



Advancing Women in Transportation Greater New York Chapter

June 2015

Issue: 5

What's Happening at WTS-GNY

Gold standard!

Our chapter has earned a GOLD circle of excellence award from WTS International! What does this mean, you may ask? We shall explain.



This is a new program launched in 2014 by WTS International to recognize all chapters' hard work. Gold status is the highest possible recognition and was attained by 20 out of 56 chapters.

Each quarter and at year's end, the chapters submit reports on their activities to the International organization.

Save the dates for these upcoming events

June 18: Summer Solstice at Rat's Restaurant and sculpture garden, Hamilton, NJ



June 23: Getting It Done: Capital Plan Development & Implementation dinner program at Club 101, New York, NY

July 22: Membership Appreciation event, Orioles at Yankees, Yankee Stadium

October 7: Annual Gala at Battery Gardens

Learn from a Leader Series

In 2014, WTS-GNY launched a new program: Learn from a Leader Roundtable Series. Leaders from both the public and

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private sectors shared their experiences with small groups, providing insight into the exciting work they are doing and the lessons learned in getting to this point in their careers. We received great feedback during these session, and have developed a similar series for 2015. Please visit our [website](#) for a listing of speakers, dates, and locations, as well as a registration link.

SWE-NY Golf Tournament

For our chapter golfers, WTS GNY does not have a golf outing, but those itching to get on the links might be interested in joining the SWE-NY Golf Tournament Scholarship Fundraising Event on *Friday, June 12, 2015*, Pelham/Split Rock Golf Course, Bronx, NY. Act fast, as registration closes tomorrow!

<http://newyork.swe.org/golf-fundraiser.html>.

Volunteer spotlight

Rena Barta, WTS-GNY director-at-large

By Lindsay Maguire, Communications committee

Rena Barta joined WTS in the 1980s when she began working with the Bus Maintenance Division of NYCT. While at the agency, a colleague encouraged her to become a member of WTS, an organization devoted to growing opportunities for professional women. She eagerly joined to help develop her career and then took a brief stint away from WTS to raise her family.



"I was working for an organization in Florida, while I lived in New Jersey. They wanted to open up a branch in the New York Metropolitan area and asked me about my local contacts. I thought WTS was a great way to get more involved in the transportation community and gain business and personal contacts," Barta recounted.

Barta is a WTS-GNY director-at-large. She acts as a liaison between the Corporate Partners Committee and the Board of Directors. She has also worked with the Membership and Transportation YOU committees. Barta has participated in the Transportation YOU program for two years and takes the role very seriously. This year, the committee is working toward obtaining internship positions for the students so they can get real-world experience as they complete their high school program in Brooklyn.

Currently, Barta is director of business development for Jacobs Engineering's New York office. She has also taken time to be a mentor in the WTS-GNY mentoring program. She enjoys helping young professionals navigate their way through the transportation field and offers any guidance she can provide.

Overall, Barta acknowledges that you get what you put into WTS. She has made many friendships and business connections and believes it's a worthwhile endeavor both professionally and personally. "Women should help each other and WTS is a great place to do this."

What's new with Transportation YOU

On Friday, April 17, 2015 the WTS-GNY Transportation YOU

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group spent the day touring John F. Kennedy International Airport. The City Polytechnic High School students were introduced to Robbyn Stewart and other female Port Authority of New York and New Jersey employees, who described the wide variety of careers available at the agency. The students were taken on a bus tour



Transportation YOU group inside the historic Trans World flight center

of the airport, where they learned about runway construction, sat in the cockpit of the world's largest twin jet (a Boeing 777), and toured the Trans World Flight Center, an official New York City Landmark.



Interested in joining the Transportation YOU Committee as a mentor for this next school year? Please contact Co-Chairs Taylor Reiss Gouge (treiss@dot.nyc.gov) or Alyssa Pichardo (apichardo@nelsonnygaard.com).

JOB OPPORTUNITIES

Graphic & Web Designer

Fitzgerald & Halliday, Inc. (FHI) is seeking a full-time position for a Graphic and Web Designer based out of our Manhattan, New York location. FHI is a firm of innovative, multidisciplinary and environmentally conscious planners, engineers, and scientists dedicated to improving the overall quality of communities.

Position Overview:

A successful candidate for this role will:

- Demonstrate creativity and strong conceptual and visual communications skills
- Be an independent, organized, critical thinker
- Be a versatile professional who can handle multiple tasks and deadlines with ease within a fast-paced environment
- Have a proactive attitude with a willingness to continue to learn and develop new skills within the graphic design field

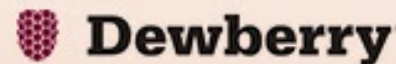
Responsibilities:

Developing creative, compelling materials for both web and print production (This includes, but is not limited to, banners, flyers, logos and branding, marketing collateral, advertisements, website development, e-blasts.)

- Formatting and branding of proposals, reports and brochures
- Assisting Marketing Department with the firm's overall marketing strategy, including design and branding decisions

Qualifications:

PRESIDENT



ASSOCIATE



Bachelor's degree in graphic design, visual arts, marketing, communications, or a related field

- 1-3 years of overall professional experience
- Mastery of Adobe Creative Suite
- Coding proficiency in HTML, CSS & JavaScript.
- Strong written and verbal communication capability
- Knowledge of UX design

Chief of Staff

Taxi Limousine Commission (TLC) is seeking a Chief of Staff, Licensing Division to work closely with the Deputy Commissioner for Licensing and Standards. The Division of Licensing and Standards ensures that those seeking to participate in the for-hire industry in New York City comply with the City's high standards for safety, fitness to serve the public, and customer service. It enforces these standards by reviewing license applicants' backgrounds and other essential requirements--such as proper insurance and payment of required taxes and fees--both at initial licensure and on an ongoing basis. It also oversees the education of new and existing drivers and operates a call center to assist licensees and the public. The Licensing Division provides these services striving to meet high standards of efficiency and customer service. Key responsibilities may include:

- Management: Assists the Deputy Commissioner in managing this 156 person division.
- Analysis: Identify opportunities to improve the efficiency and/or customer service in the Licensing Division and work with staff to implement these opportunities.
- Editing: Review documents, proposals, website material, and other communications and revise them to reflect audience-appropriate language and tone. Provide constructive feedback to staff to refine their project plans and proposals.
- Organization and Project Tracking: Develop systems to monitor progress of high volume of short- and long-term operational improvement projects. Requires highly proactive work style and excellent follow-up and organizational skills.
- Representing TLC's Licensing Division: Represent TLC's Licensing Division with industry stakeholders. Liaise with other TLC divisions and agencies. Coordinate with TLC's MIS Division and information technology providers to develop and implement technology upgrades.
- Research and Data Analysis: Direct and review the work of data analysts and other staff conducting performance management research and undertaking operational and customer service improvements. Research technical issues that arise in the administration of the Licensing Division to determine the best path forward.

To Apply: Go to <http://www1.nyc.gov/jobs> and search for job vacancy # 192747.

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