

A Message from Our President, Tricia Bhattacharya



Hello and welcome to our first 2016 newsletter and my first column as the new TWA president! As previously announced, there have been a good number of leadership changes to the TWA including our new executive champion, Mike Feldman, President of the Large Enterprise Operations for Xerox Services. We also have several new board members and responsibility changes. Please look at our TWA website to keep up to date on the organization.

2015 was a good year for the TWA with membership growth of nearly 20%! We also added a new chapter in India, held 15 professional and personal development webinars, dozens of local chapter events and had a fantastic time "Bringing It On" at our annual conference in Dallas. Give yourself a pat on the back because we accomplished a lot last year!

The start of a new year is always a good time to reflect on our vision and our mission. Women at Xerox have made a lot of progress since the TWA started in 1984. Since that time, we have not only had a woman CEO, but are the only Fortune 500 company to have a woman succeed another woman as CEO. Another example of progress is the implementation of The "Wilson Rule", which says that women and minorities must be among the final pool of qualified candidates for every open management position in the US; and that women will be among the finalists outside the US. It seems reasonable to ask, given the strides women have made, do we still need the TWA?

The truth is despite the gains women have made in the last 30 years, we still have work to do. According to the [Women in the Workplace 2015 study](#) by McKinsey & Company in partnership with Lean In, there are many reasons why women aren't represented in a partisan fashion such as lack of appetite for senior leadership, gender bias, and women shouldering a disproportionate share of responsibilities at home. I encourage you to read the report—it is easy to read and eye opening



Studies have shown that having women in leadership roles is good for business. Our mission statement reads: *The Women's Alliance is a catalyst to advance the personal and professional development of women at Xerox, enabling each of us to attain our goals.* That mission is still very relevant today and here are some of the ways we help:

- **Give visibility to women at all levels.** This is accomplished through fostering relationships through networking events, improving executive participation (women and men), working with HR to identify talent, and our annual conference.
- **Help women develop personally and professionally.** Our strong webinar and mentorship programs give opportunities for women skills to develop and grow.
- **Opportunities to demonstrate leadership.** Chapter and board-level leadership opportunities are plentiful to help women try out a new skill or grow their leadership abilities.
- **Connect with other women.** Women have different concerns and needs than men. It's important that we have a supportive network of colleagues and friends.
- **Give back.** Support other women by becoming a mentor. Participate in charity drives and local community involvement activities.

We are fortunate to work for a company that takes diversity seriously by supporting caucus groups and implementing policies like the Wilson Rule. We still have work to do, so encourage every woman you know to join the TWA and help us continue to make a difference at Xerox.

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Message Our New TWA Corporate Champion, Mike Feldman



I am very excited to be named the Corporate Champion for The Women's Alliance. I view this as a huge honor and I am excited to be part of this group strong women and supporters. I am a big believer in the concept of diversity and inclusion and know that when we have a team of talented people from all different walks of life we truly represent our clients and communities and we execute better. Xerox women play a huge part in the success of Xerox from the very top to every level and organization within our great company. I have already had the chance to meet with the TWA leadership team and spend extra time with our new TWA President, Tricia Bhattacharya, and I am already very impressed with this group. I look forward to following in Kevin Warren's footsteps and building on the already great work being accomplished in support of Xerox women.

To learn more about Mike Feldman, read his [bio](#) on the corporate officers bio page.

2016 Key Priorities

In January, we had our annual face-to-face board meeting and planning workshop. In addition to the normal activities that we do as an organization, we agreed to these three key priorities for this year:



- 1) **Grow and Retain Membership**
- 2) **Improve Executive Engagement and Participation (Women and Men)**
 - Increase visibility of members to Executives
- 3) **Improve Member Participation**
 - Webinars, live events, and conference

2016 International Women's Conference

This year's Conference co-chairs, Jean M. Ellefson and Kizzy Kaye, invite you to join them in Rochester, NY for the 2016 International Women's Conference. They are gearing up and forming their teams, so if you are interesting in showcasing your talent, creativity, and passion as a conference planning team member, please reach out and let them know how you'd like to lend a hand.



The conference date and additional logistical details will be communicated in the coming weeks, and in the meantime we are gathering our forces to make this the best conference yet! Whether you're a seasoned conference veteran or a first time, you're welcome on the team. Please contact [Jean Ellefson](#) or [Kizzy Kaye](#) to express interest in volunteering in any of the following areas:

Sponsorship, Marketing / Communications, Executive Engagements, Keynote Speakers, Conference Logistics, Workshops, Community Outreach, Registration, MarketPlace, and Silent Auction.



