

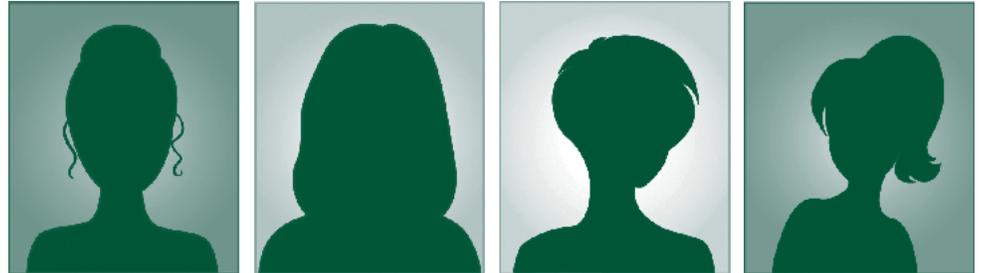
NIKE

The official publication of
New York State Women, Inc.

VOL. 64 ■ ISSUE 1 ■ SEPT 2014

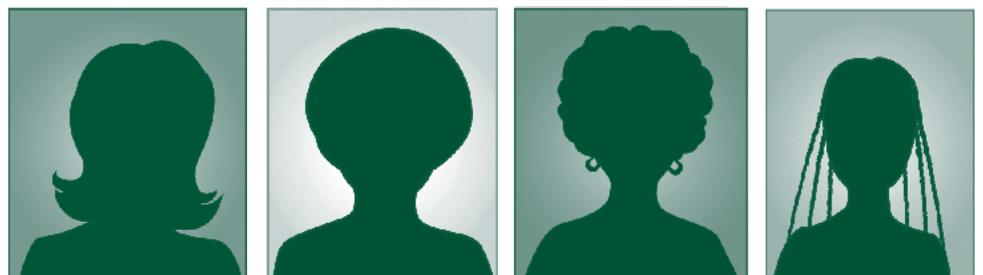
Our Mission

To build powerful women
personally, professionally,
and politically.



Our Vision

To make a difference
in the lives of
working women.



Dated Material — Deliver Promptly

Who do YOU know who would be
a great NYS Women, Inc. member?

Ask them to join! **Page 6**

In this issue:

- Career, Leadership, and Friendship.....5**
- Personal and Professional Development.....10**
- Promoting Organizations With Social Media..11**
- The “Wind Beneath My Wings”.....18**



Play Ball, Amelia Bedelia

by Colleen Ostiguy
NYS Women, Inc. President, 2014/15

I WON A LIBRARY AWARD IN THIRD GRADE AND THE PRIZE WAS THE BOOK *Play Ball, Amelia Bedelia* by Peggy Parish. I don't remember the exact plot of the story. But, I do recall that Amelia Bedelia was a strong female character and able to do anything she set her mind to. Maybe my love of books with strong female characters influenced my decision to become a librarian, and, more importantly, a leader. So, when I found a quote from Thomas Jefferson to John Adams that said, "I cannot live without books," I could relate. This quote also piqued my interest in Jefferson and his legacy of leadership.

Did you know that Thomas Jefferson once served as the president of the American Philosophical Society? I found this fact quite interesting because Jefferson, the third President of the United States and one of the primary drafters of the Declaration of Independence, found time to volunteer in an organization. Oftentimes, we are so preoccupied by the day-to-day events in our lives that we forget how important it is to volunteer. Volunteering can come in many different forms. You might volunteer in an organization that relates to your profession or aligns with your personal beliefs and interests. In addition, you might volunteer to work on a particular cause. Whatever your reason is for volunteering, make the most out of your experience. But, before you decide to volunteer, I recommend asking questions such as "What's expected of me?" and "How much time is involved and what training will I get?". Answers to these questions will better prepare you for your volunteer experience.

The decision to volunteer in an organization, however, can also be influenced by its leadership. As a leader, I know that I only have three opportunities to make a good impression on a potential member:

- When you ask them to join;
- As soon as they join; and
- When they have their first membership experience.

During your first contact with an organization, did the leadership engage you and ask you about your talents? Did the leadership listen to your ideas or suggestions or just dismiss them? Did the leadership offer a clear message about what the organization provides?

At a conference I recently attended, I learned that if leaders are unable to answer some of these crucial questions, the likelihood of leaving a legacy of leadership is nonexistent. Therefore, when a leadership transition does occur, there will be gap in continuity from one leader to the next. In order to avoid this predicament, members should have a prepared "elevator speech" or "taxi chat" that aligns with the mission of the organization and current goals of the leadership. The mission of our organization is "to build powerful women personally, professionally, and politically." How this mission statement relates to you is something I can't answer. I can, however, tell you that my goals as president are to retain current members to attract new ones, increase awareness of women in the military through the Athena Society, advocate for New York State legislation that aids women, celebrate the achievements of our members and to maintain transparency through open and honest communication.

I know many of my goals might sound similar to those of past state presidents. To me, this means that I'm on the right track and trying to continue the good work of our organization's leaders. It also means that some of the goals of our past state presidents have yet to be met. The struggle now is to find new and innovative ways to accomplish the goals that I've set. This cannot be done, however, by one person, a board, or even with every member in a leadership position. As I leader, I know that I need all current and potential members to support my goals and help develop a successful game plan. I'm ready to play ball. Are you?



Calendar of Events

2014

20th of each month: *Communicator* deadline

October

3 - 5 Fall Board Meeting
Owego Treadway Inn & Conference Center, Owego, NY

September

15 Deadline: *NIKE*

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



Our Mission

To build powerful women personally, professionally, and politically.

Our Vision

To make a difference in the lives of working women.

Cover image: © Natalia Sheinkin / Shutterstock

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, January, March/April and May). Circulation: approximately 1200. Payment must accompany all advertisement requests. *NIKE* reserves the right to refuse to publish any advertisement.

© New York State Women, Inc.

Table of Contents

Features

Column: Why Am I a Member? Career, leadership, and friendship - Helen Rico.....**5**

Cover Story: New York State Women, Inc. in a "snapshot".....**6**

Column: Empire Builders Antoinette Brown - JoAnne Krolak.....**8**

Column: Why Am I a Member? Coffee, Tea, and Me - Mary Ellen Morgan.....**9**

Column: Why Am I a Member? I believe in the need for women to come together and inspire one another - Linda Przespasniak.....**10**

Column: Professional Development Social media: A great way to promote your organization - Renee Cerullo...**11**

Column: Professional Development Well-run board meetings have an agenda - Susan Fayle.....**11**

Column: Why Am I a Member? "Wind beneath my wings." - Gale Cohen...**10**

NYS Women, Inc.

Personal, Professional, and Political Development Programs.....**10**

Call to October Board Meeting.....**14**

Conference 2014 Highlights.....**16**

Career Development Opportunities, Inc.- A New Wave of Action.....**17**

NY Grace LeGendre Endowment Fund, Inc. (GLEF).....**17**

In This Issue

President's Message The State of the State - Colleen Ostiguy.....**2**

From The Editor - Katharine Smith.....**4**

Chapter News

Grand Island Professional Women...**12**

Southern Finger Lakes Women.....**12**

Westchester.....**12**

Region 8.....**13**

All Stars

NIKE All Stars.....**20**



page 11

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

**NIKE Volume 64, Issue 1
September 2014**

New York State Women, Inc.
President
Colleen Ostiguy
president@nyswomeninc.org

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

Associate Editor, Ramona Gallagher
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, Connie Smith
979 Meier Drive • Derby, NY 14047
NIKEmgr@nyswomeninc.org

NIKE Advisory Board
Katharine Smith, Editor
Ramona Gallagher, Associate Editor
Connie Smith, Business Manager
Linda K. Provo, Communications
Robin Allen, Public Relations Chair
Colleen Ostiguy, President, ex officio
Mary Stelley, 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

New York State Women, Inc. Believe. Belong. Build.

I'M A MEMBER OF THE BUFFALO NIAGARA chapter of New York State Women, Inc. and this past June we held our end-of-year board meeting where we transitioned to the new 2014/2015 board. Fran Vaughan, our incoming president, started the meeting by asking each of us to introduce herself and – in the most profound moment of the evening – explain why she is a member.



Our individual stories were those of inspiration and networking, mentorship and leadership, political action and advocacy. Most telling though, was the theme of friendship that ran through our words like a bright light. New York State Women, Inc. could be seen as a tremendous influence on each of us.

