

# NIKE

# NEW YORK STATE women, INC.



NIKE

The official publication of  
New York State Women, Inc.

### Our Mission

To build powerful women  
personally, professionally,  
and politically.

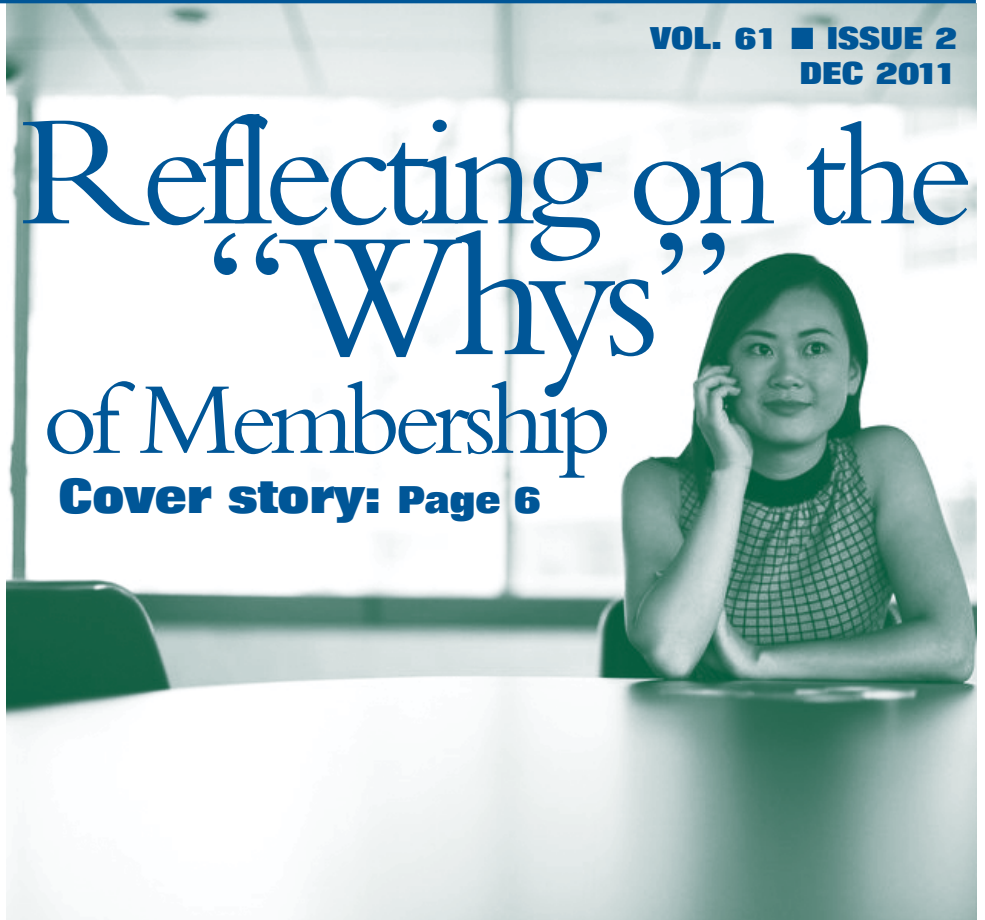
### Our Vision

To make a difference  
in the lives of  
working women.

VOL. 61 ■ ISSUE 2  
DEC 2011

# Reflecting on the “Whys” of Membership

**Cover story: Page 6**



Dated Material — Deliver Promptly

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## President's Letter

# Loud(er) & Proud(er) Let Your Voice Be Heard!

-from Pat Hendrickson

New York State Women, Inc. welcomed its board of directors and members to the annual fall board and member meeting, in scenic Lake Placid, during the weekend of September 23-25. It was productive, successful and enjoyable – a great package. Much was accomplished as several committees presented proposals for changes that would challenge our organization's structural history.

The members present voted on changes to our bylaws and manual of instruction, allowing for greater efficiency and clarification of the policies and procedures that guide our actions. We were greeted by the mayor of Lake Placid and enjoyed hearing about the successes and challenges faced by Lake Placid and surrounding communities. Sylvie Nelson, executive director of the Saranac Lake Area Chamber of Commerce, discussed **public relations**. [Editor's note: For more on the power of public relations, see page 7.] Clare Sullivan, NYS Women, Inc. parliamentarian, conducted a workshop on Robert's Rules of Order and their application to conducting successful and efficient meetings.

Our keynote speaker was Monica Florian Slaunwhite, a woman of extraordinary courage and strength, who talked about **domestic violence**. She shared a story which, in many ways, is told repeatedly by the victims of domestic violence. She told us of a quilting project, started by her and others, that raised money to facilitate the opening of a safe house in the Tri-Lakes area, an example of **political involvement**.

All of our speakers demonstrated the power of **public speaking**, the most effective means of sharing information in a personal and personable manner. All of our speakers demonstrated enthusiasm and confidence, emotions that are hard to read in any form of printed word.

The words that are in bold and underlined print reflect the themes and focus of my year as president of NYS Women, Inc. For those of you who are members of

other organizations, the three P's would serve you well, if they haven't already facilitated your organization's success. Belonging to any organization implies responsibility and commitment to a purpose or cause. Membership means action. It means leadership and meaningful relationships that help to define an organization's culture and life span. It means having the courage and conviction that allows for growth and change. It means having pride in the part you take in giving life to a group with a mission. So "Loud and Proud" is a motto that should not be unique to NYS Women, Inc. As we continue to

advocate for the women of New York State, personally, professionally and politically, we do so with pride and voices that can be heard. We provide resources

and education to women in all phases of their lives and careers. We offer networking opportunities, support and information designed to help women improve their professional status.

Our advocacy extends to the political arena as we support legislation that will enhance, not hurt, any women's status in life, work and community. As we continue to benefit from the legacy of untold numbers of women who have served us well by example and accomplishments, our mission is compatible with the goal of making the world a better place, one that enables all women to achieve and realize their dreams of fairness, equality and respect.

I am looking forward to our winter board and member meeting, which will present more opportunities to fulfill our goals and reinforce the key elements of this year's theme. We will welcome another group of young women to our youth leadership program, a program designed to provide high school students with knowledge and experiences that will expose them to opportunities and challenges that they may face in their future.

These events will be held at the Radisson Hotel, in Corning, NY, the weekend of March 2-4, 2012. Look for  
*Continued on page 24*



# Calendar of Events

## 2012

15th of each month: Deadline: *Communicator*

### January

15 Deadline: to submit info for *NIKE*

### March

2-4 Winter Board, The Radisson  
Corning, NY

*Please copy these dates into your calendar!*

## NEW YORK STATE women, INC.

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To build powerful women  
professionally, personally,  
and politically.

Our Vision  
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of working women.

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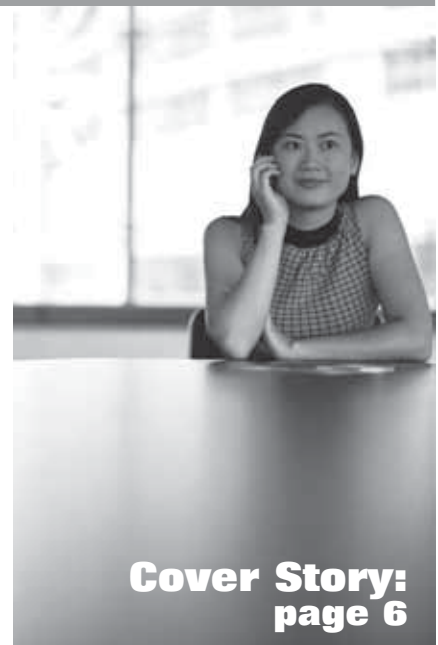
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## From the Editor



# Behold the Power of Teamwork

Having just returned from an incredible vacation in Hawaii, and with the craziness of the holiday season approaching, my brain was struggling to find the right words for this issue's Editor's message. I happened to come across a short passage from a little book entitled *Pulling Together...10 Rules for High Performance Teamwork* written by John J. Murphy and published by Simple Truths. This demure publication was included in a basket I had won at some themed-basket auction. I really can't recall where...but I found it among some items I was clearing out in my never-ending regime of decluttering. I thought it was appropriate for this issue and as a reminder for the upcoming year as our organization continues to break new ground...

*The greatest accomplishments in life are not achieved by individuals alone, but by proactive people pulling together for a common good. Look behind every winner and you will find a great coach. Look in front of every superstar and you will find caring people offering encouragement, support and able assistance.*

*Rising to this level of interdependent thinking can be challenging and difficult. Looking beyond oneself, asking for help or accepting help can feel risky. But people are not given life to simply take from one another. We are here to give. Our mission in life is to offer our gifts to benefit one another, to create mutual gain in the world. This is teamwork – a win/win mindset stemming from a genuine commitment to the rules that allow it to happen.*

Let's raise our glasses this holiday season and celebrate our successes, remember our friends and loved ones and make that commitment to be just a little more "proactive" in making a difference in our own lives and in the lives of others in 2012. Happy Holidays!

*-Linda Przepasniak, Editor*

## Next NIKE Deadline is January 15, 2012

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.

New York State Women, Inc. is taking a stand against the Dr. Pepper Snapple Group Inc.'s marketing of a new 10-calorie diet drink designed to appeal only to men. The company, which is headquartered here in New York State, began airing a commercial in October that explicitly states "Dr. Pepper Ten, it's Not for Women."

