

# NIKE

# NEW YORK STATE women, INC.



NIKE

The official publication of  
New York State Women, Inc.

VOL. 60 ■ ISSUE 2

DECEMBER 2010

## NYS Women, Inc.

### Our Mission

To build powerful women  
professionally, personally,  
politically through  
advocacy, education and  
information.

### Our Vision

To be the  
leading advocate  
for working women.

Dated Material — Deliver Promptly

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## President's Letter

# Leadership & our future.

-from Mary Ellen Morgan

*"The future belongs to those who believe in their dreams."* - Eleanor Roosevelt

### **A dream come true.**

The New York State Women, Inc. Fall board meeting at Staten Island was a dream come true. Everyone who attended left with renewed excitement and the motivation to move our organization forward.

I'd like to extend a tremendous thank you to District II Director Theresa Fazzolari, Assistant Director Maria Barnas, Fall Board Chair Neale Steiniger, and Co-Chair Christine Donahue. Elaine Croteau designed a beautiful Fall board book (incorporating our new logo). Margherita Clemento handled registration. Thank you for the warm welcome and the great hospitality. And a special "thank you" to Marilyn Mannino for her help with our military speakers.

Command Sergeant Major Sylvia Laughlin, from Fort Hamilton Army Base, showcased the role of women in the military; her positive speech set the tone for the weekend. Our guest speaker at Saturday's lunch discussed the "Jessica Tush Act" legislation. This bill sponsored by Assemblyman Michael Cusick and State Senator Diane Savino would amend the Education Law for students in grades seven through 12. The goal is to provide healthier and safer relationships in the student's teen years and reduce dating violence. Our third speaker, Kay Persile of Persile Financial Group and an adjunct at CST, a local college, presented ideas on generational investments. Her speech generated a fantastic idea with our own members who are financial advisors and we hope to see a new plan developed within our organization.

### **New ideas, plans, and thoughts for our future.**

From our business meetings, many new ideas, plans, and thoughts for our future emerged. Past State President Linda Winston and District VIII Director Ramona Gallagher discussed strategic planning, which set the stage for a very productive work session. A fantastic PowerPoint presentation stimulated members, who then divided into groups and brainstormed ideas. The room was filled with energy and unique challenges.

Communication Chair Susan Mager Communications presented our new logo and reviewed the various ways

it should be used. She also provided some insights on our Web site. Membership Chair Elisa Serfass brought us up to date on technology. Everyone went away with some great ideas of how to use Skype. Game night gave way to great communication among our members. Thank you to District II for the fantastic weekend, great accommodations, superior food, wonderful sightseeing, and warm hospitality.

### **Encouraging women across New York State to join.**

Every meeting has included some sightseeing and I have also tried to get speakers from the local community to present at our meetings. My goal is to get the message out about NYS Women, Inc. Each time our group visits a community and invites speakers from that locale for our meetings, it is my hope we will encourage area women to become members of our local chapters. My hope is the sightseeing forays give our members the opportunity to see what New York State has to offer its membership.

### **Strong leaders develop a strong organization.**

NYS Women, Inc. is fortunate to have a strong leadership team developing our organization. Admired leaders are honest, cooperative, imaginative, and competent. Great leaders help develop an even greater pride in an organization. They create a spirit of cooperation and teamwork. A sense of ownership and personal responsibility guides them to enhance the total operation. A good leader follows through on commitments; listening to members' wishes and setting clear ideas based on those values. One learns how to communicate visions and make them real. A great leader is capable of making a difference and develops the leadership potential in everyone.

Leaders should be able to admit a mistake and do something about it. Positive thoughts bring success. A positive environment creates trust and openness. Strong leadership is guiding, conducting, or managing the activities of the group. A true leader has the confidence to stand alone, the courage to make tough decisions and a true compassion to listen to the needs of others. We have such leaders who will establish a road map to building a successful organization for our future.

*Continued on page 12*



# Calendar of Events

## 2010

### December

15 Deadline: *Communicator*

## 2011

15th of each month: Deadline: *Communicator*

### January

15 Deadline: to submit info for *NIKE*

### March

#### Women's Herstory Month

4-6 Winter Board (host District VI)

15 Deadline: to submit info for *NIKE*

### April

11 Equal Pay Day

### June

3-5 Annual Conference (host District IV)

### July

15 Deadline: to submit info for *NIKE*

### August

31 Women's Day at the NYS Fair

*Please copy these dates into your calendar!*

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*NIKE* is a quarterly informational magazine for New York State Women, Inc. members and other professional women. Published 4 times per year (September, December, February/March and May). Circulation: approximately 1200. Payment must accompany all advertisement requests. *NIKE* reserves the right to refuse to publish any advertisement.

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**POSTMASTER:** Please send address changes to *NIKE* Editor, 295 Weimar Street, Buffalo, NY 14206-3209. RETURN POSTAGE ACCOUNT at Buffalo, NY Main Post Office 14240.

**NIKE Volume 60, Issue 2  
December 2010**

**New York State Women, Inc.  
President, Mary Ellen Morgan**  
E-mail: Dmmea@aol.com

**NIKE Editor, Linda Przepasniak**  
295 Weimar Street  
Buffalo, NY 14206  
Phone: 716-823-5086  
E-mail: NIKE@nyswomeninc.org

**Associate Editor, Ramona Gallagher**  
(Chapter and District Stories)  
1217 Delaware Ave., Apt 807  
Buffalo, NY 14209-1432  
E-mail: NIKE@nyswomeninc.org

**Production, Joyce DeLong**  
Insty-Prints Business Printing Services  
3959 Union Road • Buffalo, NY 14225  
E-mail: JDinsty@roadrunner.com

**Business Manager, Susan M. Fayle**  
554 Tacoma Avenue  
Buffalo, NY 14216  
Phone: 716-832-2179  
E-mail: NIKEmgr@nyswomeninc.org

**NIKE Advisory Board**

Linda Przepasniak, Editor  
Ramona Gallagher, Associate Editor  
Susan M. Fayle, Business Manager  
Sue Mager, Communications  
Renee Cerullo, Public Relations Vice-Chair  
Mary Ellen Morgan, President, ex officio  
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Bronze Boosters: \$5.00 – \$24.00

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**Back Cover**

1 issue: \$600 • 4 issues: \$2,000

**Inside Front Cover**

1 issue: \$400 • 4 issues: \$1,400

**Full Page**

1 issue: \$300 • 4 issues: \$1,000

**Half Page**

1 issue: \$150 • 4 issues: \$500

**Quarter Page**

1 issue: \$75 • 4 issues: \$250

**Eighth Page**

1 issue: \$37.50 • 4 issues: \$125

## From the Editor



### The True Meaning of the Season...

It's ok...just sit and breathe. This is the time of year when we kick into the "holiday craziness" with the never-ending "to-do" list. I don't know about you, but Christmas music on the radio stations weeks before Thanksgiving is really annoying and every day in the mail I get a myriad of discount coupons urging me to take advantage of the "biggest sale of the season." So far, the biggest sale of the season has been every week! Every year I tell my husband that we're going to cut back on the outdoor decorating, but he always manages to show up with a new string of lights. This year it's the LED lights that are replacing the old C-9 bulbs. However, instead of finding a new home, the old lights have managed to find their way back into the green and red storage tote along with their companions... strings and strings of clear mini-lights... enough to light up the Rockefeller Center Christmas tree!

I'm sure we all have our quirks when it comes to celebrating the holidays. Nevertheless, the true meaning of the season is friendship and love. And we do it year after year, stringing the lights, baking the cookies, wrapping the presents and enjoying time with friends and family. I always look forward to our NYS Women, Inc. Chapter holiday gathering. We remember and reminisce the old times, catch up on the latest comings and goings and enjoy a laugh or two. And we do it year after year.

NYS Women Inc. is a success story in the making. This year, and every year thereafter, we have the opportunity to expand our circle of influence. We have the potential to be strong and viable, building our chapters and creating an organization representative of the women we serve. Friendship is important. So let's build upon the friendships we have made, use those friendships to support each other; and, together take action to create positive change for women throughout New York State.

On behalf of the entire NIKE team, best wishes for a happy holiday and a prosperous 2011! Thank you for your continued support and contributions.

*-Linda Przepasniak, Editor*

### Next NIKE Deadline is January 15, 2011

Please put NIKE in the "subject line" when e-mailing materials to Linda Przepasniak. Published material must be accompanied by a letter from the publisher giving permission to republish and the credit line required to be included with the article. Articles for NIKE are usually 100 words (for chapter news) and 1,000 to 1,500 for features. If you rewrite the article using quotes, please designate where the reader can get the full copy.

