



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

VOL. 74 ■ ISSUE 2 ■ DECEMBER 2024



Our Mission

To connect and build women personally, professionally, and politically.

Our Vision

To empower women to use their voices to create positive change.

Are YOU a member of NYS Women, Inc. yet?
Time to check us out at nyswomeninc.org
Dated Material – Deliver Promptly

MEMBERSHIP MATTERS



IN THIS ISSUE

Cover Story: Fueling the Growth of NYS Women, Inc.....	5
Be Part of NYS Career Development Opportunities Inc.....	6
What are your "Whys"?.....	12
Last Word: Reflecting on Susan B. Anthony's Legacy.....	15

NYS Women, Inc. – The State of the State



Membership Matters!

-Robin Bridson, NYS Women, Inc. President, 2024/2025

Dear Members,

As your NYS Women, Inc. president, I want to emphasize how crucial your membership is to our collective success. Your participation, ideas, and support are the lifeblood of our organization, enabling us to advocate for women in business, provide valuable networking opportunities, and offer professional development resources. By being an active member, you not only enhance your own career but also contribute to the advancement of all women in our community.

Membership matters because it gives us strength in numbers, amplifies our voice on important issues, and creates a supportive network of like-minded professionals. Together, we can achieve far more than we ever could individually. Your continued engagement and commitment to our organization are what drive our initiatives forward and make a real difference in the lives of women in business across our state.

To help you remember why Membership Matters, consider this acronym:

M - Mentorship
E - Education
M - Motivation
B - Belonging
E - Empowerment
R - Resources
S - Support
H - Harmony
I - Inspiration
P - Partnerships

M - Momentum
A - Advocacy
T - Teamwork
T - Transformation
E - Excellence
R - Recognition
S - Success

Do any of those resonate with you? I hope so!

Now, I challenge each of you to take an active role in growing our organization and expanding our impact. Let's start an **"Each One, Reach One"** initiative. I invite every member to introduce at least one new person to our community. By sharing your positive experiences and the benefits you've gained, you can help another woman in business access the same opportunities and support that have contributed to your success. Remember, every new member strengthens our network, diversifies our perspectives, and amplifies our collective voice. Together, we can double our membership and double our influence. Reach out to a colleague, mentor, or rising star in your field today and invite them to our next event. Let's build a stronger, more vibrant community of businesswomen, one new member at a time! 🎯

Best regards,
Robin

SAVE THE DATE!

Our Winter Board meeting will be on February 22nd via Zoom. More information will be on the website shortly.

FALL BOARD PRESENTATION

Thank you for attending the Fall Board on Saturday, October 26th. We had a fantastic presentation before the meeting by Theresa Davis, Division Director of Child and Families Services for Liberty Resources overseeing Chenango and Madison Counties' domestic violence and sexual assault programs, including "Help Restore Hope Center." You can see her presentation slides and view a recording of her presentation on the website. Log in to the members-only section, click on State in the top menu and then look for Zoom Meeting Recordings.

2025

MONTHLY
5 Communicator deadline

JAN
15 MARCH NIKE submissions deadline

MONTHLY
5 Communicator deadline

FEB
22 Winter Board (Zoom)

JUN
20-22 Annual Conference Binghamton NY

NIKE Submissions

All contributed articles must be original work; all previously published works must be accompanied by the publisher's authorization to reprint. *NIKE* reserves the right to edit contributed articles for clarity and length, and reserves the right to refuse to publish any contributed article.

The articles contained in *NIKE* express the views of the individual authors and do not necessarily represent the views of New York State Women, Inc. *NIKE* is distributed for information purposes only, with the understanding that neither New York State Women, Inc. nor the individual authors are offering legal, tax, or financial advice.

NIKE is a quarterly informational magazine for New York State Women, Inc. members and other professional women. Published 4 times per year (September, December, June, and May). Circulation: approximately 350. Payment must accompany all advertisement requests. *NIKE* reserves the right to refuse to publish any advertisement.

© New York State Women, Inc.

Table of Contents

In This Issue

State of the State: Robin Bridson....2

From the Editor: Joyce DeLong.....4

Features

Cover Story: Membership Matters
Fueling the growth of New York State Women, Inc. – *Patti Pollack*.....5

Feature: Be Part of NYS Career Development Opportunities Inc.!....6

Feature: Membership Matters
Thinking Outside the Box.....8

Feature: Membership Matters
Creating Community – What are the Benefits of Membership in NYS Women, Inc.?.....10

Feature: Membership Matters What are YOUR “Whys”?.....12

Feature: Last Word Reflecting on Susan B. Anthony’s Legacy.....15

Chapter News

Buffalo Niagara.....7

Professional and Business Women of Rome.....7

Susquehanna.....7

All Stars

NIKE All Stars.....14



join us in empowering women pg 6



what are your “whys”? pg 12

NIKE (ISSN 0271-8391, USPS 390-600) is published quarterly in September, December, March, and June by New York State Women, Inc., 173 Audubon Drive, Snyder NY 14226. 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, 29 Falmouth Lane, Williamsville NY 14221. RETURN POSTAGE ACCOUNT at Buffalo, NY Main Post Office 14240.



NIKE Volume 74, Issue 2 December 2024

New York State Women, Inc.

