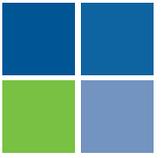


NIKE NEW YORK STATE women, INC.



NIKE

The official publication of
New York State Women, Inc.

VOL. 67 ■ ISSUE 2 ■ DECEMBER 2017

Our Mission

To build powerful women
personally, professionally,
and politically.

Our Vision

To make a difference
in the lives of
working women.



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Follow the Path to the Betterment of Women

from Debra Carlin
NYS Women, Inc. President, 2017/2018

Fall is here and the clocks have been turned back and although time may have turned back women continue to move forward, as we do – promoting the mission of New York State Women, Inc.

The holidays will soon be upon us and it is a time of reflection, thanks and generosity.

The best of all blessings is to give thanks for the love and companionship of family and friends. We are blessed in so many ways; many things we take for granted and we should stop and be thankful for all we have, each and every day. And the spirit of Christmas is the spirit of love, generosity and goodness. Let us carry that spirit with us, not just during the holiday season, but always. With thanks to, and the support of, our members the good works of NYS Women, Inc. shall continue into the New Year as we continue to support the efforts of all women through programs and work-

shops geared toward building personal growth and strength.

Mark your calendars as the next board meeting is scheduled for April 21, 2018 at the Griffiss Institute and the annual conference will be June 8-10, 2018. Information and details will be on the website as it becomes available.

Remember to look at the awards information on the website. All chapters are urged to compete for the awards that will be presented at the annual conference in June 2018.

As always, please join the journey and follow the path that will strengthen women in their personal, professional and political life while helping those that are in need of our support. May we continue to be an organization of growth and new ideas that will forward our mission.

Have a safe and happy holiday season!



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To build powerful women personally, professionally, and politically.

Our Vision

To make a difference in the lives of working women.

Calendar of Events

2017

20th of each month: *Communicator* deadline

December

- 12 Hanukkah begins
- 20 Hanukkah ends
- 25 Christmas

2018

January

- 1 Happy New Year!
- 15 NIKE deadline

April

- 21 2018 Board Meeting
Griffiss Institute, 725 Daedalian Drive
Rome, NY 13441

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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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From the Editor

“You are a doctor, a teacher, a nurse, a maid, a cook, a referee, a heroine, a provider, a defender, a protector, a true Superwoman. Wear your cape proudly.”

- **MANDY HALE**, author “*The Single Woman: Life, Love & a Dash of Sass*”



SUPERWOMAN. “Superwoman” is such a loaded word: should we as women aspire to superhuman heights? Does a “Superwoman” empower and inspire girls to achieve? Or does a “Superwoman” have a role beyond comic books? We’re exploring the many meanings and facets of the role in this issue of *NIKE*!

Check out the next page for Claire Knowles’ article about the pitfalls, and practical advice, for aspiring Superwomen (hint: it involves letting go of some of those overachiever expectations). For another kind of Superwoman, see page 8 for an excellent article – “Wonder Woman film inspires kindergartners, entrepreneurs, and Hollywood actresses” – describing the positive impact the recently-released film has had on women and, particularly, young girls. And the sidebar, #ItWasNeverADress,” on page 22 gives a whole new twist on a familiar iconic image of a woman.

Please be sure to register for the April 2018 NYS Women, Inc. Board Meeting at Griffiss Institute in Rome (forms are on page 13). Thank you to Neale Steiniger for the “Blizzard of Events,” a compilation of successful events that chapters have held which was first presented at the June annual conference (page 14). And speaking of chapters, be sure and catch up on the exciting news from our chapters and regions across the state (pages 11 and 18).

We’re saddened to report that two long-time contributors to *NIKE* have passed away. Cay Raycroft, who served as editor of the magazine for 10 years died at age 92 on August 22nd. JoAnne Krolak, who wrote the women in history feature, “Women who helped build the Empire State” died on September 13th. She was 66. Cay and JoAnne’s fierce and uplifting dedication to *NIKE* helped create the magazine we see today (see Associate Editor Katharine Smith’s remembrance of Cay on page 23).

NYS Women, Inc. is publishing a commemorative issue of *NIKE* which will celebrate the centennial of New York State women gaining the vote. I’m so very proud to announce, that as part of Cay and JoAnne’s legacies, this special issue will be dedicated to them both.

-Joyce DeLong

DEADLINE FOR THE MARCH 2018 ISSUE IS JANUARY 15, 2018.

When emailing your submission type *NIKE* in the subject line, and send to the attention of Joyce DeLong, *NIKE* editor at PR@NYSWomeninc.org. Previously published material must be accompanied by a letter from the publisher with permission to republish and credit line to be included with the article.



Not EVERY Superwoman wears a CAPE

by Claire Knowles

(Well, not ALL the time, anyway!)

What is a Superwoman? She can be defined as a woman with exceptional strength, energy or ability, especially one who successfully and simultaneously manages a home, brings up children, and has a career. This definition emphasizes that she is a woman who copes effectively with multiple demands of life.

Sounds like many of the women we know in NYS Women, Inc. We are women who are focused, on a mission, on the move, accomplishing things, motivated for results! As a group of women, we are collectively Superwomen, poised for accomplishment in our mission. There is strength in numbers and in sharing the load.

