

# NIKE

NIKE The official publication of New York State Women, Inc.

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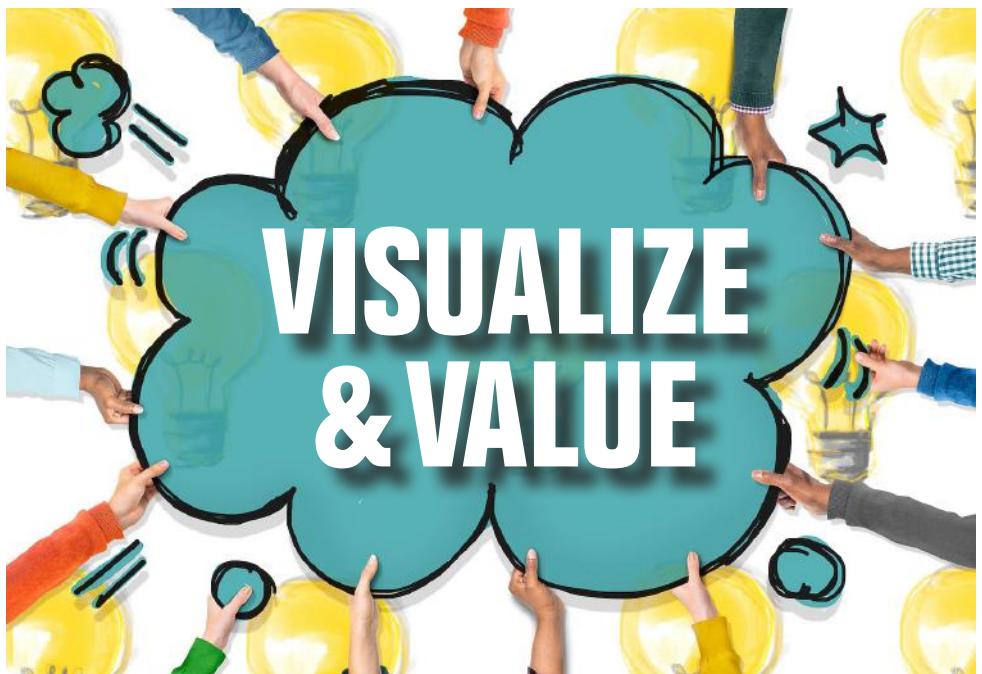


## Our Mission

To connect and build women personally, professionally, and politically.

## Our Vision

To empower women to use their voices to create positive change.



## THE ANNUAL CONFERENCE ISSUE

Are YOU a member of NYS Women, Inc. yet?  
Time to check us out at [nyswomenninc.org](http://nyswomenninc.org)

Dated Material – Deliver Promptly

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# NYS Women, Inc. – The State of the State



## Visualize and Value

-Janet Carey  
NYS Women, Inc. President, 2023/2023

### MAY GREETINGS TO EVERYONE!

We are finally turning the corner to spring and visualizing warmer weather ahead. They always say a picture is worth a thousand words and our ability to picture things in our minds is certainly priceless. Sports coaches add visualization training to their athletes' practices to improve their performances. They learn to focus on critical moments before they ever step onto the playing field. We are told to envision our goals in order to attain them. This enables us to maintain focus and clear direction as we pursue our chosen path. My theme this year has been CHOOSE YOUR PATH and MOVE. I have discussed PATH – Pursue your Passion with Purpose, A – Assess your strengths and talents, T – Teach others, H – invest wisely in your Health, and MOVE M – Motivate and Mentor, O – Organize and Optimize and now V – Visualize and Value.

Visualization adds value to everything. Vision boards help us create a physical representation of our goals that we can look at to be reminded of our direction; one we can keep close to reinforce our thoughts. Visualization is also a technique that allows us to set the parameters to make our future vision a reality. Over time, it helps us to create new pathways in our brain and to unlock our potential. It can also reduce stress.

I hope you are already visualizing how much you are going to enjoy our annual conference in June! We have an exciting weekend planned! At last, an opportunity to get together to see friends, meet new members and follow the activities of everyone throughout the state. So much has happened since we last met in person!

The theme of the conference is *Energize, Engage and Enjoy!* The conference schedule is posted on our NYS Women, Inc. website, but I will highlight some activities here.

Following the Friday afternoon pre-conference board meeting, we have planned an afternoon of fun! You may choose to take a tour to nearby Bethel Woods Center for the Arts – home of the original 1969 Woodstock Music and Art Fair. The Museum at Bethel Woods is celebrating its 15th year and features a special exhibit each year. This year's special exhibit is "The Place Where Peace Happened: How Communes and Collectives Set the Precedent for Peace and Love at Woodstock." You can tour the events center, amphitheater, and grounds in addition to the museum. A wonderful adventure for any music lovers, fans of renowned singers – Joan Baez, Janis Joplin,

Melanie, Rosie Stone, or history buffs! Registration for this tour will follow in the next *Communicator*.

Or you may choose to indulge yourself in relaxation at the Resorts World Crystal Life Spa where you can have a spa treatment, mani-pedi, hair styled, or just relax in the saunas. You should call ahead for treatments as they book quickly. You may also want to take a swim, enjoy the hot tub, or work out in the fitness center.

The first business session is at 6:00 PM and our nominations for office will be presented by our committee. Please review online the motions to be voted on. We have evening entertainment planned after that.

Saturday's breakfast is on your own at the Bistro 24/7 Restaurant. Conference registration continues from 8:00 – 10:30 AM. Vendors will be onsite from 8:30 AM – 4:00 PM. Our program begins with three not-to-be-missed workshops from 8:30 to 11:15 AM – details will follow in the *Communicator*. Our second business session begins at 11:30 AM followed by officer elections at 12:15 PM.

At the luncheon, we will be awarding the Chapter Special Event Award, Chapter Women in Business Award, and Chapter President's Award to well-deserved chapters.

Our 3rd business session follows at 2:15 PM. Election results will be announced.

The evening march of outgoing and incoming officers will be followed by the officer installation and banquet. The guest speaker at the banquet is Amanda Ward – a woman of passion, vision and action who personifies our conference theme of *Energize, Engage and Enjoy*.

On Sunday, there will be breakfast "care to share" meetings for chapter presidents – be sure to represent your chapter – with President Janet Carey, a region directors and assistant region directors meeting – how can we be the best liaisons? – with Past President and President-Elect Robin Bridson, and one for our MALs – an opportunity to meet each other and explore opportunities with Past President and MAL Liaison Jacque Shellman.

The memorial service recognizing those cherished members who have passed starts Sunday, followed by guest speaker Christie Barner, an acupuncturist with a doctoral of acupuncture and oriental medicine from Pacific College of Oriental Medicine in San Diego. Christie is the owner of Bluestone Acupuncture in Warwick, NY. Her message is very fitting for our conference wrap up.

Our 4th business meeting follows with a roll out of  
*Continued on page 7*

2023

MONTHLY

15

Communicator deadline

JUNE

9-11

Annual Conference  
Resorts World Catskill  
Monticello, NY

JULY

15

NIKE submissions deadline

We connect  
and build  
women  
personally,  
professionally  
and politically.

