

NIKE

NEW YORK STATE women, INC.



NIKE

The official publication of
New York State Women, Inc.

Our Mission

To build powerful women
personally, professionally,
and politically.

Our Vision

To make a difference
in the lives of
working women.

VOL. 61 ■ ISSUE 1
SEPT 2011



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Mind Your Own Business:

Planning Tips for a Smooth Start-Up

Dated Material — Deliver Promptly



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President's Letter

Loud & Proud Let Your Voice Be Heard!

-from Pat Hendrickson

New York State Women, Inc. welcomes you to a new year of advocacy and change for the women of New York State. The theme I have chosen sends a clear message to our members. We cannot keep our efforts quiet. We cannot help women in their efforts to improve their lives in a vacuum. We must be proud of our work. We must tell our communities what we do.

Public relations include involving the media – newspapers, radio stations, cable TV networks, fliers, publications. Publicity is critical to our visibility. Notify people in advance of your activities so they might attend and provide the photo and journalistic publicity. Follow up your event or meeting with your own photos and press release. These actions will enhance your successes and increase your membership. Women need to know that we are there for them in so many ways.

Our new logo enhances our identity and, as such, should be used responsibly on our correspondence. We continue to broaden our visibility via our website. Include this in all your correspondence so others can seek us out. Invite other chapter members, district and state officers to your events. Involve them in the publicity to let the community know we provide support to each other. Do not overlook the benefit of collaborating with other groups within our communities to achieve more with a greater voice and strength.

We need to spread the word vocally to our local governments that we are a viable instrument in bringing about change in the lives of women. This ultimately brings positive change to communities. **Public speaking** is a strong tool in our bag of tricks. If we are confident about our vision, our mission, and our abilities to help women become more powerful personally, professionally and politically, we need to shout it to the rooftops. Learn to be a confident speaker so you can demonstrate your confidence and strength. Strong women

have strong voices. There are many venues that allow us to share our experiences personally, as well as publicly. Local organizations look for speakers to inform their membership of our activities. It can foster the collaborative efforts I mentioned previously. Talk radio provides opportunities to inform a community of listeners. Local TV networks also provide programming that can feature an event or a specific focus of your chapter.

We need to continue to educate ourselves to the issues that impact women in our communities and our state. This may mean challenging ourselves to learn more about the challenges facing women today. How many women in your community are involved in the governing bodies? How many women are prominent and influential leaders? How many are specifically focused on helping women in your area and in what ways? How do you make yourself known to these women? How do you engage them in learning about NYS Women, Inc. and your chapter? Have you personally invited them to become members?

This is **Political involvement** at its best. You do not have to hold a seat in government at any level in order to support women politically. However, you may choose to support women who do. You need to lend your voice to those women and men who support issues that positively impact women. You need to ask questions that will give you the information you seek about an issue. Investigate legislative actions, remembering that all legislation is not favorable to women and some legislation that purports to be favorable can contain aspects that could, in fact, affect women negatively.

Increase your willingness to educate younger girls and women to the challenges that women face in today's world. Let them know about personal, career and political choices. Invite them to meetings so they
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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!



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From the Editor



Working together for NYS women

Hope everyone enjoyed their summer. I know I did. Here in Western New York, the weather was great and each weekend was filled with some sort of festival. It's strange that we long for the summer months to come and then we pack so much in that the time flies by. Suddenly it's September. Where did the time go? If your chapter was active over the summer months, you probably got together to share in a summer picnic or activity. Or, your chapter's leadership may have been busy planning for the year ahead. In any case, the bond that New York State Women, Inc. members create among themselves doesn't disappear. And that's a good thing!

Traditionally, NYS Women, Inc. chapters begin their "year" in September. On the eve of this "new year" we welcome newly elected President Pat Hendrickson and her leadership team: Susan Mager, President-Elect; Elisa Serfass, First Vice President; Amy Kellogg, Second Vice President; Colleen Ostiguy, Secretary and Laurie Livingston returning as state Treasurer. The newly formed state organization is still experiencing some growing pains, but we are confident that the leadership will take the necessary steps to move us in a positive direction. And as members, it is our responsibility to become involved, engage in discussions and provide constructive responses and opinions....working together for New York State women.

New York State Women, Inc. will be gathering together in Lake Placid the weekend of September 23. If you can, please make every effort to attend. Important topics focusing on the Strategic Plan will be discussed and voted on. If you don't know what I am talking about, please contact your chapter president, district director or state officer. Or for that matter, contact me. Information and communication is critical, as is time. The time is now for us to make decisions that will affect our future.

The NIKE team sincerely hopes you enjoy this issue. We are in need of contributors. If you have a thought as to what you would like to see in future issues, let us know. NIKE is a member benefit and it's important that we provide you with the best magazine possible.

Again, happy new year!

-Linda Przepasniak, Editor

Next NIKE Deadline is October 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.

Feature: Professional Development

You've probably listened to scores of presentations over the years. Stop and think for a second how many could be described as "great" (not just "OK"). How many were memorable? Caught and held your interest from the word go? Entertained as well as informed? Inspired you to actually do something? Not many, I'll bet.

I talk in front of other people for a living. It's what I do and how I earn my daily wage. I have spoken to over 50,000 people on three continents in the last three years alone with my audiences ranging in size from 12 to 5,000.

In my view there are seven characteristics of a great

ever-present but unspoken question, "What's in this for me?" Too many speakers concentrate on what they want to speak about, which is usually them (a form of egotistical navel gazing). How many speakers have you watched or listened to and thought, "Why am I listening to this?" or the even more deadly, "So what?"

Unless you are famous, the members of your audiences will be interested in one thing – themselves. They want to hear how what you have to say will affect them and do for them. What will they take away from it? Why is it relevant? Why will they find it interesting? I.e., what

Seven Characteristics of a Great Presentation

by Nick Skellon



presentation, and any which does not have at least five of them is probably destined to be filed mentally under "F for Forget."

Firstly, it has to have a great opening. Research has shown that the first and last 90 seconds of any talk will have the most audience attention. So why waste that precious (and non-recoverable) minute-and-a-half with waffle, which is what most people do – introductions, apologies, pleasantries, thanks, self-deprecating comments, etc.

Your objective should be to grab the audience (whether six or 600) by its collective throat and give it a compelling reason to sit up and listen to you. You won't do that by introducing yourself and thanking them for allowing you to speak.

There are several great ways to do this properly, you can read about them (on my website, www.speak-likeapro.co.uk).

Secondly, there needs to be a CAB® (Compelling Audience Benefit) – the answer to the audience's

is the CAB?

Pepper your presentation with phrases or rhetorical questions like, "So what does this mean to you? Well, I'll tell you ..." or "You might be asking yourself why you should be interested in this. Here's why ..." or "Why should you care? Because ..." or "So what, you might ask. Well, here's what ..." or "The importance of this to you is ..."

Thirdly, it needs to engage the eyes as well as the ears. We all have a preferred way to assimilate information; some people are "auditories" and take it in primarily through their ears, while more than 50% are "visuals" and do so via their eyes. If all you do is talk to them, the visuals in the audience will switch off after about five minutes, because they literally cannot concentrate via their ears (especially if you are standing motionlessly behind a lectern).

How do you appeal to visuals? By giving them something to look at. This could be the ubiquitous Power-Point slide presentation, but could also be props or sam-

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Great Presentation

Continued from page 5

ples. It could just be yourself moving about. The only things that stand perfectly still are trees and statues, so move – make your presentation a performance, not a lecture.

