

# NIKE

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

VOL. 68 ■ ISSUE 1 ■ SEPTEMBER 2018

NEW YORK STATE  
**women, INC.**

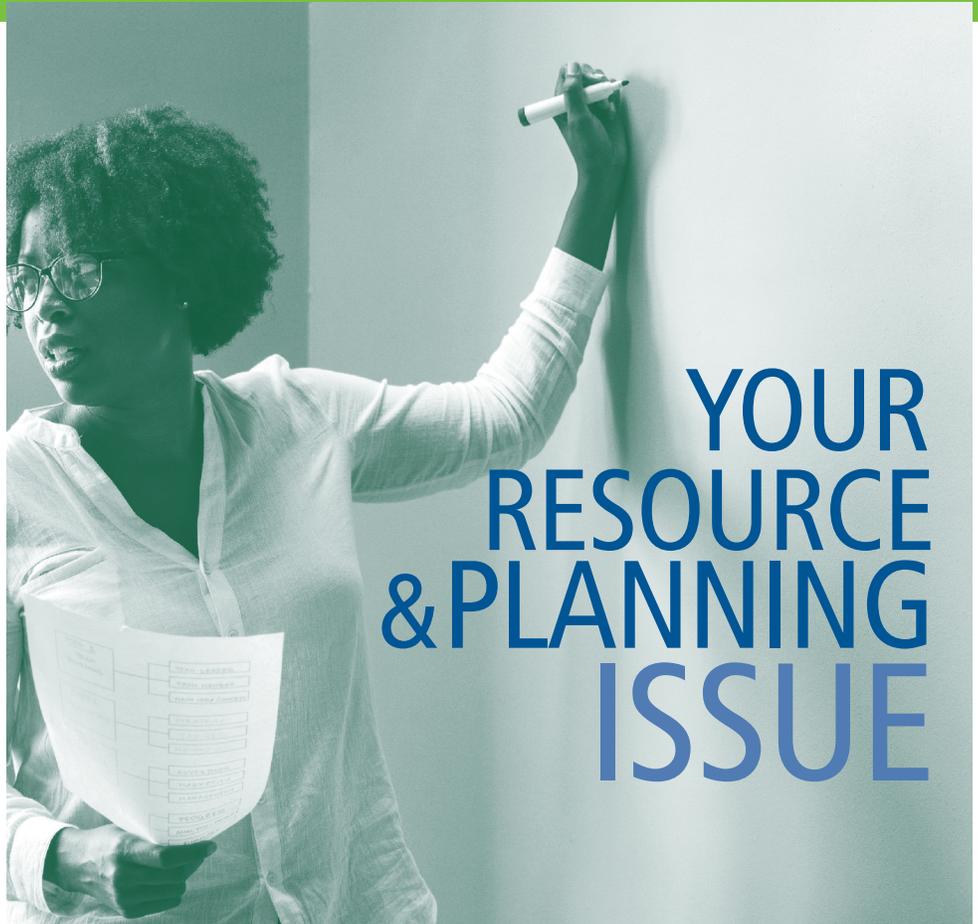
## Our Mission

To build powerful women  
personally, professionally,  
and politically.

## Our Vision

To make a difference in the  
lives of working women.

Dated Material — Deliver Promptly



## YOUR RESOURCE & PLANNING ISSUE



Professional Development: A Connecting Cheat Sheet.....	5
Resource: Marketing Toolkit for Chapter Scholarships.....	6
Personal Development: Public Speaking Primer.....	10
The Last Word: Treat Volunteers with R-E-S-P-E-C-T.....	22



## Follow the Path to the Betterment of Women

from Debra Carlin  
NYS Women, Inc. President, 2017/2018

NYS Women, Inc. held its April board meeting at the Griffiss Institute and it was another successful meeting. Items were approved to go to the membership for a vote at the June conference, the region directors shared information and President-Elect Robin Bridson discussed stress, what it does to the body, and some coping mechanisms. And lunch, as usual, was great.

A number of important meetings will be held at conference: the pre-conference Board meeting, annual conference of the membership, and post-conference board meeting. We're offering a workshop on estate planning and there will be vendors for your shopping pleasure. Saturday, just prior to dinner, you will see the incoming chapter presidents, region directors, and assistant region directors, as well as our newly-elected state officers as they parade into the dining room.

June brings us the official start of summer and with it let's remember some of the great women that were born in this sunny month!

- **Virginia Apgar** was a groundbreaking anesthesiologist and the first female professor at Columbia University's College of Physicians and Surgeons. To the public, however, she is best known as the inventor

of the Apgar Score, a way to quickly assess the health of newborn children immediately after birth.

- **Millicent Garrett Fawcett**, British suffrage leader.

- **Estelle Griswold**, feminist and birth control advocate who helped legalize birth control access for American women.

- **Susan La Fleshe Picotte**, the first female Native American physician. She campaigned for public health and for the formal, legal allotment of land to members of the Omaha tribe.

- **Jeannette Rankin**, Montana politician and pacifist, and the first woman elected to U.S. Congress.

And there are so many more that we rarely hear about. Search them out and learn about their contributions to society.

Please join us in the journey and follow the path that will strengthen women in their personal, professional and political life while helping those that are in need of our support. May we continue to be an organization of growth and new ideas that will forward our mission.



### Our Mission

To build powerful women personally, professionally, and politically.

### Our Vision

To make a difference in the lives of working women.

# Calendar of Events

## 2018

**MONTHLY**  
**15** Communicator deadline

**JUNE**  
**8-10** 2018 Annual Conference  
@Holiday Inn Utica, 1777 Burrstone  
New Hartford, NY 13413  
Register: [nyswomeninc.org](http://nyswomeninc.org)

**JUL**  
**4** Independence Day

**JUL**  
**15** NIKE submissions deadline



### 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.

NIKE is a quarterly informational magazine for New York State Women, Inc. members and other professional women. Published 4 times per year (September, January, March/April and May). Circulation: approximately 1200. Payment must accompany all advertisement requests. NIKE reserves the right to refuse to publish any advertisement.

© New York State Women, Inc.