## Women Who Helped Build the Empire State

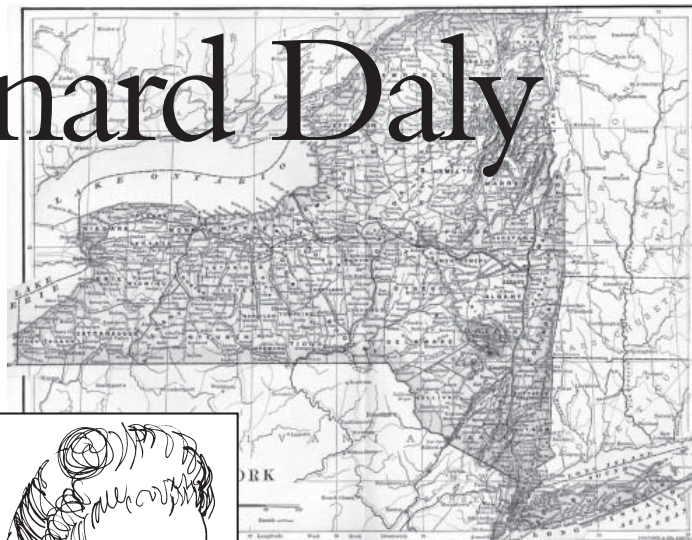
# Marie Maynard Daly

by JoAnne Krolak, Vice Chair, Women's History Month

Marie Maynard Daly was born in 1921 in Corona, Queens, in New York City to Ivan and Helen Page Daly. Mr. Daly was an immigrant from the British West Indies. In his youth, Ivan Daly dreamed of becoming a chemist and had won a scholarship to Cornell University to study chemistry. However, financial difficulties cut short his aspirations and Ivan dropped out of Cornell after one semester and later became a postal clerk.

Marie's mother read to her children and her grandfather had an extensive collection of books. These combined to make an avid reader out of Marie. She was particularly drawn to works on science and scientists. Marie's parents supported her in her desire to study the sciences. The all-female faculty at Hunter College High School encouraged Marie's interests and acted as role models of women in academic careers. After graduation from high school, Marie entered Queens College, where she majored in chemistry. Marie then attended New York University, where she obtained a master's degree. At the same time, she worked as a laboratory and teaching assistant at Queens College. Knowing that her career options would be limited without further study, Marie entered the doctoral program in chemistry at Columbia University, where she studied under Mary Caldwell. As part of her studies, Marie researched how compounds produced in the body affect and participate in digestion. When Marie completed her dissertation in 1947, she became the first black woman to earn a Ph.D. in chemistry.

After obtaining her doctorate, Marie worked as an instructor in physical science at Howard University. In 1948, Marie received an opportunity for postdoctoral research when she was offered an apprenticeship with Dr. Alfred Ezra Mirsky at the Rockefeller Institute of Medicine (now Rockefeller University). Marie would have to find her own funding to support this research. The American Cancer Society awarded Marie a grant, which permitted her to pursue the research. During Marie's time at the Rockefeller Institute, she and Alfred



Mirsky studied the cell nucleus and how proteins are constructed within the cells of the body.

In 1955, Marie returned to Columbia University, where she took a job teaching biochemistry at the College of Physicians and Surgeons.

She also worked with Dr. Quentin Deming on the chemical mechanics of heart attacks, artery metabolism and the connection between high cholesterol and heart attacks. Their studies revealed that a high level of cholesterol contributed to blockages of arteries that supply oxygen to the heart. Marie also studied the effects of sugar on the coronary arteries and what impact smoking had on the lungs.

Five years later, the two moved to the Albert Einstein College of Medicine at Yeshiva University and continued their work together. Marie studied the effects of aging on the circulatory system and became first, an assistant and later, an associate professor of biochemistry at that institution. In addition to her teaching duties, Marie also worked to increase the number of minority students in medical school and the sciences, and served as an investigator for the American Heart Association, a cancer scientist with the Health Research Council of New York and was a member of the board of governors of the New York Academy of Science.

Marie Daly stayed at Yeshiva University until her retirement from that institution in 1986. In 1988, Marie started a scholarship fund in her father's memory at her alma mater, Queens College, to support minority students in the fields of chemistry and physics.

# The Power of Perception: The Energizing, Inspiring Women of

**You just knew it was a good Fall Board when I came home with laryngitis.** Yes,

by Sunday evening, I could barely speak above a whisper and it was four days before I had a voice. Those of you who know me know how difficult that was for me. You could say I like to talk...okay... I love to talk!

But what you may not have known is that, for the last year and a half, I've been battling depression. It wasn't something I discussed with anyone other than my husband and a couple family members. You see, in August 2008, when my youngest son was just 6 months old, I injured my back. Living in constant pain with no effective relief has taken its toll on my life. My business and personal relationships have suffered and I fell into a deep depression.

I cannot put into words how helpless I've felt. Countless doctors have given me their "opinions" about my back. I've been tested, retested, and tested again. I've had more treatments than I wish to count, all with very little relief. I was told time and again that I'd just have "to learn to live with it." Recently, I met a new pain management doctor and a new orthopedic doctor who've finally given me hope. But, despite this, my depression has lingered.

People who know me know that I am usually an eternal optimist. I always "look at the bright side" of even the most devastating situations. When my father passed away at the young age of 54, I told people how blessed we were to have had him for *that* long. I always made the



## New York State Women, Inc.

-by Elisa Serfass  
Second Vice President  
State Membership Chair

point that even though he had a hard battle at the end, we had the time and opportunity to share everything we needed to say. In the end, my father truly did die at peace, and that's a gift I am thankful for every day. That's what I mean. Only an eternal optimist can look at the loss of a parent like that.

I thought I hid my depression well – I wore the costume of "everything's great" at home, at work, and everywhere else. There were some people I could never fool: my husband, my best friend, my stepsister and,

of course, my Mom. Many of you may be dismayed. I know some of you may feel hurt that I didn't confide in you, but please don't. This was a struggle I felt I had to face by myself. I read self-help books and took antidepressants, but nothing seemed to help. For some reason, I couldn't bring myself to seek counseling, although I knew it would help. It was as though taking that step would be like admitting I couldn't do this on my own.

And then came this year's Fall Board...

When we encourage women to come to state meetings, we talk about the speakers, the business, and the networking opportunities. These are all valid, wonderful reasons to go to these meetings, but for me, it has always been about the sisterhood. While we were together at Fall Board, I realized how blessed I am to know so many inspiring, strong, soulful Women from across the state. These are Women who speak their minds, who stand up for their beliefs, who have strong morals. These Women have lived full – sometimes difficult lives – but are still experiencing life to the max. These are Women from whom I have learned so much, who I consider among my dearest friends, and the most important people in my life. While I don't talk to or see many of them regularly, I look forward to seeing them at our meetings. These are Women I would have never met if it hadn't been for NYS Women, Inc. Even my best friend, Robin Allen, who is always my roommate and traveling companion at meetings, (who I do talk to almost every day), is someone I met at my first local meeting.

Being with these Women has literally changed my perspective. We never once discussed my depression. It wasn't about that; it was about the connection while we spent time together. We talked about our families, our careers, and our dreams. We talked politics, business, and about NYS Women, Inc. The meeting part of the Fall Board weekend was also great. Linda Winston and Ramona Gallagher did a fabulous workshop on strategic planning, encouraging us to think outside the box and re-examine our organization. We walked away from the meetings inspired, energized, and somehow "synchronized." As a group, we have an action plan and ideas to move us forward and drive our organization to the next

level.

I came away from Fall Board with not just a HUGE to-do list, but also a new perspective on my life. I realized while I spent time with these wonderful ladies, talking over a meal or a drink, I missed who I was *before* my depression. By the time we pulled into Binghamton, I realized I was no longer putting on an act; that everything was great. I have so many blessings in my life to be thankful for. I will no longer allow my struggles with my health to control me. So many times we hear "fake it till you make it." It's so true. No, my back was not spontaneously healed over the weekend. (Although dancing with the girls actually did help a lot.) I'm not a medical marvel, but my *perception* healed. I may still have some bumps in the road, but now I know I'm not alone.

The greatest test was when I went to a family picnic later that Sunday. My stepsister, who has been asking me for the last year and a half "Are you okay? You don't seem like yourself," said to me, "Wow, it's good to have you back!" I don't know where I've been, but I know where I am now and where I am going to continue to be.

Since I left my voice in Staten Island (literally), I can't call all these women to thank them for being the inspiring, energizing, wonderful women they are. When I started to write letters thanking them, I realized I would inadvertently overlook someone...and there are too many to list them all. So, on behalf of my family and myself, I'm taking this opportunity to thank all of the women I've met through this organization, – THANK YOU FOR BEING YOU – THE MOST WONDERFUL GROUP OF LADIES IN THE WORLD!

