

NIKE

NEW YORK STATE women, INC.



NIKE

The official publication of
New York State Women, Inc.

VOL. 63 ■ ISSUE 2 ■ JAN 2014

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

**In this issue:
Networking. Resources. Advocacy.
Inspiration. Education. Friendship.**



Let's grow our organization in 2014

Having just returned from the October board meeting, I write this president's message with a renewed sense of purpose and excitement. Not to imply that I had lost my purpose or excitement, but there is always something so special about going to a board meeting. The energy and ideas that flow at these meetings is invigorating. We have some truly amazing members in this group. If you have never been to a state meeting, I hope that you will consider attending our next one on April 5, 2014. The meeting will be held in Rome, NY at the Griffiss Institute, and it will be a one day meeting.

At the October meeting, we addressed a lot of important business of the group, but we also allowed for networking and the exchange of the ideas between regions and chapters. You will find several articles in this issue of *NIKE* that flowed from great discussions and ideas that happened at the board meeting. I encourage each of you to review these articles carefully and apply the ideas and lessons learned at your chapter level.

One of the main business items addressed at the board meeting was the approval of an RFP to incorporate the chapters and resolve some outstanding IRS issues for the group. You will be hearing more about this as the process continues. There is an article in this issue further explaining the importance of incorporation that will hopefully explain any outstanding questions you may have. While we work to grow our membership, your board and executive committee are also

working hard to streamline this organization so that it will be even easier to recruit and retain members.

Over the next few months, I hope that you will continue to work with your chapters on expanding and developing your membership. If you have any questions or problems, please contact us. You can contact me directly or you can contact our State membership chair Neale Steiniger. We are eager and happy to help in any way that we can. This stands true for all the members of the board. If you need help or have any ideas, please reach out to us. We are your State officers and board, and we want to make sure we are meeting your needs. We can't do that though if we aren't hearing from you when you have a need that isn't being addressed.

I will end this president's message the same way I ended the one in the previous message. I promise it's not because I'm being lazy! It's because I want to convey the same message throughout my year as president. It is my hope that each of you finds your membership in NYS Women, Inc. to be valuable and important. The only way to truly change and grow is to ensure that all current members are engaged and love being a member. This passion will translate to potential new members and inspire them to also join. If you have any ideas or suggestions, I want to hear them. Please feel free to contact me at president@nyswomeninc.org any time. I want to hear from each and every one of you.

-from Amy Kellogg



Calendar of Events

2014

20th of each month: Communicator deadline

Feb
15 Deadline: *NIKE*

April
5 NYS Women, Inc. Board Meeting
Griffiss Institute • Rome, NY

June
6-8 NYS Women, Inc. Annual Conference

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



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To build powerful women personally, professionally, and politically.

Our Vision

To make a difference in the lives of working women.

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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.

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New York State Women, Inc.
President, Amy Kellogg
ajkellogg@aol.com

NIKE Editor, Katharine Smith
173 Audubon Dr.
Snyder, NY 14226
PR@nyswomeninc.org

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

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

Business Manager, Robin Bridson
New Horizons, 50 Methodist Hill Dr.,
Suite 50, Rochester NY 14623
NIKEmgr@nyswomeninc.org

NIKE Advisory Board

Katharine Smith, Editor
Ramona Gallagher, Associate Editor
Robin Bridson, Business Manager
Linda Przepasniak, Communications
Robin Allen, Public Relations Chair
Amy Kellogg, President, ex officio
Mary Stelley, Treasurer, ex officio

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From the Editor



DID YOU MAKE RESOLUTIONS FOR 2014? MORE importantly, were you able to *keep* your resolutions from 2013!? I started this year not with resolutions but with a different outlook.

In 2013 I entered a year-long program with Leadership Buffalo, an organization that is working to make my community – Buffalo, NY – a better place. I was exposed to the good, and bad, facets of Buffalo. And it was a profound experience. Each month, we explored the city's diverse neighborhoods, schools, prison system, the burgeoning medical campus, Buffalo's surprisingly vibrant arts community, and more.

This experience has led me to examine more closely the "meaning" of my work – and play – and think about my own life journey. The lyrics from a U2 song have been playing an endless loop in my head: *But I still haven't found what I'm looking for*. Perhaps this restlessness will lead me to that elusive "meaning" on my trek.

Our issue of *NIKE* offers some insightful articles for the new year. Claire Knowles reflects on "Re-finding 'meaning' in our work" on page 5. Dr. Nancy D. O'Reilly discusses "The Real Keys to Happiness" on page 9 and you'll gather inspiration from the story of Diana Nyad, "Find a Way," on page 16. And, as always, we're offering ideas and tips for our chapters; on page 12 State Membership Chair Neale Steiniger recaps her October membership workshop. Please consider attending the April 5 board meeting which will be held at the Griffiss Institute in Rome, NY (details on page 15).

I hope that throughout the upcoming year, we all look more deeply into the substance of our lives and see what we can offer NYS Women, Inc.

-Katharine Smith

I Still Haven't Found What I'm Looking For lyrics © Universal Music Publishing Group

Next NIKE Deadline

The deadline for the March/April issue is **February 15, 2014**. When emailing your submission type *NIKE* in the subject line, and send to the attention of Katharine Smith, *NIKE* editor at PR@NYSWomeninc.org. Published material must be accompanied by a letter from the publisher giving permission to republish and the credit line required to be included with the article. Articles for *NIKE* are usually 150 words (for chapter news) and 1,000 to 1,500 for features. If you rewrite the article using quotes, please designate where the reader can get the full copy.

Feature: Professional Development

Re-finding "meaning" in our work

by Claire Knowles

*While we often are
lost in the sea of
never-ending tasks,
is it possible to
still find
"meaning"
in our work?*

Mention engaging in *meaningful work* and one might conjure up thoughts of working in a residential home that gives women a fresh start, or in a laboratory that is on the cusp of finding a cure for breast cancer. Yet for most of us, we're working either for ourselves as entrepreneurs, or for a company whose ultimate goal is to make

money – even if the products made ultimately help our world to be more sustainable – or in a business where our service and programs certainly "help" people – still there are times when *emptiness* may seem to surface more than the *meaning!* *While we often are lost in the sea of*
Continued on page 6

Re-finding “meaning” in our work

Continued from page 5

Make contributions beyond yourself. Work is a part of our lives – not our full lives.



never-ending tasks, is it possible to still find “meaning” in our work?

