

FALL STATE OF THE ORGANIZATION MEETING –

ACTIONS OF THE BOARD AND FINANCIALS

Report Author Patti Layton

Email of Report Author president@nyswomeninc.org

Goals To lead the organization through transparency and member involvement and having their voices heard.
Hold monthly Board meetings.
Utilize a full Board to bring the MOI, Toolkit and Website updated and current.

Actions Taken on Goals The Board is working in conjunction with Neale Steinger on revisions for the MOI.
Posting a social media campaign Take Action Thursdays alongside the Advocacy chair doing a media campaign on social media Wellness Wednesday's.
Working closely with the EC and Board on new innovative ideas to grow the organization.
Secured speakers for Fall and Winter State Meetings and a workshop presenter for Conference.
Putting together the conference planning committee to work on the themes and presenters.

Report Author Laurie Albertsson

Email of Report Author presidentelect@nyswomeninc.org

Goals Sponsorship
MOI Restructure
Incorporating all Chapters

Actions Taken on Goals

- Created a sponsorship level to solicit outside companies where the funds will benefit the Annual Conference, Chapter Events and possibly a new Youth Leadership Conference
- Submitted MOI revisions to Neale for final review
- Worked with an attorney firm and now all chapters are legal entities filed with NY Sec of State

Report Author Christine Paul

Email of Report Author vicepresident@nyswomeninc.org

Name of ARD or Committee Members Vice President

Goals Organize a Young Women's Youth Group to give them have a voice and share what they have learned and what they would like to see.

Actions Taken on Goals Had our first zoom with some of the parents and Leadership team. Sent out an email to establish set days and times for meetings.

Report Author Lauren Pringle
Email of Report Author secretary@nyswomeninc.org
Goals Secretary's reports have been submitted for the board's approval.
Actions Taken on Goals Continue to record meeting minutes in a timely fashion.

Report Author Danelle M. Kaplan
Email of Report Author treasurer@nyswomeninc.org
Name of ARD or Committee Members
Goals

- *Learn treasure role and responsibility
- *Develop a monthly process that works for the organization and myself
- *Strengthen my Quickbooks acumen
- *Contribute best practices, insights and advice and guidance during board meetings

Actions Taken on Goals

- *Touchpoints with Laurie (President Elect) as she mentors and trains me in this role
- *Worked daily/weekly to complete necessary tasks in relation to new members, current members, payments, banking, reconciliation, reporting, mail and other duties as needed
- *Attend all board meetings to familiarize myself with the process and fundamental goals of the board for the organization

Report Author Robin Bridson
Email of Report Author ipsp@nyswomeninc.org
Name of ARD or Committee Members IPSP
Goals

- * Attend as many local and state events that I can
- * Support the EC and Board when they need me
- * Work with Linda Winston on the Communicator and other Communication activities
- * Offer workshops for the Membership at the direction of the President
- * Liaise with the CDO and GLEF

Actions Taken on Goals

- * Attended local meetings, when possible, for CNY and Rome
- * Attended PWFL "Women of Distinction" Awards Dinner in Victor
- * Attended monthly EC/Board Meetings
- * Attended "Women's Day" at the NYS Fair
- * Worked with Linda Winston on the monthly Communicators and Call to Action (there as a resource, she did the heavy lifting)
- * CDO - Secretary
- * GLEF - Director and PR Chair

Report Author	Jacquie Shellman
Email of Report Author	ombudsman@nyswomeninc.org
Name of ARD or Committee Members	Ombudsman
Goals	This is a new position on the board, it will take time for members to feel comfortable with new leadership structure. Introduce myself and position to the local chapter presidents. Field questions, issues, and report back to Ex. Committee, maintaining confidentiality. Include position in MOI.
Actions Taken on Goals	Emailed chapter presidents. Collaborated with Gabriella, Membership Chair, to reinforce with chapter members that I am here for them and their members.

Report Author	Linda Winston
Email of Report Author	communicator@nyswomeninc.org
Name of ARD or Committee Members	Communications Chair
Goals	To communicate information to members of the organization To collaborate with the President, Immediate Past State President (IPSP) and President Elect (PE) to identify and create information to share with the membership
Actions Taken on Goals	Created and sent to the membership the Communicator for the months of July, August, September, and October with the assistance of the President, IPSP, PE Sent out a "Call to the Fall State of the Organization" to the membership Updated Mailchimp with members to be added and removed identified by the Treasurer/PE Began the review of the Communications Chair and Communicator MOI information Attended Monthly Board Meetings

Report Author Joyce DeLong
Email of Report Author pr@nyswomeninc.org
Name of Committee PR/Marketing

The following Proofs have been created and are awaiting approval to print:

NYSW Info. Cards (aka "cheat sheets")

These cards have bullet points with detailed info. about NYSW. We will give these cards to our current members to use and assist them when they are recruiting potential guests/new members. We will send these to all chapters to distribute to their current members

NYSW Rack Cards - These rack cards have general info. about NYSW and will also be sent to all chapters. They should be used for standard marketing purposes by being displayed at all chapter meetings/events.

