

2014



**WICE**

NYS WOMEN IN COMMUNICATIONS AND ENERGY

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**Power Up Your  
Communications**

@NYWICE



#WICE2014

# Welcome

["It took me quite a long time to  
develop my voice, and now that I  
have it, I am not going to be silent."

—Madeline Albright]

June 10, 2014

*Good Morning,*

*It is my pleasure to welcome you to the Women in Communications & Energy (WICE) Annual Spring Conference, **Power Up Your Communications!** While the past two conferences have been more technical in nature – focusing on fossil fuel and renewable generation – today is an opportunity for us to dedicate to our personal development with a focus on communications.*

*The way that we communicate is critical to our success in the workplace. What we say and, perhaps more importantly, how we say it can significantly impact how our peers and leaders perceive us and our work. Today, our speakers will help us to better understand our own communications styles, how to use those styles to more effectively communicate, and what technologies are available to help us better communicate our messages to our intended audiences.*

*I'd like to thank the planning committee for their efforts in making today happen – a full list of the committee can be found on page three. They're an amazing group of women from diverse organizations, whose dedication to today's conference has translated into a rich agenda and for that, I am truly thankful. I would also like to thank today's speakers. The wealth of knowledge that you bring today will enrich our careers and our organizations.*

*Finally, thank you to our audience for coming here today to spend a day with WICE. I'm thrilled to be a part of such a committed organization that provides our membership with opportunities such as this to come together to develop our skills and network with our peers. I encourage you all to take full advantage of the day and the vast amount of knowledge and experience in this room - learn, ask questions, debate, and enjoy!*



**Morgan M. Scott**

2014 WICE Summer Conference Chairperson

Sustainability Manager (@MorganMScott)

Consolidated Edison Company of New York (@ConEdison)

# Power Up Your Communications

- 8:30 a.m.**                    **Registration, breakfast, & networking**
- 9:30 a.m.                    **Welcome**  
Rachel Friedman, Consolidated Edison Company of New York  
Morgan Scott, Consolidated Edison Company of New York
- 9:45 a.m.                    **What's My Communications Style**
- 10:30 a.m.**                    **Coffee Break**
- 10:45 a.m.                    **Communications 101**  
Robyn Hatcher, SpeakEtc.
- 11:30 p.m.                    **Communicating to Advance Your Career**  
Katya London, New York Independent System Operator
- 12:15 p.m.**                    **Lunch**
- 1:30 p.m.                    **Social Media Landscape**  
Alyssa McClenning, Zone 5
- 2:00 p.m.                    **Better Blogging**  
Jared Anderson, Breaking Energy
- 2:30 p.m.**                    **Coffee break**
- 2:45 p.m.                    **Social Media Panel**  
Jill C. Anderson, New York Power Authority (moderator)  
Emily Johnson, National Grid  
Katya London, New York Independent System Operator  
Deidrea Miller, New York Power Authority  
Amber Sisson, Consolidated Edison Company of New York
- 3:45 p.m.                    **Wrap-up & Raffle**  
Morgan Scott, Consolidated Edison Company of New York



***Thank you to our 2014 WICE Planning Committee:***

Emily Alkiewicz, New York Power Authority

Jill Anderson, New York Power Authority

Branka Brlosic-Nirenberg

Diane Burman, Department of Public Service

Rachel Friedman, Consolidated Edison Company of New York

Kaitlin Green, Consolidated Edison Company of New York

Christina Ho, Consolidated Edison Company of New York

Cathy Hughto-Delzer, National Grid

Betsy Katz, Department of Public Service

Deidrea Miller, New York Power Authority

Tabitha Robinson, New York Power Authority

Amber Sisson, Consolidated Edison Company of New York

Maura Yates, Consolidated Edison Company of New York

Joy Zimmerlin, New York Independent System Operator

## **Jared Anderson**

*Managing Editor (@JAndersonEnergy)*

*Breaking Energy (@BreakingEnergy)*

Jared Anderson is the Managing Editor at Breaking Energy. He covered international oil and natural gas markets as an Analyst then Senior Analyst in the Research & Advisory division at Energy Intelligence. Earlier in his career, Jared spent several years working in the environmental consulting industry. He holds a Master of Science in international relations with an energy focus from New York University and an Environmental Studies degree from the University of Oregon. He is based in New York City.