Macho looking men driving around the jungle, killing snakes and spilling soda, while saying "Dr. Pepper Ten, it's Not for Women," may not seem offensive to women in and of itself. However, couple that with lines like, "Hey ladies, enjoying the film? Of course not because it is our movie," and "so you can keep the romantic comedies and lady drinks. We're good." and the message becomes clear. Now try to go to the Dr. Pepper Ten Facebook page... oh no, you can't, if your profile suggests you're female. National Organization for Women (NOW) researchers had to use a man's Facebook page to "sneak" into the Dr. Pepper Ten Facebook page.

Once on the page, they found more sexual nonsense, such as quizzes, games and videos aimed at being "manly." There's a shooting gallery, where men can fire away at "girly" stuff, such as pink bows, red lipstick and sunflowers.

Come on Snapple, wise up and smell the "Dr. Pepper!" While this marketing campaign is targeted at men, many women love sports, cars, and adventure just as much as lipstick. Anita Lederer, field organizer for NOW, said "The Dr Pepper Ten commercial and Facebook page suggest that men continue to dominate the advertising industry." I find this ad campaign offensive and chauvinistic, and if you agree, send your comments to Dr. Pepper Snapple Group Inc.'s Executive Vice President of Corporate Affairs Tina Barry, at <http://www.drpeppersnapplegroup.com/company/leadership/>

Let Dr. Pepper/Snapple know you will not be spending your "pink bow and lipstick" dollars on Dr. Pepper or any other Snapple products.

And that brings up another point. It's up to us to foster self-esteem in our young girls and women. More now than ever, women are being portrayed as sexual objects in the media. Is this the message that we want our future generations to hear? **Let your voice be heard now because New York State Women, Inc. members are "Loud and Proud!"**

# Advertising Campaign...

## It's *Not* for Women

by Susan Mager, President Elect



## Cover Story: New York State Women, Inc.



# Reflecting on the “Whys”

by Amy Kellogg, 2nd Vice President and Membership Committee Chair

*We are members of New York State Women, Inc. Each of us are members for different reasons. Often though, we can lose sight of the reason we joined and more importantly, the reason we stay a member. Take a moment now and reflect on the “whys” because the answers will help to guide you and the organization into the future.*

I am a member because I want to make a difference. I want to make a difference in my life, in the lives of the women I interact with and in the lives of women that I have not yet met. I know that there are many ways that I can make a difference. Whether it be attending a local meeting and telling my story or making a presentation at a meeting or taking a leadership role, I know that all of these actions will make a difference. I know that I learn and grow from these experiences, and I hope that others are learning and growing as well.

I am also a member because I enjoy meeting and interacting with women in other professions and stages of life. While I have my moments of feeling like I know it all, I know that I still have a lot to learn. As I work within this organization I meet lots of interesting and empowered women. From each of these women, I learn something important. Whether it be how to more effectively communicate or how to manage personalities, I am learning valuable life lessons that will translate to many aspects of my life, not just my life in NYS Women, Inc.



I ask each of you to take a few moments and reflect on your “whys.” Then share this with those around you – your co-workers, family and friends. My hope is that reflecting on your whys provide you with renewed inspiration that can be passed on to potential new members.

If you are having problems remembering the whys, I have included the following list of member benefits. Please share this list with others and help them realize the many benefits of being a member in New York State Women, Inc.



**1. Impact.** Being part of a state-wide group gives you the chance to have an impact in your life, the life of women in your community and the lives of women throughout New York State. This impact can be achieved by creating a supportive local community, working on important legislative initiatives or providing important workshops and education programs that will help educate your members.

**2. Networking.** Exchanging ideas, exploring business opportunities and sharing common goals with other working women is an excellent way to network. These relationships can lead to connections that will help you advance your career or help you to make important career decisions.

**3. Advocacy.** The Advocacy and Legislative priorities that are developed at the State level allow you the unique opportunity to be educated on important issues. This education includes





information on relevant topics and ideas that can get you involved and get your voice heard by all women throughout New York.

**4. Education/Career Enhancement.** The local chapters and the New York State Women, Inc. work hard to develop and support seminars, workshops and presenters that provide valuable and pertinent information regarding topics and issues important to working women on a professional and personal level.

**5. Information.** New York State Women, Inc. strives to get vital information out to our members in a timely manner. Whether it is information on an important development or information on a program sponsored or supported by the organization, the goal is to make sure our members know what is happening and how they can get involved and be heard.

**6. Leadership.** By becoming an officer at the local, district and state level, our members can learn valuable leadership skills. Important leadership skills can also be gained by volunteering for committee work at all levels. Strong leadership skills are essential to working women becoming successful in their professional lives.

**7. Visibility.** Being involved in an organization that has a

## The Power of New York State Women, Inc.

**Buffalo Niagara Chapter demonstrates the influence New York State Women, Inc. can wield.**

In a display of the great potential influence of NYS Women, Inc., the Buffalo Niagara Chapter was tapped by Forbes magazine for an article on working mothers!

Published online on October 11, 2011, "The Best Cities For Working Mothers 2011," included quotes from BNC President-Elect Amy Jo Lauber:

*"Amy Jo Lauber, a financial planner in the area, and a member of the Buffalo-Niagara chapter of NYS Women's Inc. says there is also an uptick in female entrepreneurs in the area, citing the Women's Business Center at Canisius College as a valuable resource."*

The article listed the top 50 cities for working mothers, naming Buffalo, NY as Number 1 pick nationwide – leapfrogging from Number 10 last year – even trumping New York City from its 2010 first place. According to Forbes, *"Buffalo is home to one of Working Mother's best companies, State University of New York at Buffalo, where employees are given a generous 28 weeks of job-guaranteed time off when they give birth, father or adopt a child."* The article considered safety, cost of living, healthcare, and education as ranking high on a working mother's list of priorities.

*For the full article, go online to <http://www.forbes.com/sites/meghancaslerly/2011/10/11/the-best-cities-for-working-mothers-2011/>*

local, regional and state network can help you increase the visibility for you and your business. This visibility can lead to important personal and professional opportunities.

**8. Helping Others.** This organization has a strong history of women helping women. Being involved in this group provides you the opportunity to become more involved in your local and New York State community. From volunteering at a local not for profit or presenting at a local meeting or attending a state meeting and participating in the process, there are endless opportunities to help other women.

**9. Friendships.** The most significant and lasting benefit of being a member is the reward of developing lifelong friendships with your fellow members. Imagine being in a room full of powerful women that are focused and energized on a common cause or issue. There is nothing quite like it. Whether it is laughing or working together, the relationships you make will be long lasting.

I hope that hearing my "whys" and reflecting on your "whys" will help reinvigorate your energy and passion for New York State Women, Inc. and this will help inspire new and potential members.

**NEW YORK STATE women, INC.**

## Feature: Professional Development

# How to Answer Uncomfortable Interview Questions



by Beth Braccio Copyright September 26, 2011 CareerBuilder, LLC  
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Keeping one's cool when an interview chair turns into a hot seat can be difficult. Here are some examples of zingers thrown at candidates, and how some of them responded:

"My friends and I have been asked several times what we would do if we got pregnant. Our answer: 'I can't have children. I'm infertile.' It always sets the interviewer on his (never asked this by a woman) heels. We decided that in the event that we did get the job and did get pregnant, we would cast it as a 'miracle' – and just be joyous with everyone about the heavenly news!"

– Rebecca Raibley, Massachusetts.

"I am a proud American but have a slight accent. When they ask me where I was born and I tell them, they say, 'Oops, we just remembered we have no openings currently.' So I've concluded that answering their illegal question will never get me a job, but if I refuse to answer it or tell them it's illegal, that

will not get me the job either. Quite a conundrum."

– Mo Abraham, St. Louis

"I was asked, 'Isn't [my past boss] a jerk?' Obviously, I wanted to take the high road, and I wasn't sure why the interviewer asked that question. So I responded, 'He certainly makes an impression,' and changed the subject. Since no further questions were asked along those lines, I think it was a test – maybe of quick thinking under pressure, maybe to see if I would dish dirt. Either way, never say anything negative about a past employer."

– Marilyn Santiesteban, Boston

"An interviewer once asked me to which charities I donated. I was uncomfortable with this question, as it seems quite personal. Donations are often based on personal criteria: health experience, politics, religion and other individual ideologies. I don't believe people should be 'qualified' by the groups of their

choice." – Lisa Hanock-Jasie, New York City.

"I was asked in an interview once, 'How do you get along with your mother?' I responded, 'If you're trying to find out whether I can work well for a female boss, you can just ask me that. If you were my friend, I wouldn't mind answering. But since this is an interview, I find that question inappropriate.'"

– Dez Stephens, Nashville, Tenn.

### Reacting

Coming up with a response isn't always easy when the voice inside you is screaming, "Why the heck is he asking me that?" While panic, anger and confusion are typical responses to uncomfortable questions, checking emotions is crucial to getting the interview back on track. The interviewer may be trying to judge your confidence level and how you handle pressure.

Steven Roy Goodman, an educational consultant and career strategist in Washington, D.C., advises his clients to answer inappropriate interview questions by politely saying, "That question makes me feel a bit uncomfortable. Would you mind if we talked about how specifically I might be able to work with department X of company Y?"

Candidates who have experienced uncomfortable interview questions on a certain topic may wish to practice suitable responses ahead of time. For instance, if a gap

*Continued on the next page*





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

The debt amount a person or entity owes to a creditor for funds borrowed is a four letter word capable of conjuring cold sweats in many Americans. Taking on certain kinds of debt may actually be a shrewd, financially sound move, according to experts at the Financial Planning Association® (FPA®), the largest membership organization for personal financial planners in the U.S.