Being with these Women has literally changed my perspective. We never once discussed my depression. It wasn't about that; it was about the connection while we spent time together. We talked about our families, our careers, and our dreams. We talked politics, business, and about New York State Women, Inc.

*Elisa Serfass is a member of the Greater Binghamton Chapter. She lives in Vestal with Brian, her husband of 10 years, and sons Nathan, 7 and Hunter, 2. Elisa is a managing partner of LifeStages Financial Management, an office of MetLife and works primarily with retirees for income planning.*



## Feature: Personal Development

**Healthcare reform promises to offer health insurance coverage to a wider variety of Americans, but it doesn't mean healthcare is going to become cheaper, at least not in the short term.** A September study by Hewitt Associates notes that 2011 health care cost increases will be at their highest levels in five years with an average 8.8 percent premium increase for employers, compared to 6.9 percent in 2010 and 6 percent in 2009.

Hewitt said the average total health care premium per employee for large companies will be \$9,821 in

2011, up from \$9,028 in 2010. The amount employees will be asked to contribute toward this cost is \$2,209, or 22.5 percent of the total health care premium – this is an increase of 12.4 percent from 2010 levels, when employees contributed \$1,966, or 21.8 percent of the total health care premium.

And consider this – average employee out-of-pocket costs, such as co-payments, co-insurance and deductibles, are expected to be \$2,177 in 2011 – a 12.5 percent increase from 2010 (\$1,934). These projections mean that in a decade, total health

care premiums will have more than doubled, from \$4,083 in 2001 to \$9,821 in 2011. Employees' share of medical costs – including employee contributions and out-of-pocket costs – will have more than tripled, from \$1,229 in 2001 to \$4,386 in 2011.

So what can you do? You need to make a big change in your mindset about what you spend on healthcare, no matter how great your coverage. Increasingly, people will need to shop for healthcare coverage and services much like they comparison-shop for food and merchandise.

# Strategies to Keep Your Healthcare Spending Under Control

-provided by the Financial Planning Association® (FPA®) of Western New York

Employers and insurers will continue to shift costs to individuals for a variety of healthcare services, and though the initial adjustment might be scary, those that get the hang of it early will become better at selecting healthcare overall.

With the cost of medical care, it makes sense to get outside advice. A qualified financial planner can discuss all medical issues you have as part of your financial planning process. But here are some potential money-saving ideas to consider in the future:

- **Do a procedure price-check:** Yes, it's possible to know what procedures cost in your area. When time is of the essence, many individuals and families simply want medical procedures done only to find shocking cost numbers later. It's absolutely appropriate to talk through

the various cost factors of operations and treatments at the time you're discussing the medical benefits of that treatment. In fact, the question, "Why does it cost so much?" is a way to get doctors to fully justify their recommendations on care and to find out if they also might suggest treatments that are just as effective but significantly less expensive. There are also online resources that might help you make a decision including Healthcare Blue Book ([http://www.healthcarebluebook.com/page\\_Default.aspx](http://www.healthcarebluebook.com/page_Default.aspx)), a nationwide site that offers averages on hundreds of medical, dental, laboratory test, surgical and medical equipment costs by zip code. At the very least, these services offer ways to start the pricing discussion.

- **Plan your FSA strategy:** Health-care reform has made some changes to flexible spending accounts

Scrutinize your bills: When it comes to medical billing, mistakes get made, either intentionally or unintentionally. Talk these issues over with

(FSA) for 2011. Starting in 2011, employees will no longer be able to use FSA money for non-prescription drugs (except insulin). FSA coverage for children, however, has expanded. Employees can use funds to pay medical costs for any child who is under the age of 27 by the end of the year. However, there will be lower contribution limits in the future. In 2011, employers are permitted to allow contributions of up to \$4,000 in FSAs, but that limit will shrink to \$2,500 in 2013 – so employees planning expensive procedures might want to stockpile funds there now.

- **Take responsibility for your own health:** Want to save money on health-care overall in the future? Lose the weight. Quit smoking. If you have a history of family disease, start examining those risk factors now.

- **Involve your doctors in your affordability quest:** Yes, there are some doctors who charge a lot of money to do what they do. That doesn't mean they won't fight for you if you need a procedure and you can't afford it or your insurance won't pay. Hospital administrators listen to doctors who bring patients to their institution, so work together.

- **Put your health insurer to work:** The best time to understand your insurer's advocacy processes – assuming they exist – is well before you need them. Call your claims department and ask how they advocate for insured customers if a procedure bill comes in too high. Obviously, if you do your due diligence on average fees before you need a procedure this will be less of an issue, but it's important to know if your insurer will work with you to audit and negotiate a hospital bill if your out-of-pocket numbers come in high.

- **Scrutinize your bills:** When it comes to medical billing, mistakes get made, either intentionally or unintentionally. Talk these issues over with your insurer and go back to the practitioner or institution to get clarification and demand an audit if necessary.

- **Get advice from the state:** Some states have very

your insurer and go back to the practitioner or institution to get clarification and demand an audit...



stringent laws governing health insurance and medical costs; some don't. Read as much as you can about how your state insurance and medical licensing departments operate and find out what you can about their role as patient advocates.

- **Question follow-ups and other procedures:** Whenever tests or visits are necessary, politely ask why. Everyone's situation is different, but make sure you have a justification for any cost move you make.

- **See what cash can do:** If your insurance won't cover particular procedures, see if paying with cash can get you a discount with the institution or practitioner.

*This column is provided by the Financial Planning Association® (FPA®) of Western New York, the leadership and advocacy organization connecting those who provide, support and benefit from professional financial planning. FPA is the community that fosters the value of financial planning and advances the financial planning profession and its members demonstrate and support a professional commitment to education and a client-centered financial planning process.*

## Feature: Professional Development

# If You Want Something Done Right, Give It to Your Staff

by Mary Ann Rogers

At one time or another in our careers, we will likely experience a boss who “micromanages.” If you’ve had this experience already, you know its effects are stifling. It’s difficult, to say the least, to work under a person who over-controls, hovers, and just plain too often interferes with our work.

However, for some managers, self-identifying micromanagement behavior can also be difficult, especially for those newly promoted or adapting to leadership positions. Naturally, we all want to properly develop and nurture our staff members, and be available and involved in their professional well-being. Yet good managers know that trusting subordinates’ judgment and leaving them alone to produce quality work is vital for a healthy, satisfying work environment, as well as the success of the manager’s career.

Craig Chappelow, senior manager of assessment and development resources at the Center for Creative Leadership, explains that his organization has been studying the phenomenon of executive derailment since 1983. Specifically, his Center tries to learn about specific behaviors that can lead to an executive being fired, demoted or passed over for promotion. In one recent North American study conducted by the Center, the leading reason for derailment was the inability to develop or adapt, especially during a promotion to a senior-level position. Although a hands-on, detail-oriented style often works well on a junior level, senior managers are expected to be less concerned with the day-to-day detail and more focused on the big picture when motivating team members to perform. Someone who habitually micromanages underlings, then, will certainly have problems with this aspect of adaptability. (Chappelow, C., as quoted in “The Micromanager”



Harvard Business Review, 2004)

So, how do we determine the difference between setting (and reinforcing) clear direction and micromanagement? The first place to start is to have an honest discus-



sion with yourself about how you feel and go about the delegation of responsibility in your workplace. Delegation makes many managers uneasy, as noted in a recent article entitled “Delegating with Confidence: Avoid Being Overworked and Overwhelmed” (Harvard Business School Press). And from this unease stems micromanagement tendencies. To determine whether you are prone to lapsing into a micromanagement style, ask yourself the following:

- Do you fear losing control of your staff and their projects?
- Do you believe it’s more efficient for you to do most jobs yourself, especially when subordinates hit obstacles or get “stuck”?
- Do you feel more comfortable having things done “your way”?
- Do you intervene with subordinates’ work more frequently when you are under stress?

If you’ve answered “yes” to the above, it’s time to think about the effect such behavior can have on employee morale and your workplace climate on the whole. Other signs that may indicate your style is one of micromanagement include:

- Frequent intervention in projects assigned to others
- Second-guessing staff decisions and personally reworking assignments

- Delegated assignments that are often incomplete and with missed deadlines
- Direct reports feeling that they lack the authority or resources to complete assignments
- Low morale and rising staff turnover

Quite simply, every manager must learn to share control and empower others to manage and “own” their

- Build a sense of shared responsibility for the unit’s overall goals.
- Follow up, monitor and provide feedback.

In more extreme cases, managers may be advised to seek executive coaching to help understand his or her reasons for over-controlling others’ work. Usually, a bit of self-awareness can be hugely beneficial in constructing new methods for working with subordinates.



projects. If not, employee confidence may begin to erode and negative patterns will likely emerge, leading to lack of employee engagement and “learned helplessness.” Not surprisingly, those working under such scenarios often begin looking for new jobs.