Fourthly, it needs to engage the emotions. Many people believe business is all about cold, unemotional logic and therefore rely on facts and data in their attempts to persuade. However, research shows that this is not the case; many people make decisions and then post-rationalise them using logic (psychologists call this cognitive dissonance).

People assimilate information if both halves of their brains are engaged, which means using emotion to stimulate the right half while logic stimulates the left.

Fifthly, it needs to be confidently, fluently and professionally presented, which entails thorough preparation and rehearsal. Most people fail to do either sufficiently. How many people have you seen attempt to “wing it” only to crash and burn?

Unless you are a very experienced speaker, I advocate writing a presentation out in full and then rehearsing it until you can deliver it fluently without notes. However, because this takes time, most people don't bother; if rehearsals take place at all they are hurried affairs where people say things like, “With this slide I'm going to say something about so-and-so.”

Rehearsing also means giving conscious thought to the exact words you will use (there may be 1001 ways to make a point, but one might have more impact than the other 1000 – great orators spend an age sweating over every individual word), how you will deliver each phrase (loud/soft, fast/slow, flat/intoned, matter-of-fact/animated) and what body

language you will deliberately use to hammer it home.

Sixthly, it must have a logical flow, so that it leads the audience by the nose to your close, and they can follow where it is going. It should have four main constituent parts – 1) opening 2) CAB 3) main body and 4) the close.

Start by preparing the main body first. Simply list all of the things that you think should be included in the presentation, without any thought to structure. Then, when you have got

Research has shown that the first and last 90 seconds of any talk will have the most audience attention. So why waste that precious . . . minute-and-a-half with waffle, which is what most people do – introductions, apologies, pleasantries, thanks, self-deprecating comments . . .

ten (or twenty, or thirty) candidates for inclusion down on your list, group them together under 3-6 headings. Once this is done, you can now put these headings in a logical order, or flow.

Finally, it should have a close that is both memorable and also a call to action. A weak ending can easily spoil an otherwise memorable presentation. Some presenters just come to an abrupt halt by saying, “Well, that's it. Any questions?” Others simply fade away by saying, “If nobody's got anything else to add, I guess we're done.” Still more signal their close by saying, “In summary . . .” or “In conclusion” (which just gives the audience notice that it's time to gather their belongings and get ready for lunch).

I do believe in signalling that your presentation is coming to an end, because the audience will sit up and pay attention (remember what I said

earlier about the last 90 seconds?). However, I think it is far better to use a phrase like, “I have one final thing to say, and if you only take one thing away from my presentation today, I want it to be this . . .”

Then, hit them with a call to action. The last thing you say will be the main thing that sticks in their minds. So what is it you want them to do? Put their hands in their pockets and donate cash to a charity? Pass on your message to the rest of the company? Behave differently in the future? Take a specific action? Buy something? Whatever you want them to do, tell them!

There is no need to re-invent the wheel; 10 years of speaking professionally have convinced me that the seven characteristics outlined above are essential for a speech or presentation to be memorable.

Go over your last one and review it against them. Be honest; how does it do? If you have at least five of them, you're on the road to becoming memorable. If not, do something about it, and do it now! Intending to change things is no good; actually doing it is what is required.

As the philosopher once said, “Remember that people will judge you by your actions, not your intentions. You may have a heart of gold, but so does a hard-boiled egg!”

Nick Skellon, Speak Like A Pro, provides in-house presentation skills seminars for companies or executive coaching for individuals or small groups. They also run presentation skills seminars in London, UK; the U.S. in Los Angeles, New York, Chicago, and Atlanta; and Toronto, Canada. Contact Nick at Nickskellon@speaklikeapro.co.uk or www.speaklikeapro.co.uk

Feature: Cover Story

It started with a great idea: a product or service on which, you're convinced, a successful entrepreneurial venture can be built. Now comes the tough part – actually planning and launching the business.



Mind Your Own Business:

Planning Tips for a Smooth Start-Up

Along with the entrepreneurial spark, nurturing a start-up business from concept to commercial viability requires painstaking planning and a methodical approach to executing that plan. Here, courtesy of the Financial Planning Association in Denver, Colo., are some key strategic steps to put your new business on the road to prosperity:

Get professional advice. Entrepreneurs who fund a start-up largely from their own pockets will find their business and personal finances inextricably linked. Thus it's vital early in the planning process to consult a tax/financial expert who can help sort through issues on both sides, says Kevin M. Reardon, CFP, president of Shakespeare Wealth Management in Pewaukee, WI. Access the FPA's national network of financial planners at fpanet.org/PlannerSearch/PlannerSearch.aspx to find one in your area. Supplement your search by seeking out strategic advice from organizations such as SCORE (score.org) and the U.S. Small Business Administration's Small Business Development Center network (sba.gov), whose experienced advisors provide entre-

preneurial consulting services at no cost. Ask friends and colleagues for a referral to an attorney, CPA and insurance agent that works with small businesses.

Set a budget. Clearly understanding your new company's immediate and long-term cash needs is "critical," says Reardon, noting that business owners frequently underestimate start-up costs. His advice: tally up expected start-up costs, then add 30% for a realistic number.

Prepare your personal finances. Once resolved to start a business, start paring down your personal debt. In a tight lending environment, having lower personal debt should increase access to business financing. Also start building up your personal emergency fund. Having enough cash set aside to cover at least six months' worth of basic living expenses is especially crucial for new business owners, says Reardon, since many businesses aren't profitable at the outset.

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Feature: Personal Development

Charisma: The first impressions can seal the deal

Excerpted from *The 21 Indispensable Qualities of a Leader* by John C. Maxwell

Most people think of charisma as something mystical, almost undefinable. They think it's a quality that comes at birth or not at all. Charisma, plainly stated, is the ability to draw people to you. And like other character traits, it can be developed.

To make yourself the kind of person who attracts others, you need to personify these pointers:



LOVE LIFE

People enjoy leaders who enjoy life. Think of the people you want to spend time with. How would you describe them? Grumpy? Bitter? Depressed? Of course not. They're celebrators, not

complainers. They're passionate about life. If you want to attract people, you need to be like the people you enjoy being with. Eighteenth-century evangelist John Wesley recognized that, saying, "when you set yourself on fire, people love to come and see you burn."

PUT a "10" ON EVERY PERSON'S HEAD.

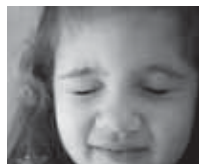
One of the best things you can do for people – which also attracts them to you – is to expect the best from them. I call it putting a "10" on everyone's head. It helps others think more highly of themselves, and, at the same time, it also helps you. According to Jacques Wiesel, "A survey of one hundred self-made millionaires showed only one common denominator. These highly successful men and women could only see the good in people."



Benjamin Disraeli understood and practiced this concept, and it was one of the secrets of his charisma. He once said, "The greatest good you can do for another is not just to share your riches but to reveal to him his own." If you appreciate others, encourage them, and help them reach their potential, they will love you for it.

GIVE PEOPLE HOPE

French General Napoleon Bonaparte characterized leaders of "dealers in hope." Like all great



leaders, he knew that hope is the greatest of all possessions. If you can be the person who bestows that gift on others, they will be attracted to you, and they will be forever grateful.