Women's Conference

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10 Tips for making the most of your TWA membership:



- 1) **Attend the webinars** (or listen to the recordings later). All webinars are recorded and posted to the TWA website. Webinars are all 1-hour or less and give you an opportunity to pause and focus on developing yourself. The topics range from personal to professional development, so make sure you listen in!
- 2) **Attend local events.** If you are part of a local chapter, make the time to attend a few events this year. Face-to-face meetings are so important for relationship building. You never know who you could work with next or who you might meet.
- 3) **Get involved.** We are always in need of volunteers to help either at the local chapter level or at the national board level. Conference in 2016 will be in Rochester so there is a special need for volunteers wherever conference is located. Let your local chapter president or a board member know if you want to get more involved in TWA.
- 4) **Become a mentor.** Help support other women who may be navigating the same career journey that you navigated years ago. Here is a chance to give back to women who would value female role models.
- 5) **Become a mentee:** TWA membership entitles you to access to our online mentorship program.
- 6) **Attend Conference.** Networking with executives, other women, personal and professional development all in a fun, relaxed atmosphere. Attendees leave feeling rejuvenated and motivated.
- 7) **Read the newsletter and chapter communications:** Congratulations—you are doing that now!
- 8) **Like us on social media:** We use social media a lot, so please like our posts, retweet, share, etc. to help get the word out and support women. We are on Facebook, LinkedIn, Twitter, and Yammer. (use links below)
- 9) **Support other women.** Tell a manager about the accomplishments of another woman. Don't criticize other women in front of other but provide honest feedback in private. We have a responsibility to build each other up and part of that means creating awareness of opportunities for improvement while also taking the time to show appreciation.
- 10) **Spread the word.** Tell others about TWA and encourage them to join.



Social Media

Do You Like Being In-the-Loop? Follow TWA Online!

If you want to read interesting articles on women in the workplace, learn more about TWA offerings, find regional and national event information or connect with other members online - join us on social media. It's simple, fun, interactive and engaging!



You Could Be The Next Featured "Member of the Month"!

We asked members why they joined TWA, and what they get out of their membership. We showcase their responses in the monthly series, "Member of the Month".



Toni Gavin
Trainer & Compliance Analyst

February 2016

Toni Gavin, Trainer and Compliance Analyst in USCBO Operations (Chicago) is our February Member of the Month! Toni says, "I am a TWA member because I believe I can both benefit from and contribute to empowering women in the workplace. The best part of TWA is networking. I just registered for the mentor program. I think mentorship is important because it benefits the employer, as well as the employee. Mentoring opens the door to career growth, personal growth and a positive work environment."

Log in to follow us on [LinkedIn](#), [Twitter](#) and [Facebook](#)! Don't forget [Yammer](#) too!

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TWA Chapter Highlights



Atlanta – Giving back

The Atlanta Chapter ended the 2015 year supporting Jesse's House and their ten residents. Jesse's House is a non-profit organization providing long term youth shelter in a safe caring environment for girls in abuse or delinquency situations. The shelter has three goals: to serve high risk girls between the ages of seven and seventeen; to reunite residents with their families whenever possible; and to provide a safe house until permanent placement is found. Several programs and services are provided to support these goals and the overall healing process for Jesse's House residents.

While this year the chapter supported Christmas wishes for each of the young ladies, they are also eager to continue their support on an ongoing basis! Jesse's House provides many opportunities to get involved. You can find an ongoing donations list on their website. And of course, we all know what young girls may want and need on any given day. In addition to donations, hands on involvement in the form of tutoring, mentoring and any life skills type classes are always welcomed.



So whether you are near or far, **YOU too can get involved and make a difference in the future of young ladies that need it.** Learn more about Jesse's House at <http://jesseshouse.org> or contact Carla Smith

TWA Atlanta is off to a great start this year! They will host their Annual Kickoff Luncheon on March 5th at "the Crossing" in the historic Norcross Train Depot. If you are in the area, join the local team and begin the year with a great networking & relationship building opportunity.

Following the luncheon, the Atlanta Chapter will begin their "Developing You: YOU 2.0", Professional Development Series. Look for information on these lunch & learn sessions scheduled to begin in March!! For event and membership inquiries, please contact [Carla Smith](#).



