

In Memory of Wrisë Booker

“I entered the cable television industry in 1988, and almost immediately joined NAMIC. At that time Wrisë Booker was the head of the association management firm running the organization. I found her to be eloquent in both speech and manner. She was never ruffled, out of sorts or most importantly for NAMIC, without a plan. She worked insane hours to ensure that our events – NAMIC Breakfast during NCTA and the NAMIC Conference – were well planned, well executed, well attended, and the talk of the industry. My first NAMIC Breakfast featured Hank Aaron, and the list of stellar speakers grew to include Dick Gregory, Harry Belafonte and Jesse Jackson among others, they were awe inspiring. When NAMIC moved to an independent office Wrisë worked to make the transition as smooth as possible, and hosted our first Executive Director, Kathy Johnson in her offices. Wrisë was a source of encouragement and motivation. I remember receiving periodic mailing of encouragement and uplift from her that always seemed to come when I most needed them. Artist Dr. Margaret Burroughs asked the question, “What will your legacy be? Wrisë’s will be that she set an amazing example of how to navigate the world as a person, an entrepreneur and a motivator.”

Patricia Andrews-Keenan

Chief Strategist

The Tallulah Group

NAMIC ELDP Class III

“I had the pleasure and honor of knowing Wrisë Booker for over 25 years. I can honestly say that I have never known a finer human being or a more beautiful soul. She was a shining light of optimism, grace, kindness, humor, humility, compassion and love. Love in action... Love personified. Wrisë was the person we all hope to be.”

Ann R. Carlsen

Founder & CEO

Carlsen Resources, Inc.

NAMIC Board of Directors

“My heart sank when I received a call about the untimely passing of Wrisë Booker, whom I considered to be a mentor and friend. Wrisë and I came into initial contact about 10yrs ago when I held a board position for the NAMIC-Carolinas chapter, but it was only 5 yrs. ago that I truly got to experience her amazing gifts and talents as part of NAMIC Mentoring Corner Calls, she spearheaded. Wrisë not only led the team on these calls but provided us with the tools necessary to navigate the corporate water each of us traverse in. She would always say to us, ‘Don’t Forget to Carry Your Brag Bag with You Daily.’ You will be missed my dear friend but definitely not forgotten, RIP!!”

Garth David

Director, Business Planning

Charter Spectrum

NAMIC-Atlanta Chapter Advisor and Leadership Seminar Graduate

“How do you describe a shining light that draws you in from the moment you meet her? Anyone who has ever met Wrisë Brooker knows what I mean. Her passion, her smile, her ability to listen, her ability to teach, her ability to make you feel like you are the only person in the room even when there are 50 other people sitting nearby. Wrisë was responsible for developing the Emma Bowen Foundation’s Link Mentoring program, the Foundation’s Supervisor’s Toolkit and the Fellows’ Career Guide. For more than a decade, she touched the lives of Emma Bowen fellows, mentors, staff and sponsors. She will be sorely missed but her legacy will live on.”

Phylis Eagle-Oldson

Former President & CEO

Emma L. Bowen Foundation (1999-2014)

“Wrisë was emblematic of what it means to be a sponsor, mentor, and teacher. When she spoke you listened, when she encouraged you leaned in, and when she created opportunities for you, you embraced them. I am blessed to have crossed path with her.”

Bernard Guinyard

Head of Diversity & Inclusion

Goodwin

Former NAMIC Mentorship Program Manager

“Dear Wrisë, I will always remember you for your style in every sense of the word. From the moment I met you, as a fellow woman business owner, I became a student of your professional presentation. Though I never had an opportunity to work with you, I admired and studied you from afar. You exuded confidence, wisdom, excellence, and class, a kind of maturity that is precious and rare. While at a NAMIC Annual Awards Luncheon, I remember when you walked up to me with a wide smile to tell me, ‘I love your top. I would wear that.’ To this day, that I would even remark on this illustrates what that simple blessing from you, a beautiful African queen meant to me. ‘Wrisë loved what I was wearing!’ I have held my head a little higher since that day. That is one of the many ways that you mentored self-esteem as a role model though you may not have even been aware that you did. It was years later that I made the connection that you were Ed Dugger’s sister who I know in a completely separate world of a social impact economy where Ed is similarly respected as a phenomenal leader. But of course, you would be siblings. You are both of an exceptional ilk. My heart is broken at the loss of one of the truly great humans in our community. May you rest in peace and power, Wrisë. My deepest condolences to Wrisë’s family, friends, colleagues, the NAMIC community, and all who knew her and were touched by her beautiful spirit.