### NIKE Submissions

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

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

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*Please write checks to NYS Women, Inc.  
and footnote to "NIKE" Allstars, Ad, Gift*

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## From the Editor

**“Having a mental snapshot of where you are, where you are going, and what you are moving toward is incredibly powerful.”**

— SARA BLAKELY, FOUNDER OF SPANX

IN THIS ANNUAL CONFERENCE ISSUE OF NIKE we're continuing with some of President Janet Carey's yearlong themes. And, as a valuable thought process for our organization going forward, this issue's theme is “VISUALIZE AND VALUE!”

Lena Madesin Phillips, the founder of BPW once said “It is easy to ‘resolve;’ it is difficult to act.” Each of us, at some point, will face a situation that cries out for action. The question is how will we, as NYS Women, Inc. members, respond? We know our organization (and its precursor BPW/NYS) acted on issues of urgency for women in the past: suffrage, the Equal Rights Amendment, pay equity, female veterans' services, training for women returning to the workplace...



The question is, how will our organization respond to issues affecting women of today? Will NYS Women, Inc. again be on the forefront with solutions? With action? How we VISUALIZE our organization's next 100 years of advocacy, making sure we bring VALUE to our roles impacting and changing women's lives across the state is so important. Let's be sure that we “make a difference.”

Our cover story author Claire Knowles has several ideas on how we as members of NYS Women, Inc. can make that difference (See “Visualize and Value NYS Women, Inc.'s Future” on the next page.) “New York is 2023's 2nd Best State for Women” on page 16 from WalletHub.com gives insight into the conditions that help nurture women in New York State. Associate editor, Katharine Smith, has taken a 2018 presentation she and I gave on networking and distilled our tips into “Networking Comes Full Circle” on page 18.

Our annual conference will be held in person this year at Resorts World Catskill in Monticello NY from Friday, June 9th to Sunday, June 11th. You'll find hotel information and registration forms on pages 6 and 7. Planning on staying longer or interested in area attractions? Go to page 9 for hotel amenities and fun places to visit in the Catskills! We've also got a great speaker lineup planned (page 11) and you can see the slate of candidates, as of NIKE's publication date, on page 8.

Let's have a great conference this June! ☺

*-Joyce DeLong*

**SEPTEMBER 2023 ISSUE DEADLINE: JULY 15, 2023.** Add NIKE

in your email subject line and send to the attention of Joyce Delong, NIKE editor or Katharine Smith, associate editor at PR@NYSWomenInc.org. Previously published material must be accompanied by a letter from the publisher with permission to republish and credit line to be included with the article.



## What does NYS Women, Inc.'s future look like to YOU?

**How will we, collectively,  
and how will I,  
independently, add value?**

# Visualize and Value NYS Women, Inc.'s Future

by Claire Knowles

**Not all women's organizations are created equal:**

We are fortunate to be part of an organization that has a bright future and members that care. It is wonderful to be warmly welcomed and to feel like one belongs within an organization of like-minded women with forward-facing goals and endeavors. In the almost 20 years that I've been a member (Buffalo Niagara Chapter), I've developed some wonderful friendships, and often am asked to contribute in ways which mesh with my gifts and talents. Sometimes organizations can become ingrown and rule-weary, but not NYS Women, Inc. We actively demonstrate what professional "belonging and inclusion" truly mean. It is a 2-way street, of course, and I, for one, welcome contributing.

In contrast, I share this story: A few years ago, I was asked to consult with a women's organization that was dying. Membership levels were dwindling. Members were aging; younger women were not being recruited nor retained. The same programs had been in place for over 20 years. To adopt changing ways was fraught with contrariness. Everything was done *by committee* and their committees were ineffective. Leadership was lacking. It was obvious that unless the organization drastically changed, that eventually, the organization would implode. I shared with them in my assessment, that unless they were willing to change and be open to

newness, ideas, new people, and adopting modern communication mediums, that *the last one out would need to turn out the lights. This organization ultimately was unwilling to change – they were too comfortable with the status quo and were unable to become visionary nor innovative. Pity.*

**Moving and grooving:** NYS Women, Inc. however, is clearly on the Mooooooove! And YOU are part of that locomotion. That's right – locomotion – just like in the lyrics to the 1960s-era Locomotion pop song by Carole King and Gerry Goffin. Do the Locomotion, come on, do the locomotion with me... We're forming that chain, now, – moving forward like a railroad train, now, – with a little bit of rhythm and a lot of soul! Do the locomotion – Yes, we can keep doing good things together – if we've got the **notion...!** (*Please forgive a bit of license taken by the author with the lyrics...still, I'll bet you're already moooooving with that popular beat.*)

**We've got the notion – collectively on the move:** We are an organization comprised of New York State women. Our leaders have set forth a course for the future with comprehensive strategies to achieve greater diversity, involvement, fulfillment of purpose, visibility, and activities that make for positive impact for our

*Continued on page 10*

# New York State Women, Inc. Conference 2023

## Call to Conference

**CALL TO:** 14th Annual Conference

**DATE:** June 9-11, 2023

**LOCATION:** Resorts World Catskill,  
Monticello, NY

**TO:** Executive committee, members of  
the board of directors, and all  
members of New York State  
Women, Inc.

NOTICE is hereby given that the 14th Annual Conference of New York State Women, Inc. will be held Friday, June 9 – Sunday, June 11, 2023 at Resorts World Catskill, Monticello NY. Members are encouraged to register online [nyswomeninc.org](http://nyswomeninc.org)/Conference by Tuesday, May 30, 2023.

Advance registration due by Friday, May 12, 2023.

- The business session will begin on Friday, June 9, 2023 at 6:00 pm. The weekend schedule will include a Region Directors/Assistant Region Directors/Local Chapter President meeting, workshops, election of state officers and Saturday installation banquet. All members who are in good standing and present are eligible to vote.

- Board reports will NOT be verbal. All board reports should be sent to the website [nyswomeninc.org/Members/Program-Book-Report](http://nyswomeninc.org/Members/Program-Book-Report) by Tuesday, May 30th. If you cannot handle the form, you must email your report to Robin Bridson [RLB8963@gmail.com](mailto:RLB8963@gmail.com) by Tuesday, May 30th. Please let her know that you will be emailing your report. Executive Committee, Standing Committee Chairs and Region Directors are required to submit reports. Reports should be a brief list of goals and accomplishments for the year to date.

- The agenda and workshop information will appear on the website and in future editions of the Communicator. Registration forms will also be in NIKE.

Looking forward to seeing everyone again and meeting in the beautiful Catskills.

*Respectfully submitted,*  
**Janet Carey, President**  
**New York State Women, Inc.**

## Hotel Reservation

RESORTS WORLD CATSKILL  
888 Resorts World Drive • Monticello, NY 12701

**Reservation Deadline: May 11, 2023**  
(after that the room block will be released)

### To register for the hotel:

Call Central Reservations at (833) 586-9358 and refer to

BOOKING ID 1950, or

Go online to <http://www.rwcatskills.com>

Click "Book Now" in upper right corner. Enter Offer Code

1950

There are two hotels, right next to each other, the **Main Tower** which is where the meetings and lunch and dinner will be and the **Alder**, a boutique hotel right next door. You can see them at <http://www.rwcatskills.com>

All the guest rooms feature 55-inch LG TVs, work desks, iHome alarm clocks, and coffee makers with tea selections. ADA-accessible rooms are available upon request. The daily resort fee (\$25 per room per night) includes complimentary wifi, access to the fitness center and pool, complimentary pool towels, unlimited local calls, free garage-self parking, and bottled water, coffee, and tea in your room. All rooms come with a pullout queen sofa bed.