SHARE YOURSELF

People love leaders who share themselves and their life journeys. As you lead people, give of yourself. Share wisdom, resources and even special occasions. That's one of my favorite things to do. For example, I recently went to an annual storytelling festival in Jonesborough, Tennessee. It was something I wanted to do for years, and when I was finally able to work it into my schedule, my wife, Margaret, and I took two leaders from my staff and their wives. We had a wonderful time, and more importantly, I was able to add value to their lives by spending special time with them.

When it comes to charisma, the bottom line is other mindedness. Leaders who think about others and their concerns before thinking of themselves exhibit charisma.

How would you rate yourself when it comes to charisma? Are other people naturally attracted to you? Are you well liked? If not, you may possess one of these roadblocks to charisma:



PRIDE

Nobody wants to follow a leader who thinks he is better than everyone else.

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Feature: Empire Builders

Women Who Helped Build the Empire State

Katharine Bement Davis

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

Katharine Bement Davis was born in 1860 in Buffalo, New York. She was the eldest of five children. When Bement Davis was about seventeen, the family moved from Dunkirk, New York, to Rochester, where her father would manage the regional office of the Bradstreet Company. She graduated from high school in 1879. Since there was no money for Bement Davis to go to college, she took a job teaching chemistry at the Dunkirk Academy, and began saving to enable her to continue her education. In 1890, Bement Davis enrolled as a junior in Vassar College, where she majored in food chemistry and nutritional studies.

After completing her studies at Vassar, Bement Davis taught school at the Brooklyn Heights Seminary for Girls and studied food chemistry at Barnard College. She also took on the responsibility of organizing a workingman's model home as part of the New York State display at the World's Columbian Exposition in Chicago. The workingman's home was intended to demonstrate the principles of domestic science, to show how a family of five could live on a modest annual income, providing that principles of nutrition and sanitation were followed. Katharine Bement Davis oversaw the con-

struction of the home and the selection of the family. She also supervised such areas as daily diet, clothing and the family budget.

However, Bement Davis could see that thrift alone would not suffice to meet every need. After the Exposition closed, she left teaching and took up the position of administrator at a Philadelphia settlement house. During her time in Philadelphia, Bement Davis worked to improve housing conditions for the poor in the St. Mary's Street district and worked with Susan Parrish Wharton on a study of blacks in urban America.

Katharine Bement Davis left the St. Mary's Street settlement in 1897 to pursue doctoral work in Sociology at the University of Chicago. Three years later, she became the first female Ph.D., when she received her doctorate in political economy. In March of 1900, Bement Davis was contacted by Josephine Shaw Lowell – would she be interested in becoming the warden of the new women's reformatory being built in Bedford, New York? Katharine Bement Davis went to Albany, took and passed the required civil service examination, and received her appointment the following September. The job called upon all facets of Bement Davis' experience. Katharine Bement Davis meant, she said, to see that "...every girl will be trained to be self-sufficient. This is the only means for securing lasting reformation." When state funding for upkeep of the facility proved to be inconsistent, Katharine herself led inmates in performing such tasks as site grading, mixing and pouring concrete, laying foundations, and grading embankments. In the process, the inmates also learned about the benefits of fresh air and exercise, and to take pride in their accomplishments.

In 1914, Bement Davis was appointed head of the New York City Department of Corrections by Mayor John Purroy Mitchel. During her time as Commissioner, Bement Davis showed she would not

Continued on page 21



"Its accommodations for women prisoners are worse than those provided for the men. They are in what remains of the old prison – the ancient, gloomy structure, which, with its repellent Egyptian facade, perfectly fitted in appearance the dreadful name adopted for the structure – 'The Tombs.'...

The women's cells are smaller and darker than the men's; no decent bathing facilities are provided for them.

The whole place is disgraceful..."

*New York Times
January 11, 1914*

Take the Bullying by the Horns

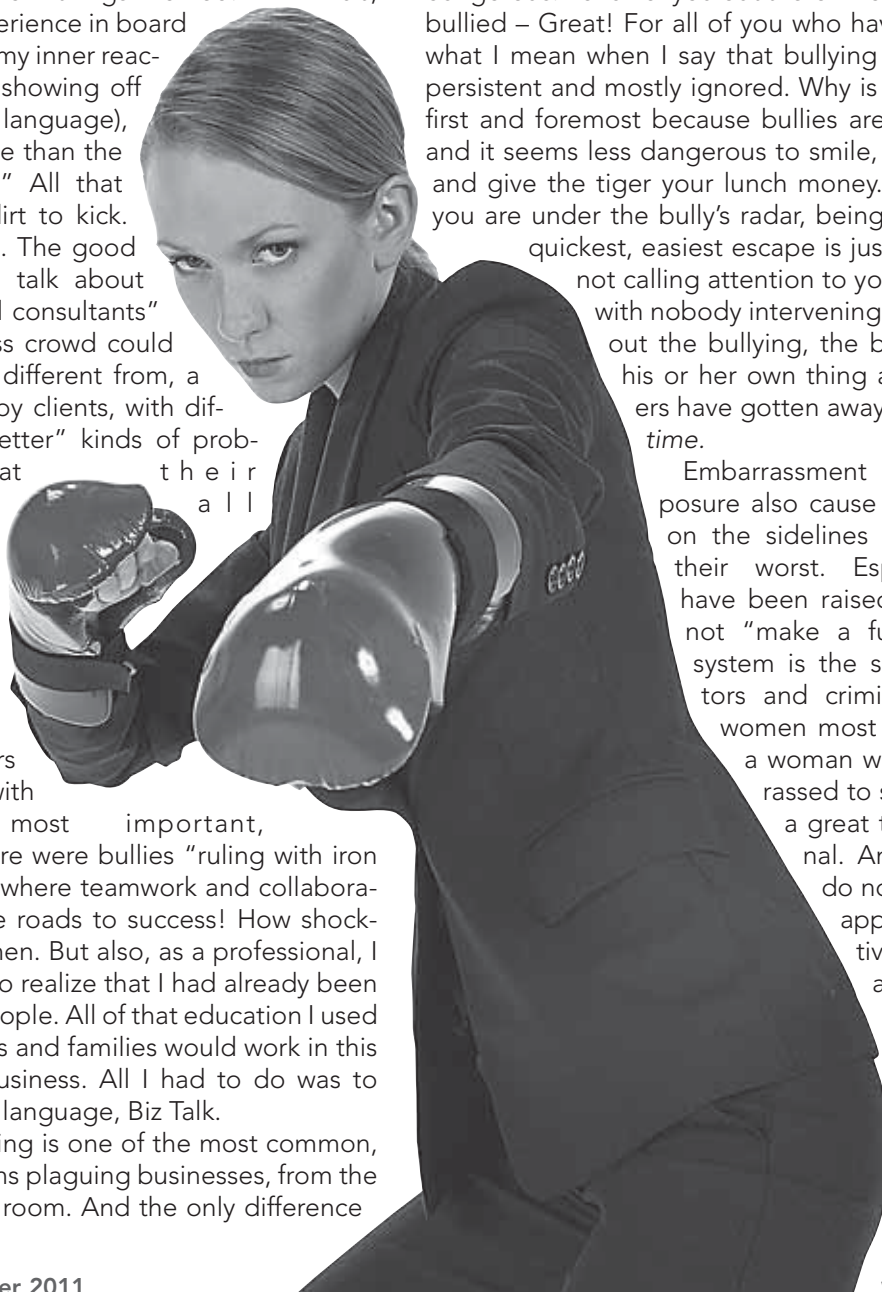
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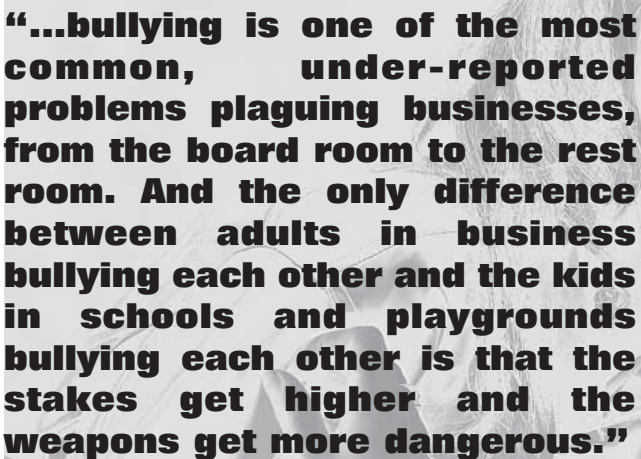
Many years ago when I first walked into a board room, excited to be taking my beloved science of Psychology into business, I listened so carefully and with such anticipation of learning how things worked. But, as most of you with experience in board rooms can understand, my inner reaction was, "OMG" (just showing off my knowledge of text language), "these people are worse than the kids on a playground." All that was missing was the dirt to kick. That was the bad news. The good news was that all this talk about "coaches" and "special consultants" was just so the business crowd could think of themselves as different from, a cut above psychotherapy clients, with different higher level, "better" kinds of problems. The reality was that their problems were just like all of our other clients' problems – anxiety, attitudinal blocks to life success, poor communication and conflict resolution skills, and relationship issues. Working with co-owners was just like working with a married couple. But most important, as everywhere else, there were bullies "ruling with iron fists." Bullies, in places where teamwork and collaboration were touted as the roads to success! How shocking it was to me back then. But also, as a professional, I felt what a relief it was to realize that I had already been trained to help these people. All of that education I used with individuals, couples and families would work in this "big wide world" of business. All I had to do was to translate it into another language, Biz Talk.

