



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

VOL. 69 ■ ISSUE 2 ■ DECEMBER 2019

NEW YORK STATE
women, INC.

Using Your Voice

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

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Using Your Voice

from Robin Bridson
NYS Women, Inc. President, 2019/2020

HELLO EVERYONE! How is your year going so far? Are you getting into the swing of things with your chapters and regions? This is an exciting time for NYS Women, Inc.! We are one hundred years old! Pass the cake!

As I think back to the great women (and men) who have helped to shape this organization and this country, I think about how important it is to stand up for what you believe in, what you believe is right, helping to create a necessary change . . . and to feel comfortable using your voice.

I don't mean interrupting or shouting over someone. I mean using your words to get your message across, to increase understanding, to engage in a constructive discussion, and to give a voice to people who may not have the strength or confidence to use their own voice.

Our voice is a superpower! Our choice of words, our tone, our inflection . . . they are all important. Let's use this superpower for good!

A simple word at the right time can make all the difference. Have you ever been in a bad mood and a friend stopped by just to say "Hi" and when they left, you were feeling so much better? Reversely, have you ever been in a fantastic mood and someone said something (whether they meant it or not) and you were immediately plunged into a pit?

We can use our voice to bring awareness of issues. "If you see something, say something."

Bullying is not just happening in the classroom. It happens at work and in meetings. Don't let it happen in your groups.

Another issue is human trafficking. Again, it isn't just happening in other countries and in big cities. It happens everywhere. We need to talk about it, educate people on what to be on the lookout for. Use your voice!

We can use our voice to build people up and

give encouragement to a team member, colleague, friend, or family member. A woman I work with keeps referring to herself as "just an administrative assistant." You are never "just" anything! It is my personal goal this year to break her of that habit. (Yes, you know who you are and I have my eye on you!)

We had a great Fall Board meeting in October in Chautauqua. Thank you so much to Region 8 for hosting us and making it a wonderful time! Thank you to Claire Knowles for her workshop on "The Power of Presence, Your Presence!" and for all the fantastic discussion on communication styles and preferences. I think everyone came away with at least a nugget or two!

Information will be coming our shortly for our Spring Board meeting on March 21, in New Hartford (near Utica). We'll have a workshop or two in the morning and then the board meeting after lunch. The night before, Region 5 will be planning a fun event for those who travel up early.

Don't forget about the monthly Zoom calls. Connection information will be in the *Communicator* and on Facebook. Also please post your events on the calendar on our NYS Women, Inc. website. We like to know when your chapter is holding events so we can help promote and also attend if we can! Reach out if you need anything. Anything! The executive committee and board are here for you!

Have a great holiday season and remember . . .
Membership Matters!

Best,

Robin

MONTHLY

15

Communicator deadline

2019

DEC

15

NIKE submissions deadline

DEC

22

Hanukkah begins

DEC

25

Merry Christmas!

DEC

26

Kwanza begins

2020

JAN

1

Happy New Day!

MAR

21

NYS Women, Inc. Spring Board
New Hartford, NY
(near Utica)

NIKE Submissions

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

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www.nyswomeninc.org

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Using Your Voice



NIKE (ISSN 0271-8391, USPS 390-600) is published quarterly in September, January, May/June and May by New York State Women, Inc. (formerly Business and Professional Women of New York State, Inc), 295 Weimar Street, Buffalo, NY 14206-3209. Subscriptions are a benefit of membership in New York State Women, Inc. Periodical postage is paid in Buffalo, NY and additional mailing offices. **POSTMASTER:** Please send address changes to NIKE Editor, 295 Weimar Street, Buffalo, NY 14206-3209. RETURN POSTAGE ACCOUNT at Buffalo, NY Main Post Office 14240.



From the Editor

Our Words Matter



NIKE Volume 69, Issue 2
December 2019

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Silver Supporters: \$25.00 – \$49.00.
Bronze Boosters: \$5.00 – \$24.00

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Advertising Page Rates

Back Cover

1 issue: \$600 • 4 issues: \$2,000

Inside Front Cover

1 issue: \$400 • 4 issues: \$1,400

Full Page

1 issue: \$300 • 4 issues: \$1,000

Half Page

1 issue: \$150 • 4 issues: \$500

Quarter Page

1 issue: \$75 • 4 issues: \$250

Eighth Page

1 issue: \$37.50 • 4 issues: \$125

INDEED, OUR WORDS MATTER. AND THERE ARE so many ways that words can be used to a difference, as well as how we use our voices. That's what this issue of *NIKE* is about: using your voice.

During the NYS Women, Inc. Fall Board meeting held at the Harbor Hotel, Chautauqua Lake in October, President Robin Bridson presented a workshop on communication. It prompted a lot of, well, communication! We held a lively discussion on why each of the participants used their preferred form of communication, and I think we all came away with a healthy respect for the way we each use our voice (and a good idea on how to communicate with each other within our organization).

We're featuring articles that discuss a range of ways to use your voice. The written word is the emphasis in "What's a style guide?" by Claire Meiowitz and Natalie Canavor on page 14 and my own article "A Short Note Goes a Long Way" on page 15.

Amy Kellogg's excellent outline of "Effective Advocacy: Communicating with your State Legislator" can help you voice your concerns to your elected representatives in Albany (page 8).

Regular contributor, Claire Knowles, explains that NYS Women, Inc. members are here "to help each other find the resonating voice that releases the powerful woman within" in her article on the next page. And on page 12, she discusses how we should be "Conscious of Our Choice of Words!"

"Interviewing Tips: Questions to ask potential employers," page 18, gives tips on using your voice in a professional setting. "How to craft an elevator speech" gives pointers that both job seekers and business owners can use in defining their brand (page 6).

I think you may be surprised at what Associate Editor Katharine Smith deems her "lost" voice in her "Last Word" column on page 19.

Check the NYS Women, Inc. website at www.nyswomeninc.org for updates on the March 21, 2020 Spring Board meeting in New Hartford (just outside of Utica). And be sure to send us info on your chapter's upcoming events so we can spread the word about our great organization!

Season's greetings and best wishes for everyone in 2020!