**Hotel Information:** Check in: 4:00 PM • Check out: 11:00 AM

### RATES PER ROOM

**Note: rate valid for single, double or more occupancy**

**Resort Fee: \$25 per room per night**

#### **The Alder**

King Bedroom \$289 plus tax (13%)  
2 Queen \$339 plus tax (13%)

#### **The Main Tower**

King Bedroom \$319 plus tax (13%)  
2 Queen \$369 plus tax (13%)

#### **Additional nearby hotels are available.**

YO1 Longevity and Health Resorts  
420 Anawana Lake Rd, Monticello

Best Western Monticello  
16 Raceway Rd, Monticello

The Kartrite Resort and Indoor Water Park  
555 Resorts World Dr, Monticello

The Hampton Inn Monticello  
29 Golden Ridge Rd, Monticello



# New York State Women, Inc. Conference 2023

## 2023 Annual Conference Registration Form

Please note that it is preferred that registration should be submitted online:  
<https://www.nyswomeninc.org/Conference>.

When you register online you either pay by credit card or opt to mail a check prior to the deadline..

**Advance Registration Deadline: May 12, 2023**

**Registration Deadline: May 30, 2023**

**Registration and payment must be received by May 30, 2023**

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

STATE \_\_\_\_\_

ZIP \_\_\_\_\_

PHONE \_\_\_\_\_

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

**Dietary Requirements:** (check all that apply and specify your needs)

- Diabetic    Gluten free    Allergic to \_\_\_\_\_  
 Vegetarian    Other \_\_\_\_\_

### Registration Fees for ALL Attendees

- Advance Registration \$40 due by May 12, 2023      \$ \_\_\_\_\_  
 Late Registration      \$55 if received after May 12, 2023      \$ \_\_\_\_\_  
 On Site Registration      \$75 upon arrival

**Individual Meals** Meals MUST be paid with registration.

*Friday dinner and Saturday/Sunday breakfasts are on your own*

<input type="checkbox"/> Saturday Lunch (cold buffet)	\$40
Saturday Dinner (select one)	
<input type="checkbox"/> Salmon (marinated in light soy sauce, grilled, served w/ ginger beurre blanc	\$55
<input type="checkbox"/> Chicken Sorrentino (boneless breast of chicken sauteed w/ prosciutto, spinach, eggplant, tomato sauce, and pine nuts)	\$55
<input type="checkbox"/> Tuscan Sirloin Steak (12 oz block cut sirloin w/ Barolo wine sauce)	\$65

**TOTAL AMOUNT ENCLOSED**      \$ \_\_\_\_\_

**Name Tag Information:** (Check all that apply)

- |   |  |
|---|--|
| <input type="checkbox"/> State Officer                    | <input type="checkbox"/> Outgoing Region Director # _____      |
| <input type="checkbox"/> State Parliamentarian            | <input type="checkbox"/> Outgoing Asst Region Director # _____ |
| <input type="checkbox"/> Immediate Past State President   | <input type="checkbox"/> Incoming Region Director # _____      |
| <input type="checkbox"/> Past State President             | <input type="checkbox"/> Incoming Asst Region Director # _____ |
| <input type="checkbox"/> Standing Committee Chair         | <input type="checkbox"/> Outgoing Chapter President            |
| <input type="checkbox"/> Standing Committee Vice Chair    | <input type="checkbox"/> Incoming Chapter President            |
| <input type="checkbox"/> Special/Sub Committee Chair      | <input type="checkbox"/> PPD Competitor                        |
| <input type="checkbox"/> Special/Sub Committee Vice Chair | <input type="checkbox"/> First Timer                           |
| <input type="checkbox"/> Member                           | <input type="checkbox"/> Guest                                 |

If not registering online, send completed form and payment to:  
(checks payable to NYS Women, Inc. and note in memo area "Annual Conference" and date) to Patti Pollock, PO Box 30, Oxford, NY 13830; Phone 607-316-6003; Email: [pjpollock63@gmail.com](mailto:pjpollock63@gmail.com)

## President's Message

*Continued from page 3*

next year's theme and committees.

The conference wraps up with a post conference board meeting, nominating committee selection, and raffles.

Registration for the conference and meals is on the website now along with additional conference information. Room reservations can be made at the Alder or Resorts World Catskills – they are adjacent buildings and we will have activities in both. Reservations should be made by Friday, May 12th to insure availability.

I cannot wait to see you all at the conference! I want to thank all those members who have stepped up to make this a wonderful weekend! I hope all our new members will join us at Resorts World Catskills as well, to ENERGIZE, ENGAGE and ENJOY! 

Your president,  
*Janet Carey*

## Proposed Bylaws Changes

### TEXT OF MOTION

Move to forward a Bylaws amendment to NYS Women Inc. members for vote at the Annual Conference June 9-11, 2023, which bylaw change would take effect immediately if passed by membership.

Change Article V Membership/Dues by adding Section 4 to read: Membership dues are Non-Refundable regardless of how payment was made – cash, check, credit card or Pay-Pal.

Change the Appendix by adding a note that Membership Dues are Non-Refundable regardless how payment was made – cash, check, credit card or Pay-Pal

**Rationale:** New York State Women, Inc. is not an organization that charges for sessions attended or refunds charges for sessions missed or cancelled. Recently Pay-Pal refunded a member's State, Region and Local Chapter dues plus charged NYSW Inc. a service charge.

# Slate of Candidates 2023/2024



**JANET CAREY**  
Incoming  
**PRESIDENT**

Since 1990 I have enjoyed membership in NYS Women, Inc. (formerly BPW/NYS) and since my retirement as AD/PE educator in 2008, I have taken leadership roles in NYS Women, Inc. In my chapter, Professional Women of Sullivan County, I have served on the financial, membership, bylaws, scholarship (chair), and Women of the Year (chair) committees, as recording secretary, president and vice president and as assistant region director of Region 3. As president of Professional Women of Sullivan County, I instituted a parliamentarian, worked to develop policies and procedures guidelines for each of our standing committees, established executive committee meetings and a treasury audit. That year our chapter received the award for the highest rate of growth at the annual conference. For the last four years I have represented Professional Women of Sullivan County at the Sullivan County Chamber of Commerce meetings. In 2018, I was elected secretary of NYS Women, Inc. and became a member of the executive committee, as well as serving on the conference planning committee. I have served as vice president and president-elect. I also serve on the board of directors of the Grace LeGendre Endowment Fund, Inc. and am a member of NYS Career Development Opportunities. I look forward to your support as president for next year.

I have been employed by SUNY Cortland as a student teacher supervisor (2008-2021), by the Town of Neversink as the summer parks and rec director (1990-) and by the Town of Fallsburg as an aquatics coordinator (1980s- ). I coach Girls and Boys V Alpine Skiing (1973-) and Girls V Tennis (1971-). I have run my own tennis business, worked as a tennis pro at resorts and worked with my husband in our ski business. I have instructed classes at Sullivan County Community College in the physical education department and have also worked for the American Red Cross both as a volunteer and paid professional.

