



*For Immediate Release*

## **JSA Welcomes Women in the Channel to Telecom Exchange (TEX) LA Event Nov. 14-15**

“Confidence and Connections: Keys to Women’s Leadership” Workshop Offers TEX Attendees a Unique Opportunity to Learn New Leadership and Confidence Building Strategies

**MIDDLEBROOK, VA – October 25, 2016**—[Jaymie Scotto & Associates \(JSA\)](#), the preeminent marketing, public relations and event-planning firm serving the telecommunications and technology industries, and founder and host of [Telecom Exchange \(TEX\)](#), the premier industry networking event “where communications and technology meet,” announces today its partnership with [Women in the Channel \(WiC\)](#) to bring a new, unique program to [TEX LA](#). WiC’s 120-minute interactive workshop, “Confidence & Connections: Keys to Women’s Leadership,” will take place at TEX LA on Nov. 15 from 1-3 PM in Contessa Room III at Montage Beverly Hills, and is open to all female TEX attendees.

WiC’s “[Confidence & Connections: Keys to Women’s Leadership](#),” features workshop speakers and facilitators Nancy Ridge, Co-founder and Board Member of Women in the Channel and Executive Vice President of Telecom Brokers; and Khali Henderson, Board Member of Women in the Channel, and Senior Partner of BuzzTheory Strategies. The workshop also will incorporate brainstorming, group discussions, live polling, suggested actions and networking.

“We are part of a revolution taking place in the technology industry – as more and more women unite to increase their involvement and leadership in the tech workforce. We are honored to have Women in the Channel at TEX LA, and welcome what will be a most engaging and inspiring session for our fellow women executives who make a significant impact in this space,” states [Jaymie Scotto Cutaia](#), CEO and Founder of JSA. “This is a highly anticipated, not-to-be-missed program at TEX LA.”

“Women in the Channel is excited to partner with JSA to bring programming designed to empower women in tech to TEX LA,” comments Ridge, who also serves as co-chair of WiC’s Outreach Committee, which seeks out strategic alliances with leading technology and women’s organizations. “Every aspect of our workshop is designed to promote self-reflection, dispel myths, showcase successful women and suggest next steps for a more fulfilling career in telecom and IT. You’ll also meet other women in tech – both onstage and off – who will offer inspiration, conversation and, hopefully, new connections.”

Those interested in joining the WiC “Confidence & Connections: Keys to Women’s Leadership” workshop at TEX LA must be a registered TEX LA attendee. Registration is available at

<http://thetelecomexchange.com/la/register/>. Exhibit space is selling out quickly with over 95% sold and a limited number of sponsorship packages are still available. For more information on these opportunities or how to participate, visit <http://thetelecomexchange.com/la/> or email us at [info@TheTelecomExchange.com](mailto:info@TheTelecomExchange.com).

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## **About JSA**

Celebrating more than a decade of success, Jaymie Scotto & Associates (JSA) is the preeminent provider of Public Relations, Marketing and Event Planning services for 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 reporters, bloggers, analysts and thought leaders shaping tech and telecom – as well as critical networking opportunities, including JSA's own industry networking event, [Telecom Exchange](#). We also feature client and marketplace news via [JSA TV](#) (our video newsroom on YouTube), [JSA Radio](#) (our podcast channel on iHeartRadio), [Virtual CEO Roundtables](#) (our monthly panel discussions with top thought leaders), [Telecom News & Trends](#) (our video newsletter) 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](#).

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## **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 indirect sales channel of the telecom, cloud and IT industries. 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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