If confidence in your staff is an issue, start by delegating smaller tasks. This will allow your subordinates to build confidence gradually. Need to have things done your way? Through the execution of proper communication and training, subordinates should be able to meet your standards and preferences. Make it clear to your staff that your role is to support them in making decisions for themselves. Then, step out of the way to avoid undermining their efforts and potential.

Other positive delegation behaviors can be developed by following a few guidelines:

- Be very clear on what you want done, and on when and how results will be measured. Ambiguity and poor communication on your part will lead to a disappointing experience for both parties involved.
- Develop trust in less-skilled staff members by delegating very structured assignments. Then, provide the support they need to develop increased competence.
- Whenever possible, delegate an entire project or function, not just a small piece. This will increase motivation and commitment.
- Maintain open lines of communication. Say “Let me know if you run into problems you cannot handle.”

Of course, not all tasks can or should be delegated. As a manager, you should retain responsibility for planning and directing your people, employee performance evaluations, complex negotiations and, other “non-assignable” tasks that depend on your circumstances.

Perhaps the greatest opportunity for growth and learning emerge from proper follow up and review at the close of an assignment. When a project is completed, candidly ask your subordinate(s) what went right and how things might have been worked through differently. Be sure to listen especially for information about the degree of freedom the employee had in completing his or her work. Be especially sure to recognize the employee’s achievements and provide positive reinforcement for tasks well done.

Remember, good employees appreciate opportunities for growth and take responsibility for important work. When their strengths, hard work and judgment are valued, a positive environment results for everyone. Empower them to their fullest, and use the time you formerly spent micromanaging for thinking about greater challenges

Sections of this article were adapted from the book, *Manager’s Toolkit: The 13 Skills Managers Need to Succeed*, Harvard Business School Publishing Corporation, 2004. The book may be purchased online at Amazon.com.

Mary Ann Rogers is an Adjunct Assistant Professor in the Department of Organization and Human Resources at the University at Buffalo, in Buffalo.



## Feature: Professional Development



# facebook®

## – What can I really do with it for my business?

by Renee Cerullo, President, Buffalo Niagara Chapter

there are so many ways that it can be used. You need to be creative and know your audience. Remember you need to be where your customers are. The biggest growing population on Facebook is now females ages 50-60.

First let me start out by saying there are cases that Facebook just might not work. It depends on your type of business. For businesses doing business to consumer it is a great opportunity to connect with your customers and potential customers. For businesses that do business to business it will be a hard sell. Other areas that Facebook might not be the best option are doctors and lawyers. Both of these professions need to be really careful on what they say and what their customers would say online. It is too risky for these areas unless they have someone monitoring it all the time.

Below are two examples of great uses of Facebook.

### **Susan G. Komen**

– <http://www.facebook.com/susangkomenfortheure>

This is a great example of fundraising and raising awareness on Facebook. On this web site their first page is their donation page or

their promotional page. Right now they are promoting a book. Users can click to order the book right on the Facebook site. When they are not doing a promotional campaign they are using this page to solicit donations (Join the Fight tab). People can donate right on their Facebook page. It's all about making it easy for the user.

### **RIT (Rochester Institute of Technology)**

– <http://www.facebook.com/RITfb>

This is another example of a great landing page. You feel that you are on their web site even though you are on their Facebook page. They have done something a little different by creating multiple Facebook pages – [http://www.rit.edu/social\\_media.php](http://www.rit.edu/social_media.php). They have a Facebook page for all the main areas of their college. This site has a lot of interaction from not only the college but also students.

### **Other options to use on Facebook**

E-Newsletters. Non Constant Contact Example - [http://www.facebook.com/WebsiteMagazine?v=app\\_17037175766](http://www.facebook.com/WebsiteMagazine?v=app_17037175766)

Constant Contact Example – <http://www.facebook.com/>

Facebook® is not just for keeping tabs on friends. It can also be used as a highly effective business tool. It's great for marketing your products, obtaining jobs and connecting with your customers. Facebook humanizes your business because people are buying from other people. Facebook is used to nurture your clients.

Facebook is similar to a business cocktail reception or networking event, but without constraints of time or space. It is more effective than live cocktail parties because there are no boundaries of time or space and other people can listen in easily and join in. Think of Facebook of a place of conversations. Instead of them being face to face they are virtual.

A common question I get asked is "What can I do with Facebook or how should I use it?" The truth is

# Facebook

Continued from previous page

NYSWBNC?v=app\_141428856257

On your Facebook fan page you can have people sign up for your e-newsletters. This is a great way to reach out to people that you would normally never reach.

Custom Facebook Tabs. E.g. - [http://www.facebook.com/WaltDisneyWorld?v=app\\_129802857069264](http://www.facebook.com/WaltDisneyWorld?v=app_129802857069264)

[http://www.facebook.com/ATT?v=app\\_17037175766](http://www.facebook.com/ATT?v=app_17037175766)

[http://www.facebook.com/kohls?v=app\\_4949752878](http://www.facebook.com/kohls?v=app_4949752878)

<http://www.facebook.com/target>

<http://www.facebook.com/BuffaloWildWings>

A Facebook Page is indexed by all the major search engines. It can have an actual Page Rank. That's why it's also important to create a tab that is rich in your keywords and links. This acts like a magnet attracting visitors from various search engines as well as providing valuable content. When a visitor arrives at your Page you have just seconds to get them to LIKE your page. If they don't push that "LIKE" button you've probably lost them forever. If they do, they have just given you permission to market to them in Facebook. The best way to do this is with a visually engaging Landing Tab. No matter how they came to your page (via Google Search, or a Facebook Link) you can mandate they go to a particular tab first, your Custom Facebook Landing Tab.

Vanity URL. You should obtain a Facebook vanity URL so that people can find you easily. A vanity URL is a short link to your Facebook page. E.g. – <http://facebook.com/rlcomputing>. You can set this up in your account settings. You only have 1 chance to determine what you want to use so choose carefully. You can set this up after you have 25 fans.

You should add your Facebook URL to your e-mail signature and any marketing collateral (business cards, etc.) so prospects can learn more about you.

Content. Share useful articles, links to presentations and valuable resources that interest customers and prospects on your wall, to establish credibility. Market your products by posting discounts and package deals. Give people a reason for telling the entire world that they like you.

The more you engage your fans, which could be as simple as asking your followers how they are going to spend their weekend or sharing a link of interest to your followers, the more visible your page is to your Fan's friends.

*Renee Cerullo is president of the Buffalo Niagara Chapter and owner of RLComputing. Contact her at [Cerullo@RLComputing.com](mailto:Cerullo@RLComputing.com) or [www.RLComputing.com](http://www.RLComputing.com).*



# President's Message

Continued from page 2

## **NYS Women, Inc. is moving forward.**

Congratulations to the chapters which have completed name changes and received charters: NYS Women, Inc. welcomes Saratoga Women, Inc.

Mark your calendars: District VI, Winter Board Chair Robin Allen and Co-Chair Karen Hunter are looking forward to greeting us at Watkins Glen on March 4, 5 and 6, 2011. "Leadership" will be the theme for the weekend. The NYS PAC, chapter Web sites, membership ideas, and strategic planning will enhance the weekend. The Youth Leadership Program is also planned – please do bring your high school juniors and seniors to this fantastic leadership program.

District IV members and Annual Conference Chair Amy Kellogg are excited about that the upcoming Conference 2011 will be held in downtown Albany June 3rd through 5th. "Networking" will be the theme for the Conference.

## **We are powerful women; join us.**

Have you read the October 18, 2010 issue of Fortune magazine? It has an excellent article, "50 Most Powerful Women," which includes a look at women in our global society. Many are international CEOs in their own right. What role models for our next generation!

Communications, leadership and networking can help women achieve a balance in their work, family, and community. Encourage women to help each other become a better person. Personal worth is essential.

Please attend future NYS Women, Inc. meetings and events – everyone across New York State should participate. Share ideas, programs and marketing skills. Look at what your communities need and have to share with others. Think about what you can do as a group to make New York State a better place for all women.