Professionally, in NYSAHPERD, I have served as president of the Aquatic Section, Secondary Section, and Catskill Zone and served on the conference planning, executive, bylaws and JB Nash Awards committees. I was elected to the board of directors (served as

*Continued on page 12*



**ROBIN BRIDSON**  
Candidate for Election for  
**PRESIDENT-ELECT**

Yes, I want to do it again! I feel so strongly about this organization that even though I have been president-elect (2017-2019), president (2019-2020), and immediate past state president (2020-2022), I want to give back, use my experience, and yes... do it again! We have such a rich history and a great potential to grow! Membership is key. We can't do it without members. We need to grow our membership and also maintain the members that we have. Think of our membership as a garden that we need to care and feed, support, nurture, and help grow! We can't let stupid COVID-19 ruin us or hold us back. We need to embrace technology and help those who need it. We need to offer programming that can reach and appeal to all different audiences. We need to get out in the community and advocate for our causes. We need to educate and elevate women around the state. We need to try new things while still maintaining our history and values. Who's in charge of our success? ALL OF US! Let's go out there and get the job done!

A little about me – I grew up outside of Rochester, lived in Utica for a while, and now live outside of Syracuse in a little town called Chittenango which has its very own waterfall and is home to L. Frank Baum, the author of the Wizard of Oz book series. I am a techie and love to use my skills to help NYS Women, Inc. I also love to cook and garden (inside and out).

I am a member of the Mohawk Valley Chapter and Central NY Chapter but also try to attend as many meetings as I can around the state. I have held many offices locally, regionally, and for the state. I am part of CDO and GLEF which are two great organizations that NYS Women, Inc. partners with.

I look forward to meeting as many of you as possible and doing great things! Please reach out to me if I can be of any assistance!

**As of NIKE's publication date the candidate positions for TREASURER and SECRETARY are still open. This may change by the time of voting at NYS Women, Inc.'s annual conference in June.**

# New York State Women, Inc. Conference 2023

## Resorts World Catskill & Area Attractions

### Experience Resorts World Catskills

Nestled among the beauty of the Catskill Mountains, Resorts World Catskills offers an unmatched experience in excitement, entertainment, and luxury. And that's just the beginning. Every time you visit, you will find another reason to come back to Resorts World Catskills.



Located in the heart of New York's Catskill region, Resorts World Catskills offers guests unmatched experiences in excitement, entertainment, and luxury. The integrated casino resort includes an 18-story all-suite hotel and a casino and entertainment complex featuring 100,000 square feet of gaming action including 150 live Las-Vegas style table games, 1,600 state-of-the art slot machines, a poker room, private gaming salons and our Sportsbook 360. The casino resort destination also offers more than 10 varied bar and restaurant experiences, and year-round live entertainment at the 2,500-seat RW Epicenter, casino bars and lounges. The hotel features 332 luxury suites, including 27 premium accommodations consisting of garden suites, penthouse suites and two-story villas. Additional hotel amenities include the Crystal Life Spa, two indoor pools, business center and two fitness centers.

### Crystal Life Spa

Treat your body and your mind at the Crystal Life Spa. Here our guests can experience the otherworldly serenity that a mountain setting can bring. Unwind with massages, facial to full body treatments, and hair and nail salon care, or find your oasis in our relaxation lounge.

The Crystal Life Spa features holistic treatments that pamper the body and rejuvenate the spirit. The Spa has six expertly appointed treatment rooms, hair and nail salons, relaxation lounges with luxurious amenities, steam rooms and saunas, and a Spa pool with cabanas that offer signature rituals. Crystal's very own spa program takes you on an amazing spa journey with proven esthetic techniques and progressive therapies that pamper the body and rejuvenate the spirit. As a Crystal Life Spa guest, you will enjoy complimentary access to our relaxation lounges and our beautiful indoor spa swimming pool.

### Local Attractions

BETHEL WOODS CENTER FOR THE ARTS. The site of Woodstock, Bethel Woods has a fantastic museum filled with cool exhibits dedicated to the iconic 3-day music festival. Also of note – a 15,000-seat amphitheater here regularly hosts an eclectic mix of popular artists.

SHOPPING. Woodbury Common Premium Outlets: Ready to shop? A great destination for shopping and

dining, Woodbury Common Premium Outlets features over 240 high-end fashion and designer retail brands, typically with savings of 25% – 65% off every day.

MONTICELLO MOTOR CLUB. Take a quick spin and check out America's premier automotive resort and private racetrack. With over 4 miles of race track, a 1 kilometer go kart track and 7+ miles of off road trails, it's a must-see luxury destination for car enthusiasts.

THE KARTRITE INDOOR WATERPARK. New York's biggest indoor waterpark is right down the road. Splash, slide and surf in the brand new innovative 80,000 sq. ft. waterpark. Splash passes are available for purchase online in advance. Perfect for family adventures.

WINERIES, DISTILLERIES AND BREWERIES. Brotherhood Winery is America's oldest winery: Journey back to where wine-making is still an art. Our underground cellars were excavated by hand in the late 19th century and now house over 200 oak barrels. Bashakill Vineyards, founded in 2005, uses sheep as nature's lawn mowers to maintain the land, keep the weeds in check, and fertilize the soil. All of their grape pressings and stems go back to nature, as organic compost to be used to bring nutrients back to the vines. Four acres and more than 800 grape vines later, they grow Marquette grapes, Cayuga, Arandell, and Aramella grapes organically.

Prohibition Distillery, founded in 2009, they now operate out of an 8,000 square foot facility in Roscoe, distilling vodka, bourbon, and gin. The Altont Distillery, founded in 2010, is one of the oldest distilleries in New York State. It's located in Bethel.

Roscoe Beer Company: The former firehouse turned brewery in Roscoe, NY has been totally transformed from the initial 400 square foot tasting room that was open to the public to a sprawling 1,600 square foot tasting room, brewery, gift shop and beer garden open to the public year-round. Located in Livingston Manor, the Catskills Brewery, established in 2014, is a 7,050 square foot facility that houses two beverage businesses – a state of the art brewery, and an importer of organic fruit nectars from around the world. Angry Orchard Hard Cider is open year-round for tours, cider tastings in their taproom, and great food. Located in Walden.

KRAUSE'S CHOCOLATES. The Krause family has been making exceptional candies for over 80 years. Owner Karl Krause is a third generation confectioner who uses his grandfather's recipes and hand-dipping techniques. Their three stores are located in Saugerties, New Paltz and Rhinebeck. They've been Voted Hudson Valley's Best Chocolates / Candy store for over 18 years. 

# Visualize and Value NYS Women, Inc.'s Future

*Continued from page 5*



membership and communities, and in turn, New York State. To this end, we are:

## Collective Work

- Emphasizing inclusivity, diversity.
- Ensuring that all members are working towards a common goal and that everyone understands our organization's purpose and how each connects.
- Creating a culture of engagement – where members feel engaged and empowered to contribute to our organization's activities.
- Providing opportunities for members to take on leadership roles and participate in ways that best utilize their skills, talent, and wherewithal.
- Increasing visibility in our respective communities, doing good, networking, and leveraging social media platforms to reach a wider audience.
- Providing training and support to our members, i.e., including workshops, mentoring programs, and professional development opportunities.
- Collaborating with other women's organizations and community groups to achieve common goals. *Our Vision remains to empower women to use their voices to create positive change.*

## Individual Work

It still comes down to individuals taking ownership to make things happen. Nothing happens until a person initiates the action. We need initiators. We need followers. We even need members who come just to enjoy meetings and learn, to take a seat for the evening – we honor your presence, and the spirit, smiles and sharing you bring. We value you – the person, you, the member.

While NYS Women, Inc. provides an organizational structure and a framework for activities and programs, it is the individual members who bring energy, ideas, and enthusiasm to the organization and who make it successful. That's YOU!