Those stories are what led to this issue's theme: your September *NIKE* is all about MEMBERSHIP. On pages 6 and 7 you'll find a "snapshot" of NYS Women, Inc. with statistics on everything from how our members make a living to where chapters are located. Check out page 11 for the best ways to use social media to get the word out about our organization. We have updates on the Personal and Professional Development Programs on page 10; Career Opportunities Development (CDO) and NY Grace LeGendre Endowment Fund, Inc. (GLEF) on page 17; and registration information for the October board meeting on page 14.

And, sprinkled throughout the magazine, we're printing members' stories on why they joined and what our organization means to them.

Tell someone the story of YOUR membership in our organization. Bring them to a meeting. Share your enthusiasm. Convey to them our impact on the community. Together, we build powerful women, personally, professionally, and politically. We – you and I – are New York State Women, Inc.!

-Katharine Smith, NIKE Editor

Next NIKE Deadline

The deadline for the September issue is September 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.

Column: Why Am I a Member?

In this issue of NIKE, we asked several women what their membership in NYS Women, Inc. means to them – just what is it about this organization that has made a difference in their life . . . Here is one of those stories.



Career, leadership, and friendship.

by Helen Rico

WHY AM I A MEMBER OF NEW York State Women, Inc.? I'm reminded of my experience attending my first New York State Conference in 1983 as a member when I competed as a candidate in one of the Professional Development Programs. In addition to presenting a five-minute speech, I had to complete a lengthy application and was interviewed by a panel of three professional women. It was quite a daunting process! I am sure for those of you who know me; you are probably thinking NO WAY (something that could scare Helen) but remember I am going back to when I was an impressionable 29-year-old.

The apex of the entire preparation was the coaching, mentorship, and guidance I received from my chapter members. It was their encouragement that gave me the strength and confidence to compete – especially after I had made mistakes during each practice session. At that time, I had never taken a public speaking class or presented in front of any audience, let alone the 100 conference attendees.

This competition literally launched my future.

Career. During that competition, I heard speeches about equal pay and equal worth and took them to heart – in 1983 it was the *main topic* presented! How did that impact me? Was I making the same salary as my male counterparts? I was in an "upward mobility" (training) position with the government, working on a bachelor of art in computer science. I was the mom of a five-year-old daughter and I took classes in the evening (while my husband worked nights).

I was motivated to get my BA and master's degrees completed as soon as possible; ultimately I completed *three* degrees – a bachelor and two masters. This was a win-win for me because my government employer used a "pay for performance" evaluation system using education as a key factor. Another aspect they considered for evaluation was authoring and presenting papers. That speech I made in 1983 as part of NYS Women, Inc.'s Professional Development Program was just the beginning. After that, I gave presentations at conferences and presided at meetings; all of these experiences required me to research my topic, organize my thoughts, and practice before I spoke.

I wasn't aware special people in the organization were "watching out" for me. I was called into a meeting at work and asked to move into management; one of my degrees is a master in human resources. Normally, a job is announced and you compete, but not in this case. Although I thought this was odd, I accepted and that ultimately led to my final and most rewarding position as a division chief to the director of the laboratory, serving as one of his advisors. Throughout every step of my career I had mentors, my "guardian angels," helping and guiding me along the way. Oh, and I learned "how to dress for the job you want not the job you have" from NYS Women, Inc. as well as interviewing techniques (both of which are workshops I now present at our organization's Youth Leadership Conference).

Leadership. NYS Women, Inc. has given me the opportunity to showcase my leadership abilities at a comfortable pace for me. I became president of the Rome chapter and moved up to Region V director. At the state level, I was asked to be the Youth Leadership chair (either I did a good job or they couldn't find anyone else to chair the program since my "contract" keeps being renewed!). In 2005, I was elected as our statewide president – I still remember "my" conference at the Otesaga in Cooperstown, NY. We partied on Friday night, everyone dressed for a "Renaissance" theme. The organization's membership was 1,082 strong. We had a great time and I have some terrific memories.

We "upgraded" NYS State Women, Inc. by implementing and improving our technology, a process which continues today. Our website underwent a major redesign, the organization's manual of instructions was placed online (eliminating the expense of printing and purchasing books), computers were used for briefings at state meetings, and we created a new look and feel to *NIKE*. I digress a little here, but this is my story, so let me continue. . .

Friendship. This has to have been the most important facet of my journey with NYS Women, Inc. I am in such awe of the fantastic women that make up our great organization. We come from all walks of life and pursue

Continued on page 22

“Snapshot” of NYS Women, Inc.



NEW YORK STATE WOMEN, INC. has a long history of helping to empower working women. Originally founded in 1919 as part of BPW/USA (Business and Professional Women’s Club of the United States of America) the organization’s intent was “to come to a better knowledge and understanding of [women’s] conditions and needs in different sections of the state [and] to secure more equitable treatment and just recognition for women in business and the professions.”

Beginning with the passage of the Todd bill permitting women’s jury service in 1937, BPW/NYS – the New York Federation of Business & Professional Women’s Clubs – was a leader in advocating for much of the nation’s landmark civil and women’s rights legislation: the Equal Pay Act of 1963; the Civil Rights Act of 1964; Title IX of the Civil Rights Act of 1964 (which has afforded girls and young women the same opportuni-



OUR MISSION

To build powerful women personally, professionally, and politically.

OUR VISION

To make a difference in the lives of working women.

ties for practices, facilities, and games as their male student counterparts); H.R. 5050, the Women’s Business Ownership Act (which, in part, eliminated state laws that required women to have a male relative sign a business loan); and the Violence Against Women Act of 1994.

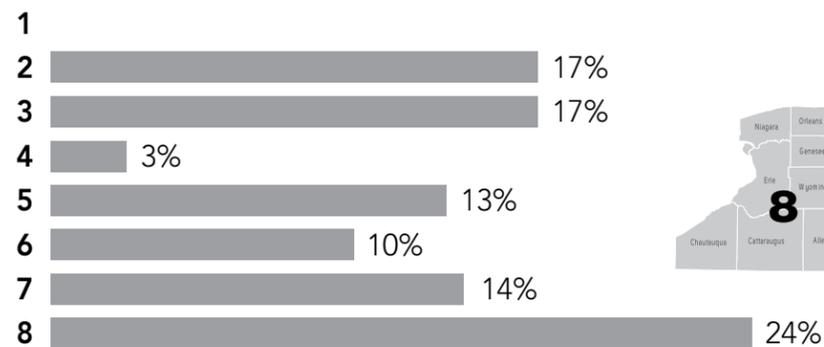
In 2009 the parent organization, BPW/USA, merged with its charitable arm, the BPW Foundation, giving the state organization an opportunity to reinvent itself to meet the requirements of working women in the 21st century. The New York State Women, Inc. mission is to build

Continued on the next page

33 CHAPTERS ARE LOCATED ACROSS NEW YORK STATE.

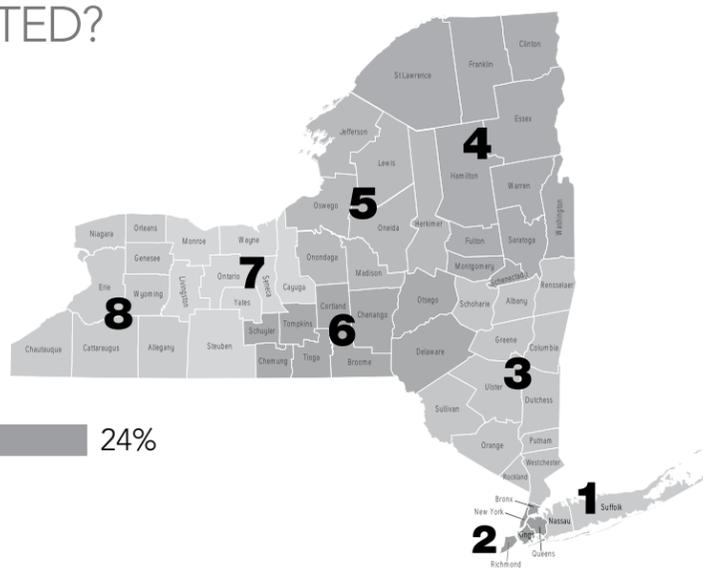
WHERE ARE CHAPTERS LOCATED?

Region



At-large

2%



NEW YORK STATE WOMEN, INC. IS 500+ MEMBERS STRONG.

powerful women personally, professionally, and politically.

Its “Career Recognition” program is open to a member who has overcome challenges or has achieved a goal in her work, volunteer, or personal arena. The “New Careerist” program is designed to showcase a woman’s professional growth while the “Political Development” program recognizes a member’s grassroots advocacy efforts.