All of that said, bullying is one of the most common, under-reported problems plaguing businesses, from the board room to the rest room. And the only difference

between adults in business bullying each other and the kids in schools and playgrounds bullying each other is that the stakes get higher and the weapons get more dangerous. For all of you out there who have never been bullied – Great! For all of you who have, you will know what I mean when I say that bullying is pervasive and persistent and mostly ignored. Why is it ignored? Well, first and foremost because bullies are scary. It's easier and it seems less dangerous to smile, say "good kitty" and give the tiger your lunch money. Especially when you are under the bully's radar, being overlooked, the quickest, easiest escape is just that; escape by not calling attention to yourself. Therefore, with nobody intervening or even pointing out the bullying, the bully is left to do his or her own thing and the bystanders have gotten away unharmed – *this time*.

Embarrassment and fear of exposure also cause people to stand on the sidelines while bullies do their worst. Especially women have been raised and geared to not "make a fuss." This belief system is the safety net predators and criminals who target women most rely on. Pushing a woman who is too embarrassed to scream or fight is a great tactic for a criminal. And many women do not realize that the appropriate assertive response to a man invading her space or not taking "no" for an answer is to scream or otherwise become very assertive, even aggressive.





“...bullying is one of the most common, under-reported problems plaguing businesses, from the board room to the rest room. And the only difference between adults in business bullying each other and the kids in schools and playgrounds bullying each other is that the stakes get higher and the weapons get more dangerous.”

sive. Too many women think that “polite” will work. Unfortunately, too many predators, and business bullies, know this.

Bullies often are not stopped because people engage in bystander apathy, adopting the idea, “It’s not my problem.” For these people, I say, even if you have no social conscience, consider what happens to a world where bullies are allowed to run rampant. History shows that people, and isolationistic nations, thought that way about Hitler, Joe McCarthy and Saddam Hussein. Street gangs don’t start out with hundreds of members. It seems that it would be more beneficial to society and to any group to confront and if necessary squash bullies before they have time to spread their influence, recruit their legions, “breed” and multiply.

Defeatist attitudes like, “it will take so much work to fix the problem” often lead the system to just tolerate the bullying. This is a bit like perpetually covering a festering wound with band aids, rather than having the infection excised. And make no mistake about it, bullying is an infection which can easily become terminal to the optimal functioning, the morale and even the existence of a group or organization. It may not kill the system today or tomorrow, but somewhere down the line, the system will either die altogether or the price, the strain on the system, will be so high that the system will start to eat itself by cre-

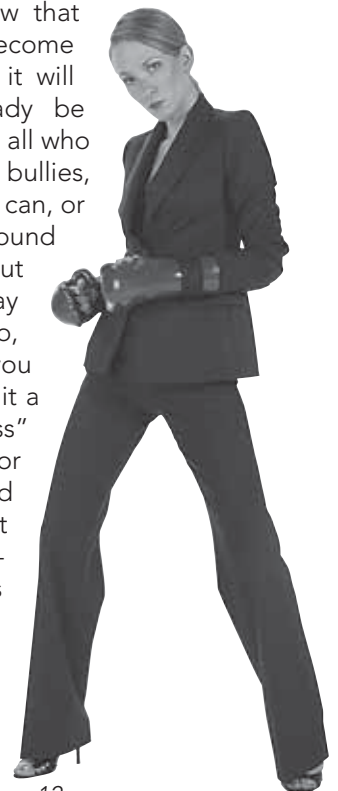
ating negative cultures, undermining, and lawsuits.

Finally, closely related to the attitude of “let’s just ignore it,” is a pattern of insidiousness. The bullying, the mean-spiritedness, creeps up so slowly that the level of tolerance just keeps moving up as well. They say that if you put a frog in boiling water, it will jump out immediately, but if you place it in warm water and slowly raise the temperature to almost boiling, the frog will just be lulled into remaining until it is dead. This happens with bullying, too. The pushing, the threats, the putdowns and innuendoes start out mild and slowly escalate. It often takes an outsider to recognize that there is bullying going on. Many times, the Biz Talk covers and disguises it with the euphemism or excuse *du jour*, such as “Tom’s just stressed,” “She just gets right to the point,” “It’s best to stay away from him,” or “We’ve learned just to let her believe she’s right.”

In each scenario, however, where the choice is to somehow ignore or tolerate the bullying, the people are all dancing around the bullies, cleaning up their messes and avoiding their wrath. Behind the scenes, the bully is being disliked and cursed. This atmosphere creates an environment where the bully, and sometimes the whole system, is being undermined and passively aggressed against. In such an arrangement, no one speaks the truth to bullies and people hide many facts

from them. The net result is that the system can never benefit from the information, feedback and “course correction” that telling the truth could make possible.

