

NIKE

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NEW YORK STATE WOMEN, INC.

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.

NIKE

The official publication of
New York State Women, Inc.

Dated Material — Deliver Promptly

Conference JUNE 11, 12 & 13 2010

**Holiday Inn Grand Island Resort and
Conference Center
Grand Island, NY**



**Connections • Networking • Resources
Advocacy • Inspiration • Friendship**

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President's Letter

Together Everyone Achieves More

-from Mary Ellen Morgan



Let me extend a tremendous "THANK YOU!" to everyone who contributed to the New York Women, Inc. Winter Board. All members had a fabulous weekend at the High Peaks Resort in Lake Placid. District Director Beverley Sprague, Assistant District Director Jeanne Matyas, and all the members of District XI provided excellent hospitality. Past State President Carolyn Frazier served as registration chair, and a special thank you goes to Past State President Linda Provo for a fantastic Winter Board Book.

Chair Helen Rico and Vice Chair Lucille Argenzia ran an excellent youth leadership program in which seven young ladies participated. The young women interacted with members at the Saturday lunch, shared information about a woman in history, joined in the networking at dinner, and enjoyed the theatrical performance which followed. It was a pleasure to see the interaction between the generations. Our youth leadership candidates presented information at the second business session on Sunday. I am certain that their participation will motivate chapters to send candidates to next year's program.

The first business session was difficult but educational. By-law changes were first presented to the board; after approval by the board, a special meeting was held to allow the members to vote on the proposed officers by-law change. The by-law change was adopted to allow the president to continue next year, if she so chose. By-law Committee Chair Vi McKaig asked me if I planned to continue and I accepted the challenge. I realize some individuals had a difficult time with this process. I sincerely appreciate all the hard work, thought, and time put into this procedure. I feel this is the best avenue to move our organization forward. Change brings change. Change is not easy. Together we can make New York State Women, Inc. a group to be known in history.

Marilyn Mannino presented the legislative platform for 2010-2011 which includes issues such as the preamble, civil rights, health, and economic equity. A group of our members will attend Lobby Day scheduled for April 20, 2010 in Albany. Laurie Livingston presented the budget for Finance Chair Carolyn Johnson. It was suggested that the finance committee develop guidelines for the use of restricted funds. Lake Placid Mayor Craig Randall gave us a tremendous welcome: he addressed the youth leadership attendees, commented on the Olympics, and praised the work and accomplishments of our organization. New York State Assemblywoman Janet Duprey, District 114, discussed her 35-year career; she gave a truly motivational speech encouraging more women to run for political office. Our dinner theatre was an hour to remember as Linda

Gray Kelley portrayed Dr. Elizabeth Blackwell. Linda dedicated her show to Lucy Mysiak, a member of the Buffalo Niagara Chapter, who passed away suddenly last year.

Second Vice President Deb Carlin shared information on a Delhi Chapter initiative. Delhi has had success with a clothes bank for women returning to or seeking work. In partnership with Delaware Opportunities, the Women in Need of Networking (WINN) program is an information resource to aid women returning to civilian life. Originally designed to help women coming out of jail, the program now helps women leaving the military and/or survivors of domestic violence. Dixie Aniolek and JoAnne Krolak put together a packet of information on Women's History Month. First Vice President Patricia Hendrickson created and distributed a terrific packet that can be used by everyone: "Magnificent Meetings – Make Them Happen, Easily." Thank you, Pat, for reminding us we are all one of those women in history. And thank you to Past State President Linda Winston for the information on women and diabetes.

Past State Presidents Neale Steiniger and Carolyn Frazier led a group discussion on whether our organization should pay a much-reduced licensing fee for trademarked materials offered by BPW Foundation/USA. Neale and Carolyn will chair an ad hoc committee to look into this further and they will present information at the June Conference. We have until July 1 to make a decision on this issue.

Congratulations to additional chapters which have completed name changes and received charters: Professional Business Women of Rome, New York; Professional Women of the Finger Lakes; Delhi Chapter; CNY Professional and Working Women; Town and Country Women's Network; Columbia Women's Network; Southern Tier Chapter; Lake to Lake Women; Falls Region Chapter; and the Norwich Chapter. I am very proud of all our districts and chapters. They have achieved very positive accomplishments this year.

Enhanced communication is our goal for New York State Women, Inc. Please remember to contact Neale Steiniger (nsteiniger@si.rr.com) with your address or e-mail changes. We need everyone to help keep our database up to date. We will use the online service, SurveyMonkey.com, to conduct a member survey. Please participate. Let us know what you would like our organization to become as we move forward. The 21st century is yours to shape – be a part of our redevelopment.

The economy has brought many changes for all of us in 2010. Job losses and price increases have made it hard to keep

Continued on page 17

Calendar of Events

2010

May

26 Deadline: *Communicator*

June

11-13 Annual Conference
Holiday Inn Grand Island Resort and
Conference Center, Grand Island NY

July

15 Deadline: *NIKE*

September

1 Women's Day at New York State Fair,
Syracuse, NY

Please copy these dates into your calendar!

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NIKE Submissions

All contributed articles must be original work; all previously published works must be accompanied by the publisher's authorization to reprint. *NIKE* reserves the right to edit contributed articles for clarity and length, and reserves the right to refuse to publish any contributed article.

The articles contained in *NIKE* express the views of the individual authors and do not necessarily represent the views of New York State Women, Inc. *NIKE* is distributed for information purposes only, with the understanding that neither New York State Women, Inc. nor the individual authors are offering legal, tax or financial advice.

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New York State Women, Inc.

Our Mission:

To achieve equity for all women in the workplace
through advocacy, education and information.

Our Vision:

To be the leading advocate for working women.

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From the Editor



YOU are the role model for NYS Women, Inc.

The first year of an infant's life is one of challenge and change. Those initial twelve months are filled with trials and tribulations for both the baby and its parents. Days are overflowing with expectations and excitement. From the moment of birth, parents watch as their offspring struggle to learn and grow...two steps forward, one step back; a smile, a tear; a laugh and a tantrum. It takes determination and courage for a baby to get through its first year and it takes determination and courage for the parents to fulfill their responsibilities as nurturers and caregivers. But the job doesn't end after twelve months. Parents continue to make a commitment to their children, teaching and encouraging them to become productive and responsible adults. It takes time and money, but most of all love, especially love, during those times when hardships hit home.

New York State Women, Inc. is celebrating its "first" birthday and it's not without struggles and challenges. Like parents, we need to nurture and care for our "infant," and it's the love for our legacy and what we stand for that will carry us forward to produce a productive and responsible organization. We need to be role models. We need to make the tough decisions and to intervene when necessary. But we also need to let go and let our organization develop its own personality and future. We can honor our BPW legacy, but it's time to let our baby take its first steps. Let's trust in ourselves that we will take more steps forward and fewer steps backward.

It's time for Conference 2010! It's not too late to make your plans to come to Grand Island. President Mary Ellen Morgan and District VIII have a great weekend planned with exciting speakers on Friday and Saturday. Come early on Thursday and take in the sites of Western New York and Niagara Falls. Make new friends or become acquainted with old ones and join us in celebrating our first year as New York State Women, Inc.

I'd like to extend my thanks to the members of the NIKE team and those who contributed to making the magazine a success this year. Members' input is vital and important to us and we look forward to hearing your opinions, stories and achievements. Together Everyone Achieves More!

-Linda Przepasniak, Editor

Just a reminder to our members that the *NIKE* team will be continuing the **Catherine Raycroft Creative Writers Award** this year. We are looking for submissions for the remaining issues of *NIKE*. Also, we want to include a "Members Speak" or "Letters to the Editor" column. This is an exciting year for our organization and members input is important and critical to our success. Please feel free to e-mail me your thoughts and ideas, especially on the journey New York State Women, Inc. is taking to reinvent itself.

Conference

2010

**Inspiration • Friendship • Networking
Connections • Resources • Advocacy**

Conference 2010 will be an important milestone in the journey of our new organization. Members will learn our accomplishments for this year and goals for next year. There is an energy that develops when NYS Women, Inc. members come together. You'll become re-vitalized; when you return to your chapter, plan on accomplishing great things!