NYS Women, Inc. has pledged its support of legislation and policies which address civil rights, health, and economic opportunity for all women.

The “Athena Society” program is a workshop series helping military women transition into civilian life. The organization’s youth leadership program stimulates the interest of high school girls in learning life skills and discovering career options.

NYS Women, Inc. offers leadership opportunities and training: serving on committees or as chairs as well as board and officer positions at state and local levels. Chapters provide a wide range of networking, educational, and community service possibilities.

Each year, throughout New York State, the organization celebrates the accomplishments of women during October, Women in Business Month.

New York State Women, Inc. Networking. Friendship. Advocacy. Resources. Connections. Inspiration.

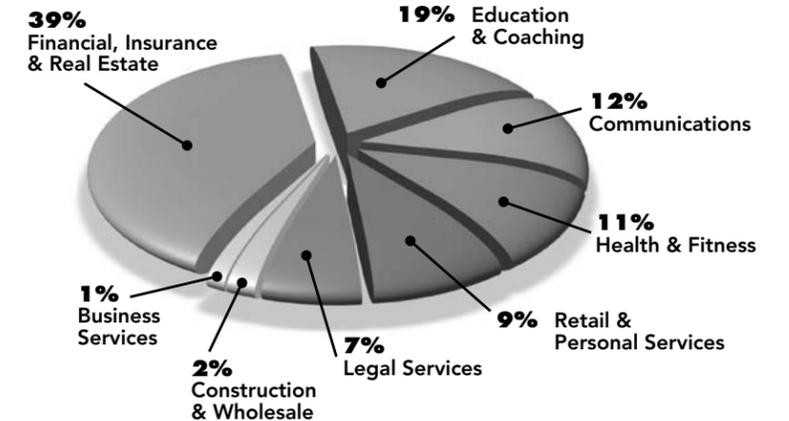
STAY IN TOUCH!

nyswomeninc.org

facebook.com/nyswomeninc

info@nyswomeninc.org

HOW DO MEMBERS MAKE A LIVING?



A BREAKDOWN BY INDUSTRY.

Financial, Insurance & Real Estate
Accounting, Banking, Finance, Financial Services, Insurance, Real Estate

Education & Coaching
Education, Self Help

Communications
Advertising Agency, Marketing, Media, Printing, Web Design/Development, Information Technology

Health & Fitness
Fitness, Medical Services

Retail & Personal Services
Funeral Service, Retail

Legal Services
Law, Legal Services

Construction & Wholesale
Construction, Wholesale Grocery Distributor

Business Services
Staffing, Cleaning Services

Membership and chapter data, statistics, graphs as of August 2014.

Antoinette Brown

Women Who Helped Build the Empire State

by JoAnne Krolak

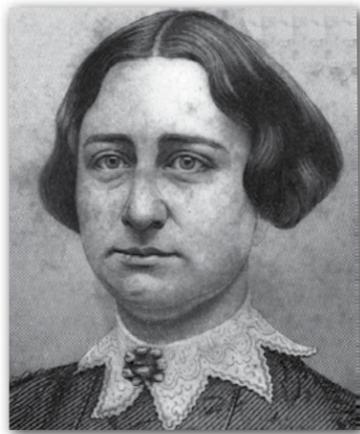
ANTOINETTE BROWN WAS BORN to Joseph and Abby Morse Brown in Henrietta, New York, on May 20, 1825. She started school when she was about three years old and entered the Monroe County Academy when she was thirteen. Two years later, she graduated from the Academy and began a career as a teacher. In 1846, Antoinette decided that she wanted to attend college.

Antoinette had saved some money from her earnings and together with financial help from her father, was able to attend Oberlin College in Ohio, where she entered the non-degree program "Ladies Literary Course." Then she applied to enter the school's theology program. Antoinette wanted to become a minister.

Antoinette Brown had been brought up in the Congregationalist tradition. Her grandmother taught her about God's mercy. Her mother encouraged Antoinette to become a missionary. Her father was deeply involved in the revival movements taking place in New York at that time. When she was just nine years old, Antoinette joined the Congregational Church and would sometimes speak at the services, where people commented on her eloquence and religious fervor. Oberlin College initially resisted Antoinette's efforts to enroll in the theological program, and when she completed her studies in 1850, refused to award her a degree. The Congregational Church refused to grant her a license to preach and turned down her request for ordination.

With no license to preach, Antoinette took to the lecture circuit for the reform movements of the day. She gave temperance speeches in Ohio and attended the first National Women's Rights Convention. Antoinette also wrote for Frederick Douglass' paper, *The North Star*.

Finally, in 1851, the Congregational Church granted Antoinette a license to preach. She found a church in South Butler in Wayne County, NY, that would hire her and in 1852, the Congregational Church relented and Antoinette was ordained. At the time, Antoinette was considered the first woman to be ordained to the min-



istry. Her stay at the church in South Butler would be short-lived, however, and she left about one year later over theological differences with the Congregational denomination (years later, Antoinette would adopt the Unitarian faith). Antoinette then resumed touring the lecture circuits for women's rights, temperance and abolition. She also wrote articles for the *New York Tribune* on her experiences doing volunteer work in the slums and prisons of New York City.

In 1856, Antoinette married Samuel Blackwell, a real estate dealer and hardware salesman. Samuel was the brother of Elizabeth Blackwell, the first woman to receive a degree from an American medical school. He was also the brother of Henry Blackwell, who had married Antoinette's college

We fully believed, so soon as we saw that woman's suffrage was right, every one would soon see the same thing, and that in a year or two, at farthest, it would be granted.

friend, Lucy Stone, the year before. Antoinette and Samuel would go on to have seven children (two of whom died in infancy). Samuel supported Antoinette in her desire to continue lecturing and would help care for their children when she was out on the circuit. To better balance her family responsibilities with her efforts on behalf of the women's rights movement at this time, Antoinette turned to writing books and articles. As she said in several speeches, "women

Source citation: Julia Griffiths, ed., *Autographs For Freedom* (Auburn: Alden, Bearskley & Co., 1854), 41.
Source note: Engraving by John Chester Buttre



Coffee, tea, and me.

by Mary Ellen Morgan

I CALL MYSELF THE "BOOKWORM" OR "LITTLE BRIDGET." I HAVE A great love of reading and my character resembles my grandmother, Ellen Bridget McGuire, a pioneer of women's rights. She received her 8th grade diploma at a time when many women had no education.

For the last 39 years I've been a member of Business and Professional Women/NYS, now known as New York State Women, Inc. I joined the organization for professional reasons: I had started a new job as the librarian at Elmira Free Academy. I had a tremendous educational background but limited business skills or knowledge of the workplace. To maintain and enhance my occupational skills, I decided *this* organization was a perfect match for me.

A past state president took me under her wing to help me develop my accounting skills and then mentored me through the first year of my job. I initially joined the Elmira local chapter and then later expanded my horizons to include the Watkins Glen/Southern Finger Lakes Women and the Penn Yan /Yates County Women local chapters.

My mom, also an English school marm, was very active in the organization, giving us a great avenue to share many moments.

Why has this organization been important to me? First and foremost, it has given me great friendships all across New York State. It's allowed for some fantastic networking opportunities and honed my skills. As a coach, I could readily check areas where my teams would be (getting the proper accommodations made for successful events).

My leadership skills were developed without my even realizing that I was receiving them. Parliamentary procedure training gave me methods to handle situations positively in my work environment. The programs at local, region, and state meetings stimulated my brain and made current information readily available. Speakers challenged me to return home with a new window of ideas. Sitting at any meeting, I immediately become acquainted with women from a cross section of occupations. Women were always helping women to achieve higher goals. And knowledge is power. . .

Scholarships. So many of our chapters offer scholarships along with our affiliated organizations: NY Grace LeGendre Endowment Fund, Inc. (GLEF) gives grants to women continuing their education with masters and doctorate degrees while New York State Career Development Opportunities, Inc. (CDO), a tax-exempt 501(c)3 corporation affiliated with New York State Women, Inc. funds professional development programs and activities for women and high school girls.

Over the years our regions have assisted women returning to work and local chapters have provided scholarships for high school students. As I traveled this June to Waverly, New York for my twin granddaughters' graduation, I was very proud to see a NYS Women, Inc. chapter providing a scholarship to a young lady pursuing a degree in elementary education.

Youth leadership programs. I am very proud to see what our organiza-

Continued on page 22

should not be forced to choose between family life and the work they might do beyond the family."

