

NIKE

NEW YORK STATE women, INC.



NIKE

The official publication of
New York State Women, Inc.

Our Mission

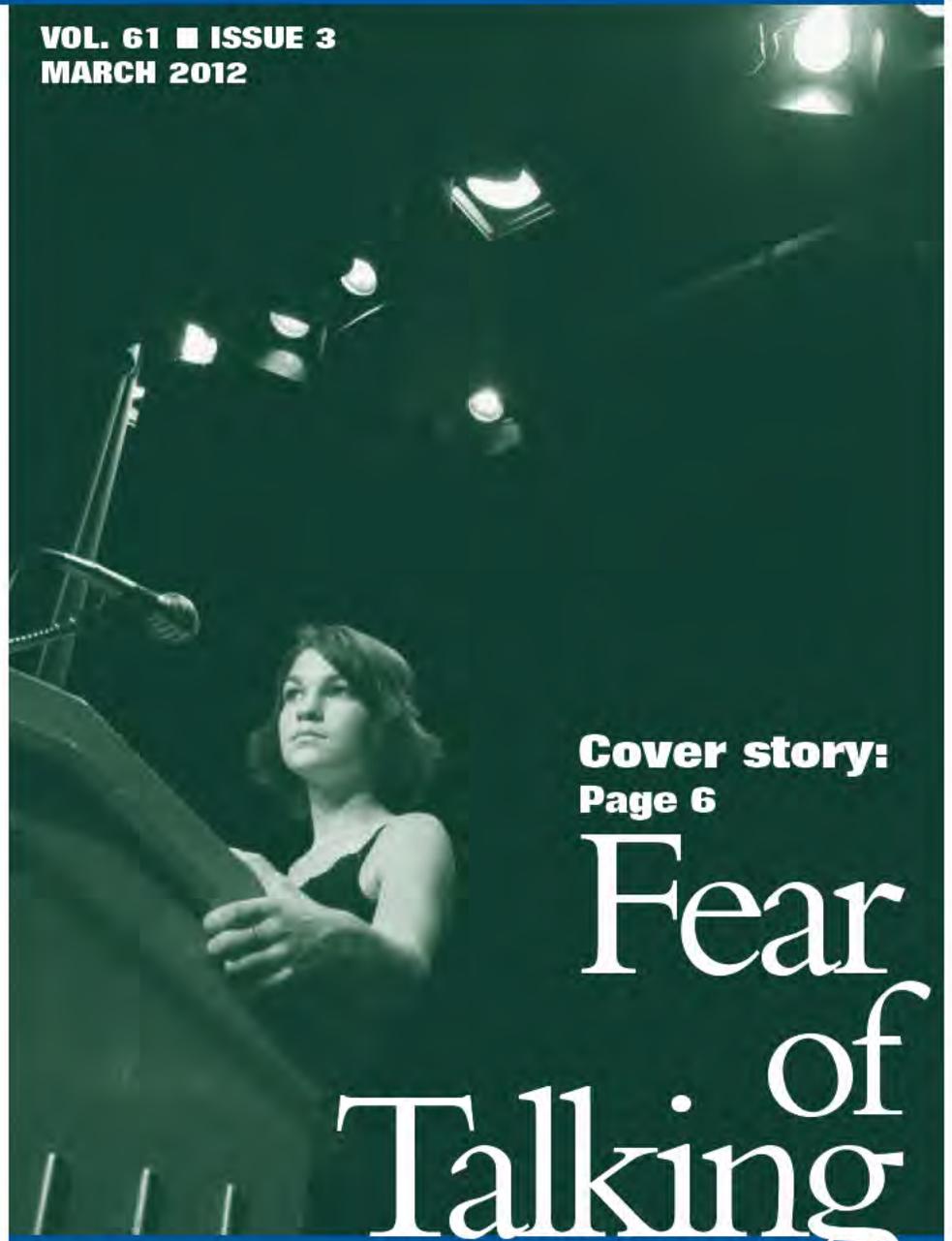
To build powerful women
personally, professionally,
and politically.

Our Vision

To make a difference
in the lives of
working women.

Dated Material — Deliver Promptly

**VOL. 61 ■ ISSUE 3
MARCH 2012**



**Cover story:
Page 6**

Fear of Talking

In this issue:

Editorial: Domestic Violence.....	5
Changing Career Horses in Mid-Stream.....	10
Manage Your Facebook Presence.....	16
Signing Up for Medicare.....	20

President's Letter

New York State Women, Inc.

Loud(er) & Proud(er) – Let Your Voice Be Heard!

-from Pat Hendrickson



I wish each and every one of our members, our readers and their families a New Year of good health, good will, peace and prosperity. I wish each of you inner strength to endure, survive and successfully emerge from all life's challenges in 2012 and always.

Our winter board and member meeting, March 2-4, 2012, at the Radisson Hotel, Corning, NY, is fast approaching, and will present more opportunities to fulfill our goals and reinforce the key elements of this year's theme. We will welcome another group of young women to our youth leadership program, which is designed to provide high school students with knowledge and experiences that will expose them to opportunities and challenges that they may face in their future. This meeting will feature workshops on: the current legislation pertaining to domestic violence, as well as the processes and procedures for taking political action; life planning for women of all ages; public relations and successful upgrades to our presentation via our website and plans to enhance communication to our members and potential members; and elements of membership building. The strategic planning committee will conduct another workshop to move us further along into the next phase of proposed changes to our organization's structure and policies. The bylaws committee will present additional proposed changes and has been diligently working on an updated version of our bylaws. Our manual of instructions committee will present additional revisions to our policies and procedures. The legislation and advocacy committee has prepared a presentation on its work to date. Other members of our board of directors and com-

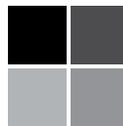
mittees will also take to the podium to update us on our current status. Members in attendance will also hear speakers on the topics of domestic violence and women in the military. Entertainment at our Saturday dinner will feature a military women's song and dance troupe.

I am proud of our local chapters who persevere in their work on behalf of women in their communities and continue to advocate for all women in New York State. As we need more voices to speak to the issues and challenges facing today's women, we continue to welcome your knowledge and experience, your professionalism and ideas, your strengths and skills, your membership. With 90 years of history behind us and hundreds of years of history yet to be made, we welcome your interest in becoming part of an organization that will provide you with an opportunity to make a difference in the life of a New York State woman. Look for membership information on our website at nyswomeninc.org.

As I approach the half-way mark of my year as president with a fuller realization of the responsibilities entrusted to me by the membership, I am in awe of those women who have gone before me. The most important thing I have learned is that my success, indeed our success, is so very dependent on the support of the executive committee, the board of directors, the committees and all the members of our great organization. I am grateful for a team that stands shoulder to shoulder to uphold the vision and mission of New York State Women, Inc. This is what enables us to be Proud and Powerful.

On behalf of the executive committee and all the board, committees and members, we extend our best wishes to all our readers and sincerely hope that you join us in improving the lives of NYS women.

NEW YORK STATE
women, INC.



Calendar of Events

2012

15th of each month: Deadline: *Communicator*

March

- 2-4 Winter Board
The Radisson, Corning, NY
- 15 Deadline: to submit info for *NIKE*

June

- 1-3 Annual Conference
Hampton Inn & Suites, Albany, NY

Please copy these dates into your calendar!

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.

Cover main image: © Jupiter Images
Images this page: © Jupiter Images;
© Monkey Business Images | Dreamstime.com

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, December, 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.

Table of Contents

Features

Editorial: Domestic Violence – The Gift That Keeps On Giving - Pat Hendrickson.....**5**

Cover Story: Fear of Talking - Amy Remmele.....**6**

Empire Builders: Women Who Helped Build the Empire State / Amy Kirby Post - JoAnne Krolak.....**8**



Personal Development: page 20

Professional Development: How to Change Career Horses in Mid-Stream - Merci Miglino.....**10**

Personal Development: Managing Your Facebook Presence - Renee Cerullo.....**16**

Personal Development: Signing Up for Medicare - Women's Institute for a Secure Retirement (WISER).....**20**

Domestic Violence: Planning for Your Safety - NYS Office for the Prevention of Domestic Violence.....**23**



Cover Story: page 6

In This Issue

President's Message: Loud(er) & Proud(er) - Pat Hendrickson.....**2**

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

Chapter, District and Committee Reports

Kudos to Mary Ellen Morgan.....**14**

Buffalo Niagara.....**15**

Southern Finger Lakes Women.....**15**

NYS Women, Inc. Bids Request.....**15**

Membership.....**15**

NYS Women, Inc.

Call to Conference.....**11**

2012 Conference Forms.....**12**

2012 Memorial Service Form.....**12**

All Stars

NIKE All Stars.....**18**

NIKE (ISSN 0271-8391, USPS 390-600) is published quarterly in September, December, 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 61, Issue 3
March 2012**

**New York State Women, Inc.
President, Patricia Hendrickson**
patron29@verizon.net

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

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

Production, Joyce DeLong
Insty-Prints Business Printing Services
3959 Union Road • Buffalo, NY 14225
joyce@instyprintscheektowaga.com

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

NIKE Advisory Board

Linda Przepasniak, Editor
Ramona Gallagher, Associate Editor
Susan M. Fayle, Business Manager
Sue Mager, Communications
Renee Cerullo, Public Relations Chair
Pat Hendrickson, President, ex officio
Laurie Livingston, 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



Make a Difference in a Woman's Life

February and March are typically the "slow times during the year" especially when the weather is gray and dreary. Blessed that we haven't been barraged with heavy snow storms, we anxiously await spring. However, somewhere in the back of our minds, we know that we will get hit with a whopper. Mother Nature always knows when to bring us back to reality . . . yes, it is still winter here in New York State.