## **Jill C. Anderson**

*Vice President Public & Regulatory Affairs and Chief of Staff (@JillEnergy)*

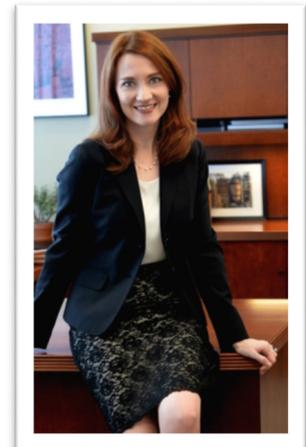
*New York Power Authority (@NYPAenergy)*

*Board member, Women in Communications and Energy*

Jill Anderson is a member of NYPA's Executive Management Committee. Jill is responsible for Corporate Communications, Community & Government Relations, Legislative & Regulatory Affairs, Project Development & Licensing, Energy Policy, and Sustainability. As Chief of Staff to the President & Chief Executive Officer, Jill supports day-to-day operations of the utility and manages high-priority tasks that cut across business units at NYPA.

Prior to joining NYPA, Jill was the Project Office Manager for Hess Corporation, and also worked for Consolidated Edison Company of New York (Con Edison). At Con Edison, she held positions of increasing responsibility in field operations in electric, gas, and steam distribution. Jill's work in international benchmarking for Con Edison helped to launch the company's Smart Grid program. Additionally, Jill has experience in power generation design and construction, working as a field engineer for Parsons Brinckerhoff in Boston, Massachusetts.

Jill received a Master of Business Administration from New York University and a Bachelor of Science in Mechanical Engineering from Boston University. She holds certifications in engineering, legal essentials, project management, and process improvement. She was selected as *New York City & State Rising Stars, 40 under 40 Class of 2012*. She lives in Bronxville, NY with her husband James and their daughter Vivian.



## **Rachel Friedman**

*Fleet Operations Manager  
Consolidated Edison Company of New York (@ConEdison)  
President, Women in Communications and Energy*

Rachel Friedman is the Fleet Operations Manager Consolidated Edison Company of New York (Con Edison). She oversees a group responsible for providing logistics support for materials delivery and hazardous waste transport throughout the company.

Prior to her current position, Rachel worked in positions of increasing responsibility at Con Edison. Most recently, she worked in the Environment, Health and Safety group supporting the identification of potential risks and vulnerabilities across the company and working with user organizations to programmatically develop risk mitigation and management solutions. Prior to that, she was the Project Manager for a new Demineralized Water Treatment Plant at one of the company's Steam Generating Stations. She has also supervised technicians monitoring boiler chemistry and performance, provided technical support and guidance at the company's Waste Water Treatment Plant, and overseen crews performing repairs to the electrical system.

Rachel received a Master of Business Administration from New York University and a Bachelor of Science in Chemical Engineering from Columbia University. She holds a High Pressure Boiler Operators License and a Project Management Professional certification.



## **Robyn Hatcher**

*Speaker, Coach, Author  
Founder of SpeakEtc. (@SpeakETC)*

Once an extremely shy child, Robyn Hatcher is now passionate about helping individuals express themselves effectively and powerfully. Robyn is an author and communication skills expert and Founder of SpeakEtc., a boutique communication and presentation-skills training company Robyn has helped thousands of business professionals improve their presentations and interpersonal communication.

Robyn gives practical, actionable tips to improve body language, vocal quality, content and confidence. Her first book, *Standing Ovation Presentations* (Motivational Press, 2013), is a complete presentations skills guide that contains a unique communication-style system called ActorTypes. Robyn knows from years of training others that most people have a core set of strengths that relate to one or more of nine character types found in movies and TV. Using these personas, she provides readers with detailed tips and skills on how to polish strengths and minimize weaknesses so they can create and deliver stellar presentations and communicate with style – their own style.

Over the course of her career, Robyn has helped thousands of business professionals improve their presentations and conduct successful interviews and interpersonal communication. Her clients have included C-suite executives and entrepreneurs, as well as academics and human services professionals, among many others. Her corporate client roster has included Fortune 500 companies and noteworthy brands, including Lifetime Television, Jones New York, AXA, Jet Blue, Deloitte & Touche, Merrill Lynch and others.



## **Emily Johnson**

*Social Media Marketing Manager  
National Grid (@NationalGridUS)*

Emily leads all U.S. social media activities, crisis and blue sky, for National Grid including Twitter, Facebook, YouTube and Instagram. Emily is co-chair of the company's Strategic Social Media Advisory Council (SSMAC), a member of the ANA Social Media Committee and a member of the E Source Crisis Communications Committee. Emily has previously worked at Time Warner and American Express managing direct mail, email marketing, search engine optimization, strategic partnerships and social media development.



## **Katya London**

*Human Resources Manager  
New York Independent System Operator*

Katya London is a Human Resources Manager with the New York Independent System Operator. Katya earned her Bachelor of Arts in History from The Evergreen State College and is currently pursuing her Master of Science in Organization Management from Sage Graduate School. She possesses 10 years of human resources and management experience; her expertise includes talent management, organization development and coaching. She has supported organizations in developing, implementing and managing talent acquisition strategies; helping them to meet dynamic business needs. Katya easily develops rapport with staff at all levels of an organization; creating an environment conducive for learning and change.



