
A Message from Our President, Christine Stewart



It is hard to believe that the first quarter of 2013 is behind us. Most of you probably saw the letter to our membership from our new Corporate Champion Kevin Warren. We are very fortunate to have Kevin as our new partner. He truly walks the talk when it comes to supporting the advancement of women at Xerox, as is evident by the number of female senior vice-presidents in his organization. Kevin has hit the ground running in support of TWA by stepping in to be present at a webinar on April 18th. Additionally, he will host a Monroe County (Rochester) event in June.

Building on future occurrences, over the next few months, you will be hearing a lot about our 25th International Women's Conference. The details are coming together, and no doubt, this will be one of the best TWA conference events in our history. I have been so amazed by all of the wonderful women who have stepped up to help in an effort to ensure the success of the conference. Moreover, I am excited about this year's theme – "The Modern You." As a tribute to what modern women at Xerox are all about, it is a very fitting accolade for our 25th annual conference. You will hear more about registration very shortly. So, be on the lookout for details as they unfold and be sure to register early!

www.thewomensalliance.net

2013 International Women's Conference



October 18–20, 2013 Radisson Hotel, 120 E Main St, Rochester, NY

More populous, empowered and ambitious than ever before, The Women's Alliance has come a long way since the very first International Women's Conference was held 25 years ago in Washington, DC. This year is a celebration of this progress embodied on the modern you. Join us as we honor the past, treasure the present and shape the future while commemorating the conference's legacy in the place where it all began – Rochester, NY.

We have an exciting agenda planned for the 2013 International Women's Conference. Highlights include a special TWA Visionaries program with which to honor and reflect on our past, remarkable keynote speakers and great workshops to help treasure our present, and a community outreach program designed to engage local high school girls so that we may start to shape our future.

A special TWA Conference contest was held for which all members had an opportunity to contribute ideas for this year's theme. Over 90 submissions were received! It was truly inspiring to see the creativity demonstrated by our members. Because selecting one overall winner was so difficult, we actually selected two.

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2013 International Women’s Conference

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The two winning concepts were:

- The Modern You
Submitted by Cindy Chung



- Honoring the Past, Treasuring the Present , Shaping the Future
Submitted by the “Xerox Services Team – Gals in Great Lakes Midwest”



Contest winners Cindy Barraball, Sue Cork, Criss Ann Ellis-Sandre, Kelly Smith, Heidi Fletcher and Kyra Roth pictured with 2012 IWC fellow-attendees Lindsay Gillon and Susan Mayrand

Cindy won a \$50 American Express gift card and the “Gals in the Great Lakes Midwest” won a \$100 group lunch. We truly thank all those who participated in the contest!

Since 1984, women at Xerox have joined hands in The Women's Alliance to share ideas and support one another's professional growth. In that time, the group has grown exponentially. Each year, hundreds of women from the company meet for networking, education, and camaraderie at our annual conference. This signature event is a culmination of local and national activities that take place throughout the year. The support we receive from individuals, organizations, and sponsors plays a significant role in our strength and success. Recognizing the value of this support, we have begun our annual sponsorship campaign.

The objective of the campaign is to secure sponsorship dollars as well as in-kind products and services to deliver the key programs at conference. Registrations fees only cover the cost of attendees’ meals during the event. The more sponsors we find, the more opportunities we have to make this an outstanding conference. So, we invite and encourage you to share the TWA Sponsorship Brochure (available on the TWA web site) with anyone you think would benefit from being involved with TWA! They can contact Jenni McEnerney or Polly Oliver (contact info inside brochure) for more details.

Community Involvement

Dress for Success Campaign

We'd like to thank those Chapters that participated in the Dress for Success – Send One Suit campaign in partnership with Dress Barn retail stores in early March. A huge 'shout out' goes to Houston (Texas Chapter) which collected 134 items. “Dress for Success promotes the economic independence of disadvantages women by providing attire, a network support and the career development tools to help women thrive in work and life.” This campaign has always been a huge initiative for TWA. The need for support is always present. If your chapter was not able to participate last month, it is not too late to get involved. Simply go to <http://www.dressforsuccess.org/> to find out how you can help.