Nevertheless, these can be times when we can sit back and assess our lives, taking into account where we've been, what we have learned and what we want to accomplish. In January we may have made resolutions for the new year. Have we quickly forgotten them? Do we take the time to really think about our selfcare? Good nutrition and exercise are important to good health but let's not neglect our emotional and intellectual needs too. Living a life of purpose and being involved in something bigger than ourselves can be a challenge; however, it can be the first step to a rewarding and satisfying life.

Take advantage of your membership in New York State Women, Inc. Become involved in your chapter. Make a difference in the lives of young women in your community. Host a forum, mentor a student, sign a petition, become a leader... engage your passion and use it to benefit yourself and others. Together we took the first step by becoming members of NYS Women, Inc. Our task now is to move forward and take the next step in addressing the challenges and issues that face all of us as women in today's world. As positive role models, we can do it!

-Linda Przepasniak, Editor

NEW YORK STATE
women, INC.

Next NIKE Deadline is March 15, 2012

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

Domestic Violence

"The Gift That Keeps On Giving"

by Patricia Hendrickson
2011-12 President, New York State Women, Inc.



post-traumatic stress.

Some sobering facts and statistics:

- One out of four women will be a victim of domestic violence in her lifetime.
- An estimated 1.3 million women are victimized by an intimate partner every year.
- 85% of domestic violence victims are women, most often victimized by someone they knew.
- Most cases of domestic violence are never reported to the police.

Impact on children.

- Children who witness domestic violence are at the greatest risk of exhibiting or experiencing violent behavior in teen and adult years.
- Boys are twice as likely to abuse their partners and children when they grow to adulthood.
- 30% – 60% abusers also abuse children in the home.

The National Coalition Against Domestic Violence offers this description on its website at publicpolicy@ncadv.org:

“Domestic violence is the willful intimidation, physical assault, battery, sexual assault, and/or other abusive behavior perpetrated by an intimate partner against another. It is an epidemic affecting individuals in every community, regardless of age, economic status, race, religion, nationality or educational background. Violence against women is often accompanied by emotionally abusive and controlling behavior, and thus is part of a systematic pattern of dominance and control. Domestic violence results in physical injury, psychological trauma, and sometimes death. The consequences of domestic violence can cross generations and truly last a lifetime.”

Power and control is the underlying reason for violence against an intimate partner and may manifest itself in one or more ways, including economic abuse, using children as pawns in the game of control, minimizing, denying and blaming the partner, isolation of the partner from family and/or social contacts, emotional abuse, intimidation, coercion and threats, and male privilege (exercising the right of manhood, husbandry and/or fatherhood). This abuse can lead to low self-esteem, depression, hostility, seclusion, anxiety, and

Sexual assault and stalking.

- Approximately 7.8 million women have been raped by an intimate partner sometime in their lives.
- Sexual assault or forced sex occurs in 40-45% of domestic violence relationships.
- One in 12 women and one in 45 men have been stalked in their lifetime.
- 81% of women stalked by a current or former partner are also physically assaulted by the same; 31% are also sexually assaulted by the same partner.

Homicide and injury.

- Almost one-third of recorded female homicide victims are killed by an intimate partner and three women are killed every day in America as a result of domestic violence.
- In 70 – 80% of these homicides, no matter which partner was killed, the man physically abused the woman before the murder.
- Less than 20% of victims who reported a physical injury from domestic violence sought medical attention following the injury.
- Intimate partner violence results in more than 18.5 million mental health care visits each year.

Continued on page 22



Cover Story: Professional Development

Fear of Talking

by Amy Remmele

The fear of public speaking is rated as the most common and severe fear there is. I think the one liner, “I would rather be the dead guy than the one who has to give the eulogy” sums it up well. But what to do about the fear is the real question. I know people who have gone their entire lives without dealing with their public speaking fear and I suppose if they were in certain jobs or professions, it was probably tolerable. But in reality, there are so many times when speaking to a group comes up even in everyday living that ignoring such a fear can really dampen the quality of one’s life. It’s not like being afraid of sharks and just staying away from oceans. The speaking thing tends to creep in where oceans cannot. Some people just have a little tingle when they need to talk to a group, but many have full-out panic attacks when faced with the prospect of talking in front of other people.

Being afraid of the spotlight is understandable if the spotlight was a bad thing in your household. Were the standards so high that nobody could meet them or was there more criticism than praise? If so, then a person growing up in such a family could easily make the connection that getting up in front of people would result in an aversive consequence and their body would learn through conditioning to avoid it. Since we all want to belong and to fit in, the prospect of being evaluated and judged by a group can give some of us the shivers about speaking in front of people. Being wary of groups is a built-in response. Think about how we “came to be,” evolving from prehistory to today. One on one would be manageable, but if the group ganged up on us, if we were excluded from the cave and the warm fire, then our very survival was in trouble. So if there is any concern at all that the group will not be accepting and open, it triggers our natural fear of being the odd one out with an angry, rejecting mob against us. Life circumstances, such as having a traumatic experience around a group or public appearance, will strengthen this natural cautiousness with groups and can turn it into a full blown phobia. The development of a phobia is especially likely if there was no one there at the time of the traumatic or uncomfortable event to be supportive and walk us through the recovery. Trauma work with a professional may be necessary to overcome the fear of public speaking, but first let us consider another route.

The fear of public speaking, like any other fear, in the immediate situation is connected to the thoughts we have

The fear of public speaking, like any other fear, in the immediate situation is connected to the thoughts we have about the situation.

about the situation. A simple example is that the people who think a loud noise is fireworks are not afraid, while those who believe the noise is a gunshot become frightened. It is the monsters in our minds that make most things scary. Whenever you are afraid of something, stop and think about what the thoughts are around the feared object or event. Some people say that they have no relevant thoughts, but that is just because the fear is so “practiced” that the thoughts are subverted and automatic and they seem subconscious. In actuality, the thoughts are there and usually can be uncovered with a bit of un-defensive exploration. Keep in mind that many fears are highly adaptive. If the thought is rational, like “Driving 100 miles per hour without a seatbelt is not a good choice” then don’t try to get rid of the resulting fear. Respect it and allow it to help you make a sensible decision. But if it is a “mind monster” and you want to tame it and quiet it, then you are ready to begin your own Cognitive Behavior Therapy. It starts by tracing the flow from the “trigger” or the thing that causes the fear to the thoughts about the trigger to the resulting feelings to the actions and finally to the consequences.

Here is an example of such a flow. When the traffic light changes to red, you see it and tell your foot to go for the brake. Your thought was “I should stop.” The feeling is probably for the most part neutral, but there might be a bit of nervousness if the road is slippery and the thought was a self-instruction to “do this carefully.” Then your foot responds with the action part of the sequence and steps on the brake. Finally, the consequence is usually a successful stop without incident. Most of the time you are not aware of all these steps, but if you take the time to be mindful about it, you know that they are all there. Then you can start to practice with other events in your life. You hear a loud noise, you think it must just be a car backfiring, you relax and then just go about your business. Get the idea? That’s the process when we are afraid. It allows us to find out exactly what aspects of the event or situation scare us. Is it the dog chained up at the junkyard or is it the creepy guy who works there that gives us pause when walking by? If any counseling or self-help technique is going to work, it is important to find out what the fear really is. We don’t want to spend time de-conditioning a fear of dogs when it’s a fear of creepy guys we should just be respecting. Sometimes it is okay to simply admit that something is scary and to avoid it. Other times, this process of pulling apart the

thoughts will give you great insight into how the fear is really operating and how to manage it. Much of the time, though, it will take some serious work and a professional to guide us. That is alright. And even if you do not intend to be the next great public speaker, diminishing this fear even somewhat will probably improve your quality of life.

Beware especially though if you are in denial about a fear of public speaking. I was in a group once where the leader was obviously extremely nervous every time she had to address the group, but she would never admit that she was afraid. There are a couple of common causes for this type of denial. First, she may have been so embarrassed that it was better in her mind to ignore the fear and to perpetuate it rather than risk the vulnerability of being exposed. The other possibility is that she just believed there was no solution so she chose to “sweep it under the rug.” Either way, if you or one of your employees is hiding a fear, find a way to gently bring it to the surface and to assure yourself or the other person that having the grit to face a fear and to take action against it is the high road. Think about it as suffering with some short-term intense pain through the process of uncovering and recovering rather than having permanent and constant pain.

As professionals, we spend the time helping you to learn disputation, the art of arguing against the irrational parts of the fear. We also help you to come to terms with the parts you cannot manage. We may help you, through exposure under relaxed conditions, to de-sensitize yourself to some parts of the fear. And at times, we get lucky. I once worked with a very smart and talented “techie” who was terrified of “looking like a fool” in front of an audience if he found himself unable to answer questions. I just shrugged my shoulders and said, “Most people don’t even understand what you do. Why don’t you just look out at the crowd and tell yourself that they are all dumb?” It worked like a charm and he is a great speaker today. You just never know!

