

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 4
MAY 2012

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Advocacy vs. Lobbying

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President's Letter

New York State Women, Inc. Loud(er) & Proud(er) – Let Your Voice Be Heard!

-from Pat Hendrickson



As this is my final official President's message, I want to both highlight recent events and reflect on an eventful year.

Our Winter Board and member meeting, March 2-4, 2012, at the wonderful and accommodating Radisson Hotel, Corning, NY, was well attended, productive, informative and entertaining. Hosted by District VII, representing the Finger Lakes region of our beautiful

state, it successfully presented more opportunities to fulfill our goals and reinforce the key elements of this year's theme. We welcomed another group of young women to our youth leadership program, a program 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 featured workshops on: life planning for women of all ages; the security of social media; public relations and the successful upgrades to our presentation via our website and their plans to enhance communication to our members and potential members; and elements of membership building. The strategic planning committee conducted another successful workshop which helped to move us further along into the next phase of proposed changes to our organization's structure and policies. The bylaws committee presented additional proposed changes and has been diligently working on an updated version of our bylaws. The public policy committee briefed us on pending legislation and encouraged our support. Our manual of instructions committee presented additional revisions to our policies and procedures. The legislation and advocacy committee prepared a presentation on their work to date. Other members of our board of directors and committees also took to the podium to update us on our current status. Members in attendance also heard speakers on the topics of domestic violence and women in the military. Entertainment at our Saturday cocktail hour featured a military women's song and dance troupe.

Our June Conference will be held June 1-3, 2012, at the Hampton Inn & Suites, in Albany, NY. It will be hosted by District X, with assistance from other members. We look forward to closing the 2011-2012 year with a greater sense of accomplishment, while electing officers for the 2012-2013 year. There is an energy that builds and is carried on the shoulders of our members when we gather and renew our commitment to our mission and vision. Our program will again provide sessions that educate, intrigue and motivate those in attendance. New ideas and plans for the future

activities of NYS Women, Inc. will be put forward by our next executive committee, board of directors, committees and members.

While I was exceptionally proud of the members of District VII, who coordinated and prepared a fabulous March Board meeting, I am equally proud of all 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 more than 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 a New York State woman's life. Look for membership information on our exciting and enhanced website at nyswomeninc.org.

As I approach the end 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. I sincerely want to thank the membership for allowing me the privilege and honor of serving as the 2011-2012 president of New York State Women, Inc. While this position requires monumental and sincere dedication and commitment of time and focus, it requires an attempt to balance life in the best way possible. Personal challenges can impact. Professional and work schedules need to have a place, but can often interfere. Counting my blessings, placing greater emphasis on my accomplishments, taking stock of goals not achieved but still works in progress, I must repeat that the most important thing I have learned is that my success, indeed our success, continues to depend on the capabilities and 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 works so hard to uphold the vision and mission of New York State Women, Inc. I also want to thank the many members who inspired, encouraged and supported my efforts to serve to the best of my ability. This is what enables me and all of us to be Proud and Powerful as we strive to let our voices be heard.

On behalf of the executive committee and all the board, committees and members, we once again express our gratefulness for your readership and support, encourage you to share this publication with others, and extend our best wishes to all our readers and sincerely hope that you join us in improving the lives of NYS women.

Calendar of Events

2012

15th of each month: Deadline: *Communicator*

June

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

July

15 Deadline: to submit info for *NIKE*

August

29 Women's Day at the New York State Fair, Syracuse, NY

October

12-14 Fall Board, Conference Center of Niagara Falls, Niagara Falls, NY

Check online for updates and registration forms:
www.nyswomeninc.org

Please copy these dates into your calendar!

NEW YORK STATE women, INC.

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From the Editor



Responding to Change...

"It is not the strongest of the species that survives, nor the most intelligent, but the one most responsive to change." This quote from Charles Darwin sets the tone for my closing message as Editor of *NIKE*.

Over the last four years, I have had the extreme pleasure and honor to be part of an extraordinary group of women dedicated to producing a professional publication for the membership of New York State Women, Inc. The *NIKE* publication has been a labor of love . . . a response to change both within the organization and personally.

I took a moment to review previous messages . . . and the most compelling was the May 2009 editor's letter which read, "After July 1st, our organization may, or may not, carry the name of Business and Professional Women, but what it will carry is the heart and soul of women who help and support each other to achieve and succeed. Our voices will continue to be heard and this magazine will continue to be a conduit of information for our membership . . ."

As Charles Darwin put it . . . the one that survives is the one that responds to change. New York State Women, Inc. is accepting the challenge to be a catalyst for change in the lives of New York women. Our numbers may be small, but those numbers are strong and members are willing to commit to building our fledgling organization. Our roots go deep and our potential is unlimited. The road may not be straight and smooth but it is one that we have decided to travel . . . together.

Concluding the May 2009 missive I wrote, "The dynamics of change empower us to build upon our legacy and reinvent ourselves to meet the requirements of working women in the 21st century. Whoever, or whatever we will be, our voices are needed now more than ever. Nothing could be more important."

I still believe in our organization in whatever shape or form it takes and hope you do too. I hope that you will do what you can to support your chapter, the region and the state. In June, I will be accepting a new challenge as NYS Women, Inc. communications chair and am looking forward to expanding our visibility throughout the state and beyond. We will continue to bring you a publication that serves the members' needs. My thanks to those who share this incredible journey with me now and to come!

-Linda Przepasniak, Editor

Next NIKE Deadline is July 15, 2012

Please put *NIKE* in the subject line when e-mailing submissions to Katharine Smith, *NIKE* editor at PR@NYSWomeninc.org. 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.

Advocacy vs. Lobbying

THE MEANINGS, THE REASONS, THE METHODS, THE RESULTS



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

4. Advocacy, in the form of lobbying, is a democratic tradition. We speak, we write, we vote. We make our voices heard to effect change.

5. Advocacy is instrumental in finding solutions to problems and issues. It can be perceived as both learning and teaching tools in our bag of tricks. Researching a cause and offering this knowledge to others is extremely valuable.

6. It is an easy thing to do. It is a matter of knowing who to

contact, when and what to say. Put your “ducks in a row” and you or your organization can make things happen easily and in a timely manner.

7. Your knowledge and experience are valuable to others who can facilitate change on a larger scale. Personal experience cannot be underestimated. It is what makes a cause real and genuine.

8. Advocacy helps you feel that you have fulfilled the purpose of your efforts or those of your group. While you may not directly bring about change, your advocacy, your voice can enable others to get the job done.

9. Advocacy brings attention to issues and causes, especially on a local level. Smaller groups can often effect direct change more readily and more immediately.