"It is important for consumers to know the difference between good and bad kinds of debt, so they can take advantage of the good while avoiding the bad," said FPA member Diane Maloney, CFP®, and president of Beacon Financial Planning Services, Ltd., in Plainfield, Ill.

**"GOOD" debt**, said Maloney, is debt "that ultimately functions as a means to increase your net worth, that is used to yield an item with long-term appreciating value," such as real estate. It is also debt that is within one's means to repay.

Some forms of GOOD debt:

- Tax-deductible debt. Mortgage interest is tax-deductible. Essentially you are using the bank's money to finance the purchase of a long-term investment, a home, and getting a tax subsidy in the process.

# Debt, the Double-Edged Sword

- Debt used to finance education. Funds used to cover education costs are tax-favored in certain situations.

- Debt used to finance home improvements (new kitchen appliances, basement renovation, etc.) that increase the value of a home, as long as that increase in value is at least commensurate to the cost of carrying the extra debt. "With something like a home equity loan, you have to be reasonably confident you are not being overextended and can meet the terms to pay it off," Maloney cautions.

- Debt used to fund a business or enterprise. Taking on debt to grow a business becomes a worthwhile endeavor if it leads to greater profitability.

Continued on page 27

## Feature: Empire Builders

### Women Who Helped Build the Empire State

# Kate Mullany

by JoAnne Krolak  
Vice Chair, Women's History Month

Kate Mullany was born in Ireland in 1845 and immigrated to the United States with her family, where they settled in Troy, New York. When Kate was 19, her father died, and Kate took a job in a laundry in Troy to help support the family. Working days were long – 12 to 14 hours. The work week was six days. Working conditions included exposure to harsh chemicals and boiling water. If a girl damaged a shirt or collar, the cost was deducted from her \$3 per week wages.

Almost half of the female workers in Troy were employed in the collar business. Certain classes of laundry workers, such as ironers, were paid very well, compared to factory workers or public laundry workers. Nevertheless, there were the working conditions to be considered. Since new starching machines had been introduced, many women had been badly burned.

Kate had seen what the Iron Moulders Union had done for foundry workers in Troy. In 1864, Kate and her co-worker, Esther Keegan, with the support of the Iron Moulders, organized the Collar Laundry Workers Union to protest their low wages and unsafe working conditions. On February 23rd of that year, 300



**Kate Mullany House** This modest three-story brick house is the only surviving building associated with Kate Mullany. Her mother Bridget purchased the land on Eighth Street in 1864, which was completed as a family residence and income-producing property in 1869. Kate returned to the home in 1903 after being widowed and died there in 1906.

“The detachable collar was invented by a woman, Hannah Lord Montague, in Troy in 1829. By the 1860s, Troy produced almost all of the collars and cuffs demanded by fashion in America. The industry employed 3,700 women, almost half of Troy’s female work force and by far the single largest employer of women... Fifteen collar manufacturers employed female machine operators in collar factories ranging from 25-550 employees each. Fourteen collar laundries operated in the city, employing about 600 women who worked in small shops in groups of ten to twenty.

Laundering was an essential part of the manufacturing process for shirts and especially for collars and cuffs, easily soiled by the many processes done by hand. Washing, starching and ironing the collars involved boiling water, chloride and sulfuric acid bleaches, layers of starch, drying and finally pressing with hot, heavy irons. The procedure required a special knowledge of the materials and techniques, physical endurance, strength and manual dexterity. An 1865 description of a Troy laundry vividly depicts women standing at wash tubs and ironing tables between furnaces for twelve to fourteen hours a day, steaming wet fabric into shape with the room temperature averaging 100 degrees, for merely two dollars a week, the cost of a pair of shoes.

This was Kate Mullany’s world. By 1863 she was the primary wage earner in her family, supporting a widowed mother and at least two sisters...

...In February 1864, Kate Mullany and about 200 of her fellow female workers decided to follow the example of Trojan ironworkers. They organized the Collar Laundry Union and went on strike for better wages and working conditions. After a week, they were able to secure a 25% wage increase. Their union has been cited as the first “bona fide” women’s union in the United States, because it did not disband once its demands were met. The Collar Laundry Union continued to function as a force in the collar industry for more than five years.”

*Excerpted from 2004 testimony to designate the Kate Mullany National Historic Site in Troy, NY from Rachel D. Bliven, Mohawk Valley Heritage Corridor Commission before the Committee on Resources, United States House of Representatives.*

members of the Collar Laundry Workers went on strike against 14 commercial laundries. Six days later, the laundry owners capitulated and increased wages by twenty-five percent. In 1866, it was the Iron Moulders who received help from the Collar Workers. Kate and her fellow workers contributed financial support, which resulted in an invitation by the Troy Trades Assembly to the Collar Laundry Workers to affiliate with them.

In that same year, William Sylvis of the Iron Moulders convened a congress of national labor leaders in Baltimore. William Sylvis challenged the union members present to fight the prejudice then existing against the employment of women (because it allegedly depreciated the wages of men) and aid in forming labor associations. Kate believed that the women of the Collar Laundry Workers were every bit as competent as male workers and the organization contributed union members to train women from other groups to become organized and pay their expenses while they did so.

Two years later, in 1868, Kate traveled to New York City for the convention of the National Labor Union. Kate was one of four women to serve as a delegate to this convention. In addition to Kate (Collar Laundry Workers), Mary Kellogg Putnam (Working Women's Association #2 of New York City), Mary A. McDonald (Working Women's Protective Labor Union of Mount Vernon, NY #6), and Susan B. Anthony (Working Women's Association #1, New York City) also attended. Kate

**“Kate Mullany was not unknown outside of labor circles. In early 1870 women’s rights activist Susan B. Anthony visited the cooperative factory in Troy to meet Mullany for the first time. She spoke of her visit in later speeches and articles. Anthony referred to the dissolved Laundry Union as the best organized women’s union she had known and expressed deep sympathy for “this working-women’s venture.” Mullany wrote to Anthony’s publication The Revolution in April 1870 to report on the cooperative factory’s plans and their progress in securing the needed capital of \$10,000.”**

*Excerpt from 2004 testimony to designate the Kate Mullany National Historic Site in Troy, NY from Rachel D. Bliven, Mohawk Valley Heritage Corridor Commission before the Committee on Resources, United States House of Representatives.*

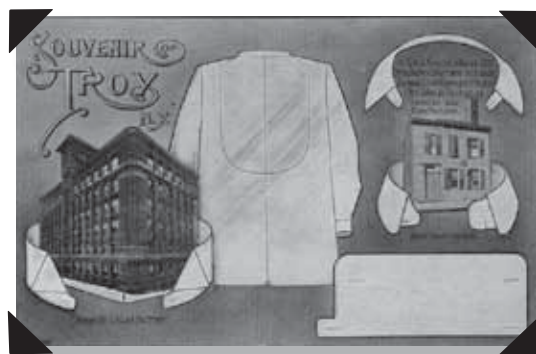
would go on to be elected Second Vice President of the Organization, but resigned the office since the First Vice President was also from New York. At the close of the convention, Kate was appointed assistant secretary for the organization, where she would correspond with working women and coordinate national efforts to form working women’s associations.

From its founding until 1869, the Collar Laundry Workers Union had held three strikes. However, the strike called in 1869 was unsuccessful because the collar manufacturers and the laundry owners united in opposition toward paying a wage increase. The collar manufacturers refused to send their products to any laundry that employed union ironers. They also helped laundry owners train a non-union workforce. The strike collapsed and the laundresses went back to work without a wage increase.

Kate and the Collar Laundry leadership started a laundry cooperative. Their aim was to give the laundry workers greater control over their working conditions. The laundry cooperative lasted about two years, but ultimately failed when local collar manufacturers were able to prevent out-of-town manufacturers from supplying the cooperative with new collars. An attempt to start a manufacturing enterprise also failed when the manufacturers introduced a paper collar.

This proved to be the end of the Collar Laundry Workers. The laundresses were back working at their old wages and the union leadership voted to dissolve the union in February of 1870. Kate herself worked in support of cooperatives for a short time, then later married John Fogarty. She died in 1906 and is buried in St. Peter’s Cemetery in Troy. Kate Mullany is remembered as the leader of the

nation’s first women’s union and the first woman to serve as an officer of a national union.





# New York State Women, Inc. Winter Board 2012

## March 2-4, 2012

Radisson • 125 Denison Pkwy. East • Corning, NY 14830 • 607-962-5000 • e-mail [www.radisson.com/corningny](http://www.radisson.com/corningny)



### VENDOR & EXHIBITOR Application Form

This is your opportunity to market your products and services to more than 100 New York State Women, Inc. members from all areas of New York State who will come together in Corning to celebrate the development of their personal, professional and political skills.

New York State Women, Inc. members  
"Know How to Shop 'til We Drop!"

Reservation Deadline is February 3, 2012

Exhibitor \_\_\_\_\_

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

\_\_\_\_\_

Contact Person \_\_\_\_\_

Address \_\_\_\_\_

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

Telephone \_\_\_\_\_

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

The exhibit area will be open  
Saturday, March 3, 2011 • 8:00 a.m. – 4:00 p.m.

