

STRIVING TO BE THAT "SOMEBODY" WHO CARES

A profile of NBC-10's Tracy Davidson: IDEAS Expo Keynote Speaker



NBC-10's Tracy Davidson

By: Gayle Crist Shisler

Who do you turn to when you have a problem and need to find somebody out there who really cares? Well, Tracy Davidson—consumer reporter and anchor of NBC10 News at 5 and NBC10 "Survive and Thrive" on Wednesdays at 5:30—is hoping that "somebody" will be her. For more than 25 years, the Emmy Award-winning broadcast journalist has been helping people solve all types of problems.

Partly as a result of growing up in a household with domestic violence but predominantly because of her strong Catholic faith, Tracy has always had compassion for people who are struggling. She began giving time to organizations that helped distraught mothers when she was in her 20s in Syracuse, New York. "I volunteered at a shelter for women who were stressed and feared they might harm their kids," she says. "We took care of the children while the women de-stressed."



Tracy Davidson with local singing sensation Timmy Kelly

One of the places she volunteered was Vera House, a battered women's shelter founded by Catholic nun Sister Mary Vera. And, despite a long list of other awards earned in recognition of her personal and professional achievements over the years, Tracy says she is proudest of the Sister Mary Vera Award she received in 1992, at age 29, for her dedication to community service to women and children. As she puts it: "That was a huge honor!"

Personally and professionally, Tracy is tirelessly devoted to helping others. In addition to her past efforts helping battered women, she is a staunch supporter of the fight against breast cancer (since her mother is a survivor), sat on the Board of Directors for the March of Dimes, and served as honorary chair of that group's WalkAmerica event for several years. And she's made quite a difference for people as a consumer advocate at NBC as well.

After joining the station in 1996, she quickly became known as someone passionate about helping consumers and making the Delaware Valley a better place to live and thrive. "Our mission at NBC," Tracy says, "is to help people get through the red tape so they can make better decisions for their money and their lives."

As news anchor, she delivers comprehensive daily consumer reports and regularly hosts community events to empower consumers in the Greater Philadelphia area, the Lehigh Valley, South Jersey and Delaware to make informed decisions for managing their money, careers and personal information. Examples include The Great Shredder Event (to dispose of sensitive personal information), the Money School (to learn budget maintenance, student loan management, and credit card protection measures), and the Jump-Start Your Job Hunt Event to help people find new jobs.

In line with that, a recent report on the "Survive and Thrive" segment of her news program called "Rev Up Your Resume" offered assistance

from resume experts and job consultants as well as a live crawl at the bottom of the screen listing job openings. As a result of that crawl and the resume assistance, one male viewer got a new job within just six weeks. To Tracy, that's really rewarding. "We want to be part of the solution for people," she says. "I love it when we get e-mails, Facebook posts, and tweets at NBC's website and calls at our Consumer Alert Hotline, and we can actually help people with their issues!" In addition, her website (www.tracydavidson.com) helps folks worldwide keep up with the latest consumer news and make educated financial decisions.

Tracy's "Money School" seminar series has been very popular during the recession. It is designed to make people "Ambassadors of Accurate Information," so they can avoid credit card scams, learn how to save more, make smart money decisions for their families, and find reputable credit score information online. She emphasizes that www.annualcreditreport.com is the ONLY site that actually offers free credit reports, even though other services claim to be free.

Along with the aforementioned community service awards, Tracy has earned many notable career distinctions as well. The Women in Communications professional association named her "Communicator of the Year" in 1995; she was presented with the "Woman of Distinction" award from the *Philadelphia Business Journal* and the National Association of Women Business Owners in 2004; she received the Mid-Atlantic Emmy Award for "Outstanding Service News" in 1999 and for "Best News Anchor" in 2008; and her alma mater—Temple University—gave her a Diamond Excellence award in 2009 to celebrate her outstanding business achievements.

Tracy's successful career began in 1981. She spent five years working at radio stations in Upstate New York before being hired at the CBS affiliate in Syracuse in 1986. After 10 years there, she started at

NBC10. And she looks forward to new professional endeavors in the years ahead. Having recently earned a certificate in religious studies, she plans to pursue a second career as a pastoral counselor. She'd also like to be a motivational speaker, helping women improve their lives and empowering them to achieve their dreams.

Her keynote speech at the 2010 IDEAS Expo and Women's Conference on April 21st in Ivyland will be an example of Tracy at her motivational best. Her topic will be "Work-at-Home Jobs That Work," aimed at helping attendees understand what kind of person is best suited for working at home, how to avoid job scams, and how women can quiet the negative voices of self-doubt in their heads that derail them from their entrepreneurial goals. As Tracy says, "Women call me all the time asking how they can help their families by working at home and how to ignore the naysayers and keep believing they can do it. I advise them to surround themselves with positive, supportive people and not to let anyone tell them they can't!"

She firmly believes in listening to your heart and removing negativity from your life. To do that, she recommends:

1. Spending less time with naysayer friends
2. Decluttering and simplifying your home and lifestyle
3. Eliminating self-imposed standards that hold you back
4. Replacing negative messages in your head with positive ones that inspire forward momentum

Tracy has certainly followed her own advice through the years. She balances mind, body and spirit in her everyday life with her dog, her friends, and her extended family. She eats "clean" by reducing the amount of processed food in her diet and ingesting less carbs, alcohol and caffeine...to keep her body operating at optimum efficiency. She works out regularly and—most importantly—strives to make enough time in her day to pray, which she says is the one thing that keeps her centered when life gets chaotic. To that end, she sets aside a few minutes for prayer early in the morning and before bed. Connecting with spirit is a huge part of who she is.

"I love helping people, and I look forward to accompanying them on their spiritual journey as a counselor," she muses. "I work every day to ensure that those who need help know there's someone out there for them. I want to be that 'somebody' who cares."



Tracy Davidson with Catherine Aboulhoda, 2008 national March of Dimes Ambassador

Join NBC-10's Tracy Davidson at the
4th Annual IDEAS Conference & Expo
April 21st, 2010, 9:00 am - 3:00 pm
Spring Mill Manor, Ivyland PA

Attend Dynamic Workshops (choice of 3 workshops!)
Meet and network with like-minded professional women

For more information
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