President

Robin Bridson

president@nyswomeninc.org

NIKE Editor, Joyce DeLong

joycedelong55@yahoo.com

Associate Editor, Katharine Smith

White Rabbit Design

173 Audubon Drive, Snyder, NY 14226

PR@nyswomeninc.org

Production, Jen Gattie

Allegra Marketing, Print, Mail

3959 Union Road, Buffalo, NY 14225

jen@allegracheektowaga.com

Business Manager, Sue Mager

3406 McKinley Parkway, Apt C-11

Blasdell, NY 14219

NIKEmgr@nyswomeninc.org

NIKE Advisory Board

Joyce DeLong, Editor

Katharine Smith, Associate Editor

Sue Mager, Business Manager

Robin Bridson, President, ex officio

Alicia Figueroa, Treasurer, ex officio

Contribution Rates

Platinum Patrons: \$75.00 and over

Golden Givers: \$50.00 – \$74.00

Silver Supporters: \$25.00 – \$49.00.

Bronze Boosters: \$5.00 – \$24.00

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

Advertising Page Rates

Back Cover

1 issue: \$600 • 4 issues: \$2,000

Inside Front Cover

1 issue: \$400 • 4 issues: \$1,400

Full Page

1 issue: \$300 • 4 issues: \$1,000

Half Page

1 issue: \$150 • 4 issues: \$500

Quarter Page

1 issue: \$75 • 4 issues: \$250

Eighth Page

1 issue: \$37.50 • 4 issues: \$125

From the Editor

Membership matters!

AS A 40 YEAR-PLUS MEMBER OF NYS WOMEN, Inc., I can attest that membership matters! Initially I joined the then-BPW Amherst to make business connections for my startup print shop. Now, in retirement, I've remained a member because of the close friendships I've formed, the inspirational speakers and programs the Buffalo Niagara Chapter offers, and our community service making a real difference for women in Western New York.

This issue of *NIKE* is dedicated to the many reasons membership in NYS Women, Inc. matters and is so meaningful. Patti Pollack, our state vice president, has a call to action for all chapters to share their successes in attracting new members in her article, "Membership Matters: Fueling the Growth of NYS Women, Inc." on the next page.

The emphasis on membership continues with "Thinking Outside the Box on page 8, with its ideas for creating a welcoming environment at meetings; "Creating Community: What are the Benefits of Membership in NYS Women, Inc.?" on page 10; and "What are YOUR 'Whys?'" – a reflection on just *why* we're members, *and* how to encourage other women to join NYS Women, Inc. (page 12).

"Join Us in Empowering Women: Be Part of NYS Career Development Opportunities Inc.!" from Linda Przespasniak outlines how we can help empower women and make a meaningful impact in their lives (page 6).

Check out page 15 for our Last Word: "Reflecting on Susan B. Anthony's Legacy," bringing into sharp focus the fight for women's rights, which continues even into the 21st century. 🐰



Image ©Tara Bazilian Chang

-Joyce DeLong

*"I distrust those people who know so well what
God wants them to do to their fellows, because
it always coincides with their own desires."*

- Susan B. Anthony

MARCH 2025 ISSUE DEADLINE: JANUARY 15, 2025. Add *NIKE* in your email subject line and send to the attention of Joyce DeLong, *NIKE* editor (joycedelong55@yahoo.com) or Katharine Smith, associate editor (ksmith@whiterabbitdesign.com) at PR@NYSWomeninc.org. Previously published material must be accompanied by a letter from the publisher with permission to republish and credit line to be included with the article.



Membership Matters: Fueling the Growth of New York State Women, Inc.

- by Patti Pollack, NYS Women, Inc. vice president

New York State Women, Inc. has a storied history of empowering women through education, networking, and advocacy. But as we move forward, the focus on expanding membership is more critical than ever. To continue driving impact, we need to grow our chapters and foster a robust and engaged community across the state. That's why this article is a call to action for all of our chapters to share their insights, strategies, and successes in attracting new members.

Why Membership Matters

Membership growth is the lifeblood of any organization, and for NYS Women, Inc., it means the ability to amplify our influence and support for women. New members bring fresh ideas, diverse perspectives, and renewed energy to our mission. As we grow, we strengthen our ability to advocate for policies that benefit women, provide scholarships, and create more networking opportunities. But growth doesn't just happen. It takes intentional effort, creative outreach, and

a shared vision across all of our chapters.

Share Your Success Stories

Each chapter of NYS Women, Inc. has its own unique strengths and local flavor. What works in one part of the state might not work elsewhere, but the strategies and ideas that have helped some chapters thrive could inspire others. That's why we are asking all chapters to share their approaches to attracting and retaining new members.

- **What has worked well for your chapter in growing membership?**
- **How do you create an inclusive and engaging environment for new members?**
- **What challenges have you faced, and how did you overcome them?**

By sharing your success stories, we can create a statewide toolkit of ideas, ensuring that all chapters have access to proven strategies for attracting new members.

Continued on page 9

Feature: NYS Career Development Opportunities

JOIN US IN EMPOWERING WOMEN: Be Part of NYS Career Development Opportunities Inc.!

- by Linda Przespasniak

Are you passionate about empowering women and making a meaningful impact in their lives? Do you believe in the power of career development to transform futures? If so, we have an exciting opportunity for you!

Welcome to New York State Career Development Opportunities, Inc. (CDO), where our mission is to uplift, support, and guide women at every stage of their careers. We are a vibrant non-profit organization dedicated to offering innovative programs and resources designed to help women achieve economic self-sufficiency. And now, we're on the lookout for enthusiastic individuals like YOU to join our dynamic team!

Why NYS CDO?