Experts share that we have to “redefine” what the word “meaning” is for us:

“In the United States, people spend 80,000 hours during a career – working. Beyond the paycheck, what does work give you? Few questions could be more important! It is sad to go through life and experience work as empty, dreadful, a chore – sapping your energy. Yet many people do, as evidenced by one large-scale study showing that only 31 percent of employees were engaged. Work can, however,

provide an array of meaningful experiences, even though many employees do not enjoy those in their current job. So what are the sources of meaningful experiences at work?” -HBR Blog Network 12/20/12

Many of us know the story of the stonemason who found meaning in his work because he was building a cathedral, not just cutting stones. Likewise, we know that many people describe having joy and meaning in their work – from the office assistant to the mail carrier; from the flight attendant to the garbage collector, from the nurse to the entrepreneur. There can be meaning in our work whether it is service-based, information-based or physically labor-intensive. A recent study found numerous ways that people found meaning in their work, including:

A sense of calling – belief in a product or service, sustainability. A clear need to support one’s family – the sense of duty or obligation. Basic human dignity. Success or growth – challenge, accomplishment. Developing others – teaching and/or leaving a legacy. Making money; becoming wealthy. Setting a good example for children – a strong work ethic. Being valued or needed. A sense of independence, control, or autonomy. Creating meaningful relationships and collegiality. Earning money in a respected, honorable way. Having prestige, accomplishment, or glory. To be

deemed successful. Knowingly making a better life one day at a time.

We also know that there is *not* one way to achieve “meaning” in our lives. And we know that *how* we find meaning also varies depending on where we are along life’s journey. For the currently employed, the tough economy makes many people grateful just to have a job. Yet for some people, work isn’t complete unless it is personally meaningful. How do you find personal fulfillment when you might be worried over keeping your job? Or, what if you’re resentful at having foregone salary increases for the past few years? Or, what if you’re just exhausted at doing more than one role because downsizing has been the norm? Or, what if you’re a struggling entrepreneur and there just doesn’t seem to be a success-window opening for you? Sometimes it is hard to learn to love the job you are in, so how do you find *meaning*?

Purpose. Make contributions beyond yourself. Work is a part of our lives – not our full lives. Find the greater good in your work, or alternatively, in arenas outside of your work. If you truly can’t make your work meaningful, try finding

meaningful volunteer work or hobbies – where your heart is connected. Rekindle that which brings you some joy. Because life requires a balance, often finding meaning outside of work provides huge personal benefits.

Self-realization. Learning; seek ways where your work can offer opportunities to learn, expand horizons, gain new skills, improve self-awareness. This kind of personal growth is meaningful. Keep moving forward. Don’t allow yourself to stagnate. Stretch!

Accomplishment. Work is a place to accomplish things and be recognized, which leads to greater satisfaction, confidence, and self-worth. Be prepared to toot your own horn; intrinsically you know your accomplishments. Each month, be sure you are setting goals, new targets to shoot toward, and to celebrate when you achieve them.

Status. Get your elevator speech practiced! When asked “Where do you work?” or “What do you do?” have your answer ready! Rehearse it and love the way you elevate your work and what you do

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Have you heard?



NIKE TEAM OFFERS

THE MEMBER SPONSORSHIP!

Your NIKE team is excited to announce a sponsorship opportunity **exclusively** for NYS Women, Inc. members! This member-only level provides our members with an incredible deal to advertise their business to the entire NYS Women, Inc. membership. Not only is this a great value from an advertising standpoint, but it will also position you and your business as a supporter of our vibrant organization.

Details are listed below. You can sign up and pay for your sponsorship at our website at nyswomeninc.org, or contact NIKE Business Manager Robin Bridson at NIKEmgr@nyswomeninc.org.

Don’t miss out... Take advantage of this outstanding offer today!

\$400 Member-only Sponsorship Includes:

- Half-page ad in 4 issues of NIKE (valued at \$500)
- Sponsor logo on NYS Women, Inc. website linked to sponsor homepage
- Sponsor logo on NYS Women, Inc. monthly newsletter to members
- Vendor table at a NYS Women, Inc. conference

NEW YORK STATE
women, INC.



Column: My Story

My Story is an occasional feature that features YOU! Send us your story. Tell us how NYS Women, Inc. has affected your life – just what is it about this organization that has made a difference in your life!



NYS Women, Inc. Changed My Life

by Neale Steiniger

Where was New York State Women, Inc. when I needed it? It was there – at least, Business and Professional Women (BPW) was – I just didn't know it.

In 1980 I joined the Arbitrage trading desk at Merrill Lynch. I was hired to satisfy an EEOC dispute and was told in my interview that I wouldn't last six months and I shouldn't expect any of the men to change their language or behavior. But I love a challenge and as the only woman on the desk, I got one! I didn't know about BPW, but I learned firsthand women were paid less than men and that women were not likely to be offered the same advancement opportunities.

Then one day, I overheard a woman talking about a group called BPW. She convinced me to attend a meeting. And my life changed. I did not meet anyone who worked on a trading desk, but I did find women facing the challenges of working in legal, medical, education, and banking fields with their own experiences and lessons to share. Looking back, I realize how empty my life would have been without NYS Women, Inc. I have made friends all across New York State, from Tupper Lake to Jamestown, and lots right here on Staten Island. I learned how to speak before groups (without my knees shaking), how to organize a fundraiser, mentor teens (which led me to add CCD teacher to my retirement activities). I've developed organizational and leadership skills, can arbitrate differences of opinions, and so much more.

Over the years, I've honed these skills in my capacity as a local, region, and state officer. As we frequently say in the Richmond County chapter, we agree to

do something and then figure out how to do it – Gale Cohen gets me into sooooooo much trouble! But with the support of fellow NYS Women, Inc. members, I do things I never would have thought possible. Carolyn Frazier convinced me to run for state office (and we still remain friends!). Joann Olbrich taught me how to pump gas – you laugh, but it allowed me to drive throughout the state when self-serve is the only option.

Eventually I left the trading world to develop seminars on global markets and teach at financial institutions. I was hired to present workshops in locales ranging from New Orleans to San Francisco, from London to Singapore. One day I found myself sitting in a conference room in Kuala Lumpur with the heads of the Malaysian Stock Exchange, Regulatory Agency and Central Bank. I had been asked to explore with them how to improve their market operations.