-Joyce DeLong

NIKE FEBRUARY/MARCH 2020 ISSUE DEADLINE: DECEMBER

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Finding my voice ... because my destiny is calling

by Claire Knowles

It was George Bernard Shaw, famous playwright, who penned this keeper:

"Life isn't about finding yourself. Life is about creating yourself!"

When we create ourselves, we bring something into existence, we manifest. We cause a part of us to come into being – intentionally, deliberately. Our hidden voice wants to be heard . . . yet where and why is it hidden?

There comes a time in each person's life, and during your self-discovery quest, that you realize, like Michelangelo's *angel in the marble*, that "your voice" has been there all the time – you just have to carve until you set "it" free! Indeed, the voice we've been trying to find has been there all along.

One time, Caruso, the great operatic tenor, was struck with stage fright. He said his throat was paralyzed due to spasms caused by intense fear, which constricted the muscles of his throat. Perspiration poured copiously down his face. He was ashamed because in a few minutes he had to go out on the stage, yet he was shaking with fear and trepidation. He said, "They will laugh at me. I can't sing." Then he shouted out, in desperation in the presence of all those behind the stage, "The little 'me' inside me wants to strangle the big 'me' inside me who's binding me back. He continued as he commanded of himself, "Release 'me' . . . my voice needs to sing . . . now!" Caruso's mind responded, releasing the vital forces within him. When the call came, he walked out on the stage and sang gloriously and majestically, enthralled the audience. Afterwards, he shared that sometimes we let irrational emotions enter our deeper mind and we must overcome that if we are to become who we are meant to be. For Caruso, this was an often-experienced struggle, yet he knew how he must deliberately talk to his own self and overcome his inner resistance to "be."

Our collective goal as NYS Women, Inc. is to help each other to purposefully draw out from each one of us – that special uniqueness, to help each other find the resonating voice that releases the powerful woman within.

So what does finding your own voice mean? It means that you come to recognize your uniqueness. Each of us has unique passions and gifts, unique experiences, strengths and weaknesses, talents to share with the world. Our collective goal as New York State Women, Inc. is to help each other to purposefully draw out from each one

of us – that special uniqueness, to help each other find the resonating voice that releases the powerful woman within. Why? So you and I can move forward as one's best – personally, professionally, and politically. We say YES! and we take that step forward, despite our fears, or like Caruso, commanding the release of any chains that bind us.

What keeps us from our "Yes?" In a word: FEAR. Fear of failure; Fear of vulnerability; Fear of rejection; Fear of not getting it right or wanting to make it so right that you get stuck in perfectionism; Fear of being judged. Fears that are stuck in our inner marble cage. The list goes on – but we know we can "release" that fear and overcome.

How? By building our confidence – carving out inner confidence and displaying outer confidence. (Fake it 'til you make it!) Mel Robbins is a modern day guru for teaching confidence. She's an

American television host, author, and motivational speaker. Here are a few noteworthy Mel Robbins teachable quotes to get you going and help you to put your voice in the room:

- Confidence is created by the small things you do every single day, that build trust in yourself.
- Start before you are ready. Stop worrying about enough preparation – Begin!

Continued on page 13



Feature: Professional Development

[Editor's note: This article contains some extracts from "Defining and Branding" by Amy Remmele, which was originally published in the May 2012 issue of NIKE.]



Image by Robert Allmann from Pixabay

An elevator speech is a short description of an idea, product, or company that explains the concept in a way such that any listener can understand it in a short period of time. **-Wikipedia**

In business these days we hear so much about the importance of a 30-second elevator speech or pitch. But do we think about what these "dialogues" do to others? Imagine what the other person is thinking when they're forced to listen to a "rap" about you that they haven't asked for! Do they really hear what you're saying? Think about the last time you had to sit and listen to every single person in a room introduce themselves. And then, remember the ones who started talking and wouldn't stop. They insisted on telling us everything about themselves. Not the best idea!

What is an elevator speech?

An elevator speech really comes down to a concise and snappy way to explain your career story to other people. A good elevator speech can also serve at any sort of meetup, party, business conference, or even an unexpected run-in at the grocery store.

You never know where you might rub elbows with potential employers or clients, and their decision on whether to hire you can happen literally in seconds. (Experiments done by Princeton psychologists have shown that all it

takes is a tenth of a second to form an impression of a stranger from their face!) Your well-prepared elevator speech is a great tool for influencing that decision.

Pointers on what NOT to do.

It's critical when creating your elevator pitch to consider what NOT to do:

- Don't sound like a one-dimensional corporate drone
- Don't bore or confuse people
- Don't leave people wondering exactly what is it you do
- Don't leave out your personal passions and side hustles
- Don't sound sleazy or salesy ("I facilitate meaningful interactions by leveraging enterprise empowerment.")
- Don't undersell OR oversell your skills and experience

Keep it short.

An elevator speech isn't your whole life story; it's not even the highlights. Rather, it's the one to three things you want to spotlight about yourself and your aims.

The thorny part is coming up with a concise and balanced story about yourself that's accurate, but also

positions you to get what you want – whether it’s a job offer, a business card, or just a firm handshake.

Instead of overwhelming your listener with your whole story, just include the parts of your story in your elevator speech that are relevant to the specific situation.

So, when you do have the opportunity to talk about yourself, keep it short. In fact, very short! State your name and your business (or position) and then just one or two – no more! – sentences about what you do. Remmele says she knows this advice makes you anxious. You’re thinking: “What if the person doesn’t understand what I do? What if I miss something? What if I don’t get to talk again?” All of these are valid questions. But none of that matters if you bore your prospect so much that they want to avoid you more than the plague!

You’re thinking about selling your product or service, when all you should be trying to do is to sell *another couple of minutes*. You can’t sell yourself or your product in an elevator. All you can do is get the person to pause for a few moments. The issue is that everyone is out there trying to get their message across, but they don’t realize that they’re giving the wrong message. They’re saying, “Buy my product (service)” when they *should* be saying, “Stay and ask me a couple of questions.”