We understand that a career is more than just a job – it's a journey filled with growth, challenges, and triumphs. Our comprehensive range of programs is crafted to meet women where they are, whether they're just starting out, seeking a career change, or looking to advance in their current field.

One notable initiative is the outreach program designed to assist women who face employment challenges, providing them with valuable resources to become employable. From grant programs to professional workshops, networking events to career counseling, we provide the tools and support women need to reach their full potential. For young girls ages 13-17, workshops and seminars are available to guide them in making informed career and lifestyle choices.

Together with membership dues and fund raising, we receive donations from corporations local NYS Women, Inc chapters, regions and individuals. We are governed by a nine-member board of directors voted on by members of the CDO.

Why Get Involved?

Joining the CDO isn't just about contributing your time, dollars and talents – it's about being part of a movement that transforms lives. As a member, you will:

- **Make a Difference:** Play a pivotal role in helping women achieve their career dreams and overcome obstacles.
- **Expand Your Network:** Connect with a diverse group of professionals and mentors who share your passion for career development.

- **Develop Your Skills:** Gain valuable experience and learn from experts in the field of career development.

- **Find Fulfillment:** Experience the joy of contributing to a cause that is close to your heart and see the tangible impact of your efforts.

Ready to Join Us?

2025 is ramping up to be an exciting year. Plans are being developed to hold a Reality Store for young women at the NYS Women, Inc. Annual Conference in June 2025. The Grants Program and Zoom seminars will be beginning soon.

If you're enthusiastic, motivated, and ready to make a difference, we'd love to hear

from you! Whether you're looking to become a member, volunteer, or simply learn more about our programs, NYS Career Development Opportunities, Inc. welcomes you with open arms.

Together, we can create a brighter, more empowering future for women across New York State. Join us in making dreams come true and building a community where every woman has the opportunity to succeed.

Contact us today to get involved and be part of something truly transformative. Let's make a @difference together! For more information, visit our website www.nyscdo.org or reach out to us at hrico@twcnj.rr.com. We can't wait to welcome you to the CDO family!

CDO Empowers, Inspires, Achieves Together!

Traditionally, in March the achievements and contributions of women of all backgrounds are honored. We remember those who have paved the way for others. It is a time to invest in and educate young women who will be our future leaders. The NYS CDO will be presenting a Youth Leadership Program at the annual NYSW, Inc. conference in June of 2025 with a Reality Store, a life skills-building program designed to educate, empower and inspire 25 disadvantaged local youths.

To support this program, CDO is offering a unique opportunity to honor the extraordinary women in our everyday lives. Every day, women make a difference, either by being a role model, a teacher, a mentor or just a friend. These women, not thinking about personal

Continued on page 14



Buffalo Niagara Chapter – Region 8

- submitted by Katharine Smith, BNC member



On October 16th BNC participated in the Buffalo Niagara Partnership's Young Professionals Connect Expo. Membership co-chairs **Gabrielle Kostrzewski** and **Karen Kopacz** attended the event that featured representatives from

professional development groups from across Western New York.

It was an "IRL" moment to explore the many opportunities available for young professionals to plug into the region and forge deep connections, get involved in the community, build a circle of influence, and advance careers.

In celebration of Women in Business week, the chapter held a "Women in Business Shopping Showcase" at its October meeting with eight women-owned craft and art businesses.

Professional and Business Women of Rome – Region 5

- submitted by Beth Jones, president

The Rome Chapter joined the **Rome Chamber** to host the annual celebration of National Business Women's Week (NBWW) and a "MEET & GREET the local Political Candidates (Senate and State Assembly). This event was held the morning of October 18 at Rome Mohawk Valley Community College.

A history of NBWW and the "Yellow Rose of Challenge Award Ceremony" was presented by the chapter's VP, **Sara Ayala**

(pictured at left in bottom photo with award recipients, **Melissa Ciecko** and **Lorie Guerrieri**) assisted by **Ella Alsheimer**, recording secretary. Two local female small business owners were selected to receive this prestigious award.

The first recipient was **Melissa Ciecko** owner of **Ciecko Chiropractic**. Melissa has been in business for the past 20 years. She chose her profession after seeing how a chiropractic

helped her sister recover from a motor vehicle accident.

The second recipient was **Lorie Guerrieri** owner of **Spresso Coffee House and Eatery**. Lorie also has been in business for the past 20 years. Lorie started with an at-



home cookie business.

Both **Melissa** and **Lorie** have children, proving that women who own a business can balance work and family. The awardees were presented a certificate from State Senator **Griffo** and State Assemblywomen **Buttenschon**.

The last section of the program was allotted for a Q&A session with each politician. Fifty local high school students in attendance had been invited by the Rome Chamber.

The chapter announced its annual \$500 PBW scholarship; available for a single mom who wants to better provide a better life for herself and her family. The Rome College Foundation awards committee will select the 2025 scholarship. The check will be presented during a ceremony sometime in January.

The chapter held its November dinner meeting at Delta Lake Inn on the 20th. Discussions included its annual scholarship award and the recent NBWW event.

Pictured at the November meeting: (left to right) **Ella Alsheimer**, **Sara Ayala**, **Beth Jones**, and **Lorie Guerrieri**(seated).



New members include women business owners, **Nancy Kasberg** and **Catherine Puma**, who runs her cookie and sweets business out of her home. (Catherine is a staff employee of **Spessos Coffee House and Eatery** and thinks of **Lorie Guerrieri** as her mentor!) **Lorie** joined at the November meeting! She was impressed by members' passion and contributions to the Rome community.

