



Advancing Women in Transportation
Greater New York Chapter

February 2019

February 2019

2019 TransAction 2019 Earlybird Deadline

February 14th, 2019, 5:30PM - 6:30PM

Save the date for NJ TransAction 2019. The conference will take place on April 16, 17, and 18 at the Tropicana Hotel, Casino and Conference Center in Atlantic City, NJ. Earlybird pricing for the conference ends February 14th. Register [here!](#)

2019 NJ Winter Networking & Professional Development

February 19th, 2019, 5:30PM - 8:00PM

You have a social media profile, but now what? Are you using social media to build your professional presence and enhance your career? Join us to find out how to like, follow back, comment, post, and hashtag your way to building your professional network! We'll also explore some 'Do's and Don'ts' of professional networking using social media. Register [here!](#)

Emerging Women Leaders On-Site Training Series - Ready to Stretch?

February 26th, 2019, 1:00PM - 2:00PM

When faced with an opportunity to take on a stretch assignment, new role, or promotion, what's your reaction? Be Leaderly surveyed more than 1,100 professionals to find out what it takes to say "yes" with confidence. In this webinar, learn what we discovered-and how you can prepare to step up to your next big career opportunity. Speakers to be announced. Register [here!](#)

WTS 2019 Annual Conference: Early Bird Deadline

Register by February 22, 2019 and save \$100!

Join us in Boston, MA on May 15-17, 2019 for the annual conference focused on the Hub of Ingenuity. More than 700 corporate and governmental transportation leaders worldwide will come together to



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2017 - 2018
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discuss emerging technologies, demographic shifts, climate change adaptation, and other variables disrupting the transportation space. Register [here!](#)

Please check [our website](#) for event updates.

Follow us on social media:

[Facebook](#) [Twitter](#) [Instagram](#)
[LinkedIn Page](#) and [Discussion Group](#)

**We're not on your favorite platform yet?
We're open to suggestions!!**

WTS Membership Survey

WTS Greater New York Chapter is conducting a series of surveys to give us insight into how we can better serve our members and the transportation industry as an organization. This is the second survey of the series on behalf of the Young Professionals Committee.

We value your opinion. All responses are optional and anonymous.

Everyone who completes the survey by February 28 will have a chance to enter to win a \$50 Amazon Gift Card. Your contact information will be kept separate from your survey responses.

[Take the Survey!](#)

Digital Campaign 2019!

In honor of **National Women's History**, WTS Greater New York is rolling out its first digital campaign! The theme is "*Visionary Women: Champions of Transportation*". Members are encouraged to record a 30-second video clip of themselves. Videos should start with an introduction of your name, title and company/organization you work for. Then, answer one or all of the following questions:

1. What do you feel your biggest accomplishment is?
2. What do you want in the future for women in transportation?
3. What is your biggest piece of advice for women in transportation?

Video clips should be e-mailed to wts.gny@gmail.com by February 22, 2018 with the subject line as "Digital Campaign 2019: [First

PARSONS



Ruby



Emerald



Sam
Schwartz
Consulting,
LLC

Sapphire



Initial.Last Name]".

For more information. please [click here!](#)

Young Professionals Judge Future Cities!

In partnership with Future City, the WTS GNY Young Professionals Committee held an informal interactive volunteer opportunity on Wednesday, 1/16/19 to give back to our local community. While enjoying views of Manhattan from HNTB's Empire State Building office, the team of 14 volunteers joined teams of 2-3 to review and score 16 SIM City models for the NYC 2019 Future City. Future City is a nationally recognized math and science competition for 6th-8th grade students to develop cities of the future with a goal of resolving today's most challenging problems. This year's theme was "Powering Our Future." Overall, this event aided in building professional relationships, while admiring the creativity of today's youth. For more information about Future City and opportunities to volunteer visit: <https://futurecity.org/>.



To view more photos [click here!](#)

WTS Leadership Team In Action at Chapter Retreat!

The WTS Greater New York chapter leadership team held our annual retreat on January 12th and 13th. Chairs and board directors discussed content for programming, calendar of events, and strategies to collaborate with regional partners. Our short-term goals include:

- Improving membership retention and engagement
- Expanding professional development programming

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TECHNOLOGIES**
Business Solutions for Transportation

- Considering additional scholarship offerings
- Incorporating volunteerism as a pillar of WTS-GNY

Stay tuned for more information on our vision for 2019.



WTS-GNY 2019 Social Media Branding Webinar

Do you know what comes up when you Google yourself? What type of digital footprint do you have? What hashtags are you associated with? Is there a deliberate theme in content or do you have to do some fine-tuning to your social media brand? The "Social Media Branding" webinar hosted by Arch Street Communications (ASC) Founder and CEO Nora Madonick, was a rewarding and instructive opportunity to capitalize on the social media site LinkedIn for productive and powerful professional development. In the course of the session, Rachel Adler, the lead presenter, shared a host of practical and insightful tips for using the platform:

- * Best time to post on LinkedIn? ASC recommends Wednesdays between 3:00 and 5:00 PM. But anytime between Tuesday and Thursday is also effective.
- * LinkedIn users spend 9 to 17 minutes per day on the site.
- * "Innovative," "hardworking," "expert," and "transportation expert" are all words most used by men to describe themselves on LinkedIn. Women need to be employing these words significantly more.
- * 25 million LinkedIn profiles are viewed every day.
- * 1 in 3 professionals on the planet EARTH are on LinkedIn!



