

HIGHLIGHTS

Women in Technology Conference

On June 10th, the DISH Women's Network leadership team attended the Women in Technology Conference. The guest speakers spoke about their experiences and what inspired them to pursue a career in technology. Below are some highlights of each talk.

- Catherine Avigris, EVP & CFO – Comcast Cable
 - Favorite quote: "We are what we repeatedly do. Excellence then, is not an act, but a habit." – Aristotle
 - Growing your business, risk taking, and becoming a continuous learner.
 - o Don't be afraid to fail as long as you're failing forward – your title is less important as long as you're continuing to expand your skillset.
 - Her talk was featured in The Denver Post. You can read the article [here](#).
- Molly Rauzi (CTO, Gagen MacDonald) and Dionne Gomez (Consultant, Gagen MacDonald)
 - Mentor or Sponsor? Mentors help to prepare you. Sponsors help make it happen.
 - People with differing strengths and opportunities can help make you aware of blindspots.
- Bijal Shah – Vice President – Analytics & Data Products, Ibotta
 - On ways to expand your technical toolkit even if you are not technical.
 - o Learn something new, take an intro to coding class. EX: [Codecademy](#)
 - o Read industry publications to keep up with technology trends and insights.
 - [TechCrunch](#)
 - [Venture Beat](#)
 - [Hacker News](#)
 - o Network – surround yourself with talent.
- Lori Kirkland – VP of Experience Transformation Universal Mind and SheSays
 - On networking and venturing outside your comfort zone.
 - o Be bold
 - o Discover your passion



Upcoming Events

- [Learn About the DISH Women's Network](#)

Join the Leadership team on Wednesday, July 13th from 12PM -1PM. Bring your lunch and your questions!

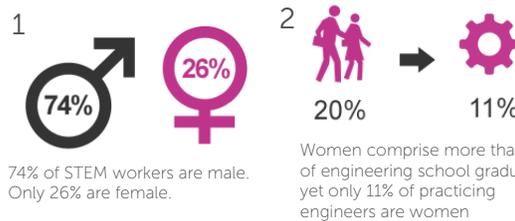
Just So You Know

Did you know you can view our past events and newsletters on our website? Check out our past events [here](#) and the previous newsletters [here](#).

In the News...

A Gender Gap Exists in STEM Major/Career Interests

- Female high school students are significantly less likely than their male counterparts to have plans to pursue a college major or career in STEM (15% vs. 44%).¹
- Male students are about 8 times more likely to say they plan to pursue a career in Engineering or Technology than female students. ¹
- 80% of female students interested in a STEM major or career plan to specifically pursue the Sciences, compared to only 30% of male students interested in a STEM major. ¹



Educators Identify the Need for Mentoring Relationships

- Nearly 60% of educators see their students struggling with motivation, support or confidence in planning for college. ²
- 59% of educators believing mentoring/motivational programs would help students prepare for their futures. ²

Closing the STEM gender gap is an opportunity and is imperative.

In my work supporting women in leadership I constantly see female potential being left on the table, but nowhere more so than in STEM. Underutilized and undervalued, this isn't just an opportunity lost for women; its opportunity lost for everyone. As realms of well validated research has shown, greater gender diversity leads to higher performing teams, better decision-making, stronger bottom line outcomes and even, as new research shows, 'higher quality science.'

Here are some ideas that when adequately supported and well executed, will move the pendulum in the right direction.

1. Get in Early – The earlier children are exposed to science and technology the more likely they'll develop an interest in it and pursue further study. Offering STEM related workshops and bringing in women who work in STEM fields to talk about their jobs opens young girls imaginations to possibilities.
2. Expand Mentorship & Sponsorship Opportunities – These have been found to be a highly effective strategy for helping women rise above the hurdles to advancement. When women have a sponsor that will advocate for them it opens doors of opportunity that sheer hard work and excellence often don't. Providing women with mentors early in their career can help set them on a different trajectory.
3. Broaden Networks – The more woman can connect with those who've walked the path ahead, the more women who'll break down the traditional barriers to progression. We need places, like our own DISH Women's Network, where women can connect, gather information and build relationships with people – women and men – whom can support their ambitions. Source: <http://m.huffpost.com/us/entry/9629654.html>



INTERVIEW OF THE MONTH

Angela Schweighardt – General Manager, Brand



1. Tell me about your role and what you like about it:

I manage all marketing for our InDirect Sales channel which is just under 50% of all of DISH business. We work with Retailers from local small town mom & pop shops all the way up to National Retail, basically any activation that is not brought on by Direct sales, is all Indirect.

I get to work with a really dynamic set of personalities. I have the opportunity to work with different people every day both within our Sales organizations with whom we partner with very closely since they are the ones that have the relationships with our retailers, and with our external partners who are out there selling DISH on our behalf.

Some of it is giving them the appropriate marketing offer details and assets and ensuring they follow compliance all the way through actually developing the creative and helping them set marketing strategy. We also work on brand consistency so that when consumers see our brand across all these different channels, it looks like the same brand.

I also manage our co-op marketing program which is the dollars that our Retailers get for every activation and that requires them to use DISH created and pre-approved advertising.

2. What is your proudest professional accomplishment?

My previous job was with Mattel, which is where my most rewarding career experiences happened. I was working on brands like Barbie, Hot Wheels... the things we all know and love from childhood. I think that's really where I established my love for marketing and branding and the importance of building a brand that consumers know and love. That ultimately is what inspired me to come to DISH; I wanted to help create a brand that consumers know and love.

3. What is the most important quality in a leader?

I really appreciate a leader who is transparent, what you see is what you get. Clear communication of goals and expectations, what you see is what you get, availability, focus on career growth and continuous learning. Trust and empowerment.

4. Do you have a mentor?

I have mentors in many different facets of my life, not exclusively at work. For me, my mentors are previous managers and co-workers, my girlfriends, and my family. I find career advice and help in many different parts of my life.

5. Most Influential Woman in your Life:

My Mom and Barbie. My Mom is the more obvious answer. I worked on Barbie for so long at Mattel that I truly learned a lot from a doll who is the ultimate cultural icon. It's a great [brand](#).

6. How do you like to start your day?

Playing with my daughters and coffee.

7. How do you think we should be developing our women leaders?

Focus on family, managing work/life balance, ensuring women know it is possible to have a successful career and a family life – and you don't have to be perfect at everything! Allowing flexibility in order to be successful in all parts of your life, not just at DISH. Furthermore, we need more women in leadership positions.

8. What makes a good mentor?

A good listener, someone who has similar experiences as you. Someone who can give relevant advice and guidance.

9. Do you have advice for those looking for mentorship?

We tried to launch a mentoring program here in Marketing. A mentorship has to be a commitment from both sides. You have to actively engage each other. You have to foster that relationship and it is not easy with such busy schedules. You need to be honest about what you are looking for and ask the tough questions. It's a relationship where you can talk about it. You get what you put into it.

10. What is the best piece of advice you have ever received?

I get great advice every day. Be yourself, trust your gut, and ensure, as a leader, you are giving feedback and clear expectations to aid those who are looking to develop in their career.

11. What are you passionate about outside of work?

My family, my friends, and yoga.

12. What is your Leadership Philosophy?

I have high expectations of myself and my team. When I am a work, I am focused on getting my job done, and I expect the same motivation and dedication from my team. I am transparent and honest. I give and expect feedback.