You don’t have to say everything relevant at once. If you’re interesting, they’ll ask for more. Start with one or two tidbits about yourself as go-to parts of your elevator speech examples, and see what makes the person say, “Ooh, wow!” You’ll figure out what they’re interested in, and then you can share more information according to their interests.

The sports car principle.

The idea is to describe yourself in terms of a *concept* rather than a *title*. 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 wouldn’t tell people, “I’m 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’d say, “I’m a really cool ride. You’ll feel young and attractive when you take me for a spin. I get you where you’re going in style and I do it fast.” Experiences!

Focus on the problems you solve, not what you do. For example, rather than say, “I’m a customer service specialist,” say “I communicate with customers and keep them happy throughout their experience with our brand.” Or instead of saying, “I’m a copywriter,” say “I help entrepreneurs and businesses create content that converts users into customers.”

If you’re in a bind, describe what you do in one day.

Perhaps you didn’t expect you’d need a prepared elevator speech, then a good fallback is to describe a day in your life. Instead of saying you founded a nonprofit, alternatively you can say, “I create opportunities for at-risk girls to learn how to code.”

When you’re 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. Speak to the majority of your market. Remmele hears from people when we’re working on their elevator speech that they don’t want to exclude potential customers. It’s better to risk excluding a few possible clients than to risk sounding boring or just like everyone else. If you try to work with everybody, you’ll work with nobody. When you say, “I work with everyone,” the listener will tune you out because it’s too broad and they won’t hear anything that “tweaks” them. Risk leaving something on the table so that you make sure you go after your market.

Your elevator speech “template.”

So, now you have what you do and who you do it for. Make a sentence out of those two. I work with “blank” who wants “blank.” The language should be simple, conversational and easy to remember. It should attract people and be customer and client focused. Think about what they want. And finally it should be REPEATABLE.

A well-crafted elevator speech should be magnetic to the right listeners because it’s focused on their needs, issues and concerns. Here are a couple examples to help you get started:

- I help people who want to start a business and small business owners who want to grow their business.
- I work with individuals and businesses who are serious about removing the obstacles in their life and who want to reach their goals.
- I help women business owners win big contracts with large corporate customers.

Put aside some quiet time and write out several versions of your elevator speech. Practice it out loud and time yourself so it’s not too long. Remember that the real function of your elevator speech is to get people to stop and listen and ask YOU questions about YOUR business.

Imagine you’re standing in a yard, separated from your prospect by a high wooden fence. Your product is at your feet. Your elevator speech should get that person to come and have a peek. Then you start “selling.” If it’s too broad, the wrong people look over the fence. If it’s too long, people go away. When it “speaks” to the right target market, they’ll come over to have a look at what you’re offering and want to talk some more!

Feature: Political Development

[Editor's note: this article has been edited to reflect the 2019 composition of the Senate and Assembly and current voting updates.]

Effective Advocacy: Communicating with your State Legislator by Amy Kellogg

In 2015, then-immediate past president of NYS Women, Inc., Amy Kellogg, gave a presentation on effective political advocacy at that year's spring board in April at the Griffiss Institute in Rome. Here are the highlights; and take special notice of the dates the legislature is in session. Advocating for an issue when your legislator isn't in Albany, isn't a good use of your time!

What is effective advocacy?

To be an effective advocate:

- You must understand the process
- Know who your state legislator is
- Know your issue
- Know what you are asking for

Understand the process.

There are three parts to the legislative process.

- The Legislative Branch
- How a Bill Becomes a Law
- Taking Action

• The Legislative Branch

The New York State Legislature

- Two-house legislature
- 213 members in Senate and Assembly
- All legislators serve 2-year terms (both assemblymen and senators)

The Assembly

- 150 members
- Currently, Democrats control with a 106-43 majority with one Independent
- The Majority Leader of the Assembly is Crystal D. Peoples-Stokes, Buffalo

The Senate

- 63 members
- Currently, Democrats have the majority with 40 members
- There is a one-seat vacancy in the Republican minority

- The leader of the Senate is the Senate Majority Leader Andrea Stewart-Cousins, NYC

How the legislative process works

- Session begins in January with the Governor's State of the State Address.
- The Legislative cycle runs for two years and contains two sessions.
- The Governor must submit a proposed Budget by the end of January.
- The budget is due by April 1. The budget must be done every year.
- Once the budget is complete then non-money issues addressed until adjournment.
- Session traditionally concludes by the end of June with special session later in the year if there is urgent business.

How a bill becomes a law

12 steps for a bill to become a law in New York State

1. The Idea
2. Sponsorship
3. Bill Drafting
4. Introduction
5. Committee Actions
6. Revision
7. Assembly Ways & Means and Senate Finance
8. Rules Committee
9. Floor Vote
10. The Governor
11. Veto
12. A Bill Becomes a Law

Key points

There is a low success rate for bills passing both houses.

- During this **2019-2020 legislative** session – which ends in December 2020 – **490 bills have been signed into law** so far.
- In order for a bill to become law in New York, the bill must pass the Senate and the Assembly in the exact same version. If even one word is different, the bill cannot become law.



By the Numbers

The New York State Legislature is a **two**-house legislature with **213** members in Senate and Assembly, all of whom serve **2**-year terms.

The Assembly has **150** members; following the **2018** election, Democrats have a **40-23** majority in the **63**-member Senate and a **106-43-1** majority in the Assembly. The party also controls the governorship, creating a Democratic state government **trifecta**.

In the **2019** session, **374** bills were passed but as of November **17th** they still had not been acted on by Governor Cuomo. The deadline for approval is December **31st**.



- In the original May 2015 article, the author referenced the previous two-year legislative session during which, the **Assembly introduced 10,190 bills** and the **Senate introduced 7,939 bills** and only **658 bills passed both houses** of the Legislature that year.

Who is your state legislator?

At the State level you're represented by:

- A Senator and an assemblyperson
- If you don't know who your Senator is, you can find out by going to www.nysenate.gov; you can find out who your Assemblyperson is at www.assembly.state.ny.us
- On both of these websites, there is a spot where you enter certain information and it will tell you your local legislators
- Know what party your state legislator belongs to
- Currently, Both the Assembly and Senate are controlled by the Democratic Party

Know your issue.

