



# STRONGER TOGETHER

***Leading the Change:***  
*Women Shaping a Sustainable Future*

**Wednesday, March 11, 2026**  
**11:00 AM-1:00 PM**  
**11511 Reed Hartman Hwy**



# Welcome to our Women's History Celebration!

Welcome, and thank you for joining **The WICT Network: Greater Ohio** as we celebrate **Women's History Month** together. We are grateful you are here and excited to share this event with a community of leaders, colleagues and advocates who are committed to empowering women across our industry.

Each year, Women's History Month provides an opportunity to reflect on the impact women have made in shaping our workplaces, our communities and the future of leadership. This year's national theme, "**Leading the Change: Women Shaping a Sustainable Future,**" reminds us that progress is driven by those who step forward to lead, collaborate and lift others along the way.

Our chapter theme, "**Stronger Together,**" highlights the importance of connection, belonging and collaboration across generations in the workplace. When we support one another, share experiences and invest in leadership development, we create stronger organizations and a stronger industry.

Today's program is designed to spark meaningful conversations about leadership, resilience and personal growth. Through networking, shared insights and inspiring speakers, we hope you leave feeling energized, connected and empowered to continue leading change in your own journey.

Thank you for being part of this celebration with us.

**The WICT Network: Greater Ohio**



# Event Agenda

- ❖ **11:00 – 11:30 AM**
  - Registration & Networking
- ❖ **11:30 – 11:35 AM**
  - Welcome
    - *Jeannette Richardson – Programming Chair*
- ❖ **11:35 – 11:40 AM**
  - Our Mission, Values, and Theme
    - *Heather McElfresh – President*
- ❖ **11:40 AM – 12:00 PM**
  - The Power of You – Leadership
    - *Jamie Dinwiddie – Director of Change Management*
- ❖ **12:00 – 12:30 PM**
  - The Unstoppable You: Breaking Barriers and Building Bridges
    - *Shannon Atkinson – SVP, Field Operations*
- ❖ **12:30 – 12:35 PM**
  - Membership
    - *Natalie Bryant – Membership Chair*
- ❖ **12:35 – 12:40 PM**
  - 2026 Programming
    - *Jeannette Richardson – Programming Chair*
- ❖ **12:40 – 12:45 PM**
  - Chapter Communication and Resources
    - *Samantha Cruely – Marketing and Communications Chair*
- ❖ **12:45 – 12:55 PM**
  - Giveaways
- ❖ **12:55 – 1:00 PM**
  - Closing Remarks
    - *Stacey Marroso – Vice President*

# Our Chapter, Our Mission

*A Message from our President*

*Heather McElfresh*



## The WICT Network Purpose

**Creating women leaders who transform our industry.**

Serving thousands of members through 24 domestic and international chapters, The WICT Network is the leading organization representing women in media, entertainment and technology. We provide a unique peer-to-peer and business-to-business network like no other. Our member resources, educational events and diversity research helps ensure we are market leaders – but our most important asset is YOU.

**Creating.Leaders.Together.**

The WICT Network embraces a spirit of collaboration within its organization and throughout the industry. We partner with cable and telecommunications industry leaders to provide leadership programs and services, and challenge these companies to create professional advancement opportunities for women on a local and global level.

## Touchstones of Leadership

### **KNOW YOURSELF and what you stand for and where you are headed.**

You must understand who you are before you can decide who you want to be. Take stock of your strengths and weaknesses and understand your limitations. Set realistic goals for yourself, keeping in mind that a balance between work and life makes for a healthy leader. Maintain your own morals, values, and ethics, so you can hold yourself to the high standards you set. Unleash the leader within you, taking control of your career and steering it in the precise direction you want to go.

### **CONNECT to your peers, your industry, and everything around you.**

You cannot move forward without a keen understanding of your network – the people you work with and the industry you work in. Immerse yourself in the economics and business practices that affect your company, clients, and colleagues. Keep your ear to the ground. Be aware of your competition and gain the upper hand. Build a support system for yourself and those within your community. Great leaders get connected and stay connected, using every ounce of information to their advantage.

### **BE A CATALYST and set the wheels of change in motion.**

Progress is never made by standing still or by relying on the same old ideas. As a leader, you must push the envelope to transform our industry with innovative concepts that are bigger and better than ever before. Take initiative. Raise the bar. Above all, never accept less respect than you offer others, because change can only take hold if it is grounded in respect.

