



Advancing Women in Transportation
Greater New York Chapter



Issue: 44

March 2019

Upcoming Events!

March 2019

Membership Paint and Sip (Sold Out)

March 5th, 2019, 6:00PM - 9:00PM

Join Membership for a night devoted to fun and growth for WTS-GNY as we Paint and Sip! In the spirit of growing our community, members are required to bring a non-member with them to the event.

**Trending Topics: You do what? Behind-the-Scenes
Transportation Careers You Didn't Know Existed**

March 18th, 2019, 6:00PM - 8:00PM

Come learn about a few of the lesser-known jobs in the transportation industry from women working in those careers! Join WTS Young Professionals for a panel discussion to hear what it's like to work behind-the-scenes in the transportation facilities we use everyday. Register [here!](#)

2019 Scholarship Fundraiser

March 25th, 2019, 6:00PM - 7:00PM

When faced with an opportunity to take on a stretch assignment, new role, or promotion, what's your reaction? Be Leaderly, an organization dedicated to supporting women succeed professionally, surveyed more than 1,100 professionals to find out what it takes to say "yes" with confidence. In this webinar, learn

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what we discovered-and how you can prepare to step up to your next big career opportunity. Speakers to be announced. Register [here!](#)

Digital Campaign

In honor of National Women's History this month, WTS Greater New York is rolling out its first digital campaign. The theme is "Visionary Women: Champions of Transportation". Look out for our videos on social media. Thank you to all who participated.

April 2019

- NJ TransAction 2019
- Emerging Women Leaders On-Site Training Series

More information coming soon. Please check [our website](#).

WTS-GNY Needs a New College Outreach Chair!

WTS-GNY is looking for a College Outreach (CO) chair to help direct and develop the CO committee. The development of the CO committee is a continuation of the Chapter's professional development opportunity spectrum, starting with: Transportation YOU for high school students; College Outreach for college students; Young Professionals for young and emerging professionals; and Mentoring for mid-career professionals.

The responsibilities of the CO chair are to 1) liaise with the student chapter at Rensselaer Polytechnic Institute (RPI) to continue connecting its members with the WTS-GNY community and 2) to develop relationships with universities and college students in the GNY area. Chair candidates for the CO committee should have interest or experience in working with college students.

Please contact Aimee Jefferson (ajefferon@njtpa.org) for more information. Thank you!

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.



Ruby



Emerald



Louis Berger



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

WTS-GNY 2019 NJ Winter Networking & Professional Development Event: "How to Use Social Media to Enhance your Professional Network"

The focus of this year's New Jersey Winter Networking & Professional Development Event was social media. Speakers Elizabeth (Liz) Geary-Archer of Dewberry and Nicole Pace-Addeo of Stokes Creative Group addressed an audience of over 30 WTS members and their guests, and shared their knowledge and enthusiasm for these forms of communication.

According to Ms. Geary-Archer, social media is ultimately about communicating your unique point of view and using your voice to build conversations around topics about which you are passionate with others who share those interests. In her portion of the presentation, she shared several case studies illustrating successful posts. One valuable example was by Sal Cowan of NJDOT, who has a strong professional presence on LinkedIn, and his way to share the story of his son's recovery from kidney disease. Even though the topic was not industry-oriented, the post generated a massive positive response from his contacts. Ms. Geary-Archer suggested that while it is important to be professional online, giving your connections glimpses into your personal life helps to make your online persona feel more authentic. She cautioned about oversharing though, and also the importance of keeping personal posts positive.

Ms. Pace-Addeo delivered the second half of the presentation, focusing on what social media is and how it can be harnessed most effectively, peppering her presentation with interesting statistics and useful tips. Social media is effective because it keeps various stakeholders (clients, agencies, consultants, etc.) connected in a conversational way, through shorter messages and quick updates. The five largest social media portals, or "Fab Five", as defined by Ms. Pace-Addeo, are Facebook, Twitter, Linked-In, YouTube, and Instagram. Facebook is used by approximately 68 percent of all Americans. She also pointed out that roughly 1 billion hours of video are watched on YouTube daily, and both YouTube and Instagram boast 1 billion users worldwide (that's one third of the internet!).

It is clear that there is a huge audience on social media, but how can it be harnessed for professional purposes? She says that companies love employees who promote the companies or agencies for which they work, referring to them as 'brand ambassadors.' She offered some best practices and tips for the audience. The do's included: recruiting content creators (everyone!); listening and responding to feedback, even if it is negative; and trying new strategies like polls, blogs and vlogs. The don'ts: posting more than 20 percent sales content; deleting or ignoring comments; and forgetting to review and re-strategize every once in a while. The main takeaway from her message was that

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content is king, and people love to see dynamic content, such as industry/breaking news, tips and how-to's, as well as videos (vlogs, interviews and presentations).

At the end of the presentation, audience members addressed questions to the presenters and flexed their social media muscles by posting about the event on LinkedIn.