Susquehanna – Region 6

- submitted by Lauren Pringle, PR

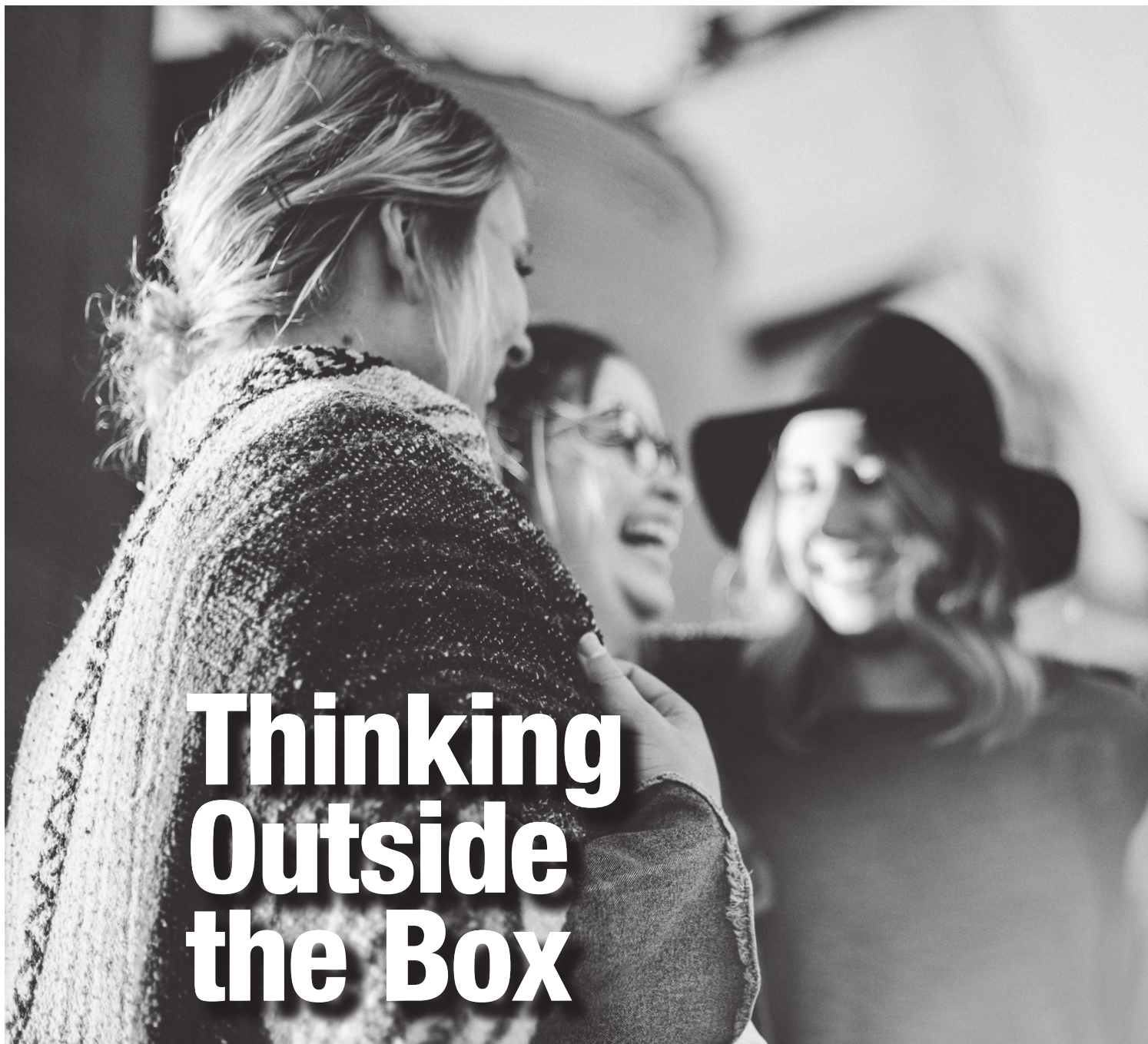
The Susquehanna Chapter is pleased to announce its partnership with A New Hope Center to create the **Karenlea Kretsch Foundation** honoring a past member who was dedicated to helping women advance in all aspects of their lives. The foundation will

help women to get back on their feet, providing assistance needed to further their progress after life altering events.

Donations can be made to: A New Hope Center, c/o **Karenlea Kretsch Foundation**, 20 Church Street, Owego NY 13827.



Email your chapter and region news to Katharine Smith, *NIKE* associate editor, at PR@NYSWomeninc.org.



Thinking Outside the Box

“There are many ways of going forward, but only one way of standing still.” -Franklin D. Roosevelt


How often is it that no matter how much we talk about the need for change, too often we wind up standing still? For NYS Women, Inc. to succeed – for the sake of our daughters, granddaughters, and generations to come – if our organization is to survive, we must take chances and make change happen, not even tomorrow, but today.

Change takes “thinking outside the box” and stepping out of our comfort zone. Think of yourself as a young baby learning to move from crawling to standing, then on to walking and running. Yes, we will fall from time

to time. Yes, it can be scary and wobbly at first. But we can get there because we are NYS Women, Inc. women on a mission!