MaryAnne Howland

Founder & CEO

Ibis Communications

NAMIC Multicultural Marketing Committee

“As she was to so many, Wisë was a North Star in both my life and my career in the cable industry. She recruited me to join Times Mirror Cable as a Kaitz Fellow; invited me to become a charter member of NAMIC-Southern California; and, 11 years later, became my employer at Reid Dugger Consulting Group as I began my stint as NAMIC's first-ever, full-time executive director. She even shepherded us back home from New York to LA after the attacks of 9/11. Despite our geographic distance in later years, Wisë and I remained in touch. Our conversations or visits were rarely brief or without an aha moment. She was a nurturer by nature and once the pleasantries were exchanged, she was genuinely interested in peeling back the layers to see how you were doing. Her bold presence, soothing voice and inimitable style notwithstanding, I shall always remember Wisë for her humility; her unflinching optimism; her whimsical nature; and her love for Christmastime, the color purple, and her poodles. The world is certainly less magical without her.”

Kathy A. Johnson
Chief Operating Officer
Digital Diversity Network
Former NAMIC President (1998-2011)
NAMIC ELDP Class I

“Wisë’s message was always, “Lead from your heart.” There was not a development strategy or mentoring strategy she ever championed that didn’t begin with getting in touch with who you are at your core and then connecting with others from the power and the humility of self-awareness.”

Jim Jones
Executive Coach
Former Head of NAMIC Education Programs
NAMIC ELDP Class V

“Wisë Booker was our rock. Her passion, her wisdom, her expertise, her insights were the foundation NAMIC was built on. She was there for us as the organization grew from an inspiration an industry powerhouse. To those of us who worked with her, she was a counselor, a teacher, motivator and a friend. Her legacy is not just NAMIC, but all the careers helped, content created and progress that we have made in this industry.”

Joseph Lawson
Content Strategy and Acquisition
Verizon
Former NAMIC Board of Directors

"Wrisë once told me 'Don't lament that which was. It's there for a reason, for better things to come.' I'll be forever grateful for all her words of advice and encouragement over the years. I first met Wrisë through a mentoring initiative (iLink) 10 years ago. At that point in my career, she taught me how to think differently about my career, how to succeed, and even about myself. I learned so much from her and am fortunate that I met her early on in life. Throughout my interactions with Wrisë since, she's always been a constant champion of the Emma Bowen Foundation and its scholars - always offering exceptional professional guidance, mentorship, and a listening ear. I can't thank her enough for helping me in my career. Wrisë- I want to thank you for your light, energy, and friendship. You are missed dearly."

Delia McGee

Sr. Business Analyst

NBCUniversal

Emma Bowen Foundation Scholar

"In remembrance of Wrisë Booker, one of the things I admired about her was how she connected with people in general. She was a very calming spirit with a brilliant mind! She was never judgmental but had a unique way of working with you to reveal your best attributes as a professional. When I worked with her as a NAMIC Mentor in earlier years, her ability to match me with an amazing mentee (Ivy Foster) was incredible. She took those same attributes she saw in me and matched them perfectly to a young lady, who still amazing me today with her accomplishments. She will be well remembered for her incredible work as a NAMIC professional, particularly for the mentoring program. Thank you Wrisë and rest in peace for a job well done!"

Joyclan Sumpter

Cloud Cost Analyst Lead

The Weather Company

Former NAMIC-Atlanta Chapter Officer

NAMIC ELDP Class XIII

"I had the pleasure of working with Wrisë at many NAMIC sessions. She was witty, smart, beautiful and had a great deal of wisdom. Her presence made you want to be with her and learn as much as you could. I will never forget the laughs and her beautiful smile that shared. Wrisë will be missed, but never forgotten. Rest in Peace".

Vicki Wright-Hamilton

Executive Technology Consultant

NAMIC Conference Speaker