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If you missed the webinar and want more helpful tips and insights, you can access the slides here: <https://www.slideshare.net/secret/1Mnn2wIb4FdZ5U>.

Women in Transportation Seminar Greater New York (WTS-GNY) chapter thanks Founder and CEO of ASC, Nora Madonick, and Senior Account Manager of ASC, Rachel Adler, for the valuable tools and tips on maximizing one's social media brand. A special thank you as well to our Communication Committee volunteers for planning this event: Karina Vangani, Leticia Caviness, and Liz Archer.

Members In the News: Zenobia & Sofia!



Zenobia Fields
Director of Community Relations
New Jersey Department of Transportation

On February 19, 2019, **Zenobia L. Fields** will be joining the New Jersey Department of Transportation as the new **Director of Government & Community Relations**. As director, Zenobia will lead her team in planning, organizing and maintaining a comprehensive liaison program with the US Congressional delegation, state legislators, and other local elected officials to inform them of upcoming legislative changes, transportation projects and other transportation improvements.

Zenobia has 17 years of planning experience and has worked for the North Jersey Transportation Planning Authority since 2007. She started as a principal planner and was entrusted with increasing responsibilities, ultimately serving as the department director of planning for more than six years. In this role, she has overseen 25 staff members and been responsible for regional planning programs in mobility, transportation, environmental and sustainability initiatives, systems planning, modeling and data, freight planning, as well as inter-agency planning collaboration.



Sofia Berger,
Infrastructure pro,
39, Senior Vice President
Louis Berger, New York City
The Engineering News-Record (ENR) published
the 2019 honorees for the New York and New
Jersey region for their "industry experience,

education, leadership and community service."

Sofia currently serves as the co-chair for the NY Programs Committee. For a full list of honorees, [click here](#). For the full article, [click here](#)

Across five continents, Berger has absorbed every nuance of infrastructure development - technical, financial, social, economic, not to mention various other facets of these projects. Armed with a civil engineering degree, a Harvard Business School MBA and years of construction and management experience, she now applies her knowledge to public and private U.S. transportation projects. The engineer focuses on P3 projects and innovative efforts like a driverless vehicle transportation system in Jacksonville, Fla.

Berger helps clients plan better for the impact of natural events on assets. She also has dedicated time and energy to industry groups such as the International Road Federation, the Women's Transportation Seminar, the American Road and Transportation Builders Association and the Berger Charitable Foundation.

We would like to congratulate Sofia on her accomplishment!

2018 Mentoring Program Graduation!



Back Row: Patricia Lodge (Mentor-NYCT), Judy McClain (Mentor - NYCT), Mary Ameen (Mentor-NJTPA), Yonelle Baptiste (Apprentice-LIRR), Eileen Rodriguez (Mentor-LIRR), Alexa Gangemi (WTS-GNY President), Mashal Ali (Apprentice-InfraTech Engineering), Wendy Ho (Mentor-AKRF), Nicole Bucich (Mentoring Program Co-Chair-NEC Commission).

Front Row: Suzie Heap (Apprentice-Amey Consulting), Janie Chen (Mentor-LIRR), Lisa Schreibman (Mentor-NYCT), Olya Arakhouskaya (Apprentice-NJ Transit), Angela DeVita (Apprentice-Hardesty and Hanover), Lucy Accardo (Apprentice-MNR), Nicole Yang (Apprentice-Arup), Lisa DiTaranti (Mentor VHB), Dina Ferraiuolo (Apprentice-VHB), Alexandra Gore (Apprentice-WSP), Lisa Santoro (Mentoring Program Co-Chair-LTK).

To view more photos, [click here](#).

Volunteers Wanted and Appreciated!

WTS-GNY is always interested in volunteers to help the chapter. Don't see anything of interest below, but want to help? Email our volunteer champion, [Elizabeth Hynes](#), to find a committee that's right for you!

New Jersey Programs Committee is looking for active members to assist with planning and execution of events.

The **Communications Committee** is looking for volunteers to write content for social media sites and develop marketing material for the chapter!

Transportation Job Opportunities

WTS-GNY is a resource for women seeking positions in transportation and firms looking for candidates. Visit our [Job Opportunities](#) page for the latest updates!

If your firm would like to post a position, fill out our [job form](#). We will share your job opportunity on our LinkedIn Page and in our next Chapter News as well as our website.

July Opportunities (more on the [WTS-GNY Jobs Page](#))

Employer Northeast Corridor Commission

Job Title Project Manager

How to Apply [Website](#)

Deadline 2/28/2019

Employer Fitzgerald & Halliday, inc

Job Title Finance Administrator

How to Apply [Send resume transportation@fhiplan.com](mailto:Send_resume_transportation@fhiplan.com)

Deadline 2/28/2019

Employer NYC Department of Transportation

Job Title Borough Planner- Bronx

How to Apply [Website](#)

Deadline 2/28/2019

Employer NYC Department of Transportation

Job Title Assistant
Director, Office of Bicycle/Pedestrian Programs

How to Apply [Website](#)

Deadline

2/14/2019

Have exciting content for the next issue?

Article pitches, women in transportation news, member spotlights, discussion topic ideas: [email us](#) by **2/22/2019**.

Did your email address change?

If your email or mailing address has changed, log into the [WTS website](#) and update your information in the "My Account" page.

Communications committee
WTS-GNY