Image this page © Aleksandar Videnovic | Dreamstime.com

# Table of Contents

## Features

**Feature: Professional Development**  
A Connecting Cheat Sheet – Nancy D. O'Reilly, PsyD.....5

**Feature: Professional Development**  
A Marketing Toolkit for Chapter Scholarship Funds – Joyce DeLong...6

**Sidebar:** Increase the impact of your chapter events.....8

**Feature: Personal Development**  
Want to Be a Better Public Speaker? Practical Tips to Make it Happen – Judi Clements.....10

**Sidebar:** Creating great presentation starts with great outline.....10

**Feature: Chapter Event** Staten Island Celebrates Right-to-Vote Centennial – Rosemarie Dressler..14

**Column: The Last Word** Treating your volunteers with R-E-S-P-E-C-T – Katharine Smith.....19

## In This Issue

**President's Message** – Debra Carlin.....2

**NYS Women, Inc.**  
Website Resources.....18

## Chapter & Region News

Region 6.....12

Buffalo Niagara.....12

Mohawk Valley.....12

Richmond County.....12

Rome Professional and Business Women.....13

Staten Island.....13

## All Stars

NIKE All Stars.....16



### CORRECTIONS

In the March issue we inadvertently listed 2018 Pay Equity Day as April 15th; it was actually Tuesday, April 10, 2018 that marked how far into this year that women had to work to earn what men earned in 2017.

## Connecting Cheat Sheet...page 5



NIKE (ISSN 0271-8391, USPS 390-600) is published quarterly in September, January, March/April and May by New York State Women, Inc. (formerly Business and Professional Women of New York State, Inc.), 295 Weimar Street, Buffalo, NY 14206-3209. Subscriptions are a benefit of membership in New York State Women, Inc. Periodical postage is paid in Buffalo, NY and additional mailing offices.

**POSTMASTER:** Please send address changes to NIKE Editor, 295 Weimar Street, Buffalo, NY 14206-3209. RETURN POSTAGE ACCOUNT at Buffalo, NY Main Post Office 14240.

**NIKE Volume 68, Issue 1**  
**September 2018**

**New York State Women, Inc.**  
**President**  
**Debra Carlin**  
president@nyswomeninc.org

**NIKE Editor, Joyce DeLong**  
Allegra Marketing, Print, Mail  
3959 Union Road  
Buffalo, NY 14225  
joyce@allegracheektowaga.com

**Associate Editor, Katharine Smith**  
White Rabbit Design  
173 Audubon Dr.  
Snyder, NY 14226  
PR@nyswomeninc.org

**Production, Joyce DeLong**  
Allegra Marketing, Print, Mail  
3959 Union Road  
Buffalo, NY 14225  
joyce@allegracheektowaga.com

**Business Manager, Sue Mager**  
3406 McKinley Parkway, Apt C-11  
Blasdell, NY 14219  
NIKEmgr@nyswomeninc.org

**NIKE Advisory Board**

Joyce DeLong, Editor  
Katharine Smith, Associate Editor  
Sue Mager, Business Manager  
Neale Steiniger, Communications  
Pauline Hoffmann, Public Relations Chair  
Debra Carlin, President, ex officio  
Mary Stelley, Treasurer, ex officio

**Contribution Rates**

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

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

**Advertising Page Rates**

**Back Cover**

1 issue: \$600 • 4 issues: \$2,000

**Inside Front Cover**

1 issue: \$400 • 4 issues: \$1,400

**Full Page**

1 issue: \$300 • 4 issues: \$1,000

**Half Page**

1 issue: \$150 • 4 issues: \$500

**Quarter Page**

1 issue: \$75 • 4 issues: \$250

**Eighth Page**

1 issue: \$37.50 • 4 issues: \$125

## From the Editor

“If your actions create a legacy that inspires others to dream more, learn more, do more and become more, then, you are an excellent leader.”

- DOLLY PARTON



AFTER WHAT HAS SEEMED LIKE NONSTOP COLD weather, spring has finally arrived! Summer can't be too far behind either with its seemingly endless days of sunshine, picnics, festivals, and – one hopes! – time to enjoy family, friends, and vacation trips . . . Summer also brings NYS Women, Inc.'s June conference, held this year in New Hartford, just outside of Utica.

Conference always has a packed schedule: planning for the upcoming year, election of state officers, board of director and region meetings, plus workshops, catching up with good friends from across the state, and that all-important shopping!

This year conference brings sorrow for so many of us with the loss of longtime and stalwart members Linda Provo and Sue Fayle. Both Linda and Sue gave so much of their time to our organization; their combined wisdom, dedication, and efforts helped create a stronger, better NYS Women, Inc. To say they will be missed hardly scratches the surface of our loss.

This issue of *NIKE* has been planned as a resource for you and your chapter. Many NYS Women, Inc. chapters have scholarship funds dedicated to young women graduating from high school or women returning to the workforce or entering college as an older student. On page 6, *A Marketing Toolkit for Chapter Scholarship Funds*, offers tips on marketing that should attract more donors for those scholarships. On page 8, *Increase the impact of your chapter events*, covers specific marketing ideas for fundraiser events.

Robin Bridson lets us in on our wonderful resource, nyswomeminc.org, with *Helpful hints for the NYS Women, Inc. Website*, page 19. And what a great idea on page 14 for a chapter event to consider holding during Women's History Month! The Staten Island Chapter celebrated New York State's right-to-vote centennial with 14 other women's groups at a legacy tea.

Judi Clements in her article *Want to Be a Better Public Speaker?* on page 10, says that "public speaking is the number one fear, with the fear of dying, a distant second." If YOU fear public speaking, she's got some great suggestions to overcome that trepidation. And on page 5, Nancy D. O'Reilly supercharges your networking with *A Connecting Cheat Sheet*.

That's all for now: off for iced tea on the back porch with the grandkids!

-Joyce DeLong

**THE DECEMBER/JANUARY ISSUE DEADLINE: SEPTEMBER 15, 2018.** Please type *NIKE* in your email subject line and send to the attention of Joyce DeLong, *NIKE* 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.

# A Connecting Cheat Sheet: 10 Easy Hints to Help You Move Beyond “Surface” Networking and Make Deep Connections

by Nancy D. O’Reilly, PsyD

*Excerpted from Leading Women: 20 Influential Women Share Their Secrets to Leadership, Business, and Life (Adams Media, 2015, drnancyoreilly.com), by Nancy D. O’Reilly.*

If you want to join the women-helping-women movement, you’re already looking for opportunities to make deeper, more meaningful connections, support each other, and make the world a better place. But just going to the conference or fundraiser or team meeting isn’t enough. You have to know what comes next – what to say or do to connect with other women in ways that yield real relationships and change lives (including yours) for the better. Here, Dr. Nancy D. O’Reilly offers 10 tips to help you supercharge your new connections:

- **Make the mental shift from “What can I get from you?” to “What can we create together?”**

Simple as it sounds, this really is the first step and the key to successful connections. When we think of networking as a self-serving exercise, we really don’t want to do it. It feels bad. But when we infuse sharing and giving into the process, suddenly it feels good. And it works.