### **BE FEARLESS and confident in your convictions as you take risks and bring others along.**

To be a great leader, look fear in the eye and turn it to your advantage as the force driving you into uncharted territory. Use the adrenaline to keep climbing the corporate ladder. Don't surrender or retreat. Commit to your vision and believe in it above everything else. Others will sense your conviction and be willing to follow, without fear.

### **INSPIRE and others will follow.**

Rally those around you to support your vision. Be a mentor, a guide, and a role model – one who learns from what she teaches. Help those around you achieve their full potential with a helping hand that paves the way for future leaders. Be dynamic and strong, and you will inspire others to embrace your vision as the one they want to be part of, and the one they choose to follow.

# Keynote Speaker:

*Jamie D. Dinwiddie, PHD*

## Director of Change Management



Dr. Jamie D. Dinwiddie is the Director of Change Management at Cincinnati Children's Hospital Medical Center and an executive leadership advisor specializing in organizational transformation. With more than 15 years of experience across healthcare, nonprofit, and large enterprise organizations, she helps leaders navigate complex change while strengthening culture, clarity, and human-centered leadership.

Dr. Dinwiddie holds a Ph.D. in Organizational Leadership and integrates research, systems thinking, and practical leadership strategies to

help organizations move through uncertainty and achieve meaningful transformation. Her work focuses on helping leaders understand that sustainable change begins with how we lead ourselves.



# Keynote Speaker:

*Shannon D. Atkinson*

## Senior Vice President of Operations



Shannon is responsible for leading over 13,000 field operations employees that support over 15 million subscribers across 19 states.

During her 25+ years in management at Time Warner Cable/Charter Communications, Shannon has gained experience across multiple aspects of the business. She joined the company as a supervisor of customer service in the former Western Ohio Division. She also held the positions of Manager of Customer Care Centers and Credit and Collections, Director of Retail, Vice President of Customer Operations, General Manager, Regional Vice President for the Southwest

Ohio Division, Area Vice President for Southern Ohio – Central market, Regional Vice President for the Carolinas and Regional Vice President for the West.

She is a *Phi Beta Kappa* graduate of Indiana University, where she earned two Bachelor of Arts degrees. She also earned her Master of Business Administration in 2010.

Active in the cable industry, Shannon has been a member of the Women in Cable Telecommunications, where she was honored with the “On the Go Award – Woman to Watch” in 2011 and “Woman to Watch Operator” in 2022. She is also a member of the Society of Cable Telecommunications Engineers. She was recently recognized as one of the Cablefax Most Powerful Women honorees for her influence and leadership within the industry. She is involved in the Diversity and Inclusion and Women’s Business Resource Groups and has been mentoring future leaders for several years.



# Membership Overview



## WHO WE ARE

At The WICT Network, we are dedicated to advancing women through education, advocacy and leadership development. Our professional development programs are designed to equip you with the skills, knowledge and B2B network to help you thrive in your career.

For all the benefits we provide to our members and the industry at large, there is one thing that reigns supreme — **it's all about our network.**

## MEMBERSHIP LEVELS

**EXECUTIVE** Senior management professionals in director-level and higher positions.

**REGULAR** Mid-level or supervisory positions.

**ENTRY** Non-salaried position and less than two years of experience in any facet of the media, entertainment and technology industry.

**STUDENT** Full-time students currently earning six credit hours at the graduate level or 12 credit hours at the undergraduate level.

## LOCAL CHAPTERS

Each member is affiliated with one of our 24 local chapters. View a full list of our chapters at [wict.org/find-your-chapter](http://wict.org/find-your-chapter).

## MEMBERSHIP BENEFITS

### Connect to Your Peers and Your Industry

- Align with a network of nearly 10,000 industry professionals.
- The WICT Network's local chapters offer vital connections for members throughout the US, EU, UK and Latin America.
- The WICT Network member app allows members to build meaningful connections with industry peers while providing access to the latest news and events.

### Exclusive Online Resources

- **Online Learning Library:** The WICT Network's robust online learning resource includes top-rated educational content, webinars, conference sessions and more.
- **Newsletters:** Monthly electronic newsletters, including *The Pulse* and *@WICT*.

### Create Your Own Path & Define Your Career Journey

- The WICT Network's suite of leadership development programs are the gold standard for the industry.
- Educational opportunities are tailored to varying career levels and learning styles.
- Members enjoy discounted registration fees for programs and events, as well as access to fellowship opportunities.