Her views sometimes put her at odds with other leaders of the women's rights movement. When Antoinette embarked on the lecture circuit with Susan B. Anthony, the two women had a disagreement over Antoinette's childbearing. At the 1860 tenth National Women's Rights Convention in New York City, she took a position against divorce, which disagreed with Elizabeth Cady Stanton's stand on liberalizing divorce laws. Then in 1869, Antoinette and her sister-in-law, Lucy Stone (with whom she co-founded the American Women's Suffrage Association) broke with Susan B. Anthony's National Women's Suffrage Association over NWSA's opposition to the passage of the 14th Amendment. There were even those who, for a variety of reasons, felt that women should not be ministers. To this, Antoinette replied "...Women are needed in the pulpit as imperatively and for the same reason that they are needed in the world – because they are women. Women have become – or when the ingrained habit of unconscious imitation has been superseded, they will become – indispensable to the religious evolution of the human race."

Antoinette resumed touring on the lecture circuit in the 1870s when Samuel's business failed. She wrote articles supporting women's suffrage, which were published in the *Woman's Journal*. After Samuel died in 1901, Antoinette helped found the All Souls Unitarian Church in Elizabeth, NJ, in 1903, and would serve as its pastor emeritus from 1908 until her death in 1921. In the 1920 presidential election, Antoinette, who was the last surviving delegate from the 1850 National Women's Rights Convention, cast her ballot for Warren G. Harding.

“On the Road” with Personal and Professional Development

by Gale Cohen
Personal and Professional Development Chair

There’s a new game in town and it’s going on the road! Check it out: The Personal and Professional Development programs have been revised with a whole new twist.

Career Recognition

Career Recognition is the first leg in the new PPD Programs. Do you have a niece, a friend, a friend of a friend, a daughter-in-law who has a story of their personal success? The new program is open to anyone who has overcome challenges or has achieved a goal in her work, volunteer, or personal arena.

New Careerist

Who within your circle has changed careers? What challenges prompted her to turn her life in a whole new direction? The New Careerist Program is the second leg in the PPD programs designed to show professional growth. Anyone who has changed her career within the last 5 years is eligible for the New Careerist Program.

Political Development

Have you stepped on anyone’s toes lately? Did you try to turn the world around? The Political Development Program is the third leg of our mission statement. Write a letter to your legislator, visit his or her office to convince the legislator to reconsider his or her position, and then tell us your story.

Athena Society

Do you know someone who’s having difficulty creating a home in the civilian world? The Athena Society Program is comprised of a workshop series that will help transition military women into civilian life. Can you offer your expertise in one of the workshops listed below?

- Finances and Budgeting
- Home Basics – creating a home in a civilian world
- Resume Building – writing a resume for a civilian job based on her military experience
- Dress for Success – what to wear to get a job
- Helping with Children

Youth Leadership

Invest in our future leaders. The Youth Leadership Program’s series of seminars help to stimulate the interest of high school students in life skills and career options.

The success of these programs is only achieved by TEAMwork – Together Everyone Achieves More. Together, the team can use these tools to increase membership, and help current and new members see the benefits to New York State Women, Inc. membership.

Would you like help presenting these programs to your chapter or region? This show is going on the road! Contact Gale Cohen, PPD chair, at g.s.cohen920@gmail.com. For more information on the Personal and Professional Development Programs, go to www.nyswomeninc.org

Column: Why am I a member?

I believe in the need for women to come together and inspire one another.

by Linda Przespasniak



Joining this organization has had a significant impact on my life. Looking back over the past 23 years, I have made numerous contacts and friends. My reasons for joining were simple: I wanted to become a part of a diverse organization that encouraged women to achieve success in their lives.

I wanted mentorship and opportunities to learn leadership skills and I found them through women who were supportive. I learned how to deal with workplace issues and I learned how to run a meeting. By accepting leadership positions, I was able to contribute my time and talents to strengthening our organization knowing that I was building upon a legacy that began more than 80 years ago.

I stay in this organization because I believe in the need for women to come together, to inspire one another, to support one another and to learn from each other. I stay in this organization because women’s voices need to be heard more now than ever and I know that NYS Women, Inc. can – and does – represent our collective voice.

I believe we can make a difference.

Social media can be a great way to promote your organization

by Renee Cerullo

SOCIAL MEDIA HAS THE POTENTIAL TO BE AN incredibly powerful tool for organizations to get the word out about themselves, connect with current and potential members, and promote events.

Getting the most out of social media is work and requires *continuing effort* and *time*. The rewards, though, can be enormous. Social media can allow you to reach an audience of potential members who are outside your usual network and bring them into the organization.

There are many social media platforms available (Facebook, Twitter, LinkedIn, Instagram, etc). Facebook is the easiest to get started with and, currently, the most widely used. To get started on Facebook, your organization needs to create a company page, previously known as fan pages. A company page allows anyone to join/like the page without approval, unlike *personal* Facebook pages which require an approval from the owner of the page.

To set up a company page, log into Facebook as yourself. On the left side of the page, click on “Pages.” Click on “Add a Page.” Now choose “Organization” and fill in the information about your organization. Once your page is set up, it’s wise to designate at least two different people in your organization administrators of the page.

These are some of the key points to successfully promoting your organization on any social media platform.

Social media is a conversation. You want to promote conversation and user interaction on social media. This is not a place to give sales pitches or constantly promote products. Ask your followers for feedback and ideas, and involve them in the organization. It’s more productive to ask open-ended questions that get the conversation going. You can post relevant news articles, upcoming events, member news, photos, etc. I have found that NYS Women, Inc. members love to see photos from our meetings. “Tag” your members in the photos; then these photos will show up on the member’s page and all their friends see it. I even recorded the NYS Women, Inc. officer installations on my iPhone and posted the video on Facebook. We get a great response from these types of posts. You can set up a day and time when you are online to discuss a topic. You can get a great conversation going on Facebook or Twitter this way.



Be active and responsive. If you are going to have a social media presence you must be active and monitor it. You need to post something every few days. You need to respond to people’s comments. They can’t be left hanging. You need to remember to respond appropriately. Once a comment is out there it never goes away. It’s easier to manage if you have at least two people responsible for posting and responding.

Be personal and authentic. Remember, you’re talking *with* people, not *at* them, so it helps if they can relate to you as a person. Let your passion for the organization show on social media. *You* are the best advocate for the organization. Think of the reasons you’re a member of the organization and pass that on to your social media audience. Showcase your new members and member accomplishments.

Encourage Sharing. When you post on Facebook or Tweet your followers have the ability to “share” or “retweet” your posts. You should encourage all your members to do this often. This will increase the audience of the post – by sharing or retweeting them, the post will go to all their followers. The number of views will then dramatically increase.

Use Facebook events and LinkedIn events to spread the word. Both Facebook and LinkedIn allow you to post events. This is a great way to promote your upcoming meetings. Your followers can then share the event with all their friends.

Social media is an organizational-wide activity. If you really want to get the most out of social media, then you should put as much into it as you can. Everyone at your organization should participate in your social media activities by sharing posts and activity commenting on posts.

Start Twitter conversations around hashtags. If your audience is active on Twitter, start a conversation around a hashtag to get people talking, whether it’s #NYSW, #equalpay or #NYSWConference2015. By using a hashtag people can search for this tag and follow everyone who’s talking about it.

Web developer Renee Cerullo is the NYS Women, Inc. president-elect. Contact her at Cerullo@RLComputing.com or RLComputing.com.

Chapter & Region News

Grand Island Professional Women – Region 8

- submitted by Mary Anne Shea, public relations



Fran McMahon

Francine (Fran) McMahon doesn't think she deserves awards. However, she received the 8th Annual Effective Leadership Award for Women in Business at the meeting of the Grand Island Professional Women's Chapter on June 18 in Grand Island, NY. And the hundreds of Special Education students she's helped over the years are applauding.

Fran owns McMahon's Family Restaurant, which opened in 2002, on Grand Island. She knew for 30 years that she wanted to open a restaurant and she even knew where – the building she now owns. She had a special reason for buying a restaurant. She has four children with "Fragile-X" a genetic disease with a range of limitation from mild to severe. "It's really for the kids, so they could work in it throughout their lives," Fran explained. Her children handle every aspect of running the restaurant from cooking and cleaning to grocery lists, ordering products, cash register, and maintenance, as well as meeting sales people.

She's benefited from her college degrees – an Associates Degree in Food Services Business Education from Erie Community College and a degree in Secondary Education with a Certificate in Special Education from SUNY Buffalo State.

