

NIKE

NEW YORK STATE women, INC.



NIKE

The official publication of
New York State Women, Inc.

Our Mission

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

Our Vision

To be the
leading advocate
for working women.

Dated Material — Deliver Promptly

**VOL. 60 ■ ISSUE 4
MAY 2011**



Cover story: Page 6

22 Tips for Successful Networking

In this issue:

Straight Talk About Foreclosure.....	8
Planning to Break Glass Ceilings.....	10
Protect Your Computers.....	12
2nd Annual Conference.....	14

President's Letter

The future belongs to those who believe in their dreams.

-ELEANOR ROOSEVELT



-from Mary Ellen Morgan

New York State Women, Inc. provides a strong avenue for professional and business women to network. Each woman needs to help and guide other women in our communities. Share information, mentor and develop leadership opportunities. Our organization provides women with excellent opportunities to interact with other working women and enhance their personal skills. Women can communicate with individuals that have similar abilities and skills.

Reach out and try to meet every chapter, district and state member. Get involved with what is happening around you. Become a part of the chapter. Choose to be an officer, serve on a board or a committee.

Stay in touch with chapter, district and state members. Call or write to someone. Seek out people to help with activities. Always remember to say thank you. A personal note can make a person's day. Remember to help someone else. Positive networking can be obtained from planning, teamwork and follow through.

Networking has become an important tool to finding a job and keeping a job. Effective networking has enabled the unemployed to reach a company payroll. Individuals are encouraged to seek out job fairs.

Job fairs become an avenue for human resource managers to connect a face to a resume. A personal referral and face to face contact allow individuals to stand out in a crowd of applications. Building relationships is an ongoing activity in the "world of work." Send resumes out to friends. Many choose to use Facebook.

One must learn to use her time effectively when meeting people. Learn about people. Share information about yourself and your business or profession. Always carry your business cards. The exchange of business cards can rapidly bring conversation and new avenues for job connections. Be selective about networking opportunities. Choose networking events that can be most beneficial to you. Remember to clean up and make an impression on people. Always arrive early to a networking activity. Make certain that your business cards and resumes have complete information: name, phone number, e-mail address and website, etc. Remember to carry your calendar. You may wish to set a time to meet with a new acquaintance. Remember to send follow up e-mails or notes when necessary.

When a person is shy or strapped for time, she can

use speed networking. The Greater Binghamton Chamber of Commerce has offered this service. Check with your local chamber of commerce to see what networking events are available. Several chambers of commerce are setting up mixer events to keep their local businesses and professionals connected.

Another avenue for networking is LinkedIn, the online network used for professional networking. "Living resumes" are posted. New work information and professional affiliations can be shared. This is a great place to seek professional advice. Both types of networking – online and personal contact – are essential.

NYS Women, Inc. can be a very powerful tool to help each woman connect and succeed. Our diversity provides a wealth of information in all businesses and professions. Culture, diversity, and compliance are a huge part of our workforce. Accountability has become an important part of our work culture. Members of the workforce need to have access to the top executives. There needs to be a team approach: "Together Everyone Achieves More." High visibility can lead to great success.

Young professionals are looking for a better work environment. They are encouraging companies to provide flexible work arrangements. Coaching can help to develop advancement in employment. The time and energy put into networking can have a high rate of success.

NYS Women, Inc. is fortunate to have a strong leadership team developing our organization. The sense of ownership and personal responsibility guides them to enhance the total operation. Every member of NYS Women, Inc. has unique skills to offer other members of our group. Let's ask "What can NYS Women, Inc. do to make New York State a better place for New York State women?"

As I pass the helm to Patricia Hendrickson and her executive committee team, I thank every member of NYS Women, Inc., for helping me in the development stage of our unique organization. I challenge President Patricia Hendrickson and her team to enhance our organization and take it to the next level.

Information taken from: Working Women, "Building Your Network" – February/March 2011 and Elmira Star Gazette – March 6, 2011.

Calendar of Events

2011

15th of each month: Deadline: *Communicator*

June

3-5 2nd Annual Conference
Albany, NY (host District IV)

July

15 Deadline: to submit info for *NIKE*

August

31 Women's Day at the NYS Fair

Please copy these dates into your calendar!



Our Mission

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

Our Vision

To be the leading advocate for working women.

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Table of Contents

In This Issue

President's Message: Future dreams -
Mary Ellen Morgan.....2

From The Editor - *Linda Przepasniak*....4

Feature Stories

Cover Story: 22 Tips for Successful
Networking - *Amy Remmele*.....6

Personal Development: Straight Talk
about Foreclosure - *Financial Planning
Association® (FPA®) of WNY*.....8

Empire Builders: Women Who Helped
Build the Empire State / Rhoda Fox
Graves - *JoAnne Krolak*.....9

Professional Development: Make your
plan to break glass ceilings - *Anne
Tuttle*.....10

Professional Development: How to
protect your home and business
computers - *Renee Cerullo*.....12

Professional Development: The Value
of Compartmentalizing - *Amy
Remmele*.....13

All Stars

NIKE All Stars.....24



Cover
Story:
page 6

Annual Conference

Conference Highlights.....14

Schedule at a Glance.....15

Slate of Candidates.....16

NYS Women, Inc. Budget.....18

Chapter, District and Committee Reports

Buffalo Niagara Chapter.....20

Richmond County Chapter.....20

Southern Finger Lakes Chapter.....20

Yates County Chapter.....20

District VI.....21

District VIII.....21

NYS Women, Inc.

Youth Leadership Conference.....22

RFP *NIKE* Publication.....26

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

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

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

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

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

NIKE Advisory Board

Linda Przepasniak, Editor
Ramona Gallagher, Associate Editor
Susan M. Fayle, Business Manager
Sue Mager, Communications
Renee Cerullo, Public Relations Chair
Mary Ellen Morgan, President, ex officio
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From the Editor



Our 2nd Anniversary

Another year has gone by. New York State Women Inc. celebrates its second anniversary and we are still growing. Much has taken place this past year and more needs to be done. Annual conference will be held in Albany the weekend of June 3-5, 2011 and it is a great time to meet new friends and renew old acquaintances. It is a great opportunity to participate in the molding and shaping of our strategic plan and to engage in discussions and decisions that will impact the future of our organization.

The 2011 NIKE team thanks outgoing president, Mary Ellen Morgan, for her support and confidence in our efforts to provide a magazine that personifies our mission and vision. We look forward to working with incoming president, Patricia Hendrickson, and her team to expand NYS Women, Inc.'s circle of influence across the state and beyond. And finally, we thank our membership, the foundation of our organization, for sustaining NIKE over the past two years. The NIKE magazine is a benefit of your New York State Women, Inc. membership. It is your voice. Please do not hesitate to let us know what you would like to see in future issues.

See you in Albany for Conference 2011.....

-Linda Przepasniak, Editor

**NEW YORK STATE
women, INC.**

Next NIKE Deadline is July 15, 2011

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

Schmoozing has been around since Biblical days. On the surface, this may seem like a bizarre observation, but consider the story of a man named Joseph. Probably everyone, religious or not, knows the story of Joseph and his coat of many colors. After Joseph landed in prison, he began to interpret the dreams of his fellow inmates, a butler and a baker.

At some point later on, the butler ended up working for the Pharaoh. When the Pharaoh started having bad dreams, the butler of course recommended that his ex-cellmate, Joseph, be called in to help. Joseph was very subtle and while he was giving his dream interpretations, he threw in a little advice about the need for a new position in the kingdom. It all paid off when the Pharaoh gave Joseph a really good job and continued to use him as an advisor.

22 Tips for Successful Networking

by Amy Remmele



And now many playwrights get to use the story – so everyone benefited.

It is important to note here that Joseph gave before he knew if he would get anything in return. This is the point that is stressed over and over when studying “networking.” It’s almost like “keeping the faith” is part of the process that makes it successful. My guess is that the people who keep the faith also have other qualities that lend themselves to networking successfully. Qualities like a positive attitude and the ability to be

friendly and cooperative even in the face of rough times.

While we all network to “get business,” there are some other reasons, too. First, networking gives some people social connection. Many people who are in sole proprietor businesses only get to talk to customers and clients. It can be very beneficial to network with other business owners in order to have contact with people who will listen and understand. Another good reason for networking is health. Studies have shown that people

Continued on page 6

Successful Networking

Continued from page 5

who have social lives and support in several areas live longer and are less likely to get sick. Finally, there are the professional services that are made available to us through the connections we make.

In the spirit of networking, at the next professional meeting you attend, consider sitting with people that you have never sat with and bring a "topic" with you. Tell the people with you that you are experimenting with a new networking technique and go around the table, asking everyone to talk about the topic you have brought. At a lunch group that I facilitate, we have used topics such as "How does your interaction style affect the way you do business?" and "On what tasks do you procrastinate and do you know why?" Just ask an interesting question and see what happens. You may be surprised how happy people are to network on a different level and get to know each other in new ways.