Katya also holds an advanced Human Resources Certificate from Sage Graduate School. She currently resides in Saratoga Springs with her partner Bob, their two children, Oscar and Gwen, and dog Cooper. Email: [klondon@nyiso.com](mailto:klondon@nyiso.com). LinkedIn profile: <http://lnkd.in/QkubqA>.

## **Alyssa McClenning**

*Director of Public Relations & Social Media (@AMcClenning)  
Zone 5 (@Zone\_5)*

Alyssa J. McClenning is Director of Public Relations and Digital Media at Zone 5, a boutique marketing and communications firm with offices in New York and California. She also serves as the firm's Director of Social Good, overseeing sustainability, pro bono and volunteer service efforts.

Prior to Zone 5, Alyssa served as the Director of Communications and principal White House spokeswoman for President George W. Bush's Compassion Agenda. Alyssa has held multiple positions in the New York State Capital and on The Hill, serving as a speechwriter for former Governor George E. Pataki and as a Congressional press secretary. Rounding out her political experience, she has also worked on several local, state and national campaigns.

In the same energetic style that made her one of the youngest White House spokespeople in history, she brings a unique viewpoint from her time inside the political underbelly. She is a keen expert in crafting and communicating key messages that resonate across all media platforms.

Alyssa lives on a horse farm in Saratoga County (the perfect antidote to the demands of today's 24/7 digital media-driven news cycle).



## **Deidrea Miller**

*Strategic Communications Manager (@DeidreaMiller)  
New York Power Authority (@NYPAenergy)*

Deidrea Miller is head of digital communications at the New York Power Authority, overseeing the Authority's social media and web assets. In this role, she promotes the value and diversity of NYPA's work and the thought-leadership of NYPA's Executive Team. She has 10 years of communications experience, working for both public and private organizations, including the NYS Environmental Facilities Corporation, the American International Group (AIG), and former Attorney General Eliot Spitzer. Most recently, she served as a spokeswoman for the NYC Department of Education.

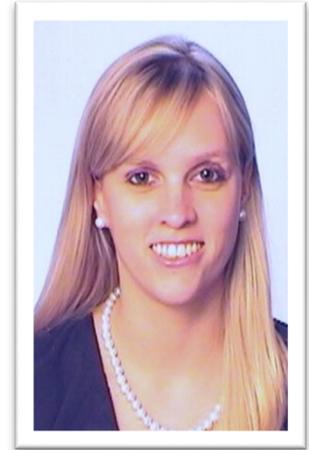
Deidrea earned her Master of Marketing from the University of Melbourne in Australia and her Bachelor of Arts in History from the University of Michigan-Ann Arbor. She speaks French and German. Deidrea lives with her husband and daughter in Westchester County, NY.



## **Morgan Scott**

*Sustainability Manager (@MorganMScott)  
Consolidated Edison Company of New York (@ConEdison)*

Morgan Scott is the Sustainability Manager at Consolidated Edison Company of New York, Inc. In this role, Morgan manages the company’s sustainability strategy and associated initiatives including resource conservation programing. She also leads the production of the company’s annual sustainability report and voluntary reporting to organizations such as Carbon Disclosure Project (CDP). Morgan is the co-chair of the Electric Power Research Institute (EPRI) Energy Sustainability Interest Group Voluntary Reporting Working Group and serves as a member of the Sustainability Accounting Standards Board (SASB) Advisory Council. Previously, Morgan held the roles of Specialist in Con Edison’s Environment, Health and Safety department and Management Associate in the company’s Growth Opportunities for Leadership and Development (GOLD) Program where she worked rotations in Purchasing, Customer Service, and Energy Management. Morgan received her Bachelor of Science, magna cum laude, in Business Administration from Wagener College and Master of Science in Sustainability Management from Columbia University.



## **Amber Sisson**

*Public Affairs Manager (@amberbamber85)  
Consolidated Edison Company of New York (@ConEdison)*

Amber Sisson assists in the development, implementation and maintenance of Con Edison’s Grassroots Advocacy Network, a program open to the company’s more than 25,000 employees and retirees. She is also responsible for the company’s political action committee, Con Edison Inc. Employee Political Action Committee (CEIPAC). During Hurricane Sandy, Amber managed Con Edison’s Twitter handle and helped expand the use of social media in crisis response.

Prior to joining Con Edison, Amber served as Deputy Director to New York Affordable Reliable Electricity Alliance (AREA) where she assisted in energy policy analysis, issues management, and membership recruitment. A native of Saratoga Springs, Amber graduated from Marist College with degrees in public relations and journalism.

