

HIGHLIGHTS

Leadership Panel:

- Tosha Zeitlin (Director of IT Service Management)
 - Rachelle Carpenter (Director of CSC HR)
 - Kara Stegman (Director of Existing Customer Communications)
 - Val Rector (Corporate Talent Acquisition Director)
- (see page 2 for summary)

DISH Women's Network Expansion

On March 10th, the first expansion chapter of the DISH Women's Network launched! Anya Nadya and Alanna Moya will lead the DISH Women's Network Riverfront.

If you're a DISH employee at Riverfront, please email them at dishwomensnetworkRF@dish.com to get signed up for onsite events and networking.



International Women's Day - March 8th, 2016

- The United Nations is trying to accelerate the [2030 Agenda](#), which includes key targets:
 - By 2030, ensure that all girls and boys have access to quality early childhood development, care and preprimary education so that they are ready for primary education.
 - End all forms of discrimination against all women and girls everywhere.
- Forbes published "[5 Things You Should Know on International Women's Day](#)" which includes:
 - There are currently 20 female CEOs of Fortune 500 companies, or just 4%.
 - Women currently hold about 16% of board seats of S&P 1500 companies.
 - The World Economic Forum estimates that it will take 118 years – or until 2133 – to close the gender wage gap.
 - In the U.S. in 2015, women made 81 cents for every dollar a man made.
 - Companies with at least 30% women in their top ranks had profit margins 6 percentage points higher than those with no women at the top.

JUST SO YOU KNOW

The Economist presents the "glass-ceiling index" which aims to reveal where in the world women have the best chances of equal treatment at work. Check out the score for the United States below. Read more [here](#).

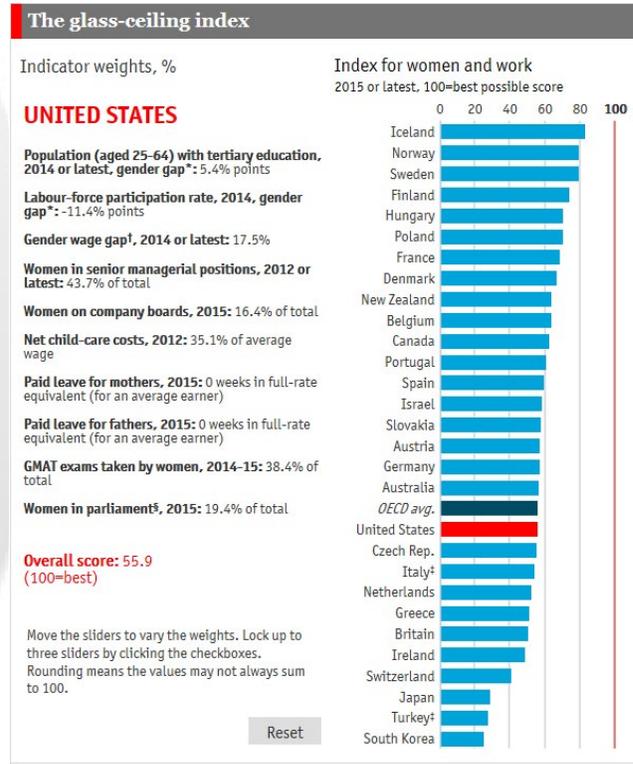
Daily chart The best—and worst—places to be a working woman

Mar 3rd 2016, 17:02 BY THE DATA TEAM



Sources: OECD; European Commission; MSCI ESG Research; GMAC; ILO; Inter-Parliamentary Union; *The Economist*

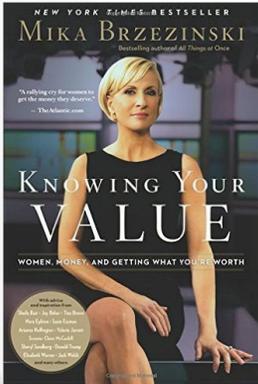
*Female minus male rate †Male minus female median wages, divided by male median wages ‡No data for child-care costs, median value given §Lower or single house **Net earnings



WHAT'S GOING ON- UPCOMING EVENTS

Book Club: *Knowing Your Value: Women, Money, and Getting What You're Worth*

by Mika Brzezinski – May 13, 2016 from 9:00AM to 10:30AM



#LADYBOSS

Please email womensnetwork@dish.com to nominate or recognize women who have been promoted or who have worked on a project and tell us why you think they should be recognized on our [blog](#).