FDR also said *“Take a method and try it. If it fails, admit it frankly, and try another. But by all means, try something.”*

Try something: The ideas here may not necessarily work for one NYS Women, Inc. chapter or another, but this broad outline of ideas might, hopefully, spark others to share ideas that can be tried, tweaked or tossed based on your unique chapter.



tendency to work, work, work, but we need to sprinkle in fun. Not so much so, of course, that we lose our focus, but enough to keep them coming back again. How about nights out – no work, all fun – throughout the year? A little reward for our hard work is good for encouraging more hard work! Put your talkative and outgoing members (the social butterflies) in charge of this not, your task masters.

Ban negativity at the door! Keep a suggestion box with index cards for negativity so that members can get their point across without pushing new members out the door.

Branch out in new directions. A tree grows its roots in many directions in search for water; we need to look beyond the obvious for new members. We tend to look at our members bringing friends, co-workers, and family, but what about inviting local businesswomen, politicians, school district employees, community librarians, and other like-minded women's organizations, too? There is just so much water we can get when we only look in our own well. Don't forget that not everyone is accustomed to sales, so teach others how to cold call and close the deal. Remind members that it's OK to be rejected, but try, try again.

Be open to new ideas and suggestions. We need to understand that with new members come new ideas and that isn't a bad thing! Too often we shut down the new members and prevent our ability to improve. Keep an open mind, they are our future!

Eat dessert first. Do you have to conduct business at your chapter meetings? Why not arrange a separate business meeting (or do business last) so that your general monthly meetings are focused in on the big picture, not the minutiae?

Share what works, not what DIDN'T. We need to have an exchange of ideas of what has worked! As to what didn't work,

remember that what didn't work today may work tomorrow, with some revamping or if circumstances change, so don't knock an idea without taking into account that a different time or different means may bring a different outcome.

Be welcoming. Remember the first day of kindergarten? Or anything new? It was scary not knowing anyone or just one other person. Put yourself in others' shoes and welcome them warmly, not just at the meeting but afterwards too. The meeting should be only an "appetizer;" the "meal" is the on-going relationship that develops over time. Also, remember that the meal shouldn't take so long that your "customer" (AKA a potential member) walks out!

No business or product stays a best kept secret for over a decade if the product is what the consumer is looking for. How can we make ourselves different than the rest? Have you heard what other women's groups' members complain about? Should we offer the opposite? Do we remind our members of how we are not only different, but better than the rest? We need to change and improve to meet the needs of new members. Do we keep direct contact with our members so that we develop an on-going relationship? When times get tough, it's the on-going relationships that hold us together.

Embrace the opportunity for change. Be positive about change and think about success. When we allow fear to be synonymous with change, we fail before we have begun.

So, in the words of Dr. Seuss "*Oh, the places you'll go. Congratulations! Today is your day.*" How exciting, so let's be on our way! Remember to share changes that you make that are successful so that other chapters can try, tweak, or toss accordingly. 🐼

Reprinted from the March 2009 issue of NIKE; this article has been edited for clarity.

By now every chapter has probably done its SWOT analysis – Strengths, Weaknesses, Opportunities, and Threats – more than once, so the first order of business is to step outside your comfort zone and do something new. Think about a restaurant, as good as it is, that doesn't change its menu. After a while, you have tried everything and hunger for something new. The restaurant goes out of business. So, shake things up!

All work and no fun make your chapter dull. Women have a

Creating Community: What are the Benefits of Membership in NYS Women, Inc.?

- *NYS Women, Inc. offers a supportive environment to connect with others who share similar experiences, struggles, and triumphs.*
- *By joining our organization, women can form meaningful relationships and gain a sense of community.*
- *NYS Women, Inc. can also provide access to resources, knowledge, financial management, professional development, and self-care advice.*
- *We can also help reduce stigma and isolation by providing space for members to talk.*
- *NYS Women, Inc. offers the opportunity to build empathy and compassion for others by listening to their diverse stories and experiences.*

Women often face unique challenges and experiences that can be difficult to navigate alone. This is why joining NYS Women, Inc. can be a powerful way to connect with others who understand and offer support. We're exploring some of the benefits of joining our organization and how membership can improve well-being and overall quality of life.

Members can connect with others who share similar experiences, struggles, and triumphs. This can help alleviate feelings of isolation and provide a sense of belonging. NYS Women, Inc. also offer a supportive space to discuss sensitive topics and receive validation and understanding.

Connection and Camaraderie

In a world that can often feel isolating, joining a NYS Women, Inc. chapter can provide a sense of community and belonging. **Through shared experiences, women can form deep connections and meaningful relationships with others who can offer support and understanding.** Members can share resources, knowledge, and advice and provide each other with emotional support in times of need.

Finding New Perspectives

Another benefit of joining NYS Women, Inc. is gaining new perspectives and insights. Members come from diverse backgrounds and have a range of life experiences, which can offer unique perspectives and solutions to problems. By sharing experiences and learning from others, women can broaden their understanding of different perspectives and develop new ways of thinking about the world.

Taking Care of Your Health

Regarding self-care, several aspects are often overlooked. Joining NYS Women, Inc. can provide access to information and resources on self-care, including referrals to reputable medical professionals or fitness trainers.

Members can share their own experiences with these aspects of self-care and offer support and encouragement to others who may be struggling with them. By prioritizing all areas of their health, women can lead a happier, healthier life, and NYS Women, Inc. can be a valuable tool in achieving this goal.

Professional and Personal Development

Many chapters offer workshops, seminars, and other learning opportunities to help members professionally and personally develop. These can include topics such as leadership, communication, financial management, and self-sufficiency. By participating in these programs, women can acquire new skills and knowledge, which can be valuable for personal and professional growth.