Many thanks to the organizers and volunteers who helped to make this event possible: Liz Archer, Kruti Barut; Janet Keiser; Mariya Riley; Kerri Tyerman; Janet Sharkey, NJ Programs Committee Chair; and Zenobia Fields, Vice President - New Jersey.



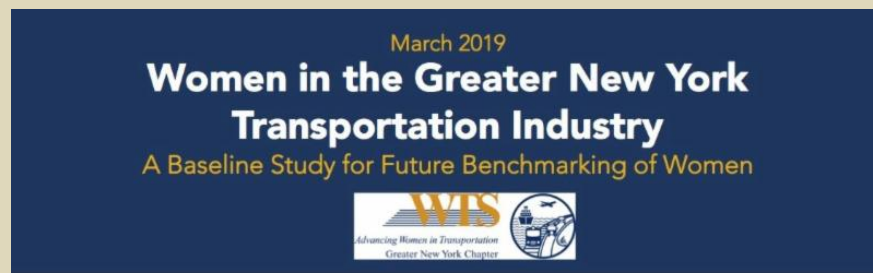
Membership survey!

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 Membership Committee.

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

Everyone who completes the survey by March 31st will have a chance to enter to win a \$50 Amazon Gift Card. Your contact information will be kept separate from your survey responses.

**WTS-GNY Glass Ceiling report will be published this month.
Stay tuned!**



2019 Scholarship Program is Now Accepting Applications!

Various scholarships are available for undergraduate or graduate women enrolled or accepted into a transportation-related field in New York or New Jersey. The scholarships range from \$1,000-\$5,000. Each scholarship has its individual application and criteria. To learn more, visit:

[http://www.wtsinternational.org/greaternewyork//scholarships/.](http://www.wtsinternational.org/greaternewyork//scholarships/)

Questions can be emailed to wtsgnyscholarship@gmail.com. Applications must be postmarked or emailed no later than Friday, June 14, 2019.

Scholarships Graduate Scholarships:

- TransitCenter Graduate Scholarship (\$5,000)
- Leonard Braun Memorial Graduate Scholarship (\$4,000)
- National Leadership Legacy Award

Undergraduate Scholarships:

- Susan Miskowicz Memorial Undergraduate Scholarship (\$3,500)
- Susan L. Kupferman Memorial Undergraduate Scholarship (\$2,000)
- Molitoris Leadership Scholarship for Undergraduates (\$3,500)
- Trade School and Community College Scholarship (\$1,000)
- Transportation YOU High School Scholarship (\$1,000)

Eligible female applicants must meet the following general criteria:

- GPA of 3.00
- Enrolled in or accepted to a degree program in a transportation-related field, such as engineering, planning and logistics, in New York or New Jersey
- Special criteria as noted on the individual application forms

For more information or if you have a question, please email wtsagnyscholarship@gmail.com. The scholarship recipients chosen by the WTS Greater New York chapter will also be sent for consideration at the national level. (Nominees for the national scholarships must come from a local WTS chapter.) These national awards will be presented during the May 2019 International Annual Conference.

Support the Scholarship Fund!

Find out more about our upcoming Scholarship Fundraiser on March 25th on the WTS GNY chapter website [Events Page](#).

To make a direct monetary contribution to the WTS Foundation, please make checks payable to "WTS Foundation" and write "Greater NY Chapter scholarship account" on the memo line. Send checks to WTS-GNY P.O. Box 989 New York, NY 10116-0989

WTS GNY 2019 Annual Dinner - Keynote by Diannae Ehler By Adrienne Zicklin Kanter

Wednesday, January 30th marked the date of the WTS Greater New York Chapter's 39th Annual Meeting and 22nd W/M/S/DBE Expo, which this year was held at the Manhattan Club in Midtown Manhattan. It was a fantastic evening; an opportunity to network with so many in the transportation industry, learn about a number of accomplished leaders in the field as they were each presented with an award, and hear an energetic and informative presentation by Diannae Ehler, Director of Tunnels, Bridges and Terminals at the Port Authority of New York and New Jersey (PANYNJ).



Much gratitude to all of those who made the event such a success; Jane Huang, Daniela Zellers, Han Pham, Laura Eng, Fione Robe, Sophia Brooks, Theresa Cannone, Bibi Khan, Sofia Berger, and Sheriza Majid.

Read the full article [here!](#)
 See the photo album [here!](#)

Transportation Job Opportunities

WTS-GNY would like to be a resource for women seeking positions in transportation and firms looking for candidates. Visit our [Job Opportunities](#) page for 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.

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

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|---------------------|-------------------------|
| Employer | FHWA |
| Job Title | Performance Manager |
| How to Apply | Website |
| Deadline | 03/07/2019 |
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| Employer | Jacobs |
| Job Title | Various |
| How to Apply | Website |
| Deadline | 03/31/2019 |
|
 | |
| Employer | SIMCO Engineering, P.C |

Job Title Traffic Engineer or Transportation Planner

How to Apply wmichelsen@simcopc.com

Deadline 05/31/2019

Have exciting content for the April issue?

Article pitches, women in transportation news, member spotlights, discussion topic ideas: [Email us](#) by 3/22/2019.

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