



CITE-NY Networker



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Dear CITE-NY Family,

As we enter 2007, we give thanks for all that has been and for what is yet to come. It is often easy to see what we don't have, but as we look around our society and communities, we have to acknowledge that we have been given much and thus much is expected of us.

We say so long, but not goodbye to Bryan Banks—our past VP of Services, who took an opportunity in Washington DC. We know he will be a tremendous asset to CITE-Washington DC Metro. Congratulations Bryan!! We say goodbye to those who are no longer with Verizon, and wish them success in their endeavors as they transition to new opportunities. We want them to know that they remain a part of the CITE family.

2006 was a year that has brought much change in our lives individually, organizationally, and within Verizon. Change will continue with more frequency and intensity than ever before. As our world transforms, CITE asks –ARE YOU READY???

We welcome each of YOU as members of the CITE family. We say **COME** to those in Verizon Business and Verizon Wireless. **JOIN US** in our commitment to community service, and personal and professional development.

CITE is determined to provide employee advocacy, promote and provide training and professional development programs, provide scholarships to deserving youth, support and strengthen our external community partnerships, and provide cultural, educational and other special events programming to our members. We do this to build our sense of community in and outside of the company.

We value the support of Verizon, and the senior leaders who continually advocate on our behalf. We are committed to helping Verizon win with FiOS in New York.

The 2007 CITE Leadership Development Conference is being hosted by CITE-NY under the leadership of Darrie Scott (CITE-NY Immediate Past President). We want and need the support of all members to make this conference the best ever!!

We recognize that we cannot achieve any of our goals alone! CITE-NY needs you! We need each and every one of you - Associates, Managers and Retirees! Our future success depends on your involvement! I ask each of you again: ARE YOU READY???

Ready to commit to YOUR Development!

Ready to commit to OUR Communities!

Ready to commit to OUR Youth!

CITE-NY says YES! - Our members are ready!!!

From the desk of the Editor

The 2007 CITE Leadership Development Conference will be held on May 25-27 at the Sheraton New York Hotel and Towers in New York City, NY. We look forward to your support, commitment and participation!!!

Professional Development Seminar and Scholarship Luncheon

CITE-NY hosted the 2nd Professional Development Seminar in conjunction with the Scholarship Luncheon on November 17 & 18, 2006 at the Fort Hamilton Community Club located at the Fort Hamilton Army Base in Brooklyn, NY.

This was the 2nd Professional Development Seminar held in 2006, and once again it included dynamic speakers; executive exchanges; and informational, motivational and thought provoking workshops. The Development Seminar provided a wealth of information and tools to help CITE-NY members remain successful in managing the constant changes in our business, industry and lives. Immediately following the seminar was the scholarship luncheon where we acknowledged our 2006 CITE-NY Local Scholarship recipients, Rachel Clarke (Villanova) and Tiarra Mullen (Rochester Inst. of Technology).

Town Hall Executive Exchange -Friday, November 17, 2006

Verizon Senior Leaders Eric Cevis (Vice President, Verizon Telecom Marketing), Terri Dean (Sr. Vice President, Verizon Business), and Michelle Ifill (Vice President, Verizon Business) participated in a Town Hall executive exchange (moderated by Barbara Harrison of HR-Assessment) on the transformation of the network, and a "state of the business" briefing on their respective organizations.



*Senior Leaders (Left to right): Michelle Ifill, Eric Cevis and Terri Dean
sharing their insights in support of CITE-NY*

Eric Cevis spoke about the need to stem line loss in the Consumer business which makes up 80% of VZ Telecom's Core base, and grow Broadband which has higher profit margins. Mr. Cevis reiterated the message that WE Must Execute on Results. In order to do that we must have a value proposition that differentiates us from our competition. He outlined that value proposition as a four part model:

1. We must put Customer's 1st
2. We, Verizon, do not intend to wage price wars, but will meet competitor's price points
3. We will deliver more content and applications that our competitors
4. We will deliver on the Verizon Promise

Michelle Ifill pointed out that our overall earnings have been flat for 5 years, but the financials are looking better. She pointed out that Verizon has had nine months of growing pains with the new realignment, however, companies that were once hesitant about our direction are now coming on board as partners. Wall Street continues to require that we slow line loss and grow with products that can increase profitable revenue.