Yes, it is difficult and expensive to intervene and to change a system, but regardless of what people are saying about the bullying, the real costs are incredibly high. Scared people make mistakes and scared people become angry people who cause passive aggressive backlash. The “behind the scenes” talk and complaining creates a negative culture that attracts the wrong kind of people, causes all of the right people to leave, and gives customers, clients, vendors and outsiders a bad impression. So for all of you who may be bullies, go back over your emails and rethink your conversations. Look around and watch how people act around you. We all know body language. Are people acting nervous? Are people giving you a “wide berth?” Do people withhold facts from you? For those who believe it is “not my problem,” know that when it does become your problem, it will probably already be out of hand. To all who are victims of bullies, get away if you can, or stand your ground and stand up. But whether you stay and fight or go, find out why you are a victim. Is it a real “weakness” like a disability or is it a perceived weakness that your own self-esteem issues are supporting? Either way, it helps to get help



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Bullying

Continued from page 11

from others. But it will also help to get some assertiveness training. And finally, to all of you decision makers who catch yourself saying things like, "He may be a bully, but he is the most talented person here," or "I can't make it on my own," watch out! At some point, you may be left with only the bully or a crowd of bullies attracted to a culture that seems to support or tolerate them and their behavior. Then your "shop," whether a large business, small business, or family, will be in grave danger. With bullies, it is **PAY NOW OR PAY LATER**, but pay you will.

My approach to bullying is to treat it as a system problem. It is not just the bullies. It is not just the victims. It is the system! When most of the system wants to eliminate bullying, the elimination works. Everyone needs to get beyond the arrogance of "But we are special and we are adults." Then, with everyone's feet on the ground, we can institute a Code of Conduct and ways to enforce it. Once everyone is on board and working in concert, miracles can happen.



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.

Charisma

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INSECURITY

If you are uncomfortable with whom you are, others will be too.



MOODINESS

If people never know what to expect from you, they stop expecting anything.

PERFECTIONISM

People respect the desire for excellence, but dread totally unrealistic expectations.



CYNICISM

People don't want to be rained on by someone who sees a cloud around every silver lining.

If you can stay away from these qualities, you can cultivate charisma.

To improve your charisma, do the following:



CHANGE YOUR FOCUS

Observe your interaction with people during the next few days. As you talk to others, determine how much of your conversation is concentrated on yourself. Determine to tip the balance in favor of focusing on others.



PLAY THE FIRST IMPRESSION GAME

Try an experiment. The next time you meet someone for the first time, try your best to make a good impression. Learn the person's name. Focus on his interests. Be positive. And most important, treat him as a "10." If you can do this for a day, you can do it every day. And that will increase your charisma overnight.

SHARE YOURSELF

Make it your long-term goal to share your resources with others. Think about how you can add value to five people in your life this year. They can be family members, colleagues, employees, or friends. Provide resources to help them grow personally and professionally, and share your personal journey with them.





Web Browsers

What is the difference?

by Renee Cerullo, President, Buffalo Niagara Chapter

Did you know there are many web browsers out there and they are all different? Each one has its pros and cons and is more suited for different types of users. There is a lot more to browsers than just displaying web pages. There certain pieces of software or websites that only work in certain browsers. This has gotten better over the years but is still a problem today.

Statistics show that Internet Explorer still is the top browser but FireFox and Google Chrome are fast creeping into Internet Explorer's market.

Internet Explorer

Internet Explorer (IE) is developed by Microsoft. It is shipped on all PC computers in the US. This is why it is the most commonly used browser around. This browser integrates nicely with all MS Office products which other browsers do not do as well. There are many websites that are coded in a certain way (Active X scripting) that only work in IE. This is why many users and companies want/make everyone use IE.

The downside to IE is that it is the most popular browser so all the hackers target it. They know that this has the widest market share so if they make viruses that work in IE, so they get the most impact of their virus. Viruses can come from security holes in IE, popup windows or even just going to a web page that has a virus in its code. I have seen web pages that have one line of code that is only activated when someone comes to their website using IE.

The new Internet Explorer 9, adds hardware acceleration for graphics-intensive sites and a privacy tool to prevent tracking of your Web activities by marketing sites.

FireFox

Firefox is developed by Mozilla. This browser can be downloaded – <http://mozilla.com>. FireFox has the sec-

ond largest market share in the browser world. It really replaced Netscape many years ago. At times FireFox pushes Microsoft to change its ways and adhere to web standards. It has been good competition for Microsoft.

FireFox does not have all the bells and whistles that IE has like the favorites down the side or the scripting capabilities on the developer side.

The huge benefit to FireFox is that it does not get the viruses that IE does. It also takes up less resources on your computer. There are many plugins for FireFox. One of my favorites is the ability to sync your bookmarks on any computer you own. So my bookmarks on my desktop and

laptops automatically sync up over the internet. I never lose them either. As a web developer Firefox has many add ins that make my job much easier.

Google Chrome

Google Chrome is a fairly new edition to the browser world by Google. Its popularity is making it a leader in the browser market. This browser can be downloaded – <http://www.google.com/chrome/>. The benefit to this browser is it is a slimmed down browser. It has very little user interface just like the Google search site. Chrome is designed to be fast in every possible way. It's fast to start up, fast to search and load web pages, and fast to run all your web apps. It does not have the virus attraction that IE has.

Another advantage to Chrome is - Have you ever had a website crash your browser? With Chrome each website runs separately so if a website crashes it does not crash your entire browser and you lose everything you had open. Only the one tab where the website crashed

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Chapter & District News



Pictured left at chapter installation: Doris Amen, president and Marilyn Mannino, past president.

Below: Joining Doris Amen on the executive committee were Patricia Killen as president-elect, Anne LeBlanc as vice-president, Linda Rossel as secretary and Ed Barnas as treasurer.



Bay Ridge Brooklyn Chapter – District II

-submitted by Ed Barnas, public relations chair

At its May 2011 meeting, members of the chapter elected a new slate of officers. Doris Amen was installed as President for the 2011-2012 term. Doris is president of the Jurek Park Lope Funeral Home and has been active in a number of local community groups. Joining Doris on the executive committee were Patricia Killen as president-elect, Anne LeBlanc as vice-president, Linda Rossel as secretary and Ed Barnas as treasurer.

Also on the agenda for the May meeting was the induction of new member Linda Rossel and the recognition of three members: Doris Amen on the completion of thirty years with the chapter and Joyce Soden and Catherine La Grutta who completed five years.



Above (l to r): Cathy Santo Pietro; Marilyn Mannino, past president; Command Sgt. Major Sylvia McLaughlan; and Doris Amen, president at the June 2011 meeting.



Right: Scholarship winners Rebekah Anbjor (left) and Tina Xiong (right) with Anne LeBlanc, scholarship committee chair (seated).

At its June 2011 meeting, the Bay Ridge Brooklyn Chapter presented its annual scholarship grants and honored women in the military.

Continuing the group's annual scholarship program,

Ann LeBlanc, chair of the scholarship committee, presented checks for \$1100 each to Tina Xiong and Rebekah Anbjor. These two young women were chosen from a pool of applicants who applied for the grants. At the meeting they addressed the group as to how these awards would help them continue their studies.

The guest speaker was Command Sergeant Sylvia McLaughlan who is based at Fort Hamilton. She spoke about her career in the military and the important role of women in the armed forces and the challenges they face.

The next meeting of the group will be on September 20, 2011.

Photo Credit: Ed Barnas

Buffalo Niagara Chapter – District VIII

-submitted by Renee Cerullo, president

On May 4, 2011 the chapter installed its new slate of officers for the 2011-2012 year: President Renee Cerullo, President-Elect Amy Jo Lauber, Secretary Susan Fayle, and Treasurer Jill Schafer. Plans are underway for the upcoming year with two large events on the agenda. During the past year many changes were made that are working well for the chapter. We implemented online payment for the monthly dinner meetings and a new system to allow members to renew or pay for their membership dues online, which has been a big hit. We will continue looking into ways to streamline our administrative duties using technology, as well as more social media to reach new markets.



