

# CAREERS

## Representative in Congress switches career paths

During her four terms in Congress, Rep. Susan Molinari was considered by Speaker Newt Gingrich and other party leaders as an effective television presence for the Republican Party.

Now she's switching careers, dropping the party connection and quitting the Capitol to become a television personality.

She announced her resignation from the House on Wednesday, effective Aug. 1. She starts her new job as an anchor on the two-hour "CBS News Saturday Morning" on Sept. 13, when the show debuts. She said she envisions the program as "60 Minutes' meets Rosie O'Donnell."

"This is where I want to be and where I see my future right now,"

Molinari told reporters.

Yet when pressed on whether it meant the end of her political career—she's been mentioned as a possible U.S. Senate candidate—she backpedaled with ease: "I won't say never."

CBS declined to give her salary; her annual congressional pay was \$133,000. "It has nothing to do with the money," the 39-year-old con-

gresswoman said.

Molinari's growing stature in the party had made her Bob Dole's choice to deliver the keynote speech at last year's GOP convention.

But close friends say the pro-choice, moderate Republican had become increasingly frustrated with the party's conservative drift.

"It's a loss to the party to lose a woman

like Susan Molinari because her image is that of a young, lively woman whose positions bring some diversity to the national party," said Ruth Mandel, director of the Eagleton Institute of Political Science at Rutgers University.

"It's certainly not good," said Rep. Sue Kelly, the only other Republican woman in New York's congressional delegation.

Questioned by reporters about the choice of a politician for a TV news job, CBS News President Andrew Heyward said he did not feel "bound by the traditional definition of what makes a CBS anchor."

And Molinari isn't worried about becoming a detached, non-partisan journalist.

## Industry open to blueprint

'Alternative' technology conference for Women in Industry offers greater business return and is expected to gain in popularity

Women in Technology International recently hosted a business conference structured around an "alternative" conference blueprint.

"Many women—and men—are looking for business events structured around a paradigm of inclusivity and diversity," says Carolyn Leighton, WITI's founder and executive director. "They are also interested in a multifaceted event with high business value—higher than they can get in a single-purpose event."

"And the desire for greater value extends also to participating corporations; They realize that a narrowly focused trade show or career expo yields less business benefit than an event representing a breadth of disciplines, industries, and geographical regions—and including a wide spectrum of business influencers."

The WITI Business of Technology Conference, the first event modeled after the new blueprint, took place last week in Santa Clara, Calif.

The Conference was focused on providing practical bottom-line benefits for individual participants, both women and men—people at all stages of their professional careers. In addition, the Conference is dedicated to providing the same level of

business value to sponsoring organizations.

WITI expects this event to serve as a model and benchmark for similar conferences planned in the second half of 1997, and for the WITI 1998 Summit, planned for June 24-27, 1998.

"The WITI Conference is different," says Leighton. "In a single three-day event people can do targeted job search, gain in-depth information about new technologies, make new business contacts, and pick up new workplace strategies for professional success. Based on what we've heard from attendees of past conferences, people appreciate getting all these benefits in a single arena—and one that is both gender neutral and woman friendly."

"It is no longer a question, but a fact that those companies committed to hiring women at every level of the organization today will have a significant competitive advantage in the 21st century. WITI is committed to helping CEOs understand the bottom-line business benefits of women's full participation in their organizations and of targeting their products to women purchasers."

Leading technology companies endorse this model.

"As an exclusive sponsor of WITI,

Autodesk has gained exposure to a growing audience of highly talented women in technology. Autodesk is always looking for exceptional talent, and our sponsorship of WITI is a major benefit to our recruiting efforts. Increased interaction with this community of technologists and educators brings Autodesk one step closer to realizing our goal of equal opportunities for advancement and recognition for men and women," said Rose Malle-Gianattasio, director, Autodesk Test Development, AMG

"BBN is proud to be a sponsor of the WITI conference. WITI's philosophy is consistent with a key BBN strategic goal to attract high-quality professional women to the technology industry. WITI provides a forum to share and discuss some of the exciting technologies we are developing at BBN," said Michele Nivens, vice president of Human Resources, BBN

"In 1996 Motorola was an exhibitor at the WITI conference. Our reception by the participants and the cooperation of WITI were wonderful. We are proud to be a sponsor (again) in 1997 and we know our partnership with WITI will generate success for Motorola as well as all women in technology," said Connie Butcher, Human Resources, Motorola.

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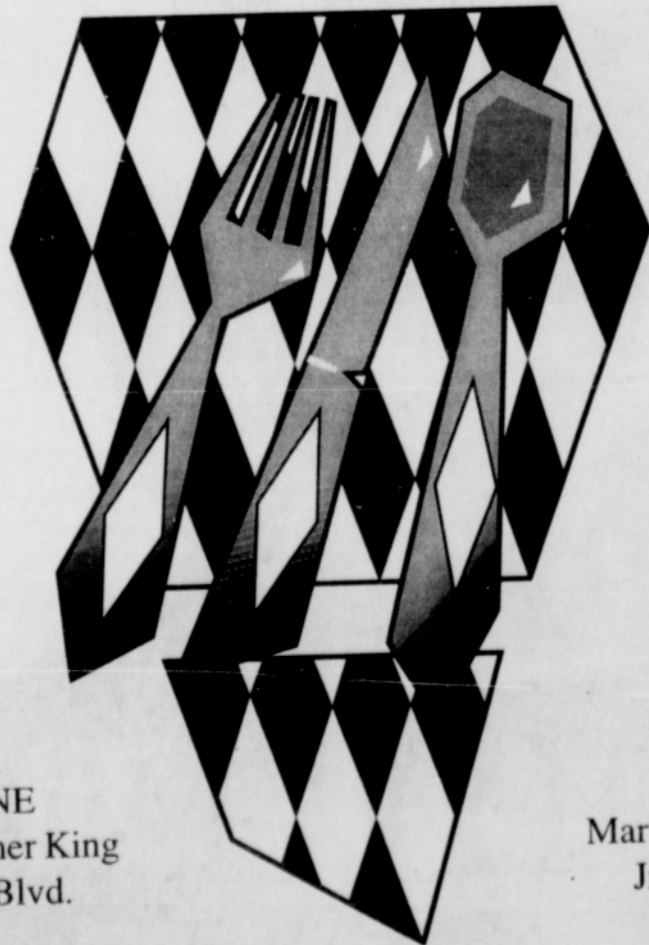
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