Fran also has volunteered with Grand Island Schools Special Education Department. For the past 11 years, Grand Island High School has sent Special Education Students to McMahon's for training in restaurant work.

"I train them according to ability," Fran said. "I give them a job to do; sometimes it's as simple as filling the sugars. [Just] because you're disabled, you still have to be able to hold a job."

"Our students are the happiest people that come to see us," Fran added.

Fran's original project was to give her disabled children a way to earn a living; but, her passion to help others spread to the high school students to boost their confidence in the workplace.

The award is sponsored by AccuTheranostics Inc. of Buffalo and was presented to Fran by Dr. Sherry Bradford of Grand Island, who is company president, chief scientific officer and inventor of the cancer lab's trademarks and patents. The award honors a woman who excels in her chosen field, who devotes time and energy to her community in a meaningful way, and who serves as a role model for women everywhere.

Southern Finger Lakes Women – Region 7

- submitted by JoAnne Krolak

The new officers of Southern Finger Lakes Women were installed on May 19, 2014, at the Montour Falls



Moose Lodge. Karen Hunter, vice chair of the NYS Women, Inc. communications committee, was the installing officer. The new chapter officers are pictured left to right: Mary Ellen Morgan, president, Carole Shay, president-elect, Judith Phillips, vice-president, JoAnne Krolak, secretary, Brenda Gill, treasurer, and Margaret Jensen, parliamentarian.

The chapter held its "Leaders of Tomorrow" scholarship awards picnic at the Montour Falls Moose Lodge on June 16, 2014. Three \$500 scholarships were awarded to Schuyler County high school seniors.

Shown in the photo (left to right) are Samantha Gill, Megan Daigle, Kaylyn Teemley.

At the June 16th meeting, the following SFLW members were recognized for their years of membership in the organization: Rosanna Smith (68 years), Mildred Denson (58), Helen Swank (47), Margaret Jensen (40), JoAnne Krolak (38), and Sally Rigden (15).

Westchester Chapter

- submitted by Kathy Stagg

Every year, the Westchester Chapter has presented a \$1000 scholarship award to a Westchester woman graduating from high school, to help defray the cost of college. This year we had 40 applications, and thanks to the diligence and dedication of the scholarship committee, we have selected Katherine Ring from Good Counsel Academy High School in White Plains. It is always a difficult decision, as there are so many outstanding and worthy candidates for this award, but Katherine truly stands out among her peers.



Kathy Stagg (left) shown with chapter scholarship winner Katherine Ring.

Katie, as she is called, has a GPA of 3.99 in a program filled with honors and AP classes. She was inducted into the National Honor Society in her junior year and is a member of the Math, English, Science, and Spanish Honor Societies, winning numerous awards in these areas. A well-rounded student, Katie has played Varsity Volleyball and Quidditch, participated in the Photography Club, Metro Club, Mock Trial, and Student Ambassador Club. She took part in a biotechnology workshop for high school students at Dominican College, learning lab techniques and conducting research.

Chapter & Region News

She has participated in numerous enrichment opportunities such as a leadership seminar, a summer writer's workshop at Sarah Lawrence, a Great Books summer program at Amherst, a week at Curie Academy at Cornell's College of Engineering, and a summer at Manhattan College School of Engineering.

She's traveled to Europe a number of times during Easter breaks.

Katie has worked for years baby-sitting, and for the past year has worked in the church rectory office evenings and weekends. She has still found time for community service and volunteer work, such as bringing Burke patients to worship services, day camp counseling, and peer tutoring.

Katie is planning to study engineering and hopes to use her education and training to help communities in developing countries, by joining Engineers Without Borders. She understands she's entering a field that is comprised of about 15 percent women, but she hopes to inspire other women to follow their interests and to use their talents to benefit society.

Region 8

- submitted by Donaldly Hover

The Chadwick Bay Chapter hosted the Regional 8 meeting of NYS Women, Inc. on Saturday, April 26 at Shorewood Country Club. Lakeshore, Buffalo Niagara, Grand Island, and Niagara Frontier chapters were represented. Mary Stelley and Sue Mager, past state presidents, were in attendance with Sue Fayle, our state parliamentarian.

In regional business, Ruthann Rocque of the Lakeshore Chapter was re-elected regional director and Diane Dinsmore of Grand Island as assistant director.

Connie Wojcinski, Chadwick Bay Chapter president; Joan Houck, scholarship chairperson; and Nancy Mosier, Northern Chautauqua Community Foundation presented Kim Miller with Chadwick Bay's scholarship for non-traditional students. Kim works full time, raises her children and makes time to attend classes at Empire State College. She currently has her Associates Degree and is working towards her Bachelors Degree. She plans on becoming a guidance counselor. She thanked the chapter for their support and opportunity to continue her education.

Region 8 welcomes new members! If you are interested in becoming a powerful woman personally, professionally and politically please visit the NYS Women, Inc. website – www.nyswomeninc.org – to locate a chapter near you.

Please Send Your Region and Chapter News to:
Katharine Smith at PR@nyswomeninc.org



"ANNOUNCING"

2 NEW NEW YORK STATE women, INC. MEMBER DISCOUNT PROGRAM

Up to 32% OFF
New York Life

AND

Up to 25% OFF
MedAmerica

Long Term Care
Insurance

for

New York State
Women Inc.
MEMBERS

AND their family
MEMBERS!

"Without a plan
Everything is at risk!
Protect yourself, your family,
your dreams, and your assets"

Understand your options!

CONTACT:
FAITH SIGLER & ASSOCIATES
DEDICATED FINANCIAL SOLUTIONS
607-240-5670

www.DedicatedFinancialSolutions.net

Call to Board Meeting

CALL TO: October Board Meeting
DATE: October 3-5, 2014
LOCATION: Treadway Inn and Conference Center
Owego, NY
TO: Executive Committee and
Members of the Board of Directors
CC: All Members of NYS Women, Inc.

NOTICE is hereby given that the October Board Meeting of New York State Women, Inc. will be held on October 3-5, 2014 at the Treadway Inn and Conference Center in Owego, NY. The meetings committee and members of Region 6 will be handling check-in and other meeting duties that weekend.

• The first business session will begin at 9:00 a.m. on Sunday, October 5, 2014. All board members in good standing will be eligible to vote at this session. All members are welcome to attend the business session but will not vote at this meeting.

• Board book reports should be submitted using the online board report in the member's only section by September 12, 2014. Only standing committee chairs and region directors prepare board reports. Reports should include a list of goals for the year. A link to the board report is available on the web site and will be sent to board members who have to file a report.

• There will be a vendor showcase and reception on Friday, October 3 displaying vendor merchandise from business owners in Owego and throughout New York. Bonni Stacconi Phelps, founder and owner of Baked Euphoria will be speaking about her experience on TLC's "Cake Boss" and her experience as a successful business owner.

• There will be four workshops during the weekend and all members are encouraged to attend and participate in these workshops. Please see the tentative schedule of events for more details.

• On Saturday, October 4, Jennifer Wegmann, a lecturer at SUNY Binghamton, will be presenting a seminar on "Body Image Issues in Women." During lunch on October 4, NYS Senator Diane J. Savino will speak to the membership.

I hope to see you in Owego!

Respectfully submitted,
Colleen Ostiguy, President
NYS Women, Inc.

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

• When registering online, either pay by credit card or, once registered, send check payable to **NYS Women Inc. to: Registration Chair Debra Carlin, 261 Cosen Road, Oxford, NY 13830.**

Meeting Registration

Please note: registration should be done online at www.nyswomeninc.org. When registering online, either pay by credit card or once registered, send check made payable to NYS Women Inc. to: Registration Chair Debra Carlin, 261 Cosen Road, Oxford, NY 13830.

Registration Deadline September 3, 2014

NAME _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

CHAPTER _____ REGION _____

PHONE: DAY _____ EVENING _____

E-MAIL _____

Registration Fees for All Attendees

- Advance Registration **\$25** (postmark by Sept 3, 2014) \$ _____
- Late Registration **\$35** \$ _____
- On Site Registration **\$50** upon arrival

Please note: there is a \$10 fee for printed board book.

Individual Meals

- Friday evening reception \$20 _____
- Saturday breakfast ** \$15 _____
- Saturday buffet lunch \$20 _____
- Sunday breakfast ** \$15 _____

Amount Enclosed

Registration fee \$ _____

Total meals \$ _____

Board book \$ _____

Total \$ _____

**Note: If you are staying at the Hampton Inn or Holiday Inn Express, breakfast is included. There are limited rooms available at the Hampton Inn or Holiday Inn Express so book ASAP. See Hotel Reservation Form for more information.