L to r: Chadwick Bay Installation Officer and Past District VIII Director Ramona Gallagher, Treasurer Terri Pacos, Corresponding Secretary Cathy Wojcinski, Recording Secretary Joan Houck, Vice President Sharon Neratko, Incoming District VIII Director Donnie Hover and Outgoing President Kathy Reed. (Not pictured Incoming President Carlene Pawlak.)

Chadwick Bay Chapter – District VIII

-submitted by Cathy Wojcinski, corresponding secretary

The Chadwick Bay Chapter met at Shorewood

Chapter & District News

Country Club in Dunkirk, NY on May 17, 2011 for its 2011-2012 installation of officers. A summer picnic was planned for August, where the events of the upcoming year will be discussed. If you are interested in joining the group, please call 716-673-9454.

CNY Professional and Working Women Chapter – District V

-submitted by Nancy Keoghan, outgoing president

CNY Professional and Working Women ended its year in June 2011 with the installation of new officers. Deb Schultheis, outgoing assistant district director, presided and designed a beautiful new candle ceremony for the installation.

Those installed were Maureen Fogarty, president; Cheryl Lavin, vice-president; Judy McLeod, secretary; and Jeanne Candee, treasurer. The newest member, Dianne Walker, was also initiated and welcomed into the chapter. Dianne is the daughter of Denise Walker, a long-time member.

Gifts were presented to three 35-plus year members: Patricia Ferguson, Patricia Fanning and Nancy Keoghan. The chapter is looking forward to an exciting new year.

Grand Island Professional Women – District VIII

-submitted by Mary Anne Shea, public relations chair

Diane Dinsmore and Sheila Benoit were installed as co-presidents of the chapter on Thursday, June 9, at the Buffalo Launch Club on Grand Island, NY. Diane is the owner and president of Diversified Management Services, Ltd and Sheila is a retired senior medical laboratory scientist at the Erie County Medical Center. Other officers are Secretary Sonja Miller, professor, clinical laboratory technology at Erie Community College and Treasurer Tricia Belter, an attorney.



Mary Anne Shea (left), public relations chair, and a member for 29 years, received the annual Effective Leadership Award for Women in Business, presented each year by Advanced Cancer TheranosTx (ACT). Dr. Sherry Bradford, president of ACT, said the award is presented to a woman who "promotes equality and equity for all women in the workplace, inspires women to achieve their full potential, is dedicated to helping women further their education, and fosters the ability of low-income women to attain the tools necessary to obtain their self-sustaining goals."

Mary Anne was a senior customs inspector assigned to the Buffalo Niagara Falls area. Prior to retirement, Mary Anne was named Federal Woman of the Year for Western New York for her contributions to the federal sector and to her community. She started a program

called Woman-to-Woman to assist women interested in improving their applications for promotion. Additionally, she was Federal Women's Program manager and Special Emphasis program manager for customs.



An award-winning competitive Irish dancer and Grand Island High School activist and scholar won the 2011 Grand Island Professional Women's Chapter annual scholarship.

She is Kathleen M. Rustowicz (pictured left) who started classes at Canisius College in Buffalo, NY in August. Math has always been one of her favorite subjects – as well as her college major. She hopes to be a math teacher in either middle or high school. Katie was involved with numerous Grand Island High School activities including flutist in the band, singer in the chorus and concert choir. She was a cheerleader for four years, editor of her high school yearbook in her junior and senior years, and also a Youth Ambassador for the Grand Island Chamber of Commerce.

Greater Binghamton Chapter – District VI

-submitted by Robin Allen, district director

Greater Binghamton obtained the names of female soldiers stationed out of Fort Drum NY who are currently in Afghanistan from Anysoldier.com and sent packages of snacks and feminine hygiene products to the soldiers.

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NIKE Deadline

Our next deadline is October 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

Chapter & District News



Mary Ellen Morgan (left) and new officers (l to r): Christine Brown, chapter president; Lisa Rhoads, president-elect; Carole Shay, secretary; Judith Coyle, treasurer and Gloria Hutchings. Absent from the photo was Onalee Stamp, vice president.

Southern Finger Lakes Chapter – District VI

-submitted by JoAnne Krolak

On April 3, 2011, Southern Finger Lakes Women held a chicken barbecue at the Montour Falls Moose Lodge to benefit the chapter scholarship fund. In May, the chapter raffled off a gas grill and smoker, also to benefit the scholarship fund.

At the chapter's May meeting, Mary Ellen Morgan, then-president of NYS Women, Inc., installed the chapter officers for 2011-2012. She was assisted by Gloria Hutchings, outgoing district VI director.

In June, Mary Ellen Morgan and Christine Brown attended the Annual Conference in Albany. The chapter won the President's Initiative Award and first place recognition by the Women's History Month committee.



L to r: Kathleen Pernice, assistant district director; Naval Petty Officer Heather Clark Searer; Robin Allen, district director.

Susquehanna Chapter – District VI

-submitted by Robin Allen, district director

The Susquehanna Chapter hosted Naval Petty Officer Heather Clark Searer, daughter of Patricia Yoder Clark. The Dolphin Restaurant allowed donations to be collected in their lobby for Women in The Military. Several boxes of items were collected and will be sent to friends of Searer stationed in Afghanistan.

Committee News

Communications

– submitted by Katharine Smith, vice chair

New York State Women, Inc. Logo Usage

Our success in communicating the quality and the distinction of our membership depends on being consistent in everything we do. Our members, colleagues, and community will notice our uniform look and immediately recognize the NYS Women, Inc. brand.

NEW YORK STATE
women, INC.

What logo should I use?

Use the NYS Women, Inc. logo with YOUR CHAPTER name. To help maintain a recognizable, strong, consistent brand for NYS Women, Inc. throughout the state, use YOUR CHAPTER logo as it is provided on the state website. (If you cannot access your logo on the website, please contact communications at pr@nyswomeninc.org and it will be e-mailed directly to you.)

The logos provided to chapters may not be altered in any way. Do not separate the "squares" from the typography. Do not change the color(s) of the logo or add additional type or graphics to it. Do not add shadows or special effects to the logo. Do not distort the proportions. The logo is best used on a light color background.

What are the colors used in the logo? Can I change them?

YOU MUST USE THE LOGO AS PROVIDED. There are two acceptable color variations of the logo: 2-color version (dark blue with bright green); or 1-color version (black only).

If your chapter prints its identity materials (letterhead, envelope, and/business card) the colors to specify for your printer are PMS 294 and PMS 368.

If you are using the logo for other chapter uses (name badges, signage, etc.) ask your vendor to match the PMS colors (the blue is PMS 294; bright green is PMS 368).

My chapter already has a graphic we use: can I put it next to our new chapter logo?

You can use your "chapter's graphic," but your new logo identifies you as part of NYS Women, Inc. Additional "chapter graphics" must not compete in size or location with your NYS Women, Inc. chapter logo and cannot be placed next to your NYS Women, Inc. chapter logo.

What fonts should I use?

Preferred fonts for printed materials such as newslet-

Committee News

ters, brochures, fact sheets, press releases, and information on chapter websites are (in order of preference): 1.) Helvetica; 2.) Arial; or 3.) Times Roman.