Whenever I give a talk on networking, I call it, "Schmoozing Tips." Here are the really good tips from the handout that I distribute at these talks. Remember the **Zeigarnik effect**. More about this later.

Have a clear understanding of what you do and why, for whom, and what about the way you do it makes it special. What makes you different from others doing the same thing? In order to get referrals, you must first have a clear understanding of what you do that you can easily articulate to others. In other words, make sure that you have done your Defining Statement homework. One of mine is, "I work with individuals and business owners who want to work with the life and

death issue of communication and keep the needle on LIFE." Having a defining statement can be wonderful for your business, and the process of developing it can be life changing. I highly recommend it.

Brand yourself with a slogan. Print a slogan on your business card that answers questions like, "Why should I hire you" or "What makes you different from everyone else?" A catchy phrase or slogan insures people will associate a company name with a product or service. We all remember "catchy" television ads and jingles for years, even after they are no longer on. That's called branding. Consider doing the exact same thing on your business card. For example, "At Peak of Success you get **CHANGE** back from your coaching and training dollar\$." An organizer might say, "My business is giving you back **time** to manage your business,"

or a cleaning service might use, "Your dirt is my business."

Be Memorable. The first two items are ways to be memorable, but adding something else cannot hurt. Some people do it with clothing or hats, others do it with special talents, such as magic or rapping.

Networking is about being genuine and authentic. Take the time to build trust and relationships, and see how you can help others.

Ask yourself what your goals are in participating in networking meetings. This way you will pick groups that will help you get what you are looking for. Some meetings are based more on learning, making contacts, and/or volunteering rather than on strictly making business connections.

Become active. It is much better to be active in one professional association than to periodically attend meetings of five or ten. Once you become active, people in the association get to know who you are and what you do. It takes time for people to recognize you, view you as a colleague rather than a stranger, and trust you.

Become a good listener. This ability to remember what others say and value is critical to fostering good relationships. It also gives Introverts an advantage over chatty, extroverted networkers. Make appropriate gestures such as leaning forward toward the speaker and facing her directly. Use minimal attending responses, such as head nods, "Uh-huh" and "Oh, really?" Ask targeted follow-up questions that show you have understood the speaker, such as, "So do I hear you saying that you only like to work with flying purple people eaters?" And remember that a great deal of communi-



Be able to articulate what you are looking for and how others may help you.

cation is non-verbal.

Listen with both of your ears for opportunities. Pay attention to conversations for problems that you can solve. Follow up with the solution during business hours.

Ask questions. Instead of worrying about what you will say to others about yourself and your business, focus instead on asking questions. There is no greater compliment you can bestow on someone than to ask them about themselves. Simple open-ended questions are best. This means questions that ask who, what, where, when, and how as opposed to those that can be answered with a simple yes or no. This form of questioning opens up the discussion and shows listeners that you are interested in them. Ask thought-provoking questions. "How did you get started?" or "What do you enjoy most about what you do?" But the very best questions are specific to the person you're interacting with and will arise in response to your initial conversation. Ask "Feel Good" Questions. You've begun to establish a nice rapport with your new prospect. You are focusing on *him or her*, as opposed to you and your awesome product, as most salespeople do. He or she is starting to feel good about you and has enjoyed answering your first two "Feel-good" questions. Now it's time for the "One Key Question," and here it is: "Name, how can I know if someone I am speaking with would be a good prospect *for you*?" Here, you've continued to establish yourself as being different from all others they meet who are in business, who only seem to want to know, "How can you help me." Ask some non-business questions. People love to talk about themselves. A great conversation starter is to ask what they like to do when they're not at work. Ask unusual questions. When you meet someone, don't say "How are you? What is your business?" Instead, try something like "Tell me something your friends would be surprised to learn about you." "Where did you go on your last vacation?" "What's the last book you read/movie you saw?" You are more likely to remember people who have been induced to give you some unusual information, and they are more likely to remember you. Be an interesting person to talk to. Do your homework. Plan some casual topics to bring up that you like to talk about. Being prepared will also help to build your confidence.



Be able to articulate what you are looking for and how others may help you. Too often people in conversations are asked "How may I help you?" and it is a real conversation stopper when no immediate answer comes to mind.

Diversity. The old boy's network is alive and well, but so are many others. In the financial community, a diversified portfolio is preferable. The same is true with your network.

Don't try to sell. Selling at professional meetings is usually inappropriate. Instead, use the meeting as an opportunity to develop a relationship and schedule a meeting for a later date.

Check out how you feel. If you're feeling nervous, you're thinking too much about yourself. This is about making the other person feel important.

Get feedback on your networking style. Everybody needs a coach in her life. Someone who will say, "This is how you're coming across and it's not helping your cause."

People are reticent to do give such straightforward feedback, so make it clear to your "inner circle" that you really appreciate this and that it will not "hurt your feelings." Ask them to tell you the truth especially about subtleties you yourself may not notice. An example would be the inflection of your voice, which may be suggesting uncertainty or lack of confidence. Often style or behavior can be changed, resulting in more effective networking.

Be fully present. Be fully engaged and fully aware of the people you interact with. You can break this down into smaller, somewhat mechanical pieces, such as listen well, respond promptly, maintain eye contact, etc, but if you are truly present in the moment, those things will happen naturally. Many people seem to be only "half there", so being fully engaged helps you stand out.

Set goals for each event. Decide before you arrive at an event how many people you will talk to and what information you hope to learn. You'll be amazed at how much more information you'll learn when you've set some targets.

Bring new members to your group. Nothing will make the existing leadership happy faster than your infusion of new members. An additional benefit is that it is easier to start a conversation with someone you know only marginally if you can go up to them and introduce someone new who is interested in the group. You don't

Continued on page 15

Feature: Personal Development

So much for, "It'll never happen to me." Nowadays, foreclosure – the legal process by which a lender forces the sale of a mortgaged property when the borrower has not met the terms of the mortgage – is hitting too many Americans too close to home. Indeed, 2010 was a record year for foreclosure filings in the U.S., where one in 45 housing units received at least one such filing, according to RealtyTrac.

Straight Talk about Foreclosure



The goal, says Vincent R. Barbera, a financial advisor at TGS Financial Advisors in Radnor, Pa., should be to avoid foreclosure altogether, given the damage it can inflict not only on a person's credit rating, but on their ability to get any type of loan, a credit card or even a job. "For most people, foreclosure should be a last resort," says Barbera, who also holds a realtor's license, "because they need banks, creditors and a job to support their lifestyle."

To avoid foreclosure, homeowners should:

1. Connect with their mortgage lender at the first sign they're facing trouble making payments. "Banks today are more flexible and more willing to negotiate to avoid foreclosure," says Barbera.

2. Seek guidance. Federal, state and local government agencies around the country offer free counseling and support for people trying to avoid foreclosure. People who work with a housing counselor are 1.7 times likelier to avoid foreclosure than those who don't, according to the U.S. Department of Housing and Urban Development, which maintains a database of housing counselors at www.hud.gov/offices/hsg/sfh/hcc/hcs.cfm. Non-profits such as the National Foundation for Consumer Credit Counseling's Homeowner Crisis Resource Center (www.nfcc.org/housing/index.cfm; 800-388-2227) can also help.

3. Pursue relief via the U.S. Government's Home Affordable Modification Program (www.MakingHomeAffordable.gov; 888.995.4673).

4. Explore other options, such as filing for bankruptcy.

When foreclosure appears unavoidable, the priority is to emerge from the process and rebuild one's credit as quickly as possible, says Barbera. Here's how:

- Be proactive. Avoiding the problem won't make it disappear. Instead, he says, "you want to own the process. Don't let things slide."

- Leave no stone unturned. Diligently research the foreclosure process for your area (it tends to vary widely by locality) by talking with the lender, a real estate attorney, local and state agencies, and people who have been through the process where you live, so you know exactly what to expect every step of the way.

- Get counseling from the organizations and agencies mentioned above.

- Lean on a peer support group for distressed homeowners. To find one, try searching "foreclosure support group" on Google.

- Be a levelheaded decision-maker. With so much at stake, don't let emotions get the best of you.

- Beware for-profit "counselors" and/or negotiators who promise to lead you through the process unscathed. They tend to cost too much and deliver too little.

Article provided by the Financial Planning Association® (FPA®) of Western New York, the leadership and advocacy organization for those who provide, support and benefit from professional financial planning. 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.

Feature: Empire Builders

Women Who Helped Build the Empire State

Rhoda Fox Graves

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

Rhoda Fox Graves was born on July 2, 1877, to Leander and Rhoda Austin in Fowler, New York. Rhoda's mother died in childbirth and her father placed the infant Rhoda with some friends – Lafayette and Rhoda Fox. Two years later, the Foxes formally adopted Rhoda Austin and she became Rhoda Fox. Rhoda grew up on the Fox family farm in Fowler and attended schools in Fowler and Gouverneur. After graduation, Rhoda Fox became a teacher in Gouverneur, and in 1905, married Perle Atwell Graves, with whom she had two sons.