Terri Dean discussed how important it is for us to retain and grow customer loyalty during the most competitive period in our industry's history. Our customers view Verizon as one entity, as opposed to Verizon Wireless, Verizon Business, and Verizon Telecom. Terri spoke about the Verizon Experience stores opening up across the country to bring together the services offered by Verizon Wireless and Verizon Communications. They will allow customers to experience Verizon Wireless' and Verizon Communications' broadband, entertainment and productivity, wireless and wireline services - in a single store visit. In addition, we are actively working with Verizon Wireless to put the Wireless network on the extensive VZ Business backbone. She pointed out that these shifts in the business can be attributed to the continuous focus on profit margins.

All the executives pointed out that each of them has had to deliver more in 2006 than ever before. They, as well as each of us, must value and hold ourselves accountable for:

- Performance
- The impression we make
- Using good judgment
- What we accomplish in the time we are given

What will the Dash in our lives represent—what will our legacy be?

Submitted by Doreen Grant - CITE PR Committee

Professional Development Seminar and Scholarship Luncheon - cont'd



FiOS: Strategy and Marketing Plan for the New York Area

Workshop - facilitated by Stephanie Barksdale (Sr. Staff Consultant, Local Marketing Support - NY)

Marketing Strategy

Stephanie Barksdale presented the Marketing strategy of using TV, Radio, and Print to build awareness before and during the launch of FiOS to a new market. She shared the Targeted Direct Response and Sales Channel initiatives used to maximize FiOS marketing, including: Outbound Telemarketing, Door 2 Door sales and Mall Kiosks. There is also the weekly New York Region Communications email designed to keep employees informed about community events and direct marketing efforts in the New York Region.



Train Boards Ads



Billboard Ads

Improve Employee Involvement

Stephanie shared ways **WE** as employees can support FiOS marketing, such as the Sell One More program that encourages employees to sell and win prizes, and the FiOS Refer-A-Friend program.

FiOS Promotional Offers

Ms. Barksdale reviewed some of the many promotional offers designed to increase FiOS market share including Free Movies, Free Set Top Boxes, DSL Migrator Promotions, 20M/ 5M FiOS Data Promotion, NFL Broadband Package, Disney Promotion.

NY Challenge—Multiple Dwelling Units (MDU's)

Stephanie stressed that in order **to be successful in NY State we MUST win in the MDU market**. 84% of Downstate NY customers live in MDU's – 99% of Manhattan is MDU. With the complexity of building the network and marketing in these properties, Verizon Enhanced Communities, Engineering, Performance Assurance, Construction, Installation, Local Marketing and the Sales Force are working together in cross-functional teams to attack this market with a true team effort.

What employees can do to help:

Any NY employee who lives in an MDU, has a contact in an MDU, and/or is on a co-op board or tenants association can contact the NY MDU Team to assist us in numerous ways (assist in obtaining ROW's, help establish a relationship with the building, work with the team on hosting or being part of a marketing event).

If you live in an MDU where FiOS is available:

Host a "house party"; Tell your friends and neighbors about FiOS; Volunteer to support a lobby party or local marketing event or join team FIOS by clicking on http://iw043335.verizon.com/fios/join_teamfios.aspx

If you live in an MDU where FiOS is not available:

Inform your owner or board that you want FiOS in your home. Provide the NY MDU team with your contact information, which will enable us to create a lead lists to contact the owner(s) to discuss the potential of FiOS installation at your property. Of course, this will be dependent on deployment plans in your specific area.

If you'd like to get involved, please contact the NY – MDU team @: MDU-NY@verizon.com.



Help Verizon Win in New York !!

The best way to support our company is by using Verizon products and services. Don't give one more penny to one of our competitors.