COMMUNICATIONS  
- LEADERSHIP - NETWORKING  
TOGETHER EVERYONE  
ACHIEVES MORE



# New York State Women, Inc. Winter Board 2011

## March 4 – 6, 2011

Watkins Glen Harbor Hotel • 16 North Franklin Street, Watkins Glen, NY 14891  
 Phone 607-535-6116 • Fax 607-535-6188 • www.watkinsglenharborhotel.com

### WINTER BOARD Registration Form

Send completed form and payment  
 (checks payable to NYS Women Inc.; memo WB 2011) to:

Debra Carlin, Winter Board Registration Chair  
 261 Cosen Rd. • N. Oxford, NY 13830

E-mail: [debracarlin@frontiernet.net](mailto:debracarlin@frontiernet.net) • Phone: 607-843-2114

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

CHAPTER \_\_\_\_\_ DISTRICT \_\_\_\_\_

PHONE: DAY \_\_\_\_\_ EVENING \_\_\_\_\_

E-MAIL \_\_\_\_\_

#### Registration Fees for All Attendees

- Advance Registration **\$25** due by February 1, 2011 *(Check enclosed)*
- Late Registration **\$35** due by arrival *(Check enclosed)*
- On Site Registration **\$50** upon arrival *(Pay at the door)*

#### Winter Board Meeting Meal Packages

- Weekend Meal Package (not included in hotel rate) **\$120** Includes Sales Tax and service fee.  
Includes Saturday breakfast, lunch and dinner; Sunday breakfast.
- Saturday Only Meal Package **\$80** Includes Sales Tax and service fee  
Includes Saturday lunch and dinner only.

#### Amount Enclosed

Registration Fee: \$ \_\_\_\_\_

Meal Package: \$ \_\_\_\_\_

Total: \$ \_\_\_\_\_

**Dietary Requirements:** (check all that apply; notify the server at each meal)

- Diabetic  Gluten free  Low Sodium  Lactose Intolerant
- Special Diet, please specify: \_\_\_\_\_

**Name Tag Information:** (Please check all that apply)

- State Officer  Committee Chair
- Past State President  First Timer
- Immediate Past State President  District Director
- State Parliamentarian  Assistant District Director
- State Historian  Guest
- Chapter President  NIKE Editor
- Committee Vice Chair  Member

### HOTEL Reservation Form

NEW YORK STATE  
**women, INC.** 

#### Watkins Glen Harbor Hotel

Arrival Date: Friday, March 4, 2011

Departure Date: Sunday, March 6, 2011

*Please note meal package will be paid directly to NYS Women, Inc via the registration form. This form will reserve your room only.*

#### Room Rates

- Single occupancy for 2 nights: \$288.96
- Double occupancy per person for 2 nights \$144.48

Roommate \_\_\_\_\_

- Reservations after Wednesday, February 1, 2011 will be provided based on space and rate availability.
- Rates **include** 8% New York State Sales Tax and 4% Occupancy Tax
- Rates are based on single/double occupancy
- Check-in time is 4:00 p.m. Check out time is 11:00 a.m.

#### Billing Information and Deposit

Name \_\_\_\_\_

Street Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

Daytime Phone \_\_\_\_\_ E-mail \_\_\_\_\_

#### Method of Payment

- Check Enclosed *Payments via check must be in full and received by hotel at time of registration.*
- Credit Card *Please include a copy of front and back of credit card with registration.*

Credit Card #: \_\_\_\_\_ Credit Card/Type: \_\_\_\_\_

Exp. Date: \_\_\_\_\_

Name on Card: \_\_\_\_\_

Cardholder Signature: \_\_\_\_\_

**RESERVATION FORM MUST BE RETURNED TO THE HOTEL BY FEBRUARY 1, 2011. LATE RESERVATIONS SUBJECT TO AVAILABILITY AND MAY BE SUBJECT TO DIFFERENT PRICING.**

MEAL PACKAGES PAID FOR SEPARATELY VIA MEETING REGISTRATION FORM.

# New York State Women, Inc. Winter Board 2011

## March 4 – 6, 2011



### VENDOR & EXHIBITOR Registration Form

New York State Women, Inc extends an opportunity to market and brand your products and services to more than 100 professional women from throughout New York State at our Winter Board Meeting.

Vendors must have a valid NYS sales tax number and collect appropriate sales tax.

To reserve a table, please complete the form below. Space is limited – reserve today!

**Reservation Deadline is February 1, 2011**

Exhibitor \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Contact Phone \_\_\_\_\_

E-Mail \_\_\_\_\_

Special Needs \_\_\_\_\_

Exhibit Description \_\_\_\_\_

#### VENDOR/EXHIBITOR RATE

**Saturday, March 5, 2011 • 9:00 a.m. – 4:00 p.m.**  
Harbor Hotel • 16 North Franklin St. Watkins Glen, NY 14891

NYS Women Inc. Member	- \$25.00	_____
Non-Member	- \$50.00	_____
<b>Total Enclosed</b>		_____

With my signature below, I assume the entire responsibility and liability for losses, damages and claims existing out of injury to person or property. The Watkins Glen Harbor Hotel does not provide security for the vendor areas.

Signature \_\_\_\_\_ Date \_\_\_\_\_

**Send completed form & payment (checks payable to NYS Women, Inc.):**

Kathleen Pernice, 570 Woodhaven Dr., Owego, NY 13827  
kath29@virtualforum.com • 607-687-5085

#### Other Marketing opportunities:

- Advertise in our Board Book. Meeting attendees receive a copy. For more info, contact: Ann VanSavage pvsava@stny.rr.com
- Reach more than 900 professional New York State Women: Advertise in *NIKE*, our organization's state-wide quarterly magazine. Contact: Sue Fayle, *NIKE* business manager at NIKEmgr@NYSWomeninc.org

### Support a Youth Leadership Participant

The **Youth Leadership Reality Workshop** for young women will be held Friday, March 4th and Saturday, March 5th, 2011 during the NYS Women, Inc. Winter Board. This unique program will give 20 young women the opportunity to participate in:

- "The Reality Store"
- Career panel
- Workshops
- Community service project

The participants will gain important life skills:

- Identify possible educational and career choices with corresponding income and lifestyles
- Learn skills for financial planning, including goal setting and decision-making
- Examine attitudes about careers, earnings and quality of life
- Make choices about how they will spend their money
- Examine how the choices they make today will affect their future

Your \$20 sponsorship gives a young woman an experience that could make a pivotal change in her future.

Please make your check payable to NYS Women, Inc. (memo: Youth Leadership). Mail by January 31, 2011 to: Jan Pollard • P.O. Box 449 • Greene, NY 13778

For more info: jankp@frontier.com

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 Yes! I want to sponsor a Youth Leadership Participant

Name \_\_\_\_\_

Chapter \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

Telephone \_\_\_\_\_ E-mail \_\_\_\_\_

## Chapter & District News

### Chadwick Bay Chapter – District VIII

*-submitted by Donnie Hover, assistant district director*

The Chadwick Bay Chapter announces the 12th Annual Getaway Weekend, February 4, 5, and 6, 2011, at the Clarion Hotel in Dunkirk, NY. Come to a fun-filled weekend of pampering, wining and dining, shopping and exercise. Friday night's wine and cheese party starts the festivities, followed by our casino fund raising night with local businessmen as our dealers.

The pampering starts on Friday night and concludes late Saturday afternoon. Have massages or facials, or maybe a manicure or pedicure will relieve the stress. Belly dancing, aquacise, Zumba, and pilates/yoga will return for the enthusiasts. Be good to yourself...have it all, including the famous Clarion Sunday brunch.

The cost of the two-night stay is \$149, and the pampering has to be prepaid and sent with the registration prior to December 29, 2010. The Saturday night banquet theme is "Famous Women" – come dressed as Susan B. Anthony, Queen Victoria, Amelia Earhart, or Eleanor Roosevelt!

The shopping expo will be truly extraordinary this year with wares ranging from jewelry and purses to pet parlor accessories to soaps and lotions.

To coin a phrase from my mother, "bring your glad rags and dancing shoes" and party with the best women in town. Bingo night is Saturday for those of us who are not willing to dance the night away.

If you are interested in a brochure, please contact Kathy Reed at Kareed02@hotmail.com or call Donnie Hover at 716-673-1045.

### Clarence Chapter – District VIII

*-submitted by Kathy Kondratuk, president*

First Vice President/Program Chair Kris Marusza announced the "Professional Success High Profile Speaker Series" to kick off our program year. In September, we heard from Mary Travers Murphy, executive director of the Family Justice Center, who discussed domestic violence. Our October speaker was the Honorable Margaret Szczur, Erie County Family Court Justice, who discussed her career in family law. In November, our speaker was Amy Moritz, sportswriter for The Buffalo News whose topic was "Tough Women Wear Pink."

Plans are underway for the club's (lucky!) 13th Annual Basket Auction to raise money for our awards and benefit fund. We are currently soliciting applications from area non-profit groups for grants to be awarded at the event to be held Thursday, April 7, 2011 at the Brookfield Country Club in Clarence. Local television meteorologist Mary Beth Wrobel will serve as celebrity emcee.

### CNY Professional and Working Women Chapter – District V

*-submitted by Maureen Fogarty, scholarship committee chair*



Left to right: Nancy Keoghan, president; Barbara Spears, vice president; Mary Ellen Morgan, NYS Women, Inc. president; Jean Candee, recording secretary; Judy McLeod (standing in for Karen Curtin), treasurer.