Rhoda Graves had been involved in the women's suffrage movement, and when the 19th Amendment was passed, took an active part in the politics of St. Lawrence County. From 1920 to 1935, she was vice-president of the St. Lawrence County Republican Committee – the first woman to hold this office. During this time, she organized the county's 32 towns, 113 election districts and the city of Ogdensburg. Each district would have a woman representative and each town would have a woman chair.

In 1924, Rhoda Graves became a candidate for the New York State Assembly. Her opponent, Attorney Frank Scott, ran with a slogan of "There is no sentiment for a woman," and he

boasted "anyone can beat a woman." Nevertheless, Graves defeated him. Many people looked on this as a victory for women's rights, because St. Lawrence County was one of the last counties in New York State to accept women's suffrage.

On her first day in the Assembly, Rhoda Graves introduced a bill to allow children under age 18, who were living in rural areas, to operate motor vehicles. One year after her election, Graves was appointed chair of the Assembly Public Institutions Committee. During this time, she also sponsored legislation to finance school buildings and create teaching scholarships. Graves worked as an advocate for women's rights, including the right to serve on a jury. Other legislative projects included creation of a State Publicity Bureau, a state highway snow clearance provision, and measures to benefit dairy farmers and the St. Lawrence Seaway. She also incurred the wrath of Republican Party leaders by voting for Governor Smith's water power bill, whereby the State would develop water power for sale directly to communities and private companies.

Eight years after her election to the State Assembly, Rhoda Graves became a candidate for the State Senate. The Republican Party backed the incumbent, Senator Warren Thayer of Chateaugay. Despite opposition by the party organization, Graves carried St. Lawrence County and might have won the election, but for the loss of Ogdensburg. Two years later, Rhoda Graves tried running for the Senate again. She was considered the "clean" candidate, and the Republican Chairman, Harry Inram, called on party members to support her candidacy and reject inroads by Tammany Hall politicians into St. Lawrence County. This time, Rhoda Graves was successful, which made her the first woman elected to the State Senate.

Rhoda Graves would go on to serve 14 years in the New York State Senate. While there, she was

Continued on page 23



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Feature: Professional Development

Make your plan to break glass ceilings

by Anne Tuttle



[Editor's note: The following is taken, with permission, from an address given at the 2011 NYS Women, Inc. Winter board meeting by Anne Tuttle. Invited by President Mary Ellen Morgan, Anne is from Watkins Glen,

holds an MBA from Syracuse University and is currently Professor of Management at Keuka College. She is also an organizational behavior consultant working with various organizations to improve employee morale and productivity.]

I was asked to focus my comments tonight on the prospects for women over the next few years. As both a woman, and in my work as a professor of Management, this is a topic certainly near and dear to my heart. From what I have been reading and researching, the prospects for women actually look very good. I would like to start with a list of interesting statistics about women and employment, and then I will end with what this all means to us.

A 2010 article in Newsweek noted that the recession of 2007-2008 disproportionately affected men, and is known as the *man-cession*. Other sources have referred to it as the *he-cession*. Two-thirds of the 11 million jobs lost were by men, where only one-third lost were by women. The latest unemployment figures show that the unemployment rate for women is *lower* than that compared to men.

American women are the breadwinners or co-breadwinners in $\frac{2}{3}$ of American households, and are responsible for 83% of all consumer purchases. American women currently hold more than 89% of U.S. Bank accounts. We hold 51% of all personal wealth, and are worth more than 5 trillion dollars in consumer spending power, which is larger than the entire Japanese economy.

In early 2010, women became the majority of the workforce for the first time in history. Every month, these figures teeter-totters back and forth, but this is truly significant.



For every two men who get a college degree this year, three women will do the same. Women now earn 60% of all Master's Degrees, half of all Law and Medical Degrees, and 42% of all MBAs. Of the 15 job categories expecting the most growth in the next decade, all but two are filled primarily by women.

There is still a gender gap in salaries, but finally with the emerging educational successes and corporate successes of women, economists are now predicting that by the year 2024, the average woman in the U.S. will *out earn* the average man.

What do all these statistics indicate to us? They indicate that we have arrived. Women are here, we are productive, we are starting businesses, we are improving businesses, we are doing amazing things, and everyone now knows this, small businesses, large corporations, public agencies, private agencies and institutions of higher learning. They know our value, our intelligence level, our work ethic, and our purchasing power. They want us to work for them, they want us to manage them, they want us to lead them, and they want us on their boards of directors.

The very few Fortune 500 Companies that are led by female CEOs have realized great value from their leadership. However successful, the problem that exists is the lack of women at the top. Only 3% of Fortune 500 CEOs are female. This problem is described as "brain drain," or "a crisis of talent retention." These female CEOs, like Meg Whitman, Anne Mulcahy, and Ursula Burns are highly prized and thought of as "rock stars."

Last year, female CEOs out earned their male counterparts by 43 percent, on average, and received bigger

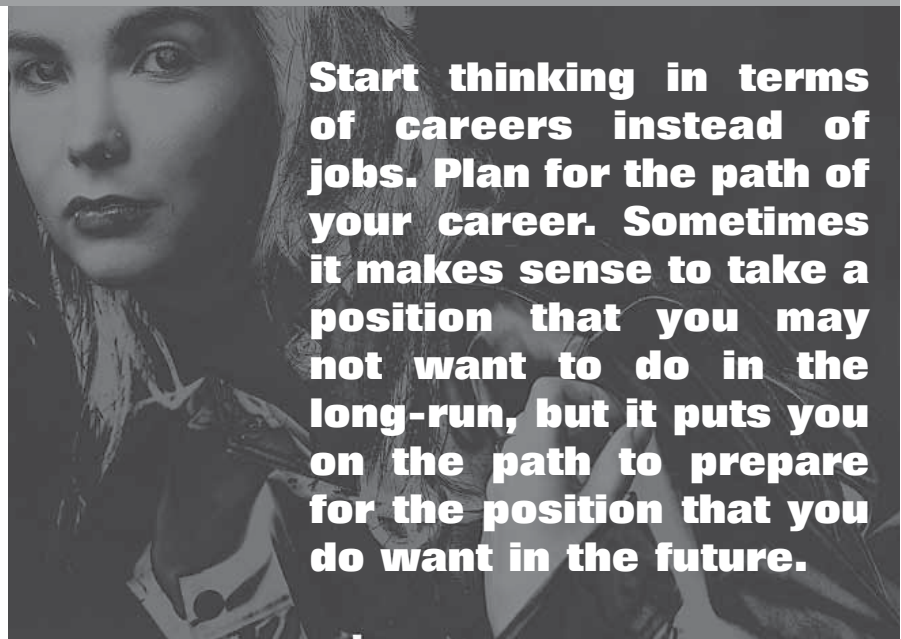
raises.

It is not that companies are not willing to do their part, in fact they desperately want us to break the glass ceiling, but we need to do our part. To keep up our end of the bargain, we need to take the steps that prepare us to grow with, manage, and lead institutions both large and small.

How do we do this? We do this by accepting every opportunity that we are given: to attend a training or development session, by participating in any cross-functional or inter-departmental quality circle or project group, by joining networking groups or service organizations (much like this fine organization), by chairing committees, and seeking out board of director appointments, and by, if it is at all possible, also advancing our educational attainment. This is all about preparation for leadership.

As many of you are leaders in your own various organizations, you know that much is expected of leaders. These leadership positions come with lucrative pay, interesting activities, exciting experiences, and can be very rewarding. However, they also come with long hours, stressful decisions, internal and external scrutiny, sleepless nights, travel time away from family and friends, and loss of any form of personal time. Everything good comes with a cost.

I am sure I am preaching to the choir about this, but as women we know that there are many sacrifices and challenges that come with balancing both the demands of our growing careers with the demands of our growing families and personal responsibilities. As the leaders of other women, part of our journey will be to understand the challenges that we have endured and continue to endure, and use what we have learned on this journey to create and implement organizational structures that support



Start thinking in terms of careers instead of jobs. Plan for the path of your career. Sometimes it makes sense to take a position that you may not want to do in the long-run, but it puts you on the path to prepare for the position that you do want in the future.

the ability for other women, the women that we lead, to balance these competing demands.

The Bureau of Labor Statistics shows that women hold 51.4% of managerial and professional jobs. We are the majority of the positions that are set to be the future leaders, the decision makers. We need to think like decision makers and set up support structures that prepare women with the tools they will need to make decisions.

What your organization is doing, and what you have done here today with your Youth Leadership Reality Workshop for girls in grades 10-12 is a prime example of how you are preparing our young women for the future. In fact my 16-year-old daughter, Haley, was fortunate enough to participate in today's workshop and was full of excitement and motivation as a result. She and the other participants today, think much differently than the female trailblazers that came before us. They think in terms of equality of ability and opportunity. They are beginning their preparation for leadership, and we need to take our queue from them.

