xfcu.org](http://xfcu.org) or call 800.932.8222 to get started.

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