- **Go to functions alone.** This will force you to meet people rather than spending the whole time chatting with friends and colleagues. At first, it’s really hard for some women to do this (probably most of us), but we are hard-wired to connect. When you get over your initial anxiety, you will see how natural (and fun) it feels.

- **Sit beside a woman you don’t know.** Like showing up alone (though perhaps a bit less scary), this will

*Continued on page 7*



## Resource: Chapters & Regions

[Editor's note: Since the majority of NYS Women, Inc. chapters offer scholarships to high school students, women returning to the workforce, or grants to community organizations which help women, we felt this article on marketing for nonprofits would be helpful. Getting the word out about the good you do will attract more donations to chapters' efforts to "build powerful women personally, professionally and politically."]

# A Marketing Toolkit for Chapter Scholarship Funds

**Does YOUR NYS Women, Inc. chapter offer scholarships? Do you give money to organizations in your community? Here are marketing ideas to get the word out and attract donations for your chapter's causes.**

by Joyce DeLong

As a chapter that raises money for scholarships and organizations in your community, you're aware your donors are being asked to support more and more charities and more frequently. After all, the need is great. But just asking for support and expecting results is not enough.

For the greatest success, use the universal goal of marketing: Get the right message to the right people at the right time using the right medium.

As a NYS Women, Inc. chapter, you probably don't have a large marketing budget. So this guide is designed to help you ensure your marketing campaigns are effective not only in raising funds, but in building the relationships that keep donors to your scholarship funds and community activity engaged as active supporters.

### 1. SET YOUR OBJECTIVE.

The objective of most nonprofit communications is to cultivate donors and solicit donations. A goal like that requires tapping emotional triggers that make donors and potential donors feel valued. A great technique to accomplish this is personalization. That's why fundraising pros always include a letter, the most personal of all print communications.

Personalized campaigns fare better. According to PODi (Print on Demand Initiative), relevance can generate a 300% better response! So address your communications to a living, breathing person, and include content that's relevant to them. And once you have their attention, make

sure you emphasize the importance of their contribution.

### 2. Define your market.

The key word here is targeting. Targeting the right people. Who and where are they? What do they think of you? Who else is competing for their dollars? Targeted campaigns are always preferred over blanketed advertising, and they are easier on a tight budget, which as a nonprofit, you undoubtedly have.

Your three targets are current, past and prospective donors. By defining the characteristics of those you want to reach – pet owners in a specific geography with a household income between x and y, for example – you can source a mailing list for targeted donor acquisition campaigns that yield the best results.

Beyond demographic information, targeted lists can pinpoint philanthropic-minded individuals based on past donor behavior or interest and participation in cause-related events. List segments include environmental, youth causes, arts/culture, health/wellness, animal causes, educational donations and much more.

### 3. DETERMINE THE RIGHT MEDIA MIX.

Base your choice of media on the frequency you can deliver your message with the least amount of waste. (We'll define waste as communications that were not received or read because they were not targeted to the proper audience or address.)

Direct mail is best for targeting because it's highly personal and offers great flexibility







# Increase the impact of your chapter events

by Joyce DeLong

An economy that is only just starting to pick up makes for roadblocks for nonprofit organizations that depend on corporate and individual donations. Supporters aren't opening the purse strings while at the same time, a growing number of causes are competing for contributors' attention.

Fundraising professionals recognize that representing a "good cause" is simply not enough. Fundraisers, instead, must adopt a marketing approach that establishes a clear identity for the organization through a meaningful, high impact message.

Events remain a significant tool for generating funds and visibility. Given the substantial time and resources required, fundraisers are looking for more ways to leverage these events into powerful sales tools. Effectively promoting such an event – and creating a lasting impression on members, patrons, and donors – has never been more essential.

Whether your goal is increasing membership in your chapter or securing sponsorships, effective communications and promotion is essential. This rule also applies to events such as conferences and annual meetings. The following guidelines can help.

## Establish Goals and Objectives

While fundraising is the purpose of many events, consider the other goals of your organization.

- What type of audience is most likely to convert into long-term supporters?
- What perceptions are you trying to create for your organization?
- What messages are most likely to motivate supporters?
- How can you differentiate your organization from your competition?

## Develop a Strong Theme

A strong, single message is much easier for your audience to identify with and remember. This theme should be timely and relate to the goals of your organization. Your theme should be carried throughout all promotional and print communication materials.

## Sidebar: Events

### Convey a Consistent Message

All print communications, including posters, save-the-date cards, invitations, flyers and publicity materials, should incorporate the event theme and carry a strong, consistent message. Each piece should reinforce the other to build interest in your event. Changing these elements may cause confusion and reduce impact. Make sure the same look and messages are carried over to your event in printed programs, banners, signage, name tags and other items.

### Reinforce Your Mission

While your main focus is attracting people to your event, realize this is also a great opportunity to increase understanding of your organization's mission and benefit to the community, as well as attract volunteers. Convey this through visual displays, acknowledgements, milestones and other messages to strengthen audience commitment and support.

In all cases, consult with a graphic designer and marketing communications professional early in the event planning process. They can help you assess your printed and promotional needs, and offer ideas for maximizing impact while reducing costs.

While generating interest and participation in events is becoming more challenging for nonprofit organizations, effective communication makes a significant difference. Perhaps the solution is not in working twice as hard, but in working twice as smart.

*Joyce DeLong is the owner of Allegra Marketing Print Mail in Cheektowaga, and she consults with businesses and organizations about their strategic marketing initiatives. Joyce is a long time member of NYS Women, Inc. and a past president of the Buffalo Niagara Chapter. Questions? Contact Joyce at [joyce@allegracheektowaga.com](mailto:joyce@allegracheektowaga.com) or 716-634-5966.*

# Chapter Marketing Toolkit

Continued from page 6

## “You can never go wrong by investing in communities and the human beings within them.” - Pam Moore

for testing several different formats. According to the 2015 Nonprofit Communications Trends Report by Nonprofit Marketing Guide.com, for the first time in five years, there’s an increase in direct mail appeal frequency:

- 36% of nonprofits will send a direct mail appeal at least quarterly, up from 28% in 2014.
- 31% will send direct mail appeals twice a year, up from 29% in 2014.
- 27% will send quarterly direct mail appeals, up from 21% in 2014.