So in closing, keep on learning, things are changing at an alarming rate and the only constant we can really count on is change. Believe me when I say this to you, we are

never too old to learn. Start thinking in terms of careers instead of jobs. Plan for the path of your career. Sometimes it makes sense to take a position that you may not want to do in the long-run, but it puts you on the path to prepare for the position that you do want in the future.

If you don't already have a good understanding of personal finance and business insurance, it is time to learn. You need to protect your economic value to your families, your businesses and yourselves. My favorite definition of luck is that luck is realized when opportunity meets with preparedness. The outlook for opportunities for women is very good, so let's make sure we are prepared for those opportunities, and we can make our own luck.

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Feature: Professional Development



How to protect your home and business computers

by Renee Cerullo, President, Buffalo Niagara Chapter

I get asked all the time how to prevent viruses on a computer or I get called after there is a major problem. There are a few simple things you can do to protect yourself, your computer and your business. Your computer is like your car. It needs maintenance or it will stop running.

1. Antivirus Do you have it? Is it up to date? Most computers are shipped with a trial antivirus program. After 90 days this trial runs out and your computer is unprotected. New viruses are coming out daily. If your virus protection is not being updated daily then it is not worth having it. Your software should be updating nightly and it should be set up to scan your computer once a week. Antivirus software usually is a paid yearly subscription. There are a few that are free. The most common paid versions are Norton Antivirus or MacAfee. The decent free versions are AVG or Microsoft Security Essentials. We have started to use Microsoft Security Essentials more and more. It has proven to be very good.

2. Windows Updates These are extremely important. Windows updates patch your operating system of your computer. When Microsoft finds bugs or security issues in its software it puts out these updates. Your computer should be set to check for these updates daily and install them at night. If your computer is not being updated it is at risk of being hacked. Here are directions on how to make sure your computer is being updated – <http://support.microsoft.com/kb/306525>

3. Backups Do you want to lose your tax data, family photos, or business information? Backups are so simple yet they are the one thing people often don't bother with. It does not need to be a major hardware issue that causes you to lose everything. It could be spilling a drink on your laptop, dropping the computer, stolen equipment, virus, etc. The first step to prevent data loss is to go to Best Buy or Office Max and pick up a USB external hard drive. You can usually get one for around \$60. Get one that is at least 250GB. If you have a lot of files make sure it is at least 500GB. Plug it into your computer. Then go to the start menu -> accessories -> system tools -> Backups. Follow the wizard to select the files you want to backup. You can set your machine up to backup every night automatically so you don't have to remember to do it.

4. Spyware Removal Spyware will appear on your computer just from being on the internet. You won't know it's even getting on your computer. Websites put spyware on your computer to track where you go on the internet so they can market to you. When this spyware build up on your computer it will start to really slow down. If bad spyware gets on your machine it can start to act like a virus and even steal your passwords. You should clean up the spyware on your computer at least once a month. You might be surprised to find you have over 500 pieces of spyware on it the first time. There are lots of spyware removal tools. You need to be careful since some of

them are spyware themselves. The one we use all the time is Malwarebytes. It is free and easy to use. Once it finishes scanning it will give you a list of all the spyware it finds. You can then select to remove it all. Download – http://download.cnet.com/Malwarebytes-Anti-Malware/3000-8022_4-10804572.html

5. Common don'ts

a. So many times viruses are caused by people clicking before they think. If you get a popup on your screen do not click any buttons on that window. Click the X in the upper right corner of the screen. If you click anything else you could be activating the virus.

b. Do not open e-mails from people you don't know that have attachments. Never click an attachment that is an EXE or SCR.

c. When an e-mail has a link in the body of it, put your mouse over it first before you click. A little popup will show you the real website address. Take a look at that and make sure it is going to a real website. The first part should look like the company URL. If it does not don't click it.

d. If you get a message about Windows Antivirus do not click it. This is a virus. Immediately run a virus and spyware scan.

Renee Cerullo is president of the Buffalo Niagara Chapter and owner of RLComputing. Contact her at Cerullo@RLComputing.com or www.RLComputing.com.

The Value of Compartmentalizing

by Amy Remmele

Only an inexperienced manager or owner would just dismiss someone's personal life and say, "You can't let your personal problems follow you to work." This kind of manager is at least naïve and at most living in a fantasy. Like it or not our personal lives occasionally "bleed" into our professional lives. Sometimes our personal lives just bump our work life, other times they come crashing in. Either way, it can become very difficult to separate the two lives in a way that keeps us functional. So, are there ways to make it easier to stay focused and on-task? Yes, there are. Both sides can help. Management can follow a certain protocol when it knows that an employee is in "strife" and there are definite behavioral steps each of us can take to help ourselves to keep our two lives in line.

This is not an issue that will only affect some of us. We all have personal lives and we are all on the bad end of tragedy throughout those personal lives. It is important to understand how to manage our personal issues so that our professional lives do not become part of the tragedy. Most of us cannot afford to take off the time that it actually takes to recover from some tragedies. We can only hope to get just enough time to come back and survive an environment that makes us work but is sympathetic and gentle.

There are steps that can be taken and skills that can be honed that allow us to minimize the impact of our personal issues while we are "on the job." And most of the same skills that allow us to compartmentalize the day to day problems that could add-up and



There are steps that can be taken and skills that can be honed that allow us to minimize the impact of our personal issues while we are "on the job." And most of the same skills that allow us to compartmentalize the day to day problems that could add-up and paralyze us also work for those times that the issues are huge and insistent on invading.

paralyze us also work for those times that the issues are huge and insistent on invading.

You have probably all noticed those people who seem to keep their lives separate naturally and those other people who seem to have some invasive problem "all the time." People have different styles and some people keep their feelings "under wraps," while others are "drama

queens." Both types can take some advice. Depending on how the wrapped-up type achieves this feat, they may be keeping their feelings too tight. It is probably working very well at work to appear "okay," but if they cannot take this façade off when they are in a safe zone, at home and with loved ones, they may suffer some consequences. These people may have some physical symptoms that express their feelings or they may snap at others or "blow up" inappropriately. In my business, we call this, "feelings coming out sideways." The other type of person may be disconcerted or distracted or weeping much of the time at work. The "wrap" for their feelings is very thin and lightweight. Unfortunately from the perspective of management, this type is the one that appears to create more work problems.

Here are a few tips. When someone who works for you or with you is having trouble, do not just ignore it. Make some time to help. The time you spend mindfully now slowing the "leak" will save you much time later on with "gushers." Carve out a space to talk and debrief with this person. Find out if they can perform their tasks. Make sure that they took

Continued on page 26



Conference Highlights

Capitol Tour

On Friday, June 3, 2011 at 3:00 p.m. we will offer an opportunity for a tour of the New York State Capitol. Sitting majestically atop Albany's State Street hill, the New York State Capitol has served as the seat of government for New York since the 1880s. The building is a marvel of late 19th-century architectural grandeur, built by hand of solid masonry over a period of 25 years. Today, the building is undergoing extensive restoration to maintain and protect it for future generations of New Yorkers.

If you are interested in attending the Capitol tour, please e-mail Amy Kellogg at ajkellogg@aol.com. *Our group will be part of a larger group going on a tour. If there is enough interest from just our membership, then we may be able to arrange a private tour.*

Speaker

On Saturday, June 4, 2011 from 2:00 to 3:00 p.m., our featured guest speaker will be Juanita Ecker, AICI, CIP, president of Professional Image Management. Juanita is a certified business etiquette expert. An international speaker and corporate trainer, Juanita leads dynamic, informative meetings and training conferences throughout the U.S., Europe and Asia. A practicing authority on today's business etiquette and image consulting issues, Juanita is frequently quoted in local and national publications, and she often appears on radio and television interviews. Her book, *Image Management: Image & Etiquette Tips for the Business Professional* is in its second addition.

Juanita is trained and certified by the Global Protocol Academy as a business etiquette and corporate protocol expert. She has trained with the Lett Group on business decorum and business etiquette. She is accredited as a certified image professional (CIP) from the Association of Image Consultants International. The CIP designation is one of the most advanced levels of certification within the industry. She is certified as a corporate image consultant by the Academy of Fashion and Image. She has trained with the London Image Institute and The Conselle Institute of Image Management.

Her business, Professional Image Management, was recognized in the Capital Region of New York State as one of the Top 40 Women-Owned Businesses in 2006.

Juanita will be presenting "How to Talk to Anyone About Anything." This presentation will take place Saturday afternoon and will be an interactive presentation designed to improve your networking skills and teach you more about the art of communication.