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



Moving from Nervous to Natural: Tips to Make Your Presentation a Success!

One of mankind’s greatest fears is speaking before a group. Here are some suggestions from Tony Jeary, founder of High Performance Resources, Inc. and David Cottrell, President and CEO of CornerStone Leadership, on getting started. . .

So what’s the first thing you need to do? Psych yourself up! You have something to say that others need to hear or else you would not have been asked to make the presentation. Someone thinks that you are the best person to deliver this message. Uneasy feeling in your stomach? Remember that most people in the audience want you to do well...they are on your side. Your audience wants you to be successful which is why they are investing their time to hear what you have to say. Don’t apologize to your audience for being nervous. In most instances, the audience won’t even suspect you’re anxious unless you tell them. Keep that nervous secret to yourself.

. . . Proper presentation and rehearsal can reduce nervousness by about 75%. Proper breathing techniques can reduce nervousness by another 15% and your mental state accounts for the remaining 10%. As Zig Ziglar once said, “Everyone has butterflies in their stomach. The only difference between a pro and an amateur is the pro has the butterflies in formation.”

Feature: Empire Builders

Women Who Helped Build the Empire State

Amy Kirby Post



by JoAnne Krolak
Vice Chair, Women's History Month

Amy Kirby Post was born in Jericho, New York, in 1802. When Amy was in her 20s, she moved to Scipio, New York, to live with her sister, Hannah, and brother-in-law, Isaac. Amy's sister died in 1827 and Amy married her brother-in-law the following year. In 1836, Amy and her husband moved from Scipio to Rochester, where Amy became active in the anti-slavery movement.

The Post home became a station on the Underground Railroad. Many nights, Amy and Isaac would house ten to twenty escaped slaves in their home. Amy also opened the home to anti-slavery lecturers, such as William Lloyd Garrison, William Nell, Abbey Kelley and Frederick Douglass. In 1842, Amy Post helped found the Western New York Anti-Slavery Society and helped raise money for the abolitionist cause.

Amy and Isaac Post had attended meetings of the Rochester Society of Friends (the Quakers). In 1845, they stopped attending meetings and left the Genesee Yearly Meeting of the Quakers. In those days, many Quaker ministers and elders disapproved of the methods used by some anti-slavery reformers and censured congregation members who agreed with these methods. Amy said that Quaker ministers and elders

The Underground Railroad in Rochester

by Mrs. Amy Post

(excerpted from William F. Peck's 1884 Semi-Centennial History of Rochester)

"A history of Rochester would hardly be complete without some reference to the wonderful "Underground railroad," which was kept in active operation as long as slavery of the Negro race continued. The secrecy of its construction, its marvelous origin, the great number of passengers, the amount of freight transported thereon, can never be told. All its work was done in the dark. Although it had its depots, stations, passenger agents and conductors in every state in the Union, daylight never shone upon it. Its stations had no electric lights, and the passengers no guide aside from that blessed light in the heavens known as the North Star. . .

. . . Many other stories of narrow escapes might be written; one must suffice. One Saturday night, after all our household were asleep, there came a tiny tap at the door, and the door was opened to fifteen tired and hungry men and women who were escaping from the land of slavery. They seemed to know that Canada, their home of rest, was near, and they were impatient, but the opportunity to cross the lake compelled their waiting until Monday early in the morning. . . The husband of the eldest woman was a slave, while his wife, and mother of the children, was a free woman, but both sons and daughters had married slaves, so that they were all in danger of being sold or separated. . . She said the South had "all gone mad after the money," and she had a great deal of trouble to keep them from being stolen away and sold into slavery. For a long time she had not dared to sleep without some white witness in the house. . . No colored person's testimony could be allowed in court, to prove that they were free people, which reduced her to this necessity. She said she owned quite a large farm, and having three grown-up sons to help her carry it on, she had several horses, cows and pigs to sell, but the white folk would not buy them of her. If she could have sold them for what they were worth she said they should have had enough to come all the way on the railroad; "but" she said, "I don't care now; they may have them all, I am going where I can work for more, and I have got all my children, and my husband, too, thank the Lord." The welcome Monday morning came, and after a hearty breakfast, and a lunch for dinner, they left the house, with all the stillness and quietness possible, and we soon saw them on board a Canada steamer, which was already lying at the dock; with them on board, it immediately shoved out into the middle of the stream, hoisted the British flag, and we knew that all was safe; we breathed more freely, but when we saw them standing on deck with uncovered heads, shouting their good-byes, thanks and ejaculations, we could not restrain our tears of thankfulness for their happy escape, mixed with deep shame that our own boasted land of liberty offered no shelter of safety for them.

It is safe to estimate the number of those who found their way to Canada through Rochester, as averaging about one hundred fifty per year, and thus the work went bravely on, with varying success, till the issue between freedom and slavery had to be fairly met by the American people. . ."

had no right to judge the actions that individual members took in matters of conscience.

In addition to her work for the abolitionist cause, Amy Post worked on behalf of the women's rights movement. In 1848, she attended the Women's Rights Convention in Seneca Falls, where she participated in debates and signed the Declaration of Sentiments. While Amy Post was at the Seneca Falls Convention, she joined with other participants who felt another such meeting should be held in Rochester, and not only that – this next meeting should be presided over by a woman. The "Adjourned Convention," which took place on August 2, 1848, was presided over by Abigail Bush and it was called to order by Amy Post.

Two weeks after this meeting, Amy Post joined forces with Sarah Owen and two seamstresses who had attended the meeting to form the Working Women's Protective Association. This union focused its activities on forcing employers to pay women their agreed-upon wages. It also served as a resource for job training and offered a legal defense and employment center. As Amy Post herself said, "women were entitled... equally with men to the products of their labor or its equivalent." The WWPU became a model for like-minded groups across the United States and Europe. In the first twenty seven years of its organization, the WWPU had taken over 10,000 employment applications and collected more than \$41,000 to assist 12,000 women.

After the Civil War, Amy Post joined the Equal Rights Association and the National Woman Suffrage Association. In 1872, Amy Post joined Susan B. Anthony in her attempt to vote in the national election. Although Amy was prevented from actually voting, she did succeed in registering. A second attempt at voting in 1873 was likewise unsuccessful.

In 1878, the National Woman Suffrage Association met in Rochester to celebrate the 30th anniversary of the Seneca Falls Convention. Amy Post attended this convention as one of the delegates from Monroe County. In 1888, when she was in her middle 80s, Amy Post was still active in the women's suffrage cause and attended the International Council of Women in Washington, D.C. This meeting was promoted as the largest women's rights convention held up until that time.

Amy Kirby Post actively supported the causes she and husband Isaac (who had passed away in 1872) had championed until the end of her life. The end came on January 29, 1889, less than one year after she had attended the International Council of Women meeting. Her funeral was held at the Unitarian Society in Rochester, and she was buried alongside Isaac in Mt. Hope Cemetery.

"The time for compromise was passed. The South appealed to the sword and was answered with equal firmness and bravery by the North, but it was not until many a fair field was drenched with blood that this government was willing to concede to the colored people their rights. And now, in looking back through the vista of years to this long and terrible struggle between freedom and slavery, we would raise an enduring monument to those noble souls who risked all that life held dear in defending the downtrodden and helpless against a giant wrong, and, as they look across the dark valley to the bright land beyond, their greatest glory will be that they helped to break the fetters that bound the bodies and souls of their fellowmen."

Excerpted from William F. Peck's 1884 Semi-Centennial History of Rochester



How to Change Career Horses in Mid-Stream

by Merci Miglino

You'll get wet but the reward just might be a more fulfilling ride!

In *Survival is Not Enough*, author Seth Godin says change is the “new normal.” Rather than thinking of work as a series of stable times interrupted by moments of change, Godin says we “must now recognize work as constant change, with only occasional moments of stability.”

For many of us this very thought stirs both a nervous anxiety and an enjoyable excitement. Even if we are fearful, we crave change: the opportunity to try something new, to build on what we know, to stretch our professional muscles.

So how do we deal with the fear, change that career horse in mid-stream and move down the career exploration path on a new stallion?

First we have to acknowledge our fears. They may not be rational even to us but we are not seeking our rational thoughts. We are in search of those underlying fears that operate whether or not we are fully aware of them.

Try this...take out a piece of paper and write down all the reasons you can't or won't make a career change or job move. Don't hold back. What are your fears, concerns, reservations etc? Are they related to a loss of income or the expectations of others? Fear of failure? Success? Don't get caught up in how you should feel or that you know a concern is not entirely valid. Just write them down. Think of yourself as a researcher looking for information in a non-judgmental way. We are simply observing ourselves, reserving our conclusions for later.

As you study your list you can easily see that underlying most of our fears is

your reluctance to trust your ability to be capable, creative, and resourceful. But a close examination of your track record will reveal that this lack of trust is unfounded. After all, haven't you accomplished many professional and personal goals? Haven't your setbacks lead to a renewed determination? To an enriched experience? To a more well rounded professional outlook?

Know your passion.
When you're true to your mission, you experience peace and stability. When you ignore the truth, you experience disharmony, indecision and doubt. Work at achieving goals that are compatible with your passion. Trust that your resourcefulness and creativity will make things happen.