I think anyone who met me pre-BPW would assume I wouldn't last six months. But now I think they'd say, she's a member of NYS Women, Inc. – and they are powerful women. This organization offers so many opportunities for all of us. I encourage everyone – whether you joined two months ago or 20 years ago – to take advantage of all that NYS Women, Inc. – chapters, regions, and state – has to offer. The opportunities are there. Just don't think about it too much. You and the members of your chapter will figure out a way to do it and you'll have a great time along the way.

Neale Steiniger is a member of the Richmond County Chapter. She is state-wide membership chair for NYS Women, Inc. and a State past president.

“The secret of joy in work is contained in one word – excellence. To know how to do something well is to enjoy it.”

- Pearl Buck

“Never work just for money or for power. They won't save your soul or help you sleep at night.”

- Marian Wright Edelman

Feature: Personal Development



The Real Keys to Happiness

by Dr. Nancy D. O'Reilly, Psy.D.

Many women say that all they want is to be happy! Have you noticed that some people are positive and upbeat no matter what is going on in their lives? These people have learned to be happy, and you can, too.

What would it take to make you happy? “If I only had a million dollars I would be happy.” “If I had her/his good looks I would be happy.” “If I found the love of my life, my soul mate, I would be soooooooooo happy.”

Surprise! It's not money, good looks, success or even love in our lives that makes us happy. Many people who have all these things and should have high levels of happiness reported feeling glum and bored. So why don't these things bring happiness to their obviously wonderful lives?

Things don't make us happy, because people quickly adapt to change. We get used to the new things in our lives, which soon become everyday and predictable. Research also suggests that each of us

has a “set point” for happiness, a level of contentment that stays about the same even when external circumstances in our lives change.

Positive Psychology, a recently developing field, is designed to teach people to increase their levels of happiness. The founder of the Positive Psychology Center is Martin P. Seligman, PhD. I first encountered Dr. Seligman when earning my doctorate. He is the psychologist who gave us the term “learned helplessness,” a concept so

central to my research with women. Seligman has concluded that if we can learn to be helpless, we can also learn to be happy.

Seligman suggests that we learn to be miserable or happy internally, not through material or external rewards, but by building good character. The rewards are not extrinsic but intrinsic, stemming from inner satisfaction rather than satisfaction from the outer world. Seligman's school has identified

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Chapter and Region News

Buffalo Niagara Chapter – Region 8

On October 2, 2013 BNC held the “Women in Business Showcase,” its tradeshow celebrating Women in Business Month. More than 15 vendors displayed products and services ranging from financial services to jewelry, unique greeting card designs to holistic herbal products.

BNC members and guests enjoyed cocktails and food stations at this fun event promoting Western New York business women.



Chadwick Bay Chapter – Region 8

- submitted by Donnie Hover

Plans for the Getaway Weekend have been finalized! Save the dates of March 7, 8, and 9, 2014 for the Clarion Inn in Dunkirk, NY. You can relax with a massage, pedicure, or manicure. We will offer water aerobics, basket weaving, investment wisdom, bingo night, karaoke night, an exercise class, and no-sew blanket making, plus more classes! Check out our women health seminar. Saturday will include a shopping expo.

This event supports our chapter donations to the WCA Home in Fredonia, D-F Meals on Wheels, Dunkirk Food Pantry, the Dunkirk Free Library’s children program in honor of our deceased member Cathy Wojcinski, and our scholarship program.

For more information or to register, please contact Donnie Hover at 716-673-1045.

Richmond County Chapter – Region 2

- submitted by Neale Steiniger



The Richmond County Chapter celebrated their 40th Anniversary at their December 2013 holiday party.

Please Send Your Region and Chapter News to:

Ramona L. Gallagher at PR@nyswomeninc.org



Members of the Richmond County Chapter supported the Children’s Cord Blood Bank in the 1st Umbilical Cord Blood Awareness Walk on Staten Island. It was organized by Richmond County Chapter member Roberta Hayes, last year’s Career Recognition Candidate. Pictured at the walk, with the new Region 2 banner, are Vanessa Fallucca, Neale Steiniger, Marilyn Iengo, Jessica, Susanne Demetrio, Camille Demetrio and Gale Cohen.

Southern Finger Lakes Women – Region 7

- submitted by JoAnne Krolak

In November, Southern Finger Lakes Women gave Woman of the Year honors to Nancy Brand of Burdett, NY. Nancy Brand serves on the advisory board for the Food Bank of the Southern Tier and Schuyler County Food Bank



Coalition, Labor of Love. Photo above, l. to r.. Nancy Brand, 2013 winner; Mary Ellen Morgan, Status of Women committee chair; and Jan Brew, Status of Women committee member.

Also in November, Kathleen Clark presented the 2013 Women’s Career Enhancement Scholarship to Norah Hanley, who is working toward a teaching degree from Mansfield University. Pictured at left, (l. to r.) Kathleen Clark, Women’s Scholarship chair, Norah Hanley, 2013 winner, and Judith Phillips, SFLW Chapter president.

In December, Southern Finger Lakes Women presented handmade hats and a variety of books to the residents of The Falls Home in Montour Falls, NY. Pictured at right, l. to r., at Bonnie Hopper, receptionist at the Falls Home and JoAnne Krolak, SFLW Holidays chair.



NYS Women, Inc. President Amy Kellogg attended the December meeting of Southern Finger Lakes Women and brought members up to date on several

statewide issues, such as limitations on chapter fundraising due to tax laws.

St. Lawrence County – Region 5

- submitted by Sue Bellor, president

Members of the St. Lawrence County Chapter of NYS Women Inc. recently presented their annual donation of many needed items to representatives of Renewal House.

Pictured below at the holiday luncheon at Dar’s in Massena are (l. to r.) Miriam Ralston, Renewal House Program Director Shari Fawcett, Patricia McGrath, Lynn Fountain, Sally Yeddo, Renewal House Counselor/Advocate Kelly Forsyth, and St. Lawrence County President Sue Bellor.

If you are interested in helping Renewal House, you can contact them for their wish list at: renewalhouse@verizon.net. If you are interested in joining St. Lawrence County Chapter of NYS



Women, Inc., which serves women and the community in many ways, please contact Pat McGrath at 315-769-5997 or Sue Bellor at 315-769-6146.

Steuben County Women – Region 7

- submitted by Lois Force, president

In October 2013 Steuben County Women held a dinner to honor women in the military. LTC Ellen Hey was our speaker and was also honored as our Business Woman of the Year.