To learn more about our membership & chapters:



202-827-4794



[membership@wict.org](mailto:membership@wict.org)



WICTHQ



The WICT  
Network

Empowering Women in Media,  
Entertainment and Technology

GREATER OHIO

# Programming

Date	Title	Description	Location
4/1/2026	WICT Network Public Service Announcements - Video	Committee to develop a service announcement, with the objective of raising awareness of the Greater Ohio Chapter, committee members, upcoming programs, and volunteer initiatives.	The WICT Network Greater Ohio Chapter Website
5/19/2026	WICT Network 2026 Mentorship Program	All WICT Network chapters should strive to provide a structured mentor or career sponsor program for its members.	Primary Mentee/Kick-off Meeting location - Cincinnati
October, 2026	Tech It Out Event/ Partnership with SCTE	Creating strong women leaders in technology, while also raising awareness about the vast opportunities for women in the tech fields within our industry.	Cincinnati
November, 2026	End of Year Gala - Executive Roundtable Breakfast	Leveraging Your Strengths and Weaknesses as a Leader. Design strategies for applying strengths at work.	Cincinnati
2026	WICT Network Webinar Series	Series of Leadership Development Training Sessions	Webinar

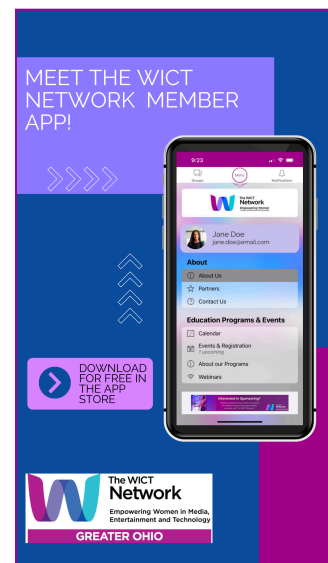
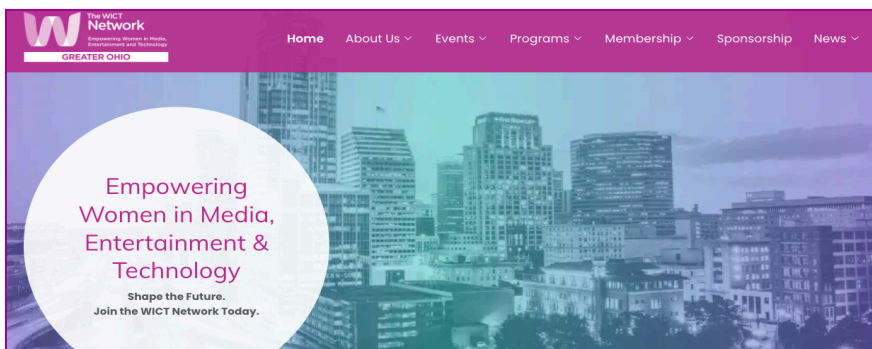
# MarComm Overview

Be on the lookout for the following communications:

- Quarterly Newsletters
- Event Publications
- Membership Highlights
- Chapter Recognition and Updates
- Social Media Content
  - **Facebook:** *The WICT Network Greater Ohio*
  - **Instagram:** *thewictnetworkgreaterohio*
  - **LinkedIn:** *The WICT Network: Greater Ohio*
  - **X:** *@WICTGreaterOhio*

## Other ways to stay connected!

- Downloadable app
  - To access The WICT Network member app, navigate to the Apple App Store or Google Play Store on your mobile device and search for "The WICT Network."
- Website
  - [Wictgreaterohio.org](http://Wictgreaterohio.org)



If you're not currently receiving our email communications and would like to be added to the list, please contact Samantha Cruet at [Samantha.n.cruet@gmail.com](mailto:Samantha.n.cruet@gmail.com)



# Thank You to Our Event Sponsor!



We extend our sincere gratitude to **Charter Communications – Midwest Region Leadership Team** for generously supporting Women's History 2026.

Your commitment to advancing women in media, entertainment and technology empowers meaningful programming, professional growth, and leadership development throughout our community. With your partnership, we continue to spark inspiration, drive equity, and uplift the next generation of changemakers.

Thank you for helping us power the purpose behind The WICT Network: Greater Ohio.





GREATER OHIO

Email: [info@wictgreaterohio.org](mailto:info@wictgreaterohio.org)  
Website: [wictgreaterohio.org](http://wictgreaterohio.org)

# The WICT Network Greater Ohio Board



**Heather McElfresh**  
President



**Stacey Marroso**  
Vice President



**Ethan Britton**  
Treasurer



**Jennifer Galt**  
Secretary



**Marc James**  
Executive Champion

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