Dietary Requirements: (check all that apply and specify your needs)

- Diabetic Gluten free Allergic to _____ Other _____

Hotel Reservation Info

Reservation Deadline: September 3, 2014 by 5:00 p.m.

There are 3 hotels on the Owego Treadway Inn Property to choose from. The Hampton Inn and Holiday Inn Express include breakfast (Owego Treadway Inn does not). For all hotel reservations, the Group Code is New York State Women Inc. Reservations received after reservation deadline will be charged at regular hotel rate. All reservations must be guaranteed and paid by credit card. The hotel does not accept checks.

HOTEL RATES AND OPTIONS

Make cancellations IN WRITING by September 3, 2014.

Check-in 4:00 p.m. day of arrival; Check-out 11:00 a.m. day of departure

OWEGO TREADWAY INN & CONFERENCE CENTER
(where board meeting will be held)
1100 State Route 17C, Owego, NY 13827 • 607-687-4500
STANDARD ROOM RATE PER NIGHT:
\$119.95+ tax + occupancy tax = \$134.34

HAMPTON INN-OWEGO (breakfast included)
1030 Route 17C, Owego, NY 13827 • 607-687-4600
STANDARD ROOM RATE PER NIGHT:
\$139+ tax + occupancy tax = \$155.68

HOLIDAY INN EXPRESS-OWEGO (breakfast included)
20 Hickories Park Road, Owego, NY 13827 • 607-687-9000
STANDARD ROOM RATE PER NIGHT:
\$139+ tax + occupancy tax = \$155.68

FOR ALL 3 HOTELS: A third person may share the room for additional \$15 (it will be a roll away bed). Room rate is available starting Thursday night and goes through Saturday night.

Schedule (TENTATIVE)

Friday, October 3, 2014

6:00 p.m. -10:00 p.m. Vendor Showcase & Reception
Speaker: Bonni Stacconi Phelps,
Baked Euphoria

Saturday, October 4, 2014

7:30 a.m. - 9:00 a.m. Breakfast
8:00 a.m. - 3:00 p.m. Vendors
8:00 a.m. - 9:00 a.m. Career Development Opportunities meeting
9:15 a.m. -10:00 a.m. Membership: presented by
Helen Rico, membership chair
10:15 a.m. -11:00 a.m. Learn how to navigate the
NYS Women, Inc. website
11:15 a.m. -12:00 p.m. Understanding body image:
presented by Jennifer Wegmann,
lecturer at SUNY Binghamton
12:15 p.m. - 1:30 p.m. Luncheon and speaker:
NYS Senator Diane J. Savino
1:45 p.m. - 2:30 p.m. How to promote PPD seminar: presented
by Gale Cohen and Christine Delisa
2:00 p.m. - 5:00 p.m. Grace LeGendre Endowment Fund meeting
2:45 p.m. - 3:30 p.m. Chapter officer training
3:45 p.m. - 4:45 p.m. RD/ARD meeting
4:45 p.m. Free time and dinner on your own

Sunday, October 5, 2014

7:30 a.m. - 9:00 a.m. Breakfast
9:00 a.m. -12:00 p.m. Board of directors meeting

Vendor/Exhibitor Registration Form

New York State Women, Inc. extends an opportunity to market your products and services to women from throughout New York State at the October Board Meeting at the Owego Treadway Inn and Conference Center. Exhibitors must have a valid NYS sales tax number and collect appropriate sales tax. To reserve a table, please complete the form below. Space is limited - reserve early!

Reservation deadline is September 15, 2014

Exhibitor _____

Address _____

City/State/Zip _____

Contact phone _____

Email _____

Special needs (e.g. electric, Internet access) _____

Exhibit description _____

CONFERENCE VENDOR/EXHIBITOR RATES

Friday, October 3, 2014 - 6:00 p.m. to 10:00 p.m.
Saturday, October 4, 2014 - 8:00 a.m. to 3:00 p.m.

Owego Treadway Inn and Conference Center 1100
State Route 17C, Owego NY 13827

NYS Women Inc. member - one 8-foot table

- Friday night reception table FREE _____
- Friday night reception meal \$20 _____
- Saturday table \$30 _____

Non-member - one 8-foot table

- Friday night reception table FREE _____
- Friday night reception meal
- 1st exhibitor representative FREE _____
 - 2nd exhibitor representative or more \$30/person _____
- Saturday table \$50 _____

State Committee No charge _____

Please note: there is no charge for state committees, but tables must be reserved in advance and may be subject to sharing at the discretion of the vendor chair.

Total Enclosed _____

With my signature below, I assume the entire responsibility and liability for losses, damages and claims existing out of injury to person or property. The Owego Treadway Inn and Conference Center does not provide security for the vendor areas.

Signature _____ Date _____

Send form & payment (checks payable to NYS Women, Inc.) to:

Susan Mager, 3406 McKinley Parkway, Apt. #C-11 Blasdell, NY 14219

Questions? LBer633655@aol.com

Conference 2014 Highlights

submitted by Linda Provo and Renee Cerullo

MEMBERS OF NEW YORK STATE WOMEN, INC. gathered at the Albany Hilton from May 30 through June 1, 2014 for the organization's 5th Annual State Conference.

Awards, certificates, and a slide presentation were the highlights of Linda Winston's "Treasuring Our Members Luncheon."

Installation of the new state officers by Past State President Linda Provo provided a different outlook on the chocolate industry! Large candy bars including the York Peppermint Patty, Nestlé® Crunch® Bar, plus Hershey's® Chocolate Bar, Reese's Pieces, and S'more's were given to the respective officers. They are Colleen Ostiguy, president; Renee Cerullo, president-elect; Theresa Fazzolari, 1st vice president; Linda Przepasniak, 2nd vice president; Debra Carlin, secretary; and Mary Stelley, treasurer.

Workshops

Career Development Opportunities, Inc. (CDO) and NY Grace LeGendre Endowment Fund, Inc. (GLG) discussed fundraisers. The workshop "How to Raise Money without a Raffle" gave chapters several different suggestions – reverse raffle, "activity-a-thon," selling something, game of skill fundraiser, or a simple donation. (These ideas will be uploaded to the state website, www.nyswomeninc.org.)

A reverse raffle is when everyone in the room is given a free ticket and a chance to win a prize. BUT the prize is something you wouldn't want to win, for example the "winner" might have to wear a wig and dance on stage in front of everyone. So, you end up buying your ticket back.

An "activity-a-thon" fundraiser is when you hold a physical event and participants donate money to do the physical activity (anything from walking or running to dancing or jumping rope).

Other fundraising ideas included selling items (totes or pens with the NYS Women, Inc. logo), a game of skill focusing on activities that rely solely on physical or mental abilities (for example, a carnival ring toss or trivia contest),

asking for donations, and holding a silent or live auction.

Awards

During the "Treasuring Our Members" luncheon a number of awards were presented to chapters:

- Largest gift to Grace LeGendre – Westchester
- Leadership Award – Staten Island
- Advocacy Award – Staten Island
- Women In Business Month Event - Buffalo Niagara for its "Women In Business Showcase"
- Women's History Month Event – Tri-County; the chapter visited local veterans homes and put on a program about women in history.
- Community Outreach Event – Richmond County
- Athena Award - Christine Delisa
- Membership Growth (Lake to Lake – 22.2%, Grand Island – 16%, Town & Country – 14%)

Professional Development Programs

Christine Delisa was the 2014 Political Development Candidate. A mother of two, she is an Iraq War Veteran and a corrections officer. Her son is now in the military. Christine started her own non-profit, Staten Island Supports Our Soldiers, which teaches military women how to be moms when they leave the military. Many of these women joined as 18-year-olds and now don't know how to be a mom, wife, get a job, or even how to dress. This is her second year with the Staten Island Chapter.

Nanaine Iengo-Blomstrom was the 2014 NYS Women Inc Career Recognition Candidate. She has one child who was a preemie. She has attended the College of Staten Island, NYU, and Baltimore University. She was originally a special education teacher who then went back to school for nutrition. This allows her to deal with the whole child – self care, nutrition. She helps families in a comprehensive way and works with the family unit as a whole. She is an educational supervisor for Thera Care and is on the Patient Advocacy Board at NYU.

Column: Why am I a member?



I discovered women ready to help and guide me.

by Renee Cerullo

I joined our organization as a young professional who had just started a business. I had a lot of trepidation about networking events; I really didn't know what to expect!