This is an opportunity to see our organization in action:

- Discover what is happening in our organization; meet members from across New York State; talk with our leaders; gain a broader understanding of the new direction we will take.
- Become informed, stimulated, energized, and ready to be part of NYS Women, Inc.
- Learn what chapters across the state are doing to promote equity for all women.
- Take part in inspiring workshops designed to help grow your chapter as well as for your personal development.

District VIII invites you to explore all that the Niagara Frontier offers. Refresh your mind; laze on the beautiful hotel grounds situated on the banks of the Niagara River.

- Love shopping? Visit Prime Outlets' designer shops such as Coach, Jones of NY, Ralph Lauren, and Saks Fifth Avenue.
- Want to try your luck? World-class casino action is a short 20 minute drive away from the Grand Island Resort.
- Are you a nature lover? Visit the renowned wonder of the world: Niagara Falls. Cruise the beautiful Niagara River on the Grand Lady, anchored right at the hotel grounds.
- International travel? Canadian flavor is a short ride across a friendly border (be sure to bring your passport or NYS enhanced drivers license).
- Are you a foodie? Enjoy Buffalo wings in their birthplace: The Anchor Bar, located in – Buffalo! Or visit the Niagara Wine trail and sample prize-winning vintages.
- Does history fascinate you? Buffalo is known nationally for its Frank Lloyd Wright masterpieces and other significant architecture. Visit the historic Old Fort Niagara, site of Revolutionary War battles.
- Art lover? The internationally-acclaimed Albright-Knox Art Gallery anchors the artistic scene.

Schedule at a Glance

FRIDAY June 11

- 8:00 a.m. - 4:00 p.m. Executive Board Meeting
- 4:00 - 5:30 p.m. Keynote: *The Transformation Toolkit* -Linda Eaton
- 6:00 p.m. - 7:30 p.m. Welcome Cocktail Reception (hors d' oeuvres with a cash bar)
- 8:00 p.m. -10:00 p.m. General Business Meeting

SATURDAY June 12

- 7:00 a.m. - 8:30 a.m. Buffet Breakfast
- 9:00 a.m. -10:15 a.m. *Why Should Anyone Follow Your Lead?* -Larry Mietus
- 10:30 a.m.-11:45 a.m. General Business Meeting
- Noon - 1:30 p.m. Grace LeGendre Fellowship Luncheon
- 2:00 p.m. - 3:00 p.m. General Business Meeting
- 3:00 p.m. - 4:30 p.m. *Advocating Women: Branding Yourself for Success* -Betsy Eberle
- 4:30 p.m. - 5:30 p.m. General Business Meeting
- 6:00 p.m. - 7:00 p.m. Cocktail Reception
- 7:00 p.m. -10:30 p.m. President's Installation Dinner

SUNDAY June 13

- 7:00 a.m. - 8:30 a.m. Buffet Breakfast
- 8:30 a.m. - noon General Business Meeting
- 12:30 p.m.- 3:30 p.m. Post-Conference Board and Executive Committee meetings

Friday Keynote Speaker

The Transformation Toolkit

Why is change so hard? Why do so many of us end up on the three day diet, the 48 hour budget, the only on Monday exercise regime?

Why do so many well-intentioned, and well-planned changes in our organizations fail to meet our initial expectations?

In a presentation driven by up-to-date brain research, age-old philosophy, common sense, and a little humor, Linda Eaton, Co-founder of The Galileo Initiative explains why it is crucial to take advantage of two truths about the human experience that are often overlooked and underused when we try to improve ourselves and our companies.

The first truth is that we never sustain change until we change at the level of our beliefs, assumptions and emotions. And most change efforts (even by people who work with beliefs all the time) work against that truth rather than with it by focusing solely on best practices or competencies. It's important to know what to do, but you won't really do it until you change your thinking.

The second truth is that changing our thinking, and influencing the thinking of those around us, is simpler and more accessible than most people, even marketing professionals, initially believe.

The Galileo Initiative has studied the factors that create sustainable change and applied them in the real world with hospitals, restaurants, oil refineries, manufacturing firms, automakers, and financial services organizations. We've helped clients create environments where people are measurably more productive, safer, more connected to other parts of the company and more alert to opportunities to work together.

People who've applied The Galileo Initiative's methods have found it easier to achieve their personal goals. You'll enjoy this lively and interesting presentation – and definitely be able to use the ideas!

Linda Eaton is a founding partner of **The Galileo Initiative** and an internationally acclaimed consultant and speaker. Her dynamic presentation style is backed by more than 25 years of experience in creating results-focused organizational programs. From keynote speeches to hands-on workshops, more than 250,000 participants in 14 countries have benefited from Linda's ability to connect life-changing concepts to everyday experience. Her media experience includes featured spots on NBC's Today Show, CNN, and CNBC's Power Lunch. Working with clients in financial services, foodservice, hospitality, federal and state government, the automotive industry, and many others, Linda brings a wealth of real world experience and a broad view of business to every assignment.



The Galileo Initiative is a training and consulting group dedicated to helping organizations and individuals thrive and effectively deal with today's fast-changing world.

Traditionally, training aimed at bringing about individual and organizational behavior change has focused on the behavior to be changed – implementing the new initiative, getting people on board about a change in policy, the elimination of unproductive activity or practices. Meetings are called, training programs are held, much effort is put into producing the desired behavior – and too often little actually changes.

Overturing long-held perceptions about how to change behavior, recent research about how the mind works has shown that beliefs – our perceptions about ourselves and the world around us – are the key determinants in bringing about lasting behavior change. Using the metaphor of the Belief Window, Galileo Initiative training helps organizations and individuals understand why they behave as they do, and teaches processes and skills that are effective in bringing about positive, sustainable change.

Connections Networking Resources
Advocacy Inspiration Friendship
Personal Political Professional
New York State Women, Inc.

Conference

2010

Inspiration • Friendship • Networking
Connections • Resources • Advocacy

Saturday Workshops

Advocating Women: Branding Yourself for Success

In business, unfortunately it's still a man's world; so in order to optimize your success, you have to "brand" yourself as "a cut above."

They say, "A picture is worth a thousand words." So, it's no wonder that our attire and confidence instantly convey a message. This "silent" message speaks volumes about who we are and the level of professionalism and knowledge our target group can expect to receive when doing business with us. The key is, it all starts with you believing in yourself and how that confidence is connected visually, by what they see.

"You only get one chance to make a good first impression." This program is an introduction to helping you to ensure that, that impression is the right impression, before a word is ever spoken. Presentation highlights:

- Perceptions
 - How you see Yourself
 - How They see You
- Generational Business Attire – Getting it Right at Every Age
 - Where You are
 - Where They are
- Business Casual – Beware
 - What you Think you know
 - What's Really Happening
- Branding Confidence and Professionalism for Success
 - How to get it Right

Betsy Eberle is the President of **Confidence In Style**; a consultant and professional speaker who specializes in business awareness. She educates clients to "brand" themselves for business through their attire and workplaces, and dissects the impact of first impressions, perception, professionalism and confidence. With an emphasis on optimizing her client's feelings of confidence, Betsy has raised the overall success levels of many successful businesses and individuals.



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Why Should Anyone Follow Your Lead?

- The difference between leaders and managers
- Key leadership competencies
- Setting and achieving goals
- The decision making process
- The leadership "sweet spot"
- Conflict avoidance, complacency, emotional decision making
- The ways women lead
- "U-box"



Larry Mietus, MA, is a turnaround performance specialist, consultant and speaker with **Murak & Associates, LLC**. He has more than 25 years of prior experience in a variety of business sectors and higher education. Larry's clients include family owned businesses, closely held and publicly traded corporations. In addition, he has consulted a number of nonprofit organizations. Larry has also been a guest speaker at SUNY at Buffalo and Medaille College.