Chicagoland – Networking, Lunch and Learn



The Chicagoland Chapter was quite busy this winter. A Lunch and Learn with Shelly Ready focused on Clean Eating was held in November and a end of the year Lunch and Gift Wrapping Event. The events resulted in great networking and sharing ideas for upcoming events. Pictured in the photo from the Lunch & Learn session from left to right Lily Yuen, Shelly Ready and Kelli Morgan. Pictured from the gift wrapping event are Sue Villar, Berlinda Brown, Cie Pace, and Sybenna Mcglothlan.



India – Networking, Lunch and Learn



The Women Alliance, India Chapter started its journey last year with an objective to advance the development of women employees at Xerox, enabling each of us to attain our goals. In 2016, they look forward to strengthening this journey by introducing new programs and initiatives which will empower our women teams across businesses

The TWA India Chapter held its first event in February on a session focused on self defense for women employees. The main objective of the workshop was to provide the TWA team with the essential knowledge, skills and exposure required to handle the most common and probable situations. The 2-hour workshop focused on topics that included threat detection, avoiding conflict, psychological conditioning to build confidence, and how to defend one's self against attacks by showcasing various demos to safeguard one's self. They also plan to celebrate International Women's Day in March.



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TWA Chapter Highlights *(Continued from page 4)*

Maryland Chapter – Networking, Learning, and Fun for All

The Maryland Chapter (MDWA) is committed to providing its membership a variety of diverse, quality programming to promote professional and personal development, networking and community involvement. MDWA had busy 4Q2015. Members participated in a pumpkin carving contest, attended a Town Hall meeting with Ursula Burns where the Wilson Rule was discussed and several contributed to Operation KINH where gifts were collected for two needy families. Several MDWA members are pictured to the right around Ursula Burns.



Star Gracian and Donna Thomas



In early December, the membership had a unique opportunity to attend a breakfast meeting to hear Pat Elizondo share her career path and celebrate the chapter's successes. The event included door prizes, a massage therapist and cosmetologist, and the opportunity to network with senior managers like Kevin Warren, Dave Amoriell, Patty Notaro, and Peggy Burns. MDWA wrapped up 2015 by year supporting the launch of the NBEA-DMV. Pictured to the left are Donna Thomas and Karen Johnson, President of NBEA-DMV Chapter and member of MDWA.

MDWA launched 2016 with a long line-up of webinars and activities. The first focused on Pat Elizondo continuing to share more about her successes and how to balance career with competing demands. Pictured with Pat Elizondo are left to right Pat Brosius, Alana La Bel, Eliza Wojtaszek, Peggy Burns, Kaihua Chen, Mary-ellen King, Divya Amarayil, Jennifer Horowitz and in the bottom row: Lindsey Sherman Wigfield, Karen Johnson, Star Gracian, Donna Thomas, Yamila Chaucon, Christine Gould, Nike Hughes & Ellen Hendrickson. Additional webinars focused on a session with a career coach, Jeanette Eleff, who shared tips on how to transform yourself and prepare for your next career.



MDWA has additional events planned for the remainder of winter that include participating in the local "Dress for Success" charitable event, a tour of the "Office of the Future" and lunch and learn events.

Monroe County – Learning and Networking



The Monroe County chapter (MCWA) had a very busy 4th quarter. The chapter transitioned to new leadership with a new President, Christina Paliouras (pictured to the left). In October they had several events. First, was a lunch where John Kennedy, the new Chief Marketing Officer, spoke to a packed room at the Gil Hatch Center about Xerox's new branding strategy. Next was a series of events including a bake sale and a chili cook-off to help raise funds for the Making Strides Against Breast Cancer charity. In addition the raising funds, several participated in the annual walk.

In November, MCWA teamed up with three other women's groups from around Monroe County for a panel discussion on Networking Across Generations with generational expert, Anne Loehr, who spoke about how each of the generations thinks and how to work differently with each of them.



In December MCWA conducted its annual Shoe Box drive where shoes boxes were wrapped and filled with toiletries to benefit the women of the YWCA women's shelter. The chapter ended the year with its second annual night of wine and chocolate where members had an opportunity to sample three different pairings of wine and chocolate. Yum!! In the photo to the left are pictured Gretel Mulroy, Deb Kretschmann and Melissa Joyce-Rosen.



Now the leadership team is hard at work planning new events for 2016. Already in January the chapter brought back Dawn St. Martin who walked the members through setting our goals and intentions for the year. In February, a social outing was planned and in March MCWA is planning a roundtable of senior executive women. Contact [Christina Paliouras](mailto:Christina.Paliouras@xerox.com) for more details.