Leadership Panel:

These 4 leaders provided insight into their career paths and how to succeed:

- *Success is not immediate:* Kara mentioned that staying focused on doing your job really well will allow other events to happen, such as promotions. Rachelle emphasized drive and focus to plant the seed for success. Val said there's no such thing as luck, and luck is when preparation and opportunity meet.
- *Networking:* Val discussed the importance of never turning down interviews, instead you should turn down offers. Every job is connected. She also encouraged reaching out to 2 people a month, especially if you need a favor.
- *Learning and growing within your job:* Tosha highlighted that it is a personal choice to become a learner. It is important to ask lots of questions and advocate that you are not afraid of change. Paying attention to feedback is important. Rachelle said that raising your hand when no one else wants to and/or being "voluntold" is vital to help you stretch and grow within your career. Being uncomfortable is good. Surround yourself with people who support you.
- *Balance:* Rachelle clarified that it is possible to have it all, but not necessarily with 50-50 work- life balance. You have to make daily choices as to whether or not work or family life comes first and be okay with those choices. Kara stressed that you personally have to be comfortable with your choices and have an open dialogue about it with your co-workers and family. Tosha encouraged women to prioritize and know that they are not alone.
- *Communication and feedback:* Tosha gave 3 points of advice to receiving feedback: 1) Be mature and listen. Understand that the person giving you feedback is being honest and that perception is reality. 2) Ask for a 3X3: 3 pieces of advice that you do well and 3 pieces of advice that you need to work on 3) Take feedback and do something about it. Don't retaliate. Own it.
- *Masculine leadership traits:* Kara emphasized that it is important to know when to be direct or aggressive. Sometimes being nice takes too long but is better for relationship preservation. Val stressed that being yourself is important, otherwise it will come back to you in a negative way. Stay true to your core values and who you are. Knowing your audience is key.
- *Training and mentors:* Tosha encouraged women to look for patterns and direction from others and that looking for a career coach is a good idea. Rachelle learned from her peers and leaders and she realized that an outsider's perspective is important. Ask for feedback.

Missed our first Leadership Panel? You can easily view the session [here](#).



INTERVIEW OF THE MONTH

Izabela Slowikowska – Vice President, International Programming



1. What do you do as Vice President of International Programming?

The main responsibility is to negotiate and execute licensing agreements allowing DISH and Sling to distribute foreign programming in the US. That includes managing a portfolio of 180 existing contracts (over 400 linear channels and VOD) as well as acquiring new rights. Other responsibilities include: (1) provide strategic direction on pricing and packaging of international content, (2) provide oversight of CMF (marketing) funds, (3) manage DBS bandwidth allocation, and (4) oversee business development.

2. What are the most important decisions you make as a leader at DISH?

How to get the right people to do the job well and how do you retain them...If you have the right people your job as a leader becomes much easier as they will be driving strategy and execution based on the overall direction you give them.

3. How did you get where you are today, and who/what helped you along the way?

I was fortunate to have great managers along the way who were willing to share information and provide constructive feedback so that I could grow and develop. I joined DISH 14 years ago as a Marketing Coordinator for the Polish market and through hard work, dedication, and passion I was able to progress within the company and get to where I am today. It has not always been "rosy." I had a few setbacks along the way, but the key was to persevere, learn from what did not work, and adjust. I was constantly challenging myself to do better, be more curious, solve one more problem...and fortunately all the efforts were rewarded.

4. Tell me about your proudest professional accomplishment.

My proudest and biggest career accomplishments included, among others,

- Growing the international business from a few language groups to 28, serving both Sling and DBS, while securing and maintaining as much exclusivity as possible, always putting DISH in a position to win.
- Taking away majority of foreign channels from DirectTV with the biggest take away - Cantonese - resulting in almost 30,000 new subscribers in only 3 months.
- Playing a fundamental role in the launch of DISH World/Sling International and growing it to the current level.

5. Can you tell us about a hard problem you had to solve, and how you went about solving it?

When we first launched Dish World (now Sling International) we priced and packaged our content the same way as we were doing it on DBS. Our theory was that we would be technology agnostic. In reality, customers were not willing to pay the same price for an internet delivered product as they were for a DBS product. As a result, we are now soliciting more input from dealers, programmers, etc. before making packaging and pricing decisions

6. How do you motivate yourself and your team?

I ask for constructive feedback from not only my direct reports but also people who I work with on a daily basis. I then act on it by researching and trying to improve. This keeps me motivated especially when I see a positive change after "improving." Motivating team members can be a challenge as every person is different. One person can be motivated by constant praise, more responsibilities while another by money. Examples are endless. There are three principles that define my actions: (1) walk the talk, (2) lead by example, and (3) treat others like I want to be treated. They guide my work professional behavior toward the team which I hope is motivating to others.

7. What is one characteristic that you believe every leader should possess and why?

Drive/passion to inspire people and achieve results. How can you lead your team without being engaged, showing dedication, and achieving results? No one will trust you or care and this is how you create dysfunction everywhere.

8. What woman inspires you and why?

Marie Curie. She exemplified everything that I admire today: strength to push through, drive to achieve results, determination, and "can do" positive attitude. Perseverance, will power, and courage allowed her to succeed against all odds. She was the first woman to win a Nobel Prize in Physics and Chemistry and the only person (and woman) to win twice. She always remained true to her values and never forgot where she came from (naming her discovered chemical element "polonium" after her native country – Poland).