Larry helps companies and organizations with improving their profitability; cash flow management; increasing sales performance; marketing and strategic planning; human resources optimization; as well as organizational redesign and executive coaching.

Professional affiliations include the Turnaround Management Association Upstate New York, UB Center for Entrepreneurial Leadership (CEL) as mentor and reactor, and the Buffalo Niagara Partnership, serving several years on the Partnership's Workforce Development Council. Larry is also a member of the New York Chapter of the National Speakers Association.

Larry has been honored as the "Mentor of the Year" UB Center For Entrepreneurial Leadership for the Allstate Minority
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NYS Women, Inc. Slate of Candidates 2010/2011



Mary Ellen Morgan
Incoming President 2010/2011

Mary Ellen Morgan is the Incoming President of New York State Women, Inc. for the 2010/2011 term. She has spent 34 years as a member of the former BPW and served as President of the new organization, New York State Women, Inc. for part of the 2009/2010 term. She has also served as 1st VP and 2nd VP of BPW/NYS. Mary Ellen served two terms as President, Elmira BPW (1983-1992) and is Past President of Watkins Glen BPW and Penn Yan BPW. She is Past District Director of both District VI and District VII, serving two years in each position. In 1993 she was selected Elmira Business and Professional Woman of the Year and in 1995 received the Chemung County Council of Women Award through Elmira BPW. In 2007 she was selected Watkins Glen BPW Woman of the Year. She has received several awards from various groups.

She has a B.S. in Education from Geneseo State College, 1967 and an M.S. in Education, Elmira College, 1974. In 1959 she worked for Steele Memorial Library as a library page and clerk. She spent 32-plus years working for Elmira City Schools as an elementary and secondary library media specialist. She coached JV and varsity football as well as basketball cheerleaders. Upon retirement from the Elmira City Schools, she took a position with Keuka College where she supervises student teachers.

She volunteers in her local schools; is active in Penn Yan Rotary; and is a member of the Dundee Library Board of Trustees. Her other volunteer efforts include St. Michaels Church, St. Patrick's Church, Rotaract, and Interact.

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Patricia "Pat" Hendrickson
Candidate for President Elect

Pat Hendrickson is a candidate for the position of President-Elect of New York State Women, Inc. She has been an active member of the Catskill Mountain Chapter since March 1995, and has held several offices and committee positions at the local level, including Past President 2005-2006. She served as Assistant District Director for District IX from 2005-2007 and District Director of District IX for the 2007-2008 term. Her service to New York State Women, Inc. includes a term as 2nd Vice President and she is currently the 1st Vice President, being the Executive Committee's liaison to the Public Policy and Personal Development Committees.

Membership in New York State Women, Inc. (formerly BPW/NYS) has afforded Pat opportunities to further develop and demonstrate her organizational and leadership skills. Locally, she chaired the annual Woman of the Year Dinner for three consecutive years, and has been actively involved in the Bylaws and Finance Committees. She became an Individual Development Program Trainer in 2007 and has presented and spoken on different topics for the state and district, including leadership, public speaking, effective communication, domestic violence, women in history and membership recruitment and retention.

Professionally, Pat is a NYS Licensed Speech Pathologist. She has a Masters Degree in Communication Disorders, holds a Certificate of Clinical Competence from the American Speech, Language and Hearing Association and is a member of the NYS Speech,

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Susan Mager
Candidate for 1st Vice President

Susan Mager is a candidate for 1st Vice President of New York State Women, Inc. and has been an active member of the Buffalo Niagara Chapter (formerly Buffalo BPW) since 1984. She held various positions on the local and district level, including President of the Buffalo chapter, District VIII Assistant Director and Director and was instrumental in the merger of the Hamburg and Orchard Park BPW locals. Susan served as Co-President of the Hamburg/Orchard Park BPW and was honored as Member of the Year. In addition, Susan received the Woman of the Year honor from Buffalo BPW. As a district leader, she actively promoted District VIII's participation in the BPW/USA Girl Scout Patch Program, initiated a district e-bulletin newsletter and facilitated joint meetings between Districts VII and VIII.

Susan's outstanding achievements as a New York State Women, Inc. member include serving on the State level as the first Career Recognition Chair (formerly the BPW/NYS New Careerist Program). In 2007, President Linda Provo asked Susan to fill in as Secretary on the Executive Committee. Susan accepted and fulfilled the term. Subsequently, as 2nd Vice President and Membership Chair, she updated the "ABCs of BPW" and created a "Basic Training" PowerPoint presentation. During her term as 1st Vice President, she facilitated BPW programs across the state presenting the Go Red for Women campaign. Since the formation of New York State Women, Inc. Susan has served as Business Manager of NIKE and has been supportive and vocal on the reorganization process.

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NYS Women, Inc. Slate of Candidates 2010/2011



Elisa Serfass
Candidate for 2nd Vice President

Elisa Serfass, a member of the Greater Binghamton Chapter, is a candidate for the position of 2nd Vice President of New York State Women, Inc. Since joining Triple Cities BPW in October '04, Elisa Serfass has served her local as First Vice President ('05-'06) and President ('06-'08). In '07-'08 Elisa chaired the first Camp BPW/NYS at Winter Board, 2008. Elisa has served as District VI Treasurer and Vice-Chair of the State Finance Committee. In 2006, Elisa participated in the Virginia Allen Young Careerist program speaking on Pay Equity for Women and was selected as the BPW/NYS Young Careerist. Elisa placed sixth at the BPW/USA National Conference in Dallas, Texas. Upon the creation of New York State Women, Inc, Elisa served as Recording Secretary for the new organization.

As President of her local, Elisa increased membership to 38 active members. During her tenure the chapter renewed focus on networking among members and promoted members' businesses. As chair of the first Camp BPW/NYS, Elisa led the camp to deliver a comprehensive program to 24 at-risk youth; it included a Reality Store, career panel, drug abuse prevention presentation, job skills presentation and a community service project to increase awareness of domestic violence.

In her community, Elisa has served on the YWCA Board of Directors, is a Toastmaster, and member of NAIFA. She serves on the Leadership Committee for the Women's Fund of the Community Foundation and hosts quarterly fund raisers for local organizations.

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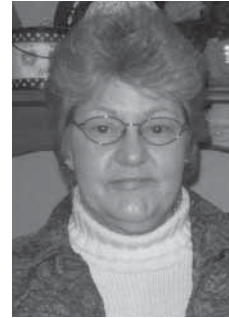


Laurie A. Livingston
Candidate for Treasurer

Laurie Livingston is a candidate for re-election for the position of Treasurer of New York State Women, Inc. She has been a member of the Jamestown Chapter since 1999 and has served the organization in various ways, including Legislation Chair for District VIII (2001-03), President of the Jamestown local (2003-05), compiling the Winter Board Program Book (2004), BPW/NYS Historian (2004-05), District VIII Director (2005-2007), BPW/NYS Treasurer (2007-present), Workshop presenter at Fall and Winter Board/State Conferences. During the past year, Laurie has been actively involved with the transition from BPW/NYS to New York State Women, Inc., from switching state bank accounts to assisting local chapters with their paperwork. She has been leading in the development of a strategic plan for the state organization.

Laurie's professional background is varied, being employed by Jamestown Community College for 18 years in a variety of positions, including Campus Life Director and Coordinator of Scandinavian Studies Program. She moved into the non-profit arena and worked as an Assistant Administrator for a retirement home, a Business Manager for a local youth development agency; Community Coalition Coordinator for Chautauqua Alcoholism & Substance Abuse Council; trainer/instructor for Jamestown Community College and Buffalo State College; an auditor for a Buffalo CPA firm, an accountant for a local school district and entrepreneur. Currently, she is a Grants Administrator

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Cynthia Welcher
Candidate for Recording Secretary

Cynthia Welcher is a candidate for the office of Recording Secretary of New York State Women, Inc. An active member of the Tri-Town Chapter since 1985, Cindy has held many local offices, including several terms as local president, a position she currently holds. In addition, she has served District VI as Secretary and is involved with the state organization. She was the BPW/NYS Web Content Manager for 2008-2009 and continues her service with New York State Women, Inc. as its 2009-2010 Communications Chair and Web Content Manager. Her achievements at the state level include assisting in the updating of the Web site and revising the Manual of Instructions to include the Web Content Manager position.

