



MEDIA RELEASE

CWC 2009 ANNUAL AWARD WINNERS EXEMPLIFY OUTSTANDING LEADERSHIP

For Immediate Release

TORONTO, Feb. 26, 2009 – Recognizing the significant contributions women make to the Canadian communications industry, Canadian Women in Communications (CWC) formally announced today the winners of its prestigious 2009 Annual Awards.

CWC's Annual Awards – Woman of the Year, Employer of the Year and the inaugural Excellence in Leadership Award – acknowledge and celebrate the achievements and leadership of women in the communications industry and those who support their advancement.

“In today's tough economic climate, we need to honour the leaders who, day in and day out, guide the industry's success through their dedication to being the best that they can be, despite the challenges they face,” explains CWC President, Stephanie MacKendrick. “The winners selected this year reflect the diversity, vitality and capacity of today's converging communications industry.”

CWC will present the awards at its Annual Awards Gala on March 31, 2009, in Ottawa at the Fairmont Château Laurier. The Gala reception begins at 5 p.m., with the dinner and award presentation beginning at 6 p.m. The event provides an exclusive opportunity to network with over 400 prominent business, government and industry leaders.

The CWC 2009 Annual Award winners are:

CWC Woman of the Year: Susanne Boyce, president, creative, content and channels, CTV Inc.

This award recognizes an outstanding woman who has made a significant contribution to the communications industry throughout her career, and who has contributed materially to the advancement of women within the industry.

A television visionary, Susanne Boyce is one of North America's most revered program chiefs. Her broadcast career has spanned both the public and private sectors, with a diverse background in all genres from news and current affairs to sports and entertainment. Today, Susanne directs the company's overall content and creative strategies for its television division, including all specialty and conventional programming and news. For the past eight years, Susanne has led CTV to dominance as Canada's top-ranked broadcaster. A champion of Canadian production with a world-wide reach, she is responsible for one of the most-watched original programming slates on Canadian television, including this year's breakthrough drama, *Flashpoint* and last fall's number-one new program, *So You Think You Can Dance Canada*. After launching MTV in Canada, she led the initiative to deliver *The Hills After Show* in reverse simulcast to the US (MTV). Susanne's original programming triumphs also include comedy (*Corner Gas*), drama (*Degrassi*), reality (*Canadian Idol*), the arts (*The JUNO Awards*, *The Scotiabank Giller Prize*) and special events (*Live Earth*, *Live 8*, *National Me to We Day*).



CWC Employer of the Year: Xerox Canada Ltd.

The CWC Employer of the Year Award is given to an organization in the converged communications industry - which includes the IT sector - that has an outstanding history, and/or has demonstrated leadership, in the promotion of women and has supported women's advancement within the organization, particularly in non-traditional roles.

Breaking with traditional boardroom culture, Xerox champions gender and cultural diversity to attract and retain a highly skilled workforce. Women at Xerox are recognized and valued at all levels of the corporation for their contributions and leadership, which is exemplified by its track record of appointing women to the position of CEO. Impressively, in Canada, women comprise 26 per cent of senior managers and 33 per cent of managers. Xerox's commitment to an inclusive workplace is reflected in the professional development, training and support programs it offers its employees. In 1984, Xerox established *The Women's Alliance*, an initiative designed to advance the personal and professional development of its women employees. Xerox was one of the first organizations to offer flexible work arrangements through the use of flex-time, job-sharing and telecommuting, as well as domestic partner benefits and other employee assistance programs.

CWC Excellence in Leadership – Presenting Partner KPMG

This year, CWC is also proud to present the inaugural Excellence in Leadership awards. These new awards celebrate women of achievement who have distinguished themselves in any sector of the communications industry and have, in recent years, contributed to the industry through their achievements in one of the following categories: mentor, innovator, trailblazer, technology innovator, outstanding leader, champion of women's advancement or CWC leader.

Nyla Ahmad, vice-president, new venture operations and strategic partnerships, Rogers Communications Inc.

Thanks to technology innovators, like Nyla Ahmad, our need for Internet speed has been satisfied.

Nyla has a successful background in product development and a knack for innovating to success. She is not afraid to take a chance when she believes the reward will be greater than the risk. This approach has led her to numerous achievements, such as authoring the national bestseller *CyberSurfer: the Owl Internet Guide for Kids*, which boldly encourage kids to explore and understand the Internet. She was also instrumental in creating *@Home Canada*, Canada's first broadband portal, and launching *Rogers Yahoo! Hi-Speed Internet*.