Email is an inexpensive way to stay in touch in a proactive way that can help you build long-term equity with your target audiences. Direct mail and email can work independently or together, which is when they pack a more powerful punch.

While direct mail and email are effective, there are other media you can add to your mix: magazines, phone calls, inserts and search engine marketing. All have their pluses and minuses, so remember to determine the right combination to create the least waste.

### 4. THE RIGHT MESSAGE.

No matter what message you’re sending – a request for donations for your scholarships, a message to volunteers or an appeal for new members to your chapter – all messages should include:

- A clear call to action
- A sense of urgency
- Multiple response mechanisms

Some thoughts for different fundraising messaging include enclosure of free information or a free gift, a pledge program or monthly giving club, an emergency appeal, charter membership and friend-get-a-friend programs, matching gift or memorial gifts, and popular seasonal requests.

The Burk Donor Survey shows strongly that donors want to know their money is being used responsibly, and they want to know the results of their last donation before they’re asked to make additional donations. One way to deliver messages about your effectiveness is with a fre-

quently updated website that specifies:

- Why you’re raising money
- How funds will be raised and applied
- Clear and articulate outcomes
- Your recent track record with gifts – what has been accomplished with funds raised in the past year, etc.
- How donors can make a gift – show all options, not just a link to another page on the website

There’s no reason you can’t also use newsletters, emails and thank-you notes to share this type of information, but websites make for easy, more frequent updates.



### 5. IDENTIFY THE RIGHT TIME.

Sometimes intense marketing at the right time can generate a better return than marketing throughout the entire year. Loads of factors can be considered, but what your donors want should always be prominent. When would they want to receive an appeal? An emergency request? Is it possible you

have some donors that only want to receive requests once a quarter or once a year?

### 6. ANALYZE THE RESULTS.

One of the most important reasons for tracking your results is to gain knowledge about how you can improve your future marketing campaigns. Before you can begin, you’ll need to know what you’re measuring. Take a look at your entire communications stream and all communications channels and ask yourself how many times you solicit, thank, inform and invite.

Some commonly-used benchmarks include the number of inactive donors re-engaged, referrals, Facebook “likes,” website traffic, dollar value of the average donation and overall revenue.

*Joyce DeLong is the owner of Allegra Marketing Print Mail in Cheektowaga. She is a long time member of NYS Women, Inc. Questions? Contact Joyce at joyce@allegracheektowaga.com or 716-634-5966.*

## Feature: Personal Development

# Want to Be a Better Public Speaker?

## Practical Tips to Make it Happen

by Judi Clements

Why is it that every time new clients enter my office for public speaking consultations . . . they all think they are the *only* ones with a public speaking problem. In actuality, more than 90% of the population has a deep-seated fear of making a fool of themselves giving a speech. In fact, according to the *Book of Lists*, **public speaking is the number one fear**, with the fear of dying, a distant second.

Let's shed some light on this stage fright issue right now. A mild case of stage fright can actually be good for you! That's right – stress – in a limited and controlled form, can charge your body with the adrenaline you need to give an effective presentation. Think of your mild stage fright as a sort of *pre-game tension*. If you label this tension *excitement* it will serve you well and help you give a better speech. If you label it fear it will hurt you and cause you to speak poorly.

Based on more than twenty years of experience as a communication specialist, I can tell you that most people fear public speaking because they have *never really learned the right way* to prepare and deliver a speech. Once you learn how to do this, your stage fright will diminish quickly.

Most stage fright is caused by the tendency to think more about yourself, than about what you have to say. This leads you to negative self-talk such as: *Oh no, I'm putting them to sleep. I shouldn't have said that; it was stupid. Boy, I must look dumb.* These negative messages will cause you to lose your concentration, skip vital sections of your presentation and stammer your way to failure.

Like a professional actor, you must attain a kind of *public solitude* when giving a speech, an awareness that you're in front of an audience – without dwelling on the



fact. It is the ability to balance your concentration between what you're saying and how you're projecting yourself. When you worry too much about *you* and not enough about your speech material, your mind can wander, making you lose your place and your entire focus.

So remember: *Learn to control your stage fright or it will control you.*

### Four Proactive Tips for Dealing with Stage Fright

1. Think of your stress as excitement, which can help your presentation.
2. Learn the proper techniques for preparing and delivering a presentation.
3. Concentrate on your audience and your message, not on yourself.
4. Using positive self-talk, talk yourself into being a good speaker.

*Judi Clements is president of Judi Clements Training & Development, based in Clifton Park, NY. Her firm helps organizations develop managers and staff. They offer face-to-face training programs, keynotes, and coaching services in communication, customer service, supervision, and wellness. You can reach Judi at [speaker@nycap.rr.com](mailto:speaker@nycap.rr.com), 518-371-9184, or [www.judiclements.com](http://www.judiclements.com).*

## Creating a great presentation starts with a great outline

Source: <https://www.fearlesspresentations.com/101-public-speaking-tips/>

**Create a Clear and Specific Title:** If you create a vague or general title, you will have a vague and general (hard to deliver) speech. Get specific and focused. For instance, instead of talking about "Last Year Financials," talk about how "Cost Saving Measures and Increased Sales Led to Higher Profit". Remember in high school when you had to give book reports? It is really boring to hear 32 versions of "Book Report about Julius Caesar," but "Julius Cesar is a Metaphor for High School Peer Pressure" is much more interesting.

**Limit Your Support to a Few Most Important Points:** Once you have a good topic, prove that your point or conclusion is true by using just three, four, or five key support items.

**Add Stories:** Stories are easy to remember and easy to deliver to an audience, so your nervousness will drop as you relay stories to your audience. Examples also help you prove your bullet points in a way that makes it easy for the audience to remember.

# Your “Connecting” Cheat Sheet

Continued from page 5

force you to get to know someone new. Be friendly: Introduce yourself, introduce her to others, find something in common.

- **Have three or four good “go-to” questions in the bag.** This will be a huge help in case a conversation grinds to a halt. (Awkward!) It doesn't matter what the questions are, but you might consider thought-provokers like “If time and money were no object, what would you be doing right now?” or “What is one goal you'd like to accomplish before you die?” or “What have you done lately that was fun?”