Yet as individuals, if we choose to pull back the curtain, we'll find that we have times of great achievement, extreme focus and strong prioritization and organization

skills. We are in our element...making things happen... and feeling so good about it! But at the same time, we know the flipside: We have times that overwhelm, exhaustion, burn-out, and stress – putting ourselves last to ensure that we do not fail – because Superwomen must meet the challenge of not letting any of the balls that we've got bouncing in mid-air DROP!

The outer reflection that Superwomen show to the world is one of confidence, competence, being in-control,

Continued on page 6

running full-throttle and staying balanced through it all. We know that tremendous feeling – when we have our Superwoman cape on!

The inner reflection, however, can be quite different at times, teetering with losing stamina, needing rest, being afraid of missing something, losing competitiveness, unable to say no, worried that the treadmill of demands doesn't seem to be slowing, not feeling appreciated for the effort the Superwoman life takes. This is real too – it is the time that we do not wear a cape, because there is a clear dissonance emerging between what we envision and expect ourselves to be and do, with how we're feeling deep inside – we fear the ability to maintain that Superwoman capacity.

Then, add more dimensions, like the task of caring for aging parents, with the extra organization skills and time that it takes from us to do that well, on top of everything already on our plates. Oh yes, there's guilt that comes too, because we don't feel we are quite measuring up to being there for all the multiple demands that are calling us.

We crave some more “me” time. We want to invest time in our own professional growth and development, yet our reluctance rises over how we might ever fit that in to the mix. Sprinkle in the stressors of the holidays – gifts to buy, dinners to plan, kids concerts and pageants to attend, and the need for the secret sauce to uphold the Superwoman hits fever pitch. M. Scott Peck said it best, “Life is difficult.”

For Superwomen TIME IS OF THE ESSENCE! We are always running, trying to beat the clock while struggling to complete our burgeoning checklists.

Division of duties.

Post the 1950s – in our more modern times – the expectation for women to primarily be focused on caring for home and family shifted. Educational doors opened. Financial streams opened to women. Choices became abundant. The work-world – careers – beckoned us forward. The responsibilities of taking on careers didn't however, diminish our other responsibilities very much – the focus on home and family, caring and community – those did not lessen. While task sharing (relief) has increased in many partner-centered homes, the woman who is single, head of household has a different experience. If a woman holds a position that requires 40 to 60 hours of work per week on a regular basis, or has electronic leash check-ins pulling her throughout the evenings and weekends, the stress load goes even higher.

Reuters recently reported, “Today's women spend more time in paid employment but still come home to the second shift. On the typical day, nearly half of them will do housework, but just 20 percent of men will do the same. And women put more time into scrubbing the toilet or doing the laundry – three more hours each week than men. Men carve out three more hours of leisure time. Mothers who work full-time will still put in a week and a half's worth more time on household tasks than their

We have times that overwhelm, exhaustion, burn-out, and stress – putting ourselves last to ensure that we do not fail – because Superwomen must meet the challenge of not letting any of the balls that we've got bouncing in mid-air DROP!



male partners each year. Societal forces still impact division of duties.” Enough said.

What is the “secret sauce” of the successful Superwoman?

How is it that many women do juggle what matters most for the long term and, like the icon Superwoman of the movies, are able to hold that carrying capacity indefinitely?

- She asks for, accepts and readily receives help.
- She prioritizes and organizes constantly – discerning what is most important.



- She takes care of her needs, so she can be there for others.

Onward, Superwoman!

Claire Knowles is a 2-time Amazon best-selling author, in-demand speaker and business leadership consultant, helping leaders (especially women leaders) and their teams become the most effective they can be at accomplishing their goals (together). She is a member of the Buffalo Niagara Chapter of NYS Women, Inc. Contact her at: www.ClaireEKnowles.com or 716-622-7753

Here is the recipe for the Superwoman Secret Sauce.

- **Use a planner** (like a Covey/Franklin Planner) and start a disciplined process of including what is most important on a monthly basis in each of life’s arenas: career, home, family, finances, community, time with children, date with partner, continuous improvement, and “me” time. Get in the habit of scheduling important activities into this calendar and into the timeframes that will bring those most important aspects to fruition every month. Carve out at least 30 minutes every day . . . just for you!

- **Say “No.”** Do not do everything yourself. Ask for help. Divide up chore-duties. Hire help. Hire a lawn service. Hire house-cleaning help. Prune the non-essentials!

- **Be prepared to lower some of your standards.** Strive for excellence, not perfection! For example: Does the dishwasher have to be loaded only by you? Do you have to do all the cooking? Do you have to make all those holiday cookies? Think differently about shortcuts, ways to delegate, new ways of ending up with the desired results, but not necessarily all done by you! At work, try asking your teammates for help and you’ll be surprised that assistance will come – when you ask for it. Accept help from your family and friends – they recognize your Superwoman status and your vulnerabilities. Remember this: Delegation is a learned, professional skill. Being able to ask for and accept help is a quality, not a weakness.

- **Take care of yourself.** De-stress by taking energy-building breaks, like taking a walk, doing some tai chi, striking a yoga pose when you need to refresh. Try deep breathing, several times a day. Busy women need to make sure that they eat well, fueling their bodies with good nutrition. Do get sufficient sleep...to allow your brain and body to rest.

- **Laugh!** Women who don’t take themselves too seriously are not only more likely to have happy lives, they are more likely to succeed, both at home and in the workplace. Smile! If you make yourself smile, you actually will feel happy.

- **Cry!** A good cry now and then makes you feel better because the stress hormones are released as tears.

- **Don’t be your own worst enemy.** Recognize and adjust your patterns:

Do you over analyze? Spend too much time at that?