TWA Chapter Highlights *(Continued from page 5)*

Northeast Chapter – Fireside Chat, Charity Focus

The Northeast Chapter of The Women’s Alliance (NETWA) is off to an exciting 2016! On March 21st the Northeast Chapter will host a joint TWA & GALAXe Diversity and Business Fireside Chat over lunch in New York City. They will be joined by Mike Feldman, President Large Enterprise Operations, TWA Executive Champion, and GALAXe Advisory Council and Hervé Tessler, President Corporate Operations and GALAXe Executive Champion. This will be a great forum to discuss caucus group challenges, network, and meet new colleagues!



Hervé Tessler Mike Feldman



On April 11th NETWA will join in an evening event to help a cause that raises money and awareness of homeless families, predominantly single moms in the Massachusetts area. This event will take place in the Boston area. Contact Patti Groebe, President of the Northeast Chapter of The Women’s Alliance, if you are interested in learning more about the chapter’s upcoming events or how to get involved!

Saint John , New Brunswick, Canada Chapter – Charity Focus, Networking and Learning

The TWA Saint John, New Brunswick, Canada Chapter provided an array of professional and personal development, networking and community involvement events in the 2nd half of 2015. These included several lunch & learn sessions; social events like movie nights, BBQ, and a Garden Centre Tour and Plant Talk; and community focused events like the Food Drive Breakfast Program



Heather Smith

Diane Smalley

Of particular interest in were the Lunch & Learn sessions held that focused on career success presented by Heather Smith, a Fireside Chat with Diane Smalley, Vice President Client Operations, and a very interesting session entitled “Ask a Lawyer - Wills and Power of Attorney”.

TWA Saint John Chapter is off to an exciting 2016! A “Day of Sharing” initiative Was held to help the Coverdale Centre for Women organize and refresh their Employment room. Two Executive Roundtables were held with Rose Willis, Vice President, Central Region and Connie Treese, Vice President, Global Contact Centres. A movie night and a lunch and learn session focused on the topic of “Women and Money” were well attended. All this was accomplished in the first two months of the year.



One key initiative in 2016 is emphasis on membership growth. In this spirit, a membership drive has been initiated. In Saint John, there are two Xerox centres which house approximately 500 employees in total. There is a TWA membership focal at each centre, and for Valentine’s Day, the ladies of TWA delivered a special greeting with heart shaped chocolate candies to every desk in both centres in an effort to promote awareness in the TWA.

Great idea!!!!



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2016 Webinars - Stronger Together!

The Women's Alliance goal is to provide webinars on various topics to enrich our membership's knowledge in the areas of professional and personal growth, mentoring, personal finance, health and cultural awareness. Our Executive Series webinars help us to learn from our leaders and get to know them a little more. Xerox University webinars highlight training, websites and different organizations to expand our knowledge of Xerox resources.

Webinars are a benefit of membership but can be shared to entice new members to join us to grow our overall membership. There is a great line-up planned for this year so far and more in the works. Suggestions for topics for future webinars are always welcomed. Contact [Catherine Flett](#) or [Manisha Mande](#) with your ideas.

Check out what is coming up as well as our past webinars recordings and materials at the [TWA website](http://thewomensalliance.net/resources/webinars/): <http://thewomensalliance.net/resources/webinars/>



Q1 Webinar Broadcasts

Jan 21 - Virtual & In-Person Communication - Capture and Hold Attention with Reesa Woolf

Feb 11 - #Twitter & Social Media with Tina Clark from Roberts Communications & Stefania Palozzi

Upcoming Webinars

March 14 - The Internet of Things with Dr. Sophie Vandebroek, Chief Technology Officer of Xerox Corporation and President of the Xerox Innovation Group

March 24 - Global Talent with Sam Worman

April 14 - Schmooze or Lose: Advanced Networking Strategies with Caroline Ceniza-Levine

Mentorship Program Reminder

Make sure to revise your mentorship profile each year on your work anniversary with the company! This will ensure it is reflective of your most up-to-date wants and needs! You can access the site as follows: <http://www.mentorscout.com/>

When prompted to "Enter your Organization", key in the following: ALLI4199ANCE
(Note: this is **not** case sensitive)



TWA Tip of The Quarter

(Article from *InPower Coaching Blog*)

INSPIRATION: Confidence

By Dana Theus



Studies keep coming out that say the main thing that differentiates those who climb the ladder quickly and those who don't is not their technical ability, productivity or even their outcomes. It's the confidence they project. Confident people are more successful.

And guess what? **Confidence is learned, not born. It starts when you make a habit of living and working in your stretch zone.**

What will you do in your stretch zone this week? Next week? The week after that? See the pattern? Keep it going.