Now take a look at that list again. Read each fear or concern slowly and ask yourself, where am I in all or nothing, always or never, black or white thinking? Are your thoughts fraught with extreme terms like... If I change jobs I'll be broke. If I take less money my family will hate me. If I change careers my parents will go berserk. If I pursue a new career my education and experience will be for nothing. If I make the wrong choice I'll never recover.

Are these statements really true? Can

you know for a fact that if you make a professional move something terrible will happen? While your worst fears could happen, how likely are they to occur if you trust your record of resourcefulness and creativity? You may have heard that FEAR is an acronym for False Expectations Appearing Real. Our fears are generally rooted in the perspective that the worst will definitely happen.

After all if we really understand the true odds we would move forward with far less anxiety.

In short, coach yourself to be honest about your irrational thoughts. Name your fears. Review them and look for the misconceptions in them. Where are you in an all or nothing perspective? Don't judge yourself for having irrational thoughts. Acknowledge them when they happen and remind your self that such thoughts only trip us up when we pretend we don't have them!

Once we become aware of our fears we become more agile and willing to cross the proverbial stream with a new horse. The following seven steps will keep you astride that lively and spirited career steed even when things are bumpy and unpredictable.

1. Money isn't everything. Don't expect to take a pay cut, especially if you have transferable skills. But, if you do accept a lower salary, make sure it's a fair exchange for a more rewarding career. Be careful here. Sometimes we get caught up in how it will look to others if we take a pay cut and what does that say about us? Remember only you can assess

Changing Career Mid-Stream, continued

whether a pay cut is worth it.

2. Know your passion. When you're true to your mission, you experience peace and stability. When you ignore the truth, you experience disharmony, indecision and doubt. Work at achieving goals that are compatible with your passion. Trust that your resourcefulness and creativity will make things happen.

3. It's your life. Close friends and family members may have trouble envisioning you in a different career. Expand your network; make an effort to meet new people. Attend professional events, join an industry association or meet other job seekers online. Remember, what do you want? If you know that answer, your personal power will help you achieve your goals.

4. Jump often. Risk taking gets easier with practice. Start with small risks in daily activities. Think of a risk you would like to take. What would you gain from taking it? What's frightening about it? What's the worst thing that could happen if it turned out badly? If the worst happened, what would you do? What could you do to minimize this? What information would make this less risky? If you broke the risk into small steps, what would the first step be? When could you take it?

5. Get creative. Become involved in activities, relationships, hobbies, and spiritual/community activities. With this new focus you may even discover you're enjoying that unsatisfying job now that you have a more balanced perspective.

6. Don't give up. The career path is not linear – it's more like a spiral. On average, it takes four years to change careers, according to Herminia Ibarra, the author of *Working Identity: Unconventional Strategies for Reinventing Your Career*. It's a process of trial and error – you will likely face a few disappointments and failures.

7. Be a cheerleader. As you go through a career transition, enthusiasm can help you meet the challenges and overcome the obstacles. When you're networking or job hunting, your enthusiasm can often overcome the reservations potential employers may have about you

Reprint courtesy of Merci Miglino. An inspired humorist, Merci speaks internationally and conducts a variety of workshops on stress and change management as well as her signature motivational presentation, From Doormat to Diva© Taking Center Stage in your own life, based on her book of the same name. Merci appears regularly on Albany TV and has received both local and national electronic and print press including the Wall Street Journal. Her website is www.doormatodiva.com

Call to Conference

3rd. Annual Conference

Albany, NY • June 1-3, 2012

CALL TO: 3rd Annual Conference & Board Meeting
DATE: June 1 – 3, 2012
LOCATION: Hampton Inn and Suites, Albany, NY
HOSTS: District X

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

NOTICE is hereby given that the 3rd Annual Conference of New York State Women, Inc. will be held Friday June 1, 2012 through Sunday June 3, 2012, at the Hampton Inn and Suites in Albany, New York. Kim Nowakowski is serving as chair and Linda Costa is serving as vice-chair with members of District X as hosts.

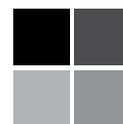
The annual conference will officially begin on Friday at 8:00 p.m. with the first business session during which the ratification of the district elections, nominations for state officers and the candidate speeches and forum will take place. At 9:30 p.m., the president's march will begin. We invite all members to come and participate in the annual meeting. There will be an informal event, "Dessert Extravaganza", Friday night before the first business session.

The Annual Conference will focus on public relations, political involvement, and domestic violence in the continuing theme of President Pat Hendrickson (Loud & Proud; Letting Our Voices Be Heard). Saturday will end with the installation of the 2012/13 officers of New York State Women, Inc.

The election of officers and voting on the budget, by-laws, resolutions and other items of business will occur during the Saturday business sessions. All members of New York State Women, Inc. in good standing will be allowed to vote at the meeting and must be registered by 10:30 a.m. of the second business session on Saturday June 2, 2012. The Saturday luncheon will be in recognition of Grace LeGendre Fellowship recipients. Information about the winners will be presented.

On Sunday morning at an 8:45 a.m. memorial service, we will remember and celebrate the lives of members who have passed away. The conference will end Sunday with the 2012/13 president sharing her plans for the year ahead.

NEW YORK STATE
women, INC.



New York State Women, Inc. Annual Conference June 1-3, 2012

Hampton Inn & Suites • 25 Chapel Street • Albany, NY 12210 • 518-432-7000

CONFERENCE Registration Form

Please note that registration can also be done online by visiting WWW.NYSWOMENINC.ORG and going to the Calendar. When you register online you either pay by credit card or opt to mail a check. .

Registration Deadline May 1, 2012

NAME _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

CHAPTER _____ DISTRICT _____

PHONE: DAY _____ EVENING _____

E-MAIL _____

Registration Fees for All Attendees

- Advance Registration **\$40** if postmarked by May 1, 2012 \$ _____
- Late Registration **\$55** \$ _____
- On Site Registration **\$75** upon arrival

Meals: ONLY BREAKFAST IS INCLUDED IN THE HOTEL RESERVATION. Welcome reception, lunch and dinner **MUST** be purchased separately and paid with registration.

- Friday welcome reception \$25 \$ _____ All meals (\$115) \$ _____
- Saturday Lunch \$40 \$ _____
- Saturday Dinner \$50 \$ _____

Please circle Saturday dinner choice:

- Chicken marsala Sole w/ spinach, shrimp, beurre blanc Sliced beef/vintage port wine sauce

Amount Enclosed

Registration fee	\$ _____
All meals	\$ _____
Total	\$ _____

Make checks payable to NYS Women Inc.
(memo June Conference Registration/Meals 2012)

Note: All hotel reservations are to be made directly with the hotel on the hotel registration form or by calling the hotel at 518-432-7000 by May 1, 2012

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

- Diabetic Gluten free Allergic to _____
- Other _____

Name Tag Information: (Check all that apply)

- | | |
|---|---|
| <input type="checkbox"/> State Officer | <input type="checkbox"/> Past State President |
| <input type="checkbox"/> State Parliamentarian | <input type="checkbox"/> Career Recognition Competitor |
| <input type="checkbox"/> Immediate Past State President | <input type="checkbox"/> New Careerist Competitor |
| <input type="checkbox"/> Standing Committee Chair | <input type="checkbox"/> Personal/Professional Dev Competitor |
| <input type="checkbox"/> Standing Committee Vice Chair | <input type="checkbox"/> Incoming District Director |
| <input type="checkbox"/> Special/Sub Committee Chair | <input type="checkbox"/> Incoming Assistant District Director |
| <input type="checkbox"/> Special/Sub Committee Vice Chair | <input type="checkbox"/> Incoming Chapter President |
| <input type="checkbox"/> Outgoing District Director | <input type="checkbox"/> First Timer |
| <input type="checkbox"/> Outgoing Assistant District Director | <input type="checkbox"/> Member |
| <input type="checkbox"/> Outgoing Chapter President | <input type="checkbox"/> Guest |

Send completed form and payment
(checks payable to New York State Women Inc.) to:
Patricia Kern, 478 Pecan Street, Lindenhurst, NY 11757

HOTEL Reservation Form

NEW YORK STATE
women, INC.

Hampton Inn & Suites • 25 Chapel Street • Albany, NY 12210
518-432-7000

Reservation Deadline: May 1, 2012 at 5:00 p.m.

For hotel reservation, please call (518) 432-7000 using group code F29 OR fax this form to (518) 275-4502 OR mail this form to:
Hampton Inn & Suites, 25 Chapel Street, Albany, NY 12210.

All reservations must be guaranteed and paid by credit card.
The hotel does not accept checks.

Reservation Information

Name _____

Street Address _____

City _____ State _____ Zip Code _____

Telephone _____ E-mail _____

Arrival Date _____ Departure Date _____

Rooming with (only one person should reserve the room and list all names)

Package Rates

Please note room rates includes breakfast.
All other meals must be purchased separately using the meeting registration form.

Rate per room per night: \$109 + tax + occupancy tax = \$124.26

Room rate of \$124.26 per night may be divided by up to 3 people sharing the room. There are a limited amount of triple rooms available. The room rate is available starting Thursday night and goes through Sunday night.

There is also a \$12.50 per day parking fee.
This can be paid separately or on your room bill.

Reservations received after the reservation deadline will be charged at regular, hotel rate. Cancellations may be made up to 48 hours prior; cancellation will be honored upon presentation of valid cancellation number.