Women don't
need to find a
voice, they have a
voice, and they
need to feel
empowered to
use it, and people
need to be
encouraged to
listen.
-Meghan Markle

Overcoming Stigma and Isolation

Women who face stigma or feel isolated because of their circumstances can benefit significantly from membership. Such circumstances may include dealing with a chronic illness, mental health issues, or social stigma, making women feel alone and isolated. These women may struggle to find support and understanding from those around them who may not have experienced similar situations.

Every woman's
success should be
an inspiration
to another, we're
strongest when
we cheer each
other on.
-Serena Williams

NYS Women, Inc. provides a space where members can share their experiences without fear of judgment or stigma. Members can offer and receive emotional support, share coping strategies, and connect with others who understand the challenges they face. Through this connection and mutual support, women can feel a sense of belonging and empowerment that can lead to improved well-being and overall quality of life.

Building Empathy and Compassion

In today's world, it's easy to become desensitized to the suffering of others. Membership in our organization can offer a unique opportunity to cultivate empathy and compassion for others. By actively listening to others' experiences and offering support, women can develop a deeper understanding of the challenges that others face. This can help build a more inclusive and supportive community and help women become more empathetic

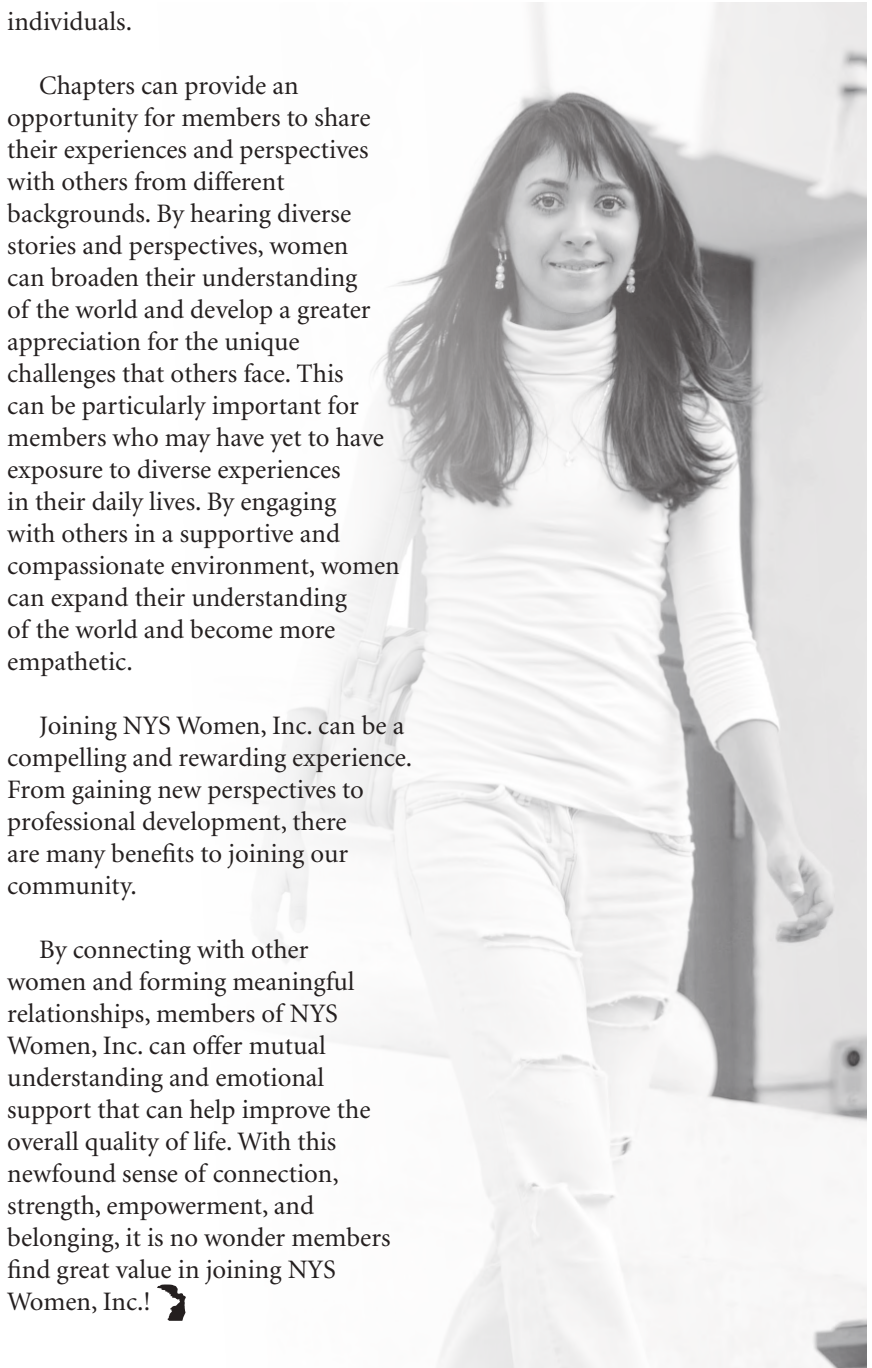
I have learned you
are never too small
to make a
difference.
-Greta Thunberg

individuals.