For the last 6¹/₂ years, Cindy has been employed as a Habilitation Coordinator by Joshua House, Inc., a not for profit agency in Sidney, New York, that serves Developmentally Delayed Individuals through residential and day habilitation programs. In September of 2009 she was promoted to the newly created positions of Corporate Compliance Officer and Staff Training Coordinator, responsible for designing and establishing innovative programs. Prior to Joshua House, Cindy was employed by the Delaware County Department of Social Services as well as the Harbour Program (Mental Health Association in Ulster County).

Cindy's outside activities include being a member of the Women of the Moose and being involved in the United Way of Sidney. She served on its Board of Directors. She stays busy with her

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NYS Women, Inc. Proposed Bylaws Changes

CURRENT

Article XIII: Duties of Officers

Section 3:

The first vice president shall:

- (a) serve as the liaison to the state public policy and personal development committee chairs.

Article XVI: Standing Committees

Section 10:

The communication committee

Shall consist of a chair, vice chair, the NIKE Editor, the Communicator editor, the public relations and technology /website sub-chairs.

Rationale: Since the first vice president does not have specific duties assigned to her, the executive committee feels that she should take on the responsibility of chairing the communication committee to insure all facets of the various forms of communication are keeping the membership informed. If approved, these would become effective at the close of the 2010 conference.

Article XVI: Standing Committees

Section 7:

The personal development committee shall be composed of a chair, Vice chair and four (4) or more members of the committee. It shall be the duty of the personal development chair to coordinate and support the efforts of the career recognition (CR) subchair. It shall be the duty of the personal development committee sub-chair to:

- (a) Distribute information on CR program.
- (b) Distribute criteria for the competition.
- (c) Plan the speak-off event at state conference.
- (d) Promote activities to coach and mentor the candidates.

PROPOSED

Article XIII: Duties of Officers

Section 3:

The first vice president shall:

- (a) serve as the **chair of the communication committee.**

Article XVI: Standing Committees

Section 10:

The communication committee

The communication committee shall consist of a chair, **who is the first vice president**, the NIKE editor, the Communicator editor, the public relations and technology/website sub-chairs.

Article XVI: Standing Committees

Section 7:

The personal/professional development committee shall be composed of a chair and five (5) sub-chairs for the following programs:

1. Personal/Professional Development Program
2. New Careerist Program
3. Career Recognition Program
4. Women in the Military Program
5. Youth Leadership/Girl Scout Link

The personal/professional development committee chair may designate as her vice chair, any one of the sub-chairs when determining representation at any state meeting.

Other members may serve on any of the five program committees, but the minimum requirement is only the sub-chair.

It shall be the duty of the personal/professional development committee chair to coordinate and support the efforts of the Personal/Professional Development (PPD), New Careerist (NC), Career Recognition (CR), Women in the Military (WITM), and Youth Leadership/Girl Scout Link (YL/GSL) program sub-chairs as outlined in the New York State Women, Inc., Manual of Instruction.

It shall be the duty of the personal/professional development committee subchairs to:

- (a) work closely with the personal/professional development committee chair.
- (b) to communicate regularly on all programs, policies, procedures, directives, and budgets.
- (c) to fulfill the responsibilities of the respective sub-chair position as outlined in the NYSW, Inc. Manual of Instruction.

NYS Women, Inc. Proposed Bylaws Changes

CURRENT

Article XVII: State Conference

Section 1:

NYSW, Inc. shall hold an annual conference between May 22 and June 22, the location and date to be determined by the Board of Directors two (2) years prior to the annual conference.

Section 3:

The voting body at conference shall be any member in good standing who has paid a full conference registration fee.

Section 5: no change

Section 6: no change

Section 7: no change

Section 8: no change

Rationale: In an effort to update the bylaws to current times and current realities, it is not always possible to adhere to such a strict rule as determining the location of a conference site two years in advance. Likewise, in scheduling dates with hotels around the state, it is not always possible to secure a date within a 30 day time frame.

Due to recent events and situations that occurred that were beyond our control, it is felt that a mechanism be established that will enable special meetings of the members to be called in an emergency situation and that voting of the members may be conducted by mail or email.

PROPOSED

Article XVII: State Conference

Section 1:

NYSW, Inc. shall hold an annual conference **before the end of the fiscal year, June 30**, the location and date to be determined by the Board of Directors.

Section 2:

A special meeting of members may be called between conferences if deemed necessary by the executive committee with approval by a majority vote of the Board of Directors. A call to meeting stating time, place and purpose of the special meeting shall be sent to members at least 30 days prior to the special meeting.

Section 3:

The voting body at conference **or special meeting** shall be any member in good standing who has paid a full **meeting** registration fee.

Section 4:

At the written request of the president, a vote of the members may be taken by mail or email. A majority vote shall have the force and effect of a vote taken at conference or special meeting.

**New York State Women, Inc
District VI
Endorses:**



Secretary - **Cindy Welcher**

2nd VP - **Elisa Serfass**

State President - **Mary Ellen Morgan**

**NIKE is a great recruiting
tool for your chapter**

Ask members to bring issues they don't plan on saving to your chapter meetings. (First, remove or mark out member's name.) Be creative! Use *NIKE* as a membership tool to reach the women in your community:

- Send *NIKE* to your local chamber of commerce office.
- Place a copy at the reference desk and in the literature rack of your library.
- Place a sample copy in the folder given to each new NYS Women, Inc. member.
- Place *NIKE* anywhere that women gather: at your local doctor or dentist, the office break room, YWCA lobby, or your favorite coffee shop.
- Use the mailing space on the front cover for a notice, "For Information Call _____" and write in the name of your chapter president or membership chair.

**The Buffalo Niagara Chapter
is proud to endorse**

Sue Mager
for
1st Vice President
of New York State Women, Inc.



Advocates for women in the workforce

Buffalo Niagara Chapter

Women Who Helped Build the Empire State

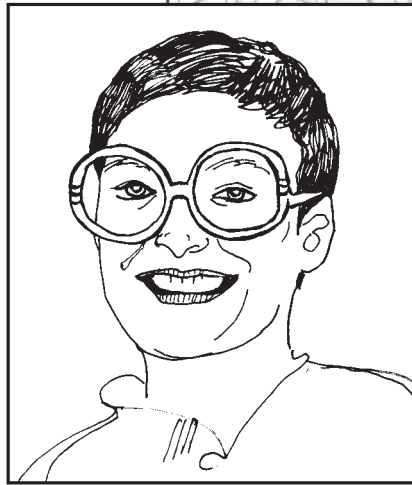
Liz Claiborne

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

Liz Claiborne was born Elizabeth Claiborne in Brussels, Belgium in 1929. Her parents were expatriate Americans, and Liz spent the first ten years of her life in Europe. In 1939, with war on the horizon, the family returned to their home in New Orleans. Her parents hoped Liz would become an artist. Although her father did not believe in the importance of formal education, he arranged for Liz to go back to Europe to study art. This was before she finished high school.

Liz did not want to become an artist. Her mother had taught her to sew, and Liz herself hoped to study fashion and become a clothing designer. Her father did not approve of this idea – to him, women should not have careers. Nevertheless, Liz moved to New York City and started her career. In 1950, she entered a design contest sponsored by Harper's Bazaar magazine. Her entry, a design for a woman's coat, won the competition, and this award, combined with her sketching talent, landed her a series of jobs on Seventh Avenue as a design assistant and clothing model. From 1955 to 1960, she designed dresses for the Dan Keller Company. From 1960 to 1975, she was the main designer for the junior dress division of Jonathan Logan. During this same time period, she married her second husband Art Ortenburg and raised a son from her first marriage, plus two stepchildren from her second.