Do you need to be liked (too much)? Or need to be needed (too much)?

Do you need to control? Control freaks severely limit their potential, because there is not enough time or energy to do it all yourself.

Do you have a confidante? Someone you can talk to who will listen?

- **Above all, be true to yourself.** You know your strengths and limitations. You know what is most important. Honor your intuitive nature.



Wonder Woman film inspires kindergartners, entrepreneurs, and Hollywood actresses.

by Nancy D. O'Reilly

Humans are meaning-making creatures. We love to tell stories, and these shape how we see ourselves and our world. That's what makes our ever-present media so powerful.

"Anytime we see women in powerful roles on-screen it challenges narrowly defined and antiquated views of leadership," said Stacy L. Smith, communications professor at the University of Southern California. Smith is quoted in the New York

Times about the impact "Wonder Woman" might have on young girls. "Whether women are serving as CEOs or, in the case of Wonder Woman, striding across 'No Man's Land' and taking enemy fire, it broadens our notions of who a leader can be and the traits they exemplify."

Stories from kindergarten

Small children readily imagine themselves heroes, and a woman who

works at a kindergarten posted comments from five- and six-year-olds the first week after the film's release. Their stories were filled with power and possibility. One group asked to wear superhero costumes when they sang their song about bunnies. When a girl asked if she could ditch her school uniform for Wonder Woman armor because she "wanted to be ready if she needed to save the world," her classmates took the new look in stride.



Seven girls playing together during recess decided that since they all wanted to be Wonder Woman, they should all be Amazons and not fight but instead work together to defeat evil. Another little girl said, “When I grow up I want to speak hundreds of languages like Diana.” A boy who had been obsessed with Iron Man asked his parents for a new Wonder Woman lunchbox instead.

The teacher who posted these comments closed with this comment: “Consider this your friendly reminder that if this movie completely changed the way these girls and boys thought about themselves and the world in a week, imagine what the next generation will achieve if we give them more movies like Wonder Woman.” Imagine indeed.

Adults are slower than children to suspend disbelief and after researching and writing a book on Wonder Woman’s complicated origins, author Jill Lepore says in an interview that she remained puzzled about the character’s appeal. One day, however, an eight-year-old visiting from foster care “found this box of postcards . . . covers of original DC Comics from the 1940s. She started picking through them, pulled out all the Wonder Womans, and she lined them up in a row and she just looked at them. Then she looked at me and she said, ‘She is so strong.’ It just knocked me out. This is why Wonder Woman touches people.”

Stories inspire entrepreneurs

Even two male writers told stories showing how Diana’s many strengths offer lessons for entrepreneurs. The way John Rampton tells the story, the years the Wonder Woman franchise spent pivoting and rebranding would be familiar to most business owners navigating a

changing marketplace. His version of the story highlights Diana’s truth, peace, equality, empathy, fearlessness, and the power of mentoring. Diana is no loner but instead shares the glory. When Steve Trevor says she saved the day her response is, “No, we did this.” The story told by another journalist, John Boitnott, highlights Diana’s ability to inspire others with her courage and compassion, those precious attributes women display in abundance.

Stories from women in Hollywood film industry

How did women in Hollywood working on the film tell the story? They – like other diverse groups – are still struggling for representation and equal opportunity in the movie industry. The women who played the fierce warrior gods in the opening scenes of the film said working with a female director and a majority female cast made all the difference. “Everyone just walked with more power,” said Brooke Ence. “They walked with this Amazonian vibe.” “Many of the other Amazons are also mothers,” said Doutzen Kroes. “So we were all able to have our families with us during filming . . . it was simply incredible.” “I have

never been around that many strong women at one time,” said Ann Wolfe. “It felt like we were real, true Amazons.”

Speaking of gender equity in the Hollywood film industry, Women Connect4Good’s producer Cathy Evans observed that Gal Gadot only earned \$300,000 for this role, a fraction of what established male superhero stars make. Yes, and Hollywood contracts are byzantine patchworks of bonuses, royalties and percentages, and this is, after all, a brand new fran-

Continued on page 22

When a girl asked if she could ditch her school uniform for Wonder Woman armor because she “wanted to be ready if she needed to save the world,” her classmates took the new look in stride.



Feature: Empire Builders

Shirley Chisholm

Women who helped build the Empire State.

by JoAnne Krolak

SHIRLEY CHISHOLM WAS BORN IN BROOKLYN, NY, in 1924. She spent her first years in Barbados with her maternal grandmother, where she attended British schools. She returned to New York in 1934, where she attended Girls High School in Brooklyn, and later Brooklyn College, where she graduated with a degree in sociology.

Shirley Chisholm worked first at the Mount Calvary Child Care Center, then the Friend in Need Nursery and later, the Hamilton-Madison Child Care Center. In 1959, she took a job as an educational consultant for the New York Department of Social Services in the Division of Day Care. It was during her employment at the Department of Social Services that Ms. Chisholm committed herself to helping poor and minority women and children improve their lot in life.

This commitment led Shirley Chisholm into local politics, in order for her to get a say on policies affecting these women and children. In 1964, she ran for a seat in the New York State Assembly, and won. During her term in the Assembly, she wrote legislation that provided college funding for disadvantaged youth and introduced a bill that provided unemployment insurance for domestic workers and day-care providers.