Check in: 3:00 p.m. on day of arrival Check out: 12:00 noon on day of departure

To Reserve & Guarantee Room

Credit Card #: _____

Credit Card/Type: _____ Exp. Date: _____

Name as it appears on card: _____

Cardholder Signature: _____

New York State Women, Inc. Annual Conference

June 1-3, 2012

Hampton Inn & Suites • 25 Chapel Street • Albany, NY 12210 • 518-432-7000



INVITATION TO EXHIBITORS

ANNUAL CONFERENCE

June 1-3, 2011

Hampton Inn and Suites, Albany, New York

Friday, June 1, 2012 – 4:00 p.m. to 9:00 p.m.
 Saturday, June 2, 2012 – 8:00 a.m. to 4:00 p.m.
 Sunday, June 3, 2012 – 8:00 a.m. to 12:00 p.m.

New York State Women, Inc. extends an opportunity to market your products and services to more than 100 women from throughout New York State at the Annual State Conference at the Hampton Inn and Suites in downtown Albany, NY. Exhibitors must have a valid NYS sales tax number and collect appropriate sales tax. To reserve a table, please complete the form below. Space is limited – reserve early!

Reservation Deadline is May 1, 2012

Exhibitor _____

Address _____

City/State/Zip _____

Telephone _____

E-Mail _____

Special needs (e.g. – electric) _____

Exhibit Description _____

CONFERENCE VENDOR /EXHIBITOR RATES

NYS Women Inc. MEMBER – Per six foot table
 Three day rate \$50 _____ Saturday only rate \$30 _____ Tables Needed _____

NON-MEMBER – Per six foot table
 Three day rate \$100 _____ Saturday only rate \$50 _____ Tables Needed _____

STATE COMMITTEE no charge _____
 (Please note there is no charge for state committees, but tables must be reserved in advance and may be subject to sharing at the discretion of the Vendor Chair)

ELECTRICITY CHARGE \$40.00 _____

Total Enclosed _____

Make checks payable to: NYS Women, Inc., Memo: Winter Board Exhibitor

With my signature below, I assume the entire responsibility and liability for losses, damages and claims existing out of injury to person or property. The Hampton Inn and Suites does not provide security for the vendor areas.

Signature: _____ Date: _____

Send completed form and payment (checks payable to New York State Women Inc.) to:

Patricia Kern - 478 Pecan Street, Lindenhurst, NY 11757
Email: kern1964@msn.com

Advertisement Form

New York State Women, Inc.

It is estimated that more than 100 New York State Women, Inc. members from all areas of New York State will be attending the June Annual Conference being held in Albany. These women represent members from around New York State. We invite you to join our sponsorship family – businesses, groups and individuals can support our efforts with ads and/or boosters in our board book. The book, used as a networking tool, recognizes businesses where our members live and work, where our state meetings are held and where our local organizations are part of the community. Our members strongly believe in supporting our sponsors and patrons.

Ad Category	Rate
<input type="checkbox"/> Business Card Boosters (approx. 2" high x 3 1/2" wide)*	\$25
<input type="checkbox"/> One Quarter (1/4) page (approx. 4 1/4" high x 3 1/2" wide)*	\$50
<input type="checkbox"/> One Half (1/2) page (approx. 4 1/2" high x 7 1/2" wide)*	\$75
<input type="checkbox"/> Full page (approx. 10" high x 7 1/2" wide)*	\$100

DEADLINE: Forms and Payment Must Be Received on or Before May 1, 2012

Amount Enclosed: \$ _____ Ad Category: _____

Contact Name: _____

Advertiser Name (if different from Contact Name): _____

Mailing Address: _____

City _____ State: _____ Zip: _____

Phone: _____

E-mail: _____

If camera ready art or jpeg is unavailable, the committee will design an ad for you; however, final approval by you will only occur if time is available prior to publication. Please provide the information you would like to be used:

Make checks payable to:
 NYS Women, Inc. [Memo Line: "Ad 2012 June Annual Meeting"]

Mail completed form/artwork and checks to:
 NYS Women, Inc., Western Suffolk Chapter • P.O. Box 192
 Deer Park, NY 11729 • Email: kmbala@aol.com

Questions should be directed to:
 Kim Nowakowski (631-774-7576 cell)

Annual Conference
June 1-3, 2012

Memorial Service

Please mail or email information on NYS Women, Inc. (formerly BPW/NYS) members who have died since May of 2011 along with a brief remembrance about them to:

Kim Nowakowski • 111 Simmons Dr. • East Islip, NY 11730
 Email: Kmbala@aol.com

Please use one sheet for each deceased member.

Deadline: May 18, 2012

Name of Deceased Member: _____

Local Organization: _____

District # _____

Date of Death: _____

Number of Years as a Member: _____

Office(s) held L/O, District, State and National:

Profession/Occupation: _____

Hobbies/Pastimes: _____

Eulogy (please, no more than 35 words):

Our Mission
 To build powerful women
 professionally, personally,
 and politically.

Our Vision
 To make a difference in the lives
 of working women.

Professional Recognition



Keuka College President Jorgé Diaz-Herrera honors Mary Ellen Morgan at a recent ceremony.

Kudos to Mary Ellen Morgan, PSP

Past State President Mary Ellen Morgan was honored as Keuka College's Adjunct Professor of the Year in early December 2011. Mary Ellen has supervised student-teachers in Keuka's education division since 2001. She meets weekly with the students and their mentor teachers on location at schools across Western New York. Mary Ellen brings a total of 32 years experience with the Elmira City schools to her work. During many of those years, she served as a sponsor teacher for a semester for young college seniors completing their student teaching rotations. She credits that experience with providing her with a "better knowledge of a sponsor teacher and what she would like to have done and what the student-teacher would like to accomplish." Mary Ellen is passionate about her work with the students and tries to find the uniqueness of each one as she works with them to develop their skills. Mary Ellen gives credit to Keuka College which she compliments for providing a challenging environment in which the students can excel.

NIKE Deadline

Our next deadline is March 15, 2012. Published material must be accompanied by a letter from the publisher giving permission to republish and the credit line required to be included with the article. Articles for *NIKE* are usually 100 words (for chapter news) and 1,000 to 1,500 for features. If you rewrite the article using quotes, please designate where the reader can get the full copy. (Put *NIKE* in the "subject line" when emailing.)

Send Your District and Chapter News to:

Ramona L. Gallagher
 1217 Delaware Ave., Apt 807 • Buffalo NY 14209-1432
 E-mail: mmistymo@aol.com

Chapter News

Buffalo Niagara Chapter – District VIII

-Amy Jo Lauber, *president elect*

The chapter was proud to host Althea Luehrsen, the newly-appointed executive director of Leadership Buffalo, at its February dinner program: “Accelerate Your Networking”. The chapter enjoyed record attendance that evening, which has only been surpassed by its 70th anniversary as the former BPW of Buffalo.

Luehrsen presented seven key tips to effective networking and, moreover, she lives them! As a result, she has enjoyed success as a corporate executive, mom, fundraiser, friend, and small business owner. A naturally energetic woman, Althea encouraged attendees to be genuine, more than anything else, when networking.

As a result of the outstanding turnout, the chapter has added five new members, an increase of 11%.

Southern Finger Lakes Women – District VI

-submitted by JoAnne Krolak



During the October 2011 observance of New York State Women in Business Week, the chapter honored Karen Hunter as its 2011 Woman of the Year (pictured above). Karen is a past president of the chapter, chairs the NYS Women, Inc.'s Personal Development Committee and is vice chair of Youth Leadership. The chapter also awarded its Career Enhancement Scholarship to Wendy Oakes, who is studying to become a Licensed Practical Nurse.

Late in October, President Christine Brown attended the district VI meeting in Binghamton, New York. Amy Kellogg, NYS Women, Inc. second vice president, was the state representative. She spoke on lobbying our state legislators and presented information on the events at fall board and how they will affect district chapters and the district itself.

In December, chapter members presented handmade slippers and large print books to the residents of The Falls Home in Montour Falls for Christmas.

NYS Women, Inc./Committee News

NYS Women, Inc. Bids Request

- submitted by Mary Stelley

New York State Women, Inc. is requesting bids for auditing and website services, deadline April 15, 2012. For details or appropriate bid paperwork, please refer to www.nyswomeninc.org; email Mary Stelley at mstelley@aol.com; or write to Mary Stelley, 15274 Armes Ct., Gowanda, NY 14070

Membership

- submitted by Amy Kellogg,

2nd vice president

Member Benefit: Embracing Technology to Streamline the Member Experience

We hope that you have noticed the new updated website! In January, we launched a brand new website designed to be more user friendly and to take full advantage of the technology that is available. We will continue to add new features and are working to make the website an even more valuable tool for our members and our chapters.

One of the new features will involve asking the chapter presidents to provide news and events from your area that will be integrated onto the website. We will also be working to create a chapter page for each chapter that will contain your basic information so that those exploring the website can find information on specific chapters in their area.

Another key added benefit to the website is the ability to register for board meetings and conference online! This online system was rolled out just in time for the March board meeting and will become the main tool for registration. This will make life easier for those planning the meetings and for the person serving as the registration chair. The online system will allow the registration chair to access the registration page and print an attendee list at any time prior to the event. This system will also enable the registration chair to send email reminders and updates to all attendees.