ONE Free Dinner/Event Cards - These are to be used for current members to invite guests or potential members to ONE chapter dinner/event. The State will provide up to \$25 reimbursement to the chapters for each card used. Chapters of ten or more members will receive six of these cards. Chapters with less than 10 members will receive three of the cards. If all cards are used, the State may possibly provide more cards, depending on the budget.

* Chapters will submit quarterly for reimbursement (up to \$25 per each card used)

* Whenever a chapter gives out a Free Dinner/Event card, they will be required to send the full contact information about the member who invited the guest AND of the guest (Name, address, phone, email) to Joyce DeLong so she can have a record of who received the card. Then, she will use the guest information to mail a future NIKE to them.

\$10 Member Reward gift cards (for Walmart)- To encourage our members we will send chapters with ten or more current members, ten \$10 reward cards. These will be given to any member who brings a guest to a meeting. Chapters with less than 10 current members will receive five \$10 gift cards.

PR Kit - We will create a digital PR Kit to be emailed to chapters. Kit will include how to create a press release and show an example to follow. It will also include ideas for Social Media posts and have an example of a social media post BNC has done. We stress that each chapter needs to appoint someone from their chapter to manage their social media posts and recommend each meeting/event that their chapter has should be posted on Instagram. If they have any questions, they can contact Katharine Smith directly via email and she can advise.

* If a chapter cannot find someone to do their social media posting, Katharine will manage it for them but ONLY if they provide all the content, photos, etc. needed for the post.

Logos - We will also email each chapter digital versions of their chapter logo to use when needed for print/ email/ social media.

Report Author Gabrielle Kostrzewski
Email of Report Author membership@nyswomeninc.org
Name of ARD or Committee Members Membership
Goals Develop a plan to retain the current members. Grow the general membership of the organization by a net of 10% each year
Current Members: 305
Lapsed Members: 52
Actions Taken on Goals Strategies:
1. Improve connection between State and Chapters: Reached out to all chapters. Held monthly State Membership Zoom meetings. 10/14 chapters have been very responsive and attended at least one monthly meeting.
2. Develop communication/engagement plan: Monthly meetings, regular emails, and consistent communication. Clear expectations outlined regarding lapsed members. Clear expectations outlined regarding Member Spotlights. Met with Marketing Chair to discuss collaborative efforts.

3. Employ targeted benefits: Initiatives to support guests and reward members who bring guests. Collaboration with Marketing.
4. Foster a strong sense of community: Reached out to each chapter directly via email and phone. Developed "Membership & Member Engagement Resource Guide" to support chapters.

Key Findings: New members most often come through referrals from other members. All 10 chapters reported that members are busy and engagement can be difficult to maintain. All 10 chapters reported that their membership is aging, and they need more younger members to have continued success. Chapters that host annual events and have strong community connections are the most likely to be successful. Most chapters have at least a few very dedicated members who want the chapter to succeed. Our organization is full of some strong and absolutely amazing women who want NYSW to have success into the future!

Report Author	Jacquie Shellman
Email of Report Author	jacquie.shellman@gmail.com
Name of ARD or Committee Members	Member at Large Liaison
Goals	Periodically update MAL members with NYSW activities, ensuring they are still in the loop and important to the organization.
	Be available to them when needed.
Actions Taken on Goals	Emailed MAL members with news about the Fall State of the Organization meeting.
	Sent welcome and thanks to an MAL member who transferred from the local chapter that closed shop.

