



Greater Nassau Chorus

of Sweet Adelines International

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FOR IMMEDIATE RELEASE

Farmingdale Businesswoman Leads the Way



Andrea Macey of Farmingdale was recently accepted into the prestigious Betsy Magness Leadership Institute (BMLI), a nationally-recognized flagship executive development program organized by Women in Cable Telecommunications (WICT).

Women like Macey are selected for the Institute in recognition of “business acumen and capacity for strategic risk,” according to Laurie Root, WICT Vice President, Education & Program Development. They receive year-long management training to further develop their strengths and leadership skills so they can become even more instrumental in helping their organization meet strategic requirements and objectives.

Macey, who has held management positions in the cable industry for several years, currently serves as the director of multi-platform content for WE tv. Macey oversees the development and maintenance of WEtv.com and is responsible for content, branding, advertiser integration, design and online marketing in an effort to drive online traffic and revenue. She also contributes to the strategy and development of content for WE tv On Demand, the network’s On Demand service.

“I feel extremely lucky to be accepted into a program as prestigious as BMLI,” says Macey. “I look forward to networking with other women at the Institute to share ideas,



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discuss challenges, and gain support. I hope to use the leadership skills I learn, not only in my career, but also as a leader in Greater Nassau Chorus."

In addition to her business accomplishments, Macey is an active member of an accomplished women's chorus: Greater Nassau Chorus of Sweet Adelines International (www.greaternassauchorus.org), who is headed to Nashville, Tennessee this October for their 9th International-level competition. Like other chapters of Sweet Adelines International, the Baldwin-based chorus provides women with numerous opportunities to develop their musical and leadership skills. Macey sings with the chorus and serves on the Management Team as their Communications Coordinator.