Workshops

How to Contact Your State Legislator

On Saturday, June 4, 2011 from 3:00 to 4:00 p.m., Amy Kellogg will be presenting a workshop entitled "How to Contact Your State Legislator." Amy is a member of Tech Valley New York State Women, Inc. and the district director of District IV. Amy is a government affairs associate at Harter, Secrest & Emery LLP. Amy's law practice focuses on representing a variety of New York State professional associations and businesses before the New York State Legislature. Her practice includes monitoring, analyzing, and reporting on the status of pending legislation, communicating clients' positions to members of the State Legislature, state agencies, and the Governor's Office, drafting legislation on behalf of clients, lobbying for the introduction and adoption of legislation and researching and ensuring compliance with state and federal lobby and election laws.

This workshop will include tips on when to contact your legislator and how to ensure your contact is effective and targeted.

Accessing and protecting important historical organization documents

On Saturday, June 2, 2011 from 4:00 to 4:30 p.m., we will be having a discussion on the archived documents from BPW/NYS as well as how we ensure preservation of our New York State Women, Inc. documents. Currently, all BPW/NYS files and documents are archived at the SUNYA Library, the ME Grenander Department of Special Collections. The archives are located in Albany, and a representative from the library has been asked to come and speak about our archives and how to access the information already there. We are also hoping they will speak about how to make sure records are current and how to add important information about our recent change to New York State Women, Inc.

Please note: Proposed bylaws changes will be announced at conference.

Schedule at a Glance

FRIDAY JUNE 3, 2011

- 12:30 - 6:00 p.m. Registration
- 1:00 - 4:00 p.m. Executive committee meeting
- 3:00 - 4:00 p.m. NYS Capitol tour
- 4:00 - 5:30 p.m. Pre-conference board meeting
- 5:00 - 6:30 p.m. Dinner on your own
- 6:30 - 8:00 p.m. Dessert extravaganza hosted by President Mary Ellen Morgan
- 8:00 - 9:30 p.m. First business session
- 9:30 p.m. Presidents line up
- 9:45 - 10:30 p.m. Presidents march/awards reception

SATURDAY, JUNE 4, 2011

- 8:00 - 10:30 a.m. Registration
- 8:00 a.m. - 5:00 p.m. Vendors & exhibits
- 6:00 - 8:30 a.m. Complimentary breakfast buffet
- 9:00 - 10:00 a.m. Committee meetings
- 10:30 a.m.-12:00 p.m. First business session
- 12:00 - 12:45 p.m. Polls open for elections
- 12:30 - 1:45 p.m. Grace LeGendre Endowment Fund luncheon
- 2:00 - 3:00 p.m. *How to Talk to Anyone About Anything* -presented by Juanita Ecker

SATURDAY, JUNE 4, 2011, continued

- 3:00 - 4:00 p.m. *How to Contact Your State Legislator* -presented by Amy Kellogg
- 4:00 - 4:30 p.m. Archive presentation
- 4:30 - 6:00 p.m. Time on your own
- 6:00 - 7:00 p.m. Cocktail Reception
- 6:45 - 7:00 p.m. District director, assistant district director, and executive committee line up
- 7:00 - 10:00 p.m. Installation banquet
- 10:00 p.m. Special event hosted by Incoming President Patricia Hendrickson

SUNDAY, JUNE 5, 2011

- 7:00 - 8:30 a.m. Breakfast buffet
- 7:30 - 8:30 a.m. District & assistant directors' meeting
- 8:30 - 9:00 a.m. Memorial service
- 9:00 - 11:30 a.m. Third business session

Immediately following the business session, the post conference board meeting will be held in the East Ballroom.

Following the board of directors meeting, the executive committee will meet in the East Ballroom.

Successful Networking

Continued from page 7

even have to know the existing member's name. Just walk up and say, while shaking their hand, "Hi. I would like you to meet a potential new member." Your target will introduce herself and then you will know her name.

Write on the back of business cards. This way you will remember what the person had to say and what the connection between the two of you might be. Follow up the next day with an e-mail or a telephone call.

When asking for something, use the word "because." Research

shows that asking for something with a "reasonable" reason boosts the chances of getting what you want about forty percent. Ask for advice. It is one of the highest forms of flattery.

THE MOST IMPORTANT RULE – Have fun and be funny. Think of the event not as work but as a great time to get to know others and establish valuable relationships. People like to be with people who are happy.

THE SECRET IS: Being ready to network when you get there. Ninety percent of success is showing up PREPARED.

The **Zeigarnik effect** is a proven

law of psychology stating that people remember incomplete or interrupted tasks better than completed ones. I'll bet you remembered the name from the first item! Leaving some tantalizing gaps in the information you give out may keep the appetite whetted.

Amy Remmele is a consultant, working with people who want to overcome the roadblocks to success and make positive sustainable changes. She can be reached at 716-626-5977 or www.peakofsuccess.com.

NYS Women, Inc. Slate of Candidates 2010/2011



Patricia "Pat" Hendrickson
Incoming President 2011/2012

Pat Hendrickson is the Incoming president of NYS Women, Inc. for the 2011/2012 term. 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, 2005/2007 and district director of District IX, 2007/2008. Her service for NYS Women, Inc. includes a term as second vice president and first vice president, acting as the executive committee's liaison to the public policy and personal development committees.

Membership in NYS 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, Language and Hearing Association. As a

Continued on page 25



Susan Mager
Candidate for President Elect

Sue Mager has been an active member of the Buffalo Niagara Chapter (formerly Buffalo BPW) since 1984. She has held many positions on the local and district level, including president of the former Buffalo and Hamburg Orchard Park BPW clubs and serving as District VIII assistant district director.

Susan has served on a state level as the first Career Recognition chair (former BPW/NYS New Careerist Program) and was elected to the executive committee filling positions of 2nd and 1st vice president. In 2007, President Linda Provo appointed Susan to fill the executive committee secretarial position due to the resignation of the previous secretary, and Sue dutifully completed the term. She regularly attends state meetings and conferences and has been active on the state level for many years.

Most recently Sue served as vice chair of the 2010 State Conference held in Grand Island NY. Her experience and dedication to NYS Women, Inc. will be an asset to the organization, as she has had experience in all levels of leadership on the local, district and state levels and is always attuned to the needs of her fellow NYS Women, Inc. members.

Sue is a founding member of the BPW of Buffalo Investment Club and past president and founding member of the Bishop McMahon High School alumnae association. For the past 29 years, Susan has been employed by Leon Ber, DPM, where she manages a small medical practice. She also holds a position as part-time bookkeeper at Trinity Tower of Buffalo, a senior apartment building.

Continued on page 25



Elisa Serfass
Candidate for 1st Vice President

Since joining Triple Cities BPW in October 2004, Elisa Serfass has served her chapter 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, 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, TX. Elisa has served as state secretary, second vice president (membership chair) and is now running for first vice president.

As president of her chapter, Elisa increased membership to 38 active members. During her tenure the club renewed its focus on networking among members and promoting members' businesses. The club was the host city for Winter board 2008 and dedicated itself to making that meeting into a success. As chair of the first Camp BPW/NYS, Elisa led the camp to deliver a comprehensive program to 24 at-risk youth, including 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 has served on the leadership committee for the Women's Fund of the Community Foundation. Professionally, Elisa is a financial adviser working with the executive women, small business, and retirement income strategies markets. Elisa is a man-

Continued on page 25

NYS Women, Inc. Slate of Candidates 2010/2011



Amy Kellogg
Candidate for 2nd Vice President

Amy Kellogg is a candidate for second vice president. She is currently an attorney with Harter, Secrest and Emery in Albany. Her law practice focuses on presenting a variety of New York State professional associations and businesses before the New York State Legislature. Amy's practice includes providing government related services, monitoring, analyzing and reporting the status of pending legislation, communicating clients' positions to members of the NYS legislature, state agencies and the Governor's office, drafting legislation on behalf of clients, lobbying for the introduction and adoption of legislation and researching and ensuring compliance with state and federal lobby and election laws.

Amy has been a member of NYS Women, Inc. since 2005. She served as Tech Valley BPW president-elect, 2005/2006 and Tech Valley BPW president, 2006/2008. She was immediate past president for Tech Valley, 2008/2010. Amy is currently serving as Tech Valley president. She was District IV assistant district director in 2009 and is currently serving as District IV district director.

Amy is a member of the executive committee for the National Alumni Association of Albany Law, vice president of the State University of New York at Potsdam Alumni Board of Trustees, chair of the Albany Law School Alumni in Mentoring Program, co-chair of the New York State Bar Association's committee on women in the law legislative subcommittee, a member of the American Bar Association's Government Affairs Professionals committee and a member

Continued on page 25



Laurie A. Livingston
Candidate for Treasurer

Laurie Livingston has been a member in good standing of Jamestown Chapter of NYS Women, Inc. (formerly BPW/NYS) since 1999 at which time she has held many positions including but not limited to: member Jamestown Chapter 1999-present; legislation chair for District VIII – 2001-2003; president, Jamestown Chapter 2003-2005; Responsible for Winter board program book 2004; NYS Women, Inc. historian for Presidents Linda Przepasniak and Neale Steiniger; District VIII director 2005-2007; workshop presenter Fall & Winter board/state conferences; facilitated the development of strategic plan for NYS Women, Inc.; and NYS Women, Inc. treasurer 2007 to present.