NYS Women, Inc. chapters have latitude on the fonts for promotional materials such as posters, themed events (such as fundraisers or auctions), and invitations. *However, no changes of any kind may be made to the logo itself.*

Can my chapter create logo merchandise (such as scarves, lapel pins, pens, or mugs)?

Yes, but first the design as it will be used on the items must be submitted to communications for correct usage of the logo. Any chapter – or individual member or officer – who wishes to create/manufacture and distribute/ sell NYS Women, Inc. items incorporating the logo, **MUST FIRST SUBMIT A DESIGN TO COMMUNICATIONS.**

Do not give your vendor a picture or photocopy of the logo and ask them to recreate it: the communications committee will supply you and your vendor with the correct logo file.

A letterhead Word template is now available for chapter usage. Please contact communications with the name of your chapter, information you'd like included (for example: chapter address, e-mail, or website), and your contact information if we have any questions.

Questions? Please e-mail pr@nyswomeninc.org.

Fall board special meeting

– submitted by Amy Kellogg, 2nd vice president

As you know, there will be a special meeting held in conjunction with the fall board meeting. This special meeting is being held to address several governance changes that have been proposed by the strategic planning committee and the bylaws committee.

For those who are not familiar with the process, at fall board, only the members of the board of directors can vote. Any actions taken at fall board are then moved to the annual conference where all members can vote to approve the actions of the board of directors. This current structure creates significant delay between original approval of an idea or change and the actual implementation. At a special meeting, all members can vote and action can be taken immediately.

The special meeting that has been called at fall board will address several changes that have been proposed by the strategic planning committee and the bylaws committee. The text and rationale of the proposed changes that will be addressed at the special

meeting are included in September *Communicator*. These proposed changes will also be available on the website in the member's only section. In addition, there will be a workshop of the strategic planning committee on Friday night, September 23, to discuss other ideas. It is possible that as a result of this workshop, other changes will also be addressed at the special meeting.

For this reason, we hope you can all attend fall board and play an active part in the vote and discussion regarding these changes. If you have any feedback regarding these changes before fall board, please let us know.

Legislative Update

New law will bar people convicted of domestic violence misdemeanors from purchasing firearms

On August 1, 2011, Governor Andrew M. Cuomo signed a law to ensure that individuals convicted of domestic violence misdemeanors will be barred from legally purchasing firearms.

"We have seen too often the tragic consequences of domestic violence. This new law provides further safeguards to keep firearms away from those with violent records," Governor Cuomo said. "New York state must stand strong against domestic violence by protecting victims and making sure those convicted of such crimes cannot inflict further damage. I thank the sponsors, Senator Saland and Assemblywoman Paulin, for their hard work on this important legislation."

Federal law forbids the sale of a firearm to individuals convicted of a misdemeanor crime of domestic violence. However, differences between New York state and federal domestic violence statutes has created a gap in the law where the information from those found guilty of domestic violence crimes in New York courts is not transmitted to the National Instant Criminal Background Check System (NICS) used for background checks of those purchasing firearms. Under the new law, when a defendant is convicted of a domestic violence misdemeanor offense in New York, the court will determine whether the crime is related or situated to the federal domestic violence statute and if so, transmit the defendant's information to the Division of Criminal Justice Services which passes it on to the NICS.

Memorandum of Instructions (MOI) Committee

–submitted by Neal Steiniger and Carolyn Frazier, co-chairs

Would you like to help prepare the manual of instruction updates? Have you either held or hold a

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Loud & Proud: Let Your Voice Be Heard!

can ask questions and network with your members. Invite mothers and daughters to a fun night of information sharing. This is how we change lives. This is what we are committed to do.

Change is inevitable with time and our strategic planning committee is working very hard with members to review and assess the structure and policies of our organization. They are charged with the task of recommending changes to our existing structure, policies and programs that would reflect our need to grow to meet the need of our current and future members. More than 90 years of habits and methods have served us well, but in order to meet the challenges of the future and to insure our survival as we continue to be the leading advocate for working women in New York State, we know that there is a need for change.

Change is not easy but necessitated by both external and internal influences. We tend to outlive and grow out of what has served us in the past. We have changed our identity and must re-invent some of the systems that will move us forward. We need to do this with confidence, knowing well that more changes will come. Fear of the unknown is what prevents progress. I ask our members to face the future with courage and a continued commitment to doing what we do best – be strong and purposeful in your efforts on behalf of the women of New York State and say “thank you” to fellow members for all they have contributed to our existence and our mission.

Last, but not the least of my challenges to NYS Women, Inc. is my commitment to educating you to and updating your knowledge of **domestic violence against women**. I call it the “gift that keeps on giving.” Once a woman has been violated and abused, she never forgets the experience. She relives and/or experiences the abuse over and over, sometimes for a lifetime, if she can survive. A daughter and/or son who live with and witness domestic violence often grow to be victims and/or abusers themselves. The cycle repeats itself generation after generation. Abuse comes in many forms, mild to severe – psychological, physical, sexual, financial – and

can stem from many sources or be exacerbated by many influences – social role expectations, learned behavior, alcohol, drugs, mental illness. Domestic violence can damage a life beyond repair. Victims have told horror stories that cannot be put on the movie screen. A woman without her self-esteem is a victim of some sort of abuse at some time in her life.

My hope for my year as president of NYS Women, Inc. is that every member uses public relations, public speaking and political involvement to reach out to women who are victims of domestic violence in a way that will make a difference. Get involved and support local shelters and crisis programs. Raise the awareness of your communities to this scourge on our society. Involve educators so they can be alert to the signs that children are living in homes where domestic violence occurs. Get your local media to include articles about domestic violence in their publications or broadcasts. The month of October puts a focus on domestic violence. Foster a program that enlightens women in your community to the facts, the pitfalls and the programs that exist in your community.

NYS Women, Inc. has joined other national organizations in signing a resolution to endorse the National Domestic Violence Registry. The facts and statistics in this resolution are astounding and devastating. This issue is hurting women, women who could otherwise do great things, raise great children and enhance the value of every member of our society. We must do what we can to save our own future by helping to break this chain of violence that is killing women, literally and figuratively. Page 19 of *NIKE* features a copy of the Resolution which I signed on June 10, 2011.

I am planning to have a speaker at our fall board and member meeting, September 23 to 25, at Lake Placid, NY, address this topic and inform us as to any pending legislation that we, as the LOUD & PROUD leading advocate for working women, may influence. Stay tuned for further information. Get informed so you can LET YOUR VOICE BE HEARD!!



Continued from page 21

position as an officer or committee chair and could help prepare that section? We need "subject matter experts," people who have past or present experience either in NYS Women, Inc. or other organizations. Or, if you like to research, organize and write, and would like to partner with someone who has held the position, please consider volunteering.

At fall board we want to present for board approval the following sections of the manual: bylaws chair, professional development chair, career recognition, new careerist, personal and professional development, girl scout link, Athena society, youth leadership, political action committee (PAC) and endorsements.

By winter board we'd like to do: advocacy chair, legislation, resolution, status of women, lobby day, finance chair and women's day at the fair. By pre-conference board next year, we hope to complete secretary, parliamentarian, strategic planning, historian, nominating and past state president (psp) advisor.

In addition to updating information, we are reorganizing each section so all information will be found in one place. Each segment will include the purpose and objective, the structure of the committee, the duties of the state chair and duties of the district/region chairs, chapter chair and the financial implications (if any), and if required by the bylaws.