Rochelle Grayson, president, Work at Play

For many years, Rochelle has pushed the edges of innovation. She is a change agent, the definition of a trailblazer – creating and delivering interactive media that is meaningful, groundbreaking and visionary.

She currently heads Work at Play, a leading social media agency specializing in the monetization of digital content for brands and entertainment properties. With an extensive background in business, technology, new media and film, Rochelle has led and launched several innovative digital media initiatives.

In 2008, Rochelle was named one of Vancouver's Top 10 Women in Technology by *techvibes.com* and selected as one of *Business in Vancouver's* Top Forty under 40.



Lesley McFarlane, director, network services business planning and operational performance, MTS Allstream Inc.

You say mentor, we say Lesley McFarlane.

It isn't always easy to move up the ranks in the Canadian Forces, become an engineer, attain your MBA or be a mother, yet Lesley has done them all. Drawing from her vast experience, she has mentored many high-potential young women looking to advance their careers, assisting several with achieving their *Professional Engineering Designation (P.Eng.)*.

As vice-chair of the Winnipeg section of the *Institute of Electrical and Electronics Engineers (IEEE)*, as chair of the *Winnipeg IEEE Women in Engineering Affinity Group*, and as a Sunday school teacher, Lesley continues to place herself in positions where she can have a positive influence on all of those around her.

Robin McIntyre, regional president – Ottawa, Rogers Communications Inc.

Whether she's climbing Washington State's Mount Rainier, completing the Boston Marathon or appearing at a CRTC hearing on accessibility, Robin is a trailblazer – eliminating barriers and challenging the status quo.

As the first female president of the *Society of Cable Telecommunications Engineers (SCTE)*, Ontario Chapter, she was a powerful role model for women in the industry who aspired to a career in technology. She played a significant role on Rogers' engineering team, working on such projects as *High Definition TV* and *Video on Demand*, exemplifying that it is possible to be successful in a traditionally male dominated field.

Robin has used her position of influence at Rogers to promote diversity in the field, resulting in the hiring of the first female installation technician in the Ottawa area.

Annie Ménard, vice-president, Expertech Network Installation Inc. (a Bell subsidiary)

Throughout her career, Annie has been a dedicated champion of initiatives that foster the advancement of women.

At Bell, she established the *Women in Leadership Network*, which focuses on supporting women's career growth, in addition to attracting women to non-traditional areas of the company. Annie also created coaching circles to help women expand their networks.

Through regular public speaking engagements, Annie has actively promoted to women the benefits and rewards of a career in the sciences by sharing her experiences and love for the discipline. She also mentors young, talented women to help them with their development and career decisions.

As Annie continues to promote the advancement of women, she will, without a doubt, influence and inspire the next generation of those in leadership positions.



Margot M. Micallef QC, chair & CEO, Vista Radio Ltd.

Margot Micallef is an outstanding leader – inspiring, mentoring and empowering those around her. Leading by example, Margot always strives to go the extra mile. This is most evident in her current role as chair and CEO of Vista Radio Ltd., where she was instrumental in the acquisition of 25 radio stations in just three years. A pro at multi-tasking, Margot expertly manages her responsibilities at Vista, along with a variety of business and community board positions including co-chairing the Canadian Museum for Human Rights' fundraising initiative in Alberta. She is a powerful role model who continually encourages women in the industry to step up and take on leadership roles.

Susan Wood, manager, partnerships and sponsorships, CBC British Columbia

A CWC member for nearly a decade, Susan chaired the organization's Manitoba Chapter prior to moving to Vancouver, where she now leads the CWC BC Chapter. As a CWC leader, she is revitalizing the BC Chapter's regional board. Her ability to tackle projects with confidence, creativity, humour and innovation makes her a tremendous asset to any organization.

A staunch supporter of women in broadcasting, Susan offers mentorship and leadership. She has contributed her time, energy and talent, as a volunteer, to the arts, women and health care, winning a *Community Spirit Award* for volunteerism from Canwest Global Communications Corp.

Canadian Women in Communications (CWC) is a national, bilingual organization dedicated to the advancement of women in the communications industry through strategic networking, targeted professional development and meaningful recognition. There are currently over 1,400 CWC members in nine chapters across Canada. For more information on CWC, please visit: www.cwc-afc.com.

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