#### 6 Foot Table (no electric):

# tables \_\_\_\_\_ \$50 ea (non-member rate)

# tables \_\_\_\_\_ \$25 ea (member rate)

#### 6 Foot Table (with electric):

# tables \_\_\_\_\_ \$70 ea (non-member rate)

# tables \_\_\_\_\_ \$45 ea (member rate)

**Total Enclosed** \_\_\_\_\_

**Make checks payable to:** NYS Women, Inc., Memo: Winter Board Exhibitor

Space must be reserved and payment received no later than:  
**February 3, 2012 - Space is limited.**

- Exhibitors agree to assume full responsibility for any and all liabilities or losses, damages or claims arising from any personal injury, damage or theft.
- Exhibitors must have a valid NYS Sales Tax ID# and collect appropriate sales tax.

**To reserve your table(s), please mail the form and check to:**  
Jackie Shellman • P.O. Box 563 • Lima, NY 14485 • 585-346-6889

### Board Book Advertisement Form

New York State Women, Inc.

Radisson • 125 Denison Pkwy. East  
Corning, NY 14830 • 607-962-5000

It is estimated that more than 100 New York State Women, Inc. members from all areas of New York State will be attending the Winter Board Meeting held in Corning, NY to celebrate the development of their personal, professional and political skills. These women represent members from around New York State.

We invite you to join our sponsorship family – businesses, groups and individuals can support our efforts with ads and/or boosters in our Board Book. The book, used as a networking tool, recognizes businesses where our members live and work, where our state meetings are held and where our local organizations are part of the community. Our members strongly believe in supporting our sponsors and patrons.

Ad Category	Rate
<input type="checkbox"/> Business Card (approx. 2" high x 3 1/2" wide)*	\$25
<input type="checkbox"/> One Quarter (1/4) page (approx. 4 1/4" high x 3 1/2" wide)*	\$50
<input type="checkbox"/> One Half (1/2) page (approx. 4 1/2" high x 7 1/2" wide)*	\$75
<input type="checkbox"/> Full page (approx. 10" high x 7 1/2" wide)*	\$100

\* If camera ready art or jpeg is unavailable, the committee will design an ad for you; however, final approval by you will only occur if time is available prior to publication

**DEADLINE: FORMS AND PAYMENT MUST BE RECEIVED ON OR BEFORE  
FEBRUARY 3, 2012**

Amount Enclosed: \$ \_\_\_\_\_ Ad Category: \_\_\_\_\_

Advertiser Name (if different from Contact Name): \_\_\_\_\_

Contact Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Phone: \_\_\_\_\_

E-mail: \_\_\_\_\_

**Make checks payable to:**  
NYS Women, Inc. [Memo Line: 2012 Winter Board]

**Mail completed form/artwork and checks to:**  
Colleen Ostiguy • 86 Velina Drive • Albany, NY 12203

**Questions?**  
[costiguy@gmail.com](mailto:costiguy@gmail.com)

# NYS Women, Inc. Youth Leadership Development 2012 March 2-4, 2012

Radisson • 125 Denison Pkwy. East • Corning, NY 14830 • 607-962-5000 • e-mail [www.radisson.com/corningny](http://www.radisson.com/corningny)

## YOUTH Registration Form

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

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

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

PHONE \_\_\_\_\_

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

**Make checks payable to: New York State Women Inc**  
(In the memo please state Youth Leadership participant)

**Completed form and payment to:**  
Kristen Stewart • 48 Rumsey Street, Apt 101 • Bath, NY 14810  
E-mail: [kas7722@gmail.com](mailto:kas7722@gmail.com) • Phone: 607-776-4362

### Registration Fees for All Attendees

- Advance Registration **\$25** due by February 3, 2012 *(Check enclosed)*
- Late Registration **\$35** rec. after February 3, 2012 *(Check enclosed)*
- On Site Registration **\$50** upon arrival *(Pay at the door)*
- Saturday only **\$25**

### Winter Board Meals

*Meals are not included in the Hotel Reservation and MUST be paid for with Registration*

- Weekend Meal Package **\$104**  
*Weekend Meal Package (not included in the hotel rate) \$104 includes sales tax and service. This includes Saturday breakfast, break, lunch and dinner and Sunday breakfast*
- Saturday Refreshments **\$3**     Saturday Breakfast **\$15**
- Saturday Lunch **\$24**     Saturday Dinner **\$40**
- Saturday Appetizers **\$9**     Sunday Breakfast **\$15**

**Total Amount Enclosed \$ \_\_\_\_\_**

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

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

### Name Tag Information:

- YL Participant – What you would like on your nametag: \_\_\_\_\_

What is your future career \_\_\_\_\_  
(i.e. engineer, nail technician, doctor, lawyer, hair stylist, actress – what do you want to be?)

What is your t-shirt size: \_\_\_\_\_

## HOTEL Reservation Form



### The Radisson

Arrival Date: \_\_\_\_\_

Departure Date: \_\_\_\_\_

**Reservation Deadline: February 3, 2012**

For hotel reservation, please call 607-962-5000 or e-mail [www.radisson.com/corningny](http://www.radisson.com/corningny). Mention NYS Women, Inc. or promotional code NYSWI. Reservations must be guaranteed by major credit card.

### Reservation Information

Name \_\_\_\_\_

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

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

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

Arrival Date \_\_\_\_\_ Departure Date \_\_\_\_\_

Rooming with (list all names) \_\_\_\_\_

### Room Rates

- Single or Double \$119 per night** 2 people @ \$59.50 per night
- Triple \$129 per night** 3 people @ \$43.00 per night
- Quad \$139 per night** 4 people @ \$39.50 per night
- Thursday Night: \$ 119**

- Check-in time 4:00 p.m. Check out time 1:00 p.m.
- Cancellation Notice: up to 48 hours before arrival
- Reservations received after reservation deadline are subject to availability. No refunds for early departure or missed meals – Cannot guarantee room type or room location
- Deposit/Payment: All reservations must be guaranteed by advance deposit of one night's stay or credit card.

### Method of Payment

Check Enclosed *(payable to Radisson Hotel)* # \_\_\_\_\_

Credit Card #: \_\_\_\_\_ Amount \_\_\_\_\_

Credit Card/Type: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Name as it appears on card: \_\_\_\_\_

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

# NYS Women, Inc. Youth Leadership Development 2012

## March 2-4, 2012

Radisson • 125 Denison Pkwy. East • Corning, NY 14830 • 607-962-5000 • e-mail [www.radisson.com/corningny](http://www.radisson.com/corningny)

As we embark on enriching the young adults that we will be hosting at the 2012 Winter Board, we are inspired to instill the knowledge of advocacy and leadership. The life choices that we make today build us as a person and lead us down the path of our lives. We are adding to the traditional Youth Leadership experience by providing the Reality Store to our weekend event.

Friday: A fun evening for the girls to get to know each other. Starting with a pizza

party, then traveling a short distance to a local salon for hair, make-up and manicures. Remember to bring a swimsuit for an hour or two in the pool.

Saturday: A day dedicated to finding the leader in each of us. The students will listen to a motivational speaker and experience the Reality Store with a discussion on careers.

The girls will discuss their experiences over the weekend when meeting the members of NYS Women, Inc.

The girls should be ready to work out their minds, bodies, and souls. We are going to have a great time building our future leaders of tomorrow.

See you in March.

*Helen Rico, NYS Women, Inc. State Chair  
Karen Hunter, NYS Women, Inc. State Vice Chair  
Kristen Stewart – District VII Chair  
Hillary Egburtson – District VII Co-chair*

New York State Women, Inc. Winter Board • Youth Leadership  
March 2-4, 2012

### MEDICAL FORM

Dear Parent/Guardian:

In the unlikely event of a medical emergency, it is important for the Conference Chair to have the following information and authorization from you. It is VERY IMPORTANT for you to complete this form.

Student Name \_\_\_\_\_

Parent/Guardian Name \_\_\_\_\_

Student's Date of Birth \_\_\_\_\_

Allergies: \_\_\_\_\_

Health Insurance Carrier: \_\_\_\_\_

Contract #: \_\_\_\_\_

Any medical/health related issues the Conference chair should be aware of: \_\_\_\_\_

Current Medications: \_\_\_\_\_

Family Doctor: \_\_\_\_\_

Doctor's Phone #: \_\_\_\_\_

### MEDICAL TREATMENT AUTHORIZATION

To Whom It May Concern:

In the event that \_\_\_\_\_ becomes ill or is seriously injured and requires emergency medical treatment and I, as her parent/guardian cannot be contacted, please accept this statement as my authorization for her to be treated as required by a fully accredited physician at a fully accredited hospital. Should emergency procedures (surgery, etc.) be required, we ask that at least two (2) specialists in the appropriate field concur on the diagnosis and prescribed treatment.

Parent/Guardian Signature \_\_\_\_\_ Date: \_\_\_\_\_

Parent/Guardian Phone # \_\_\_\_\_

Parent/Guardian E-Mail: \_\_\_\_\_


**Although this form is not required to be notarized, it is suggested that you do so. Please, if notarized, do so in the space below.**

Please insert your chapter name here \_\_\_\_\_

### RELEASE OF LIABILITY, WAIVER OF LEGAL RIGHTS AND ASSUMPTION OF RISK

In consideration of being allowed to participate in the NYS Women Inc. Youth Leadership program activities sponsored by \_\_\_\_\_ **YOUR local**, I hereby understand and agree to this release of liability, waiver of legal rights, and assumption of risk and to the terms hereof as follows:

1. I acknowledge that I, \_\_\_\_\_ will be driven by a New York State Women, Inc. member to the site to which the Youth Leadership will take place at **Corning** driving to this location is an activity that is subject to mishap and even injury to participants, including the potential for permanent paralysis and death. I understand and acknowledge that car transportation have inherent dangers that no amount of care, caution, instruction or expertise can eliminate and I EXPRESSLY AND VOLUNTARILY ASSUME ALL RISK OF DEATH OR PERSONAL INJURY SUSTAINED WHILE PARTICIPATING IN the process of being transported to the site to which the **Youth Leadership program** will take place.