Four years later, Shirley Chisholm ran for Congress and became the first African-American Congresswoman in U.S. history. This was the era when Congressional committee assignments were made on seniority, a practice which frequently resulted in representatives' placements in areas far from their areas of experience. Shirley Chisholm objected to an assignment on the Forestry Committee and was placed instead on the Veterans' Affairs Committee and later the Education and Labor Committee. This was the era of the war in Viet Nam – Shirley Chisholm opposed participation in the war. This was the

era of rising public awareness of civil rights and equal rights. During her first term, Shirley Chisholm hired an all-female staff, and maintained a public and very vocal commitment to civil rights, women's rights, the poor, and minorities. Throughout her Congressional career, Shirley Chisholm worked to oppose the draft, improve opportunities for inner-city residents, and support spending increases in the areas of health, education and social services.

While she was in Congress, Shirley Chisholm was also an outspoken advocate of the Equal Rights Amendment. In an address to Congress in 1969, Ms. Chisholm had this to say about the necessity of enacting the ERA: "Let me note and try to refute,

commonest argument offered against this amendment. One is that women are already protected under the law and do not need legislation. Existing laws are not adequate to secure equal rights for

women. Sufficient proof of this is the concentration of women in lower paying, menial, unrewarding jobs and their incredible scarcity in the upper level jobs. The fact is that a woman who aspires to be chairman of the board, or a Member of the House, does so for exactly the same reasons as any man. Basically, these are that she thinks she can do the job and she wants to try."

In 1972, Shirley Chisholm became a candidate for President. Some dismissed her candidacy as one of vanity. Others warmed to her message of compassion and commitment. Chisholm herself, in her book *The Good Fight* had this to say about her run: "I ran for the Presidency, despite hopeless odds, to demonstrate the sheer will and refusal to accept the status quo. The next time a woman runs, or a black, or a Jew or anyone from a group that the country is 'not ready' to elect to its highest office, I believe that he or she will be taken seriously from the start."



“If they don't give you a seat at the table, bring a folding chair.”

Shirley Chisholm went on to serve another 10 years in Congress after her run for the Presidency. After leaving Congress, she taught at Mount Holyoke College in Massachusetts and Spelman College in Georgia, and spoke on the lecture circuit. In 1984, she co-founded the National Political Congress of Black Women. In 1993, she was inducted into the National Women's Hall of Fame. On January 1, 2005, Shirley Chisholm died at her home in Florida – unbought, unbosomed, and still committed to the good fight.

This column was originally published in the December 2005 issue of NIKE.

JoAnne Krolak

It is with heavy hearts we report the death of long-time *NIKE* contributor and NYS Women, Inc. member JoAnne Krolak at age 66. She passed away on September 13, 2017 after a long and courageous battle with cancer.

JoAnne earned her BA from Elmira College and went on to pursue and complete her MBA at Syracuse University. She retired from Elmira Housing Authority after a long career in management. JoAnne was also active in many women's business groups including NYS Women, Inc. (joining when it was still Business and Professional Women/NYS) and AAUW in which she held local and statewide offices. As a lifelong member of Blessed Sacrament Parish, she was very active in various social ministry groups such as prison ministry, food pantry, and Ladies of the Sacred Heart. JoAnne also volunteered for projects that benefited veterans groups. She gave her all to any organization needing her help.

She was an avid reader and a virtual encyclopedia when it came to American or classical history. Most dear to her heart were her family, extended family and all of the family pets, particularly her dog, Riley.

What's happening around the state?

[Editor's note: This is a summary of region director reports from the October 2017 board of directors meeting.]

Region 2

- submitted by Frances Ferrari, director

The region meeting was held on November 11th. Frances sends out regular news blasts on region and chapter events. Here are some highlights of chapter events from our region.

"Keys to Success" is in the planning stages; it's an event for women who are returning to the workforce. NYS Women, Inc.'s youth leadership workshop was adapted into a life skills program for use with Amethyst House, a way house for recovering addicts returning to the community. Chapters held a number of candidate nights in November and a "paint and wine party" fundraiser was held to benefit survivors of the recent hurricanes. Local schools will participate in essay and art contests held by chapters in March 2018 to commemorate Women's History Month.

Region 3

- submitted by Debbie Morelli-Speer, director

This year our whole region is working on its "Blue Star Mothers" project; collecting items up to the June conference. Items will be donated to Blue Star Mothers of America, Inc., a 75-year-old nonprofit which sends care packages to active-duty service members both overseas and in the U.S.

Our region is donating basket items from local area sources

(maple syrup, artisan items, etc.) for Career Development Opportunities (CDO) fundraisers at upcoming NYS Women, Inc. board meetings.

Some initiatives planned by chapters in our region are donations to a local food bank, scholarship programs, holiday gift swaps, volunteering at their area City Mission, Women History Month essay contest, and holding the "Pajama Program."

My goals for this year are to visit all the chapters in Region 3, remind chapter presidents of updates on our website, and hold a spring 2018 region meeting that includes a NYS Women, Inc. marketing PowerPoint presentation.

Region 5

- submitted by Helen Rico, director

Audrey MacDougall gave the report for Helen Rico. Region 5 had a good showing at Women's Day at the Fair in August with many members from three chapters: Professional Business Women of Rome, Central New York, and Mohawk Valley.

The region will hold a Facebook meeting after the state's Facebook meeting, which will be hosted by Region 5. Helen plans to send an email reminder to chapters about the Athena Military Women's Initiative bra project, donating new bras to VA facilities for women veterans.