For some time Liz had felt that the clothing choices then available for working women were practically mirror images of a businessman's suit – clothing that could be worn only one way and in one combination. The material was almost always dry-clean-only fabric. Being a working mother herself, Liz felt that what working women wanted and needed were clothing pieces that they could combine into several outfits that would be made of easy care fabrics. When she was unable to interest her employers at Jonathan Logan to take an interest in this idea, Liz, her husband Leonard Boxer and Jerome Chazen took some money from savings plus a sum raised from friends and launched Liz Claiborne, Inc., to design, manufacture and market clothing for working women.



Liz designed in bright colors of yellow, red and royal blue, with outfits that would be attractive on a woman's pear-shaped figure and for every climate from Dallas to the East Coast. She worked the sales floor. She went into store dressing rooms and listened to what customers had to say about what they liked and did not like. She did samples of her designs and then asked herself

the hard question " ...if I was going to wear this to my job, how much would I pay for it? Then we try to keep the cost to that." Instead of selling pants in one area of a store, shirts in another, skirts in yet another, and so forth, Liz' items were sold next to each other, in colors and dye lots that were coordinated. Over the years, Liz Claiborne product lines expanded to include such diverse items as shoes, fragrance, petites and menswear.

In its first year, sales for Liz Claiborne, Inc. were over \$2 million, and in 1981, the company went public. Five years later, Liz Claiborne, Inc. made it onto the list of the Fortune 500. Liz Claiborne herself became Chairman and Chief Executive Officer of the company that same year. In 1988, the company opened its first retail stores.

Liz Claiborne and her husband retired from the day-to-day management of the company in 1989 in order to give more time to their charity work and to visit their properties in New York, Montana and St. Bart's. In 1990, Liz Claiborne and her husband were elected to the National Business Hall of Fame. In 1997, Liz learned that she had contracted a rare form of cancer. She fought the cancer for ten years, and died in New York City in 2007.

NYS Women, Inc. Slate of Candidates

Continued from pages 8 & 9

Mary Ellen Morgan

She and her supportive husband, Dean, have eight wonderful children, 18 beautiful grandchildren, and two great-grandchildren. Her hobbies include sewing, quilting, and swimming. She loves living on beautiful Keuka Lake. Her goals for the organization are to encourage women to help women become better professionally, personally, and politically; and to use her strong BPW background to enhance the changes facing New York State Women, Inc. this year.

Laurie A. Livingston

for Warren-Forest Counties Economic Opportunity Council, a community action agency in Warren, Pennsylvania.

A 2001 graduate of Houghton College with a B.S. in Management and a 2003 graduate of St. Bonaventure University with a M.S. in Management, Laurie is active in other activities and organizations in Chautauqua County, including the Chautauqua Leadership Network, United Way of Southern Chautauqua County, American Red Cross, and the YWCA of Jamestown. In her spare time, Laurie enjoys working outside on her 4 1/2 acres and sitting on the beach watching beautiful sunsets.

Patricia "Pat" Hendrickson

Language and Hearing Association. As a clinician for over 35 years, she served developmentally disabled adults at Sullivan Arc and has held several administrative and leadership positions.

For the past 16 years, Pat has been, and continues to be, active in Toastmasters International and the Catskill Toastmasters Club holding various offices locally and area wide. She is involved in her community, having served as Secretary of the local Zoning Board and as a member of the Sullivan County Chamber of Commerce Foundation Board. Pat is also a graduate of the inaugural Sullivan County Leadership program.

Elisa Serfass

Professionally, Elisa is a Financial Adviser working with executive women, small business, and retirement income strategies markets. Elisa is a partner of LifeStages Financial Management, an office of MetLife, and has been recognized as a top producer, attending the Women's Sales Forum and Leaders National Conference.

Elisa and her husband, Brian, reside in Vestal, NY with their two children: Nathan, 7 and Hunter, 2.

Susan Mager

Susan was a founding member of the BPW of Buffalo Investment Club and still enjoys active membership. She is the past president and founding member of the Bishop McMahon High School Alumnae Association. For the past 28 years, Susan has been employed by Leon Ber, D.P.M. and manages a small medical practice as well as Buffalo Orthotics. Residing in Blasdell, New York, Sue has been married 40 years to Paul Mager and is the mother of Jason, whose new bride Jaime (Bentson) recently became a member of the family at a fabulous Las Vegas wedding in April. Her interests are caring for her family, women's equality, beach combing/fossil collecting on Lake Erie and travel.

Cynthia Welcher

participation in New York State Women, Inc. and caring for her family and pets.

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I Just LOVE Your Shoes!

-by Claire Knowles



There is a children's book, *My Shoes Take Me Everywhere I Want to Go* (by Marianne Richmond) that recently caught my attention. I was in the grocery store check-out line and was contemplating what to speak about at an upcoming presentation to a professional gathering of women. And there it was . . . the idea emerged!

The story-line of this delightful book is told from the perspective of a child. The child shares that her mother had told her that she essentially was born without any clothes. In fact, all the parts of her were bare – her head, her feet, even her toes. But that condition changed very quickly because now she has shoes that take her everywhere – every where she wants to go! She has dancing shoes, tennis shoes, and sandals for the beach. She has shoes for school. She has running shoes and princess shoes, flip-flops and party shoes. Her shoes provide her journey after journey; and all she has to do is don her favorite pair of shoes and they take her everywhere – everywhere she wants to go!

Let's transcend this story (from the little girl in each of you) to the multi-dimensional adult career woman! Let's peek at the many shoes that are in your life closet that take you everywhere you want to go.

- Are your shoes carrying you to the places you want and need to go?
- To the milestone places along your intended life path?
- To the places that nurture your personal growth and development?

Every pair of shoes that you don has some "me essence" in them. They represent you in many ways and they participate fully in your journey. They carry you everywhere you want to go. And you are the "manager" of your life shoe closet! Are you nurturing that "me essence"? Are some of your "me-shoes" taken for granted? Neglected or taking a back seat to other priorities? Have you forgotten how powerful and beautiful you are in all the dimensions of your life – in *all* the shoes that you

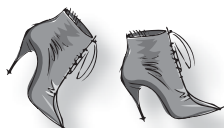
wear? Your shoes are dedicated to the art of your well-being – professionally, personally, recreationally, and spiritually. They reflect your personal "being" in all aspects of your life. Here's to celebrating the "me essence" in all of your shoes wherever they are carrying you and to celebrating the "me shoes" that grace your entire life closet.

As the manager of your life's shoe closet, here are some pertinent questions:

- Have you been neglecting some shoes in your life closet lately?
- Are there some that you are wearing out? Or, others you just haven't found time to don?
- When was the last time you had your sneakers on and took a good walk – because you needed it for life balance?
- When was the last time you took the time to walk the beach in your sandals? Or, maybe in bare feet?
- When was the last time you spent the whole day in your slippers – because you needed that?
- When was the last time you had on your dancing shoes? Or, your Mary Janes?
- Have you taken inventory lately of all the shoes that adorn the full spectrum of your life? How are you caring for their well-being?
- What shoes are you choosing to carry you to where you want to go next? Where is that?

The next time you open your life shoe closet to choose the right pair of shoes, you just might hear, "Hey, pick me, pick me – wear me today!" Because your "me-shoes" want to take you wherever it is that you want to go. If you are really, really listening to the inner teacher in you, you'll know that those

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Reflections on the Anniversary of Women's History Month

by Kimberly Nowakowski

A few years ago I recall my step-son Brian, a third grader, blurting out without any forethought "All bosses are men." Without thinking, I quickly replied "that may be true, but it's the women who are really in charge." He said it so simply, so matter-of-factly, with no malice intended. I was shocked. I thought "how could he, especially given that his mother was a cardiac critical care nurse heavily involved in her union fighting for the rights and respect of registered nurses, and me a union organizer fighting for women's rights?" I was at a loss for words. Where did we go wrong? I thought about throwing up my hands and asking God "why have you forsaken me?" But I figured SHE, our all powerful God, had bigger problems to solve. What . . . you didn't realize that God was a woman? How else was everything accomplished in six days? Who else could handle millions upon millions of requests simultaneously – no, that's multitasking.