Cancer Support Community

Not only will TWA-led Community Involvement continue to participate in those activities that have become part of our legacy, we will start to get involved with new initiatives. At this year’s conference, there will be a silent auction from which proceeds will go to the Cancer Support Community / Gilda’s Center. Last year, Cancer Support Community (CSC) and



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Community Involvement

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Gilda's Centers joined together in an effort to provide support to cancer patients, as well as their families and caregivers, during a very challenging time, both emotionally and physically. By working together, these organizations can reach out to more people in more areas. Their mission statement says it all:

"To ensure that all people impacted by cancer are empowered by knowledge, strengthened by action, and sustained by community."

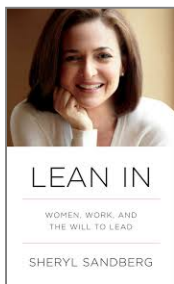
Our initial endeavor will be to use monies raised from the silent auction at Conference to shore up this effort. A third of the funds will go to the local Gilda chapter in Rochester; 1/3 to the Canadian CSC chapter; and 1/3 to the National CSC.

<http://www.cancersupportcommunity.org/default.aspx>

Mentorship Program

Provocative Reading

Is anyone reading "Lean In: Women, Work and the Will to Lead" by Sheryl Sandberg, Chief Operating Officer of Facebook?



Ms. Sandberg shares some interesting perspectives on Mentorship. In a chapter entitled "Are You My Mentor," she relays the story of her being invited to Harvard Business School in the spring of 2011 for an onstage interview with Dean Nitin Nohria. She shares her dismay with the stark contrast of the types of questions posed by male and female audience members by saying "The men were focusing on how to manage a business and the women were focusing on how to manage a career. The men wanted answers and the women wanted permission and help. I realized that searching for a mentor has become the professional equivalent of waiting for Prince Charming. We all grew up on the fairy tale "Sleeping Beauty," which instructs young women that if they just wait for their prince to

arrive, they will be kissed and whisked away on a white horse to live happily ever after. Now, young women are told if they can find just the right mentor, they will be pushed up the ladder and whisked away to the corner office to live happily ever after."

Ms. Sandberg later cites that "Studies show that mentors select protégés based on performance and potential. Intuitively, people invest in those who stand out for their talent or who can really benefit from help. Mentors continue to invest when mentees use their time well and are truly open to feedback... Given this, I believe we have sent the wrong message to young women. We need to stop telling them, "Get a mentor and you will excel." Instead, we need to tell them, "Excel and you will get a mentor.""

Furthermore, Sheryl shares her perspective on mentoring programs: "Many companies are starting to move from informal mentoring that relies on individual initiative to more formal programs. Structured programs also take the pressure off junior women from having to ask the difficult "Are you my mentor" question. One study showed that women who found mentors through formal programs were 50 percent more likely to be promoted than women who found mentors on their own."

There are many other useful insights on mentoring and other aspects of being a woman in today's business environment in the book. To learn more before investing in this provocative book, check out the following links: <http://www.forbes.com/sites/learnvest/2013/03/20/the-3-things-that-made-me-change-my-mind-about-sheryl-sandberg/>; <http://www.wired.com/business/2013/03/lean-in-to-sheryl-sandbergs-book/>

Contact Vickie Drendel or Patricia Hill if you have questions about TWA's Mentorship Program, which has been operating since 2006, and the value that it brings to our members. You can also learn more via the Mentoring tab on the TWA website: <http://www.thewomensalliance.net>

2013 Webinars

Q1 Broadcasts

Global Careers @ Xerox (Networking / Career Strategies)

Replay: <https://xerox.webex.com/xerox/lstr.php?AT=pb&SP=MC&rID=49951877&rKey=7a822e61632be669>

Genius Within – Calling on Your Natural Talents to Create Success

Replay: <https://xerox.webex.com/xerox/lstr.php?AT=pb&SP=MC&rID=50610697&rKey=a9beaafdbbacb545>

Learning @ Xerox – Learning is All about You

Replay: <https://xerox.webex.com/xerox/lstr.php?AT=pb&SP=MC&rID=51058457&rKey=32cfd26be8c78218>

Viability Blueprint – “How to Stay Relevant in this Hurry Up and Change World”