10. Advocacy further legitimizes a group’s mission and vi-

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THE ULTIMATE GOAL OF MOST REPRESENTATIVE GROUPS is effective advocacy. What does this mean, you ask? Well, the word advocacy is generally defined as “the act of pleading or arguing in favor of something, such as a cause, idea or policy; providing earnest and active support.” It is the act of speaking on behalf of or in support of another person, place or thing. It is this act that brings about change and fosters initiatives in many different areas of government and on many different levels of management.

The reasons we advocate or lobby for a cause seem simple enough.

1. A single person can make a difference. Think of instances where you have influenced another person to make a beneficial decision about the course of their life or health care.

2. A group of people can make a greater difference. It is often advocacy that gives rise to organizations with a specific focus, such as the Alzheimer’s Association.

3. People can change laws. History gives testimony to this.



Feature:

Professional Development

Remember what it is like to sit and listen to every single person in a room introduce themselves. And then, remember the ones who start talking and will not stop. They insist on telling us everything that they can about themselves. And if there is not a good leader in the room, there is no stopping them. I taught a class once for a women's center and the leader allowed anyone and everyone to ramble on for as long as they wished about themselves. I could tell that each of them found themselves fascinating. The rest of the room, however, wanted to crawl under the tables. If this is how you want your perspective customers / clients to feel, then you are all set and you need not read on. If you would like to be listened to and understood though, I have some advice that you may be interested in.

When you have the opportunity to talk about yourself, keep it very short. In fact, state your name and your business and then just one sentence about what you do. I know this advice makes you anxious. You ask yourself, "What if the person doesn't understand what I do, What if I miss something and What if I don't get to talk again?" These are all valid questions. But none of this matters if you bore the prospects so much that they want to avoid you more than the plague. The problem is that you are thinking about selling your product or service, when all you should be trying to do is to sell another couple of minutes. You cannot sell yourself or your product in an elevator. All you can do is get the person to pause for a few moments. The problem is that everyone is out there trying to get their message across, but they are not realizing that they are giving the wrong message. They are saying, "Buy my product (service)" when they should be saying, "Stay and ask me a couple of questions."

Which brings us to what that one sentence should look like. All it needs to do is tell what you do and who you do it for. So, this one sentence we are discussing talks about outcomes. Stop thinking about what you want to say and instead think about what others need to hear. They want to know if they should listen to you. You should only want to talk to people who are actually in your market. When you are not clear about what you do and who you do it for, you waste a great deal of time talking to the wrong people. On

Defining and Branding

An effective "elevator speech"

We hear so much about 30-second elevator speeches and infomercials. But, do we think about what these "dialogues" do to others? Imagine what the other person is thinking when they are forced to listen to a "rap" about you that they have not asked for! Do they really hear what you are saying? Or are they just wishing they could run away from you?

the other hand, if your Defining Statement is right on, you will only stay and talk to the people who should be listening to you.

A Defining Statement is short and to the point. The purposes of having a defining statement are many. First, so that you understand fully who you are and what you do. These “stopping moments” in our lives, used for asking ourselves important questions are crucial to progress and success. Also, other people will really understand what you do when your defining statement is “right on.” Your messages will be consistent and you will be able to describe what you do without other people getting bored when you tell them what you do. We want people to turn toward us, not away from us.

The principle is to describe you in terms of a concept rather

market. Many times I hear from people when we are designing their defining statement that they don’t want to exclude potential customers. It is better to risk excluding a few than to risk sounding boring or just like everyone else. If you try to work with everybody, you will work with nobody. When you say, “I work with everyone,” the listener will tune you out because it is too broad and they will not hear anything that “tweaks” them. Risk leaving something on the table so that you make sure you go after your market. If cool men are your primary target, then say so! Now you might say that these men are not really all that cool, but the ones who believe that they are cool will be the ones who listen when you say that you work with “cool” men.

So, now you have what you do and who you do it for. Make



When you have the opportunity to talk about yourself, keep it very short. In fact, state your name and your business and then just one sentence about what you do. I know this advice makes you anxious. You ask yourself, “What if the person doesn’t understand what I do, What if I miss something and What if I don’t get to talk again?” These are all valid questions. But none of this matters if you bore the prospects so much that they want to avoid you more than the plague.

than a title. Here goes. First, think of the outcomes that your customers or clients experience. Think in terms of “what they get,” not features and benefits. If you were a sports car, you would not tell people, “I am a vehicle with four tires and a steering wheel. I get good gas mileage and I will get you from point A to point B.” No, you would say, “I am a really cool ride. You will feel young and attractive when you take me for a spin. I get you where you are going in style and I do it fast.” Experiences! I can call myself a counselor by title. Or I can think of what the experience is to my clients, such as jumping life’s hurdles or sliding downhill to goals as opposed to rock climbing to them.

When you are done with the outcomes, you need to think about who you work with. Is it individuals or businesses? Is it just women? Is it just hairdressers? Is it only those who have a lot of money? Be careful with this because your target market is your ideal client. You want to say something that speaks directly to them. In the above example, the sports car works with cool men who want a ride that attracts attention. Okay, relax! I know that women buy sports cars too, but let’s face it; most of the customers will be men. Speak to the majority of your

a sentence out of those two. I work with “blank” who want “blank.” The language must be simple, conversational and easy to remember. It must attract people and be customer / client focused. Think about what they want. And finally, it must be REPEATABLE.

Remember that the real function of the defining statement is to get people to stop and listen and ask YOU questions about YOUR business. Imagine that you are standing in a yard, separated from your prospect by a high wooden fence. Your product is at your feet. Your defining statement should get that person to come and have a peek. Then you start “selling.” The Defining Statement just gets the ball rolling. If it is too broad, the wrong people look over the fence. If it is too long, the people go away. When it “speaks” to the right target market, they come and have a look and want to talk more.

I always recommend a retreat to create a Defining Statement. Once you have learned the rules and begun the process with a professional, take a day or a weekend and go away with yourself. Get to know yourself really really well and contemplate your “profession” or career really well. You will begin to