During the past couple of years, Laurie has been actively involved with the transition from BPW/NYS to NYS Women, Inc. – switching bank accounts to assisting local chapters with paperwork to handling legal issues plus a menagerie of other tasks.

During her term as president of the Jamestown Chapter, membership increased as did participation in monthly meetings. She has been active within the state, attending board meetings and conferences since 2003 and has been leading the development of a strategic plan for NYS Women, Inc.

Laurie has a varied background professionally. She was employed with Jamestown Community College for 18 years, in a variety of positions, including campus life director and coordinator of Scandinavian Studies Program. She moved over to the non-profit arena, having worked for a retirement home as

Continued on page 25



Colleen Ostiguy
Candidate for Recording Secretary

Colleen has been a member of Tech Valley NYS Women, Inc. for approximately five years. In that time, she has served a two-year term as Tech Valley's president and a two-year term as Tech Valley's secretary, her current position. She also created and maintains Tech Valley's website and is currently in the process of creating a District IV website.

Colleen received a Masters in Library Science from SUNY Albany and a Juris Doctor from Albany Law School.

Her professional job is electronic services librarian at Albany Law School. In this position, Colleen is responsible for updating and maintaining the library's website, developing ways to market the library, responding to law student and faculty reference questions and teaching an advanced legal research course. She was previously employed with the Hon. Anthony J. Carpinello as a confidential legal secretary.

She is a member of the American Association of Law Librarians, Academic Law Librarians Special Interest Section. As a member of this section, Colleen helped to develop an online survey that was sent to more than 240 law schools. She is also a member of the New York State Bar Association's electronic communications committee. This committee provides recommendations to the Bar Association about its website.

Budget – New York State Women, Inc.

	2008/2009 Approved Budget	2009/2010 Actual	2010/2011 Approved Budget	Explanations	2011/2012 Proposed Budget
Income					
		700 members	900 members		
40000 Dues	\$17,850.00	\$24,418.00	\$32,250.00	800 @ \$35 (MOL) 20 @ \$15 (student)	\$28,300.00
40100 Fall Board Meeting	\$2,200.00	\$1,850.35	\$0.00		\$0.00
40200 Winter Board	\$2,200.00	\$0.00	\$0.00		\$0.00
40300 State Conference	\$4,000.00	\$3,669.73	\$2,000.00		\$2,500.00
40400 Youth Leadership Conference	\$0.00	\$0.00	\$0.00		\$0.00
40500 Fundraising Events		\$0.00	\$0.00	50/50 raffle/misc sales	\$500.00
40700 Lobby Day		\$190.00	\$0.00		\$0.00
41000 NIKE Income	\$8,000.00	\$4,330.50	\$4,000.00		\$2,000.00
44000 Interest Income	\$100.00	\$1,020.88*	\$100.00	*CD matured in 2009-10	\$300.00
45000 Miscellaneous Income	\$200.00	\$50.00	\$0.00		\$0.00
Total Income	\$34,550.00	\$35,529.46	\$38,350.00		\$33,600.00
Administrative Expenses					
50010 Career Recognition	\$100.00	\$0.00	\$100.00	Promotion	\$100.00
50015 Youth Leadership	\$0.00	\$0.00	\$100.00	Promotion	\$100.00
50020 New Careerist	\$100.00	\$0.00	\$100.00	Promotion	\$100.00
50030 Personal/Professional Development	\$100.00	\$0.00	\$100.00	Promotion	\$100.00
50035 Athenia Society (Women Joining Forces)	\$0.00	\$0.00	\$100.00	Promotion	\$100.00
50040 Legislation	\$100.00	\$0.00	\$100.00	Committee	\$100.00
50050 Membership	\$200.00	\$128.75	\$200.00	Includes awards, programs, materials	\$200.00
50060 Public Relations	\$200.00	\$0.00	\$200.00	Committee	\$200.00
50070 Misc. Committee Expenses	\$200.00	\$10.71	\$100.00	Committees, NBWW, WHM	\$100.00
50080 Resolutions	\$200.00	\$0.00	\$50.00	Committee	\$50.00
50100 Auditor	\$2,000.00	\$2,750.00	\$1,500.00	Review current year; Audit every 3rd yr	\$1,500.00
50200 Legal	\$0.00	\$1,578.50	\$2,000.00		\$2,500.00
50300 Insurance Expense	\$900.00	\$530.04	\$900.00	Treasurer Bond \$100, Liability Ins	\$900.00
50500 Telephone	\$550.00	\$518.79	\$550.00	Teleconferences	\$550.00
50600 Postage	\$100.00	\$237.63	\$100.00	Forwarding mail from free P O Box	\$100.00
50900 Other Expenses	\$250.00	\$553.14	\$300.00	Pins, President's Pin, PSP history	\$300.00
Total Administrative Expenses	\$5,000.00	\$6,307.56	\$6,500.00		\$7,000.00
Leadership Expenses					
60100 District Directors	\$2,000.00	\$1,750.00	\$2,000.00	Meeting stipend, to ADD if DD not present \$2000: \$125, \$75, \$75	\$2,750.00
60200 District Directors - Field Service	\$500.00	\$180.00	\$500.00	See MOI approvable expenses w/receipts	\$500.00
60300 State Reps - Field Service	\$2,000.00	\$775.00	\$2,000.00	District Meeting expense - \$100 a meeting, 10 districts - extra as needed with documented expense report; maximum \$1,000 each Fall/Spring	\$2,000.00
60400 Historian	\$100.00	\$100.00	\$100.00	Meeting stipend: \$50, \$50, \$100	\$200.00
60500 Immediate Past State President	\$200.00	\$200.00	\$200.00	Meeting stipend: \$75, \$75, \$125	\$275.00
60600 President-Elect	\$200.00	\$0.00	\$200.00		\$0.00
60700 State Event - PPD/NC/CR	\$2,000.00	\$0.00	\$3,000.00	State conference awards	\$3,000.00
60800 Nat'l Events - Leg. Chair	\$200.00	\$0.00	\$200.00	Policy & Action	\$200.00
60900 President	\$1,500.00	\$700.00	\$1,200.00	Expenses	\$1,200.00
61100 NIKE Editor	\$200.00	\$150.00	\$200.00	Meeting stipend: \$100, \$50, \$50	\$200.00
61200 Other Officers (5) EC	\$4,000.00	\$3,200.00	\$4,000.00	Meeting stipend: \$200, \$200, \$400 - EC	\$4,000.00
61300 Parliamentarian	\$400.00	\$800.00	\$800.00	Meeting stipend: \$200, \$200, \$400	\$800.00
61500 President	\$300.00	\$0.00	\$0.00	Meeting expense	\$0.00
61600 Standing Chairs	\$1,600.00	\$600.00	\$1,600.00	Meeting stipend: \$75, \$75, \$125	\$1,925.00
61700 Treasurer Expenses	\$100.00	\$187.43	\$300.00		\$300.00
Total Leadership Expenses	\$15,300.00	\$8,642.43	\$16,300.00		\$17,350.00
Membership Expenses					
70200 Membership Promotion	\$500.00	\$759.01	\$2,000.00		\$2,000.00
70300 CR/IDP/YC Competition	\$400.00	\$0.00	\$400.00	Chair expense related to state competition \$100 each CR, YC, ID	\$400.00
70400 Website	\$4,000.00	\$7,288.85	\$6,000.00	Maintenance, hosting fees, data base, etc.	\$4,000.00
80400 Youth Leadership		\$553.56			
80600 NIKE		\$8,812.09	\$9,000.00	Online/hard copy/postage; net \$5,500	\$9,000.00
80650 Monthly Publication	\$500.00	\$0.00	\$100.00	Mailing/printing	\$100.00
80700 Lobby Day	\$100.00	\$120.26	\$100.00		\$100.00
80900 Miscellaneous Expenses	\$750.00	\$0.00	\$450.00	Task Force MOI and other	\$200.00
Total Membership Expenses	\$6,250.00	\$17,533.77	\$18,050.00		\$15,800.00
Total Expenses	\$26,550.00		\$40,850.00		\$40,150.00
Excess Expenses Over Income	\$8,000.00		\$2,500.00	Appropriated fund balance	\$6,550.00
Appropriated Fund Balance	\$2,000.00				
Net Income/Expense	\$10,000.00	\$32,483.76	\$38,350.00		\$33,600.00
Net Income	\$3,045.70				

The Buffalo Niagara Chapter
is proud to endorse

Sue Mager
for
President-Elect
of New York State Women, Inc.



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women, INC.
buffalo niagara chapter

District VIII
proudly supports



Laurie A. Livingston
for
Treasurer



Sue Mager
for
President-Elect

NEW YORK STATE
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district VIII

NEW YORK STATE
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district IV

District IV
Proudly Supports

Amy Kellogg for
Second Vice President

& Colleen Ostiguy
for Secretary

Good Luck!!