Continued on page 12

Region Roundup

What's happening around the state?

Continued from page 11

Region 6

- submitted by Linda Winston, assistant director

Linda Winston reported on behalf of Region Director Kathleen Pernice. The region held summer officer training with NYS Women, Inc. President Debra Carlin's theme "Follow the Path." Kathleen sends out a region news email blast monthly to presidents and members with a short update, region calendar with a save-the-date, and the region meeting rotation, so chapters can plan ahead when they will host a region meeting.

Some chapter summaries: Susquehanna is posting on Facebook a "featured member of the week." In October they held a "Salute to Women in Business Sell" ads which raised funds and promoted the club. They're also working on a "Women Helping Women" scholarship program. Greater Binghamton held a fundraiser selling billboard ads to members and women businesses. They were inspired by Susquehanna's "Salute to Women In Business" October ad campaign. Tri County held an AMBA clinic on September 16th that was a big success with more participants than in previous years. (See page 15 for more details on AMBA clinics.) The chapter is hoping to hold a Reality Store® event in spring 2018. Walton hosted a candidate for town council at their October meeting. They are planning an AMBA clinic for spring 2018.

Region 7

- submitted by Terra Dame-Rohring, director

The region meeting was held on October 22, hosted by the Professional Women of the Finger Lakes in Canandaigua. Chapter activities include Lake to Lake Women's celebration of NYS women's suffrage with Ellen Stearns giving a suffrage character presentation, Southern Finger Lakes Women meeting featuring Robin Bridson's presen-

tation on Stephen Covey's "Seven Habits of Highly Effective People;" Yates County Women's guest speaker on the first settlers in Yates County; and Steuben County will be collaborating with the SPCA.

All Region 7 members were encouraged to participate in an event with Southern Finger Lakes Women, volunteering at Watkins Glenn International Speedway for the NASCAR race. Southern Finger Lakes Women raised about \$900 for its scholarship program.

Region 8

- submitted by Sue Mager, director

Region 8 has six chapters; three are strong and three are in jeopardy. The region director and assistant region director will be working with the state membership chair on the chapters in jeopardy.

In July the region held a "Meet and Greet" at a community service organization's board room. The featured program was "Marketing your Organization" presented by the state marketing committee members: Pauline Hoffman, Renee Cerullo and Katharine Smith. Regions and chapters were encouraged to use the marketing team for a program and utilize the St. Bonaventure University interns willing to work with the chapters on marketing. Part two of the event was the "Engage, Educate and Empower" membership tool. There was a great turnout with 19 in attendance. We attribute the success of the meeting to the great program and no charge for the light dinner which was served.

Region 8 has committed to be a "partner" with the League of Women Voters (LWV) event held in November celebrating the centennial of suffrage in New York State. Region 8's logo was predominant on the flyer information sent out by the LWV.

STAY IN TOUCH!



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info@nyswomeninc.org

New York State Women, Inc.

April 21, 2018 Board Meeting • Rome, NY

Griffiss Institute • 725 Daedalian Drive, Rome, NY 13441

April Board Meeting

CALL TO: April Board Meeting
DATE: April 21, 2018
LOCATION: Griffiss Institute, Rome NY

NOTICE is hereby given that the April Board Meeting of New York State Women, Inc. will be held on Saturday, April 21, 2018 at the Griffiss Institute in Rome, NY.

The schedule will include a Region Directors/Assistant Region Directors meeting and a Board of Directors meeting and lunch will be available.

All Board members in good standing will be eligible to vote. All members are invited and encouraged to attend this meeting, but only board members will have a vote at this session.

The agenda and workshop information will appear on the website and in future editions of the *Communicator*. Registration forms will be in the *NIKE* and on the website.

I look forward to seeing everyone there!

Respectfully submitted,
Debra Carlin, President
New York State Women, Inc.

NYS Women, Inc.

OUR MISSION:

To build powerful women personally, professionally, and politically.

OUR VISION:

To make a difference in the lives of working women.

MEETING Registration

Registration Deadline: March 23, 2018

To Register: Online at www.nyswomeninc.org and to "Events."
When registering online either pay by credit card or mail a check

If not registering online send completed form, before deadline, with payment (check payable to New York State Women Inc.) to: Linda Provo, 346 Park Street, Tupper Lake, NY 12986-1518
Questions? 518-359-2671 or nyspsp0708@yahoo.com

NAME _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

CHAPTER _____ REGION _____

PHONE: _____

E-MAIL _____

Dietary Requirements: (check all that apply) Allergic to _____
 Diabetic Gluten free Vegetarian Other _____

Registration Fees for All Attendees

- Advance Registration **\$25** due by March 23, 2018 \$ _____
- Late Registration **\$35** if received after March 23, 2018
- On Site Registration **\$50** upon arrival
- Buffet lunch Yes (\$25) No \$25 \$ _____

Amount Enclosed \$ _____

Name Tag Information: (Check all that apply)

- State Officer Region Director # _____
- State Parliamentarian Assistant Region Director # _____
- Immediate Past State President Past State President
- Standing Committee Chair Chapter President
- Standing Committee Vice Chair Member
- Special/Sub Committee Chair First Timer
- Special/Sub Committee Vice Chair Guest

Great Ideas from the NYS Women, Inc.'s “Blizzard of Events” at June Conference

submitted by Neale Steiniger

Are you looking for a great idea for an event? Something your chapter hasn't done before? At the June 2017 Conference, chapters presented their “signature events” – a “toolkit on their events” – what the event was and how they did it as well as tips for making it successful. Here are the recaps from the Adirondack, Binghamton, Mohawk Valley, Professional Business Women of Rome and Tri-County chapters. Have questions? Their contact information is included!