On April 20, 2010, the Central NY Chapter held its annual officer installation ceremony at Coleman's Irish Pub. We were joined by Mary Ellen Morgan, the state president, who performed the ceremony.



Left, Heather Harrison, scholarship winner with Maureen Fogarty, scholarship committee chair.

On June 15, 2010, our chapter presented a \$1000 check to Heather Harrison. The chapter awarded its annual scholarship to Heather after choosing her application from among others submitted. The applications were solicited from local colleges, from women who had been displaced

by the current recession and had returned to continue or further their higher education. Heather was displaced from a local factory in Cortland, New York and returned to college to complete a Bachelor's degree in Business Administration.

### Grand Island Professional Women's Chapter – District VIII

*-submitted by Mary Ann Shea, public relations chair*

Tricia Vacanti-Belter, Esq. chaired the chapter's 2010 Wine and Dine annual membership event on Wednesday evening, September 29, 2010, in the Sandy Beach Yacht Club



Event Chair Tricia Vacanti-Belter

## Chapter & District News

on Grand Island, New York.

The evening's festivities included networking, wine and food tastings, displays by members of their sale items and a silent auction. Approximately 35 members and prospective members attended and seven women joined that night.

Guest speaker was Erie County Commissioner of Public Policy Sawrie Becker. In that role, Commissioner Becker is also executive director of the Erie County Commission on the Status of Women. She works to provide quality services to assure fair and equal treatment of county residents. Commissioner Becker's discussion of her governmental roles included a report of the current status of women and girls in Erie County.

### **Professional Women of the Finger Lakes Chapter – District VII**

*-submitted by Teresa Pare, 2nd vice president, membership chair*

#### **Building Membership with Momentum (and chocolate)**

There were 12 of us left last December...some long-time members, some relatively new...all wondering where the club would go from here. We knew the club had a lot to offer, that it was a worthwhile endeavor and that we wanted to see it continue. We all knew, also, that we needed more members to keep the club alive. What we didn't know was how we were going to do that.

We discussed the goals and expectations we each had when we joined the club. For our group, three goals appeared to be priorities: networking, business development, and community involvement. Building on this, we decided to try to grow membership by focusing on attracting local business women with a fun networking event. It was not long before we developed our first membership drive for 2010: a chocolate and wine tasting.

We were lucky to have generous donations for the event. We worked with the owner of our local candy shop, Sweet Expressions, who donated a tremendous amount of chocolate (and joined as a member). We also worked with a local winery, which generously donated a great deal of wine (and added a member as well). A member kindly opened her historic home for the event. We advertised it by word of mouth, e-mail distribution, and flyers. Also, a significant number of attendees read about it in a local electronic newsletter, Canandaigua Connected (whose creator has also joined our membership). We had 23 attend – despite a snow storm that night!

Of course, the wine and chocolate were a hit and

the atmosphere was great. Our members "worked the room" encouraging others to join the club. We had membership packets available for each attendee to take home, with information about our mission, programs, and officers (and, of course, a membership application). One of the highlights of the night was giving each attendee five minutes to talk about herself and promote her business. To capitalize on the interest, we raffled door prizes in exchange for the attendee's business card and we offered a special raffle for those who joined that night. At the end of the night, we had 11 new members!

Because of the snow storm, and the success of the event in spite of the weather, we decided to host another membership drive the next month. Again, we were lucky to have a local bed and breakfast willing to host the event and provide refreshments (the owners have also become members). This time, the event was held in the morning to accommodate diverse schedules. Otherwise, we used the same publicity and program, again to great success! Thirty attended and 17 joined within the month.

Since these two membership drives, we have shifted our focus to keeping members involved in and informed about the organization. We redeveloped our Web site, installed officers (including two new members as secretary and treasurer) and renewed our committees, encouraging new member participation. New members have answered the call, to the benefit of the club and the individual members. Less than a year later, we are now 57 members strong and growing!

### **Southern Finger Lakes Chapter – District VI**

*-submitted by JoAnne Krolak*

On September 12, 2010, the chapter celebrated 70 years of Women Helping Women. NYS Women, Inc. President Mary Ellen Morgan emceed the event. SFLW President-Elect Christine Brown presented a

timeline of items from the chapter's history.

The chapter opened a new year of programming with a presentation on Youth Leadership by Past State Presidents Helen Rico and Lucille Argenzia. September also saw the recognition of chapter members who



Lisa Rhoads, secretary, and President-Elect Christine Brown are shown with a timeline history of the chapter.

*Continued on page 18*

## Chapter & District News

reached milestone anniversaries of membership and the distribution of nomination forms for Woman of the Year honors. The chapter also inducted two new members: Lisa Rhoads and Kathleen Clark.

Chapter members Mary Ellen Morgan and Onalee Stamp attended Fall Board on October 1-3, 2010, in Staten Island; the focus was on communication.



SFLW President-Elect Christine Brown dishes out the spaghetti!

Southern Finger Lakes Women sponsored the 2010 Spaghetti Eating Contest at the Watkins Glen Italian Festival on July 30th 2010. The Festival committee approaches the chapter each year to hold this event. For the last two years, Seneca Harbor Station has donated the spaghetti, which provides an advertisement for the restaurant as well as for the SFLW chapter.

Although there were only a few contestants, the crowd was excited and filled the tent and surrounding area with cheering for the contestants. Mike Stamp from EC Cooper Insurance Agency has been the event's emcee for the last few years. He is a personable, entertaining gentleman and made the event enjoyable for contestants and the crowd alike.

In spring 2010, the chapter held a chicken barbecue and rummage sale to raise money for the scholarship fund and made plans to raffle a gas grill – also in sup-



Left to right: Mary Ellen Morgan, NYS Women, Inc. president and installing officer; Karen Hunter, president, Christine Brown, president-elect; Onalee Stamp, vice president; Lisa Rhoads, secretary; and Judith Coyle, treasurer.

port of scholarships. In May, the chapter installed officers for 2010-2011. At the State Conference, Mary Ellen Morgan and Gloria Hutchings were installed as NYS Women, Inc. president and district VI director respectively, Southern Finger Lakes Women took first place in the 2010 President's Initiative and first place for its roster. Chapter member JoAnne Krolak was awarded the 2010 Cay Raycroft Creative Writing Prize. In June, the

chapter held its annual picnic and awarded three \$500 scholarships to seniors graduating from Schuyler County high schools.



Left to right: Gloria Hutchings, district director; Joy Brown, Tri-Town Chapter president; and Elisa Serfass, NYS Women, Inc. 2nd vice president.

### District VI Summer Leadership Meeting

*-submitted by JoAnne Krolak, Southern Finger Lakes Women*

The District VI Summer Leadership meeting, hosted by the Tri-Town Chapter, was held on August 21, 2010, at Parson's Catering in Bainbridge. Twenty-six members representing eight chapters attended. Gloria Hutchings from the Southern Finger Lakes Women Chapter presided as district director. Cynthia Welcher from the Tri-Town Chapter, who was recently elected as NYS Women, Inc. secretary, resigned her post as assistant district director (ADD). A special election to fill out the remainder of Ms. Welcher's term as ADD was held and Debra Carlin from the Norwich chapter was elected. Elisa Serfass, from the Greater Binghamton Chapter, and NYS Women, Inc. 2nd vice president, was the state representative. She spoke on membership and brought the members up to date on what has been happening since the NYS Women, Inc. Conference 2010.

### Please Send Your District and Chapter News to:

Ramona L. Gallagher • 1217 Delaware Ave.,  
Apt 807, Buffalo NY 14209-1432

E-mail: mmistymo@aol.com

### Next NIKE Deadline is January 15, 2011

Type *NIKE* in the "subject line" when e-mailing materials to Linda Przepasniak. Published material must be accompanied by a letter from the publisher giving permission to republish and the credit line required to be included with the article. Articles for *NIKE* are usually 100 words (for chapter news) and 1,000 to 1,500 for features. If you rewrite the article using quotes, please designate where the reader can get the full copy.

# Committee Reports

## Communications

*-submitted by Susan Mager, Chair*

### NEW YORK STATE WOMEN INC. IS ON FACEBOOK!

Are you a fan? Become a fan and you will receive updates about what other chapters are doing and news from NYS Women, Inc. If your chapter would like to have its events or other news shared on our Facebook page please send it to PR@NYSWomeninc.org. This is a great way to show non-members what we are all about. We are also linking all chapter Fan Pages to the NYS Women, Inc. Fan Page.

Our Facebook Fan Page is <http://www.facebook.com/nyswomeninc>

E-mail your submissions to PR@NYSWomeninc.org.