All of the other sections will eventually be revised, also. If you'd like to follow strategic plan developments, research and organize, please consider writing one of those. To volunteer, contact either Neale Steiniger or Carolyn Frazier. Contact info: 718-816-0093 or nsteiniger@si.rr.com.

NYS Women, Inc. Resolution

Resolution to endorse the National Domestic Violence Registry

- WHEREAS, One in every four women will experience violence in her lifetime.
- WHEREAS, An estimated 1.3 million women are victims of physical assault by an intimate partner each year and 85% of domestic violence victims are women.
- WHEREAS, Females who are *20-24 years of age* are at the greatest risk of nonfatal intimate partner violence.
- WHEREAS, Victims of intimate partner violence *lost almost 8 million days of paid work* because of the violence perpetrated against them by current or former husbands, boyfriends and dates. This loss is the equivalent of more than *32,000 full-time jobs* and almost *5.6 million days of household productivity* as a result of violence.
- WHEREAS, The National Domestic Violence Registry (NDVR) (formerly known as The Weaker Vessel) was founded in 2007 and has grown into NDVR Coalition Tasks Forces and working groups in the United States.
- WHEREAS, NDVR is the first national database model for domestic violence convictions available to the public. Modeled after The National Sex Offender Registry program, NDVR provides the conviction records of offenders, both men and women, who have been found guilty of domestic violence and domestic violence related offenses such as physical battering, stalking, criminal confinement, intimidation, and strangulation, etc. NDVR provides this data free of charge and to the general public with records continuously being added daily.
- WHEREAS, The mission of NDVR is to be an on-line, national resource that will aid in the awareness and prevention of domestic and family violence by posting the convictions of domestic abuse perpetrators and those offenders who have long term criminal orders of protections placed against them; and the *URL is www.domesticviolencedatabase.org. The intent of the website is to contribute to the prevention of domestic violence of women, men and children across the United States. The records contained within this database are derived from actual court documents. All records are a matter of public record. Therefore, be it*

RESOLVED that New York State Women, Inc. as the leading advocate for working women in New York State, join other national organizations and endorse the National Domestic Violence Registry.

Signed by: Patricia Hendrickson, New York State Women, Inc. president 2011-2012

Adopted: June 10, 2011

GLEF Foundation

2011 Grace LeGendre Endowment Fund Fellowship Recipients

submitted by Helen Swank, publicity chair

For the 22nd year Grace LeGendre fellowships were awarded to four outstanding women enrolled for graduate level degrees in New York colleges and universities. Awardees were announced at the annual conference of NYS Women, Inc., held in Albany on June 4, 2011 by President Mary Ellen Morgan and Past State President Barbara Ziegler. Awardees included:

- Anna B. Brawley, MRP in city and regional planning, Cornell University. This fellowship awarded in memory of Sally Cappitelli.
- L'Oreal DeMatteis, BBA/MBA in public accounting, Pace University.
- Anna Maria Oprescu, MPH candidate in socio-medical sciences with a concentration in global health, Columbia University. This fellowship was awarded in memory of Janet M. Jones.
- Andrea Williams, MA in leadership in community-based education, Bankstreet School of Education.

A detailed description of the previous and future educational goals of these four outstanding women can be obtained from the endowment fund.

Support for these awards is made possible by the continued financial gifts of NYS Women, Inc. members and others. A spirited donation drive at the luncheon, led by master of ceremonies Theresa Fazzolari, based on the game show "Minute to Win It", raised \$1,200. The raffle of a \$50 gas card, courtesy of Past State President Carolyn Frazier and Jan Garvey's crocheted lap robe afghan brought in an additional \$395.

If you were not at the annual conference, you can still show your support for the continued success of the endowment fund by sending a tax-deductible contribution to NY GLEF, Inc., P.O. Box 67, Voorheesville, NY 12186. Our fundraising chair, Vi McKaig, will ensure that an appropriate acknowledgment is sent to you.

Since 1989 ...

\$126,200

126 women

45 New York State colleges and universities

81 masters degrees

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Professional Development

Web Browsers

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is lost.

Google's Chrome, which may be the fastest growing browser in history in terms of market share, is also the most frequently updated. It's already at version 10 after just two and a half years. Chrome offers syncing, but on top of this it adds some pretty useful features – its Instant feature starts displaying a page from your history before you even finish typing in the address box. And the browser comes with built-in viewers for Flash and PDF content, saving you from having to install separate plug-ins.

Safari

Safari is mostly used on Mac computers and mobile devices. Though Safari exist predominantly in the Apple/Mac world, there's no reason Windows users can't use the unique extras it offers. Its "Reader" view cuts all the ads and unnecessary items off a page you just want to read the text on, and the Top Sites page offers a stunning 3D gallery view of your most frequently needed Web locations.

References on browser stats

- <http://internet-browser-review.toptenreviews.com/>
- http://www.w3schools.com/browsers/browsers_stats.asp

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

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Our Vision

To make a difference in the lives of working women.

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Katharine Bement Davis

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be a figurehead or a piece of window dressing who let male staffers do the work and set the direction for the Department. Katharine Bement Davis saw to it that adolescent male offenders were transferred out of the Blackwell's Island facility to a prison farm in Orange County. Plans were developed for a separate facility for women inmates. Bement Davis also refused to segregate inmate according to race, claiming "...degrees of crime are not marked by color, and division of the vicious from the comparatively harmless must be on principles that cut across race..." Annual reports produced by the Department of Corrections would not simply be an anthology of reports produced by individual facilities, but would contain facts and figures, needs, and long range plans for the Department as a whole.

When Mayor Mitchel lost his re-election bid in 1917, Katharine Bement Davis left her post with the City and took a job with the Bureau of Social Hygiene, from where she retired in 1927. In 1930, Bement Davis moved to California to live with her sisters Helen and Charlotte. She died at their home in Asilomar in 1935.



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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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:

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Mind Your Own Business

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Fill the funding void. If you're not planning to fund your start-up exclusively out-of-pocket, where will the additional money come from? A home equity loan/line of credit? I would not recommend using a credit card to start a business. A loan from a family member or bank? Since start-up business loans from banks are tougher to secure these days, it's worth investigating special lending programs from the likes of the SBA (sba.gov/category/navigation-structure/loans-grants/small-business-loans) and other state, local and federal agencies.

Decide on a legal structure. Will your company be structured as an S or C corporation, Limited Liability Partnership (LLP) or Limited Liability Company (LLC)? Avoid sole proprietorships and general partnerships due to the unlimited liability associated with these entities. Given all the tax and financial considerations that come into play, it's worth consulting an attorney and/or tax expert for help answering that question.

The insurance issue. Besides the obvious, health insurance, long-term disability insurance is also a must, says Reardon. With health insurance, he recommends new business owners hedge their bets by taking the COBRA option from their previous employer's plan for as long as possible (18 months max.) before adopting their own plan.

Retirement plan and other benefits. From a self-employed 401(k) to a SEP IRA and beyond, the options for structuring a retirement plan for yourself (and your employees, if you have, or plan to have, any) are numerous. Again, given the tax ramifications, it's worth talking to a tax expert before you decide on one.

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.



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Our Vision

To make a difference in the lives of working women.

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



- Women's earning power is escalating: They comprise over half of all college students and about 38% of small business owners.
- Women are likely to make the final decisions on travel in 80% of families, medical expenditures (70%), and automobile and insurance purchases (55% each).
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For more information:

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