CHAPTER: Adirondack – Region 5

CONTACT: Melissa Uhlík, president, kitchngoddess@gmail.com

SPECIAL EVENT: Chocolate Festival

DESCRIPTION: The Chocolate Festival was started 24 years ago and is sponsored by the Adirondack Chapter.

It is currently held on the first Saturday of the Saranac Lake Winter Carnival at the Harrietstown Town Hall from 10:00 AM to 4:00 PM. Depending on the amount of ingredients and size, individual items are sold for \$25 to \$2; water* (**usually donated*) along with coffee, tea, and hot cocoa sells for \$1. Almost all of the chocolate goodies (brownies, cookies, cakes, etc.) are prepared by Melissa and pre-wrapped as per requirements of the NYS Department “temporary selling certificate.”

Proceeds from this event help a woman who is returning to college to further her career, or start a new career, by getting an education at North Country Community College. The scholarship, in the amount of \$800 (\$400 per semester), is in memory of Katherine Schubel who was a long time Adirondack BPW member. North Country Community College provides the chapter with potential scholarship applicants and reviews them at our meeting in August.

WHAT MADE IT SUCCESSFUL? Hard work by all the chapter members and a variety of “chocolate items” increases sales.

TIPS ON HOW OTHERS CAN DO IT: If there is access to a commercial kitchen – we recommend its use – as Mel does three-quarters of the baking and members help prepare chocolate goodies for selling.

CHAPTER: Binghamton Chapter – Region 6

CONTACT: Ala Ladd, ALadd@AlaAgency.com

SPECIAL EVENT: 2nd Annual Pamper Night

DESCRIPTION: A Valentine's celebration where we come together, get pampered, and support our local businesses.

WHAT MADE IT SUCCESSFUL? It promoted women's self-care, supported a locally women-owned spa (venue location), supported local businesses and women owned business owners through sponsorship, and vending opportunities: all keys to its success. Our Binghamton Chapter strategy to work together to support each other, along with using this annual fundraiser to give back to our community, is the main key to our success. Together we achieve more.

TIPS ON HOW OTHERS CAN DO IT: Find an appropriate vendor location; offer a variety of pampering services; offer an early bird rate; collect partners to be vendors or sponsors to promote at the event. Work together, care about helping promote business owners, and be organized are helpful tips.

CHAPTER: Mohawk Valley – Region 5

CONTACT: Gina Dier, gmdier52@gmail.com

PROGRAM: Women of the Year 2017

DESCRIPTION: On March 28, 2017, the Mohawk Valley Chapter held its annual “Women of the Year” event. Seven outstanding women in the community were honored for their continued efforts, achievements, and overall work in their respective fields, in their organizations, and within their community. This event is the group's way of recognizing distinguished women in various categories.

WHAT MADE IT SUCCESSFUL? What made it successful was the planning, involvement, and overall excitement that the committee members and all chapter members have for this annual event. The total in attendance was 190 people! The event is chaired by long-standing member Lucretia Hunt every year and she is very well known and loved in our community. We believe it stands out from other award ceremonies in the area because we look to recognize those among different categories, since we have such a diverse community. This year, women were recognized in the following categories: Women's Trailblazer, Community Activist, Outstanding Director of the Arts, Business Woman Advocate, Community Healthcare Advocate, and Educational Humanitarian.

TIPS ON HOW OTHERS CAN DO IT: Tips for others would be to be involved in your community. Pay
Continued on page 17

New York State Women, Inc.

attention to the women who are doing great things and going above and beyond. Plan ahead and develop a sub-committee to help with the ongoing planning. Advertise, promote, and talk about the event to everyone you know! We also allow each honoree to speak upon receiving their award. This is a huge part of the night as they are always so inspirational to others in the room (and appreciative).

CHAPTER: Professional Business Women of Rome – Region 5

CONTACT: Beth Ann Jones, ed.beth-jones@gmail.com

SPECIAL EVENT: Congressional Candidate Breakfast Forum / “Yellow Rose of Challenge” ceremony during National Business Women’s Week.

DESCRIPTION: In October 2016, the Rome Chamber of Commerce was the host and Professional Business Women of Rome co-sponsored this special event. It was held at the Beeches Restaurant, where more than 235 attended. Our chapter also celebrated National Business Women’s Week by honoring two local business women with the “Yellow Rose of Challenge.” Kerry Casler (Community Service/Volunteer) along with Gale Barone (Education) were each presented with a yellow rose before the candidate program.

Seventy-eight local high school students from five surrounding schools also attended this forum and were encouraged to ask questions of the Congressional candidates. Each table was equipped with index cards and pencils for questions. Questions were pre-screened by chapter members before being presented to a candidate.

What part did the chapter play? Our members were the “worker bees,” including one moderator, one question screener, two time keepers, and three pages. Electronic equipment was not allowed. (The primary duty of the pages was to collect the index card questions.)

What part did the Rome Chamber of Commerce play? Registrations, sponsors for the students, checking in the attendees, and inviting the Congressional candidates.