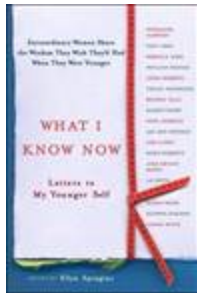
Replay: <https://xerox.webex.com/xerox/ldr.php?AT=pb&SP=MC&rID=51224452&rKey=d7f611c29f85f19d>

Upcoming Q2 Schedule

Date	Topic	Speaker	Core Topic Category
April 18th	Kevin Warren - New TWA Corporate Champion	Kevin Warren	Executive Career Journey
May (TBD)	Mentorship Program	Vickie Drendel / Patricia Hill	Mentoring / Sponsorship
June 6th	Courage - Next Steps	Cindy Solomon	Emotional Intelligence

Share Your Letters and Possibly Win a Free Registration for the 2013 IWC

Kelli Morgan and Sandrine Lichy, our Webinar Co-Chairs, would like to give you an opportunity to win a free registration to the 2013 International Women’s Conference.



What I Know Now – Letters to My Younger Self by Ellyn Spragins

If you could send a letter through time to your younger self, what would you write? Take some quiet time to write such a letter to offer advice that you wish that you would have had many years ago. In the coming months, Kelli and Sandrine will ask those who feel comfortable sharing their letters with others to send them. Those who choose to share will be entered into a raffle to be reimbursed for the conference’s registration fee. Stay tune for more details.

TWA Chapter News

Monroe County – Living through Music and Meditation

The Monroe County Chapter (MCWA) kicked off the new year with a Movie Night. We met at a local restaurant for hors d’oeuvres, introductions and conversation before going to see *Les Misérables*. Even though the movie had been out for quite some time, the group had an incredible turnout of folks. Everyone in attendance enjoyed the networking and movie. Many movie-goers wished there had been time for a post-movie discussion. Maybe next time!



In March, MCWA hosted two local professors who presented a free seminar open to all employees on how to get started with mediation and tips on incorporating meditation into their busy daily lives. Wendy and Peter Sullivan shared practical tips with the more than 70 attendees on “living in the moment.” With all of the stresses on us each day, it was cathartic to take the time to relax, breathe and think of one’s well-being. And there were no “Ohmm’s” involved!

TWA Chapter News (cont.)

Saint John – Networking through Executive Roundtables and Laughter

The Saint John Chapter (118 members strong!) started off the year with a roundtable featuring John Perry, VP, XGS Delivery Operations.



Kellie Stevens-Perry, Manager, Learning and Development, B2B, was the guest-of-honor at a second roundtable held earlier in March. Kelly is responsible for Sales, GDO and management training delivered to the organization's centers in Halifax, Nova Scotia, Saint John, New Brunswick, Lewisville, Texas and off-shore locations. During the event, Kelly spoke openly of many of her Xerox experiences, including working to obtain her Lean Six Sigma Black Belt certification and spending time as an ex-pat in the UK where she worked as an XGS training manager. One thing that Kelly missed during her ex-pat assignment – her TWA friendships and connections.

The popularity of Movie Night continues to grow. Over 35 members of the chapter shared an evening with Jason Bateman and Melissa McCarthy while watching the comedy *Identity Theft*.

Tip of the Quarter

Saving Money for a Rainy Day

If you had a little extra spending cash, what are some of the ways that you could use it?

- New pair of sandals in anticipation of a gorgeous summer
- That ring at the jewelry store that you have been coveting for months
- A special present for a special person in your life
- Registration fee (and/or expenses) for the 2013 International Women's Conference this coming October!

Who's not interested in ways to save a little extra spending cash these days? Whether you are saving up for something specific or just to ensure that you have a small, easily accessible financial cushion, here's a tip that may help you meet your goal.



The key to this tip is "change." Every time you receive a \$5 bill back in change, put it aside for safe keeping. If you want to really up the ante, save whatever change you get back up to \$5. You will be amazed how quickly your savings will start to grow.

This tip comes from one of our TWA members. By following the \$5 bill rule, she managed to save enough money to cover her TWA Conference expenses one year. She continues to live by this practice in her daily life. Imagine not having to think about using credit cards as frequently or having to come up with cash at the last minute.

That's good financial planning without a lot of stress or the need for superior accounting knowledge! So, challenge yourself and start today. Just think how big that money jar will be come October!!
