



*For Immediate Release*

## **JSA Welcomes Women in the Channel to Telecom Exchange (TEX) NYC June 20-21**

"Confidence and Connections: Elevating Each Other" Workshop Offers TEX Attendees a Unique Opportunity to Acquire New Leadership Skills and Confidence-Building Strategies

**MIDDLEBROOK, VA – May 22, 2017** – [Jaymie Scotto & Associates \(JSA\)](#), the premier provider of PR, Marketing and Event Planning services to the tech and telecom industries, and founder and host of [Telecom Exchange \(TEX\)](#), the premier industry networking event where communications and technology meet, announces its partnership with [Women in the Channel \(WiC\)](#), a grassroots organization empowering women to advance their careers in telecom and IT. WiC's interactive [Women in Tech Workshop, "Confidence & Connections: Elevating Each Other,"](#) will take place during JSA's TEX NYC event on June 21<sup>st</sup> from 8-10 AM in the Library at Cipriani Wall Street. The breakfast and workshop is open to all female TEX attendees.

"Traditionally a 'man's world,' women are increasingly holding leadership positions in the tech and telecom industries, but there is work to be done and unique issues to be considered and addressed," states [Jaymie Scotto Cutaia](#), CEO and Founder of JSA. "We are delighted to once again have Women in the Channel join us at our TEX event. We welcome what will most certainly be an engaging and insightful discussion with our fellow female tech and telecom executives."

Moderated by [Tricia Wurts](#), Founder and President of Wurts & Associates Inc. (W&A), a 27-year-old technology channel consulting firm, this interactive session will include, group discussions, live polling, suggested actions and networking – all designed to promote self-reflection, dispel myths, showcase successful women and suggest next steps for a more fulfilling career in telecom and IT.

"Collaborating to grow our businesses and supporting each other as women in a male-dominated industry are cornerstone principles of Women in the Channel," said Nancy Ridge, WiC's founder, past president and co-chair of WiC's Outreach Committee. "We are thrilled to be invited to participate at TEX NYC to reach more women in telecom and IT with this message. This workshop will offer perspectives on how we can elevate each other from female executives in the tech space. We look forward to facilitating an open and productive conversation and hope to fill the room to capacity."

This all-star gathering of women will offer inspiration and advice on how to empower women from the top down and the bottom up inside every tech organization. Those interested in joining the WiC "Confidence & Connections: Elevating Each Other" workshop at TEX NYC must be a registered TEX attendee.

The session is sponsored by [zXc \(ZenCrossConnect\)](#), the industry's first simple, on-demand Fiber Optic infrastructure procurement platform offering pre-provisioned Dark Fiber and Wavelength services between major data centers and colocation facilities in New York and New Jersey. Services are delivered in 15 days or less with extremely flexible contract options. zXc services, powered by NJ and NY dark fiber specialists Cross River Fiber and Zenfi, are available at [www.zxc.solutions](http://www.zxc.solutions).

Registration is available at <http://thetelecomexchange.com/nyc/register/>

Telecom Exchange NYC will be held on June 20-21, 2017, at Cipriani Wall Street. Exhibit tables are available on a first-come, first-served basis; and there are a limited number of sponsorship packages remaining. For more information, email [info@thetelecomexchange.com](mailto:info@thetelecomexchange.com).

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## **About JSA**

Celebrating more than 12 years of success, Jaymie Scotto & Associates (JSA) is the preeminent provider of Public Relations, Marketing and Event Planning services to the tech and telecom industries. Awarded 'Most Outstanding Telecoms PR Agency' by LiveWire for 2015 & 2016, our success is attributed to our skilled JSA team, innovative tools, and established media and industry relationships, allowing us to deliver the finest outreach and brand awareness services available – with measurable return on investment. Our clients enjoy 'insider access' to the top journalists, bloggers, analysts and thought leaders shaping tech and telecom – as well as critical networking opportunities, including JSA's own industry networking event, Telecom Exchange (TEX).

We also feature client and marketplace news via JSA WalkOuts (new, 3D-like interactive video for lead generation), JSA TV (our video newsroom on YouTube), JSA Radio (our podcast channel on iHeartRadio), Virtual CEO Roundtables (our monthly panel discussions with top industry thought leaders), Tech & Telecom News & Trends (our newsletter) and Tech and Telecom News Now (our industry blog).

To learn more about how JSA can elevate your brand, visit [www.jaymiescotto.com](http://www.jaymiescotto.com).  
Join the conversation: Follow JSA on LinkedIn and Twitter.

## **About Women in the Channel (WiC)**

Established in 2010, Women in the Channel is a grassroots organization made up of women who are in leadership, ownership and revenue generating roles in the alternate sales channel sector of the telecommunications industry. Month after month, these women are responsible for generating sales for their companies and creating wealth for their families. WiC members are wives and mothers and sisters, and a high percentage of us are the main breadwinners in our families. WiC brings together this group because in an industry that is growing, expanding and

changing the number of women at such levels is not matching that growth. To learn more and to become a member, please visit [www.womeninthechannel.org](http://www.womeninthechannel.org)

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