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Feature: Empire Builders

Women Who Helped Build the Empire State

Lillian Wald

by JoAnne Krolak
Vice Chair, Women's History Month

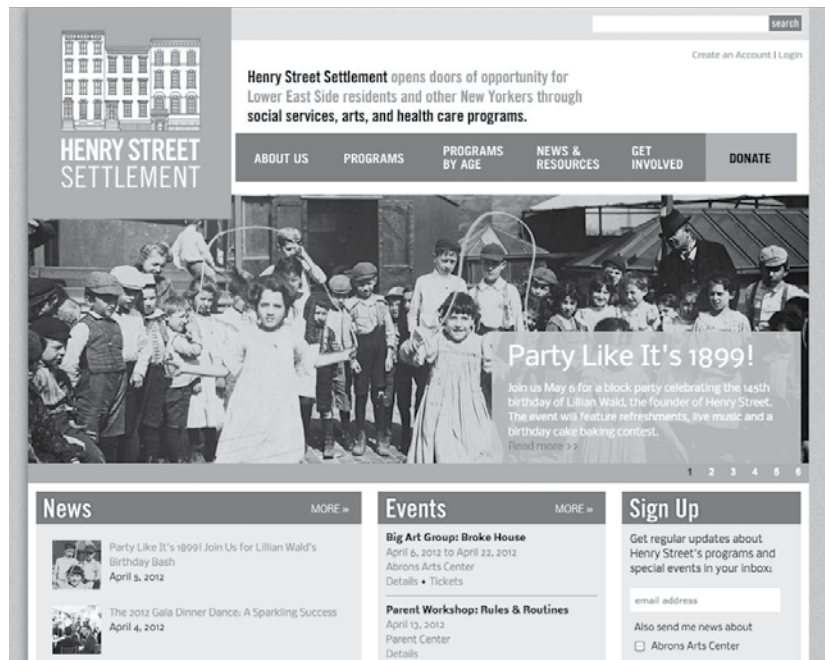


Lillian Wald was born to Minnie and Max Wald in Cincinnati, Ohio, in 1867. While Lillian was still a girl, the family moved to Rochester, New York, where Max operated a business selling optical goods. Lillian always considered Rochester her home.

After graduating from Miss Cruttenden's English-French Boarding and Day School for Young Ladies, Lillian applied for admission to Vassar College, but was denied on the basis of her age (she was 16 at the time). In 1889, Lillian assisted at the birth of her sister's child, an event which sparked an interest in nursing. Lillian enrolled in the New York Hospital Training School for Nurses and graduated in 1891.

Lillian's first job after graduation was at the New York Juvenile Asylum, which was an orphanage. After one year at the Asylum, Lillian started taking courses at the Women's Medical College, with the intention of becoming a doctor. At the same time, she also began to teach a course in home nursing to immigrant families living in New York City's Lower East Side. The area was densely populated and living conditions were deplorable. Lillian could see that the needs of the families were immediate, so in 1893 she dropped out of medical school, and with her friend and co-worker, Mary Brewster, took a top-floor flat in a Jefferson Street tenement, where they opened a nursing services office. Lillian called their work "public health nursing," because their work was integrated into the community.

In 1895, Lillian and Mary established the Henry Street Settlement House, with services to be nonsectarian and fees charged on the ability to pay. Lillian



Henry Street Settlement, firmly rooted in the Lower East Side community where it has remained a trusted advocate for its neighbors since 1893.

"The sight of a woman in a rear tenement, under unspeakably distressing conditions, was the starting point of the Settlement," Lillian D. Wald related during the Henry Street Settlement's 20th anniversary celebration in 1914. "Miss Mary Brewster and I, both graduates of the New York Hospital Training School," Wald continued, "established ourselves on the top floor of a tenement house near by. We charged ourselves with creating a visiting nursing service, on the terms most considerate of the dignity and independence of the patients ... and also with contributing our citizenship in an industrial neighborhood."

One hundred eighteen years later, Lillian Wald's work continues at Henry Street Settlement: according to their website, Henry Street has a staff of 450 full-time and 400 seasonal employees, an active board of directors, partnerships with several organizations and a burgeoning alumni network.

Henry Street Settlement opens doors of opportunity to enrich lives and enhance human progress for Lower East Side residents and other New Yorkers through social services, arts, and health care programs.

<http://www.henrystreet.org>

saw that neighborhood families had needs beyond healthcare and the Henry Street Settlement soon expanded its services to include family recreation, cultural activities, plus classes in cooking and sewing. Since Lillian was also a strong believer in civil rights, all classes were racially integrated at her insistence. By 1913, the Henry Street operation had grown to include a staff of 92 nurses, nine houses, three stores and seven vacation homes in the country. By 1916, there were 250 nurses serving 1,300 patients per day. The yearly budget of \$600,000 came entirely from private donations.

Lillian's concern for immigrant children eventually grew to sending Henry Street nurses into the New York City public schools. This resulted in the New York Board of Health's organizing and staffing the world's first public nursing system. Lillian also lobbied against child labor, in order that neighborhood children would be able to attend school. Her efforts resulted in the creation of the Federal Children's Bureau, to protect children from abuse.

In 1903, Lillian helped found the Women's Trade Union League and would serve as a member of the Executive committee of the New York City League. In 1908, she became a part of the New York Commission on Immigration, which was formed to investigate the living and working conditions of immigrants in New York. One year later, Lillian was part of the group which founded the National Association for the Advancement of Colored People, and offered the Henry Street facilities as a site for the organizing conference.

The start of World War I found Lillian at the head of the American Union against Militarism (AUAM). Lillian was a pacifist and opposed American entry into the war. The AUAM lobbied the Wilson administration, urging a policy of mediation and staying out of the conflict. When the United States joined the fight, Lillian resigned from the AUAM, but stayed involved with related organizations, one of which later became known as the American Civil Liberties Union. Her concern was seeing that the rights of people, particularly immigrants, were maintained during wartime.

After the war, Lillian continued her involvement in political causes, and maintained her activities on behalf of children, women, immigrants, and the rights of all people to have equal

"This question of segregation looms up in my mind as of mountainous significance. I see in it an invidious and subtle poison that is being instilled into our national ideals. It is not because it is a political question, or not so much because it is a personal matter to those involved, though this is of grave importance, and should not be minimized, but it is a moral question that we should not dodge. That question involves an eternal principle of dignifying the human being which was proclaimed as the cornerstone of our national edifice and reiterated after the experience of eight-nine years by the best American of them all at the close of the Civil War. Segregation discriminates against the individual without regard to proven worth or ability. No surer way could be found to injure the pride, the dignity and the self-respect of any person or people than to assume that, because of color, race or nationality, they are unfit to mingle with the community.... It may be called a gross exaggeration to compare the attempted segregation in one of the Government departments to the tragedy of Dreyfus, but it is as potentially grave.... The nation has taken a great task upon itself when it set out to harmonize the different elements that make up our country, that all may get together for one great purpose, namely, free opportunity to each.... That moral deterioration falls upon people who deliberately wrong others, is equally true of a nation.... Without claiming the gift of prophecy, one can foresee that our sins, political and social, must recoil upon the heads of our descendants. We commit ourselves to any wrong or degradation or injury when we do not protest against it."

Excerpts from "Address to a Meeting under the Auspices of the National Association for the Advancement of Colored People," 1914

access to public health care. In 1934, she retired as head of the Henry Street Settlement, a position she had held for 40 years. In 1940, Lillian died of a cerebral hemorrhage, and was buried in Mt. Hope Cemetery in Rochester.

Feature: Political Action

IN THE CARPETED, CURTAINED SPLENDOR OF A National Harbor hotel ballroom, a Nigerian social worker described the life of the abused women in her village, how they work and fish and trade at the market, “but the men take all the money from them.”