Chapter and Region News

She enlisted in the Army in 1984 and was trained as a medic. She received her direct commission in the Army Corp in 1989. Her many awards and decorations include Armed Forces Reserve Medal with 20-year device silver hour glass, Meritorious Service Medal, Army Commendation Medal, Army Achievement Medal, Army Reserve Components Achievement Medal, National Defense Service Medal, Army Service Ribbon, Army Reserve Component Overseas Training Ribbon, and Army Superior Unit Award.

She graduated from Keuka College with a Bachelors of Science in Nursing and SUNY at Brockport with a Masters in Family Nurse Practitioner.

She and her husband have two children and live in Penn Yan, NY. Currently she is a nurse practitioner.

When someone enters the armed forces their whole family is in it too. We also honored her mother – Mary Ellen Morgan, past president of NYS Women, Inc. – for standing by her daughter through all of these years.

Thank you to LTC Ellen Hey and all her family for their service to our country. We are so proud of you.

Region 6

- submitted by Robin Allen, region director

Robin Allen, Toni Scarzini, and Allyson Frier are pictured at a Broome County Status of Women meeting. NYS Women, Inc. chapters Susquehanna and Greater Binghamton are members.



New York State Women, Inc.

Women’s Day at the Fair 2013

- submitted by Amy Kellogg

Thanks to all the NYS Women, Inc. members who came to the Women’s Day at the New York State Fair on Wednesday, August 28, 2013. It was a great day, and we were able to connect and network with a lot of women from around the State. Our group was one of 14 groups that participated in the mini-fair that highlighted women’s issues. At our table, we handed out literature on our group and Pay Day candy bars to highlight the issue of pay equity. We also raffled off a drawing for a free State membership, which was awarded to Maria Wiklund from Syracuse.

Our hard work was highlighted on the local news in Syracuse. If you are interested, you can see the story at http://centralny.ynn.com/content/top_stories/689448/information-fair-set-up-for-women.

Thanks to our members who helped to staff the booth dur-

ing the mini-fair: Robin Allen, Robin Bridson, Sue Mager, Linda Przepasniak, Pat Fanning and Jacqueline Shellman. Special thanks to our Women’s Day at the Fair Chair Pat Ferguson who seamlessly coordinated our involvement.

In addition to the mini-fair, there was a Women’s Day luncheon, and our group was the largest women’s group represented with 24 members present. It was a great chance to catch up with each other and network with other women’s groups throughout the State. There were 155 women in attendance at the luncheon, which featured welcomes from NYS Fair director Tom Daly and Syracuse Mayor Stephanie Miner. The keynote speaker at the luncheon was Joleene Desrosiers Moody who presented a presentation entitled “Take Your Voice Back.”

Overall, it was a great day, and I hope you can join us next year!

Some reasons you should be nice to the guests at your meetings :-)

Timely tips for the new year from the membership workshop at the New York State Women, Inc. October board meeting.

IT WAS 3:30 P.M., NEAR THE END OF A PACKED DAY filled with speakers, workshops, member and board meetings and passing on a trip to the outlet shops, dozens of dedicated members came and shared their ideas on how to encourage members to join and stay with NYS Women, Inc.

NYS Women, Inc. fosters close connections.

The workshop, *Nothing about US without US*, began with discussing the benefits of membership in NYS Women, Inc. – participants offered many: networking, fellowship, advocacy, teamwork, following NYS Women, Inc. mission, professionalism, mentoring, supporting our military, loyalty, friendship, serve as mentors and role models to new members, interesting programs, dedicated, friendly and partnering with other organizations.

Many, if not all, of the ideas spoke to the support and interaction we have for and with each other. Members often say, the reason they join is business but the reason they stay is because of the friendships that have developed and the things we accomplish.

What sets your chapter apart?

Although we are members of the same state-wide organization, each chapter is unique. So the discussion moved on to what each chapter offers.

After brainstorming to develop a list of how to describe NYS Women, Inc., we spent a few minutes answering the question “How would you describe the benefits of your chapter in one minute?” It might be an interesting exercise for you to try at your local meeting. After developing the one-minute speech, try it on with people you meet. How does your chapter build powerful women personally, professionally and politically?

After we know how to describe our chapter, how do we get the word out? Dana Rachlin, membership vice chair, Katharine

Smith, NIKE editor, and Renee Cerullo, 1st vice president, put together ideas for marketing your chapter. Using your webpage and Facebook, publicize your chapter’s happenings and publicize the events of the women in your area.

Dana suggests that the best way to publicize these events is with pictures.

Prospective members like to see who they will meet and the activities that the organization does. And include the events in your area; the more women and events from your area are

mentioned, the more viewers will check out your chapter’s page. Katharine’s dog’s Facebook page (yes, you read that right) is full of colorful, fun facts. And check out the NYS Women, Inc. state website – www.nyswomeninc.org – and Facebook page – www.facebook.com/nyswomeninc – developed by Renee Cerullo, for ideas on creating and updating your own local chapter page. And don’t forget to send press releases to the local newspaper and cable stations.

The Finish Line



So you’ve met a possible new member, or someone checking out your Facebook page has decided to come to a meeting, or a new member has joined on line. How will you seal the deal? Will they feel welcome? Will they want to join? Will they be glad they came?

The workshop moved on to developing a list of do’s and don’ts of meeting “conduct.” Guaranteed to turn prospective members away are the don’ts – is your chapter guilty of any of them?



The Don'ts

- Don't welcome them at the door
- Don't say hello
- Do your committee work during the meeting – make the meeting really boring
- Berate members for not doing something
- Trash-talk your chapter or members, or state organization – especially in front of members there for the first time
- Sit with the same people all the time; form cliques; save seats and don't include new members or guests
- Chatter amongst yourselves when someone is speaking
- Put out an agenda and then don't stick to it – or better yet, don't have an agenda at all.
- When a member – especially a new member – has an idea, tell them 'we don't do it that way.'

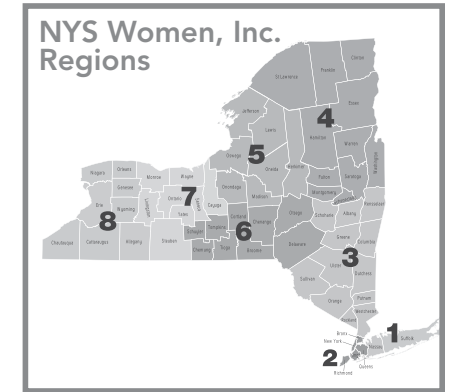
Would you want to join that chapter? Here are the Do's that will make new members (and old ones) feel welcome.