Before contacting your state legislator, you need to know your issue.

- Know why it is important to you
- Know what you

- want to happen
- Know if there is already legislation
- Know the status of that legislation
- Know who supports the issue
- Know who opposes the issue

Know what you are asking for.

Most importantly, before contacting your state legislator, know what you are asking for:

- Do you want them to introduce legislation?
- Do you want them to support legislation?
- Do you want them to co-sponsor a bill?
- Do you want them to vote a particular way?
- Do you want them to oppose a bill?

Now that you understand the process and what you are asking for, what is the best way to contact your state legislators?

Letter, call or meeting?

Determine how strongly you feel about the issue.

- Personal letters are the best
 - If you are sending a form letter, you
- Continued on page 17*

Chapter and Region News

Chadwick Bay's 21st Annual Women's Weekend Getaway

- submitted by Donnie Hover, Region 8

Chadwick Bay is offering a few days away for you to treat yourself during our frigid Western New York winter! And, our event is open to the public. Grab the gals and come out for a fun-filled weekend getaway with pampering, shopping, wine tasting, networking, and wellness workshops.

The Chadwick Bay Chapter provides annual college scholarships to non-traditional female students and empower camp scholarships to teenage girls. We support local organizations, women in business, and provide entertainment nights at the WCA home in Fredonia. Please provide your support by attending our largest annual fundraiser.

The 21st Annual Women's Weekend Getaway will be February 7th, 8th, and 9th, 2020 at the Chautauqua Harbor Hotel, 10 Dunham Avenue, Celoron, NY 14720.

Here is what to expect.

Women's Getaway Retreat for four – \$249/per person

Includes 4 guests accommodations (ONE) 2-Queen bedroom, hotel taxes, and fees; Friday meet n' greet; Saturday breakfast lunch and dinner; Saturday workshops, vendor expo, and pajama party; Sunday brunch. Non refundable, nontransferable.

Women's Getaway Retreat for two – \$299/per person

This option includes 2 Guest accommodations (ONE) 2-Queen bedroom, hotel taxes, and fees; Friday meet n' greet; Saturday breakfast lunch and dinner; Saturday workshops, vendor expo, and pajama party; Sunday brunch. Non refundable, nontransferable.

Women's Getaway Retreat Saturday Only – \$150/per person

This option includes Saturday lunch; Saturday workshops; and vendor expo. Non refundable, nontransferable.

For more info: Donnie Hover at 716-673-1045, email: NYSWChadwickBay@gmail.com or check it out online at www.facebook.com/NYSWChadwickBay/

Our Women's Getaway Weekend is an opportunity for you to get the much needed time for yourself and getaway with the girls. It's a women's health and wellness weekend, grab your gal pals friends and family or find new friends here.

Here is what to expect.

Friday registration starts at 4:00 PM (credit card required at hotel check in for incidentals).

Friday night mixer with wine tasting and snacks.

Saturday is all about you. We have a day full of workshops about health and wellness, women's issues, nutrition, empowerment, building your business, resiliency, finance, and much more.

Saturday also includes a shopping expo vendor event which is open to the public.

A wine/beer tasting will be available at the expo for an additional fee.

Saturday night, after dinner, sneak back out in your favorite super hero outfit and join our pajama party!

Sunday check out is at noon.

We will also offer a Chinese auction, prizes, and giveaways. **PLUS a free goody bag for the first 100 people to check in.**

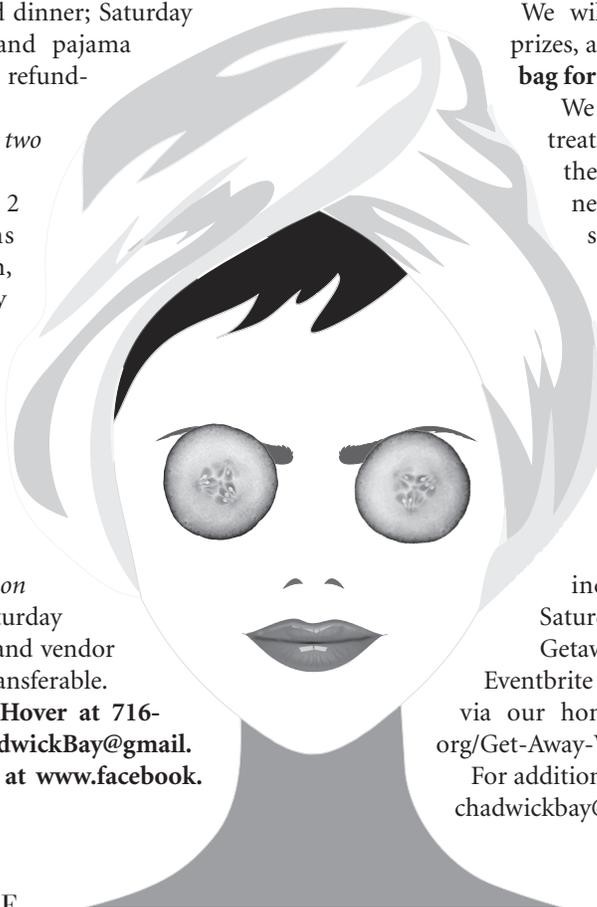
We have also arranged for pampering treatments to be available throughout the weekend. Licensed local businesses will be on site offering massages facials manis and pedis. Pampering prices are not included: they vary and should be paid directly to the provider.

Full Getaway package includes Friday mixer, Saturday workshops, Saturday continental breakfast, buffet lunch, and sit down dinner as well as Sunday brunch.

Saturday-only package includes the buffet lunch and Saturday workshops.

Getaway tickets are available through Eventbrite on Facebook and through Paypal via our homepage: <http://nyswchadwickbay.org/Get-Away-Weekend>

For additional questions, please contact nyswchadwickbay@gmail.com



Chapter and Region News

Central NY Chapter – 5

- submitted by Pat Ferguson, president

On October 15th the chapter held a reunion to celebrate the centennial of NYS Women, Inc. Current and past chapter members were welcomed to Coleman's in Syracuse for dinner and reminiscences. **NYS Women, Inc. president, Robin Bridson**, presented a celebratory program.