Plates clinked in the background while the buffet was being set up, and a woman from Kenya took the microphone and described the night that police arrived at her home to find her beaten and bruised by her husband. “Can’t you two just work it out among yourselves?” the officer asked, before leaving.

And so the horrors unfolded, even as the Caprese salad was served.

The saddest thing about this hotel conference scene?

“All across the globe, our stories are the same,” said Berline Vaita, the Kenyan abuse survivor who was attending the World Conference of Women’s Shelters at National Harbor on Monday.

I went there to see the amazing array of front-line advocates, thousands of women from Ecuador, Mexico, Nepal, Denmark and at least 90 other countries who are here for a four-day conference that only happens once every four years.

I braced myself to hear the flesh-and-blood stories behind the staggering worldwide statistics on domestic violence, affecting about 1 billion women who have been “beaten, coerced into sex or otherwise abused by an intimate partner,” according to the D.C.-based National Network to End Domestic Violence, which organized this year’s event.

But abuse isn’t limited to villages and foreign countries. The folks at the conference did some eye-bugging when they heard about the way a bad suburban divorce in the United States can turn into a living hell when an abuser has technology on his side.

Over in Ballroom B, we were treated to the frightening array of apps, devices and programs that counselors and shelter advocates have seen abusers use to control and track women.

Women running from their abusers have had their cars unable to start, lock automatically or sped up thanks to a remote device marketed as a way to restrict a teen’s car use. They have seen men tuck dog collars meant to track a stray hound into a woman’s car and then hunt her like prey, following the collar’s GPS signal meant for Rover.

They have seen him hack her computer, geo-tag her phone and hide recorders in her car.

Remember all those vicious e-mails and texts between University of Virginia lacrosse players Yeardley Love and George Huguely V that helped the jury reach their second-degree murder verdict? There is an app popular among abus-

ers that instantly erases all communication, so you’ve got nothing in court.

“Are you freaked out yet?” asked Erica Olsen, the tech specialist for the group putting on the conference.

Scary.

The domestic violence stats for just one day in the United States are frightening. The national network did a statistical

snapshot for domestic violence in just one day – Sept. 15, 2011.

On that Thursday, 67,399 women and children reported domestic violence, including 614 in the District, 866 in Maryland and 1,304 in Virginia.

Most of those cases never make the news. And when they do – a la Rihanna and Chris

Brown – folks don’t always side with the victim, no matter how bruised she is. Yet we’re quick to let the abuser keep right on singing.

I sat down with the president of the network and co-founder of the global conference, Sue Else, to talk about the status of women worldwide.

When we hear stories of Afghan women made to marry their rapists or Iranian women being stoned to death, or see an Oscar go to a film about the Pakistani women disfigured from acid attacks by men, we can sit back and be grateful we are women in the United States. We live in a place where our government doesn’t try to control women.

“Ha!” Else and I both laughed.

At that moment, the male-dominated Virginia legislature was deciding on a bill to require ultrasounds before an abortion, although an uproar among women had prompted them to back off from mandating invasive transvaginal ultrasounds. Elsewhere in the country, contraception access is being debated.

Some of this legislation is its own form of control and abuse. It is no different than taking away the money those Nigerian women work so hard to earn or shutting down the car engine of a woman trying to drive home safely.

Overseas, the fight against domestic violence will take decades to win. But women all over the world are beginning to speak out about it, to demand their rights, sometimes at great risk to their safety.

The advocates coming here aren’t finding all the answers in America. But we are showing the world the power of our voices.

And that’s a good start.

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Showing the world the power of women’s voices

by Petula Dvorak, The Washington Post

NYS Women, Inc. Slate of Candidates 2012/2013



Susan Mager, Incoming President 2012/2013

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

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

Continued on page 21



Amy Kellogg, Candidate for President Elect

Amy Kellogg is a candidate for New York State Women, Inc. President-Elect. She is currently a partner at Harter Secrest & Emery. Her law practice focuses on representing a variety of New York State professional associates and businesses before the New York State legislature. This practice includes providing government related services, monitoring, analyzing and reporting the status of pending legislation, communicating clients' positions to members of the NYS Legislature, state agencies and the Governor's office, drafting legislation on behalf of clients, lobbying for the introduction and adoption of legislation and researching and ensuring compliance with state and federal lobby and election laws.

She has been a member of NYS Women, Inc. since 2005 serving as Tech Valley BPW president-elect from 2005-2006,

Continued on page 21



Colleen Ostiguy, Candidate for 1st Vice President

Colleen has been a member of New York State Women, Inc. for approximately six years and during that time has served a one-year term as New York State Women, Inc.'s Recording Secretary, a two-year term as Tech Valley's President and a two-year term as Tech Valley's Secretary. She also maintains the Tech Valley webpage.

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

Colleen's professional job is Electronic Services Librarian at Albany Law School. In this position, she is responsible for updating and maintaining the library's website, developing ways to market the library, responding to law student and faculty reference questions and teaching an advanced legal research course. Previously she was employed with the

Continued on page 21



Renee Cerullo, Candidate for 2nd Vice President

Renee has been very involved with New York State Women, Inc. for the last seven years. She has been Buffalo Niagara chapter president for two years, District VIII webmaster for at least four years, state public relations chair for two years, and worked with the state Young Careerist committee. In 2007, she was a BPW Young Careerist finalist.

Renee has helped bring New York State Women, Inc. and the Buffalo Niagara Chapter to a new level in their online presence to help market the organizations. Buffalo Niagara Chapter has gained 13 new members since September, many due to them finding the chapter website. She has brought online payments for meetings and memberships for Buffalo Niagara Chapter and will soon have this available to New York State Women, Inc. Online renewals have helped BNC mem-

Continued on page 21

New York State Women, Inc. Board Meeting

October 12-14, 2012

Conference Center of Niagara Falls/Sheraton at the Falls • 101 Old Falls St. • Niagara Falls, NY 14303

BOARD MEETING Registration

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 September 19, 2012

NAME

ADDRESS

CITY

STATE

ZIP

CHAPTER

REGION

PHONE: DAY

EVENING

E-MAIL

Registration Fees for All Attendees

- ☐ Advance Registration **\$25** if postmarked by Sept 19, 2012 \$ _____
- ☐ Late Registration **\$35** \$ _____
- ☐ On Site Registration **\$50** upon arrival

Commuter Meals, Only

Staying at hotel?

- ☐ Friday evening reception \$35 \$ _____ Yes _____
- ☐ Saturday Commuter Breaks/Lunch \$40 \$ _____ No _____

Amount Enclosed

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

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

Note: All hotel reservations are to be made directly with the hotel on the hotel registration form.