Chapter & District News



New BNC officers, left to right: Sue Fayle, secretary; Amy Jo Lauber, president-elect; Renee Cerullo, president; Joyce DeLong, past president; and Ramona Gallagher, District VIII director, who handled the May installation at BNC's auction fundraiser.

Buffalo Niagara Chapter – District VIII

-submitted by Renee Cerullo, President BNC

The Buffalo Niagara Chapter has had a great year! In February Larry Meitus gave a program entitled *Strategies for Success: Achieving Your Goals Personally & Professionally* (many readers may have seen his dynamic presentation at last year's conference). We had great attendance despite a terrible snow storm. We raised \$1500 at our annual May fundraiser auction. Proceeds benefit our scholarship fund; scholarships are given to members for professional development. We also installed our new officers (pictured above). BNC members are now able to pay for events or renew their membership online with a credit card. This huge improvement helps us manage memberships. Within 24 hours we had five people renew their memberships online. Most of our May renewals are already in!



Left to right: Marina DiPalo, Rachel Lopez, Membership Chair Gale Cohen, President Linda Hansen, Lexie DiMauro

Richmond County Chapter – District II

-submitted by Neale Steiniger, Past State President

On April 16, 2011 the Richmond County Chapter held its annual membership tea at the Alice Austin House. Celebrating "Women in History and Women Making History," Linda Dianto, President of the National Lighthouse Museum Board was the keynote speaker.

She is spearheading a campaign to raise funds to create the National Lighthouse Museum at one of Staten Island's four lighthouses. She presented the life of Kate Walker, the operator of Staten Island's Robbins Reef lighthouse from 1890, after her husband died of pneumonia, until her retirement in 1919 at the age of 73. Three young women (pictured above) were invited to attend the event as part of the chapter's new mentoring program which was formed to make a difference in the lives of current and future working women.

Southern Finger Lakes Chapter – District VI

-submitted by JoAnne Krolak

In December 2010, Sue Gigliotti and JoAnne Krolak presented handmade slippers and large print books to the residents of The Falls Home in Montour Falls for Christmas. Chapter members enjoyed a festive dinner, a cookie exchange and holiday entertainment at their December meeting.

SFLW sponsored 13 young women for the Youth Leadership program at Winter board during the weekend of March 4-6, 2011 at the Watkins Glen Harbor Hotel. Chapter member Sally Rigden hosted a welcome dinner for state officers at her "Marmalade Cat" bed and breakfast. Other chapter members helped with the youth activities or other events. The new SFLW membership brochure was approved by the state board.

Chapter members began organizing for their annual chicken barbecue, which took place in April at the Montour Falls Moose Club. Funds raised will support the chapter's scholarship fund.

Yates County Women Chapter – District VII

-submitted by Mary Ellen Morgan, NYS Women, Inc. President

Agribusinesswoman Honored as "Woman of Distinction"

State Senator George Winner selected Mary-Howell Martens as a 2010 New York State Senate "Woman of Distinction." Martens and her husband own and operate Lakeview Organic Grain in Penn Yan, NY. Their business is one of the largest and most successful organic grain businesses in the Northeast. Senator Winner said "Her devotion to excellence, innovation, and quality within New York's number one



Mary-Howell Martens, left with President Mary Ellen Morgan

Continued on the next page



Miss Penn Yan participants, Amanda Mosich and Courtney Hey, with President Mary Ellen Morgan. Both attended the Winter board youth leadership conference.

industry, agriculture, is inspiring and outstanding.”

Mary-Howell Martens was guest speaker at the March 16, 2011 Women’s History Month program held by the Yates County Women’s Chapter at the Essenhaus in Penn Yan. She shared information on her business and her ‘Woman of Distinction’ Award.

District VII Assistant District Director Sheralyn Fox and State President Mary Ellen Morgan presented Mary-Howell Martens with the Yates County Women’s 2011 Woman of the Year Award to recognize her for her outstanding accomplishments.

Networking at its best: the Miss Penn Yan event.

The Miss Penn Yan program, originally started by the Yates Chamber of Commerce, was later adopted by the Penn Yan BPW Club. When the club became Yates County Women Chapter of NYS Women, Inc., it was decided to keep and redevelop this program.

Miss Penn Yan represents the young women in our community who make tremendous contributions while still in high school. Each year, area clubs and organizations sponsor candidates for the program. Applicants provide a resume of their school and community activities and write a brief essay on what they would do if they were in charge of Penn Yan for a day. Applications are sent out in the fall of the year and are due back the first week of November. Young women from Penn Yan, who are students at the Penn Yan Academy or Emanuel Baptist in grades 9-11, are encouraged to apply.

The sponsor provides its candidate’s entrance fee, information about the club or organization, and an escort for the dinner and Miss Penn Yan event. Local stores and businesses contribute unique prizes and gift certificates for the contestants, who also receive a handmade necklace with the symbol of Keuka Lake. The Yates County Women Chapter gives savings bonds to the three winners. All the candidates participate at the Star Shine Celebration: each girl gives a speech about her sponsor organization or club. Winners are announced and Miss Penn Yan is crowned. Miss Penn Yan and her court then represent the community at a variety of events, parades and Chamber of Commerce functions throughout the year.

The winners come to a Yates County Women meeting to receive their savings bonds and share their feelings about the event. This is a tremendous networking

Chapter & District News

event. It blends the younger and older generations together and encourages the youth to give to their community. The neatest thing is, when you mention Miss Penn Yan in the community, it immediately brings to mind the Yates County Women Chapter!

As side benefits, several of the candidates have attended our Youth Leadership program at Winter board meetings and this also develops potential candidates for scholarships throughout our area’s organizations.

District VI

-submitted by JoAnne Krolak

District VI hosted the recent Winter board meeting at the Watkins Glen Harbor Hotel in Watkins Glen, NY. Chapter members from all across the district worked on the Youth Leadership project, as well as a wide variety of tasks that contributed to making the weekend a success.

The District VI Spring district meeting, hosted by the Southern Tier Chapter, was held on March 26, 2011 at the Genegantslet Golf Club in Greene, NY. Gloria Hutchings from the Southern Finger Lakes Women Chapter presided as district director. State President Mary Ellen Morgan was the state representative. She spoke on leadership and brought the latest state level news.

Two young women who had attended the Youth Leadership workshops at Winter board spoke on their experiences. Members also heard speeches in a speak-off by New Careerist candidates, elected district officers and joined in a memorial service for deceased members.

District VIII

-submitted by Ramona L. Gallagher, District Director

The District VIII meeting convened on March 26, 2011, hosted by the Grand Island Professional Women’s chapter, at the Buffalo Launch Club, Grand Island, NY.

Congratulations to Donnie Hover, Chadwick Bay and Ruthann Rocque, Lakeshore, on their election to the district and assistant district director positions respectively.

Amy Remmele was the featured speaker and gave an informative presentation on networking. Six of the seven district chapters were represented. Information was presented about the strategic planning efforts at the state level. Each chapter was encouraged to take a look at the proposed ideas to date and submit their own ideas/suggestions on at least one category to the facilitators assigned by the end of April.

Going forward, emphasis will be placed on increasing and retaining membership with a goal of doubling the number of members during next year. Additionally, Phyllis Phillips, Niagara Frontier, and Kathy Kondratuk, Clarence, will co-chair a major district fundraising effort to enhance the treasury.

NYS Women, Inc. Programs

NYS Women's, Inc. Youth Leadership Conference

There were 19 girls attending the NYS Women's, Inc. Youth Leadership Conference held on March 5 at the Harbor Lights in Watkins Glen, NY. In addition to the nineteen girls, there were eleven helpers, including: Lucy Argenzia, Sara Ayala, Jim Ayala, Karen Hunter, Jan Pollard, Kelly McCarthy, Lisa Rhoads, Christine Brown, Lisa Dunlap, Becky Pratt and Pam Powell. A special thanks to the women from the Southern Finger Lakes Women and Southern Tier chapters for their assistance.

Prior to the conference, each girl was contacted and asked to provide her future career and to bring her resume to the Youth Leadership Conference.

In the morning, the girls participated in the Reality Store™ by identifying their desired careers and randomly selecting their future number of children and marital status. They were each provided a salary minus taxes and monthly student loan payments. Each girl visited the various booths: housing, insurance, utilities, groceries, transportation, clothing, legal, pets, banking, furniture, and life's unexpected events. Our charities person continued to ask the participants if they wanted to donate to various worthy organizations, ranging from the Red Cross to the Girl Scouts.

After the Reality Store™, we discussed their resumes and compared a good resume to an outstanding resume, which had been given to the girls for comparison. The participants reviewed several handouts and worksheets that provided action words to use on their resume as well as format guidelines.



The 19 young women and NYS Women, Inc. members who participated in the Youth Leadership Conference on March 5, 2011 in Watkins Glen.