Rome Professional and Business Women Chapter – Region 5

- submitted by Beth Jones, president

The Rome Chapter teamed with the **Rome Chamber of Commerce** to host a political forum and celebrate **National Business Women's Week** with 150 people in attendance.

On October 23rd, a breakfast forum was held for the incumbent **Oneida County Executive Anthony Picente** and his opponent **Michael Hennessey**. Rome Chapter **President Beth Jones** opened proceedings with a history of National Business Women's Week, created by our predecessor organization BPW.

The Rome Chapter's **2019 "Yellow Rose of Challenge"** honorees were awarded with yellow roses and "Commitment to Excellence" certificates. **Patrolman Hollie Silverman**, Rome Police was the first recipient. Her first responder peers were in attendance in dress uniform: City of Rome Police and Fire Department, Oneida County Sheriffs, and NYS Troopers. Hollie was recognized for her community service both on, and off, duty. **Franca Armstrong**, associate VP of Workforce Development and dean of Mohawk Valley Community Rome Campus, was honored in the education category for her commitment to her students. Franca has bettered their lives through job placements, job fairs, and food pantries. Both Hollie and Franca joined the chapter recently.

Mayor Jackie Izzo presented a City of Rome Proclamation and expressed pride in the first responders and their bravery putting their lives in danger every day.

The chapter received one dollar for each person who attended, which will be added to its scholarship fund.

Left to right: Beth Jones, Rome Chapter president; Patrolman Hollie Silverman; Mayor Jackie Izzo; County Executive Anthony Picente; Franca Armstrong.



Left to right: Heather Sullivan, Hollie Silverman, Beth Jones, Franca Armstrong, Sara Ayala, Ella Alsheimer, Jim Ayala.

St. Lawrence County Chapter – Region 5

- submitted by Sue Bellor, president

The chapter's speaker in September was Massena Library Director **Elaine Dunne-Thayer** (center), who outlined the plan for the library to become a School District Library. This is an important change for Massena and the town will vote on this in the next school election.



That evening the chapter inducted new member **Denise Murphy** (shown on the right). Charter member **Patricia McGrath** (left) presented her with a pink rose for membership.



The St. Lawrence County Chapter surprised and congratulated its recipient of the 2019 Woman of the Year award, **Susan Plante**, educator and librarian. The chapter celebrated with 42 members,

family, and friends on November 14th at the Lobster House Restaurant. Pictured left to right: member of 62 years, Patricia McGrath; Susan Plante; Treasurer Debra Langevin and President Sue Bellor.



Susan is a librarian and community volunteer for Massena Boys and Girls Club, the community free dinner weekly held at the First Methodist Church, assistant for food pantries, sewer of newborn and premie hats for Massena Memorial Hospital, along with many special events for Trinity Catholic School and St. Peter's Parish.



Susan Plante, 2019 St. Lawrence County Woman of the Year.

The chapter presented carnations to past Women of the Year honorees, left to right: Ann Borsellino (2012), Georgette Davis (2010), Sue Bellor (2008), Maria Morrison (2015), Jackie Sheehan (1999).

Staten Island Chapter – Region 2

- submitted by Rosemarie Dressler

The Staten Island Chapter recently awarded scholarships to students attend-



Cont. on page 13

Moving Forward... Conscious of Our Choice of Words!

by Claire Knowles

Our busy days unfold like the Page-a-Day calendar that quickly melds into weeks, months and years. As time flitters by we internally crave meaning and fulfillment in our lives – hoping that we won't look back some day and regretfully say, "Is that all there is?" or, "Success...but at what cost?"

Deep in our hearts we know that we are the managers of our own lives. Solely responsible! Dr. Phil frequently affirms this self-knowledge. So how can we best affect the outcomes throughout our lives?

There are many self-help books for improving and transforming our lives. Yet we all know people who already have it together – who have mastered filling their lives with what matters most. You can master this as well! Personal (life) mastery goes beyond competence and skills. It means approaching one's individual life as a creative work – living life from a creative, positive and proactive viewpoint, as opposed to a reactive one. It is being able to work with the forces of change – not resisting them. This requires some personal work. It means thinking positive, and integrating into our personal/professional roles those daily, weekly, monthly, yearly goals that are rooted in our (identified) core values. Core values act as our anchor poles – essential to our lives having meaning and purpose for all of the many life roles we play.

So, from the life-manager-responsibility standpoint, have we actually taken the deeper personal-insight-time to honor and lift up our personal core values? And then decided how we want to have these core values show up in the various roles we play day-in and day-out? Have we scheduled into our calendar/planners, that which does matter most? Like the title of the popular self-help book, *I Will Not Die an Unlived Life* by Dawna Markova, we need to live fully! We can start today – at this juncture and date on the personal Page-a-Day calendar. It can start (simply) with accepting personal responsibility for the choice of words we use!

Immediately, we can begin to use conscious creative language to effect positive outcomes in our lives!

Conscious means to be fully aware; to be deliberate, intentional. Creative is proactivity in the making; to bring into being. We can take the initiative by using words that come out of our mouths to

actually act in advance – rather than simply react to circumstances

and events. By consciously choosing the words we say, we can further empower ourselves. Here are some examples:

- **Eliminate indifference.** The next time you're asked what or where you want to do or go, be definitive. Never say "I don't know; it doesn't matter". It does matter. With indifference in your language, you give your power away. Instead, be empowering...choose!

- **Eliminate problem from your vocabulary.** Replace it with challenge. As soon as you do that, the negativity associated with the problem is replaced with a positive array of ways and means to rise to the challenge. (It is human nature!)

- **No more buts.** "But" is a word of cancellation. It negates everything that was said before it. "I love your new office...but where are the windows?" If you have to use but, don't even bother to say anything. But translates into the negative.