It is hard to believe that it's been 30 years since the inception of Women's History Month. Ah, it seems like just yesterday we were burning our bras (or, for our younger members, their training bras). Which, by the way, I don't understand why we get training bras in the beginning, seems like they need more training now. At the very least we need to have a remedial training bra available for all us women of a certain age.

Women's History Month didn't just pop into existence; it was fought for in all the scrimmages and battles which occurred for hundreds of years. Little by little, our ancestors fought for the rights of women. Over time, those hard-fought rights and, at times, bloody battles, became second nature to us and forgotten – taken for granted.

Take, for example, the Equal Pay Act. It was enacted in 1963, the year I was born; President John F. Kennedy was in office. The year before he had established a Commission on the Status of Women whose work brought about his signing into law the Equal Pay Act on June 10, 1963. The chairwoman of the commission was Eleanor Roosevelt.

As a young girl during the ensuing Women's Revolution, I remember growing up when girls were encouraged to believe they could be anything they wanted to be. I remember being very conscious of the battle for equality. Undoubtedly, I believed in the equality because of the women who were fighting for it and publicizing the issues.

My battles for equality took place not on the streets of Washington, D.C., but on the streets of Bay Shore. When the boys played street hockey and wouldn't let me play, I knocked on their doors and told their mothers. Inevitably, they would be forced to allow me to play. Unfortunately for me, even my own team would knock me into the parked cars and I got pretty scraped up, but I was proud that I fought for my rights and won. I don't recall knowing about Title IX (the banning of sex discrimination in any educational program or activity), but I was fighting for it just the same.

When there were chores to do around the house, I couldn't understand why I had to do the indoor cleaning while the boys did the outside house chores; so I cleaned really fast so I could do the outside work, too. I know, I was a pretty strange kid looking for more work to do rather than less, but I was proud to do the work of boys and prove that it could be done by a girl. I certainly didn't know about the 1968 Equal Employment Opportunity Commission (EEOC) rule which made sex-segregated help wanted ads illegal, but I was fighting for it.

When I went for my first job interview, I was told by a manager of a toy store that there were no more cashier jobs left. I don't know why, but the way he said it made me ask if there were other kinds of jobs open. He said stock work and immediately said I wouldn't be right for the job. I insisted that I could do it since I had done my brothers' chores growing up. He gave me a chance and I stayed with it for a year. All the while the boy stock clerks would hurl the heavy boxes at me while unloading shipments. I had black eyes and bruises all over, but I never cried or complained. I was stubborn and wanted to show that a girl could do the work. Had I realized that in 1964 Title VII barred discrimination on the basis of race and sex, I would have no doubt filed a complaint with the EEOC. But I wasn't aware of that at the time, I just knew that I was being discriminated against and wanted to do my part to prove them wrong. I wouldn't let them force me out.

Perhaps if I was born in a different generation, I would have followed the protocols of whose jobs belonged to what gender. But since my formative years were during the era of bra burning, marches in Washington, D.C., and Billy Jean King,

Continued on page 21

President's Message

Continued from page 2

a positive approach. Remember, positive change brings positive rewards. Try to keep a healthy work/life balance and a good positive attitude. We hope the economy will start improving in 2010. Stay busy and keep connected in your employment. Networking is important. Negativity breeds negativity. Be proactive and provide ideas to make the workplace a better place.

Encourage every member to attend our 2010 Conference scheduled June 11-13, 2010, at the Grand Island Resort and Conference Center on Grand Island. District VIII has some stimulating, informative workshops scheduled and fun activities planned. The Grace LeGendre Scholarship Foundation will host its awards luncheon and announce six fellowships. I look forward to seeing each of you there.

Communications, leadership and networking are our organization's next challenges. Please share your ideas, programs, best practices, and marketing skills. Think about what we can do as a group to make New York State a better place for all women. Together Everyone Achieves More!



LOVE Your Shoes!

Continued from page 15

shoes that are crying out, 'Hey, pick me, pick me – wear me today!' are likely the ones that will also take you to where you need to go.

Postscript: My "me-shoes" carried me to the Bata Shoe Museum in Toronto, Canada where I was privileged to visit three floors of shoe exhibits and experienced a rich culturally and historically-significant walk through time. I viewed the shoes that women have worn through the centuries and through various regions of the world – from the shoes for women with bound feet in China to the effect of the French baroque period on the high-heeled shoes we wear today. I've concluded that I'm really privileged to be living in the world today and to be not only the manager of my own life, but also of my own shoe closet. I expect that you feel the same. Oh, by the way – I just love your shoes!

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. Her coaching/consulting focus can be viewed at www.lightsonworkshop.com. Lights On! is created especially for women and includes coaching, consulting, presentations, retreats, and facilitations.

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Feature: Professional Development

How Goal Setting Becomes Goal Getting

by Amy Remmele

Mindfulness in goal setting is so important because all we do in our lives has two formations. First, there is the one in our mind. We think, then imagine, then plan each and every action we take. We do not plan to do good things and then actually do bad things. What we plan is what we get. It is very important to keep this fact in mind.

Second, there are actions. These follow the formation in our mind. And the actions will only happen the way they happened in our mind. So, the more mindful and planful our mind formation is, the more on target our actions will be. You must know in your heart and mind what you wish to accomplish before you act.

According to Stephen Covey in *The Seven Habits of Highly Effective People*, it is important in goal setting to start with the end in mind. First decide what the final product should look like. Where do you want to be in a year or two years? Write these goals down. Make sure you include goals for all aspects of your life, including career, family, friends, leisure, spirituality and community service. Then write down the reasons for each of these goals. Be very honest with yourself here. This can give you valuable information about yourself and these reasons will be your motivation to keep going during the difficult times. Some goals are very challenging to meet and will need very strong "rewards" to drive you toward them. And in the career area, hope that the word "love" appears as one of the reasons. Money alone will probably not keep you going without paying too high a price in another area. Remember that our

true "calling" is where our greatest love meets the world's greatest need.

Take the goals from each area of your life and break them down into small steps. While the end goals can be somewhat global, these small steps need to be as behavioral as possible. For example, the goal is not just "I need to read

more," but the number of hours of reading to be accomplished and if possible the specific materials to be read.

Look at each of your goals and ask yourself if there is something that is uncomfortable or scary about pursuing the goal. This process will show you the roadblocks to your goals and will also open up those hidden goals that recognizing the

roadblocks reveals. For example, if you wish to do public presentations, but you feel uncomfortable about your physical appearance, then this issue must be addressed. But it needs to be broken down into specifics. If the cause of the discomfort is irrational ideals or beliefs about "perfect" appearance, then seeking counseling may be the goal. If the cause is extra weight that you know is due to an unhealthy lifestyle, then diet and exercise may be the goal.

No goal takes place in a vacuum. Every time we say "yes" to something we say "no" to something else. Consider each of your steps from this perspective. Look at each step and ask yourself what you will have to say "no" to in order to accomplish the goal. Then ask yourself if you are willing to say "no" to these things or if saying "no" violates a goal from some other part of your life. For example, joining five networking groups may meet a marketing goal, but leaves no time for your children. This yes/no assessment process will help you to discover more of your values and can help you to achieve balance. It will also reveal your strengths and weaknesses and those things that you just don't like to do. While successful people have been defined as those who are willing to do the things that others do not like to do, sometimes we can hire out some work or find other solutions to situations. But first, we must identify those situations and the yes/no method will do that.