In addition to initiators and followers, we also need:

- Innovators: members who come up with new ideas and approaches.
- Problem-solvers: members who are skilled at identifying and solving problems that may arise in the organization.
- Communicators: members who are effective at communication and promoting activities to others.
- Networkers: members who have a wide network of

*Continued on page 12*

# New York State Women, Inc. Conference 2023

## Banquet Keynote Speaker Amanda Ward



Amanda Ward serves as the chief people operations/educational sustainability officer at The Center for Discovery in Harris, NY.

Amanda has 16 years of human resource experience with 12 of those years in leadership roles. As a member of The Center for Discovery executive team, she contributes directly to long- and short-term, strategic objectives of the organization while maximizing organization effectiveness. She oversees HR programs and initiatives that enhance the employee experience and partners with leaders across the organization.

She has successfully led the merger of organization segments and restructured departments providing clear integration strategy for leadership. She has extensive experience in evaluating and improving process and efficiencies through technology and has expertise in creating high performing, innovative recruiting and talent acquisition departments.

From her early experience as a competitive figure skater to obtaining her juris doctorate from Hofstra School of Law, Amanda has developed and strengthened her values of teamwork, ambition, and perseverance. She developed and implemented an inclusion & collaboration initiative as the senior director of workforce development, training, inclusion & collaboration at the Center for Discovery.

As town justice for five years Amanda supervised court staff, issued warrants for arrest, held arraignments, presided over hearings, trials and both civil and criminal proceedings, instructed juries, rendered court decisions, imposed sentences and fines. Her juris doctorate and experience in the legal field, aligns well with her career in HR and provides her with the unique ability to apply an equity lens when making organizational decisions. Amanda is passionate about workplace cultural inclusion. Creating an inclusive culture and fostering equity remains her top priority as an HR professional.

Amanda is a dynamic, energetic, and engaging professional with outstanding skills in strategic advisement, organizational development and transformational leadership. Her goal is providing Human Resource solutions by building HR infrastructure through policy development and compliance. Driving organizational change through the utilization of human capital analytics and program development is one of her many strengths. She sees any obstacle as an opportunity and any challenge as an intersection from which creativity can blossom.

Some of her areas of expertise include: leading enterprise-wide HR projects; influencing managers and driving organizational initiatives, process improvement and digital transformation/automation; advising on talent development and succession planning; standardizing HR policies and procedures; talent management and performance development; and curriculum development, training and engagement programs.

## Sunday Speaker Dr. Christie Barner L.Ac, DAOM



Christie Barner is an acupuncturist with a doctoral of acupuncture and oriental medicine. She maintains a busy private practice in Warwick, NY treating chronic and acute injuries, chronic disease, adjunctive cancer therapies, and aesthetics.

Christie grew up working for the family businesses in resort management and construction. She attended the University of Vermont and State University of NY at Albany, graduating *summa cum laude* with a degree in psychology and business. She was the NYS D3 Downhill Ski Champion for two years and ranked 11th in the Northeast Division.

She traveled Europe, then settled in Stratton, Vermont to work as assistant to the resort director and permit and planning. She attained state and local permits for mountain development projects including trail mapping, building and glade construction, and federal lease negotiation. As project manager for multiple departments, she coordinated contractors, environmental engineers and biologists to ensure the most environmentally sound and energy efficient end product. Two Golden Eagle Environmental Awards were received by the resort during her tenure.

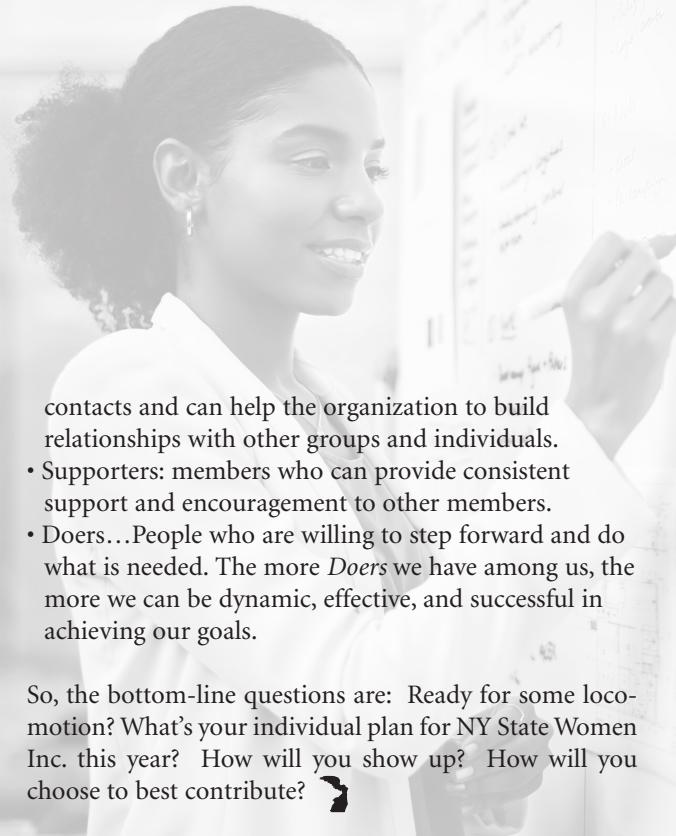
Christie continued schooling at Pacific College of Acupuncture to graduate *summa cum laude* with her BS, MS, and doctoral in traditional Chinese medicine and herbology, and continues her training with various mentors in chronic and infectious disease, chiropractic and acupuncture modalities.

She invests in real estate and operates a construction and property management company with her husband. Christie is an avid skier, swimmer, and motorcyclist, and spends free time playing frisbee with her dogs, designing kitchens and bathrooms and being an excellent auntie.

**NEW YORK STATE  
Women, INC.**

# What does NYS Women, Inc.'s future look like to YOU?

*Continued from page 10*



contacts and can help the organization to build relationships with other groups and individuals.

- Supporters: members who can provide consistent support and encouragement to other members.
- Doers...People who are willing to step forward and do what is needed. The more *Doers* we have among us, the more we can be dynamic, effective, and successful in achieving our goals.

So, the bottom-line questions are: Ready for some locomotion? What's your individual plan for NY State Women Inc. this year? How will you show up? How will you choose to best contribute?

## I can do this... and this... and this...

- Membership dues.
- Meeting participation/share ideas.
- Contributing to basket raffles.
- Respond to requests for help.
- Support other members with their needs.
- Do business with member entrepreneurs.
- Support our chapter projects with time, talent, or dollars.
- Share your person with your chapter – who are you, what makes you tick? Let us learn about you! How can our chapter best help you to feel included?
- Add to donation collections for toiletries, food pantries, etc.
- Share a professional learning you've had...that would benefit others.
- Stay in tune with the business of the organization/quarterly, annual meetings.
- Invite another business, professional, or entrepreneur to join us.

## New York State Women, Inc. Conference 2023

**JANET CAREY** *Continued from page 8*

president) and the leadership council. I have been a NYS trainer for Goals 2000 and Physical Best Programs. I am a member of the US Tennis Association and have been a member of the National Ski Patrol, and the Eastern Professional Ski Instructors, NYS Ski Racing and the National Ski Patrol Associations.