- **Eliminate the word want.** Instead, use the word choose. When you use the word want, you essentially keep yourself in a state of wanting. (I want a better job; I want a better relationship; I want to lose weight. Want translates to a continual state of wanting!). Instead, choose. (I choose to have a better job; I choose to have a better relationship; I choose to be thinner.) Once you deliberately choose, your awareness will begin to notice and beckon all the things that are necessary for you to move forward. You begin to deliberately create the future consistent with your choice. Once you've chosen, your future vision kicks in – it is like looking through a pair of binoculars; if the lens cover is on, you cannot see anything. You are rambling.

Continued on page 18



I CHOOSE.
I CAN.
I AM.
I WILL.
I HAVE.
I LOVE.
I CREATE.
I ENJOY.



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Finding my voice

Continued from page 5

- Confidence is a skill that you build through action.

- Your doubts create mountains. Your actions move them. Do.

- Confidence is the willingness to try. (*Try . . . go forward . . . take action!*) Confidence comes when we try . . . first we try, then we gain confidence for the next . . . it is the action that comes first, that builds the confidence. Try again.

- In order to do all those things you know you want to do with your life, you have to do things that are difficult, uncertain or scary. (Step in, Try).

- Don't miss out on your life just because you're too busy scrolling through someone else's. Know who you are, what you believe, and speak your truth.

- Go the extra mile. It's never crowded.

- Your life comes down to your decision. If you change your decisions, you'll change everything. (I can't do this versus I can do this! Watch me!) Deliberate decision/intentional action.

BNC member Claire Knowles is a 2-time Amazon best-selling author, including the book, Can You See Them Now? Elephants in our Midst. A speaker and business leadership consultant, she helps leaders and their teams become the most effective they can be at accomplishing goals (together). Contact her at www.ClaireKKnowles.com at 716-622-7753.

Staten Island News *Cont. from page 11*

ing St. John's University, College of Staten Island/CUNY, St. Paul's, and Wagner College.

Members of the Staten Island Chapter took the opportunity at their October meeting to celebrate Halloween, showing off their creative costumes. Psychics were on hand as well to add to the fun with readings!



The chapter joined together with Rotary clubs on Staten Island to deliver baskets brimming with all the traditional holiday food to those who would otherwise not have a Thanksgiving day meal. Nearly 1,000 baskets were distributed Island-wide.

Member donations for the chapter's Thanksgiving Food Drive also stocked several local food pantries.



Resource: Professional Development

Words for Working Women: What's a style guide?

by Claire Meiorowitz & Natalie Canavor

Is it “Website,” “Web site” or “website”? “Canceled” or “cancelled”? Should “U.S.” be spelled out? If so, when? Does the abbreviation for the United Kingdom – “UK” – have periods? Are numbers from one through nine spelled out? From one through 20? Is it “Mr./Ms./Mrs.”?

The answer: It depends on your style guide and your dictionary.

Whether you work for a corporation or own your own business, among your most important tools are a style guide and a dictionary. And, all departments of your company or business should be using the same ones.

So, what's a style guide? It's a book, usually coupled these days with an online site, that sets forth what to do when you're writing. The style guide governs what you should do in specific situations. The dictionary governs which spelling of a word you will use. Did you know that dictionaries vary in the spelling of some words?

Style guides and dictionaries. Of the many style guides and dictionaries on the market, some are used more often than others. For example, the *Associated Press Stylebook* is used for most newspapers and magazines, while the *New York Times Manual of Style and Usage* is used for that paper and some others. Book publishers tend to use the *Chicago Manual of Style*. A general stylebook for business is the *Gregg Reference Manual*.

Merriam-Webster's Collegiate Dictionary, is often used for journalism and business magazines, but many other dictionaries are in use. The important thing is that you are consistent in using the same guide and dictionary for everything that's written in your company or business.

If your marketing department uses the *Associated Press Stylebook* and the customer service department prefers the *Chicago Manual of Style*, chances are that the materials sent to customers will differ from those shown on your company's website. If neither department uses a style guide, materials are likely to be all over the place. For example, do your company's publications and websites show phone numbers as 000-000-0000, (000) 000-0000 or

do they use 000.000.0000?

What difference does it make? If you want to present a quality image for your business, the way you use language and your consistency will matter. Your language usage will enhance your credibility and suggest that you're as careful with your product and services as you are with words. Conversely, sloppy wording in brochures or websites full of inconsistencies and errors will prove just the opposite.

Spell checkers – don't count on them. Some people rely on their word processing programs' grammar and spell checkers. But spell checkers can easily skip mistakes that happen to be real words. And grammar checkers use a style of their own. If the program does mention a change in grammar or spelling, you usually have no way to know why the change is being suggested – and whether you should accept the suggestion or not.

Personalized style sheets. Your company may use a general style guide, but you may also want to use certain terms and phrases in your own way. To do that, it's easy to create a style sheet. For example, some companies have specific rules on when to use trademark symbols for their products, whether to capitalize job titles and how to refer to the company names.

The devil's in the details. To get back to our starting point: Just as the world is mirrored in a single flower, professionalism is played out in the details. It's your job to see that your company or business puts its best foot forward. You'll find that investing energy up front in style guides and dictionaries is guaranteed to save you time and, in the long run, costly mistakes.

Claire Meiorowitz and Natalie Canavor own C&M Business Writing Services & Workshops and authored *The Truth About the New Rules of Business Writing, Business Writing Today: A Practical Guide*. This article is based on their original, published in the December 2009 NIKE.

Women's Day at the Fair 2019

Women's Day at the Fair was held at the New York State Fair on August 28. **Elizabeth Cady Stanton**, as portrayed by **Melinda Grube, PhD**, descendant of a Seneca Falls abolitionist family and adjunct lecturer of history at Cayuga Community College, is shown with **Cheryl Lavin**, director of the Art and Home Center where Women's Day is held.



NYS Women, Inc. members pose with Cheryl Lavin. Listed alphabetically: Janet Carey, Candace Edwards, Paula Fairbairn, Pat Fanning, Pat Ferguson, Deborah

Francis, Nancy Trela Keoghan, Karenlea Kretsch, Pam Pringle, Mary Sarisky, Jacque Shellman, Denise Walker.