To purchase FiOS, DSL and other Verizon products, click on:
http://eweb.verizon.com/bpage/bridge_discounts.shtml



Excerpt of FiOS Strategy & Marketing Plan Presentation submitted by Doreen Grant

Professional Development Seminar and Scholarship Luncheon - cont'd

Managing your Career Workshop - facilitated



by Francesca Smith (Director, HR Business Partner—NY Region).

The workshop discussed techniques to maximize your career and increase your marketability. Francesca provided an in-depth review of the new VZ-Careers database.

She began by discussing how to develop an effective resume. The resume is your first opportunity to impress a potential employer and help them determine whether you have the necessary skills for the position. It should list your accomplishments in order of importance, with results listed and quantified wherever possible. It's the difference between "telling it" and "selling it!" Your resume should target the specific position you are applying for in VZCareers and clearly demonstrate how you meet each one of the required skills listed on the job posting.

Francesca then walked the audience through VZCareers. She reviewed functionality that carried over from VZJOBS as well as the new features and requirements, including:

New features and requirements:

- Enhanced job search criteria functionality – i.e., ability to search by: state, city, building, hiring manager
- Create and save job search criteria for future job searches in VZCareers
- Find jobs and save them to a "shopping cart" to review or apply for at a later date
- Email a job to a Verizon friend – allows employees to directly email a specific opportunity to a Verizon colleague
- Email notification sent to non-selected candidates
- Store unlimited Work Experience – removed 3-job limitation on résumé;

New requirements for Employees:

- Users are required to create a VZCareers résumé prior to applying for their first vacancy;
- Existing VZJOBS résumé will be provided

Francesca next reviewed releasability and the importance of discussing career goals with our supervisors to ascertain releasability status prior to applying for any positions. For more information, please visit:

<http://staffingservices.verizon.com/releasability>

The final module was a discussion on interviewing skills and techniques. Using her experience as an example, Francesca reviewed how to research and prepare for an interview.

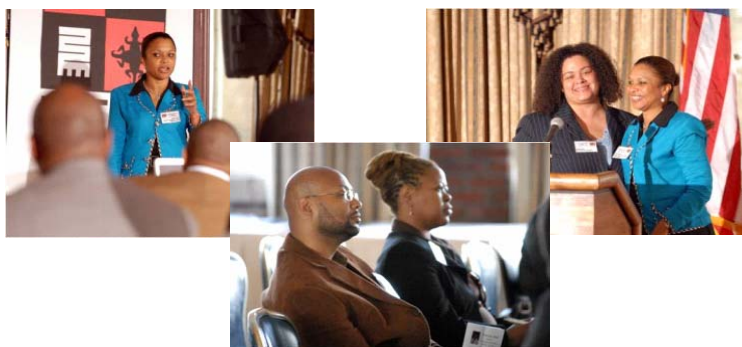
She provided keen insight on:

- Using your network and the eweb to **Get to Know the Organization/Department**
- **Preparing for the interview** by learning as much as you can about the organization & the position, making a list of

questions you expect to be asked and practicing your responses

- **Making a Good 1st Impression** by
 - Projecting a Professional Image
 - Using Active Listening Skills/Communication
- Being aware of **types of Interview Questions that may be asked:**
 - **Behavioral:** Deal with past work situations, specific action taken, and a result. (SAR) Situation, Action & Result
 - **Situational:** AKA hypothetical; "What steps would you take if..."
 - **Job Knowledge Specific:** Directly related to the job; "Tell me about your experience with broadband products"

Francesca also provided a list of career resource tools that are available via the eweb to assist employees with their professional development. See pg. 8 for the list of resources provided.



Scholarship Luncheon



Sarah Clarke, one of our CITE-NY Local Scholarship recipients expressed her appreciation as recipient of the CITE-NY Scholarship at the Scholarship luncheon. Sarah, who attends Villanova University, clearly understands the importance of giving back.

She has many examples of her commitment to community including serving as President of the Harlem YMCA's *Leaders Club*, serving on the Harlem YMCA's *Teen Council Program*, and receiving *The Martin Luther King Jr. Award* for "Outstanding dedication and commitment to community" by the Bronx Baptist Church.