- **Practice being interested rather than interesting.** The old style of networking involved a lot of “selling” your skills and showcasing your knowledge. Resist the urge. Instead, when you're talking to someone new, ask her about herself and really listen to her answers.

- **Probe for people's passions.** Then stick to that topic for a while.

You can tell when someone is excited about a subject. Her eyes light up. Her voice gets animated. When this happens – whether it happens when she mentions snow skiing, Civil War history, or helping African women support their villages – keep the conversation going along these lines. Passion is a powerful energy source for making connections.

- **Read three relevant articles before the event.** If you are at, say, a business convention, you might want to scour the trades for new trends, products, and processes. This gives you fodder for discussion. The idea isn't to use it to “show off” or impress the other person but to bolster your own confidence, which makes you comfortable enough to connect.

- **Gravitate toward women who are smarter than you.** Don't make the mistake of thinking you have to be the smartest, most interesting, most successful person in the group. Try not to feel threatened by other amazing

women – instead, ask yourself what you can learn from them.

- **Ask, “What can I do to help you?”** (Then follow through.) This may catch people off guard. They probably expect you to ask for an interview or a chance to pitch your product. When you ask a woman if you can, say, introduce her to an influential colleague or bring your therapy dog to the children's hospital she runs, she will be delighted.

- **Be real.** Avoid phoniness at all costs. Don't hide or downplay your true nature or your beliefs to fit in or to make sure the person you're connecting with likes you. Healthy relationships are built on transparency, and people respect this . . . even if you don't agree on everything.

*Reprinted with permission. All Rights Reserved. © Nancy O'Reilly. She is the founder of Womenconnect4good and Conversations with Amazing Smart Women. [www.drnnancyoreilly.com](http://www.drnnancyoreilly.com)*



## Who says the sky's the limit?

branding & creative | copywriting | graphic design

[hello@whiterabbitdesign.com](mailto:hello@whiterabbitdesign.com)

**White Rabbit  
DESIGN**

EDUCATE. AGITATE. CREATE.

# Chapter News

## Region 6

submitted by Robin Allen, Region 6 secretary

**Fifty-eight years of history:** in 1960 Ruth Weitsman was honored as Susquehanna's first *Woman of the Year*. Fast forward to 2018: Rochelle Levine is Greater Binghamton's *Woman of the Year*. Rochelle is the owner of a family jewelry store.



Above: 1960 Woman of the Year, Ruth Weitsman, Susquehanna Chapter. Pictured at left: 2018 honoree Rachelle Levine, Greater Binghamton Chapter (l.); Arline Coffelt, Susquehanna Chapter, past state treasurer and owner of a consulting business (r.) with Ruth Weitsman.



## Buffalo Niagara Chapter – Region 6

- submitted by Katharine Smith, immediate past president



The Buffalo Niagara Chapter and NYS Women, Inc. lost longtime member **Sue Fayle** in April. She had served as state parliamentarian for numerous years, helping our organization grow, and always kept us on track with “Roberta’s Rules.” As past state president, Renee Cerullo,

said, “I can still hear her whispering in my ear on how to deal with a motion.”

Sue was funny, pedantic, and irascible. . . A caregiver and advocate for the elderly. . . A strong, vital supporter on women’s issues and such an integral part of the Buffalo Niagara Chapter that it’s hard imagining being “us” without her.



BNC immediate past president, Katharine Smith (far left) and chapter board member, Joyce DeLong (far right) represented the chapter at a **Pay Equity Day press conference on April 10** at Erie County Hall in downtown

Buffalo. They joined Erie County Executive Mark C. Poloncarz, Erie County Legislature Majority Leader April N. M. Baskin, Legislator Barbara Miller-Williams, and Karen L. King, PhD., Executive Director of the Erie County Commission on the Status of Women to mark the day. In New York State, on average, women make .89 cents for every dollar made by a man. This gap increases among minority groups (Hispanic women make .52 cents and African American women .62 cents) and is compounded over the course of a woman’s working life.

Later that same day **Katharine was interviewed in a pay equity feature** for the evening news broadcast on NBC affiliate WGRZ-TV by anchor Scott Levin. You can see her interview online at [facebook.com/NYSWBNC](https://www.facebook.com/NYSWBNC).

## Mohawk Valley – Region 5

submitted by Robin Bridson



**The Mohawk Valley Chapter held its “Women of the Year” event at Daniele’s Party House in New Hartford**

on March 20th, honoring six amazing women. There were 120 people were in attendance. Each woman also received a proclamation from the county and the city.

Honorees included Mary Hayes Gordon, Educational Humanitarian Award; Dawn Catera Lupi, Advocate for Justice Award; Karen McBride, Civic Humanitarian Award; Adele Pacilio, Business Woman Advocate Award; Kathryn R. Stam, Community Activist Award; and Eve Van de Wal, Excellence in Health Planning Award.

The money raised at the event goes to Mohawk Valley’s scholarship, which awards three \$1,000 scholarships every year. Those eligible for the scholarship are women living in Oneida, Madison, or Herkimer County who have returned to, or plan to return to, either undergraduate or graduate education at an accredited college after an absence of five years from formal schooling (full or part-time).

## Richmond County Chapter 2

- submitted by Marilyn Mannino, PR chair

**Patricia Salmon, retired curator of the Staten Island Museum recently addressed the Richmond County Chapter** as members learned about Staten Island. Pat’s talk was filled with intrigue and humor as she reflected



on her experience as a resident of Staten Island for 50 years.

Pat is also the renowned author of many books; including *Staten Island Ferry: A History, Murder*

& *Mayhem on Staten Island* and *Staten Island Slayings: The Murders and Mysteries of the Forgotten Borough*, and *The Cemeteries of Staten Island*.

## Rome Professional and Business Women Chapter – Region 5

- submitted by Helen Rico

**Rome Professional and Business Women awarded its first scholarship** in conjunction with the Rome Foundation. Established in 2017 by the Rome PBW, this award is intended to provide financial assistance to a single parent who plans to continue their education and/or is already enrolled in an undergraduate or graduate program of study in Business. Applicants must be students at one of the following institutions: Hamilton College, MVCC, SUNY Poly, Utica College.

Le'Quiece Watson is the recipient of the first Rome Professional and Business Women Scholarship. A first-year student at Mohawk Valley Community College, she is interested in pursuing a career in business.