 Initial here \_\_\_\_\_

2. I take full responsibility for, RELEASE AND HOLD HARMLESS (**Your local chapter Members**), their owners, officers, elected officials, agents and employees from any and all liability, claims, demands or causes of action that I may hereafter have for injuries or damages arising out of my participation in **Youth Leadership program** activities, included, but not limited to, losses CAUSED BY THE NEGLIGENCE OF THE RELEASED PARTIES.

 Initial here \_\_\_\_\_

3. I further agree that I WILL NOT SUE OR MAKE CLAIM against the Released parties for damages or other losses sustained as a result of any injury, or death, sustained from my participation in **Youth Leadership** activities. I also agree to INDEMNIFY AND HOLD THE RELEASED PARTIES HARMLESS from all claims, judgments and costs including attorney's fees, incurred in connection with any action brought as a result of participation in (**Youth Leadership**) activities by any of the undersigned.

 Initial here \_\_\_\_\_

4. I hereby expressly recognize that this Release of Liability, Waiver of Legal Rights, and Assumption of Risk is a contract pursuant to which I have released any and all claims against the Released Parties resulting from any injury, or death, sustained from participation in (**Youth Leadership**) activities including any claims for negligence of the Released Parties.

 Initial here \_\_\_\_\_

5. I further represent that I am at least 16 to 18 years of age, I waive and release any and all legal rights that may accrue to me as the result of any injury I may suffer while engaging in **Youth Leadership** activities.

 Initial here \_\_\_\_\_

I HAVE READ THIS RELEASE OF LIABILITY, WAIVER OF LEGAL RIGHTS AND ASSUMPTION OF RISK AND FULLY UNDERSTAND ITS CONTENTS. I SIGN IT OF MY OWN FREE WILL.

On this the day, \_\_\_\_\_ of \_\_\_\_\_, 20 \_\_\_\_

Signature of Parent or Guardian of Child Participant:  \_\_\_\_\_

Name of Parent of Child Participant:  \_\_\_\_\_

(Please Print)

## Feature: Professional Development



# Starting a Business How Does Technology Come into Your Plan?

by Renee Cerullo, President, Buffalo Niagara Chapter

I have read many articles on how to start a business and what is required. But it always seems like a piece of information is missing – technology. Not many businesses today can function without some type of technology. Technology can be the foundation of your business and make or break it. I have developed a list of items every business should consider to be successful.

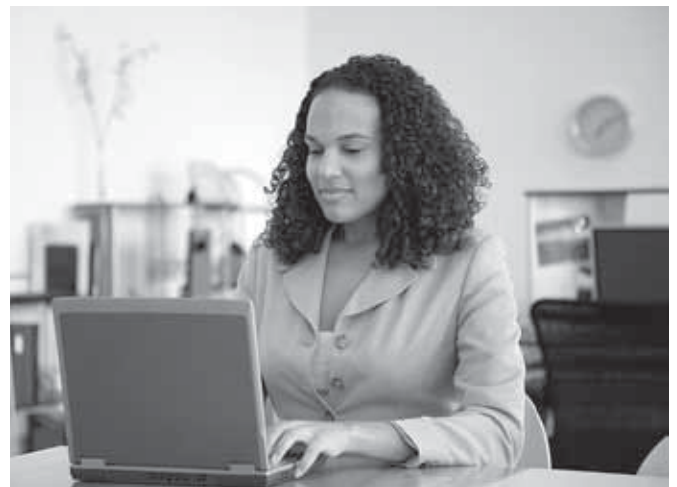
**Server** For any business that will have employees and need to share files this is very important. A server will have many roles in your organization. It will store all your files, maintain security, manage printing, and possibly your e-mail. Servers biggest role is security and file sharing. Servers can range from \$1500 to \$5000. For a startup company Windows Small Business Server is great since it includes e-mail services. It is the most cost effective way to go. The server needs to be stored in a secure location. Servers must be replaced every three to four years.

**Computers** Most businesses will need computers for their employees. Plan for \$400-\$500 per computer. Its not worth going cheap since you will end up replacing them quickly; computers should be replaced every three to four years. When purchasing a computer you will normally find them cheaper online than in a retail store where the equipment is marked up. When looking at computers, make sure the operating system is the “professional edition.” Home versions of an operating system don’t work well in a business environment.

**Antivirus** You’ll need to protect your company data. It’s a must for every machine to have antivirus software. Antivirus software must update nightly and it is subscription based. It should be renewed once a year.

**Computer Use Policy** This is something many businesses fall short on. No one wants to implement this until there is a problem and at that time it’s too late. Have a policy in place right from the start so you won’t get caught in a lawsuit or heavy fines. Companies should restrict employees internet access to inappropri-

ate sites or sites that employees might waste time on. After all, employees are there to work, not to play on Facebook all day. If you have to adhere to HIPAA regulations, Facebook and other social media sites should be 100% blocked. All it takes is one virus to get on one computer in your network and your company data is compromised. Another aspect of a computer use policy deals with e-mail: it should state clearly whether you will be accessing employee e-mail. Just because you are a boss does not give you the “right” to access an employee’s e-mail.



**Social Media Policy** If your company will be using social media you have to have a policy in place regarding who can post and what content should be posted. This should be monitored daily.

**Passwords** Every employee must have their own username and password to log into the systems. This way you can track who is doing what. There should never be a list of passwords. This can get you into legal trouble if you force employees to give you their passwords.

*Continued on page 21*

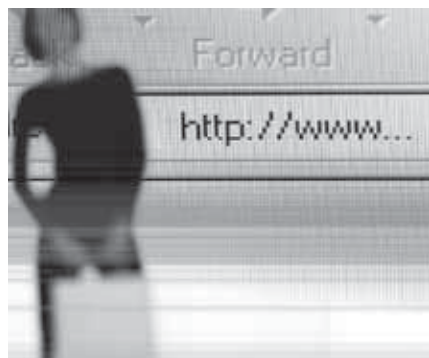


**Telephones** This is not a simple decision; you should put some thought into what you need. Do you require multiple phone lines? Do you want your voicemails e-mailed to you? Call forwarding? Voice over IP? There are a lot of systems out there. Make sure to determine what features you need now and those you might require five years from now. A phone system is not something you want to change out frequently.

“All it takes is one virus to get on one computer in your network and your company data is compromised.”

**Remote Users** Will you have employees in the field? If so, you should consider if those employees will have laptops, iPads, or some other device. In addition to the device they might need access to the internet. Will you purchase air cards for these devices?

**Website** Every business has to have a website. Not just a website, but a professional website. A bad, poorly-designed website reflects badly on your business and makes it look like you're not serious about your business.



Determining what technology your business will require can be very overwhelming. But you need to take it seriously to grow your business efficiently. Talk to someone who knows technology and to help you figure out what you really need. There really are no cookie cutter, “one-size-fits-all” solutions out there.

You can contact NYS Women, Inc. member and web developer, Renee Cerullo at [Cerullo@RLComputing.com](mailto:Cerullo@RLComputing.com) or [RLComputing.com](http://RLComputing.com).

# How to Answer Uncomfortable Interview Questions

Continued from page 13

in employment seems to be an issue, be ready to talk about the skills you acquired or the contributions you made as a volunteer during that time.

Unfortunately, some interviewers persist in areas they shouldn't.

“Obvious off-limit topics are family situation, age, religion, ethnicity, disability, sexual preference, race or any questions that lead to more knowledge about the candidate through related questions such as, ‘Will you need to make any special arrangements for family members should you be hired?’ or, ‘Have you ever missed work for illness or injury?’” says Terry Henley, director of compensation services at Employers Resource Association, a nonprofit serving small and medium-sized businesses in Ohio, Kentucky and Indiana.

In this situation, Henley recommends that candidates say that they aren't comfortable discussing the topic and then think about whether they wish to continue the interview. “If the applicant is certain that the question is illegal, he can tell the interviewer, understanding that it will probably mean that the interview will end soon and not end up in employment.” Filing charges with a state or federal agency is an option if a well-qualified candidate feels certain that the only reason he was denied the position was because of being a member of a protected class, but Henley cautions that “the likelihood for success in filing such a claim in these circumstances is low.”

While candidates have little to no control over what questions an interviewer chooses to ask, they do have power over something important: their own response. So set the tone that you've come to discuss why you're the best person for the job – and nothing else.

*Beth Braccio Hering researches and writes about job search strategy, career management, hiring trends and workplace issues for CareerBuilder. Follow @Careerbuilder on Twitter.*

<http://www.newsday.com/classifieds/jobs/how-to-answer-uncomfortable-interview-questions-1.3201816>

## Feature: Professional Development

**For the next five workdays, I have an assignment for you. At the end of the day, I want you to make a list of all of the things that you didn't get done. That's right...did not get done.**

Once that list is complete, take a few moments to reflect on it. What's on the list? Is your top priority of the day there – the one that you came to work ready to complete by end of day? Are there a number of "I should get to this pretty soon" or "one of these days I'll get to those" items? What's not getting done?