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"/> Region Director |
| <input type="checkbox"/> State Parliamentarian | <input type="checkbox"/> Assistant Region Director |
| <input type="checkbox"/> Immediate Past State President | <input type="checkbox"/> Past State President |
| <input type="checkbox"/> Standing Committee Chair | <input type="checkbox"/> Chapter President |
| <input type="checkbox"/> Standing Committee Vice Chair | <input type="checkbox"/> Member |
| <input type="checkbox"/> Special/Sub Committee Chair | <input type="checkbox"/> First Timer |
| <input type="checkbox"/> Special/Sub Committee Vice Chair | <input type="checkbox"/> Guest |

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

Kathy Cerullo • 311 Forest Drive • West Seneca, NY 14224
716-675-6075 • kathyc3112000@gmail.com

HOTEL Reservation

Conference & Event Center Niagara Falls
101 Old Falls Street • Niagara Falls, New York 14303

Fax: 716-278-0008

Reservation Deadline: September 19, 2012

Group Rates

Group package, with an additional room rate of \$129.00 plus \$16.77 tax for Thursday or Sunday night stay.

Group Package Rates

Packages below include overnight accommodations for two (2) nights at the Sheraton at the Falls, Friday evening reception, Saturday a.m. continuous break (continental breakfast), Sit down lunch on Saturday, p.m. Continuous Break on Saturday and a.m. continuous break (continental breakfast) on Sunday. All packages include sales and occupancy tax and Conference & Event Center Niagara Falls sales tax and service fee.

Hotel Information: Check in: 3:00 p.m. • Check out: 12:00 noon

Cut off Date: September 19, 2012

Following the cut-off date indicated above, all rooms for which reservations have not been received will revert back to the Sheraton at the Falls for general sale. Additional rooms, after the cut off date, will be subject to space and rate availability. Reservations will not be taken over the telephone. All guests staying overnight must purchase the two-night all inclusive package and must complete the reservation form. Incomplete reservation forms or forms without full payment will not be processed.

No Refunds or cancellations will be accepted after September 20, 2012;

Any cancellations received after September 13, 2012 but by September 20, 2012 will be subject to a charge of \$129.00, one night's room and \$16.77 tax.

Arrival Date _____ Departure Date _____

Guest Information

Name

Company Name

Street Address

City

State

Zip Code

Telephone

E-mail

Accommodations Requested (Please indicate option below)

- ☐ Single Occupancy, \$390.50 per person ☐ Triple Occupancy, \$196.14 per person
- ☐ Double Occupancy, \$244.73 per person ☐ Quad Occupancy, \$171.85 per person

Total Amount Due: _____

Special Requests _____

**Hotel will do their best to accommodate special requests; however, they are unable to guarantee special requests.*

Sharing with _____

**Hotel is completely non-smoking **Charge of \$250 will be assessed to any guest smoking in their guestroom. Reservations will not be processed until all sharing parties per room have submitted their reservation/payment.*

Payment Information: ALL PACKAGES ARE TO BE PAID IN ADVANCE;
checks payable to Conference & Event Center Niagara Falls.

☐ Credit Card #: _____
Credit Card/Type: _____ Exp. Date: _____
3 Digit Code on Back of Card : _____
Name as it appears on card: _____
Cardholder Signature: _____

Submit Reservation Form and Payment no later than September 19, 2012 to:

Conference & Event Center Niagara Falls • 101 Old Falls Street
Niagara Falls, New York 14303 • Fax: 716-278-0008

Confirmations will be sent directly to guest prior to arrival.

Lake to Lake Women Chapter – Region VI

- submitted by Nancy Taylor, president

The chapter held its March 20, 2012 dinner meeting at the Sampson Ballroom of the Geneva Ramada Lakefront in Geneva, NY. The theme was a celebration of National Women's History Month and to honor a local woman. Approximately 24 members and guests attended the event which was chaired and co-chaired by Nancy Taylor, president and Jessica Bacher, vice president.

The chapter was delighted to honor Mary Herlihy-Gearan who has given unselfishly to the community in a humble way and has created a more dignified, unique place in which we all work and live. Since moving to Geneva in August 1999, Mary has been an active volunteer with numerous local organizations, including Boys & Girls Club of Geneva, Geneva Public Library, Geneva School District, Our Lady of Peace Parish, The Women's Conference, Annual Festival of Nations, Day of Service, Geneva Historical Society and Happiness House. Mary lives in Geneva with her husband Mark Gearan, president of Hobart & William Smith Colleges. They have two daughters, Madeleine and Kathleen.

We were pleased to recognize Mary Herlihy-Gearan for her dedication and commitment to the community. The chapter plans to honor a local woman annually during National Women's History Month in March.

Send Your Region and Chapter News to:

NIKE Assistant Editor at:
PR@NYSWomeninc.org

Richmond County Chapter – Region I

-submitted by Neale Steiniger, region director

The mentoring committee of the chapter, chaired by 1st Vice President Gale Cohen, is presenting an 11-week program to the Staten Island Youth Justice Center's READY (Richmond Engagement Activities for Determined Youth) Program. Project READY is an alternative to detention programs and its goal is to intervene in the lives of young people at the point of their initial encounter with the justice system and stop the cycle of crime for them. Dana Rachlin, the Program Associate and member of the chapter, offers programs designed to prevent further involvement in the justice system. The seven chapter mentors developed the series to bring out their talents and potential, cultivate their life skills and be mentors to this amazing group of young Staten Islanders.

One of the participants, a 14-year old, is a gifted poet. Here is an example of her work:

FREEDOM TEST

*Set yourself free, let yourself be
Stand tall liberty
You have rights
Don't take advantage
Being behind bars
You can even manage
Or can even imagine
What it would be like to just be free
No one in control of me
Freedom isn't just a word, it's an emotion
Feels like an energy drink or a magic potion
It's wicked; I call it the witch of the west
I'm under the spell of the freedom test.*

-A.D., age 14

NYS Women, Inc. News

Youth Leadership Conference

- submitted by Helen Rico, 2012 Youth Leadership chair

There were 15 girls attending the Youth Leadership Conference held March 2-4, 2012 at the Radisson in Corning, NY. To offer assistance to the girls we had the following helpers: Lucy Argenzia, Sara Ayala, Jim Ayala, Jeanne White, Karen Hunter, Hillary Egbertson, Kristen Stewart, Patricia Valtros and Eileen Howe Bird. A special thanks to Kristen Stewart for her hard work and going the extra mile to make this the best conference to date.

On Friday evening the girls were treated to hair and make-

Continued on page 14



NYS Women, Inc. News

Continued from page 13

up tips to help them in preparation for possible job/college interviews. The next day, girls participated in the BPW/Indiana Reality Store.

The Reality Store is financial simulation in which high school students choose careers and make decisions about their budgets and lifestyles. The activity is an effective way for students to learn about personal accounting, financial responsibility and life choices while interacting with business people. Students receive "paychecks" and are assigned random information regarding individual marital status and parenthood. They also receive checkbooks and instructions on making purchases.