Sarah said: "I would like to thank CITE -NY so much for this scholarship to support my education and eventually my pursuit of happiness, while always remembering to help others pursue theirs as well. I plan to make CITE as proud as I possibly can".

Tiarra Mullen, our recipient who attends the Rochester Institute of Technology, could not attend due to school obligations, but wants CITE-NY to know that she is willing to work hard to reach her goals, overcome obstacles, and demonstrate leadership. With her high goals for professionalism and contributions to her community, CITE will be proud of its investment in her.

Submitted by Doreen Grant - CITE-NY PR Committee

Community Action Initiatives - Volunteer - Inspire by Example

ONGOING INITIATIVES:

St. Stephen's Youth Program – Brooklyn

CITE-NY has partnered with the St. Stephen's Youth Program in the Flatbush section of Brooklyn. The program runs every Friday night during the school year to keep the youth off the streets and in a haven of fun, food, and enrichment.

For more information or to volunteer, please contact:

Mark Thurton- 212-766-5773

Mark.A.Thurton@verizon.com

Second Chance - Bronx

Girls, let's talk. Rap sessions for young ladies once a month. The program is held the 3rd Friday of each month.

Spirit of Hope - NYC

Survivors making a difference. This program is a computer tutorial for cancer survivors.

VZ Technology Center on 125th Street
Monday from 1:00pm to 3:00 pm

For more information about CITE-NY's Community Action Committee and/or initiatives please contact:

Tanya K. Davis

tanya.k.davis@verizon.com

212-658-3020



***Remember that everyone's
life is measured by the
power that individual has
to make the world better—
this is all life is."***

Booker T. Washington

Are You Ready to Take the Lead?

Every day, hundreds of people are finding easy ways to make meaningful, rewarding contributions to their communities.

CITE-NY's Community Action Committee provides support, guidance, educational services, and fundraising initiatives to those who are in need.

We are about service, giving, sharing, and caring.

We are Verizon employees working together to help our colleagues and our communities by giving of ourselves and our time.

We sponsor both one time and ongoing partnerships and events.

St. Stephen's Youth Program

St. Stephen's Youth Program is a faith-based program held in the St. Stephen's Lutheran Church and School in Brooklyn for children ages 6 through 18. This program, successfully ran by CITE-NY member Mark Thurton, runs on Friday evenings from 7pm to 10pm in conjunction with the school year. St. Stephen's is reaching its six year anniversary of providing a safe, fun place for our youth to spend their Friday nights.

The St. Stephen's environment is one conducive to personal, spiritual and profession growth, as the young adults engage in exercising their mind and bodies. Activities include, but are not limited to, worship service, basketball, volleyball, board games, professional and educational

workshops. St. Stephen's, in conjunction with the CITE-NY organization, is working hard to prepare our kids to be the business men and women, entrepreneurs and government officials of tomorrow. These children come back year after year. Mark's goal is for them to leave well-rounded and ready to face the world.

Mark Thurton has done a superb job in facilitating the St. Stephen's program. His willingness to sacrifice his Friday nights is to be applauded. However, the program has grown over the years and as each child tells another, more and more children are in attendance. Therefore, Mark needs as much support as possible to keep the program running.

Join us!

***Make our world a
better place!!!***

***"Today's
vision,
tomorrow's
reality
for a better
future!"***

4th Quarter Memories

Community Action — NY Cares Day Clean-Up

On Saturday October 21, CITE-NY volunteers partnered with more than 8,000 caring New Yorkers to revitalize New York City public schools. What an AMAZING day!! The weather was perfect, and in just one day, we helped to paint classrooms and hallways, paint murals, playground games, and complete so many other important projects for our schools. Thanks to the hard work and enthusiasm of everyone involved, on Monday morning, children arrived at a school that had been magically transformed into a wonderful, vibrant place to learn and grow!



HSO Fashion Show

CITE supported HSO at their Fashion Show in September at the Kaplan Diamond building in lower Manhattan. Food and drinks were available throughout the evening. CITE and HSO members joined together for an entertaining evening. The event was a benefit for the Carmen Rivera Scholarship fund. Supported by cheers and applause, the models walked the "runway" as the audience smiled and clapped approvingly.

