



Hello, Comm Lead (MCDM & MCCN) alumni! We want you to know we've been thinking about you. So much so, in fact, that we created a newsletter just for you. **You are the heartbeat of what keeps Comm Lead's network growing in knowledge, strategy, and spirit.**

We hope that these articles will energize and inform you. And most importantly, we hope they'll prompt you to reach out to one another and connect, perhaps at one of our many upcoming events, because that's when the good stuff happens.

So take a look, enjoy, and **let Molly know what you think!** As the **Comm Lead Community Advancement Officer who heads up our partnerships and #BeyondTheClassroom experiences, Molly is keen to hear from you and get to know each of you in the Comm Lead alumni network.**



Message from the Director

The Comm Lead program's evolution is as dynamic, multifaceted, and intriguing as the people that make up its community. All this growth wouldn't be possible without a superb storyteller at the helm. [Read on](#) for our director Hanson Hosein's take on where we've been, where we're headed, and what keeps us alive and vital.



Of course! was born as a sibling to the popular quarterly "Ask Anita" course overview emails that you may have received as a student. Since you've been out of grad school for some period of time, we wanted to find a way to keep you informed on the curricular topics and trends we see as essential to being a top-quality communication professional today. [Read on](#) for course news just for you, from Anita Verna Crofts.



The Download showcases the articles, apps, books, podcasts, websites, wearables, and whatever-elses Comm Leaders can't put down! [Read on](#) to learn about London's new squad of "super-recognizers," why the Fitbit Charge 2 is Hanson's favorite new toy, and how your fellow alumna, Dacia Saenz, is bringing underrepresented voices to VR.

partner program

Our program is constantly evolving and we want to be sure we're keeping the most important part of our community—you—in the loop about our newest projects. So we thought we should tell you directly about our new "Partner Program" that makes it even easier for organizations—including yours—to collaborate with us, as demand is high for the skills and strategies our students and graduates offer. [Learn more...](#)

spotlights



Brian Marr, Comm Lead faculty member, has been teaching crucial strategic marketing skills to Comm Lead students since 2010. With a sharp vision for the future of the Internet of Things (IoT) and a firm handle on understanding what users want, Marr sets the pace for digital product development at Smashing Ideas without losing sight of foundational marketing tools. [Read more...](#)



As Program and Communications Manager of Agent Giving at Safeco, Alexis Holzer applies concepts she's learning in her MCCN degree at Comm Lead almost daily. Uniting people and communities together through story is a knack that threads through her career, and at Safeco, her reach is now broader than it's ever been. [Read more...](#)



Whether he's communicating REI's values through story, entertaining the masses on YouTube with quirky home videos, or capturing sweet moments with his daughter for her to enjoy as she grows up, Paolo Mottola (MCDM, Cohort 8) knows how to create and share compelling content with personality. [Read more...](#)



upcoming events

Guest lectures, master classes, social gatherings, and more! Don't miss your chance to connect with Comm Leaders and learn something new at one of our events open to alumni.

- Seattle Interactive Conference (Oct 18 & 19) spotlights disruptive thinking and technologies impacting how we work, how we play, and our day-to-day lives. Behind the boldest ideas are innovators unafraid to challenge convention and change the conversation. Comm Lead has been a proud collaborator with this event and we look forward to seeing you there! [Click here for a chance to win a complimentary ticket!](#)
- Angee Linsey Workshop*: Creating Your Career Vision (Oct. 30) gives you a platform to explore what the next step in your career may be. In this workshop, you will do some self-assessment, then create a vision or roadmap of what's possible for the future. Save the date and keep an eye out for details on our [calendar](#).
- Comm Lead Info Session (Nov. 1) is your chance to persuade your colleagues to earn their MCDM or MCCN degree! Encourage your peers who may be interested in the Comm Lead program to learn more at this informal information session. Details on our [calendar](#).
- Global Challenges—Interdisciplinary Answers on Climate Change (Nov. 15) gathers three passionate UW faculty thought leaders (including our very own Hanson Hosein) from seemingly disparate disciplines in a fast-paced conversation demonstrating how interdisciplinary collaboration can impact Climate Change. This event is hosted by the UW Honors Program. [Learn more and RSVP!](#)
- Alumni Fellows Fall Game Night (Nov. 17) invites current students, alumni, and staff to get to know one another over games and pizza. Break out the party games or challenge your friends to a duel in one of several strategy games. [Learn more and RSVP!](#)
- Angee Linsey Workshop*: Key Messages to Tell Your Story (Nov. 20) will give you practical methods for creating your communication strategy for job search, networking or expanding your responsibilities within the job you have. Save the date and keep an eye out for details on our [calendar](#).
- Meet Me at the Bamboo Table at Book Larder (Dec. 1) gives you a chance to celebrate Anita Verna Crofts' debut book (again!). This event is not hosted by Comm Lead but we encourage you to [learn more and RSVP!](#)

For the most up-to-date information, including how to RSVP, visit the [Comm Lead event calendar](#).

**REMINDER! Angee Linsey's workshops are open to alumni!*

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