Rome College Foundation President Pamela Havens, made the presentation of the \$500 scholarship to Le'Quiece along with Helen Rico, Regional Director of the Rome PBW, and Daniel Eddy, Le'Quiece's advisor at the Rome Campus. The presentation took place on May 8th in the conference room of the Rome Area Chamber of Commerce.



Pamela Havens (far left); Le'Quiece Watson, awardee; Helen Rico; Daniel Eddy, Le'Quiece's advisor.

## Staten Island – Region 2

submitted by Rosemarie Dressler

**More than 200 of Staten Island's community joined with the Staten Island Chapter to honor eight women** as Women of Distinction at its annual ceremony and luncheon.

"These women we recognize today distinguish themselves through their lifetime work to help our community," said Christine Olivieri Donahue, chapter president. "We also fete the Staten Island Chapter of Soroptimist International for their efforts to encourage women to live



their dreams."

Honorees included Cynara Coomer, MD, FACS, Chief of Breast Surgery and Director, Florina Rusi Marke Comprehensive Breast Center, Staten Island University Hospital-Northwell Health; Denise Giachetta-Ryan, Assistant Vice President, Preoperative Service, Richmond University Medical Center; Lucille H. Herring, RN, BSN, MS, Health Educator; Evelyn Kormanik, Founder, The Giving Circle; Teresa R. Nuccio, Esq., Principal Law Clerk, Supreme Court; Cathleen Perez, Deputy Commissioner, Administration, NYPD Ret'd; Fran Reali, Founder, Protecting One Heart at a Time; Alberta Thompson, Founder, Little Victory Theater. The Community Organization of Distinction Award was presented to Soroptimist International-SI.

Each recipient received a clock inscribed with their name noting the honor bestowed on them. State Senators Andrew Lanza and Diane Savino, State Assembly Members Nicole Malliotakis and Matthew Titone, and Council Member Steve Matteo presented honorees with certificates of congratulations.



The chapter recently presented **Wishes for Literacy** with a check for \$1000 to continue their efforts to help children with dyslexia and learning disabilities.

Established in 2010, Wishes for Literacy offers workshops, education and support for children and families, professional development and advocacy, and raises awareness of dyslexia and to promote understanding, acceptance and services in schools and local communities.



The members of the Staten Island Chapter donate food at their monthly meetings in an **effort to fight hunger in their community**. Their contributions provide resources and enable local soup kitchens and pantries to feed the hungry throughout the year.

## Feature: Chapter Celebrates Right to Vote Centennial

# Women With a Vision Changed Our World

## The Staten Island Chapter Celebrates Right-to-Vote Centennial with Legacy Tea

by Rosemarie Dressler

It began with a small group of New York visionaries sipping tea and imagining an America where women shared equal rights with men. They set into motion a national campaign that spanned seven decades and gave way to the eventual securing the right for women to vote.

“In 1848 Elizabeth Cady Stanton and Lucretia Mott met for tea and that afternoon they laid out the plans for the first Women’s Rights Convention,” said Christine Olivieri Donahue, president of the Staten Island Chapter. “It has been a long road and we’ve come such a long long way.”

Fourteen local organizations accepted the Staten Island Chapter’s invitation to celebrate the centennial of New York State women, for the first time, just like men, exercising their right to vote. More than 100 representatives from organizations concerned with issues important to women gathered for the chapter’s “Legacy Tea” held in early March at Ligreci’s Staaten in Staten Island.

“We celebrate 100 years of women’s suffrage in New York with this tea,” said Virginia Allen, the chapter’s history chair, during her introductory remarks, “and recognize the contributions women have made to improve our communities and the quality of our lives.”

Representatives, some donning sashes reading “Vote Women,” and others in period outfits and hats, presented a brief overview of their organization’s history after parading their group’s placard around the perimeter of the room. The Alice Austen House; Delta Sigma Theta Staten Island Alumni; LKL Sorority, Inc. Lambda Chapter; NYS Women, Inc. Bay Ridge, Richmond County, and Staten Island chapters; Richmond County Daughters of the American Revolution (DAR); Rossville AME Zion Church-Sandy Ground;

Seaview Hospital Women’s Auxiliary; Soroptimist International-Staten Island; Staten Island Women’s Political Caucus; the Unitarian Church of Staten Island; and American Association of University Women (AAUW) were the featured procession organizations.

First responders Dr. Kerry Kelly, Chief Medical Officer of NYC Fire Department, and Deputy Inspector Ebony Washington, NYPD, were feted for their outstanding service to the community.

Dr. Kelly oversees a staff of physicians, nurses and civilians in the FDNY Bureau of Health Services. “Each of us are role models for young women seeking careers,” said Dr. Kelly. “My father told me that I can do what I want to do. Medical physician officers are able to make changes and I am proud to be able to bring those changes.”

Deputy Inspector Washington began her career assigned to patrol at the 122 Precinct and she worked through the ranks to achieve her current position. “It is my pleasure to accept this award on behalf of all the first responders who put on a uniform and literally work around the clock to keep our communities safe – and who are members of the community themselves.

Times have certainly changed and though it has not been easy, women continue to achieve goals.”

Historic Richmond town docent, Helen Sauter, illustrated the long fight for equality. More than 150 years before the 19th amendment passed Abigail Adams wrote in a March 31, 1776 letter urging her husband, John Adams and members of the Continental Congress to “remember the ladies and be more generous and favorable to them than your ancestors. Do not put such unlimited power into the hands of the husbands. If particular care and attention is not paid to the ladies,





# ALLEGRA

MARKETING • PRINT • MAIL

---

CHEEKTOWAGA

**Joyce DeLong**

Owner

OFFICE 716.634.5966

FAX 716.634.0841

3959 Union Road ■ Cheektowaga, NY 14225

joyce@allegracheektowaga.com ■ **allegracheektowaga.com**



MARKETING

+



PRINT

+



MAIL

+



DESIGN

+



WEB

+



SIGNS

**formerly INSTY-PRINTS SAME GREAT TEAM & OWNERS!**

we are determined to form a rebellion, and will not hold ourselves bound by any laws in which we have no voice or representation.”

A segment of the program included proclamation presentations from local politicians including State Senator Diane Savino and Senators Cusick, Lanza, and Malliatokis. Borough President James Oddo pronounced the day of the event as “NYS Women, Inc. – Staten Island Chapter Centennial Anniversary of Women Suffrage Day.”