In the NYSPHSAA, I serve as the Section 9 Safety chair on the state safety committee (1982-), Section 9 Boys Tennis Chair (1994-2004), and Section 9 chair of Alpine Boys and Girls HS Skiing on the state committee (2005-). I chaired Boys and Girls Tennis for the NYS Empire State Games (1994-2010, when it ended). I hold national aquatic exercise certifications and have taught water exercise for 38 years.

In my community, I currently serve as chairperson of the Sullivan County Youth Bureau (1982-). I received the Sullivan County Champion of Youth Award in fall 2019,

and as secretary of the SC Retired Teachers Association (2015-). I am also on the Sullivan 180 Board. For 53 years, I have taught ARC Water Safety Instructor, Lifeguard, Waterfront, CPR/AED, First Aid and Responding to Emergencies classes. I have been a Girl Scout and Boy Scout leader and badge counselor. I have also served on our Tri Valley Youth Commission and am a member of the Neversink Association. I love working with people and have a passion for empowering them with skills that allow them to pursue their ambitions and to be healthy.

My husband Cliff and I reside in an 1842 schoolhouse in Claryville. Our three daughters are married, and we are devoted to our four young grandchildren. I enjoy outdoor activities – all water sports, tennis, skiing, hiking, biking, sailing, kayaking, para sailing, sky diving – photography and traveling.



## NIKE All Stars

The 2023-2023 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 our annual conference, and chapters, regions and friends of NYS Women, Inc. can send contributions anytime to the NIKE Business Manager. Information on contributing can be found on our website.

**Publication** July 15th/Sept. issue      **Oct. 15th/Dec. issue**  
**Deadlines:** Feb. 1st/March issue      March 15th/May issue

NEW YORK STATE  
WOMEN, INC.

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# Chapter & Region News

## Buffalo Niagara Chapter – Region 8

*- submitted by Kathy Kondratuk, secretary*

The Buffalo Niagara Chapter started out its business year strong with the 2022/2023 officers at the helm. Led by President **Becky Brubaker**, the other officers include President-Elect **Joyce DeLong**, Secretary **Kathy Kondratuk**, and Treasurer **Laurie Albertsson**.

An important part of BNC's mission is honoring local "Women in Leadership." This program, chaired by member **Katharine Smith**, has honored more than 100 Western New York women over the past 10 years. The common thread running through the efforts of all these 106 women is their commitment: a commitment to their families, their work, and our community. The chapter's quarterly program recognizes their leadership in their business or profession while giving back to the community.



**Sheri Scavone** was named the November 2022 Woman in Leadership. She is the CEO of the WNY Women's Foundation. In her role, Ms. Scavone uses Foundation research data to educate, convene, advocate and forge collaborations with key community stakeholders to address gender inequities and other issues preventing women from achieving economic self-sufficiency. She leads the Foundation to create opportunities for all women to learn, earn and lead. Ms. Scavone is a tireless advocate for girls and women.



In February 2023 BNC member **Nakiea Cook** was honored as a Woman in Leadership. She is the CEO and founder of Everythingkiea, LLC and owner of NC Accounting and Consulting Solutions. NCACS provides financial services for small businesses and corporate packages. Nakiea also hosts financial webinars, training, and workshops. It is a priority for her to impart the importance of setting financial goals and understanding personal cash flow to alter inter-generational patterns of poverty.



BNC's May 2023 Woman in Leadership is **Katey Joyce**, who has served as the executive director at the Family Help Center for the past seven years. Family Help Center is a community based, non-profit, niche agency committed to the prevention of child abuse and assisting families who may be experiencing various life challenges. The organization serves over 3,000 people annually and provides a safety net for parents in need. Over her tenure with the agency Kate has expanded the portfolio of services and is especially excited about a new initiative she is spearheading. New programming will commence this summer to respond to an emerging demographic trend designed to assist grandparents (and/

or elder relatives) who have received custody of their grandchildren.

The chapter has made a commitment to give back to the Western New York community with its "Women Helping Women" program. At its annual holiday gathering in December, BNC held a basket raffle – proceeds from the night, as well as other small fundraisers held throughout 2022 – were donated to UPward Design for Life.

The nonprofit, led by Dionne Williamson, also a BNC "Woman in Leadership," provides furnishings and home décor to domestic violence survivors, refugees, and other at-risk people, helping them transform empty spaces into a home. The chapter raised over \$2000 for this worthy group!

During the second half of the business year, BNC's fundraising efforts will benefit the Family Help Center, led by Katey Joyce.

In June BNC will hold its Women in Leadership recognition dinner and auction. All proceeds will benefit the Family Help Center and the chapter is on track to present a check to the Center in excess of \$2,000.

New Membership Chair **Tara Bazilian-Chang** has made it her mission to attract new members to the Buffalo Niagara Chapter and has been successful in this endeavor, as our membership has grown substantially over the past few months. (Much thanks for your hard work, Tara!)

## Greater Binghamton Chapter – Region 6

*- submitted by Robin Allen, treasurer, Region 6*

Pictured in photo on the left: Rochelle Levine, Greater Binghamton and Beth Jones, Rome Professional and Business Women Chapter.



Photo on right: Back row, Jenelle Zaic, Tonya Pickering, Tonya Robinson, Marshall, McMurray, Christina Schaeffer, Nate, Kelsey, Amanda, Janicki, Carrie Verrocchio. Front row: Dottie Dzuba, Rhonda Schulte and Wendy Murphy.

## Rome Professional and Business Women Chapter – Region 5

*- submitted by Beth Jones, president*

The Rome Chapter held their January meeting on the 18th at Delta Lake Inn. The guest speaker was Jessie Harris Bouton, a former NHRA Top Fuel dragster racer. She is also a top World Champion racer and an entrepreneur. Jessie described the obstacles she had endured, and the marketing it took to get sponsors, during



her racing career. Jessie owns Bouton Physical Therapy with her husband.

(Pictured, left to right: JoAnne West, Beth Jones, Sara Ayala, Jessie Harris Bouton and Jim Ayala)

The Rome Chamber of Commerce hosted a Congressional breakfast forum on January 20th at Delta Lake Inn. Congressman Brandon Williams, representing NY's 22nd District in Washington, D.C., was the key note speaker. (Pictured, left to right: Sara Ayala, Beth Jones, Jaimie Stasio)



The Rome chapter had teamed with the Rome Chamber during the 2022 National Business Women's Week and the Chamber's Congressional candidate breakfast forum, held in October. The chapter received one dollar for each person who attended the forum. Beth Jones accepted the \$100 check on behalf of the chapter at the Chamber's January 20th event, and thanked everyone for their continuing support.

Professional Business Women of Rome's annual scholarship presentation was held on February 14 at the Mohawk Community College (MVCC). The chapter's 2022 scholarship recipient, Kim Clark, received a \$500 check and a certificate of excellence. Kim was chosen by the Rome College Foundation's awards committee.



Kim attends MVCC, maintains a 3.28 GPA, and works in Syracuse. She graduated in the top 10 percent in her licensed practical nursing class and is pursuing her RN certification. Kim's a single mom with seven grown children who is in financial need.

The chapter's February meeting was held at the Delta Lake Inn with featured speaker, Jaimie Stasio, a City of Rome fire fighter. Jamie discussed safety procedures in our

homes, including cooking with caution, how to extinguish a grease fire, outdoor grill cooking, and the danger of battery fires (both lithium and alkaline batteries).