The Do's

- Have a greeter
- Have a guest book; get contact information
- Follow up with guests
- Have name tags
- Make everyone feel welcome
- Introduce yourself, invite a guest to sit with you
- Put on a positive face
- Make a connection – introduce a guest to someone with the same interest
- Shorten the business meeting

All of these ideas focused on making people feel welcome and valuable. No one mentioned the type of programs or events. Which told me that even if we have the most interesting programs, the most motivating speaker, the most dynamic and exciting events, it will be for naught if members and guests do not know we are glad they came. Make sure they know you are glad they came.

Submitted by the membership committee and workshop presenters. Chair Neale Steiniger, 718 816-0093 nsteiniger@si.rr.com; Vice Chair Dana Rachlin, drachlin@courts.state.ny.us. Chapter Liaison Mary Ellen Morgan Dmmea@aol.com; NIKE Editor Katharine Smith; and 1st Vice President Renee Cerullo.



- **Region 1**
Western Suffolk County
- **Region 2**
Bay Ridge Brooklyn Chapter, Richmond County Chapter, Staten Island Chapter
- **Region 3**
Capital Region Women’s Network, Professional Women of Sullivan County, Town and Country, Westchester Chapter
- **Region 4**
Adirondack, Falls Region, Saratoga, Tech Valley
- **Region 5**
Central New York, Mohawk Valley Chapter, Professional Business Women of Rome, St. Lawrence Chapter
- **Region 6**
Greater Binghamton Chapter, Norwich, Southern Tier Chapter, Susquehanna Chapter, Tri-Town Chapter, Walton Chapter
- **Region 7**
Lake to Lake Women, Professional Women of the Finger Lakes, Southern Finger Lakes Women, Steuben County Women, Yates County Women
- **Region 8**
Buffalo Niagara Chapter, Chadwick Bay, Clarence Chapter, Grand Island Professional Women’s Chapter, Jamestown Chapter, Lake Shore Chapter, Niagara Frontier Chapter

Understanding Our Legal Issues

- submitted by Colleen Ostiguy

As a result of our split from BPW/USA, there were a number of organizational issues that needed to be addressed. During that transition period, the board resolved many but not all of the legal and non-legal organizational issues. Presentations on the issues discussed below were held at the 2013 April board meeting and 2013 annual conference to provide members with an opportunity to ask questions and obtain answers.

The first issue is whether to incorporate all the chapters of New York State Women, Inc. Currently, the unincorporated chapters have no separate legal existence apart from their members, and, as such, individual members may be found personally liable. In order to remedy this problem, a chapter should incorporate and take advantage of the benefits of the New York Not-for-Profit Corporation Law. This law limits the situations in which directors and officers can be held liable for actions taken in their capacities as officers and directors.

The law's purpose is to allow for charging officers and directors only in cases where fraud, illegal action or bad faith is involved so that officers and directors do not escape liability on matters that otherwise might be deemed corporate liabilities are not liable for the debts, liabilities or obligations of the corporation. Another potential benefit of incorporation is that grant makers and other funders may be more likely to donate money to an organization that has a formal structure. Funders may be hesitant to donate to an unincorporated entity, as the company may seem less sophisticated or less open regarding the use of donated funds. The corporate form, and the formalities that go along with it, require an organization to make available for public disclosure certain information about itself that may make potential funders more comfortable donating to that organization.

The second issue is to determine our tax-exempt status with the Internal Revenue Service. The State is certain we are a 501 (c) organization, however, we do not know if we are a (c)(4), (c)(6), or another tax exempt designation. This uncertainty needs to be clarified through an IRS determination letter. Once the State is aware of their tax-exempt status, we will apply for a group tax exemption wherein all chapters will be under the State's tax exemption umbrella.

At the conclusion of the 2013 annual meeting, the finance committee drafted and sent out a request for proposal (RFP) to resolve the above legal matters. The organization received one response to the RFP from Harter, Secrest and Emery, LLP. The firm's proposal was discussed and approved by the board and membership at the 2013 October board meeting.

Over the next few months, the executive committee with the assistance of Harter, Secrest and Emery will begin the process of incorporating the chapters. During this time, the executive committee will be contacting the chapters to obtain information for incorporation.



New Member Benefits

- submitted by Colleen Ostiguy

New York State Women, Inc. is excited to announce two benefits exclusively available to its members. The first benefit is a 10% savings on auto and home insurance policies from Liberty Mutual offered by Nancy Reid. The second benefit, through Faith Sigler, is a 32% discount on long term care insurance from New York Life. In order to receive more information about either of these benefits please login to the Members Only area on the NYS Women, Inc. website at www.nyswomeninc.org.

We look forward to continuing to investigate new membership incentives. If you or someone you know is interested in providing the members of NYS Women, Inc. with a benefit, please contact President Elect Colleen Ostiguy at preselect@nyswomeninc.org.



Fellowship Applications Available

- by Ramona Gallagher

Happy 25th Anniversary to The NY Grace LeGenre Endowment Fund, Inc. (GLEF) which was established in March 1989 as a 501(c)(3) non-profit corporation to provide a permanent funding source to support fellowships, research and training for New York State Women.

Through 2013, it has awarded over \$138,000 in fellowships to NYS women who are candidates for Master's or doctoral degrees at colleges and universities throughout New York State. Four Fellowships of \$1500 will be awarded in Spring 2014.

Applications are available now and must be postmarked by February 28, 2014. For more information and to download application forms, go to www.gracelegendre.org.

Registration Info

• Online registration is the PREFERRED method at www.nyswomeninc.org.

• To have the forms mailed to you, contact State Registration Chair Debra Carlin, 261 Cosen Rd., Oxford, NY 13830. Questions? Contact Debra at debracarlin@frontiernet.net.

Registration fees

Advance	\$25 if postmarked by March 14, 2014
Late	\$35
On-site	\$50
Lunch/snacks	\$15
Board book	\$10 optional

Location

Griffiss Institute, 725 Daedalian Dr., Rome NY 13441

Schedule

9:00 a.m. – 10:00 a.m.	Registration & continental breakfast
10:00 a.m. – 11:00 a.m.	Workshop #1
11:00 a.m. – 12:00 p.m.	Workshop #2
12:00 p.m. – 1:00 p.m.	Lunch
12:00 p.m. – 1:00 p.m.	Regional Director and Assistant Regional Director Meeting
1:00 p.m. – 4:30 p.m.	Board Business Session

Registration deadline: March 21, 2014

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To build powerful women personally, professionally, and politically.