“The women’s equality movement was built on the bravery and dedication of thousands of women,” said Debi Rose, City Council member as she presented her proclamation. “As we celebrate their victory, I commend all the women who fought, not just for months or years, but for decades, throughout their entire lives for the right to vote.

“I’ve always been inspired by their courage and my hope is that their legacies will inspire women across this country to dream, achieve and succeed while remaining vigilant in protecting our rights and continuing the fight for equality.”

The guest speaker, Melissa Mark-Viverito, former Speaker of the City Council, applauded the Staten Island

Chapter for bringing together women to celebrate women’s suffrage. She applauded the efforts to promote the equity for women. “While we’re here to celebrate the centennial of our right to vote, we today do not have a level playing field,” said Mark-Viverito. “We need to continue to develop a more equitable state and city. We have a responsibility to influence and create opportunities for others.”

Mark-Viverito encouraged women to run for office and hopes that 21 women will be elected to the City Council by 2021 to “address the needs of women.”

Robyn Zappola, co-chaired this event with Virginia Allen. Committee members were Margaret Antonello, Margaret Barry, Carol Belmonte, Jill Bowers, Cammie Brandofino, Elaine Croteau, Rosemarie Dressler, Deborah Feeney, Melinda Gottlieb, Christine Olivieri Donahue, Nancy Sayegh Rooney, and Diane Seridge. Photographer for the day was Carol Belmonte.

The tea concluded with guests raising their tea cups to the suffragettes. “Suffragettes left us a great gift – and empowering heritage of pride, mo-

mentum and purpose,” said Christine Olivieri Donahue. “We celebrate the example of those who came before



and the endurance of those who carry on the spirit of these brave American women.”



## NIKE All Stars

The 2016-2017 *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

**Rates:** Platinum Patrons: \$75 and over  
 Golden Givers: \$50 – \$74  
 Silver Supporters: \$25 – \$49  
 Bronze Boosters: \$5 – \$24

**Make check payable to:**  
 NYS Women, Inc. (memo: *NIKE* contribution)

**Mail form and check(s) to:** Sue Mager, *NIKE* Business Manager, 3406 McKinley Parkway, Apt C-11, Blasdell, NY 14219  
 E-mail: NIKEmgr@NYSWomeninc.org.

<p><b>Platinum Patrons</b>            Theresa Fazzolari            Ala Ladd            Audrey MacDougall            Mary Stelley            Colleen W. Tyll</p> <p><b>Golden Givers</b>            Shirley Ann Felder            Ramona Gallagher            Susan Mager            Linda Przepasniak</p> <p><b>Silver Supporters</b>            Susan J. Bellor            Elaine Croteau            Carolyn Fazzolari            Frida Hooyberg            Kathleen/Edith Pernice            Linda Provo            Jacquie Shellman            Debbie Speer            Region 6, NYS Women, Inc.            Neale Steiniger            Janine Surprenant</p>	<p>Linda Winston  <b>Bronze Boosters</b>            Past Presidents:            Lucille Argenzia 1998/99            Renee Cerullo 2015/16            Elizabeth Drislane 1991/92            Theresa Fazzolari 2016/17            Maria Hernandez 2001/02            Audrey MacDougall 1993/94            Sue Mager 2012/13            Dorothy Mangano 1982/83            Vi McKaig 2000/01            Mary Ellen Morgan 2009/11            Betty O'Connor 1989/90            Linda Provo 2007/08            Linda Przepasniak 2004/05            Helen Rico 2005/06            Neale Steiniger 2008/09            Mary Stelley 1999/00            Linda Winston 2006/07            Barbara Ziegler 1995/96</p> <p><b>Bronze Boosters, cont.</b>            Robin Allen            Phyllis Alma</p>	<p>Ella Alsheimer            Sara Ayala            Sue Ellen Baluff            Margaret Barry            Jill Bowers            Robin Bridson            Doris Brooks            Christine Cannella            Kathleen Capra            Debra Carlin            Johann Ciotti            Margherita Clemento            Jennifer Collins            Jackie Colucci            Gina Dier            Christine Donahue            Hilary Egburton            Patricia Fanning            Frances Ferrari            Sheralyn Fox            Elizabeth Frederick            Shirley M. Golden            Kathleen Haddad            Arlene Herzog            Euwyn Hewey</p>	<p>Marie Illuzzi            Beth Ann Jones            Patricia Killen            Karen Kritsch            Debra Longevin            Marilyn Mannino            Patricia McGrath            Elisabeth Micalizzi            Alice Michaels            Joann Olbrich            Laura Reynolds            Ruthann Rocque            Sandra Rodriguez            Helen Rico            Candice Russell            Neale Steiniger            Christine Storer            Heather Sullivan            Bernadette Sunderlin            Janine Surprenant            Susquehanna Chapter            Linda Winston            Connie Wojcinski</p>
---	---	--	--

### NIKE ADVERTISING PAGE RATES

<b>Outside Back Cover</b>	1 issue: \$600	4 issues: \$2000
<b>Inside Front Cover</b>	1 issue: \$400	4 issues: \$1400
<b>Full Page</b>	1 issue: \$300	4 issues: \$1000
<b>Half Page</b>	1 issue: \$150	4 issues: \$500
<b>Quarter Page</b>	1 issue: \$75	4 issues: \$250
<b>Eighth Page</b>	1 issue: \$37.50	4 issues: \$125

Email your ad (in PDF format) to: joyce@allegracheektowaga.com and ksmith@whiterabbitdesign.com. Make check payable to NYS Women, Inc. (memo: NIKE ad) and mail to: Sue Mager, NIKE Business Mgr, 3406 McKinley Pkwy, Apt C-11, Blasdell NY 14219

Select the size of your *NIKE* ad.

<b>Half Page</b> 6.65" wide x 4.75" tall	
<b>Quarter Page</b> 3.25" wide 4.75" tall	<b>8th Page</b> 3.25" wide 2.25" tall



Info@RLComputing.com  
**716.656.8958**

WEB DESIGN | PRINT DESIGN | SOCIAL MEDIA | IT SUPPORT

Technology can be scary....  
We make it **EASY!**



[WWW.RLCOMPUTING.COM](http://WWW.RLCOMPUTING.COM)



**In the last 30 years ...  
over \$385,000  
147 women  
53 New York State colleges and universities  
over 95 masters degrees  
over 52 doctoral degrees**



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

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

Send YOUR tax deductible gift today to: Neale Steiniger, NY GLEF Fundraising Chair, 124 Gateway Dr., Staten Island, NY 10304-4441. Please make your check payable to NY GLEF and let us know if this donation is in honor of, or in memory of, someone special to you.