(Pictured, left to

right: Katie Friot, Sara Ayala, Jaimie Stasio, Beth Jones, Jim Ayala, seated)



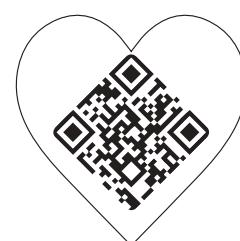
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## Feature: Visualize and Value

# New York is 2023's 2nd Best State for Women

WalletHub.com

In a study released in February 2023, the personal finance outlet WalletHub.com concluded that New York is 2023's 2nd best state for women (behind Vermont at number one). Find the full study here: <https://wallethub.com/edu/best-and-worst-states-for-women/10728>. Here's a brief description of the results and some comments from experts.

In 2023, women in some parts of America still get the short end of the stick – even as they outnumber men in most states. For instance, women represent more than two-thirds of all minimum-wage workers in the U.S. Their political representation also suffers, as women make up nearly 51% of the U.S. population but only 24% of the Senate and 28% of the House of Representatives.

In order to determine how women are faring and where they can find the best opportunities relative to where they live, WalletHub compared the 50 states and the District of Columbia across 25 key indicators of living standards for women. Our data set ranges from median earnings for female workers to women's preventive health care to the female homicide rate.

Overall, New York State's rank was second with a total score of 74.83 (out of 100). Under "Women's Economic & Social Well-Being" New York ranked third and was fifth in "Women's Health Care & Safety." Some of the specific rankings include: *Median Earnings for Female Workers (Adjusted for Cost of Living)*: NYS was fourth highest. *Unemployment Rate for Women*: NYS ranked 48th. *Female Homicide Rate (per 100,000 Females)*: NYS was fifth lowest.

Females): NYS was fifth lowest.

**According to Joyce Jacobsen, Andrews Professor of Economics at Wesleyan University:**

"Many states have moved ahead of where the federal policy to support women and family life, in general, has stalled. For example, New York State has had paid family leave since 2016 and as of January 1, this year has expanded paid family leave to cover leave to care for siblings with a serious health condition. State legislatures will also hopefully move to protect reproductive rights in more states. New York State also has a pay transparency law, requiring employers to list salary ranges for all advertised jobs and promotions. This increase in available information is beneficial to all job applicants but may be particularly beneficial to women applicants who may be less willing or able to negotiate salary increases without having such information available. Actions such as these by states will support women's ability to participate fully and equally in our society."

**Mounira Maya Charrad, Associate Professor, Department of Sociology, University of Texas at Austin and Non-resident Fellow, Baker Institute – Rice University was asked, what factors, financial or otherwise, should women consider when choosing a state to live in?**

"If they are in childbearing years, women should consider what a state offers in terms of reproductive



health and that includes a wide range of policies.

According to a recent study, working women are experiencing worse effects when it comes to burnout and are leaving the workforce at a higher rate than men. What can companies do to decrease the high turnover rates among working women?

I think that the most important matter is help with child care. Many women leave the workforce when they cannot afford child care. Another consideration is for companies to provide flexibility for women when they have to take care of a sick child. Many women have no one to turn to if their child is ill, even for a short period."

**Bettina Spencer, Professor, Department of Psychological Sciences – Saint Mary's College was asked, what factors, financial or otherwise, should women consider when choosing a state to live in?**

"Is this a state where you can access medical care including full access to reproductive health care? Connected to that, what is the maternal mortality rate in the state? Women will also want to examine the gender pay gap, as well as employment rates for women. Finally, women will want to consider who is the governor, and what their platform is. Similarly, who are the representatives of local and federal politics? How do the politicians in that state or community vote on gun laws, and how well do they fund education?"

*What strategies have proven effective in encouraging more women to run for elected office?*

"To understand strategies, we need to first identify the barriers. What we see consistently is that women often believe that they are not qualified to run for office, and also that they are not recruited to run. Strategies that combat these barriers include training programs that educate women about the political process so that they feel more empowered to run for office. Another strategy is to better train local political parties to nominate and recruit women for positions. With both of these strategies, women who may otherwise think that they are not qualified enough will receive the training that makes them

feel more knowledgeable about the process, and an invitation to run for elected office validates that feeling of competence.

According to a recent study, working women are experiencing worse effects when it comes to burnout and are leaving the workforce at a higher rate than men."

*What can companies do to decrease the high turnover rates among working women?*

"Many women leave the workplace when their salary is the same or less than their childcare costs. As such, companies should lobby for better childcare services and support. Additionally, because women, particularly women of color, still make less money than their male counterparts, they are usually the ones to leave the job if a couple has to choose a parent to stay home for the child or elder care. Companies should pay their women employees as much as their men employees to not just help balance the home duties problem, but to also show women employees that they are valued and supported, which can help reduce burnout. Flexible schedules and work arrangements, as well as a culture of mental wellness, provide holistic support for burnout. When an employee knows that she can really turn off her phone at night or not answer emails on the weekend without being formally or informally penalized, she can better thrive in the workplace. Many of these practices require commitment from the management, as well as training for team leaders on how to maintain work/life balance so that everyone buys into the culture." ↗

(Source: <https://wallethub.com/edu/best-and-worst-states-for-women/10728>). Data used to create this WalletHub ranking were collected from the U.S. Census Bureau, Bureau of Labor Statistics, Centers for Disease Control and Prevention, National Center for Education Statistics, Federal Bureau of Investigation, Violence Policy Center, Council for Community and Economic Research, American Express OPEN, U.S. News & World Report, United Health Foundation, United States Mortality DataBase, Guttmacher Institute and WalletHub research.



# Feature: Visualize and Value



## Networking Comes Full Circle

by Katharine Smith

[This article is based on a 2018 presentation Buffalo Niagara Chapter member Joyce DeLong and I gave to the WNY chapter of the American Business Women's Association.]

*In today's world, networking is a necessity. A mountain of research shows that professional networks lead to more job and business opportunities, broader and deeper knowledge, faster advancement, and greater status and authority. Building and nurturing professional relationships also improves the quality of work and increases job satisfaction.* - Harvard Business Review, May 2016

### What groups are appropriate for your networking?

There are all kinds of opportunities to network, some structured and others a more "organic" way to connect with people. Happy hour networking meetups: If you get a "roller coaster" anxiety about events, happy hour is a tried-and-true tradition in the networking world. It allows for more of a relaxed atmosphere – making small talk and approaching strangers can be easier in a casual environment.

Roundtable discussions: Roundtables allow for open forums and discussions that, more often than not, lead to creative ideas and new directions. Roundtable discussions usually include smaller groups since participation from each attendee is expected. Event organizers often hand-select who they invite as a more effective way of making sure the group has similar goals and interests.

I was invited to an SBA roundtable with other local small business owners to meet the national administrator of the U.S. Small Business Administration. I met Kerry Planck, the owner of a farm producing organic lotions and soaps made from goat milk (Alpine Made). Kerry bought Buffalo Gals note cards for a new store she had just opened on the farm in Wales, NY. Again, not someone I would have met ordinarily.

Chambers of commerce; industry-specific groups; leadership organizations; groups with a specific focus, like our own NYS Women, Inc.; as well as social groups, such as alumni associations, fitness classes or even a yoga studio, can be great sources of networking.