WHAT MADE IT SUCCESSFUL? It allowed for community service; exposure for potential new members; and spread the word to other women about our mission. The Rome Chamber placed a bio and photo of our “Yellow Rose of Challenge” recipients along with our mission statements in the local newspaper and emailed all the Chamber members. As well, the Rome Chamber presented our chapter with a \$187 check this past January, which was added to the chapter scholarship fund. We received \$1 for every paid attendee. This was presented during the Congressional Forum.

TIPS ON HOW OTHERS CAN DO IT: JOIN YOUR LOCAL CHAMBER OF COMMERCE! We are a member of the Rome Chamber of Commerce. We have been very active with them for more than 20 years and have partnered on several occasions.

CHAPTER: Tri-County Chapter – Region 6

CONTACT: Kathleen S. Haddad, katshaddad@hotmail.com

SPECIAL EVENT: AMBA Clinic

DESCRIPTION: A blood screening clinic run by Quest Diagnostics from the Buffalo area. They come in and run routine blood screening and report the results to your doctor for a fee of \$38. For and additional cost they do CRP, thyroid, PSA, etc. The local chapter charges an additional fee (this year \$8 per person) and uses this money for our annual scholarships. We hold the clinic in the elementary school cafeteria and kitchen. Our members help with registration and moving the patients through the stations and we provide a snack following the blood draw. It’s a cost-effective way to get screened. Our club has

been doing this since before I joined in 1986 and we raise more than \$1200 for a 5-hour time commitment during the screening. We do a poster and media blitz prior to the date and shop for snacks. It’s a very “doable” project for small chapters.

WHAT MADE IT SUCCESSFUL? Most chapter members help, it’s an annual event that the public anticipates, and a small time commitment for a fundraiser.

TIPS ON HOW OTHERS CAN DO IT: Contact Quest Diagnostics to arrange a clinic in your area. They provide a step-by-step manual explaining what you need to do. Feel free to contact Tri-County for guidance.

CHAPTER: Tri-County Chapter – Region 6

CONTACT: Debra Carlin, debracarlin@frontiernet.net

PROGRAM: Women’s History Month

DESCRIPTION: The chapter celebrated Women’s History Month with the residents of the NYS Veteran’s Home in Oxford. Chapter members read the biographies of Grace Marie Hopper, Althea Gibson, Katherine Johnson, and Mary McLeod Bethune. We also heard the histories of the residents who attended the event. There was then a women’s history quiz with favors for those present and refreshments were served.

WHAT MADE IT SUCCESSFUL? Seeing the appreciation and interaction with the ladies of the home and sharing the history of some of the women of the past. Everyone learned something about a woman in history.

TIPS ON HOW OTHERS CAN DO IT: Members work with the activities director of the home and work together searching for remarkable women whose histories will be shared. Women’s history quiz information can be searched on the Internet.

New York State Women, Inc.

Athena Military Women's Initiative

- submitted by Sue Mager

On October 14th at the NYS Women, Inc. Board of Directors meeting held in Geneva, NY, directors came together to support not just an awesome project to help women veterans, but they also approved a name change for the Athena Society. The board voted to change the program name to **Athena Military Women's Initiative**. The rationale behind the change was that the existing name did not fully describe our mission to help former military women transition to civilian life. The new name retains Athena's name, (Greek goddess of war, diplomacy, and wisdom) and lets everyone know NYS Women Inc. members are here to help military women in whatever way we can.



The donations brought to the Geneva meeting were abundant. Coincidentally, the American Legionnaires were staying at the Fall Board venue – Ramada Inn – for one of their events and the women took an interest in our project. The Legion's 7th District Commander, Holly Trueman, – a veteran herself – dropped by our meeting (courtesy of Robin Allen, Region 6, a pink camouflage-painted can holding bra donations, caught the Commander's eye. Impressed by our efforts, she was happy to pose for a photo with our donations (photo on right). American Legion Post 435 Waterloo Freedom Riders graciously posed with their bikes, flags, and full regalia with project chair, Sue Mager, sending our donations off in style to the women veterans in Buffalo (photo on left).



On Friday, October 20th Chair Sue Mager and her trusty assistant – husband Paul Mager – delivered the donations to Jill LaMantia, MSN, RN, Women's Program Manager at the Department of Veterans Affairs facility in Buffalo. Our donations were valued at \$700, and Ms. LaMantia expressed a heartfelt "thank you" to our members and other supporters who made this happen. Once again New York State Women Inc. members lived up to our legacy of Women Helping Women!

So where do we go from here? VA facilities in New York State are listed below: contact them and inquire what your

chapter or region can do to help the women from New York State who "Wore the Boots and Battled the Battle."

NYS Contacts at Department of Veterans Affairs

- Suzanne Deane, SW: Albany 518-626-5519
- Lindsey Smith, SW: Bronx 718-584-9000 ext 6519
- Timberly Shepard, RN: Bath 607-664-4662 and Canandaigua 585-393-7621
- Sharon Bailey, RN: Hudson Valley 845-831-2000 ext 5658
- Jennifer Friedberg, Psychology: New York Harbor 212-951-3314
- Betzaida Ruiz, RN: New York Harbor 718-836-6600 ext 6793
- RosaMaria Williamson, LCSW: Northport 631-261-4400 ext 5793
- Terilee Mitchell, acting: Syracuse 315-425-4600
- Jill LaMantia, RN: Western New York 716-862-8891
- Janine Decker, RN: New Jersey 973-676-1000 ext 2716

2017 Women's Day at the Fair

- submitted by Pat Ferguson, chair

Women's Day was a glorious day! Thirty-plus members of NYS Women, Inc. participated – thank YOU to everyone who attended! In the morning, Dr. Sally Roesch Wagner, director of the Matilda Joslyn Gage Foundation, presented the program "Dangerous Women Make History."