Take a look at those top priorities that are incomplete. Why is that happening? What is getting in your way? What's distracting you? Are there too many interruptions? Are you avoiding the task; if so why? Is it lack of clarity, lack of knowledge, or do you simply dislike the task? Are you procrastinating? Too many e-mails – or the need to constantly check those e-mails? Why are you focusing on lower priority items instead of your top priority? How often is your top priorities incomplete at the end of the day?

For all of the other unfinished tasks on your list, review them at the end of the five days. How many items were on the list for all of the five days? Or better yet, for those that were on the list for the five days, how many

have you been trying to get done for even longer than that? They didn't get done, so what happened? Were there serious repercussions or did the lack of completion go unnoticed?

Is the stress of always having these items hanging over you worth it? If the answer to that question is no, then it's time to practice the 80/20 principle. Eighty percent of your results comes from twenty

percent of your efforts. So, if you have ten items on your list, keep the top two and toss the rest. After all, they aren't getting done anyhow and as best I can tell, the world hasn't come to an end! Let them go.

If, on the other hand, you say that the stress is worth it, I wish you the very best. I could cite the numerous studies on the effect of stress on health. However, you already know what the studies say,

and you already know that you aren't the exception – yet you are willing to take the risk. We all have choices and choices have consequences.

*Reprint courtesy of Ann Michael Henry, Executive Productivity Chief MISE EN PLACE, a productivity consulting firm. Ann has been a keynote speaker for New York State Women Inc. and is based in Victor, NY. You can visit her website at [www.m-e-p.com](http://www.m-e-p.com)*

# Make a List!

by Ann Michael Henry



New York State Women, Inc.

Our Mission

To build powerful women  
professionally, personally, and politically.

Our Vision

To make a difference in the lives of working women.

**NEW YORK STATE**  
**women, INC.**



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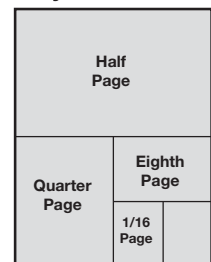
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# It *is* what it *is*... period!

by Claire Knowles

**It is what it is.** There are things that are not within our power to change.

This phrase is one that I tell myself sometimes, and as I coach others. Usually it is stated in concert with difficult situations, beyond one's control, clearly outside one's circle of influence. Sometimes having the courage to speak up, to say what needs to be said – when it needs to be said – and in a way that it needs to be said – is most appropriate. Some conflicts call for action. Sometimes you are the person that needs to intercede. Sometimes the elephants hiding under the rug need to be uncovered and constructively addressed. Sometimes it is your role to right a situation, to improve it for the better. Sometimes the conversation that needs to be held has your name written on it. Sometimes the action required is yours to take. Sometimes situations call for courage and taking principled measures. Sometimes you must step forward.

Sometimes, though, the decision “to let it go, and to let things be” is the wiser choice.

Here are several sources for this wisdom:

**First, the Serenity Prayer:** “God, grant me the serenity to accept the things I cannot change; the courage to change the things I can; and the wisdom to know the difference.”

Accepting things one cannot change does not mean condoning those things. (People often lose this perspective.) It means accepting that some things are not yours to change, and are not your battle to fight; not yours to control; nor should you invest your energy or time into them. But rather, to put your focus, energy, and attention elsewhere – on the important things where you can make a difference.

**Second, “The Universal Law of Allowing”:** “The Universal Law of Allowing” requires granting to others the same rights you ask for yourself – the right to be, have and do what you choose. When you have an emotional reaction to someone else's behavior, stop and tell yourself: “He or she is neither good nor bad. I neither like him/her nor dislike him/her. He/she just is. He/she's another human being doing the best he/she can...given his/her conditioning, beliefs, circumstances, experiences, present perceived needs.” So, taking out the emotional judgment to the person or to the circumstance, my question then becomes, “**What aspect do I have in me, and within my gifts, talents, skills, knowledge, experience to constructively offer**

**this moment, to make it better, if any?”**

**The bottom line:** It is not what happens to us in life, but rather how we respond to it, that matters most. We choose our response. Sometimes we are responsible. Sometimes it is our responsibility. Sometimes it is not. Sometimes we can make a difference. Sometimes we cannot. Sometimes our voice and our action would improve the situation, sometimes not. Sometimes our choice needs to be *to just let it be, because it is what it is, period!* Lights On!

Claire Knowles is a retired human resources and labor relations manager, certified in coaching and mediation. She is a partner in Richard N. Knowles & Associates, Inc. Check out her website at [www.lightsonworkshop.com](http://www.lightsonworkshop.com). *Lights On!* is created especially for women and includes coaching, consulting, presentations, retreats, and facilitations.

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## Chapter & District News

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



CNY Professional and Working Women ended its year in June 2011 with the installation of new officers; Deb Schultheis, outgoing assistant district director, presiding. Pictured in upper right photo: l. to r. Judy McLeod, Jeanne Candee, Cheryl Lavin, Maureen Fogarty. Pictured in photo at the left: l. to r. Deb Schultheis, Dianne Walker. [Editor's note: These photos were inadvertently omitted from the September 2011 issue of NIKE. Our apologies!]

### Chadwick Bay Chapter – District VIII

-submitted by Donnie Hover, District VIII Director

We will hold our 13th annual Getaway Weekend on Feb. 3, 4, and 5, 2012 at the newly renovated Clarion Hotel in Dunkirk, NY. Look for our new brochure, you will be amazed at the new graphics due to our sister chapter. The festivities will begin with networking in the lounge from 7:00 to 9:00 p.m. At 9:00 p.m. the games begin! The Lakeshore Chapter has graciously taken over the game room event. Come and experience the new games and remember to wear your lucky gaming hat.

Pampering includes massages, pedicures, facials, manicures, acupuncture, and "Bio Tech" by Toni Mitchell of Herbs for Life. We'll begin Saturday with Aquacize class and, then later in the afternoon, a new Zumba Aquacize class will be held in the newly renovated pool. For those who don't swim, we have seminars and workshops. New classes will include batik, the age-old art of wax painting on fabric; learning how to eat healthy with personal trainer Tani Wojcinski; photography tips on when to hire a professional and how to give your pictures a great finishing touch with photographer Diane Andraski; and making your own vegetable centerpiece, budget-friendly appetizers, and dessert class with

Carlene. Basket weaving and knitting will also be taught in the afternoon. After the banquet dinner, a glass etching class is available for those who do not want to sing or dance the night away.

The Clarion lobby will be busy with Saturday's shopping expo and Sunday will close the event with a wonderful brunch.

The Getaway Weekend only comes once a year and the cost (double occupancy) is \$159. The price includes two nights' stay, two breakfasts, one lunch, and the banquet dinner. Fun is optional! Please contact Terri at 716-680-0585 or e-mail [pacos@netsync.net](mailto:pacos@netsync.net).

### Lake to Lake Chapter – District VIII

-submitted by Nancy Taylor, president

Our chapter held its October 18, 2011 dinner meeting at Emile's restaurant with the Yates County Women Chapter as guests. President Nancy Taylor chaired the meeting and the theme was "Women in Military."

Our guest speaker was Ms. Ellen Hey, nurse practitioner in pre-emption medicine. She is currently on leave and assigned to National Guard duty at Fort Drum, NY. Major Hey gave a chronological history of women who have served in the military, from the War of 1812 to the present, showing how the numbers for women in the military have increased. We felt especially fortunate to have Major Hey as our speaker since she is the daughter of Mary Ellen Morgan, immediate past president of NYS Women, Inc.

Each year our chapter sponsors a community-birthday calendar as its main fundraiser. The 2012 issue has arrived and copies are available for sale. This is a special issue – a collage sponsored colored picture of the four Legott family businesses in Geneva, NY. To purchase calendars, please contact Calendar Chair Nancy Taylor at 315-789-2899.

### Niagara Frontier Chapter – District VIII

-submitted by Phyllis Phillips, vice president and NIKE chair

On Tuesday, June 28, 2011 our chapter awarded four \$750 scholarships to Lorie Harding, Christin McDonald, Ryan Brotz, and Christina Akers. We received over a hundred applications from adult women and it was extremely difficult to narrow the field down to four.

For our August 23rd summer outing we met for a "Dine and Cruise" night at the Canalside Banquet Center in Lockport, NY. We enjoyed a fantastic hors d'oeuvre feast before boarding the Lockport Locks Cruise on the Erie Canal. Going through the locks was fascinating, especially for those of us who had never done it before. We went down the canal, then turned around (which was a feat in itself considering the narrow

## Chapter & District News



Above (l. to r.): Lorie Harding, Christin McDonald, Ryan Brotz, Scholarship Chair Jean Harmon, Christina Akers.

width of the canal), and came back through the locks to cruise up the other side. That's when we had a real surprise! While the boat was in the lock, the water receded to the lower level to allow us to go through, we suddenly heard the gate clunk, and there we were....stuck between the lock! The captain said it hadn't happened in his 25 years of piloting through the locks – why us? Needless to say the gate was fixed, but the experience made for one of our most memorable summer outings!

At our September meeting Phoenix Hawelu-Hills spoke about holistic healing. Our October dinner meeting featured Melissa Molinaro, director of marketing and communication for Niagara Tourism-Niagara USA. Melissa updated us on the new and exciting things happening in the Niagara area, such as the upcoming Christmas Fair at Niagara Falls.

In November Joyce Santiago, executive director of the Tonawandas Chamber of Commerce, spoke to us about new business development in our area and showed a DVD featuring the Tonawandas.

We continue to support the Displaced Homemaker Program of Everywoman Opportunity Center in Niagara Falls. Among the things needed, aside from a full range of clothing, shoes, and purses, are personal items, such as toothbrushes, toothpaste, lotions, deodorants, women's needs items, etc.

