Millennials urged to create legacies on social media

BY PETER KATZ
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Kim Ruby, CEO of the White Plains-based Ruby Media Group, told those attending the 2019 Westfair Communications Millennial Awards ceremony that living in the social media age gives millennials a unique opportunity to have a lasting impact. Ruby was the keynote speaker for the event that took place at Serafina at the Italian Club in Stamford.

"You have this huge opportunity to take the knowledge base that you have developed and acquired in your career and start now and record it," Ruby said. "You can record it in so many different ways that have not been available to people that have come before us," she said.

Ruby, who has more than a dozen years of experience in public relations and has been a featured commentator on Fox News, CNN, "Good Morning America" and other television stations, said millennials who are social media savvy have unique opportunities to create legacies incorporating the knowledge they accumulate throughout their careers.

"It’s a great opportunity to say, ‘Just having all of this knowledge in and of itself in your brain isn’t enough. I believe as leaders, and all of you are leaders in this room today because you’ve won this award, we have the responsibility to pass knowledge on and one of the ways that I believe we can do that is through social media,'" Ruby said.

One of her goals is to change the perception of women on television. "Watch what people say about men when they’re on TV," she said. "What they say is, ‘I heard what you had to say, you sounded really great.’ What do we say about women when they’re on TV? ‘You look great.’ And one of my key missions as a woman on television is to change that conversation. I want to change that conversation when we see a woman..."
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Deloitte is proud to recognize the 2019 Millennial Award recipients, including our own, Michelle Colacino.

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experts for their entrepreneurial spirit, passion and the lasting impact they've been having in Westchester and Fairfield. Instead of acceptance speeches, the recipients were asked to pretend that they were posting a photo of themselves accepting the award to Instagram and come up with a caption for the photo in six words or less.

"The future starts today, not tomorrow," said McDonnell. Varnano said, "The adventures continue tomorrow." Alam made sure her six words reflected her professional specialty and said, "Let's increase pelvic health awareness - millenniums." Gould said, "Thanks all who have inspired me."

The presenting sponsor along with Westfair was the IGEm School of Business.

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3. From left: Claudia Arlandi, Ariel Llaven and Stacy Gold Althaus
4. From left: Susan Lopez-Goodman, Joel Richards, Marilyn Fornelli and Alphonse Lynn
5. Allison Michigan
6. From left: Chandra Deau and Robin Kondapalli
7. From left: Nicole Macias, Michelle Dardena, Maysie Mack and Joanne Perez
8. Kristen Bailey and Matt Scott
9. From left: Marcie Pflueg and Rujii Menon
10. From left: Jill Michelle Uletta and Topper Foulk
11. Erica Jensen
12. From left: Keith Sherman, John Varnano and Ray Goldberg
13. From left: Jay Resnick, Przem Shwaraf and Katie DiScuolo
14. Amanda Ayala
15. From left: Courtney O'Donnell and Mark Mongillo