The new online registration system is a full registration system that allows you to choose your payment method. If you are comfortable with it, you can register and pay online right from the website. If you aren't comfortable paying online, you can still register online and then send your payment by check to the registration chair. For those that are not comfortable registering online at all, we will still have the paper registration that can be mailed to the registration chair.

If you are attending June conference and haven't already registered, you can do so by going to the website, www.nyswomeninc.org. Once there, go to the event calendar and click on the June Conference link in June. Then at the bottom click REGISTER. Fill out the desired information. On the confirmation screen, choose whether you will be paying by credit card (Pay by PayPal) or by check (Make Offline Payment). If you choose to pay by credit card you will be redirected to PayPal's processing website. You do NOT have to have a PayPal account to use this. Enter your credit card information and then you are all set and will be redirected back to the NYS Women, Inc. website.

Your registration information will be sent to the treasurer and to the registration chair. You will also get an email confirmation of your registration. Should you have any questions, please feel free to contact me at ajkellogg@aol.com or Renee Cerullo at cerullo@rlcomputing.com.

We are continuing to work on other improvements to the website as well. Keep an eye out for being able to renew your membership online. As you begin to explore the website, please let us know what you think. What do you like? What would you like to see changed? What would you like to see added? The website is an invaluable membership tool, and we want to make it as interactive and up-to-date as possible.

We look forward to hearing from you!



Managing Your Facebook Presence: Both Personally AND Professionally

by Renee Cerullo, President, Buffalo Niagara Chapter

Social media has invaded our personal and business lives. It can be a huge time waster and a daunting task for a business owner. There is another issue that is becoming more prevalent with Facebook – Security. There is a lot of risk involved to sharing so much information online. You need to be aware of what you are sharing and who has access to what. Facebook is constantly changing and you need to be aware of what these changes are to protect yourself and your business.

I get asked all the time how to deal with Facebook on a personal level and a business level. There are ways to keep you safe online and keep your Facebook presence manageable.

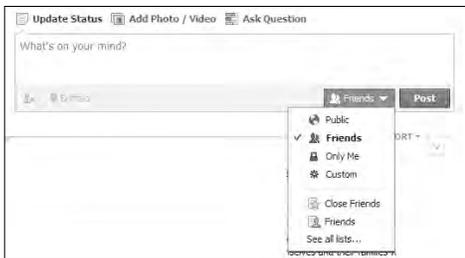
Personal Facebook Profile

Posting groups.

When you are posting a status update you should always make sure you are posting only to your friends. You never want to post to the public. Posting to the public means anyone who is not a friend of yours can see your posts. When you post a status update in the lower right corner you have a list of options.

You can check your previous posts by clicking on your name at the top of your browser window. Then mouse over each one of your posts. It will show an icon in the right corner of each post. If you see a globe then it is published to the public. You can change it to friends only. You have to watch when you post from your phone too. Most phones automatically choose public postings.

You can set your default posting group by going to Home -> Privacy Settings. Make sure in the first section called “Control Your Default Privacy” you have chosen “Friends.”



Unfriending.

There will come a point when you go through your friends list and need to clean it up. If you want to remove a person from your friends list you can do it and that person will NOT be notified. To remove a person from being a friend, mouse over their name. Then mouse over the “Friends” box. The last option is “Unfriend”. Choose that option to completely remove the person from seeing any of your postings. If you don’t want to prevent the person from seeing your posts but you don’t want to see theirs you can mouse over “Subscribe” instead. Then you can choose to unsubscribe to their posts.



Facebook content or people’s status posts can get out of hand. Some people love to play the games and you could have 20 updates based on their game playing in a few minutes. You can hide these posts. I personally hid all game status updates. I did not want to see those since I do not play any games on Facebook. To hide particular types of posts, mouse over the person’s name. Then mouse over the “Subscribe” button. There will be a list of items you can choose to see when the person posts them. I uncheck the games item for anyone who plays games online. I also regularly uncheck “Music & videos”. Facebook does allow you to really choose what you want to see from your friends posts.

Managing content.

Facebook content or people’s status posts can get out of hand. Some people love to play the games and you could have 20 updates based on their game playing in a few minutes. You can hide these posts. I personally hid all game status updates. I did not want to see those since I do not play any games on Facebook. To hide particular types of posts, mouse over the person’s name. Then mouse over the “Subscribe” button. There will be a list of items you can choose to see when the person posts them. I uncheck the games item for anyone who plays games online. I also regularly uncheck “Music & videos”. Facebook does allow you to really choose what you want to see from your friends posts.



6 Ways Small Businesses Can Win With Facebook

by Jim Belosic

Excerpted from an article published October 20, 2011

<http://www.socialmediaexaminer.com>

Have a plan and a strategy

Big businesses have plans for their Facebook endeavors. They're focused on strategizing, plotting and forecasting. . .

Small business owners, on the other hand, often create Facebook pages just because they see other businesses doing so, or they read somewhere that experts say they should. But they create their pages with no real goal.

You may not have the same manpower or finances to assign to your Facebook efforts that big businesses possess, but that doesn't mean you can't plan ahead.

Think about what you want out of your Facebook presence. Is it more foot traffic? More sales? Or is it just more contact info to populate your newsletter mailing list? Figuring out your goals is the first step in initiating and directing your Facebook presence.

Be available

Facebook is about the individual – your customer. Big businesses have community managers, positions that revolve around interacting with their customers on a daily basis.

Small business owners, however, often check the business Facebook page once or twice a week, responding only occasionally. But you wouldn't feel comfortable knowing customers were in your store with no one to ring up their purchases or answer their questions, so don't be unavailable online.

Your availability to your online community could be what motivates your next customer to come in and make a purchase, so check your Facebook page often, and respond when your fans post to your wall.

Copyright © 2012 Social Media Examiner



Facebook. Don't take what you see on Facebook too seriously. People make comments in the heat of the moment.

You should use the lists you can create to post comments to certain groups of friends. For example you should keep business and personal posts segregated.

Potential employers now check all social media sites for what potential employees are posting. This is big reason to make sure your security is in place. You don't want potential employers to see what goes on in your daily life. I have not hired a potential employee who interviewed great, solely because of what was on his Facebook page.

Business Facebook Fan Pages

If you are a business owner and want a Facebook presence, make sure it's a fan page not a personal profile. You'll need to create a personal profile, then you can create a fan page. That is one rule Facebook does have when creating fan pages.

Facebook fan pages are open to the public since it is meant for a business. What you post can be seen by anyone whether or not they are a fan of your page. You should put some thought into security for your fan page.

Posting.

Facebook allows you to determine who can post on your fan page wall. Do you want people to be able to post on the wall is the first decision you need to make. You have the options of allowing them to post, add photos, add videos or tag your company in photos. The whole purpose of social media is to allow communication. People not comfortable with social media quickly say I don't want anyone but me posting. This does defeat the purpose of Facebook. You want to allow communication with your followers. I would suggest allowing posts but nothing else. To manage these permissions, go to your fan page. Then in the upper right corner click "Edit Page".

Fan page admins.

You can grant other Facebook users the ability to manage your fan page. This can be helpful to manage your social media presence but also needs to be done with caution. You don't want too many admins since they will have full access to your fan page. To make a person an admin of your page they first need to become a fan. Once they are a fan, go to Edit Page in the upper right corner. Then on the left side of the page click "Manage Admins." You can add them as an admin here.

Posting as you or your business.

Facebook now gives you the option to post as yourself or your business. If you are posting on your fan page you should post as your business. Then if you want to comment on a post or a post requires a personal touch then you should post as yourself. To switch back and forth between posting as yourself or your business, go to your fan page. Then in the upper right corner choose "Edit Page." Click the first option on the left side menu – "Your Settings." If you want to post as your business make sure the first check box is checked. If you want to post as yourself make sure it is unchecked.

Limit access to past posts.

With all Facebook's changes in their privacy settings they have implemented a way for users to go back and limit what people can see on their past posts. This is a great tool to use to change all your posts at once. You can restrict access to all your past posts no matter what they were originally posted as. To get to this feature go to Home-> Privacy Settings. Choose "Limit Access to Past Posts". Click on the "Limit Old Posts" button.

Watch what you post.

With this technology there comes responsibility. You need to use common sense when posting to any social media sites. First you should not be using these tools as a place to bad mouth people.



Even if that person is not a friend on Facebook changes are someone will

tell them about your comments. I can't tell you the number of times I see major fights happen over a stupid comment on



NIKE All Stars

The 2011-2012 *NIKE* All Star Campaign is in full swing and thank you to our loyal supporters who have already sent their listings in. Members will have an opportunity to contribute at Fall Board, and local chapters, districts and friends of NYS Women, Inc. can send contributions anytime to the *NIKE* Business Manager, Susan Fayle. Information on contributing can be found on our website.

Publication July 15th/Sept. issue Oct. 15th/Dec. issue
Deadlines: Jan. 15th/March issue March 15th/May issue

NEW YORK STATE
women, INC.