We traditionally support the Twin Cities Community Outreach (TCCO) at our holiday dinner party with children's gifts and monetary support. The TCCO center houses the Food Pantry, the Clothes Closet, and Meals On Wheels for the communities of Tonawanda and North Tonawanda, assisting low income families.

### Steuben County Women Chapter – District VII

*-submitted by Kristen Stewart, treasurer*

The chapter has been busy during 2011 supporting and raising funds for women and youth activities. In July, we had a yard sale in Bath, NY and raised over \$250 for our treasury. Members donated baked goods and new

and used items for this event. Also this summer members assisted our president and District VII Director Lois Force by manning roadside stands at the Kanona Rest Area. Over \$1,600 was raised towards our annual scholarships given to women returning to school and the workforce.

On September 10, 2011 our chapter sponsored a Women's Expo at the First Presbyterian Church in Bath, NY. We had 10 vendors in addition to 10 speakers who discussed issues related to health and wellness and how to become a member of NYS Women, Inc., among other topics. Mary Ellen Morgan, past state president, attended and spoke at this was a great networking opportunity. We'd like to thank chapter members Kristen Stewart, Jean Shepard, and Lois Force for their work at this event.

Our 2nd Annual Trail Ride, hosted by Jack and Betty Bossard and Lois Force in Howard, NY, was held on September 18th. The event benefits the Steuben County Domestic Violence Shelter and this year we raised \$1,212 in cash funds and over \$1,000 in merchandise for the shelter. In the past two years, our chapter and the Bossard family have secured over \$5,000 in donations for the shelter.

We're looking forward to our chapter's fall and winter programs, honoring a woman in business and our local female veterans at the Bath VA Medical Center. We will also host the hospitality booth at NYS Women, Inc. 2012 winter board. Lois Force is the chair for winter board and Kristen Stewart is assisting with the youth leadership

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### NIKE Deadline

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### 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

## Chapter & District News

event and many other details related to the event. We look forward to welcoming members to Corning, NY and Steuben County, March 2-4, 2012.

### Western Suffolk Chapter – District IX

-submitted by Kim Nowakowski

The chapter held a successful event at the local library. Member Claire Meiowitz spearheaded a workshop entitled "Get the Edge: Resumes & Cover Letters that Work for 2011 Jobs." Members Linda Costa, Linda Pickwick, Patricia Kern, and Patricia Becker were on hand to meet and greet the participants. The chapter's target audience were women who are unemployed or looking for a change in employment. The event was also open to men, but only one had reserved a seat and he did not attend.

"All in all it was quite successful; Claire, with her business partner Natalie Canavor, gave a lot of information in a short period of time," remarked Chapter President Kim Nowakowski. "Even our members in attendance reported they learned a lot, but mostly it helped in thinking outside the box."

Our chapter hopes to conduct other workshops at the local library throughout the year. It not only provided a lot in the way of public relations outreach, but also, it was satisfying to know that our chapter, with the help of Claire and Natalie, helped make a difference for the attendees.

Claire and Natalie wrote *The Truth About New Rules of Business Writing*, published in 2010 by Financial Times Press. They both provide workshops on a wide array of issues relating to business writing to audiences of the general public and corporate/business training events.

### District VIII

-submitted by Donnie Hover, District VIII Director

The Lakeshore and Chadwick Bay Chapters celebrated New York Women in Business Week at the Colony Restaurant in Silver Creek, NY on Wednesday evening, October 19, 2011. The guest speaker was New York State Trooper Jennifer Czarnecki who spoke about identity theft.

Through the years women have been honored nationally during the third week of October for their accomplishments. This year Marissa Metzger was honored as Business Woman of the Year by her Lakeshore Chapter where she currently serves as recording secretary.

Marissa was New York State's Young Careerist in 2006 and continued to the BPW/USA national convention in Reno, NV. She recently completed her property casualty underwriting designation at Evans Insurance Agency. Marissa resides with her husband Jeff and son Gabe in Silver Creek.

## Committee News

### Youth Leadership Conference in March 2012

- submitted by Helen Rico, chair

The NYS Career Development Opportunity 501 C (3) is sponsoring the Reality Store™ for all youth attendees. Many of the NYS Women, Inc. members in attendance at fall board in Lake Placid, were wondering what is the Reality Store. Below is a brief description how the program got started and what it does.

The NYS Career Development Opportunity 501 C (3) voted at its last meeting to donate \$100 each to the first five chapters that register a Youth Leadership participant to reside at the hotel for the March 2012 Youth Leadership Conference. This is a great incentive to get more girls to attend. Registration forms are printed in this issue of *NIKE*, so please take advantage of this offer and join us in Corning, March 2-4, 2012.

The Reality Store is part of the "Women Helping Girls with Choices" program. The program started the day a young single mother walked into the Girl Club in Santa Barbara, California in tears because she could not afford to pay her rent and feed her two children properly. "Why didn't someone tell me what it would be like when I grew up?" she cried. Her question made real what we already knew, at least in an abstract sense that millions of mothers and children in this country are living in or near poverty because they did not understand the choices they would have to make for their future and were poorly prepared to make the best choice.

Young individuals between the ages of 14 and 20, make critical decisions that affect the course of their whole lives; decision about educational paths, career options, lifetime mates and family timing. They should make these critical decisions with knowledge and a sophisticated attitude about the realities of and options for their futures.

In many families, financial matters are not discussed with the children. Many parents believe young people should not be burdened with these dreary, often frustrating facts of life. Parents generally believe their children will have to start worrying about insurance rates and mortgage payments soon enough. In some ways this may be true. However, frank discussions about money can be a way to help young people realistically plan for their future. A teen who has never paid an insurance premium or written a check for rent may expect to live well on earnings from a job paying minimum wage. Someone better versed in the cost of living is less likely to be so naïve and more likely to start planning realistically for the future.

This is why the NYS Career Development Opportunity Inc sponsors the Reality Store. The Reality Store is designed to encourage teens to think about their

*Continued on page 24*

## Membership

– submitted by Kim Nowakowski, vice chair

### What's Your Elevator Introduction?

Sometimes we know someone well enough to explain in great detail about how wonderful NYS Women, Inc. is. Usually though, we have a brief minute to describe our organization. We hope our overview is enough to pique someone's interest, so they attend a meeting or, better yet, join! If I have a limited time, this is what I say:

"Our organization is involved in political lobbying on women's issues in the workplace; professional development and leadership building for our members and with the next generation; and offers opportunities to network with women from many fields of employment. Yes, there are organizations that advocate for women, and organizations that do professional development and leadership building, and other organizations helping the next generation of young women, and those that offer networking, at NYS Women, Inc. *we do it all in one organization!*"

If someone comes to a lightly-attended meeting, I emphasize that despite our size we make a big difference.

My elevator introduction seems to pique women's interest, as a one-stop shopping opportunity...and what woman doesn't appreciate one-stop shopping! Membership recruitment is sales and there is nothing more important in sales than getting the customer to walk in the door to find out more.

What's your elevator introduction? Please share it with Membership Chair Amy Kellogg or me! I'd love to write a follow up article with all your suggestions, so members can react without hesitation to the question, "What is NYS Women, Inc.?"

## Membership Materials

– submitted by Amy Kellogg, 2nd Vice President

At the June conference, every chapter was given a free packet of membership marketing materials. These materials were generic but allowed for the inclusion of your specific chapter meeting and membership information.

Since then, we have worked with the vendor to enable each chapter to order membership materials, which will have each chapter's specific logo, meeting and membership information. The vendor has priced these materials very reasonably, and the quality and professionalism of these materials will greatly help each local market to new members and hopefully increase local membership.

A membership materials order form is at the right. To order materials, simply fill out the form and send it by e-mail, mail or fax to Joyce DeLong at Insty-Prints. Once the order has been placed, Joyce will contact the chapter with the final price of the materials, including tax and shipping. If you have any questions or concerns, please contact Amy Kellogg at [ajkellogg@aol.com](mailto:ajkellogg@aol.com) or Joyce.

## MEMBERSHIP MATERIALS ORDER FORM

Pricing below includes:

- 1.) Personalization of the brochure with the chapter's logo and
- 2.) Membership contact info.
- 3.) If a chapter does NOT have their own website we would replace that reference with the NYS Women Inc. website address.

### Printed Membership Brochures:

Printing brochures on 100 lb white cardstock in full color; 2-sides. 25/\$25 • 50/\$30 • 100/\$39

### Printed Meetings/Business Cards:

100/\$30 • 250/\$37 • 500/\$46

### Letterhead:

250/\$90 • 500/\$101

### Envelopes:

250/\$65 • 500/\$79

### Pocket Folders:

\$3.00 each with a minimum order of 10

\$2.50 each when ordering 25+

Above pricing will also be subject to tax & shipping (approx shipping cost \$6).

Final cost will be computed once order has been placed.

If a chapter wants to print the brochures themselves:

Fee for personalization and a "printable" PDF: \$20

## ORDER FORM

Chapter Name:

Chapter Address:

Chapter E-mail:

Chapter Website:

*\*All as you would like them appear on the printed membership materials\**

### Quantities:

Membership Brochures: \_\_\_\_\_ Envelopes: \_\_\_\_\_

Meeting/Business Cards: \_\_\_\_\_ Letterhead: \_\_\_\_\_

Pocket Folders: \_\_\_\_\_

To order, send completed order form to Joyce DeLong: by e-mail at [jdinsty@roadrunner.com](mailto:jdinsty@roadrunner.com), by mail to Joyce DeLong, Insty-Prints, 3959 Union Road, Buffalo, NY 14225 or by fax to 716-634-0841. For any problems, please contact Joyce at the above e-mail or call 716-634-5966.