CITE member Mark S. Thompson, a Benefits Specialist in Human Resources said of his modeling stint in HSO's fashion show, "It was excellent and a phenomenal experience."

Orin Sandiford*, is a CITE member and a Manager in Network Engineering. He was in the audience and commented, "Marc Soto (HSO-NY President) did a great job in getting the support of the other ERG's. It was for a good cause. I enjoyed the fashion show and giving the models support."

It was an enjoyable and fun evening for a great cause.

Submitted by Gay Chang
CITE-NY PR Committee

Special Thanks to the CITE/HSO models listed below:

Alvin Morel	Lorraine Nieto
Bryan Banks	Marjorie Delgado
Christina Kothari	Mark S. Thompson
Christina Mendez	Martin Lopez
Eli Diaz	Michelle Coller
Francesca Smith	Nohemy Rojas
Franklin Morales	Paola Contreras
Hope Harley	Ruben Luque
Luz Rivera	Tawana Davis

* In Memorium

Orin Sandiford, a CITE -NY member and a Manager in Network Engineering, died on October 6, 2006. He was 31 years old.

"He was an intelligent, young man committed to the Verizon community internally and externally," said HSO member Nikolas Nonis, a friend who worked with Orin as field technicians seven years ago before both moved shortly afterwards to management.

Orin is survived by his mother, a sister, a brother and fiancée.



Second Chance Community Outreach

The Community Action Committee's partnership with Second Chance Community Outreach gives CITE-NY members the opportunity to step outside their own concerns and contribute to the future of young girls in the NYC area.

Second Chance is a self awareness program that focuses on teenage girls who suffer from abuse, low self-esteem, peer pressure, involvement with gangs, teenage pregnancy, etc. The goal of this special youth ministry program is to develop character and steer our youth in the direction of being successful citizens.

Low self-esteem has a devastating impact on our youth today. Second Chance leadership is confident that by building self-esteem, half the battle is won. They want every young lady to know that inside them is a diamond and pearl (precious stones buried not lost). CITE-NY is committed to helping build and support the self awareness of these young ladies.

Once a month, young ladies come together for rap discussions. It is from these rap discussions that the leaders of Second Chance are able to pinpoint the main problems that our young people are facing. As leaders, they are focused on creating an environment that would allow teenage girls to open up and express their innermost thoughts and feelings. In return, every effort is put forth in achieving the goals of helping these young ladies work through problems, and guiding them in the right direction.



Submitted by Marcus Tellis & Doreen Grant - CITE-NY PR Committee

Light the Night Walkathon — October 2006 - A volunteer's story

On October 5th, I participated on the Verizon Team for the 2006 "Light the Night Walkathon".

The Light the Night Walk is a special event given by the Leukemia and Lymphoma Society annually. The dollars raised by this organization helps fight leukemia, lymphoma, and also to Myeloma research. Since its founding in 1949, the society's funded research has helped fight these blood cancers, raise awareness, and improve the quality of life for survivors.

I easily registered on the company's website, which set me up for company matching of funds that I raised for my efforts. I was impressed by the Verizon Foundation intranet website and the fundraising program website. The whole process was seamless and I was able to register on both websites in less than a half hour. The Light the Night website helped me set up my own webpage for fundraising, which made it relatively easy to email to prospective donors. The user friendly website also provided tracking information; and fundraising tools such as letters and personalized templates, which helped make the process easy.

As far as the actual walkathon, the volunteers for the organization helped things go smoothly at the event. As soon as I got there, there were volunteers at each point, from registration and collection, to food stations, to the start and finish lines. Team efforts from major corporations such as Verizon enabled a strong turnout and helped show that employees care enough to volunteer their personal time for a great cause. In addition, the benefits of working at Verizon helps increase the benefit to others, as the company matches fundraising efforts of employees who participates in these special events.