Writing a Short Note Goes a Long Way

by Joyce DeLong

SHUT DOWN THE COMPUTER. TURN OFF THE cell phone. Disconnect the fax machine. If you want to send a message that's sure to be well received, write a note.

Notes are ideal networking tools as they establish one-on-one contact between you and receivers. It may seem old-fashioned, but the simple gift of a handwritten note is still a prized communication in today's electronic world. Recipients often keep and remember handwritten notes, while emails are usually read and deleted. It only takes a moment to write a couple of sentences to someone special, but the benefits can last a lifetime.

Keep note cards with your company name and logo on hand to express simple kindness at any time. The cards don't have to be fancy; just representative of your image. Classic paper colors, such as white, off-white or gray, combined with coordinating envelopes are always appropriate. You may even want to include monograms or name and address blocks on personal note cards.

If your organization distributes other print communications such as newsletters or brochures, you may want note cards that coordinate with these materials to use as more personal follow-up pieces. Keeping the overall look and feel of all of your company's print communications consistent, including note cards, also enhances brand recognition.

The goal with notes is to keep them simple. Be brief and clear, and use an appropriate tone for your relationship with the recipient. Write as if you are speaking in-person, and of course pay attention to neatness and spelling. You could send a handwritten note or card to:

- Recognize a supplier or partner who came through for you during a tough time. Writing a few short sentences and "thank you" is effective.
- Remember a loyal client. A brief note can turn into many more years of valued business.
- Recognize a colleague. A personal card shows true appreciation and can mean even more than a public accolade.
 - Acknowledge newspaper or magazine mentions. Include a copy of the article when available.
 - Follow up with a meeting or event.
 - Say "thank you" for a job interview, business referral or recent reorder.
 - Acknowledge business associates' special occasions, such as staff anniversaries, birthdays or weddings.



Sometimes "no reason" is reason enough. Sending a little something "just because" is what

makes the art of note writing unique. It can even be as simple as remembering peoples' hobbies or interests and passing along interesting information.

Spending just a few minutes writing a short note on nice stationery can lead to a lifelong business relationship. Contact your print communications professional for creative suggestions on a design for your company's note cards and envelopes, and make each note count.

Joyce DeLong is a long-time member of NYS Women, Inc., past president of the Buffalo Niagara Chapter, and the owner of Allegra Marketing Print Mail in Cheektowaga. She's been helping businesses develop print communications and promotional tools for over 30 years. Contact her at joyce@allegracheektowaga.com or 716-634-5966.

"Public speaking is a strong tool in our bag of tricks. If we are confident about our vision, our mission, and our abilities to help women become more powerful personally, professionally and politically, we need to shout it to the rooftops."

- Pat Hendrickson, Past President, NYS Women, Inc.



NIKE All Stars

The 2018-2019 *NIKE* All Star Campaign is in full swing and thank you to our loyal supporters who have already sent their listings in.

Members will have an opportunity to contribute at our annual conference, and chapters, regions and friends of NYS Women, Inc. can send contributions anytime to the *NIKE* Business Manager. Information on contributing can be found on our website.

Rates: Platinum Patrons: \$75 and over
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Make check payable to:
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Mail form and check(s) to: Sue Mager, *NIKE* Business Manager, 3406 McKinley Parkway, Apt C-11, Blasdell, NY 14219
E-mail: NIKEmgr@NYSWomeninc.org.

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

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Outside Back Cover	1 issue: \$600	4 issues: \$2000
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Effective Advocacy: Communicating with your State Legislator

Continued from page 9

usually won't get a response or you will get a form letter back

- A call is effective if you are well briefed and prepared
- With a call, you will most likely talk to a staff person
- Meetings are effective if you are very passionate and want to convey that passion to your legislator

Meeting at your legislator's district office vs. in Albany.

Are you a constituent?

If yes, a district meeting is often most effective.

- A large lobby day in Albany can be effective on a large issue, but you can get lost in the shuffle.

How to schedule a meeting.

Once you decide if you want to do an in person meeting or if you want to do a call, you need to schedule the meeting.

- Be clear that you are a constituent.
- Be clear on where you want to meet – call the right office.
- When scheduling the meeting know who will be attending and what you want to talk about.

Prepare for the meeting.

Review your issue

- Outline what you are asking for
- Determine if there will be leave behind material
- Know who will be the lead speaker
- Know that you might meet with staff
- Especially if the meeting is in Albany or you do a call
- Don't be difficult if you are meeting with staff instead of the elected official (the staff person often is more

knowledgeable about the issue than the legislator AND that person serves as gatekeeper to their boss: if you're rude to them, they have no incentive to connect you with the legislator.)

Your legislator might disagree with you!

- Don't get angry
- Don't be intimidated
- Don't get off track on your issue

Doing the meeting.

- Be patient. Be prompt. And, be flexible.
- Introduce yourself and the others at the meeting
- Tell them why you are there
- Explain why the issue is important to you
- Tell them what you would like them to do
- Leave material supporting your issue

After the meeting.

- Send a thank you letter
- Answer any questions that may have arisen
- Follow up periodically

Amy Kellogg is a partner at Harter Secrest & Emery, LLP in Albany. She has been a government affairs attorney and has been since 2001. Her law practice focuses on representing a variety of New York State professional associations, businesses and not for profits before New York State Government, including the State Legislature, Governor's Office and State Agencies. Amy is a former Legislative Aide to New York Assemblywoman Helene E. Weinstein, Chair of the Assembly Ways and Means Committee.

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INTERVIEWING TIPS: Questions to ask potential employers



IMPORTANT QUESTIONS TO ASK

What are the primary duties and responsibilities of the position? What is the #1 priority for this position? What percentage of my time would be devoted to each duty?

What would be my first project or goal? Are there any obstacles that would prevent me from reaching these goals? How are you currently handling such obstacles?

What results do you expect? What is the time frame for the project? What would be the limits of my responsibility and authority? What support would be available to help me fulfill my responsibilities? Are there any projects underway that I would inherit? If so, what is their history and status? Would I have subordinates? If so, what are their strengths and weaknesses? What are the goals of the department? The company?

What criteria would be used to evaluate my performance? When would the performance review occur?