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“Find a Way”

In September 2013, on her fifth attempt and at age 64, Diana Nyad became the first person confirmed to swim from Cuba to Florida without the aid of a shark cage, swimming the 110 miles from Havana to Key West.



DIANA NYAD'S EMPOWERING MESSAGES FOR MAKING your life count for something take on a new meaning now that she has achieved her goal! She swam more than 100 miles from Cuba to Florida without a shark cage (the first person to do it – ever). “Find a way” was her new mantra this time, which was her fourth attempt since turning 60. Her dream actually began when she was a child in Fort Lauderdale looking across at Cuba.

Her best friend, Bonnie Stoll said she would look toward Cuba and say, “I want to swim across.” She became a marathon swimmer and won many “races” including being one of the few women to swim around Manhattan Island in her 20's. She made her first attempt from Cuba to Florida at 29 years old and quit before she reached the halfway point.

Then after not swimming for 31 years, various career moves and a failed marriage, she turned 60. In her 2011 TED Talk, she tells the story of her mother's death at 82 and her regrets over a life not well-lived. She was propelled by these events to set an extreme goal, a goal that would take everything she could pull together to achieve.

You Are Never Too Old to Achieve Your Dream

Now that Diana is 64 she finally had everything she needed. She says at 29 her body was ready, but her mind was not. The glimpse of the fleeting time she had left after turning 60 gave her the urgency needed to go forward and make every moment count. We hear this from other people who think they don't have long to live. They make promises to themselves like, “I'll live every minute like it is my last.” For Diana, she faced her regrets with

the notion that she didn't want to waste another moment. The story of her heroic journey through 4 failed attempts and finally making her dream come true has created a powerful example for all of us.

She has shown us that age need not be an obstacle. It can be an advantage. Failed attempts can be viewed as failures or

“Whenever you're pushing through the tough moments, find a way. If something is important to you and it looks impossible and you're up against it, step back for a minute and ask yourself if you have the resolve to think of every -nth degree to get through this. And most times, we do.”

we can choose to learn the lessons they have to teach, adjust our plan, and “find a way.” Each time Diana failed, she looked for another way. She not only prepared her body. She prepared her mind. She tells CNN's Dr. Sanjay Gupta that when all else failed she concentrated on her hands. With her left hand she “pushed Cuba back” and with her right, she pulled Florida toward her.

You Are Not Alone

Diana called herself a team leader. In fact, news reports told of how she stopped swimming a couple of miles away from shore to congratulate her team on their amazing accomplishment – what they had done “together.” In every interview she gives, Diana talks about how necessary it was to pull everything together.

There were weather conditions, everything from waves and temperature to having a prosthetic mask made to protect her face. But most of all, it's the 35 member support staff: her coach, medical personnel, a team of kayaks and divers to ward off sharks, even weather-watchers to get the timing right. She says it only looks solitary. It is really

Image: © Debby Wong / Shutterstock.com

a team making that journey. She was the one in the water.

In fact she would probably have failed this time if it had not been for her best friend and coach, Bonnie Stoll. 15 hours away from Florida, she was ready to quit and Bonnie looked out and said, “I can see the lights of Key West.” She was so close that she could not give up now. Sometimes it just takes one person saying the right thing that helps you cross the line and achieve your heart's desire.

The Miracle of the Human Spirit

Is it a miracle that she made it? The miracle is what happens when a human being truly connects her mind, body and spirit in the present moment. Every element of her being had to be focused on each moment of the 53 hours and 54 minutes it took to complete that swim. Yes it was heroic and it took extreme courage. In her TED talk she shouts the word “courage” in her mother's French. But what if we applied her principles to life every day?

Diana says the swim is a microcosm of life. But the entire journey is a life

lesson for facing failure and seizing the opportunity to learn and try again. We can live the miracle and create extreme dreams of achieving apparently impossible goals. Diana's example has shown us that we can achieve them if we don't give up. Her swim has affected us all. We can make our life count, not waste a moment. We just need to “find a way.”

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The #1 Google search in the world Sept 23-24, 2011: 62-year-old Diana Nyad's valiant attempt to swim the seemingly impossible 103 miles between Cuba and Florida, without a shark cage. 1.3 million Twitter fans followed Diana as she lived out the message of living life large and chasing our dreams, no matter our age. Despite potentially deadly Box Jellyfish stings, Diana courageously continued toward the other shore for 41 long hours, eventually compromised by the physical effects of the stings.

Diana is not one to quit. August 2012, a year later, she again faced the seemingly

impossible, this time with a secret weapon: a jellyfish suit, a thin nylon covering that prevents stings. But again, Diana's Xtreme Dream was not to be.

The overwhelming response to Diana's courage, and the professionalism and heart of her 35-member Xtreme Dream Team, has been rousing applause for her daring reach for the stars. Thousands of fans write Diana via Facebook and Twitter and share their own stories of motivation after witnessing Diana's unwavering commitment.

Back in the 1970's, Diana Nyad was the greatest long-distance swimmer in the world. Her world records, such as circling Manhattan Island and crossing the 102.5 miles between the Bahamas and Florida, have led to inductions to many Halls of Fame, such as the International Women's Sports Hall of Fame.

She has written three books and speaks French and Spanish fluently. Diana has also earned the reputation of a uniquely passionate and entertaining public speaker, earning standing ovations with a broad spectrum of audiences. (Source: www.diananyad.com)

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Re-finding “meaning” in our work

Continued from page 7

everyday into a meaningful, powerful statement! Then believe it! (Think Cathedral.)

Power. You have personal power in your work, whether it be in the know-how you’ve accumulated, your confidence and experience level, in your ability to teach others, in the way you show up. Become conscious of that personal power! Seize it!

Belonging to a community. People crave a place where they can forge friendships and experience a sense of community. Workplaces that provide a sense of community can give people meaning. Or, you can create your community; join associations, business groups, etc. NYS Women, Inc. is a wonderful community in which to be affirmed!