I was recruited as a CITE-NY member to participate in the event, and wanted to volunteer because a personal friend had went through a bone marrow transplant for leukemia. My friend was diagnosed in early adulthood, and the experience made me more aware that blood cancer can happen at any age.

Overall, my volunteer experience was so great that I am encouraged to volunteer and lead teams for other walkathons.

Submitted by Tracy Saunders - CITE-NY PR Committee

Professional Development Seminar - Executive Exchange Pictures

Attendees at the Executive Exchange networking and learning from senior leaders and each other



Moderator - Barbara Harrison



Professional Development Seminar & Scholarship Luncheon - More Pictures



CITE-NY President - Darrie



CITE-NY Scholarship Chair -
Debra James-Phillip



CITE-NY Secretary -
Mitch Elean



Program Chair - Michelle Collier

Professional Development Seminar - Managing Your Career: Tools & Resources

Tools

VZCareers User Guide and Job Aide - <http://staffingservices.verizon.com/vzcareers>

Digital Workplace

Marketing Yourself, Resume writing & Interviewing Skills

About You > Career Resources > Marketing Yourself

Development Roadmap: http://hr.verizon.com/john_bell/dom_telecom/hr_presentations.shtml?c=c0d83f0b82a6b30de8811e69e6d95c61

Sign-up for bulletins: <http://sywaws.verizon.com/secure/subscribeapp/SubscribeList.aspx>

Resources and Links

Verizon Career Resources: <http://myweb.verizon.com/eweb/myportal/AboutYou/CareerResources>

VZCareers: <http://myweb.verizon.com/eweb/myportal/AboutYou/CareerResources/ManagementJobs>

VZCareers Employee User Guide: <http://hr.verizon.com/ss/vzcareers/9.21.06%20FINAL%20EMP%20DOC.pdf>

HR Policies: <http://hr.verizon.com/policies/policy.shtml>

ERG (Employee Resource Groups): http://hr.verizon.com/div_comp/ergs.shtml

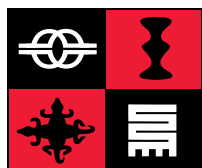
Verizon Management Interview (VMI): <http://staffingservices.verizon.com/toolkit/testing/staffing%20Interview%20Support.doc>

Netlearn - on-line courses: <https://netlearn.verizon.com>

InterNetLearn - <https://internetlearn.verizon.com> (Netlearn via the Internet)

Verizon Tuition Assistance: <http://tamsonline.org/vztap>

VzB Tuition Assistance - tuition-assistance@verizonbusiness.com or 303-390-1204



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Vacant
Parliamentarian

Join us in expressing our thanks to the outgoing 2005-2006 CITE-NY Executive Board members for their tremendous effort and commitment to service:

Darrie Scott (President), Myrle Osborne (VP - Administration),
Bryan Banks (VP - Services), Joseph Gathers (Dir. – Career and Education),
Roy Duhart (Parliamentarian)

We hope you enjoyed reading this CITE-NY Newsletter. We welcome your comments and suggestions about this publication. Please send them to CITE-NY at P.O. Box 3452 New York, NY 10008, or communicate them to any member of the Publicity and Publications Committee. Copies of the CITE-NY Newsletter will also be available on the CITE-NY website at www.citeny.org.

CITE-NY Publicity and Publications Committee recently re-organized under new leadership to better serve YOU! Our intent is to be the eyes, ears and voice to gather, document, and communicate CITE-NY's goals, events and activities to the membership. Our goal is to continue to communicate and promote ERG's, and specifically CITE-NY's existence, involvement and value. The PR Committee must be an effective communication and marketing vehicle for CITE-NY to both the membership and Verizon leadership using all the technology at our disposal.

You can play a pivotal role in helping us tell the CITE-NY story. We need to engage those in Verizon Business and Verizon Wireless to let them know that we welcome them with open arms. We need our sisters and brothers throughout New York State to join the PR Committee so we can share all the NY news. The PR Committee needs volunteer members to gather the news and events happening across the state. We need and welcome Building Captains, Journalists, Artists/Graphic Designers, Photographers, Audio/Visual support, and Editors.

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