What are the names and titles of the people I would be working with directly?

Why is this position open?

What attracted you to this company, and why have you stayed? What is your management style? How do you like to work with the people in your department/company?

What would be the appropriate career progression if I do my job well?

What is the next step? When will you be making a decision?

These are just a few questions you can ask. After researching the company there may be other questions you may want to ask the employer.

AFTER THE INTERVIEW

Write a personal thank you note to the interviewer; it could distinguish you from other candidates. Thank them for their time and tell them you enjoyed meeting them. Let them know how YOU can be a benefit to the company and how you feel you are a good fit for the position.

Mention the benefit to you: Why it's a good opportunity; how it will help you grow; how exciting, challenging it will be, utilizing your skills.

And finally, tell them you're looking forward to hearing from them.

Our choice of words

Continued from page 12

With a clear view, however, and your “choice” in focus, you now have a target for positively moving toward.

• Deliberately and consciously build these words into your language:

I choose.

I can.

I am.

I will.

I have.

I love.

I create.

I will enjoy.

These are positive, forward moving words. Next, give yourself permission to do the very thing your words endorse; that is, to choose, to do, to be, to have, to create, to love, to enjoy. The more you use these positive words (and conversely don't use their negative opposites), the more you'll find that your proactive words will positively lift you up and move you forward.

• Work to consciously and deliberately develop this positive practice.

Remember, YOU are the manager of your life and solely responsible for how it plays out – so use this creative language process to positively influence your life outcomes. **As ye think, so shall ye be.**

BNC member Claire Knowles is a 2-time Amazon best-selling author, including the book, Can You See Them Now? Elephants in our Midst. A speaker and business leadership consultant, she helps leaders and their teams become the most effective they can be at accomplishing goals (together). Contact her at 716-622-7753 or www.ClaireEKnowles.com.



I'll just come over and read you my text, OK? Smiley emoji, smiley emoji, smiley emoji!

by Katharine Smith

SO, THIS ISSUE OF NIKE IS ALL ABOUT USING YOUR voice – communicating – as well as the various forms we use for communication today. Ironically, I “lost” my voice recently. . . Although to be honest with you, I never would have said it was my voice to begin with or that I would have been so silent without it or that I would have been so frustrated at my own inability to communicate!

In mid-November I dropped my iPhone 6 in a parking lot and cracked the screen. Cracked it badly. Like, every time I looked at the dang thing, it hurt me. I've owned iPhones since the original one was released – 12 years ago – and I've never damaged one before. And of course, I'd just had the battery replaced in this one, because I like it.

Really like it. It's the perfect size, fitting in my hand comfortably (height: 5.44 inches, width: 2.64 inches, depth: .27 inch, weight: 4.55 ounces); it's got a 64 GB capacity, so I have more than 1,200 photos on it; 1334-by-750-pixel resolution at 326 ppi, so all 1,200 of my photos look terrific. . . The cellphone plan is reasonable. . .

Sorry – I guess you can tell – I really really do like it!

So, I decided to get the screen replaced. Problem fixed! But, the phone had to be shipped to Apple for repairs because it's old (in iPhone terms anyway!). And it would take three to five business days. Not a LONG time, right? Except I took it to the local store on a Thursday, so Saturday and Sunday weren't included in the “three to five business days.” It would be more like seven to nine days.

Still, it wouldn't be THAT long, right? But it was a long time. A. REALLY. LONG. TIME.

I had to re-learn map reading because I had to meet a new client and had no idea where they were located. We don't have a thermometer at home – why BOTHER when you have a little computer right in your hand with the weather, right? – so I looked up temperatures on the laptop or stuck my head out the door to figure out which coat to wear (this all occurred in November when we had those record breaking low temps and snow, brrrrrr!).

And most frustrating? I couldn't text any more.

Truly, I had no idea how reliant I've become on texting as a form of communication. I message my husband to find out when he's coming home from work (or more often, golf). Or ask him to pick up dinner. Or dog food. Or pay the bill that's late. Or look at this funny video. Or

when is he coming downstairs to shovel the driveway?!

I text my friends. . . A lot more than I realized. . . we use texting to set up plans to meet for lunch or happy hour. And send pictures of our dogs, grandchildren, new shoes, beautiful sunsets. And that week, four of us had arranged to meet at an awards luncheon with about 500 attendees, and I didn't know where they were and we were supposed to sit together and, oh! THERE they are! See? I would have texted instead of wandering all over the banquet hall.

I'd lost my voice.

How could I reach the millennial-age kids in my family for whom only texting works? And my sister-in-law in California to see what she was planning for their West Coast Thanksgiving? And my sister, in the Hudson Valley, to ask if she has Mom's pumpkin pie recipe?

It forced me to do some serious thinking on how I – we all – connect with other people. At our NYS Women, Inc. October board meeting, President Robin Bridson held a workshop on our preferred forms of communication, and how to be effective at connecting with people. She asked participants to create groups according to their communication preferences (email, snail mail, phone, face-to-face, texting, etc.). Some people stood “between” the groups if they used more than one form. . . Participants then explained WHY they preferred a particular way to communicate and it was enlightening! It made me realize that LISTENING is perhaps the most important aspect of communication. AND to respect another person's wishes on the form of communication they want to use.

I did eventually get my phone back, but, the ultimate irony? The store had said they'd call me when the phone came in; they had both my land line and my cell phone number. Guess which one they called? My iPhone, sitting at their front counter, of course!

Now that I do have my phone back, I'll be texting again. A lot. From an iPhone 6 covered in bubble wrap – smiley emoji, smiley emoji, smiley emoji!

Katharine Smith is a member of the Buffalo Niagara Chapter and associate editor of NIKE. The owner of White Rabbit Design, a branding and creative agency, she's always curious about the world around her! If you're curious about her work, check out <https://mkt.com/white-rabbit-design>.



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

Central Southern Tier

Susquehanna Chapter
Greater Binghamton Chapter
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Lake to Lake Women
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the Finger Lakes
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Women
Steuben County Women
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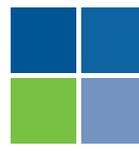
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