We followed the resume presentation with interview techniques, relevant questions and how to handle illegal questions during an interview. We discussed single interviews as well as panel interviews. We also spoke about the need for a "normal" e-mail address instead of using something like partygirl.com. We had the girls shake hands to practice the proper handshake.

A segment was presented by Lucy Argenzia regarding "dressing for the interview" with visuals and handouts. Following that segment, the participants were asked to write a letter to their state officials on requiring education in schools on dating violence and the inclusion of respect and self-esteem education into the school curriculum.

In the afternoon, participants attended a workshop focusing on the "Leader in You," presented by Laurie Joslin, the president and founder of Unlimited Coaching Solutions, Inc., Rochester, NY. The girls enjoyed learning about personality styles – described as a "lion," "otter," "beaver," or "golden Retriever" – as well as how to deal with these various different personalities to order to achieve a win-win, not only in work, but in all situations.

NIKE Deadline

Our next deadline is July 15, 2011. Please put *NIKE* in the "subject line" when e-mailing materials to Linda Przepasniak. Published material must be accompanied by a letter from the publisher giving permission to republish and the credit line required to be included with the article. Articles for *NIKE* are usually 100 words (for chapter news) and 1,000 to 1,500 for features. If you rewrite the article using quotes, please designate where the reader can get the full copy.

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


Feature: Empire Builders

Rhoda Fox Graves

Continued from page 9

chair of the Senate Standing Committee on Agriculture, a post she held for 10 years. She also served on several other committees, such as Conservation, Public Education, Highways & Parkways, and Labor & Industry. Graves even became the first woman to preside over a session of the State Senate.

Rhoda Graves retired from the State Senate in 1948. She was succeeded in office by her son Paul, who served in the State Senate until 1953, when he was appointed to the New York State Supreme Court. Rhoda Graves was a Republican all her life, but maintained her first duty was to represent her constituents. "Naturally, I am interested in anything affecting women and children, but I never forget that I also represent the men of my district," she once said. Rhoda Graves passed away in Florida in 1950, and was buried in Riverside Cemetery in Gouverneur.



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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
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Slate of Candidates

Patricia "Pat" Hendrickson *Continued from page 16*
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.

Susan Mager *Continued from page 16*

Her interests are caring for her family, women's equality, beach combing/fossil collecting on Lake Erie and travel. Her newest title, "Nana Sue" is the next project she is embracing with the birth of her first grandchild in March.

Elisa Serfass *Continued from page 16*

aging 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, 8 and Hunter, 3. In her free time, Elisa enjoys reading, Tang So Doo Karate and hiking.

Amy Kellogg *Continued from page 17*
of the National Association of State Lobbyists.

Laurie A. Livingston *Continued from page 17*

assistant administrator; 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; auditor for CPA firm in Buffalo; accountant for a local school district; and entrepreneur. Laurie is currently a grants administrator for Warren-Forest Counties Economic Opportunity Council, a community action agency located in Warren, PA.

To broaden her education, she returned to college in 2001 and is a 2001 graduate of Houghton College with a BS in Management; a 2003 graduate of St Bonaventure University with a Master of Science in Management.

Laurie is dedicated to the improvement of life in Chautauqua County as evidenced by her participation in numerous activities and/or organizations including Chautauqua Leadership Network, NYS Women, Inc., United Way of Southern Chautauqua County, American Red Cross of Chautauqua and Warren Counties and Jamestown YWCA.

During her professional and community service career, she continues to have extensive involvement with many different agencies serving Chautauqua County and these groups have benefited from her involvement and leadership. She also enjoys working outside on her four and a half acre property, sitting on the beach watching beautiful sunsets.



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New York State 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.

The Value of Compartmentalizing

Continued from page 13

enough time off. Cut them some slack while helping them and encouraging them to focus. Give them some tips to mentally separate parts of their lives. This is called compartmentalizing. There are steps we can take to "lock up" some things in our minds until it is convenient and appropriate to pull them out later. It is not the same as "stuffing" problems because our mind knows that we are not just ignoring the problem, rather we are putting it on hold. Depending on how a person processes information, there are many different methods of compartmentalizing. They do work, however.

A brief workplace presentation on "How to compartmentalize the aspects of our lives" is recommended for everyone. While it is not something we usually plan for, learning how to manage life in the face of tragedy is like fire drills, preparation is useful. Learning the cognitive restructuring techniques that are part of this can improve productivity for the rest of life and the workplace also. In other words, these skills come in handy now and forever, regardless of your life circumstances.

Keep in mind that none of us can judge what will upset others. Each of us is invested in different things. And much of what bothers us depends on how much space it takes up or took up in our lives. None of this advice is to

say that people can afford to "fall apart" at work or not to be held accountable. Just that all this is easier when being given a bit more leeway than at other times. Make it clear that there will be time set aside for "issues" but that it must be planned, controlled and mindful.

Especially at this time of year, all of our issues usually come to visit us. People who are sad or grieving see everyone else enjoying the season and they remember how they enjoyed the season at good times. So, do not be surprised if there is much "leaking" of personal issues into your work places. The upside is that good can leak too. For some reason it does not leak quite as quickly or easily as bad does, but still it is possible. I highly recommend boxing whatever "good cheer" you can take with you from a happy, healthy workplace to home when things are rough. And everyone needs to keep in mind that regardless of what the problem or issue is the people in our lives are the most valuable resource.

Amy Remmele is a consultant, working with people who want to overcome the roadblocks to success and make positive sustainable changes. She can be reached at 716-626-5977 or www.peakofsuccess.com.

Request for Proposals NIKE Publication New York State Women, Inc.

1. Background

New York State Women, Inc. (NYSW) is an all volunteer organization open to all women or men who ascribe to the legislative platform. NY SW publishes a quarterly magazine entitled NIKE. This is the official magazine sent to each member through the U.S. Postal Service, by electronic mail or on the NY SW website www.nyswomeninc.org. The NY SW president appoints the NIKE editor, associate editor and business manager. This Request for Proposal (RFP) delineates the scope of the product and responsibilities the proposal must address.

2. Qualifications

- The contractor shall have experience in magazine preparation, layout, development and placement of articles and pictures for the publication.
- The contractor shall submit at least one sample of work accomplished within the last 6 months.
- The contractor shall submit at least one sample of different publications (other than magazine format) within the last six (6) months and cannot be the same submission as noted in 2.a.
- Contractor will furnish documentation as to type of business, noting ownership and number of employees, IRS identification number, business address and number of years in business.

3. Processes

The contractor may bid on any or all of the following: **Creating, Printing or Mailing** the publication. Preference will be given to an all inclusive response including the use of subcontractors.

NYSW logo will be furnished by NY SW for use in pub-

lication or may be downloaded from www.nyswomeninc.org.

- Quantity -1000, 900, 800 – magazine format – price to include applicable state/local taxes
- Number of pages per issue range from 24, 28 & 32 pages
- Offset printing on 60# White Offset
- Prints: covers PMS 394 and PMS 368; text black ink
- Sheet size – 11" x 17", collate, fold, trim and saddle stitch to 8.5" x 11"

4. Pre-Press

- Design unique cover for each issue as requested
- Design/layout of pages (10-15 hours)
- Content/illustration research
- Illustration services
- Format electronic type supplied by client
- Scan photos supplied by client (4-10)
- Input hard copy supplied by client (5-10 write ups/ articles)
- Re-create or make camera ready (if needed) all advertisements
- Receive, organize and coordinate electronic files/e-mails
- Project coordination: on-going communication and follow-up with editors and other contributors
- Supply proof printouts
- E-mail proofs to designated proofreaders
- Overnight mailing of proofs to editor (on an "as per need" basis)
- Revisions for author alterations
- Create PDF of final for NY SW website

5. Mailing Services (Must follow specific guidelines for Periodical mailing)

- Extract mailing list from client website for each issue
- Deposit client's check for postage into client's postal account
- Mount data
- Class certify and NCOA of electronic data base
- Address, sort, bundle and deliver to post office
- Ship extra periodicals (50) to editor

The project timeline from start (receipt of editor's final hard copy) to finish (delivery to post office) is two (2) weeks.

6. Terms and Conditions

The contract shall be for three (3) years (36 months) duration. Either party may cancel contract with a 60-day notice, in writing, show cause and forward to the NY SW president by selected contractor or from NY SW president to selected contractor. Deadlines for information, advertisements, etc., shall be agreed to by successful contractor and NIKE editor. All proposals will be acknowledged. All expenses associated with the response to this proposal shall be solely borne by the bidder. If a subcontractor is used within your proposal, he/she is the responsibility of the successful bidder in all matters. Questions regarding the proposal should be e-mailed to mstolley@aol.com. Three (3) copies of the proposal and any/all samples should be sent to:

Mary Stelley,
NYSW Finance Chair 2010-2011
15274 Armes Court
Gowanda, NY 14070

Proposals must be received on or before June 1, 2011 to be considered.

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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