Report Author	Neale Steiniger
Email of Report Author	nsteiniger@si.rr.com
Name of ARD or Committee Members	MOI
Goals	The Main Goal of the Manual of Instruction (MOI) Committee is to update the entire MOI. 1) Delete all references to Region 2) Update any changes in procedures and job descriptions
Actions Taken on Goals	A revised Template has been sent to all Board Members. a) The new template is the same as the current, with Region information deleted. Officers and Chairs are encouraged to use this opportunity to make any changes to their 'job description' that would accurately describe their current job. b) Questions and/or revisions should be sent to MOI Chair at nsteiniger@si.rr.com. c) If you did not receive the revised Template, please let me know. d) Questions? Comments? Please (email or) call / text me at 718 816 0093

NYS Women, Inc.
Statement of Financial Position Comparison
As of Sep 30, 2026

	Total	
	As of Sep 30, 2026	As of Sep 30, 2025 (PY)
Assets		
Current Assets		
Bank Accounts		
10000 Checking/Savings		
10001 OPERATING ACCT 0977	7,955.82	
10003 RESTRICTED SAVINGS 0099	5,144.05	
10004 PAYPAL (deleted)	0.00	22.93
10005 CD - Term 11-10-2026	50,000.00	
Total for 10000 Checking/Savings	\$63,099.87	\$22.93
10110 CLOSED-OPERATING ACCT 5477 (deleted)	\$0.00	-2,413.94
10200 CLOSED-UNRESTRICTED SAVINGS 5677 (deleted)	\$0.00	65,254.14
10300 CLOSED-RESTRICTED SAVINGS 8962 (deleted)	\$0.00	10,142.63
Total for Bank Accounts	\$63,099.87	\$73,005.76
Accounts Receivable		
Accounts Receivable (A/R)	3,899.50	309.00
Total for Accounts Receivable	\$3,899.50	\$309.00
Total for Current Assets	\$66,999.37	\$73,314.76
Total for Assets	\$66,999.37	\$73,314.76
Liabilities and Equity		
Liabilities		
Total for Liabilities	\$0.00	\$0.00
Equity		
30000 Fund Balance	44,143.63	44,143.63
Net Income	3,281.18	-6,855.16
Opening balance equity	9,863.74	9,863.74
Retained Earnings	9,710.82	26,162.55
Total for Equity	\$66,999.37	\$73,314.76
Total for Liabilities and Equity	\$66,999.37	\$73,314.76

NYS Women, Inc.
Statement of Activity Comparison
July-September, 2026

	Total	
	Jul 1 - Sep 30 2026	Jul 1 - Sep 30 2025 (PY)
Revenue		
40000 Dues		
40020 Dues - State	5,512.97	1,448.57
40030 Dues - Local	1,557.50	123.50
Total for 40000 Dues	\$7,070.47	\$1,572.07
40300 State Conference		
40310 Conference Program Book	20.00	
40340 Conference Friday Night Mixer	400.00	
Total for 40300 State Conference	\$420.00	\$0.00
40351 Past Conference 2025		2,115.12
41000 NIKE Income	685.00	490.00
41210 NIKE - Silver Supporters	50.00	
41220 NIKE - Golden Givers	50.00	
Total for 41000 NIKE Income	\$785.00	\$490.00
44000 Interest Income		67.07
Total for Revenue	\$8,275.47	\$4,244.26
Gross Profit	\$8,275.47	\$4,244.26
Expenditures		
50100 Auditor	1,346.00	
50300 Insurance Expenses	155.00	
50310 Treasurers Bond		100.00
Total for 50300 Insurance Expenses	\$155.00	\$100.00
50600 Dues Paid to Chapters	1,415.50	2,121.00
50900 Fees		
50911 Bank Fees		72.00
50912 QuickBooks Payments Fees	518.63	
50914 Anytime Mailbox Fees	62.92	
Total for 50900 Fees	\$581.55	\$72.00
61700 Treasurer Expenses	10.24	318.25
70200 Promotion/Marketing		340.58
80300 Annual Conference		8,147.59
80602 Chapter - Corporate Filings	1,486.00	
Total for Expenditures	\$4,994.29	\$11,099.42
Net Operating Revenue	\$3,281.18	-\$6,855.16
Net Revenue	\$3,281.18	-\$6,855.16

NYS Women, Inc.