Autonomy. Some people are drawn to certain kinds of work that provide a great deal of autonomy – no one telling you what to do and the freedom to do your own work and master your task or time. This kind of freedom gives work meaning. If you do work for others, you can find ways to glean some autonomy in that realm as well; becoming the sage, becoming the go-to person, speaking positively about who you are, what you do, and why you do the work you do.

Remember why you are working! Perhaps your definition of “meaning” is as simple as providing for your family – if that is the case, focus on that goal. This “eye on the long-term prize” can help make even the most mundane work have importance.

Attitude! Many people think there has to be a perfect fit between their values and their job; but changing jobs or careers is a big deal, especially in our current strained economy. Instead of leaving a job that doesn’t seem meaningful, try to identify the personally-enriching things you can glean from it; i.e., learning opportunities, travel, or inspiring work connections with colleagues.

Keep your options open! Your interests may change over time. What’s meaningful when you’re raising your children may change once those children are grown. Keep in mind that the answer to the question, “Is my job meaningful to me?” usually cannot be answered yes or no. Meaning is about the “whole” – the “larger scope and perspective.”

Practice gratitude! When you consciously look for things within your current work world for which you are grateful, (even the smallest thing), meaning will (correspondingly) emerge. That’s a habit worth cultivating!

Claire Knowles is a member of the Buffalo Niagara Chapter of NYS Women, Inc. She’s the author of “Lights On! A Reflective Journey... Illuminations to move your Life Forward with Ease.” Go to her website at www.LightsOnLeadershipSuccess4Women.com.

Image: ©Jupiter Images

Feature: Personal Development

Sally’s Story: Long Term Care Planning

by Faith Sigler

PLANNING FOR – OR NOT PLANNING FOR – A TIME in your life when you’ll need care is *not* just about insurance. Nor is it about creating and moving houses or investments into trust accounts. It’s not just making sure you have the necessary legal documents such as wills, powers of attorney, or healthcare proxies.

It’s about protecting your family, your dreams of a happy retirement, and prized possessions such as your home and the money you have saved over a lifetime. When you need care, you will be taken care of but there is a cost – often more than just money.

One of my good friends had an experience that changed her family’s life. I’ve changed their names but the story is true. “Sally’s” husband “Bill” had three sisters and a brother who all lived close by each other. When their mother started falling frequently and her health began to fail, her 24-hour care rested on Bill and his sister “Jillian.” The family had not done any advance planning to protect their mother’s bank accounts, investments. Two of the siblings did not want to pay someone to take care of their mom and they refused to move her to an assisted living facility or nursing home (which would have reduced their mother’s estate).

For the next three-and-a-half years the lives of Bill and his sister Jillian revolved around scheduled nights and weekends with their mother. A neighbor would check in on her during the weekdays. Bill and his wife did not have children who would have complicated this schedule with ball games, school programs, or dance lessons. It was hard enough for Sally to keep up with her business and their household, in addition to the many things her husband would normally take care of. On the nights that Bill did come home to sleep in his own bed, he was exhausted, often falling asleep after dinner and not awake enough to spend any quality time with his wife.

Bill had to keep an ear out for his mother during the night he lost sleep and dragged into work (although he still tried to put out his best efforts for his boss and customers). One morning, as Bill was fumbling to help his mother get dressed and put on her bra, to lighten both of their embarrassment, he joked “I’ve taken a few bras off in my time, but this is the first one I’ve had to put back on!”

Those were some difficult years and it was hard for Bill and Jillian not to be resentful toward their siblings. When I saw Sally and Bill at his mom’s funeral, Sally remarked that Bill would be able to catch up on his rest and work on losing the weight he’d gained as a result not having had the time to be as physically active as he’d been. The family did avoid spending funds on nursing homes or aides so there was some money in their mother’s estate. It was divided among the five children, including the three who were too busy with their own lives to drive their mother to her doctor’s appointments or spend time with her to give their siblings



Bill and Jillian a break.

If their mother had taken the time to put a plan into place protecting her assets and life savings, the family would have been spared difficult financial decisions about her care. If the planning included defraying expenses with long term care insurance, money would have been available to pay for caregivers for her care and tasks that were embarrassing to both her and her children. Even some planning is better than none, a small long term care insurance policy would have provided some money to pay for a caregiver to give Bill and his Jillian a well-needed night off. Some long term care insurance programs can be as affordable as a TV cable bill.

Long term care planning involves a conversation with a financial professional who will listen to your hopes, dreams and concerns, who will look at your overall goals and help create options and plans to protect you, your spouse, and your loved ones. There are many options available and long term care insurance may or may not be part of your plan, but it pays to have that conversation, to know what your options are and to implement your own plan.

NYS Women, Inc. member Faith Sigler, LUTCF, CLTC, is a Financial Adviser with Faith Sigler & Associates, Dedicated Financial Solutions. She can be reached 607-240 5670.



NIKE All Stars

The 2013-2014 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/Jan. issue
Deadlines: Feb. 15th/March issue March 15th/May issue

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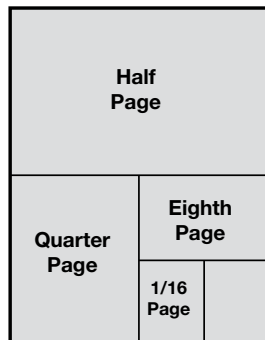
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Our Mission

To build powerful women personally, professionally, and politically.

Our Vision

To make a difference in the lives of working women.

Image: ©Jupiter Images

New York State Women, Inc.

How to generate enthusiasm for your chapter

by Cynthia D'Amour

Cynthia D'Amour, founder of the Chapter Leaders Play-ground, posted a webinar 10-7-2011 [on how to get members excited about their organization]. During the webinar she polled listeners and found that 93 percent wanted some help increasing enthusiasm for their group. Only 7 percent said that all their members are totally excited about their group.



How to increase enthusiasm.

- Remember as leaders we have to reach out to lots of people – expand the opportunity
- Create the vision – put it into words why it matters, why it's important. This vision statement creates an emotional connection, so use this concept all the time.
- Make sure you are paying them in value for the time they spend.
- Let each member feel part of the vision. Make sure every member can answer: Why do we exist – why are we special?

How do I get members to participate and excited?

- Request their help and support in every meeting, in every contact – remind them why they are there. Why they are giving their time
- Make the human connections – heart-to-heart. Why does it matter? Get me to the heart so I feel like I've made a good investment of my time. Make it sexy and exciting. Who are we here to serve, what we will do to help? Want a 10 on Emotional connection scale. What's the impact on others? How can we pull people to us?
- Make clear for each member: What is the connection between MY presence and the mission
- Make the vision easy to explain and specific. We come together here because we do THIS... Make sure everyone can articulate it.
- Make your members superheroes – they are involved and doing great work. It's not about the leaders. About your members doing great stuff.