Volunteers set up "stations" such as taxes, financial institution, real estate and apartment rentals, apparel, car dealer, credit cards, day care, gasoline, charities, memberships, entertainment, "life unexpected realities," taxes, grocery store, insurance, investments, household products, and utilities. Students visit the stations, write checks and balance their checkbooks. Upon completion, they assess their decisions and financial status. Some girls need to get a "part time job" in addition to their "full time job" just to make ends meet.

In advance of the event, the girls identify their future careers and randomly select their marital status and number of children (anywhere from none to four). A volunteer representing charities also asks participants if they want to donate to various worthy organizations, ranging from the Red Cross to the Girl Scouts.

After the Reality Store, Sara Ayala led a segment on resume writing and interview techniques. She asked them to compare their resumes to a standard resume and discussed the elements of a good resume compared to an outstanding resume. She provided worksheets that identified action words for the girls to use as well as format guidelines.

Following the resume presentation, Patricia Valtos, who works for a judge, discussed interviewing: what are relevant questions and how to handle illegal questions during an interview. She explained the impact of a DWI or drug related arrest on one's career or college application.

The social media segment dealt with the inadvisability of email addresses such as "partygirl@" or putting pictures on Facebook that show girls on spring break "partying." The girls also shook hands and we displayed the proper handshake.

In the afternoon, participants attended a workshop about interviewing: everything from what to wear, when to arrive, what to expect, what questions to ask, and to bring extra copies of their resumes.

Like us on Facebook!
www.facebook.com/nyswomeninc



Committee News

Communications

- submitted by Katharine Smith, Buffalo Niagara Chapter

Easy communication between NYS Women, Inc. members, chapters, regions and the executive board is critical to moving our organization forward. In an effort to keep everyone involved and up-to-date on what is happening with NYS Women, Inc., we are making some improvements to the state website.

The "Members Section" will allow a member to update profile so we have accurate contact information. Members can view their chapter rosters/contact information for chapter members. We'll also be posting all state forms and meeting information in this section.

The public website will list events for chapters, regions, and the state.

News updates from the state will be updated weekly, along with relevant national news. Membership applications will be available online. Members will be able to register online for conference and state board meetings.

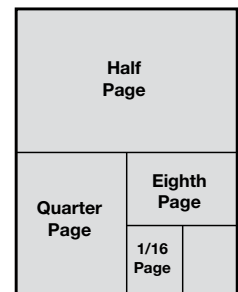
Rather than filling our members mailboxes with multiple emails, we'll be encouraging members to look at our website for timely information.

And don't forget to like us on Facebook! Go to: www.facebook.com/nyswomeninc.

NIKE Ad Rates

Select the size of your **NIKE** ad.

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
Sixteenth Page
1 issue: \$20 • 4 issues: \$67



Please e-mail your ad (in pdf format) to JDinsty@roadrunner.com and whiterabbitdesign@roadrunner.com. Checks should be made out to NYS Women, Inc. (memo: *NIKE ad*) and mailed to: Susan M. Fayle, 554 Tacoma Ave. Buffalo NY 14216.

NIKE Deadline

Our next deadline is July 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.)

Legacy Possibilities

-Helen E. Swank, Publicity Chair

Have you given thought yet to what is your legacy? What footprint will you leave behind as you travel through life? Besides caring for our families, most of us are also concerned to make the world a better place, especially for women. One of the ways to do that is to educate talented young women to carry society forward, to explore new avenues in health and other professions.

You can participate in this relay through your donations to the New York Grace LeGendre Endowment Fund, Inc. Its goal is "to provide a permanent funding source to support fellowships, research and training for New York State women." The Endowment Fund is a permanent, not-for-profit 501 (c) 3 corporation which administers its gifts in perpetuity.

In addition to the annual fund drives, legacy gifts either committed now or included in your will, give you an opportunity to make a firm impact on the direction of the future. We encourage you to give the possibility of a legacy gift some thought, discuss it with your lawyer, and contact our fund raising chair, Vi McKaig, telephone 518-765-4064 or email her at vmckaig@nycap.rr.com



You can enable young women of tomorrow to keep the torch burning. Their chorus of thanks and lives well-lived will honor your name.

NEW YORK STATE
women, INC.
region VIII

Region VIII

Congratulates Sue Mager as Incoming President
and Supports Renee Cerullo as Candidate for 2nd VP



Sue Mager



Renee Cerullo



Search Engine Optimization Basics

by Renee Cerullo, President, Buffalo Niagara Chapter

The one thing everyone always wants to know is how I can be #1 in Google™. What can I do to guarantee this? The truth is no one can guarantee this. Google along with other search engines change their algorithms often to prevent anyone from monopolizing that spot and from anyone figuring out the algorithm. With that said, there are many things you can do to help bring your website to the first page of the search results. This is something you regularly need to be looking at and addressing.

Internal Influences

- **Web Page Coding** – It does matter how your pages look behind the scenes. They must be coded to Web Standards in order for search engines to read them easily and properly. Badly coded pages will cause search engines to ignore them. Make sure your web designer is coding to W3C standards.

- **Page Title** – This is the title that appears at the top of your browser window and when you bookmark a page. This title should contain your company and additional keywords.

- **Page Name** – This is the actual name of the files/pages on your website. Make sure they contain keywords and are easily understandable. Don't use abbreviations – think human readable.

- **Content Headings** – These are the titles of sections within the body of your content. They should be done using heading tags – H1, H2, etc. Search engines see these tags as more important and rate them higher when ranking your site.

- **Images** – When you insert an image you have the option of entering ALT text. You should always enter text that describes the image and has keywords. Not only do search engines look at these ALT tags, but people with visual impairments will be read these ALT tags. It is very important to make them descriptive.

- **Domain Name** – Your domain name can be more than just your company name or you can have multiple domain names. You can have your company domain name but then choose at least one other that is more descriptive about what you do or provide and that contains those important keywords.

- **Content** – This is the most important. When you are writing text for your website think about what keywords you want

to make sure your site comes up for. These keywords have to appear in your text and in the other categories mentioned above. The more times they appear the higher the ranking in search engines.

- **Links** – If you have words that represent pages in your site they should be linked to those pages.

External Influences

- **Links** – It is important that other sites in your industry/topic link to your site. Having your site listed in random directory sites is not helpful. It has to be linked from a site that is somehow related to your industry/topic.

- How often people who get your page in their search

results click on the link to your page.

- Links from popular pages that link to your page are essentially votes that your site is relevant to the search topic.

- Links from high-ranking pages are the most important factor in determining rank, but overall volume counts too.

- **Social Media** – If you have a Facebook Fan Page or a public personal profile your content will be indexed by search engines. The more times you post and your posts contain those important keywords, your search engine ranking will go up. Same goes with Twitter.