## Committee News

futures, to help them visualize how their career choice will affect their economic well-being. How can students talk about choosing a career if they do not know how much it will cost to live the life they would like to have? Participation in the Reality Store helps students learn about their choices, evaluate their options and plan for their future.

See you in Corning... Winter Board 2012 – Youth Leadership Conference, Helen Rico, chair; Karen Hunter, vice chair; Kristen Stewart; and Hillary Egburtson.

We also need adult volunteers. If you are interested, contact Helen Rico at [hrico@twcnj.rr.com](mailto:hrico@twcnj.rr.com) for more information.

### Strategic Planning Update

*-submitted by Linda Przepasniak*

At its March 2012 meeting, the New York State Women Inc. Board of Directors will be considering a proposal from the Strategic Planning Committee to divide the state into six regions (currently we have 11 districts.) During that weekend (and prior to the board meeting,) a general membership meeting will be held to discuss this proposal and any other matters related to the strategic plan. At this time, the regional proposal is still "under construction." Careful consideration will be given to current boundaries, population centers, chapter locations, membership numbers and transportation. All suggestions and comments are encouraged and welcomed by the committee. We encourage you to read the monthly Communicator and attend the meetings in Corning. The state organization is the anchor for the chapters and your input is important and critical to our future success.

### Women's Day at the New York State Fair 2011

*-submitted by Pat Ferguson, chair*

Vice Chair Cheryl Lavin, director of the Art and Home Center, put together a marvelous day for us on Wednesday, August 31, 2011. From the mini fair, to the

morning program and then on to the luncheon with Yvonne Conte, it was grand. More than 20 members of NYS Women, Inc. participated.

The mini fair of women's support agencies covered a wide range of services: Fair Housing and the Women's Opportunity Center to a variety of health care agencies – and best of all was the Women's Hall of Fame. This mini fair for women is open only on Women's Day and is available for all women attending the Fair.

For the morning program, Cheryl arranged for Christine Moulton to announce the incoming class of 2011 inductees to the Women's Hall of Fame, located in Seneca Falls. With so many great women, we can only hope to emulate them. It was good to have involvement of the Woman's Hall of Fame at Women's Day. Tim Horton's provided coffee, danishes, and donuts.

The luncheon program with Yvonne Conte featured the "Positive Power of Humor" to reduce stress and premature aging with laughter. Her comments included... "9 out of 10 medical doctors agree that 1 out of 10 medical doctors are idiots." And... "Of 100 men, one is a leader; the other 99 follow the woman." "We only get to choose how we live, not how we die" and "Show your kids that they can be better." Liz Ayers, a local PBS television personality, was mistress of ceremonies. Local Congresswoman Ann Marie Buerkle gave us encouragement, noting that she is the first woman to serve in the House of Representatives from the 25th NY District.

The \$20 fee covered luncheon, entry and parking. For those of us who are forever frugal, Women's Day is a great deal for a great day! Mark your calendar for next year's Women's Day which will be held on Wednesday, August 29, 2012. We would LOVE to see more of you attend Women's Day at the New York State Fair!

## Corrections

In the September 2011 issue of *NIKE*, we misidentified the Grace LeGendre Endowment Fund (GLEF) as a foundation. GLEF is an endowment fund.

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## Loud(er) & Proud(er) Continued from page 2

reservation forms in this issue of *NIKE* and at [www.nyswomeninc.org](http://www.nyswomeninc.org). This meeting will feature workshops on legislative process and procedures, life planning for women of all ages, more on communication and public relations, and elements of membership building. We invite you

to join us in fulfilling our vision and achieving our mission. It's an old adage, but strength still lies in numbers. We are *Proud and Powerful*, no matter how few or how many. We welcome your knowledge and experience, your professionalism and ideas, your strengths and skills.

With 90 years of history behind us and hundreds of years of history yet to be made, come and be part of an organization that will provide you with an opportunity to make a difference in the life of a New York State woman. You can find membership information on our website as well.





# Seasons Greetings

Best wishes for a Joyous Holiday Season

and

A Happy New Year!

from

## **DISTRICT II**

Bay Ridge Brooklyn Chapter    Richmond County    Staten Island

**Since 1989 ...**  
**\$126,200**  
**126 women**  
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**45 doctoral degrees**

**The numbers don't lie . . . YOU CAN make a difference!**

YOUR tax deductible gift can make a difference! The NY Grace LeGendre Endowment Fund awards fellowships to women enrolled for graduate degrees at colleges and universities across New York State. Let's continue this very special program. These young women will be grateful for your compassion as well as your financial support.

Send YOUR tax deductible gift today to: Vi McKaig, Fundraising Chair, P.O. Box 67, Voorheesville, NY 12186. Please make your check payable to NY GLEF and let us know if this donation is in honor of, or in memory of, someone special to you.



## NIKE All Stars

The 2010-2011 *NIKE* All Star Campaign is in full swing and thank you to our loyal supporters who have already sent their listings in. Members will have an opportunity to contribute at Fall Board, and local chapters, districts and friends of NYS Women, Inc. can send contributions anytime to the *NIKE* Business Manager, Susan Fayle. Information on contributing can be found on our website.

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

**Rates:** Platinum Patrons: \$75.00 and over  
 Golden Givers: \$50.00 – \$74.00  
 Silver Supporters: \$25.00 – \$49.00.  
 Bronze Boosters: \$5.00 – \$24.00

**Make check payable to:**  
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**Mail form and check(s) to:** Susan M. Fayle, *NIKE* Business Manager, 554 Tacoma Avenue, Buffalo, NY 14216.  
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 1217 Delaware Ave., Apt 807  
 Buffalo NY 14209-1432  
 E-mail: mmistymo@aol.com

# Debt, the Double-Edged Sword

Continued from page 9

- Debt used to finance a vehicle. Many people rely upon a car to get to work and earn a living.

**"BAD" debt**, on the other hand, is debt "that is unlikely to yield anything of appreciating value and that you are unlikely to be able to repay in a reasonable amount of time," said Maloney, burdening the debtor with more interest/finance charges.

Some forms of BAD debt:

- Buying consumable goods including groceries, clothes, luxury items, etc. entirely on credit. While your credit card tab increases, the value of the goods you bought decreases or disappears altogether. It is better to use a debit card or cash for these kinds of purchases, said Maloney.

- Charges made on a high-interest credit card that cannot be paid off in full in the next billing cycle.

- Funding a real estate/home acquisition entirely, or almost entirely, with debt. Generally speaking, the less equity involved in such a purchase, the greater the risk to the debtor.

- Using debt to fund gambling/wagering activities is a losing proposition.

- Taking equity out of your home and investing that money in the stock market. The risks of doing so far outweigh the potential rewards, warned Maloney.

Need advice on how to make debt work for you, not against you? Consult a financial expert. Tap into FPA's online network at [www.FPAnet.org/PlannerSearch/PlannerSearch.aspx](http://www.FPAnet.org/PlannerSearch/PlannerSearch.aspx) to locate one in your area.

*Article provided by the Financial Planning Association® (FPA®) of Western New York. FPA fosters the value of financial planning and advances the financial planning profession and its members demonstrate a professional commitment to education and a client-centered financial planning process.*



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New York State Women, Inc.

Our Mission

To build powerful women  
professionally, personally,  
and politically.

Our Vision

To make a difference in the lives  
of working women.

# Isn't it time you tapped into the spending power of New York State working women?



- Women's earning power is escalating: They comprise over half of all college students and about 38% of small business owners.
- Women are likely to make the final decisions on travel in 80% of families, medical expenditures (70%), and automobile and insurance purchases (55% each).
- Nearly half of all adult women are solely responsible for saving money for their households.
- Women control 80% of all household purchases.
- They account for 35% of all adults spending more than \$500 on home improvements.

You can reach New York State's working and professional women through your sponsorship of **NIKE**.

- **NIKE** targets 1,200 business women 4 times annually.
- **NIKE** is bookmarked and circulated to a range of business associates, family, friends, and vendors.
- **NIKE** is distributed in communities and to decision makers and leaders throughout New York State.



## NIKE sponsorship opportunities.

- **\$750 Sponsorship:** Half-page ad in 4 issues of **NIKE** (valued at \$500)  
Sponsor logo on NYS Women, Inc. website linked to sponsor homepage  
Vendor table at a NYS Women, Inc. conference  
One free membership to NYS Women, Inc.
- **\$1,500 Sponsorship:** Full-page ad in 4 issues of **NIKE** (valued at \$1,000)  
Feature article in 1 issue of **NIKE**  
Sponsor logo on NYS Women, Inc. website linked to sponsor homepage  
Vendor table at a NYS Women, Inc. conference  
One free membership to NYS Women, Inc.
- **\$3,000 Sponsorship:** Full-page back cover ad in 4 issues of **NIKE** (valued at \$2,000)  
Feature article in 4 issues of **NIKE**  
Sponsor logo on NYS Women, Inc. website linked to sponsor homepage  
One banner ad on NYS Women, Inc. website  
Vendor table at a NYS Women, Inc. conference  
Two free memberships to NYS Women, Inc.

### For more information:

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

716-832-2179 or [NIKEmgr@nyswomeninc.org](mailto:NIKEmgr@nyswomeninc.org)