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

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

Mail form and check(s) to: Susan M. Fayle, *NIKE* Business Manager, 554 Tacoma Avenue, Buffalo, NY 14216.
 Phone: 716-832-2179 • E-mail: NIKEmgr@nyswomeninc.org

Platinum Patrons

Margarita Clemento
 Theresa Fazzolari
 Patricia Ferguson
 Marie Johnson
 Audrey MacDougall
 PSP '93-94
 Cay Raycroft PSP '92-93
 Clare Sullivan PSP '96-97
 Colleen White Tyll

Golden Givers

Dixie Aniolek and
 JoAnne Krolak
 Clarence Chapter
 In honor of the outgoing
 Susquehanna Chapter
 executive committee
 Diane M. Illig
 Niagara Frontier Chapter
 Professional Women of Sullivan
 County
 Helen Rico PSP '05-06
 Town & Country Womens
 Network

Silver Supporters

Lucille Arzenia PSP '98-99
 Chadwick Bay Chapter
 Pat Fanning
 Ramona Gallaher
 Mary Goutos
 Greater Binghamton Chapter
 Pat Hendrickson
 Susan Mager
 Kim Nowakowski
 Linda Provo PSP '07-08
 Linda Przepasniak PSP '04-05
 Linda Rankin
 Elisa Serfass

Bronze Boosters

Robin Allen
 Maria Barnas
 Dorothy Bedford
 Diane Bergmanson
 PSP '86-87
 Lois Bircher PSP '76-77
 Kay Boland
 Deanna Borrello
 Doris Brooks
 Joy Brown

Jean Candee
 Debra Carlin
 Mary Clary
 Gale Cohen
 Joan Dalton
 Elsie Dedrick PSP '97-98
 Camille Demetrio
 Cheryl Douglass
 Betty Drislane PSP '91-92
 Candace Edwards
 Maureen Fogerty
 Carolyn Frazier PSP '02-03
 Jan Garvey
 Alisha Gould
 Linda Hansen
 Maria Hernandez PSP '01-02
 Donaldly Hoover
 Joan Houck
 Donnie Hover
 Marilyn Iengo
 Carolyn Johnson
 Nancy Keoghan
 Catherine LaGrutta
 Laurie Livingston
 Betty Lomonaco PSP '87-88
 Dorothy Mangano PSP '82-83

Viola McKaig PSP '00-01
 Judy McLeod
 Marissa Metzger
 Mary Ellen Morgan
 PSP '09-11
 Terri Pacos
 Carlene Pawlak
 Joann Olbrich
 Betty O'Connor PSP '89-90
 Linda Rankin
 Jessie Schwartz
 Connie Smith
 Rosemarie Spanti
 Karen Spoor
 Beverly Sprague
 Kathy Staggs
 Nancy Steffan
 Mary Stelley PSP '99-00
 Neale Steiniger PSP '08-09
 Helen Swank
 Deb Vecchio
 Denise Walker
 Linda Winston PSP '06-07
 Joan Young
 Barbara Ziegler PSP '95-96

NIKE Deadline

Our next deadline is March 15, 2012. Please put *NIKE* in the "subject line" when e-mailing materials to Linda Przepasniak. Published material must be accompanied by a letter from the publisher giving permission to republish and the credit line required to be included with the article. Articles for *NIKE* are usually 100 words (for chapter news) and 1,000 to 1,500 for features. If you rewrite the article using quotes, please designate where the reader can get the full copy.

Please Send Your District and Chapter News to:

Ramona L. Gallagher
 1217 Delaware Ave., Apt 807
 Buffalo NY 14209-1432
 E-mail: mmistymo@aol.com

Our Mission

To build powerful women
personally, professionally,
and politically.

Our Vision

To make a difference in the lives
of working women.

NEW YORK STATE
women, INC. 

INSTY-PRINTS

MARKETING / PRINT / MAIL

CHEEKTOWAGA



Don't take a chance
on your company's image.

Insty-Prints Cheektowaga
delivers high quality,
professional print
communications...
on time and on budget.

design print copy mail

3959 Union Road ■ Cheektowaga, NY 14225
p 716.634.5966 ■ f 716.634.0841 ■ insty@roadrunner.com
www.InstyPrintsCheektowaga.com

Since **1989**...

\$126,200

126 women

45 New York State colleges and universities

81 masters degrees

45 doctoral degrees

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

YOUR tax deductible gift can make a difference! The NY Grace LeGendre 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: Vi McKaig, Fundraising Chair, P.O. Box 67, Voorshesville, NY 12186. 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.

Signing Up for Medicare: It's Not Necessarily Automatic

Courtesy of Women's Institute for a Secure Retirement (WISER)

ARE YOU ALMOST AGE 65? Have you been looking forward to getting the health care coverage provided by Medicare Hospital (Part A) and Medicare Medical (Part B) Insurance? If you have, be sure you know what you have to do to have your coverage start.

First of all, let's review what these two parts of Medicare cover.

- Part A helps cover in-patient care in hospitals and skilled nursing facilities (not custodial or long-term care). It also helps cover hospice care and some home health care. There is no Part A premium for most people because they or a spouse paid Medicare taxes while they were working.

- Part B (Medical Insurance) helps cover doctors' services and outpatient care. It also covers some other medical services that Part A doesn't cover, such as some of the services of physical and occupational therapists, and some home health care. There is a monthly premium for Medicare Part B. But, because Part B requires that you pay a monthly premium, you have the option of turning it down.

How Do I Sign Up for Medicare?

In general, a person becomes eligible for Medicare at age 65. If you are already getting Social Security retirement or disability benefits or railroad retirement checks, you will be contacted a few months before your 65th birthday and given the information you need. You will be enrolled in Medicare Parts A and B automatically. If you are not already getting Social Security retirement benefits, you should call (1-800-772-1213) or visit a Social Security office about three months before your 65th birthday to sign up for Medicare. You can sign up for Medicare even if you do not plan to retire at age 65.

What If I Don't Sign Up at Age 65?

When you first become eligible for Medicare, you have a seven-month period (this is called your initial enrollment pe-



riod) in which to sign up for Medical Insurance (Part B). A delay on your part will cause a delay in coverage and result in higher premiums. If you are turning age 65, your initial enrollment period begins three months before your 65th birthday, includes the month you turn age 65 and ends three months after that birthday.

If you do not enroll in Medicare Part B during your initial enrollment period, you have another chance each year to sign up during a "general enrollment period" from January 1 through March 31. Your coverage begins the following July. However, your monthly premium increases 10 percent for each 12-month period you were eligible for, but did not enroll in, Medicare Part B.

Won't An Exception Be Made in My Case?

Special enrollment period for people covered under an employer group health plan:

If you are 65 or older and are covered under a group health plan, either from your own or your spouse's current employment, you have a "special enrollment period." This means that you can delay enrolling in Medicare Part B and not have to wait for the next January through March general enrollment



Signing Up for Medicare

period. You will not have to pay the monthly surcharge for late enrollment either.

The special enrollment period rules allow you to:

1) Enroll in Medicare Part B any time while you are covered under the group health plan based on current employment, or

2) Enroll in Medicare Part B during the eight-month period that begins with the month your group health coverage ends, or the month employment ends – whichever comes first.

If you do not enroll by the end of the eight-month period, you will have to wait until the next general enrollment period, which begins January 1 of the next year. You also may have to pay a higher premium.

After I Sign Up, Does My Coverage Start Right Away?

If you accept the automatic enrollment in Medicare Part B, or if you enroll in Medicare Part B during the first three months of your initial enrollment period, your medical insurance protection will start with the month you are first eligible. If you enroll during the last four months, your protection will start from one to three months after you enroll.

Reprint courtesy of Women's Institute for a Secure Retirement (WISER) WISER's mission is to improve the long term financial security of all women through education and advocacy. WISER supports women's opportunities to secure pensions and adequate retirement income through research, workshops and partnerships. More information at www.wiserwomen.org



WHITE RABBIT DESIGN

Witty
Wondrous
Whimsical
Woman-Owned



716 839 3696

www.whiterabbitdesign.com

whiterabbitdesign@roadrunner.com

Imaginative, intelligent ideas that get your message across.



Web Design • Print Design • IT Support Services

Renee Cerullo
President, MCSE

Email: cerullo@rlcomputing.com
Phone: 716.656.8958
Fax: 1.866.375.3393
Skype: renee.cerullo

www.RLComputing.com

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.

Domestic Violence

Continued from page 5

Economic impact.

- Over \$5.8 billion is spent each year on domestic violence, with \$4.1 billion on direct medical/mental health services.
- Victims lost almost 8 million days of paid work due to intimate partner abuse. This is equivalent to over 32,000 full and part time jobs and almost 5.6 million days of household productivity.
- 16,800 homicides and \$2.2 million medically treated injuries costs \$37 billion annually.

Only one-fifth of all rapes, one-quarter of all physical assaults and one-half of all stalking incidents against females, resulting from intimate partner abuse are reported to the police. Only approximately 20% of people who experience domestic violence obtain civil protection. Approximately one-half of the orders of protection as a result of physical abuse were violated, while more than two-thirds of those against partners who raped or stalked their victims were violated.

The facts put forth here are only a small portion of the disturbing facts from around the nation and the world. What you can glean from these few areas of impact on society is that, until a victim is injured or scared enough, this crime is hidden while it does often irreparable damage to partners and children. Make no mistake – domestic violence damages families and family relationships; friendships; employment; communities; economies and educational opportunities. Escape to immediate safe environments is only one option for the victims. There are needs for long-term mental health counseling for the victim and any children involved in an abusive relationship; medical treatment; community-based support systems; legal and law enforcement support; financial support for programs that assist victims and their children; educational and employment opportunities that will aid the victim in returning to self-support; appropriate and necessary incarceration of the abuser; mental health counseling for the abuser with an assessment for possi-

Make no mistake – domestic violence damages families and family relationships; friendships; employment; communities; economies and educational opportunities.



ble recidivism (repeat of the crime); and financial restitution from the abuser for medical and mental health bills incurred by the victim and children, as well as job and income loss.