Chapters can provide an opportunity for members to share their experiences and perspectives with others from different backgrounds. By hearing diverse stories and perspectives, women can broaden their understanding of the world and develop a greater appreciation for the unique challenges that others face. This can be particularly important for members who may have yet to have exposure to diverse experiences in their daily lives. By engaging with others in a supportive and compassionate environment, women can expand their understanding of the world and become more empathetic.

Joining NYS Women, Inc. can be a compelling and rewarding experience. From gaining new perspectives to professional development, there are many benefits to joining our community.

By connecting with other women and forming meaningful relationships, members of NYS Women, Inc. can offer mutual understanding and emotional support that can help improve the overall quality of life. With this newfound sense of connection, strength, empowerment, and belonging, it is no wonder members find great value in joining NYS Women, Inc.!



What are YOUR “Whys”?

Why are *you* a member of NYS Women, Inc.? Is it because you want to make a difference? Do you want to make a difference in your own life, in the lives of the women you interact with, and in the lives of women that you haven't yet met?

Here are just some of the many ways that *you* can make a difference.

Whether it be attending a local meeting and telling your story or making a presentation at a meeting or taking a leadership role, you should know that all of these actions will make a difference. And, you'll learn and grow from these experiences, and hopefully others are learning and growing as well.

Are you also a member because you enjoy meeting and interacting with women in other professions and stages of life? We all can learn from each other; and within this organization are interesting and empowered women.

From each of these women, you can learn something important. Whether it be how to more effectively communicate or how to manage personalities, there are learning valuable life lessons that will translate to many aspects of your life, not just your life in NYS Women, Inc.

Take a few moments and reflect on why you're a member of NYS Women, Inc. Then share those “whys” with women around you – your co-workers, family, and friends. Perhaps reflecting on your whys will provide you with renewed inspiration that can be passed on to potential new members.

If you are having problems remembering the whys, here is a partial list of member benefits. Please share this list with others and help them realize the many benefits of being a member in New York State Women, Inc.

1. Impact. Being part of a statewide group gives you the chance to have an impact in your life, the life of

women in your community and the lives of women throughout New York State. This impact can be achieved by creating a supportive local community, working on important legislative initiatives or providing important workshops and education programs that will help educate your members.

“If you do not change direction, you might end up where you are heading.”

Lao Tzu, Chinese philosopher

2. Networking. Exchanging ideas, exploring business opportunities and sharing common goals with other working women is an excellent way to network. These relationships can lead to connections that will help you advance your career or help you to make important career decisions.

3. Advocacy. The advocacy and legislative priorities that are developed at the state level allow you the unique opportunity to be educated on important issues. This education

includes information on relevant topics and ideas that can get you involved and get your voice heard by all women throughout New York.

4. Education/Career Enhancement. The local chapters and the New York State Women, Inc. work hard to develop and support seminars, workshops and presenters that provide valuable and pertinent information regarding topics and issues important to working women on a professional and personal level.

5. Information. New York State Women, Inc. strives to get vital information out to members in a timely manner. Whether it's information on an important development or information on a program sponsored or supported by the organization, the goal is to make sure members know what is happening and how they can get involved and be heard.

Continued on next page



Fueling the Growth of NYS Women, Inc. *Continued from page 5*

Key questions to help grow membership

- What kind of organization are we?
- What do we offer?
- Can we concisely articulate what we offer?
- What is our target group?



Let's Build Together

Attracting new members is a shared responsibility. Every member of NYS Women, Inc. is a potential ambassador for our organization. Whether you're attending a local event, speaking to colleagues, or engaging on social media, you have the power to spread the word and invite others to join us.

Let's work together to continue growing our membership base, strengthening our chapters, and building a future where women in New York State have the resources, support, and opportunities they need to succeed.

Call to Action: Share Your Ideas

We want to hear from you! Please take a moment to share your chapter's strategies, challenges, and success stories when it comes to membership growth. Please submit your valuable insights to Patti Pollock, state vice president at pjpollock63@gmail.com

Together, we can ensure that NYS Women, Inc. continues to thrive and make a difference in the lives of women across the state. By fostering open dialogue and sharing our collective knowledge, we will empower each chapter to grow stronger, attract new members, and further our mission. Because at the end of the day, membership matters. 📌

What are YOUR "Whys"?

continued from previous page

6. Leadership. By becoming an officer at the local, region, or state level, NYS Women, Inc. members can learn valuable leadership skills. Important leadership skills can also be gained by volunteering for committee work at all levels. Strong leadership skills are essential to working women becoming successful in their professional lives.

7. Visibility. Being involved in an organization that has a local, regional and state network can help you increase the visibility for you and your business. This visibility can lead to important personal and professional opportunities.

8. Helping Others. This organization has a strong history of women helping women. Being involved in this group provides you the opportunity to become more involved in your local and New York State community. From volunteering at a local not for profit or presenting at a local meeting or attending a state meeting and participating in the process, there are endless opportunities to help other women.

9. Friendships. One of the most significant and lasting benefits of being a member is the reward of developing lifelong friendships with your fellow members. Imagine being

in a room full of powerful women focused and energized on a common cause or issue. There is nothing quite like it. Whether it is laughing or working together, the relationships you make will be long lasting.

Hopefully hearing these "whys" and reflecting on your "whys" will help reinvigorate your energy and passion for New York State Women, Inc. and will help inspire new and potential members. Membership matters! 📌

Reprinted from the December 2011 of NIKE (This article has been edited for clarity.)