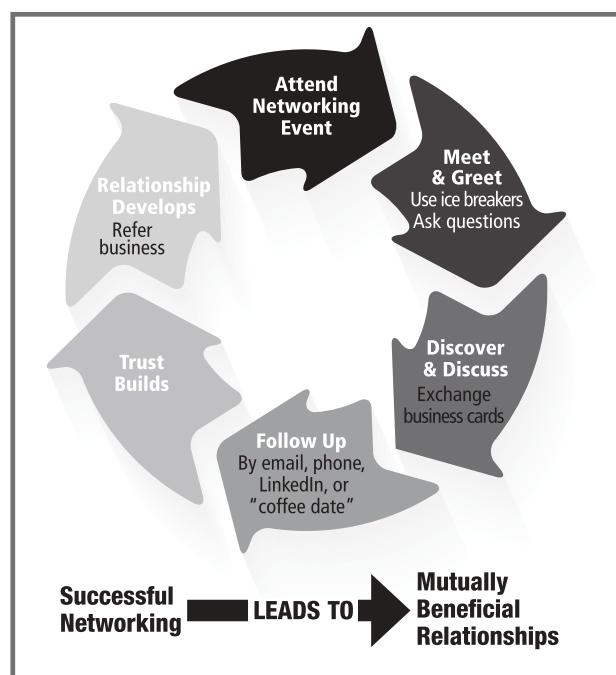
Networking in the right group can put you in front of people you might not normally meet. For example, my Buffalo Gals products were featured in a *Buffalo Magazine* spread after I met the magazine editor at a Leadership Buffalo event (both of us belonged to the LB organization). The editor was not necessarily someone I would have met anywhere else.

### Striking up a conversation.

The networking process is a lot easier when you have

a few go-to icebreakers in your back pocket. Here are a few tried and true suggestions you can use to start a conversation at your next event:

No matter what, you've got at least a couple things in common with every person in the room: the event you're attending, the venue where it's being held, and the food and drink you're consuming. Use that to your advantage by striking up conversation about what's going on around you.



If you're at an event with food, try that as a conversation starter, à la "I can't stop eating these meatballs. Have you tried them?"

Looking for an easy – and low-pressure – way to get the conversation rolling? Consider asking something like, "Have you been to this event before?" It's easy for the other person to answer, and it starts you off on some common ground.

If you're an introvert, walking into a room full of unknown people can feel extra intimidating. One of our favorite approaches is to look toward the outskirts of the room and find someone who looks a little lonely. Maybe that woman sitting by herself at the table doesn't know anyone and is just hoping that someone will come talk to her. Be that person and try one of these lines.

"Wow, these networking events can be so crazy. Mind if

We should recognize that networking applies to more situations in life than just business; it's really about making connections. Are you passionate about a charity or nonprofit? Your children's school? A project in your town? If you use networking effectively it will connect you with people who share that passion or who can make a difference in your group or cause.

I join you over here where it's a little quieter?"

"I love that jacket you're wearing, where did you get it?! It's easy to compliment people on their clothes and accessories. This approach is friendlier and less about professionally connecting, especially if you're at a networking event.

Small talk is important. It's how we as humans get a feel for each other and you can't shortcut it. We can find out quickly, are they enthusiastic? Funny? Shy? Small talk is a subtle way to create a connection and discover what someone is about.

#### **Get creative with your questions.**

While small talk is important, that doesn't necessarily mean you want to spend all of your conversations chatting about the seasoning on the chicken skewers from the appetizer table.

To move beyond surface topics, get creative with the questions you ask. Instead of asking them where they work or what they do, try to tap into their passions. Ask them "what's the most interesting thing you've been working on lately?"

#### **Listen more than you talk.**

Networking is about building a relationship – which means it's not just an opportunity for you to talk all about yourself.

Move the focus away from yourself to the person you're speaking to, and just listen. So many people go to networking events to *talk* – instead, go there to *listen*. It's amazing how much more interested other people become in you and your business when you appear genuinely interested in them.

#### **Effective networking.**

It's important to focus on *quality* over *quantity*. Most of us will collect a bunch of business cards at events like trade shows, but deep down, we know most, or all of these contacts will come to nothing.

There is a penchant to try and meet lots and lots of people. In truth, there are only a few professions where knowing many, many people in a superficial way can be an advantage. Maybe if you're promoting a nightclub... For just about everyone else, it's a different story.

A study which interviewed hundreds of successful executives found that most could identify only 25 truly important relationships that had made a difference to their careers. And they recognized those key relationships right from the start.

#### **Figure out who matters most.**

The people who matter the most are a group called the "critical few." Whether a co-worker, customer, mentor, or someone who's helped you make valuable connections, these are the contacts whose presence in your life is clearly valuable to your career. If you were to make a list of the 20 most important professional contacts in your life right now, those people are your critical few.

Once you've identified your critical few, make sure to keep up regular contact with them. These aren't people you just send a holiday card, you should be talking with them at least two or three times a year. Know what their interests are and follow up with them around activities.

**If you want to connect with someone, find a way to help them.** It's easy to assume that a successful contact already has everything she desires and wants nothing from you. If you're thinking that way, you're wrong! It's always worth the trouble to find out a contact's desires and concerns. There's a good chance you have something worthwhile you can offer them.

#### **Think people, not positions.**

Everyone knows people who are smart, ambitious, motivated, and interesting. Some of those women, in eight or 10 years, are going to be influencers, business owners, even politicians. It's a lot easier to get to know someone and form a connection early in her career. So, think about who in your network seems to be going places and is interesting and make a strong connection with that person. Even if they don't become an influencer, it'll be an interesting relationship.

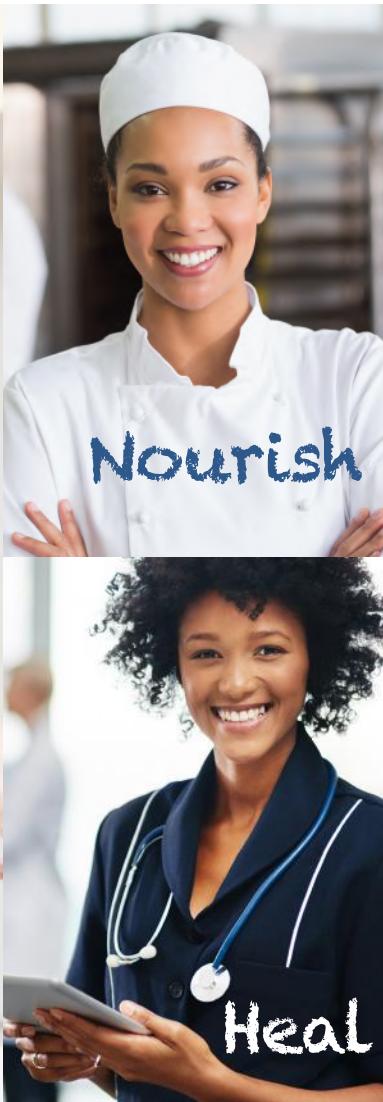
#### **And lastly – perhaps most important of all – be generous.**

Be a genuine person – with a generous spirit. As Joyce said during our presentation, "*The greatest networkers truly like to help others. They're always doing what they can to make a difference for someone else. That type of person is always remembered for her good deeds.*"

"Paying it forward" in your networking will surely "pay off" in your endeavors!

*Katharine Smith is a member of the Buffalo Niagara Chapter of NYS Women, Inc. and a past editor of NIKE. She is the owner of White Rabbit Design, a branding and graphic design firm and creator of Buffalo Gals, a line of Buffalove-themed original designs and products.*

*Joyce DeLong is also a member of BNC and for over 30 years has been the consummate networker.*



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