### THE WEB SITE IS A GREAT TOOL

The Web site is a great tool to locate by-laws, chapter logos, forms, etc. All can be found in the member section of the Web site. To log in you will use your e-mail address and nysw2009 as your password if you have not already logged in once. Once logged in you can update your personal contact information yourself by updating your profile. You can also view or search the entire NYSW member database. This is a great resource to find other businesses to work with.

Our Web site is <http://NYSWomeninc.org>

E-mail your questions to PR@NYSWomeninc.org.

### COMMUNICATOR

The Communicator is published monthly and contains timely, critical information for state, district and chapter leaders. Issues are sent by e-mail (or USPS mail) to the leadership and members with an e-mail address. It is sent from "communicator@NYSWomeninc.org", so make sure this address is in your safe e-mail list and that your e-mail address is correct in your member profile. Since it is only available electronically to members, it is suggested a copy be brought to meetings for members without e-mail. Issues can also be found on our Web site in the members section under "Publications". Please send your submissions to Neale Steiniger at [nsteiniger@si.rr.com](mailto:nsteiniger@si.rr.com) by the 15th of the month for inclusion in the following month's issue.

## 2010-2011 Nominating

*-submitted by Linda K Provo, Chair*

The Nominating Committee for 2011 met after the 2010 State Conference. Members elected to the Committee include: Linda K Provo, chair, District XI, 518-359-2671; Theresa Fazzolari, co-chair, District II, 718-356-2112; Carrie Locatelli, District XI, 518-891-4823; Janette

Garvey, District III, 518-783-8084; Carolyn Johnson, District IX, 914-761-4450; Robin Allen, District VI, 607-724-6941; and Carolyn Frazier, member-at-large, 315-750-2736.

Nomination packets are available on the NYS Women, Inc. Web site at [www.nyswomeninc.org](http://www.nyswomeninc.org) or from the chair of the nominating committee. The deadline for submission is Winter Board (held Friday and Saturday, March 4th and 5th, 2011).

First and foremost, the committee is looking to challenge bright, skilled women to think about running for office now or sometime in the future. If anyone knows just such a woman, send her name and phone number; she will be contacted and put on the track to qualifying when she is ready to undertake this task.

Next a slate of one or more candidates will be prepared for each state office, to be presented for election at the June 2011 State Conference.

Electing your officers is one of the privileges of belonging to New York State Women, Inc. and you can make a valuable contribution by actively identifying those you want as your state leaders.

## Women's Day at the New York State Fair 2010

*-submitted by Pat Ferguson, Chair*

Women's Day at the New York State Fair in Syracuse was held on Wednesday, September 1, 2010. More than 20 of the 150 attendees were NYS Women, Inc. members. What a deal: \$20 covered fair entry, luncheon, advocacy group mini-fair, morning coffee break, parking, morning seminar, and great networking with women from many organizations. It was a no-stress event celebrating women!

The theme was "Igniting Women" and focused on new entrepreneurs.

We met a Lebanese chef, a cleric and a gift source, all with new businesses, and the Whitman School of Business WISE (Women Igniting the Spirit of Entrepreneurship) Center chairman. In the morning, the program focused on demonstrating techniques for speaking, interviewing and presenting ourselves verbally by Toastmasters member Mel Chesbro.

We celebrated the 75th Anniversary of the Women's Building and Women's Day. Historical re-enactor Sue Greenhagan spoke as Harriet May Mills for whom the building is named. Mills was a suffragist and the first woman candidate for a New York State-wide political office on a major party ticket.

Mark your 2011 calendar now for Wednesday, August 31, 2011, to come and see what marvelous program Cheryl Lavin, the Women's Building Manager (and NYS Women, Inc. member) puts together for all of us.

**Feature: Personal Development**

# Persuasion, Manipulation, or Just Good Sense?

by Amy Remmele

Many times in my private practice and in my business consulting, when I first start teaching behavioral management, my clients stop me and ask, “Isn’t that manipulation?” The honest answer is “Yes.” The difference between us hard core behaviorists and the rest of the world, though, is that we engage in the psychology of persuasion mindfully and openly.



Image: ©2010 Digital Vision/David Ellis



Nobody does anything that they are not being "paid" to do. Think of "payment" as meaning anything that a person wants, whether it is money, food, attention, esteem, warm and fuzzy feelings, power, sex, fun activities, etc. Every single behavior we engage in has some end. So every time you interact with another person, you are "getting paid." And if they are interacting back, they too are getting paid. Unfortunately, if we leave all of this to chance, we end up with unthinking and mindless "payments." For example, if a woman is nagging her teenage son to take the garbage out, the unspoken message is that the obnoxious nagging will stop when the garbage is taken out. If the mother is very smart, she will stop nagging, and start delivering praise, *immediately* at the point when the son engages in the desired behavior. Much to the chagrin of us behaviorists, however, so much of the time we see this mother's uncontrolled emotions dictate her behavior. She continues to rant about why she has to ask the son so many times, so vehemently, to get him to do a simple chore, etc., etc. Take this scenario into the workplace and count the number of managers you have seen doing this same type of senseless ranting. They are trying to "manipulate" and maybe for a good cause, like productivity, but they are just not any good at it.

The question becomes, "Since behavioral management is not rocket science, why does it not work all the time?" The important word

If the mother is very smart, she will stop nagging, and start delivering praise, immediately at the point when the son engages in the desired behavior.

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# Persuasion

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here is "why." The hows are easy, dating all the way back to the old expression, "You get more flies with honey than with vinegar." Everyone knows how to praise, ignore and/or punish. But add to the mix our emotions and our hidden motivations and it becomes necessary to delve into the whys. When we do not engage in *sensible* behavioral manipulation, it is because we want something else more. For example, the mother and the manager in the previous examples want to be "right" and exercise power more than they want successful endings. So no matter how many times I run the "behavioral drills" with them, they will not do the thing that gets the job done (the garbage taken out, the project finished) until they want peace, harmony and results more than they want to be right.

It is amazing what happens when people admit and then stay mindfully aware of their *real* motivations. They transform from randomly operating, mindless, would-be people manipulators to sensible, mindful, successful behavior modifiers. The environment is peaceful and everyone is happier. For example, if we ramp up the mother's intelligence one more step, she stops nagging altogether and implements some consequences. She would say, and then abide by the rule, "I will give you one reminder when the garbage needs to be taken out for two more weeks. If you take it out with just the one reminder, you can go out with your friends (watch TV, play your game station). After the two weeks, you must remember to do the chore without a reminder. No other activities will be allowed unless you comply." Simple really.

The principle is the same at home, at work, anywhere. Make sure that the desired behavior and any undesired behaviors are defined in terms that everyone understands. Refrain from ambiguous terms, like "be good"



or "work quickly." Measure what is occurring presently. For a lighthearted example, one of my husband's chores in the morning was to open the blinds that cover the sliding glass door in our dining room. He started forgetting to do this for a while and I mentioned it. He insisted that my estimates of his failures were exaggerated. The simple solution in our psychological world is called "charting." It is truly the only way for everyone to know exactly what is happening and to then know if it changes when some new program is implemented. The beauty of charting is that research shows that it *alone* improves performance by about 20%. Now, when you are charting the behavior of a psychologist, who finds being charted kind of embarrassing, the behavior actually improves by about 95 percent without ever having to introduce a rewards program. Just to reiterate the "payment theory," though, review what happened here. Until I mentioned the charting threat, my husband found the payment better for racing out of

the house without doing the blinds, believing that he was remembering to do the blinds most of the time. When there was no consequence, he was "home (or actually off to work) free." As soon as I started charting, though, his pride got "short changed," dashing out of the house did not seem to pay off quite as much, and opening the blinds carried a larger payoff. This type of thing can be fun as well as productive when all of the parties involved like positive improvements and enjoy doing projects together.

As an interesting and revealing exercise, stop and think about what you are paying people to do. And keep in mind the number one rule about behavior, *avoidance of pain is the foremost motivator in the world*. You may be doing things that scare people or cause them discomfort. They will avoid you then. You may be tempted,

# Persuasion

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though, to use the first rule in order to coerce behavior, threatening people with some kind of pain or punishment to make them behave. If you are so tempted, remember the second rule, *Objects and people that cause pain can also create awful side effects, such as frustration, anger and a desire for revenge.* Fear tactics may work to get someone "off the starting block," but they need to be followed up immediately with positive motivators. If someone in your life or someone you manage is doing something that you hate, ask yourself if you have any part in the payment of this behavior. Are you enabling? If so, get some help to restructure the relationship.

Behavioral manipulation goes on every minute of every day and nobody is immune. So why not do it right? If you are managing someone's behavior for the good of the system and you are doing it in such a way that everyone, including the "manipulated," benefits, then be proud and do it mindfully, honestly and with a free conscience. And then you get to graduate from manipulation to management or leadership.