Search engines are your biggest blind user of your site. There are many things search engines cannot see. Some are:

- Text displayed with a graphic
- Flash animations
- Mostly graphical pages
- Image maps
- Navigation done with graphics or JavaScript

Search engine optimization is not an easy task and needs to be updated frequently. There are tools out there to help you take on this task. Google has many free tools out there.

Google Analytics – <http://www.google.com/analytics/>

Google Webmaster Tools – <http://www.google.com/webmasters/>



A SLUGGISH ECONOMY IS BAD NEWS FOR NONPROFIT organizations that depend on corporate and individual donations. Supporters are tightening 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 an aggressive 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 patrons and donors – has never been more essential.

Whether your goal is increasing member participation or securing sponsorships, effective communications and promotion is essential. This rule also applies to business events such as conferences, conventions 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.

Increase the Impact of Your Nonprofit Events

by Tina Virgo

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, nametags and other items. Carefully choose promotional products that bear the organization's logo or special event theme.

Reinforce Your Mission

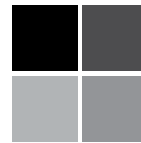
While your main focus is attracting people to your event, realize this is also a great opportunity to increase understanding of your organization's mission and benefit to the community, as well as attract volunteers. Convey this through visual displays, acknowledgements, milestones and other messages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

Tina Virgo is the owner of Allegra Printing, a value-added graphic communications provider with a primary focus on small to medium size businesses.

NEW YORK STATE
women, INC.





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 Annual Conference, and local 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: Jan. 15th/March issue March 15th/May issue

NEW YORK STATE
women, INC.

Rates: Platinum Patrons: \$75.00 and over
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 Bronze Boosters: \$5.00 – \$24.00

Make check payable to:
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 E-mail: NIKEmgr@NYSWomeninc.org.

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NIKE Deadline

Our next deadline is July 15, 2012. Please type *NIKE* in the subject line when e-mailing submissions to Katharine Smith, *NIKE* editor at PR@NYSWomeninc.org. 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 Region and Chapter News to:

NIKE Assistant Editor at:
PR@NYSWomeninc.org

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
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Send YOUR tax deductible gift today to: Vi McKaig, Fundraising Chair, P.O. Box 67, Voorsheesville, 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.

Cyber Safety

by Kelly McCarthy

These are tips from the cyber safety presentation at the NYS Women, Inc. March 2012 board meeting. Kelly McCarthy is a member of the Southern Finger Lakes Women Chapter and is employed by McAfee, Inc. Reach her at kellycmcc@gmail.com.

Cyber Security Safety Tips

1. Beware of links in emails and unexpected popup windows, type in the URL to go directly to a site if you have an account and access that way.
2. If you want to close a popup window use the "x" in the top corner rather than the Delete or Cancel or No button, malware can be embedded to run when you click on those buttons as well.
3. Don't provide your social security number or any other personal or banking information as a response to an email from a bank, someone overseas, or anyone that contacts you rather than you contacting them.
4. If it sounds too good to be true, it likely is too good to be true.
5. Check previous *NIKE* articles by Renee Cerullo for excellent Facebook safety and use information.
6. Remember to keep your Facebook list to real Friends and limit access of your information to Friends only, not Friends of Friends. Beware of Facebook specific scams.

Proactive Identity Theft Protection and Detection

1. Don't check bank accounts or shop online if:
 - you're not sure the wi-fi network is safe
 - you're on a shared personal computer or kiosk
 - you're unsure of the security status of your device
 2. Annual credit report checks
 3. Review your credit statements and bank accounts regularly
 4. Be alert to:
 - accounts you did not open and unexplained debts on your accounts; fraudulent or inaccurate information on credit reports;
 - failing to receive bills or other mail;
 - denied credit, or less favorable credit terms, for no apparent reason;
 - calls or letters from debt collectors or businesses about merchandise or services you didn't buy.
 5. Run a free credit check every 4 months.
- Here are a couple of links:
- ftc.gov/idtheft
 - OnGuardOnline.gov



Parent Resources

- Child identity theft
The Identity Project <http://www.theidentityproject.com/>
- Cyberbullying
<http://onguardonline.gov/articles/0028-cyberbullying>
- Sexting
<http://www.connectsafely.com/Safety-Tips/tips-to-prevent-sexting.html>
- eGuides
<http://home.mcafee.com/AdviceCenter/Default.aspx>
 - Secret Online Lives of Teens
 - Shop Online with Confidence
 - Social Networking e-Guide
 - Internet Safety Plan

McAfee Resources for You

- McAfee free resources available to businesses, government
McAfee Threat Resource Center: blog, podcasts, whitepapers • http://www.mcafee.com/us/threat_center/default.asp
- McAfee free resources available to consumers
McAfee Security Advice Center
<http://home.mcafee.com/securityadvice>
H-Commerce documentary series
<http://www.stophcommerce.com>
McAfee Facebook security
<http://www.facebook.com/mcafee>
Cyber Safety Resources Portal
<http://www.mcafee.com/cru>

Slate of Candidates 2012/2013

Susan Mager, Incoming President 2012/2013

level for many years.

Sue is a founding member of the BPW of Buffalo Investment Club and past president and founding member of the Bishop McMahon High School alumnae association. For the past 29 years, Susan has been employed by Leon Ber, DPM, where she manages a small medical practice. She also holds a position as part-time bookkeeper at Trinity Tower of Buffalo, a senior apartment building. Her interests are caring for her family, women's equality, beach combing/fossil collecting on Lake Erie and travel. And of course, enjoying her first grandchild.

Amy Kellogg, Candidate for President Elect

Tech Valley BPW president from 2006-2008, and Tech Valley NYS Women, Inc. immediate past president from 2008-2010, District IV assistant district director for NYS Women, Inc. in 2009 and District Director IV 2010. She is currently the 2nd vice president of NYS Women, Inc..

In addition to NYS Women, Inc. she is the secretary/treasurer of the National Alumni Association of Albany Law School, 1st vice president of the State University of New York at Potsdam Alumni Board of Trustees, chair of the programs committee for the American Bar Association's Government Affairs committee, a member of the Committee on Women in the Law of the New York State Bar Association and a member of the National Association of State Lobbyists.

Colleen Ostiguy, Candidate for 1st Vice President

Honorable Anthony J. Carpinello as a Confidential Legal Secretary.

Colleen is a member of the American Association of Law Librarians, Academic Law Librarians Special Interest Section, Legal Sourcebook Committee and a board member for the Upstate New York Chapter of the American Association of Law Librarians. She is also a member of the New York State Bar Association's Electronic Communications Committee. This Committee provides recommendations to the Bar Association about its website.