The mention of balance brings us to the need to build in stopping points. Imagine what would happen to a machine

that was operated constantly without maintenance or refueling. Of all the equipment we own, whether business or personal, our own self is the most valuable asset. In his book, *Stopping*, David Kundtz recommends regular pit stops, or what he calls Stillpoints, saying that we need to take about 10 stillpoints a day. Stillpoints are simply a couple of minutes to stop, practice deep diaphragmatic breathing, and use your mind for some pleasant relaxing exercise, such as prayer, imagery, or self-affirmations. Stopovers are longer versions of stillpoints. They involve a day or a weekend away from the pressure. Stopovers can be crucial, especially when setting goals and making the necessary changes and adjustments to meet these goals. The relaxation and the clearing of the mind can lead to important discoveries that help us

[I]t is important in goal setting to start with the end in mind. First decide what the final product should look like. Where do you want to be in a year or two years? Write these goals down. . . write down the reasons for each of these goals. Be very honest with yourself here. This can give you valuable information . . . and these reasons will be your motivation to keep going during the difficult times.

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Chapter & District News

Spotlight on District VIII

New York State Women, Inc. District VIII comprises the counties of Allegheny, Erie, Niagara, Genesee, Chautauqua, Cattaraugus and Orleans. District VIII is hosting the State Conference to be held on Grand Island June 11-13, 2010.

Here are a few interesting tidbits:

- Did you know that Louise Blanchard Bethune, the first professional woman architect in the nation, designed the Hotel Lafayette in Buffalo? It was completed in 1904, still stands in Lafayette Square in Downtown Buffalo, and is the only remaining building designed by Ms. Bethune.

- If you travel to Middleport in Niagara County, on Griswold Street, 3 miles south of Route 31, you will find the Belva Lockwood Memorial. This site is the birthplace of Ms. Lockwood (1830-1917), the first woman to practice law before the Supreme Court.

- Stop by the Niagara Falls Museum at the Horseshoe Falls at the Rainbow Bridge. Annie Edson Taylor (1838-1921) was the first woman to go over the falls in a barrel – and the first person ever to survive the plunge. The actual barrel is preserved in the museum.

Buffalo Niagara Chapter – District VIII

-submitted by Joyce DeLong, President BNC

Congratulations go to our new 2010-2011 officers: President – Renee Cerullo; 1st VP – Program – Amy Jo Lauber; 2nd VP – Membership – Kate Beck; Secretary – Michelle Mullen and Treasurer Jill Schaefer. We thank them for their dedication and interest in leading our chapter for the next year and pledge our assistance to help them be successful.

Our chapter members congratulate Sue Mager on being nominated for 1st Vice President for NYS Women, Inc. Sue is a long-time member of our chapter and a past State officer. We all support her in her bid to become the next 1st Vice President at the State level.



Renee Cerullo, SBA Home-Based Business Person of the Year

A round of applause goes to BNC member Renee Cerullo on her selection as the Region II, New York State and Buffalo District Home-Based Business Person of the Year by the U.S. Small Business Administration. She will receive her award on Monday, May 10, 2010 at a luncheon in Buffalo to honor all the recipients of the 2010 Small Business Awards. Great job, Renee!

Niagara Frontier Chapter – District VIII

-submitted by Phyllis Phillips, 2nd Vice President

On January 3, 2010 our chapter, formerly the Tonawandas

BPW, took part in a charity fundraiser sponsored by Mary Kate O'Connell of O'Connell and Company, at the Riviera Theater in North Tonawanda. For each \$25 ticket we sold to the production of "Diva by Diva, A Celebration of Women," we earned \$20 for our chapter! Needless to say, the production was great – very funny – and we had an opportunity to raise funds for a new community project, which leads me to our February speaker.

Cheryl McInerney, a career counselor with Everywoman Opportunity Center, Inc. (EWOC), spoke at our February dinner meeting. A former EWOC participant and a former welfare mom, Cheryl's career now is helping displaced homemakers make a successful transition from unpaid experience to paid employment. She described what EWOC provides for displaced homemakers and we learned some ways in which our chapter can assist women in need through this organization. We have made this our community project for the year by collecting business clothing and personal "women's needs" items for women returning to the workplace. Over the years many women have benefited from this much-needed service. EWOC also asked us to lobby our New York State legislators to continue the state aid, which is so sorely needed for the programs to continue.

March was Women's History Month and our speaker that month was Niagara County Historian Catherine Emerson. Her topic was "Betsy Doyle of the War of 1812." During the War of 1812, the wooden roof of the castle at Fort Niagara (located at the mouth of the Niagara River and Lake Ontario) was removed. Atop the building, earthen compartments were constructed with cannon placed on the attic floor to bombard the Canadian battlement Fort George. There, in the middle of a furious cannonade on November 21, 1812, Betsy Doyle, a soldier's wife, helped load a cannon and gained fame as a heroine of the war. She is usually remembered as "Fanny" Doyle.

This June our scholarship awards will target young adult women who are in school or returning to school to seek an undergraduate or graduate degree, or who seek required vocational education for job advancement. See you at the 2010 Conference in June!!

Southern Finger Lakes Women – District VI

-submitted by JoAnne Krolak

Southern Finger Lakes Women lost two of its members recently. The first was Margery Thyer, who joined in 1968 and was previously a member of BPW in England. Margery was a past president and also a past Woman of the Year honoree for the Watkins Glen organization. The second member was Marjorie Stermer, who joined in 2006 when the Elmira local disbanded. Marjorie had been a past president, treasurer and Woman of the Year for Elmira.

Southern Finger Lakes Women proudly announces that
Continued on the next page

Chapter & District News

Gloria Hutchings is going to run for District VI Director. Gloria is a past president and also a past Woman of the Year for the Watkins Glen organization.

In January, the membership committee announced its 2010 membership challenge contest, the "Run for the Roses." The member who recruits the most new members and/or persuades lapsed members to rejoin the chapter will win an award for her efforts.



Pictured l. to r. (seated): Barbara Bancke, Johnasina Cummings, DDS, and Nicole Giardina. Standing: Maureen Johnson, Olga Nieves, Cheryl deBoer, Gail Ryan, Nancy Delassalle, Ashley Alvarez, Lillian Mazzella, Dana Zotter, Teresa Ward and Tracey Kuzinski.

Western Suffolk County – District X

-submitted by Linda Pickwick

To commemorate Women's History Month, the Western Suffolk Chapter of New York State women Inc. recently honored 13 women at its "2010 Celebration of Working Women" held at the Sheraton Hotel in Hauppauge. These women were recognized for their achievements in community service, work life balance and professional development. Sponsors of the event included United Public Service Employees Union, Morici & Morici, LLP, Ameriprise and Fusco, Brandenstein & Rada, PC. A 50/50 drawing was held to raise funds for the organization and eleven new members joined the chapter at the event.

Committee Reports

"You've got Mail!"

-submitted by Neale Steiniger, Member Administrator

If you are one of the more than 300 "May Day" members of NYS Women Inc., you should have received mail in April. Membership renewals are sent the month before your expiration date.

- If your e-mail address is in your profile you will receive an e-mail saying "NYS Women, Inc. Your membership is due for renewal." Please don't delete it or send it to Junk! Instead, add the amount of your local & District dues to the \$35 state dues and send your check to your local treasurer. She (or he) will notify Laurie Livingston, the State Treasurer, of your renewal and I, as your Member Administrator, will update the database.

- You will then receive another e-mail with the subject line "NYS Women, Inc. Membership Dues Received" or, in the case of new members, "Welcome to New York State Women, Inc." These e-mails contain your new membership card.

- If your e-mail is not in your profile, you will receive these via snail mail.

Please send in your renewal as soon as you receive this reminder. You have the thanks of all New York State Women.

If you have any questions or comments, please contact me at nsteiniger@si.rr.com.

Neale Steiniger, Member Administrator

Women's Day at the New York State Fair

-submitted by Pat Ferguson

Plan on attending "Women's Day" at the New York State Fair on Wednesday, September 1, 2010. This year will be a major anniversary for Women's Day with many big celebrations planned! For more information contact Pat Ferguson at 315 458-1970 or PatFerguson@aol.com. I look forward to seeing everyone at the fair for a great time celebrating women.

The Women's Building at the fair was named for Harriet May Mills in 1935. She was the first woman to run for state-wide office on a major party ticket in NYS. She sought the office of Secretary of State in 1920.