*Amy Remmele is a personal and professional consultant, working with people who want to overcome the roadblocks to success and make positive sustainable changes. Author of Chief Life Officer: Your Life Is The Most Important Business You'll Ever Own, Amy's formal education and degree are in Psychology. She is available to speak to groups and businesses and can be reached at 716-626-5977 or [www.peakofsuccess.com](http://www.peakofsuccess.com).*

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**Publication** July 15th/Sept. issue      Oct. 15th/Dec. issue  
**Deadlines:** Jan. 15th/March issue      March 15th/May issue

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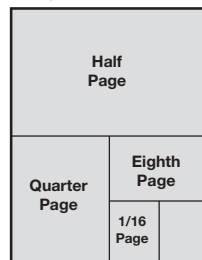
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### Our Mission

To build powerful women  
 professionally, personally, politically  
 through advocacy, education and information.

### Our Vision

To be the leading advocate for working women.

# Twenty Ways to Get Mentally Tough

-excerpted from Jon Gordon's *Training Camp: What the Best Do Better Than Everyone Else*

1. When you face a setback, think of it as a defining moment that will lead to a future accomplishment.
2. When you encounter adversity, remember, the best don't just face adversity; they embrace it, knowing it's not a dead end but a detour to something greater and better.
3. When you face negative people, know that the key to life is to stay positive in the face of negativity, not in the absence of it. After all, everyone will have to overcome negativity to define themselves and create their success.
4. When you face the naysayer's, remember the people who believed in you and spoke positive words to you.
5. When you face critics, remember to tune them out and focus only on being the best you can be.
6. When you wake up in the morning, take a morning walk of gratitude and prayer. It will create a fertile mind ready for success.
7. When you fear, trust. Let your faith be greater than your doubt.
8. When you fail, find the lesson in it, and then recall a time when you have succeeded.
9. When you head into battle, visualize success.
10. When you are thinking about the past or worrying about the future, instead focus your energy on the present moment. The now is where your power is the greatest.
11. When you want to complain, instead identify a solution.
12. When your own self-doubt crowds your mind, weed it and replace it with positive thoughts and positive self-talk.
13. When you feel distracted, focus on your breathing, observe your surroundings, clear your mind, and get into The Zone. The Zone is not a random event. It can be created.
14. When you feel all is impossible, know that with God all things are possible.
15. When you feel alone, think of all the people who have helped you along the way and who love and support you now.
16. When you feel lost, pray for guidance.
17. When you are tired and drained, remember to never, never, never give up. Finish Strong in everything you do.
18. When you feel like you can't do it, know that you can do all things through Him who gives you strength.
19. When you feel like your situation is beyond your control, pray and surrender. Focus on what you can control and let go of what you can't.
20. When you're in a high-pressure situation and the game is on the line, and everyone is watching you, remember to smile, have fun, and enjoy it. Life is short; you only live once. You have nothing to lose. Seize the moment.



## NY Grace LeGendre Endowment Fund, Inc.

# You can make a difference this year!

by Carolyn Frazier, Second Vice President, NY Grace LeGendre Endowment Fund, Inc.

"Make A Difference Day" (October 23) has come and gone, but as women we make a difference every day of our lives, most of the time without recognition. As mentors, some of us inspire others to reach heights we knew they had in them. Some women inspire by the example they set in their daily lives. And some make a difference with their time or financial help.

When my sons were growing up, I agonized every holiday season over what to buy their teachers. What do you give to the person to whom you have entrusted the most precious gifts you have – your children? They make a difference daily in our children's lives, and really, how many little gadgets can fit on their desk! I finally hit on the perfect gift; one that keeps on giving – a donation to a charitable organization in their honor.

I knew I had hit the jackpot when I received the first thank you note. The teacher thanked me for the feeling of empowerment our gift had given her. Anthony had listened very carefully to one of her lessons about helping the Humane Society, and we had given a financial donation in her honor to buy dog food for a week for the Society's shelter.

Over the years, my sons continued to give gifts that honored their teachers' interests. We also started to give charitable gifts in honor of friends' birthdays, anniversaries, deaths, as well as more holiday gifts.

During this holiday season, even in our current economy, I am more sure than ever that the perfect gift is to make a difference through a charitable donation. The problem is there is so much need since many funding sources have dried up; recently I read a newspaper article that the local public library funding has been cut in our town's budget. Where do I begin this year?

I have decided I will give a larger donation to the NY Grace LeGendre Endowment Fund (GLG). With just one donation I will honor several friends *and* help my own organization! Currently, fellowships awarded reflect the interest from the endowment or outright gifts to be given in that year. Money is raised only through personal donations by NYS Women, Inc. members or employer matching gift programs. The operating funds of the GLG are raised separately so all monies from members go directly into the endowment or special program efforts. In recent years membership has become smaller, as has the base of donations to the GLG. I fear that it won't be long before they have to give fewer fellowships, or worse yet, dive into the

endowment.

Contributions to the GLG collectively make a difference, enabling women to finish their education and start their careers and dreams. Between 1989 and 2010 the GLG awarded more than 100 fellowships, ranging from \$1,000 to \$1,200 each. These went to women enrolled in graduate study at more than 40 New York State colleges and universities within at least 40 different fields of study from medicine to theology.

Since the GLG board operates separately from the NYS State Women, Inc. board, many newer members may not be familiar with the different ways contributions can be made and the impact they can make.

### How you can help

- Members, chapters, and districts can make donations "In Honor Of" or "In Memory Of" of someone. Many donations are in honor of birthdays, for guest speakers, births, anniversaries, Woman of the Year...the opportunities are boundless.

- Members can arrange for an organization or business to send an honorarium to the GLEF as part of their speaker fees; many organizations can use this for tax purposes.

- A separate category "Benefactors" recognizes gifts of \$1,000 or more. A member, local or district make a Benefactor pledge and take up to five years to pay it off. Any donation in that time period decreases the total Benefactor pledge. This is an opportunity to make a large gift in your own timeline of giving.

- Matching gifts by employers are enthusiastically encouraged. Corporate donors are welcomed partners in our fundraising drive and receive special publicity.

- Gifts of life insurance, stocks, bonds, antiques, real estate or other tangibles are welcome. Bequests can be accomplished by asking your attorney to insert a codicil in your will (see Web site for exact codicil wording).

- Members who would like to see their money go into the special grant program can participate in the "Rx for Education" fundraising. Simply put loose quarters into an empty prescription bottle until it is full (a full bottle holds a roll of quarters). Put the money into your checking account and send the GLG a \$10 check, noting Rx for Education in the memo line. It's amazing how much can be donated just by saving quarters! This is also an easy way for members on limited income who still want to make a difference in someone's life.

# GLG Endowment Fund

**This year, there are three specific opportunities to give.**

First is the general endowment gift. The second is a special effort this year giving fellowships in memory of two GLG Board members who made a difference in many members' lives – Jan Jones and Sally Cappitelli, both of whom passed away in summer 2010. Donations in their honor should include a completed gift form with the note that the entire donation is to be used for this year's special fellowships. To help with the bookkeeping write the names in the check's memo.

The third special effort is the Rx (Special Grant) program which is given out every other year. The 2011/2012 Special Grant Application process was announced open at the June 2010 Conference.

To qualify for consideration the special grant must fall into one of these categories: to further the capabilities of individual business and professional women by means of lectures, seminars, and other forms of education; to conduct and/or support surveys and other research projects into current problems of importance to the community and to business and professional women; or to conduct and/or support research into the economic, social and health problems confronting business and professional women and into those fields in which lie interests and achievements of business and professional women.

The grant money awarded at the June 2011 NYS Women Inc. Conference will be for the 2011/2012 fiscal year. The application form is available at [www.gracelegendre.org](http://www.gracelegendre.org). Documentation that must accompany the application includes: 1.) written plan or agenda describing the event and its goal(s); 2.) projected budget; 3.) description of publicity and/or media coverage planned; and 4.) description of evaluation process.

The application deadline is February 28, 2011, and should be sent to Carolyn Frazier, 226 East Orvis Street, Massena, NY 13662 or paperwork can be e-mailed to [cmcleanf@yahoo.com](mailto:cmcleanf@yahoo.com).

So get your leadership teams together – look at the NYS Women, Inc. mission and vision statements, and plan a sensational event with the NY Grace LeGendre Endowment Fund Inc. as your partner. Or make a big impact and have your local chapter become a Benefactor! Gifts of any amount are warmly welcomed. Lastly, if a donor wishes to remain anonymous, the GLG will honor that request as well. Receipts are issued for all gifts, regardless of amount.

I want to thank all the members of NYS Women Inc. who have made a difference in my life. This holiday season my donation to the GLG is in honor of all of you. Happy Holidays!

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### For more information:

Susan M. Fayle, **NIKE** Business Manager

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