What I discovered was a group of women to help guide me and be a great support network. I have stayed with the organization ever since because of the great friends I have made; networking; and professional

development programs. This organization has helped me develop leadership skills to the point where I am now president-elect for NYS Women, Inc. I wouldn't have guessed that when I joined 10 years ago!

Career Development Opportunities, Inc. – A New Wave of Action

by Linda Przepasniak

WOMEN WHO ACHIEVE TO SUCCEED... THAT'S what you might say about a group of women who came together ten years ago with the idea to create an entity that would support the empowerment of women. New York



State Career Development Opportunities, Inc. (CDO), a tax-exempt 501(c)3 corporation affiliated with New York State Women, Inc. is the vehicle through which professional development

programs and activities can, and are being funded, for women and high school girls. Widely successful, the Reality Store program (through NYS Women, Inc.'s Youth Leadership) introduces students, age 13-17, to career exploration workshops and seminars. Plans are underway to provide educational reimbursement to women where benefits are unavailable. CDO also plans to set up outreach programs, including employment training and life skills, to assist women who would otherwise remain unemployable.

CDO works with NYS Women, Inc. to provide speakers and programming at for its meetings. Funds are generated through donations from members, chapters, regions, corporate sponsors and grants.

Why is CDO important? With its ability to raise funds through its not-for-profit status, CDO is in a unique position to assist NYS Women, Inc. in its mission of building powerful women personally, professionally, and politically. With the opportunity for NYS Women, Inc. to obtain programming funds through CDO, both organizations fulfill their goals of making a difference in the lives of women.

How can you help? First and foremost, when you become a member of Career Development Opportunities, Inc., you make a difference with your \$10 membership fee. Second, you can contribute your time and talent by participating in the function of the organization – researching grants, volunteering, letter writing, fundraising, etc. Third, corporate donations are always accepted. If your place of employment contributes to charitable organizations, please consider our work. It is exciting to be on the ground floor of an organization that has the vision and ability to exceed its wildest dreams.

Looking ahead, Career Development Opportunities, Inc. *Continued on page 22*

NY Grace LeGendre Endowment Fund, Inc.

by Mary Ellen Morgan

JOIN IN ALL THE EXCITEMENT! Apply for a special grant from the Grace LeGendre Endowment Fund, Inc. and help your chapter fulfill a dream. Your community will benefit and learn more about NYS Women, Inc., its chapters and its regions. This can also be a wonderful membership tool.



The special grants program began in 2004 and will now be offered annually.

What is the special grants program and which organizations are eligible?

The NY Grace LeGendre Endowment Fund, Inc. (GLEF) awards special grants to NYS Women, Inc. chapters or regions. Also eligible are organizations, not affiliated with NYS Women, Inc., that sponsor educational or research opportunities to further the advancement of working women (for example: AAUW).

Which NYS Women, Inc. chapters have received grants in the past?

The following chapters have received grants – Buffalo Niagara, Norwich BPW, Youth Leadership, Grand Island (twice), Professional Women of the Finger Lakes, and Steuben County – for programs on I.D., a Women's Conference, breast cancer awareness, diabetes awareness, jumpstarting careers and business, and military awareness.

How can NYS Women, Inc. chapters help to fund the special grants program?

Collect your quarters and donate the proceeds to GLEF. A fun idea from the Mohawk Valley Chapter uses owls! Their handout pictures an owl with the GLEF logo; the caption reads. "Owl help . . . will you?" Great job, Robin Bridson and the Mohawk Valley Chapter members!

Who is on the special grants committee?

The special grants committee chair is Barbara Ziegler. For additional information please contact her at bpwyonkers@aol.com. Kay Boland, Betty Drislane, and Sue Fayle are also members of this committee.

Applications for the 2015 special grants program will be available in fall 2014 on the GLEF website, www.gracelegendre.org. Applications must be submitted by *Continued on page 22*

Feature: Professional Development

A BOARD MEETING, OR ANY MEETING, USES THE valuable time of our board members. We should respect their time and ensure the meeting is well run. To do this we need the cooperation of all the members to establish an agenda **before** of the meeting. An agenda clearly informs the members what will be discussed and in what order. The chair establishes the agenda

(with the help of the executive committee if that group is active). However, it is critical that a member who wishes an item to be on the agenda (for example, a committee report) should contact the chair and ask to be put on the agenda ahead of the meeting. This is to inform the chair you have an item that needs a decision from the board. If you don't have an item to be voted on, you don't need to be on the agenda.

One of the biggest time wasters at a meeting is to have every committee listed on the agenda even when the committee has no action items. So, the chair of the committee feels obligated to talk about nothing and take up valuable time. That is time the board should be using to discussing those items that do need a board decision. If a board wants updates from every committee that doesn't have an action item, the committee should be placed at the end of the agenda under "other business."

Certain items are required to be on the agenda.

- Minutes to the previous meeting (requires approval as this is the official document for the organization)
- Finance report: As board members are responsible for the financial well being of the organization (refer for audit,

you can't approve as you don't know if it is accurate)

• All items that require board approval: Board members should know ahead of time what needs approval so if they have strong feelings about an item they make sure they are present for the debate

• Correspondence: Any letters sent to the board after the previous meeting should be read to the board at the meeting and

Well-run board meetings have an agenda

by Susan Fayle

acknowledged in the minutes

A agenda saves time.

An agenda also saves time since board members can see at the start of the meeting where an item is on the agenda and not interrupt the flow of a meeting by asking when "such and such" is going to be discussed.

If meetings are too long, the agenda can include a length of time (i.e.: 2 minutes) for each item. Those items that require more debate should get more time and those items that are routine should get very little time. It's important for the chair to stay on track with the time line so the group sticks to the agenda and doesn't wander off.

Remember, a *board* is to decide to have a picnic; it's up to a *committee* to decide where to have the picnic, what day, time, and what to eat, etc.

Again, your board members' time is very precious and it should be used to make the decisions that will enhance your organization.

Susan Fayle is a member of the Buffalo Niagara Chapter of NYS Women, Inc. She is parliamentarian for the statewide organization's board of directors.

Column: Why am I a member?

The "wind beneath my wings."

by Gale Cohen

To quote Alice Morgan "Learning is always stepping from the known into the unknown."

Several years ago I stepped from the known to the unknown when I joined the Richmond County Chapter. I found myself surrounded by the most incredible women and was welcomed by all members with open arms. In just one meeting I was sold, hook, line and sinker. I was a sponge absorbing all of the knowledge the group had to offer!

I listened and was open to all suggestions especially that it would be beneficial to attend State meetings and learned from the inside out.

I served on the board of directors Richmond County and just completed a two-year term as president of the

chapter. I am still on my journey and truly feel that Richmond County Chapter is the "wings beneath my feet." I will serve in any capacity that I am called upon to help in any way that I can. I am currently the chair for our statewide Personal and Professional Development Program and have great ideas concerning those programs and have every confidence that they will be successful.

The friendships I have made on the state and local level are unmeasurable. I am truly blessed to have joined this wonderful organization. The personal growth I have experienced could not be bought for any amount of money. My goal is, and always will be, to help empower women in any way that I can.

Jewelry has been
REVOLUTIONIZED!

mialisia
INDEPENDENT
DESIGNERS

<http://rbridson.mialisia.com>
Catalog Shows, Online Shows,
in Home Fashion Events...

VersaStyle™ Jewelry

Don't take a chance on your company's image.

INSTY-PRINTS®
MARKETING / PRINT / MAIL
CHEEKTOWAGA
THE PERFECT SOLUTION

3959 Union Road
Cheektowaga, NY 14225
716.634.5966

InstyPrintsCheektowaga.com info@InstyPrintsCheektowaga.com

MARKETING PRINT MAIL DESIGN WEB SIGNS



NIKE All Stars

The 2014-2015 *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

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: Connie Smith, *NIKE* Business Manager, 979 Meier Drive, Derby, NY 14047
 E-mail: NIKEmgr@NYSWomeninc.org.