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

NIKE Deadline

Our next deadline is July 15, 2010. Please write *NIKE* in the "subject line" when e-mailing materials to Linda Przepasniak. If you send published material, it must have a letter from the publisher giving permission to republish and any credit line they require 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.

Reflections on the anniversary of Women's History Month

Continued from page 16

the course of my life and how I viewed my place in it all changed.

My mother was of a different generation, she was born in 1918. She was raised to get married and have a family. A woman's place was in the home. A good woman didn't behave badly. She didn't question her place. When I neared college age, she thought I was crazy to want to go to college. She said over and over again, "just get married." She couldn't understand why I wanted to be a union organizer; couldn't I be a secretary like the nice girl across the street? It took years for her to be proud of my choices. But I understood; she grew up during a different time.

Many young women of today, growing up so many years after the women's revolution, have taken for granted what has been accomplished. They naively think that workplace discrimination does not exist. They believe that the glass ceiling isn't there. They believe that when they speak in business meetings their voice will carry equal weight with words spoken by male colleagues. They believe they will be judged by their work and not their gender. They believe that the struggle for equality is only needed in third world countries and not their own. They believe that their wages will be no different than their male counterparts; that if they chose a female-dominated career it will pay as well as those which are mixed or dominated by men.

When I think back 30 years ago, when I was young and 17, I was no different. I don't even remember National Women's History Month being created. Probably because I had grown up during the years of the Women's Revolution and had already benefited by their struggles and hard work to achieve equality. I took it for granted that it meant something bigger than my day's events muddling through my high school hallways. My biggest concerns were getting home in time for Luke and Laura on General Hospital and wondering who shot J.R.

I have changed since then. I can remember the commercial about taking home the bacon and frying it up in the pan. I wanted to be that woman back then; now I guess I am that woman. But, I'd rather dial in for pizza and, if I do fry something up in a pan, I'm not wearing pearls and a dress!

Now that I'm older I can appreciate the struggles carried on by women before me and recognize that there are still struggles to overcome. All has not been accomplished; equality may be written on paper, but not necessarily in the hearts and minds of the powers that be.

Women's organizations, such as ours, lobby in Albany and Washington, D.C., carrying on the battle cry of our foremothers. We are still fighting for equal value in the workplace. We are still fighting for paid family leave. We are still fighting for reasonable costing, quality childcare. We are still fighting for equal access in the political arena – be it in our local government, state government or national government. We are still

fighting to break the glass ceiling. We are still fighting for the Equal Rights Amendment to be signed into law.

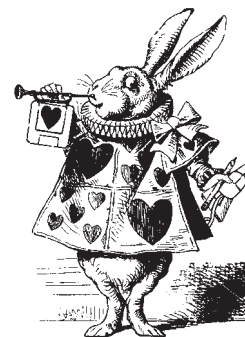
No doubt we "have come a long way baby," but complacency will not only stop the movement from moving forward but could turn it back.

It is our task to continue the work of our foremothers. It is our responsibility to teach our daughters, nieces, and grandchildren that they have a responsibility to change the world around them. Even more so, it is our obligation to teach our sons, nephews and grandchildren in such a way as to foster equality, respect of women and value for our differences.

We ourselves must be aware of our achievements and conscious of the strides we still need to achieve. Each of us is a woman of history and we forge the history of tomorrow together. Our work is not over; it has only just begun.



Kim Nowakowski is a member of the Western Suffolk Chapter, District X and actively involved in local, district and state NYS Women, Inc. activities.



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How Goal Setting Becomes Goal Getting

Continued from page 18

to set goals and to meet goals. During a stopover, ask yourself, "Where am I now, where am I going and where do I want to go?" Find out if you are on course with your goals. In the fast paced world, these questions are difficult to answer. Don't wait until the "equipment" fails to take the necessary time for rest and relaxation. Research shows that workers who take two to three minutes out at the end of an hour are much more productive in the next hour. The more valuable and respected our downtime is, the more productive our up time is.

Balance also includes support systems. Goals are not usually accomplished alone. Most of us need support from people in our lives to move forward. Others can sometimes just listen with an empathic ear or they can give us valuable feedback and encouragement. We are also more likely to generate ideas and to keep commitments when surrounded with supportive people. Do not fail to involve yourself in your support system. Seeking help when necessary is the sign of a person committed to their

goals. The accountability and the objective viewpoint a professional offers can be invaluable at goal-seeking times. While having high expectations for yourself can be good, demanding perfection or superhuman feats will be counterproductive. Be gentle and understanding when dealing with yourself. Persistence does pay off. Research shows that most successful resolutions were preceded by at least a couple of failures on the resolution.

After this process it will be possible to place your goals on a time line. What are the goals for each month, each week and each day? This will also reveal your strengths or weaknesses in organization and time management skills. Seek help in these areas if necessary. Do mini assessments on a regular basis. Ask yourself, "Did I meet my goals this week?" If not, ask yourself why.

Finally, let us look at the role that faith plays in achieving goals. If you do not believe in the possibility of the goal, then your first "mind" formation will be filled with doubts and problems. The action

stage can only achieve what the first stage dictates. While I always discourage people from trying to control too much, I encourage them to take control of that which they can. Your own thoughts and images are under your control. Keep them positive and faithful. See yourself overcoming obstacles, reaching out for support, giving yourself to each of your missions, enjoying life and achieving your goals. And don't say, "I'll believe it when I see it." The truth is you will only see it when you believe it!

Amy Remmele is a consultant, working with people who want to overcome the roadblocks to success and make positive sustainable changes. She has a degree in Psychology.

Amy authored the book, Chief Life Officer: Your Life Is The Most Important Business You'll Ever Own. Contact Amy at 716-626-5977 or www.peakofsuccess.com.



Conference 2010: Saturday Speakers *Continued from page 7*

Betsy Eberle

Confidence In Style business clients include national and local companies and organizations such as: The American Cancer Society, Key Bank, Mary Kay Cosmetics, WNY Women's Bar Association of the State of NY, Buffalo Niagara Sales & Marketing Executives, University at Buffalo, Bryant & Stratton College, Alliance Advisory Group, Career Partners International, and many more. Private clients include: attorneys, business owners and executives, financial advisors, sales and marketing consultants, life and business coaches, psychologists and individuals seeking new employment and promotions.

Betsy holds a bachelor's degree in design and has 20 years of experience in the interior design field as well as a number of years in the field of visual fashion merchandising.

She has worked for small to large-sized residential design firms in both designer and corporate trainer capacities. Throughout the years, she also maintained her own interior design business. As a visual merchandiser, Betsy worked for several large NYC department stores, earning corporate pro-

motions. She gained an excellent reputation as a freelance visual merchandiser for small boutiques and as a photo stylist for photographers.

In May 2010, Betsy will be presented with the Small Business Person of the Year Award by the Amherst Chamber of Commerce at the U.S. Small Business Administration luncheon ceremonies in Buffalo, NY. The award recognizes business excellence and contributions to Buffalo Niagara's economy and small businesses.

Larry Mietus

and Women Emerging Entrepreneur Program and received the Buffalo Niagara Business Ethics Award.

Larry has an M.A. in Organizational Leadership, Medaille College and a B.S. Sports Communication from SUNY at Buffalo. He is a former school board member Our Lady of the Blessed Sacrament in Depew, NY and the former Vice President of the Down Syndrome Parent Group of WNY.

NIKE ALL STARS



Kudos and a big thank you to the many members who contributed in 2008-2009 to the All Stars (formerly *NIKE* Boosters.) Each and every \$5, \$25 or more helps fund the communication tool so vital to the survival of New York State Women, Inc. Thank you for your support. The 2009-2010 *NIKE* All Star Campaign started at Conference, so please continue to solicit contributions from members, chapters and districts. It is your support that is the lifeblood

of *NIKE* and every contribution is valued.

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- Women are likely to make the final decisions on travel in 80% of families, medical expenditures (70%), and automobile and insurance purchases (55% each).
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- Women control 80% of all household purchases.
- They account for 35% of all adults spending more than \$500 on home improvements.

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For more information:

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