Renee Cerullo, Candidate for 2nd Vice President

bers renew instantly instead of tracking people down for months – 90 percent of BNC members now renew online – as well she developed the online membership system that New York State Women, Inc. currently uses to maintain all membership records.

She is president of RLComputing which she founded in 2000. She provides web and print design services to companies and organizations. The company was built from the ground up by customer referrals. She also consults for colleges all over the U.S. and Canada. She is currently the president of the Educational Technology Foundation of Western New York which provides technology to kids in underprivileged areas.



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Skype: renee.cerullo

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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.

Advocacy vs. Lobbying

Continued from page 5

sion and gains public trust through visibility. It is critical to build relationships with local, state and federal change agents.

Advocacy can happen in many ways and in many arenas – political, personal, economic and environmental. We attempt to change “what is” into “what should be” by questioning that which is current practice. We can make ourselves available to engage in forums that include our cause on their agenda. We may, in fact, ask to have our issue placed on an agenda so we can help control the dissemination of information. We offer factual information that tells how “current practices” or laws are not working or may be making matters worse. Preparing arguments that feature the pros and cons of any proposal help to promote discussion and involvement. Advocacy can be specific to certain issues such as budget, which strives to increase accountability and transparency to the monetary contributors. It can also influence the allocation of funds to areas of need. Political parties ask you to vote for a party member, while other election options ask you to vote on specific issues. Health advocacy both supports and influences issues pertaining to health services, safety and quality of life. Protest groups engage in ideological advocacy in their attempt to publicly make their ideas known to decision-making entities. Legislative advocacy, often labeled “lobbying,” relies



ability to be assertive, but polite and respectful; and, knowledge of additional support systems.

Lobbying, in contrast or by comparison to advocacy, is defined by federal tax law as any attempt to influence specific legislation. It can be done by a) contacting or urging the public to contact policy makers for the purpose of proposing, sup-

porting or opposing legislation or b) by advocating the adoption or rejection of legislation. Lobbying can and should be done by 501(c)3 organizations in the form of influencing legislation, but not participating in partisan politics, i.e. working for a political party or candidate.

Policy makers are those individuals who have direct influence over the outcome of legislation and legislative initiatives. In the case of a ballot initiative or referendum, voters are considered the policy makers, because they decide the outcome of legislation.

The reasons for lobbying are similar to those of advocacy but can create or change laws that impact a larger segment of the general population.

There are two types of lobbying – direct or grassroots. Direct lobbying is any attempt to influence legislation through communication with policy makers and other government officials who can influence legislation. The specific activities that are recognized as direct lobbying are that the primary purpose is to influence legislation with a reference to a specific piece of legislation (current or future) and to express a point of view. Members of an organization can be involved in direct lobbying when asked to contact legislators as they are presumably working on the organization’s behalf. Grassroots

lobbying is an attempt to influence legislation by affecting the opinion of the general public; in effect, getting the public to lobby for the legislation you support.

The IRS closely monitors lobbying activities by organizations, with a detailed list of activities that are considered lobbying and those that are not considered lobbying. There are substantiation and financial expenditure guidelines that give parameters to organizations who engage in lobbying. There are different status categories, standards and violation parameters governing lobbying activities. Record keeping guidelines are explicit as are funding sources which enable lobbying activities.

There are two types of lobbying – direct or grassroots. Direct lobbying is any attempt to influence legislation through communication with policy makers and other government officials who can influence legislation... Grassroots lobbying is an attempt to influence legislation by affecting the opinion of the general public, in effect getting the public to lobby for the legislation you support.

on law makers to create or facilitate change on a grander scale. Media advocacy, sometimes seen as the most influential in our technologically advanced society, uses a variety of media to make an issue or cause known to a broader audience and to garner support to change social or public policy.

The skill sets needed for effective advocacy include: good communications skills; knowledge of your rights or the rights of the person or cause you are advocating for; knowledge of the system you are working within; having the confidence to ask questions; listening to what others have to say; preparation and organization of thought, research and presentation; the

A political action committee (PAC) can be set up by a 501(c)4 organization and can raise and disburse money in a federal election campaign. However, a PAC cannot be set up by a 501(c)3 organization, as outlined earlier and as monitored by the IRS.

The skill sets that enable effective lobbying include: knowledge of how to access information on legislation; learning who to access to lobby; good communication skills to express your position on the legislation you are attempting to influence; organization of the thoughts, ideas, considerations, pros, cons and suggested additions, solutions or alternatives to existing, currently proposed or future legislation; knowledge of existing support for your cause; good writing skills; tact and diplomacy in the expression of your ideas; assertiveness and confirmation of your intentions; and resolve in your future plan of action.

The results of advocacy and lobbying are essentially the same in several respects, although the methods are different. They can both result in meaningful change for individuals and groups. They can bring awareness to causes and issues that are deemed important to the betterment of the quality of life. Both promote engagement and involvement on a personal or organizational level. Both result in an expansion of skill sets that can enhance our own lives, building confidence and motivation. Both inspire us to be proactive and mobilized towards a positive result. Both give meaning, purpose and fulfillment to the words "mission" and "vision."

While we don't all possess the skills necessary to be both advocates and lobbyists, we need to check our resources for information and support in our endeavors. It is important that we increase our awareness of issues, causes and legislation that impact the lives of our families, friends and society. In doing so, we acknowledge and exercise our personal responsibility for the quality of our lives and the lives of those around us. If we relinquish this personal responsibility to our government "representatives," we give up our voice, our freedom and our vote. We rely on the less concerned to only apply their perspective to the governance of our people. Government of the people, by the people and for the people can only be achieved and maintained if the people accept and exercise their responsibilities to each other. Advocacy and lobbying help to insure that we hold our representatives at all levels of management and governance accountable for hearing and representing our causes. Finally, advocacy and lobbying help "to build powerful women personally, professionally and politically," so that we can "...make a difference in the lives of working women."

know one of the true benefits of creating a defining statement, to become intimate with what you produce. What do you really do? Why do you do it? How do you do it? These are all very important questions. This process will change you forever. It will change how you interact with others and with yourself. There is nothing quite as powerful as getting to know yourself. I take a retreat each



Defining and Branding

Continued on page 7

year to re-do my Defining Statements. It is refreshing and replenishing and it sets me out on the right path.

Here are some examples to help you get started. "I work with individuals who want to start a business and small business owners who want to grow their business." "I work with counselors who want to become better business managers and who want to increase the number of clients they see." "I work with individuals and businesses who are serious about removing the obstacles in their life and who want to reach their goals." "I work with women who want to wake up in the morning and see the room they dreamt about last night."

Amy Remmele is a consultant, working with people who want to overcome the roadblocks to success and make positive sustainable changes. Amy is offering a seminar on how to create a Defining Statement in June 2012. For more information contact her at 716-626-5977 or www.peakofsuccess.com.



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:

NIKE Business Manager

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