Platinum Supporters

Robin Allen
 Theresa Fazzolari
 Patricia Fergerson
 Marie Johnson
 Audrey MacDougall
 PSP '93-94
 Colleen Tyll

Gold Supporters

Dixie Aniolek
 Debra Carlin
 Patricia Fanning
 Ramona L. Gallagher
 Diane Illig
 JoAnne Krolak
 Sue Mager PSP '12-13
 Mary Ellen Morgan PSP '09-11
 Niagara Frontier Chapter
 Town & Country Women's
 Network

Silver Supporters

Lucille Argenzia PSP '98-99
 Maria Barnas
 Gale Cohen
 Patricia Fanning
 Pat Hendrickson PSP '11-12
 Arlene Herzog
 Maria Johnson
 Amy Kellogg PSP '13-14
 Carol Moyer
 Linda Provo PSP '07-08
 Region 10
 Helen Rico PSP '05-06
 Faith Sigler
 Susquehanna Chapter
 Linda Winston PSP '06-07

Bronze Boosters

Ada Ruth Ace
 Dorothy Bedford
 Catie Black

Kay Boland
 Robin Bridson
 Doris Brooks
 Joan Dalton
 Diane Dinsmore
 Elizabeth Drislane
 Sue Fayle
 Frances Ferrari
 Maureen Fogarty
 Lois Force
 Shirley M. Golden
 Greater Binghamton Chapter
 Kathy Haddad
 Roberta Harzog
 Roberta Hayes
 Pat Hendrickson
 Sabina Holland
 Frida Hooyberg
 Marilyn Iengo
 Beth Ann Jones
 Lake to Lake Women

Dorothy Mangano
 Joann Olbrich
 Colleen Ostiguy
 Eileen Peralta
 Edith Marie Pernice
 Kathleen Pernice
 Linda Przespasniak PSP '04-05
 Ruthann Rocque
 Jacquie Shellman
 Karen Spoor
 Neale Steiniger PSP '08-09
 Mary Stelley PSP '99-00
 Helen Swank
 Nancy Taylor
 M. Denise Walker
 Diane Walker
 Jeanne White
 Joan Young
 Barbara Ziegler PSP '95-96

NEW YORK STATE
women, INC.

Creative, engaging, interactive design
 that supports your brand and delivers your message

Web Site Design, Print Design, Social Media Marketing
 From concept to launch, we will provide your business or organization with the essential tools you will need to grow.

RL COMPUTING

716.656.8958
 cerullo@rlcomputing.com
 www.facebook.com/rlcomputing

Visit us at • www.rlcomputing.com

New York State Women, Inc.

Our Mission
 To build powerful women personally, professionally, and politically.

Our Vision
 To make a difference in the lives of working women.

EXCLUSIVE MEMBER NIKE SPONSORSHIP!

Check out our **exclusive** sponsorship opportunity! This member-only level provides an incredible deal to advertise in *NIKE*. Not only is this a great value from an advertising standpoint, it will also position you and your business as a supporter of our vibrant organization. Sign up and pay for your sponsorship online at nyswomeninc.org, or contact NIKE Business Manager Connie Smith at NIKEmgr@nyswomeninc.org.

\$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 e-newsletter to members
- Vendor table at a NYS Women, Inc. conference

NEW YORK STATE women, INC.

NIKE Ad Rates

Select the size of your *NIKE* ad.

Back Cover
 1 issue: \$600 • 4 issues: \$2,000

Inside Front Cover
 1 issue: \$400 • 4 issues: \$1,400

Full Page
 1 issue: \$300 • 4 issues: \$1,000

Half Page
 1 issue: \$150 • 4 issues: \$500

Quarter Page
 1 issue: \$75 • 4 issues: \$250

Eighth Page
 1 issue: \$37.50 • 4 issues: \$125

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

Please email your advertisement (in PDF format) to Joyce@InstyPrintsCheektowaga.com and whiterabbitdesign@roadrunner.com. Checks should be made out to NYS Women, Inc. (memo: *NIKE* ad) and mailed to: Connie Smith, *NIKE* Business Manager, 979 Meier Dr Derby NY 14047

STAY IN TOUCH!

www.nyswomeninc.org

www.facebook.com/nyswomeninc

info@nyswomeninc.org

Career, leadership and friendship. Helen Rico

Continued from page 5

some of the most amazing careers. We're scientists, morticians, lawyers, business owners, entrepreneurs, professors, bankers, researchers, and everyone in between. We are humble – and formidable – we dance, we sing, and we reach for the stars.

Since we first met in 1983 one of

my mentors has been my best friend, and even though I didn't win the competition, in life I won so much more (I never did have a problem with equal pay, lol!).

So why do I continue as a member of New York State Women, Inc.? I see this as giving back to

an organization that has helped make me who I am. I now serve as state membership chair BECAUSE I CARE ABOUT THE FUTURE OF THIS ORGANIZATION. If I have inspired you even a little, and your membership has lapsed, please renew today!

Coffee, tea, and me. Mary Ellen Morgan

Continued from page 9

tion has done in the area of youth leadership. We have set high standards to provide opportunities for all ages. NYS Women, Inc. has created a fantastic training program for high school girls. The Reality Store has been a tremendous success: How to dress, interview skills, and public speaking skills have enhanced this program. Girls have matured and developed unique public speaking skills from these seminars. Chapters in my area have gone a step further working with the Miss Penn Yan Program, Girls Scouts, and Girls Club. It is crucial to me that we're establishing better avenues for my daughters, granddaughters, and great-granddaughters.

Programs for military women.

Our Athena Society Program for military women is significant to me personally: My daughter is a Lieutenant Colonel in the Army reserves. I have seen what she's had to handle as a mother, employee, reservist, and on active duty. This avenue has also been a positive draw card to me as a member.

Teas, social skills, and friendships.

The many teas held throughout my years of membership have had deep meaning for me. At first, it was "membership development teas." Then, committees would have teas at individual homes to go over and pre-

pare various projects and programs. Finally, local B&Bs would hold teas with programs for our chapter meetings. The relaxation, social skills, and friendships, that came from the teas has become an important membership tool.

Women's Day at the New York State Fair, plus our organization's board meetings and annual conferences have given me unique professional development training and knowledge of the many communities throughout our state. I am always challenging my region to bring meetings into our local community. Economic growth at its best.

I am a past state president of NYS Women, Inc. and I'm currently employed at Keuka College. I am a member of both the Southern Finger Lakes Women and Yates County Women chapters. I belong to one for the professional development and the other for the social networking and Miss Penn Yan Program. I participate in Region 7 and Region 6 activities. My membership is a critical part of my life. Let's challenge each member to bring just one new member into NYS State Women, Inc. this year.

Coffee, Tea and Me will continue to ask what can I do to make NYS Women, Inc. a better? My goal is to help women achieve their goals.

Career Development Opportunities, Inc.

Continued from page 17

Inc. will be creating a website and rolling out its programs to assist women in need. We are still a work in progress and our future is bright with your continued support.

For more information on what you can do to help facilitate our mission and create a new wave of action, contact Linda Przepasniak at Linda295@aol.com or Helen Rico at Hrico@twcny.rr.com

NY Grace LeGendre Endowment Fund, Inc.

Continued from page 17

February 28, 2015. The special grants program is available to NYS Women, Inc. chapters, regions, and organizations (not affiliated with NYS Women, Inc.) that sponsor educational or research opportunities to further the advancement of working women.

For more information on GLEF, go to www.gracelegendre.org. Help us spread the word that financial help is available for a woman registered in an advanced degree program at an accredited New York State college or university.



WHITE
RABBIT
DESIGN

Witty
Wondrous
Whimsical
Woman-Owned



716 839 3696

www.whiterabbitdesign.com

whiterabbitdesign@roadrunner.com

Imaginative, intelligent ideas that get your message across.

Since 1989 ...
over \$138,000
142 women
53 New York State colleges and universities
over 81 masters degrees
over 45 doctoral degrees



The numbers don't lie . . . YOU CAN make a difference!

YOUR tax deductible gift can make a difference! The NY Grace LeGendre Endowment Fund awards fellowships to women enrolled for graduate degrees at colleges and universities across New York State. Let's continue this very special program. These young women will be grateful for your compassion as well as your financial support.

Send YOUR tax deductible gift today to: Neale Steiniger, NY GLEF Fundraising Chair, 124 Gateway Dr., Staten Island, NY 10304-4441. Please make your check payable to NY GLEF and let us know if this donation is in honor of, or in memory of, someone special to you.

Show your support for NYS Women, Inc.



Reach New York State working and professional women through YOUR sponsorship of **NIKE**!

- **NIKE** targets more than 500 business and working women 4 times annually.
- **NIKE** is read by, and circulated to, a wide range of business associates, family, friends, and vendors.
- **NIKE** is distributed in communities and to decision makers and leaders throughout New York State.

NEW YORK STATE
women, INC.

Our Mission

To build powerful women personally, professionally, and politically.

Our Vision

To make a difference in the lives of working women.

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:

Connie Smith, *NIKE* Business Manager

NIKEmgr@nyswomeninc.org