NIKE All Stars

The 2024-2025 *NIKE* All Star Campaign is in full swing and thank you to our loyal supporters who have already sent their listings in.

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

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

NEW YORK STATE
women, INC.

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

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

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

Platinum Patrons Pat Fergerson Susan Mager Golden Givers Patricia Hendrickson Past State Presidents	Silver Supporters 716 Chapter Sue Bellor Ramona Gallagher Mary Ellen Morgan Bronze Boosters Laurie Albertson	Robin Allen Ella Alsheimer Sara Ayala James Ayala Kathy Capra Suzanne Cecil Kathleen Haddad Donna Harness	Beth Jones Elsie Kopcha Linda Przepasniak Catherine Puma Region VI Helen Rico Neale Steinger Sabina Toomey
--	--	--	---

NIKE ADVERTISING PAGE RATES

Outside Back Cover	1 issue: \$600	4 issues: \$2000
Inside Front Cover	1 issue: \$400	4 issues: \$1400
Full Page	1 issue: \$300	4 issues: \$1000
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

How to submit your ad.

Email (in PDF format) to: ksmith@whiterabbitdesign.com.

How to pay for your ad.

Make check payable to NYS Women, Inc. (memo: *NIKE* ad) and mail to: Sue Mager, *NIKE* Business Mgr.
3406 McKinley Pkwy, Apt C-11, Blasdell NY 14219

NIKE ad sizes

Half Page 6.65" wide x 4.75" tall	
Quarter Page 3.25" wide 4.75" tall	8th Page 3.25" wide 2.25" tall

Be Part of NYS Career Development Opportunities Inc.!

Continued from page 6

accolades, help someone because it is the right thing to do. She could be the mom that drove everyone because other parents were working, chaperoned school activities or was there just to listen.

By participating in the CDO's "Women's HERSTORY Project," you can help us recognize the extraordinary women in your life! That person can be your mother, grandmother, sister, teacher, friend, etc. – a special woman who has made a special impact on YOU!

How can you honor your HERO? Go to the CDO website www.nyscdo.org Fill out the application form with name and information about honoree (paragraph

not to exceed 100 words; picture is optional.) Tell us why this person is your "HERO." A \$25 donation towards the youth leadership fundraiser is required. **Deadline for submission is January 15, 2025.**

In the Spring 2025 issue of *NIKE*, CDO will recognize those honorees. In addition, our HEROs will be honored that month through postings on social media as well as special recognition at the NYS Women, Inc. conference in June.

Celebrate that special woman in your life and assist our efforts in building powerful women by participating today! 🎉

Reflecting on Susan B. Anthony's Legacy

"We shall some day be heeded, and everybody will think it was always so, just exactly as many young people think all the privileges, all the freedom, all the enjoyments which woman now possesses always were hers.

They have no idea of how every single inch of ground that she stands upon today has been gained by the hard work of some little handful of women of the past."

-Susan B. Anthony



"Organize, agitate, educate, must be our war cry."

Born in 1820, Susan B. Anthony did not live to see the 1920 passage of the 19th Amendment granting women the right to vote – she died in March 1906 – although, remarkably, she lived into the 20th century and all the changes it brought.

This year, the 108th anniversary of Anthony's death, is an important time to remember her unrelenting commitment and dedication to justice.

She worked as an abolitionist, educational reformer, labor activist, temperance worker, suffragist, and woman's rights campaigner.

"I distrust those people who know so well what God wants them to do to their fellows, because it always coincides with their own desires."

Anthony's life testifies to her belief in the ability of citizens in a democratic society to change the laws and create a just society. Her legacy celebrates passionate citizenship and the promoting of dreams in a democratic society.

On her 80th birthday, February 15, 1900, Anthony gave her last public speech at the 38th

Annual Convention of the National American Woman Suffrage Association in Baltimore, MD. She spoke of the many women who had battled at her side – some for over half a century – for justice for women.

"I never saw that great woman, Mary Wollstonecraft, but I have read her eloquent and unanswerable arguments in behalf of the liberty of womankind. I have met and known most of the progressive women who came after her – Lucretia Mott, the Grimké sisters, Elizabeth Cady Stanton, Lucy Stone – a long galaxy of great women. I have heard them speak, saying in only slightly different phrases exactly what I heard these newer advocates of the cause say at these meetings. Those older women have gone on and most of those who work[ed] with me in the early years have gone. I am here for a little time only and then my place will be filled as theirs was filled. The fight must not cease; you must see that it does not stop. There have been others also just as true and devoted to the cause – I wish I could name every one – but with such women consecrating their lives, failure is impossible!" 🐦

For more information about Susan B. Anthony: susanbanthonyhouse.org



We connect and build women
personally, professionally
and politically.

NEW YORK STATE
women, INC.



www.NYSWomenInc.org

#BuildPowerfulWomen

JOIN A CHAPTER IN
NEW YORK STATE:
WE'D LOVE TO SEE
YOU!

NYC area /Long Island

Richmond County Chapter
Staten Island Chapter

Hudson Valley/Catskills

Professional Women of
Sullivan County
Westchester Chapter

Central New York

Central NY Chapter
Professional Business
Women of Rome
Mohawk Valley Chapter

Central Southern Tier

Susquehanna Chapter
Greater Binghamton Chapter
Walton Chapter
Tri-County Chapter

Finger Lakes

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

Western New York

Buffalo Niagara Chapter
716 Chapter (Clarence area)
Chadwick Bay Chapter

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

Empowering women to use their voices to create positive change.