# Resource: New York State Women, Inc.

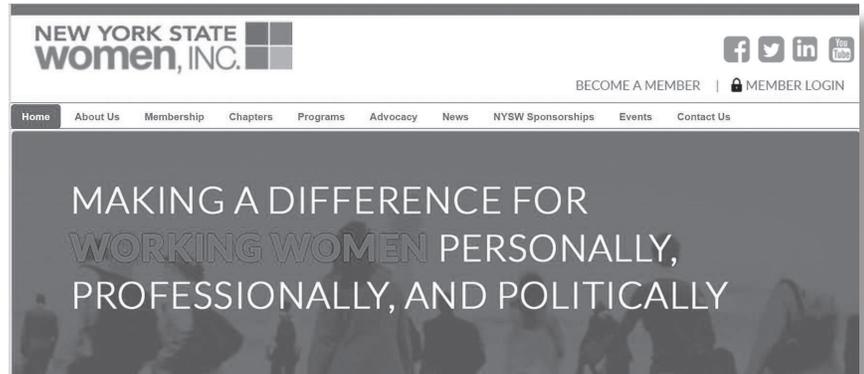
## Helpful hints for the NYS Women, Inc. website

by Robin Bridson

### Did you know you can . . . ?

#### Without even logging into the Member's Only page, you can:

- Connect with us on social media
- Connect with our officers
- See what's coming up in events
- Register for state events
- Check the calendar for what other chapters and regions are doing
- Submit your chapter and region events to the calendar
- See the latest news from around the state
- See the various scholarship and award opportunities from all over the state
- Sign up to receive *The Communicator*
- Check out our sponsors



#### When you log into the Member's Only page (and if you don't know how, please let us know!) you can:

- Update your profile
- See when your dues are due and pay them
- See your chapter roster
- See the leadership directory of who's who for your board of directors, regions, chapters, and committees.
- Get your chapter or region logo for marketing, as well as the marketing guidelines
- Update the officers for your chapter or region
- Search for other members

- See the awards that your chapter could win at the NYS Women, Inc. annual conference
- Check out the MOI – Manual of Instruction! Anything and EVERYTHING you need to know for your chapter, region and state operations
- Membership tips and ideas to recruit and retain
- And more!

If you have questions, please let us know! You can contact Robin at [rlb8963@gmail.com](mailto:rlb8963@gmail.com). And be sure to check out the NYS Women, Inc. website: [www.nyswomeninc.org](http://www.nyswomeninc.org).



## Treating your volunteers with R-E-S-P-E-C-T.

by Katharine Smith

My niece, Kaitlin, took part in a “Creative Problem-Solving Day” at a local church several years ago; members of her SUNY Buffalo State Creative Studies class gathered in groups to help businesses and nonprofits solve some of their thorniest problems.

These 20-somethings brainstormed to conquer pretty difficult issues. I was impressed when Kate’s peers suggested a resolution for a nonprofit that couldn’t engage their volunteers in a project.

The group’s proposed solution gave the nonprofit’s volunteers some skin in the game: the VOLUNTEERS would formulate the game plan and set the goals for their volunteer efforts. Simple really, but a world away from the organization’s from-the-top-down dictates to a group of people who were giving of their own time freely! A common issue as you can see from the tips below:

### How NOT To Treat Volunteers

[Source: [www.selfgrowth.com/articles/10\\_things\\_you\\_should\\_never\\_do\\_to\\_volunteers](http://www.selfgrowth.com/articles/10_things_you_should_never_do_to_volunteers) by Laura Earnest]

**Micromanage them.** If your volunteer coordinators are good, your volunteers will be matched with tasks within their expertise and experience. If not, a little instruction is

good. But if the volunteer knows what they are doing, let them get on with the job.

**Tell them how to do their job.** If you’re an expert in the field, you could make suggestions. But you’re not doing the work. Let go of how it is done and focus on results. And if you aren’t an expert in the field, don’t offer advice at all, particularly if someone is volunteering services they perform as their primary job.

**Take them for granted.** Everyone likes to hear thank you. Make sure to say thank you for tasks, both expected and extra, and when the volunteer leaves the position.

**Condescend.** We’re talking adult volunteers here. Don’t be condescending to them, belittle them or humiliate them. They are giving a gift: their time and effort. Be grateful for the gift you are receiving.

**Waste their time.** Volunteers are giving you a very precious resource: their time. Don’t use it in frivolous ways by requiring them to sit in on meetings that have no bearing on what they do.

*Katharine Smith is immediate past president of the Buffalo Niagara Chapter and a past editor of NIKE. The owner of White Rabbit Design, a branding and creative agency, she’s always curious about the world around us!*



YOU CAN JOIN  
A CHAPTER  
ALMOST ANYWHERE  
IN NEW YORK STATE!

**NYC area / Long Island**

Bay Ridge Brooklyn Chapter  
Richmond County Chapter  
Staten Island Chapter

**Hudson Valley/Catskills**

Capital Region  
Women's Network  
Professional Women of  
Sullivan County  
Town and Country  
Westchester Chapter

**Central New York**

Central NY Chapter  
Professional Business  
Women of Rome  
Mohawk Valley Chapter  
St. Lawrence Chapter

**Central Southern Tier**

Susquehanna Chapter  
Greater Binghamton Chapter  
Walton Chapter  
Tri-County

**Finger Lakes**

Lake to Lake Women  
Professional Women of  
the Finger Lakes  
Southern Finger Lakes  
Women  
Steuben County Women  
Yates County Women

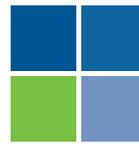
**Western New York**

Buffalo Niagara Chapter  
Grand Island Professional  
716 Chapter (Clarence area)  
Chadwick Bay  
Lakeshore Chapter  
Niagara Frontier Chapter

NETWORKING.  
RESOURCES.  
CONNECTIONS.  
FRIENDSHIP.  
ADVOCACY.  
INSPIRATION.

We build powerful women  
personally, professionally  
and politically.

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



[www.NYSWomenInc.org](http://www.NYSWomenInc.org)

#BuildPowerfulWomen

Making a difference in the lives of working women.