Budget vs. Actuals

July - September, 2026

	Sep 2026			Total		
	Actual	Budget	over Budget	Actual	Budget	over Budget
Revenue						
40000 Dues			0.00	0.00	0.00	0.00
40020 Dues - State	2,554.00	962.50	1,591.50	5,512.97	2,887.50	2,625.47
40030 Dues - Local	-810.50		-810.50	1,557.50	0.00	1,557.50
			\$			\$
Total 40000 Dues	\$1,743.50	\$ 962.50	781.00	\$7,070.47	\$2,887.50	4,182.97
40300 State Conference			0.00	0.00	0.00	0.00
40310 Conference Program Book	20.00	25.00	-5.00	20.00	75.00	-55.00
40320 Conference Registration		208.33	-208.33	0.00	624.99	-624.99
40330 Conference Vendor Tables		50.00	-50.00	0.00	150.00	-150.00
40340 Conference Friday Night Mixer		39.58	-39.58	400.00	118.74	281.26
			-\$			-\$
Total 40300 State Conference	\$ 20.00	\$ 322.91	302.91	\$ 420.00	\$ 968.73	548.73
41000 NIKE Income		83.33	-83.33	685.00	249.99	435.01
41210 NIKE - Silver Supporters	50.00		50.00	50.00	0.00	50.00
41220 NIKE - Golden Givers	50.00		50.00	50.00	0.00	50.00
			\$			\$
Total 41000 NIKE Income	\$ 100.00	\$ 83.33	16.67	\$ 785.00	\$ 249.99	535.01
44000 Interest Income		131.25	-131.25	0.00	393.75	-393.75
			\$			\$
Total Revenue	\$1,863.50	\$1,499.99	363.51	\$8,275.47	\$4,499.97	3,775.50
			\$			\$
Gross Profit	\$1,863.50	\$1,499.99	363.51	\$8,275.47	\$4,499.97	3,775.50
Expenditures						
50100 Auditor		54.17	-54.17	1,346.00	162.51	1,183.49
50300 Insurance Expenses	100.00	0.00	100.00	155.00	0.00	155.00
50309 Insurance		16.67	-16.67	0.00	50.01	-50.01
50310 Treasurers Bond		8.33	-8.33	0.00	24.99	-24.99
			\$			\$
Total 50300 Insurance Expenses	\$ 100.00	\$ 25.00	75.00	\$ 155.00	\$ 75.00	80.00
50600 Dues Paid to Chapters	1,107.50		1,107.50	1,415.50	0.00	1,415.50
50900 Fees			0.00	0.00	0.00	0.00
50910 Paypal Fees		2.50	-2.50	0.00	7.50	-7.50
50911 Bank Fees		8.33	-8.33	0.00	24.99	-24.99
50912 QuickBooks Payments Fees	191.94	133.33	58.61	518.63	399.99	118.64
50914 Anytime Mailbox Fees	16.99		16.99	62.92	0.00	62.92
			\$			\$
Total 50900 Fees	\$ 208.93	\$ 144.16	64.77	\$ 581.55	\$ 432.48	149.07
60000 Conference Stipends			0.00	0.00	0.00	0.00
60500 Past State President		10.42	-10.42	0.00	31.26	-31.26

60900 President		33.33	-33.33	0.00	99.99	-99.99
61200 Other Officers		100.00	-100.00	0.00	300.00	-300.00
61300 Parlimentarian		10.42	-10.42	0.00	31.26	-31.26
61600 Standing Chairs		72.92	-72.92	0.00	218.76	-218.76
			-\$			-\$
Total 60000 Conference Stipends	\$ 0.00	\$ 227.09	227.09	\$ 0.00	\$ 681.27	681.27
61700 Treasurer Expenses	10.24	56.33	-46.09	10.24	168.99	-158.75
70200 Promotion/Marketing		250.00	-250.00	0.00	750.00	-750.00
70300 PPD/NC/CR Competition		41.67	-41.67	0.00	125.01	-125.01
70400 Website		291.67	-291.67	0.00	875.01	-875.01
70500 Database		41.67	-41.67	0.00	125.01	-125.01
80300 Annual Conference			0.00	0.00	0.00	0.00
80310 Conference - Program Book		58.33	-58.33	0.00	174.99	-174.99
80311 Conference Total		208.33	-208.33	0.00	624.99	-624.99
80312 Conference - Keynote Speaker		41.67	-41.67	0.00	125.01	-125.01
80313 Keynote Speaker Hotel Room		16.67	-16.67	0.00	50.01	-50.01
80314 Conference-Workshop Presenters		33.33	-33.33	0.00	99.99	-99.99
			-\$			-\$
Total 80300 Annual Conference	\$ 0.00	\$ 358.33	358.33	\$ 0.00	\$1,074.99	1,074.99
80600 NIKE Publication		333.33	-333.33	0.00	999.99	-999.99
80602 Chapter - Corporate Filings			0.00	1,486.00	0.00	1,486.00
80900 Miscellaneous Expenses		4.17	-4.17	0.00	12.51	-12.51
			-\$			-\$
Total Expenditures	\$1,426.67	\$1,827.59	400.92	\$4,994.29	\$5,482.77	488.48
		-\$	\$		-\$	\$
Net Operating Revenue	\$ 436.83	327.60	764.43	\$3,281.18	982.80	4,263.98
		-\$	\$		-\$	\$
Net Revenue	\$ 436.83	327.60	764.43	\$3,281.18	982.80	4,263.98