How do I use my vision statement?

- With enthusiasm, NOT by rote
- Repeat it regularly – people just won't process it the first time (it takes between six and eight exposures for them to remember it) – keep it fresh
- With pride – people hungry for someone to be proud of them
- Pull it from them – Especially younger members who want participative model. Become skilled as a facilitator at having THEM articulate it so they feel ownership. People want to make a meaningful difference. Co-create it together
- At the start of EVERY meeting, every newsletter, Facebook page. Every communication. Make sure they feel connected

in between meetings for the emotional glue – maybe a private group online to maintain the coolness and value of the connection

What are the biggest mistakes that kill enthusiasm?

- Don't bother to do the above – lose emotional glue that keeps people as members. The odds of creating an amazing experience go down.
- Parental mode – it's the "Right Thing To Do." Especially alienates the young. Not relevant to me – don't push and tell me.
- Forgetting to use the vision statements. Why does board exist? What are you trying to do this year? Why does it matter? Create pictures of the possibility to keep the emotional connection.

Questions to build enthusiasm

- Let's talk about why this matters. If we do this well what will we hear people talk about?
- What will we see people doing?
- How will people feel?

Why should I build enthusiasm?

- It's easy to do.
- The payoff is better.
- Members will be happier to be part of something big.

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Cynthia D'Amour has worked with association leaders and staff to get more of their members involved using a marketing-savvy leadership approach. She is a frequent speaker at leadership conferences and conventions adding lots of can-do, high-energy fun to the events. Check out her website at <http://www.peoplepowerunlimited.com/>

“Relationships with other people are what makes us the happiest.”

Continued from page 9

24 character strengths that we can develop to guide us to happiness in our lives. Their study of over 5,000 men and women revealed four core traits that were most important. They called these “heart strengths”: gratitude, hope, zest and the ability to love and be loved. Put simply: “Relationships with other people are what makes us the happiest.”

We can learn to incorporate these character traits, thoughts and behaviors into our lives. Gratitude can be expressed and shown in words and acts toward others. I have learned in my psychology practice that hope is an attitude that becomes a behavior that, when shared, becomes a contagious emotion. For some people, learning to be loved is a difficult task, especially if they have grown up in a cold, rejecting family. These people may have to learn to love themselves before they can allow themselves to be loved and cherished. Feeling the ZING of high energy for living is also learned. Some people are so excited about their lives that we can feel the bliss and happiness they have created and incorporated into their lives.

How Do I Visualize Happiness?

I know that control is also a key for learning to have these wonderful happiness characteristics. If you think you can, you have a much better chance of achieving the results you desire.

Here is a simple exercise I recommend you do several times each day. Sit in a comfortable chair and listen to soft music, or go outside to sit in nature. Stop...think...feel a time when you were the happiest and wished it would never end. You might have been an adult or a child; perhaps you remember a place you visited or a person who made you smile all over. Visualize this and smile to yourself. You can give yourself permission to be who you are. Will you give yourself permission to be happy ... or to be miserable? You know it takes many more muscles in your face to frown than to smile, so it's actually easier to smile!

How Do I Find My Path?

Seligman said there are three roads to happiness and that most happy people travel all three paths.

The “pleasant life” path involves finding activities and things that give you pleasure. You enjoy lots of fun, good times and play.

The “engaged life” path allows you to lose yourself in some



passion or activity. You look up and the time has flown. That is joy.

The “meaningful life” path requires having a purpose in your life. Giving of yourself as a volunteer provides a reason to get up each day. You're doing more than just taking up space and oxygen.

I tell my clients, “You can take charge of being happy.” You, too, can learn and exercise your abilities to become a happy person. Use these affirmations to get started or create your own.

- I am a happy person.
- I am grateful for the many blessings I have been given.
- I will love and receive love from others.

To get happy, you need to practice, practice, practice.

Reprinted with permission. Copyright ©2014 Dr. Nancy O'Reilly, PsyD. Dr. O'Reilly is the founder of Womenconnect4good and Conversations with Amazing Smart Women. Check out her website at www.womenspeak.com. She is a nationally certified crisis responder and crisis team leader, and a member of National Organization of Victim Assistance. She served in New York City after 9/11, in Louisiana after Hurricane Katrina and in Joplin after the tornado. She has spent years helping people deal with the aftermath of traumatic events including weather disasters, fire, divorce, health crises, job loss, and more.

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To build powerful women personally, professionally, and politically.

Our Vision

To make a difference in the lives of working women.

Sponsorship Levels

■ \$3,000 Sponsorship

Full-page back cover ad in 4 issues of **NIKE** (valued at \$2,000)

Feature article in 4 issues of **NIKE**

Sponsor logo on NYS Women, Inc. website linked to sponsor homepage

One banner ad on NYS Women, Inc. website

Sponsor logo on NYS Women, Inc. monthly newsletter to members

Vendor table at a NYS Women, Inc. conference

Two free memberships to NYS Women, Inc.

■ \$1,500 Sponsorship

Full-page ad in 4 issues of **NIKE** (valued at \$1,000)

Feature article in 1 issue of **NIKE**

Sponsor logo on NYS Women, Inc. website linked to sponsor homepage

Sponsor logo on NYS Women, Inc. monthly newsletter to members

Vendor table at a NYS Women, Inc. conference

One free membership to NYS Women, Inc.

■ \$750 Sponsorship

Half-page ad in 4 issues of **NIKE** (valued at \$500)

Sponsor logo on NYS Women, Inc. website linked to sponsor homepage

Sponsor logo on NYS Women, Inc. monthly newsletter to members

Vendor table at a NYS Women, Inc. conference

One free membership to NYS Women, Inc.

EXCLUSIVE Member Sponsorship!

■ \$400 Member-Only Sponsorship

Half-page ad in 4 issues of **NIKE** (valued at \$500)

Sponsor logo on NYS Women, Inc. website linked to sponsor homepage

Sponsor logo on NYS Women, Inc. monthly newsletter to members

Vendor table at a NYS Women, Inc. conference

For more information:

Robin Bridson, *NIKE* Business Manager

NIKEmgr@nyswomeninc.org