This is a huge wish-list for an under-reported crime, but in order to break the cycle of domestic abuse, much needs to be done by many. Laws need to address many items. Communities need to recognize and acknowledge the problems that definitely exist and often go unreported. Communities, employers, educators, families, neighbors and friends need to recognize the signs of domestic violence and abuse and not turn their backs. All can become aware of programs, hotlines and services that are available to the victims and them as well. Battering is a learned behavior and a crime unto itself which does not have as its root cause alcohol and/or substance abuse. However, these can certainly aggravate an already potentially lethal situation.

There is a reason I call this the “gift that keeps on giving.” The cycle of domestic abuse and violence is very difficult to break. While leaving seems to be a courageous and logical solution, abusive relationships are very complex and complicated. Cultural, religious or family pressures, threats to harm the children, financial dependence, fear for one’s life or those of others are some issues that could prevent an abused person from leaving. Often women who leave abusive relationships are at greater risk of losing their lives than if they stay. Safe houses

are time limited and are only as safe as the victim allows it to be. The victim must be willing to seek assistance, accept support and develop a plan for the relatively near future. The victim must be willing to seek legal advice and follow through. But for any of the aforementioned reasons, the victim may be ill-prepared emotionally or financially or unwilling to effect change in the relationship. However, there is help available: Hotlines for victims or reporting domestic violence are available in most communities, in the phonebook

and on the web.

Safe houses most often need the support of the community, benefactors and funding from organizations. They often need clothing, toys, toiletries, domestic items, etc. Their clientele changes frequently and some items are consumable and need replacement. Some chapters of New York State Women, Inc., for example, offer support for local safe houses. Some dedicated individuals conduct fund raisers to create and support safe houses in or near their communities.

States have different domestic violence laws. Some differ on the type of relationship that qualifies. Some include former and current dating relationships in their laws. Some states exclude same-sex relationships in their laws. States will often have legislation pending that would create new laws or update laws that are in need of enhancement or adjustment.

If you would like to give a gift worth giving, get detailed information on services and laws that exist in New York State by logging onto the New York State Office for the Prevention of Domestic Violence website at www.opdv.ny.gov/.

Share the information with others but especially someone who may be in need. January was Stalking Awareness Month. Funny, I didn’t see this advertised in my local community!

Education is the key to changing our world for the better. Get educated to domestic violence and be an instrument of change in a woman’s life.

Do you know someone who is in an abusive relationship? The safety planning guide printed below might help them. Excerpted from the New York State Office for the Prevention of Domestic Violence website: www.opdv.ny.gov/

Planning for Your Safety

These are ideas to get you started in planning for your safety. But every situation is different. Only you can decide what's best for you.

Being ready for a crisis. You may be living with, dating, or have a child with the abuser. If it is safe for you, you might think about:

Leaving the house for a short time. Think about how you would get out safely and where you would go. Have your purse and car keys ready.

Asking a neighbor or a friend for help. A neighbor can call police if they hear violent noises coming from your home. A friend can take action if you use a code word arranged in advance.

Calling for help: police, domestic violence hotline, friends, family. Know those numbers or program them into your phone, if you can do so safely. Your local domestic violence program may be able to give you a free cell phone for calling 911.

Including your children. Make sure they know their address and phone number and how to get help. Plan a code word to let them know to get help or leave the house.

Planning to leave or separate from your partner. You may decide that leaving your partner is the best choice for your safety at this time. Think about:

Where you could stay and for how long: homes of friends or family, a hotel, or domestic violence shelter. Have phone numbers ready. How you can get to a safe place. You may be able to use your car, public transportation, or arrange for a ride. Things you might need to take with you:

- Cash, credit cards, ATM card, and/or checkbook. You may need money for gas, food, lodging, public transportation, medication, phone calls, and other expenses. Make sure you know your passwords and account numbers.

- Identification and documentation for you and your children. This could include your driver's license, birth certificates, social security cards, recent photos, passports, immigration papers, public assistance ID, employee or school ID.

- Keys to your house, car, office, and safe deposit box.

- Medications, health insurance cards, Medicaid/Medicare cards, vaccination records, glasses, hearing aids, etc.

- Important papers (orders of protection, divorce or separation agreement, custody/visitation order, child support order, car registration, insurance papers, lease or house deed, past tax returns).

- Electronic equipment such as laptops and cell phones.

- Where you could safely leave extra clothes, important documents, keys, or money.

- Be sure to take any items that could be used as evidence of the abuse. (Photographs of your injuries, threatening notes or messages, copies of police reports, medical records such as hospital discharge papers or x-rays, or a journal of the abuse.)

What to do about your pets. There is a strong connection between domestic violence and animal cruelty. Sometimes abusers threaten or harm pets to scare and control the victim. For many women, concern about pets is an important part of their decision to leave. Consider these options:

Pets may be safe staying at home. The local domestic violence program may be able to help you find a safe place for your pets. You may be able to take pets with you (check first). Talk to your vet for possible care or recommendations for boarding.

After leaving or separating from your partner. Leaving your

partner may not end the danger you faced. Abusers can become more dangerous after their partners leave.

Safety considerations with children: Teaching your child how to use the phone to make a collect call to you if they are concerned about their safety. Or, getting your child their own cell phone to be used for emergencies.

Telling the people who take care of your children, including their school, which people have permission to pick them up and make sure they know how to recognize those people.

If your children use social networking websites, talk to them about being careful with what information they post there. They might give out information that could be used to track your family without meaning to. This could happen if they talk about where they work or go to school, or if they say they have moved recently.

At work and in public. Your partner knows your routine, including where you work, the times you travel to and from work, places you shop, what time you drop your children off at school, etc. Many people who are abused are harassed by their partners when they are at work. Think about:

At work: Telling your boss, security staff, and/or employee assistance program about your situation. Seeing if your employer offers flexible work hours or a transfer to another location. Giving workplace security a picture of the abuser and copies of orders of protection. If possible, asking security staff to walk you to and from your car. Knowing your workplace security phone number in case of emergency. Asking a co-worker to screen your calls at work. Also, think about asking for a phone with caller ID and recording capabilities. Changing your route to and from work.

In public: Changing what time you attend religious services, or attending a different place of worship. Changing your patterns – avoid stores, banks, laundromats, and other places your partner may go to look for you. When possible, ask someone to go places with you. Telling someone where you're going if your plans include something that's not part of your normal routine.

If you get an order of protection. Think about: Where you will keep your order of protection. Always keep it on you or nearby. Giving copies of your order of protection to police departments in the communities in which you live, work, where your children go to school, etc. Giving copies of an order of protection to your employer, religious advisor, close friends, children's schools/day care providers.

If you lose your order of protection or your partner destroys it, you can get another copy from the court that issued it.

If your partner violates the order of protection, you can call the police and report the violation, contact your attorney, call your advocate, and/or tell the court about the violation. Call a domestic violence program if you have questions about the order or if you have problems getting it enforced.

NYS Domestic and Sexual Violence Hotline

24 Hours, 7 Days a Week

1-800-942-6906 TTY: 1-800-818-0656

Spanish language: 1-800-942-6908 TTY: 1-800-780-7660

In NYC: 1-800-621-4673 or dial 311 TTY: 1-866-604-5350

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



- Women's earning power is escalating: They comprise over half of all college students and about 38% of small business owners.
- Women are likely to make the final decisions on travel in 80% of families, medical expenditures (70%), and automobile and insurance purchases (55% each).
- Nearly half of all adult women are solely responsible for saving money for their households.
- Women control 80% of all household purchases.
- They account for 35% of all adults spending more than \$500 on home improvements.

You can reach New York State's working and professional women through your sponsorship of NIKE.

- **NIKE** targets 1,200 business women 4 times annually.
- **NIKE** is bookmarked and circulated to a range of business associates, family, friends, and vendors.
- **NIKE** is distributed in communities and to decision makers and leaders throughout New York State.



NIKE sponsorship opportunities.

- **\$750 Sponsorship:** Half-page ad in 4 issues of **NIKE** (valued at \$500)
Sponsor logo on NYS Women, Inc. website linked to sponsor homepage
Vendor table at a NYS Women, Inc. conference
One free membership to NYS Women, Inc.
- **\$1,500 Sponsorship:** Full-page ad in 4 issues of **NIKE** (valued at \$1,000)
Feature article in 1 issue of **NIKE**
Sponsor logo on NYS Women, Inc. website linked to sponsor homepage
Vendor table at a NYS Women, Inc. conference
One free membership to NYS Women, Inc.
- **\$3,000 Sponsorship:** Full-page back cover ad in 4 issues of **NIKE** (valued at \$2,000)
Feature article in 4 issues of **NIKE**
Sponsor logo on NYS Women, Inc. website linked to sponsor homepage
One banner ad on NYS Women, Inc. website
Vendor table at a NYS Women, Inc. conference
Two free memberships to NYS Women, Inc.

For more information:

Susan M. Fayle, NIKE Business Manager

716-832-2179 or NIKEmgr@nyswomeninc.org