New York State Lieutenant Governor Kathy Hochul (pictured at podium) as chairman of the NYS Women's Suffrage Commission, who spoke at the luncheon, followed the theme of the day, "Fearless women." Television personality Liz Ayers hosted the event. NYS Women, Inc. provided a cake with our logo at the luncheon. More than 275 women participated; a full house. NYS Women, Inc. handout information and payday candy bars were on the individual tables to promote our organization.



"Susan B. Anthony" and "Matilda Joslyn Gage" led the Suffrage Parade in which Ala Ladd (shown standing to the right of Pat Ferguson), Cindy Segovis, Pat Ferguson and members of Susan Anthony's support walked as part of Women's Day.

Many different agencies participated in the women's services pavilion: League of Women Voters, Crouse Spirit of Women, CNY Fair Housing, Hope for Heather, Columbia College, Vera House, Women's Opportunity Center, Planned Parenthood C&WNY, YMCA, Harriet May Mills Behavioral Health Care, Women Igniting Spirit,

New York State Women, Inc.

MS Resources, Girl Scouts of NY Penn, AIDS Community Resources, Bellevue University, American Heart Association, Sarah's Guest House, Junior League of Syracuse, and the publishers of Syracuse Woman and Women of Upstate NY.

Next year's Women's Day at the NYS Fair will be Wednesday, August 29, 2018. Mark your calendars now!

NYS Career Development Opportunities, Inc.

- submitted by Ramona Gallagher

What's this all about? Since 2005, New York State Career Development Opportunities, Inc. (CDO) has helped women across New York State achieve their full potential. For example, the CDO has provided out-reach programs to women who would otherwise remain unemployable, sponsored lectures, seminars and online training, supported education assistance for women where benefits do not exist and introduced girls ages 13-17 to workshops and seminars about making important career choices.

In particular, the CDO offers monetary scholarships/grants to New York State women to assist them with their career-related studies, education, and/or training and related costs. For example, such costs might include, but are not exclusive to, items such as tuition, registration fees, licensing fees, clothing, tools/instruments, etc. (Documentation is required.)

Each application is judged on its own merits on such factors as financial or personal needs, relevance to career or job training sought, academic standing, past / experience/education/volunteer service, etc. Scholarships/grants may range in amounts up to \$500. Applications are subject to approval by the NYS CDO. Special consideration is given to NYS Women, Inc. members. To receive funds, approved recipients are required to submit course/program/seminar proof of completion to the NYS CDO Treasurer.

More information is available online at <http://nyswomeninc.org/NYSCDO> or you can email questions to NYSCDO@gmail.com, or contact Ramona Gallagher at 716-882-7639 or email at MMistymo@aol.com. Should you decide to support this effort, sponsorship contributions can be made by check payable to New York State Career Development Opportunities, Inc. and mailed to NYS CDO, Inc., P.O. Box 133, Rome, NY 13442-0133.

And a CDO request:

- from Debbie Morelli-Speer, director, Region 3

Career Development Opportunities (CDO) will be holding a fundraiser at NYS Women, Inc.'s April 2018 board of directors meeting to help support CDO projects throughout the year. We are asking for *your* generous support.

If you are a member of the CDO, we're requesting you bring an item to be included in our "bag of goodies." Please bring (or send with a member of your chapter) the items and I will add them.

We're also planning a fundraiser for the June annual conference and we're asking for "local" items which will be placed in baskets. What do I mean by "local?" We're suggesting items your chapter or region is known for (my area has many local authors, so I'm considering a book). We also have maple syrup dealers, distilleries, wineries, and a host of local artists. I'm sure you can come up with something different and wonderful! Completed baskets would be a great help and so much appreciated.

Any questions, please contact Debbie Morelli-Speer at 845-887-6022 or debbiemorellis@outlook.com

NY Grace LeGendre Endowment Fund, Inc.

- submitted by Ramona Gallagher and Sue Mager

Have you heard about "\$30 for 30 years"? When you think about your year end tax deductible contributions, why not support the Grace LeGendre Endowment Fund (a 501c3) with a \$30 contribution? The NY Grace LeGendre Endowment Fund, Inc. is observing its 30-year legacy of funding research and training for New York State women and they need your help to continue their work.

The 2018 Fellowships are now available. To be eligible the applicant must be a woman who is a U.S. citizen and a resident of New York State, have a Bachelor's Degree, be currently enrolled in graduate studies in an advanced graduate degree program at an accredited New York State college or university, and have already completed at least one semester in that program. Additionally, you need to show evidence of scholastic ability, a need for financial assistance, and have an anticipated graduation date no later than 2020.

If you are in graduate school now, or have a daughter or niece who meets these basic qualifications, be sure to check out all the details of the GLEF program at www.gracelegendre.org. You are encouraged to apply for consideration if you meet all the requirements. The deadline for submission of all application materials is no later than February 28, 2018. Don't miss out on an excellent opportunity!

Lastly, don't forget that GLEF awards special grants to organizations in order to sponsor educational or research opportunities that further the advancement of working women. Special grants are awarded yearly and requests may range from \$100 to \$500.

For information on making donations and/or applications for Fellowships and Special Grants, please visit the website at www.gracelegendre.org.

To make a tax deductible contribution please send your gift to the Grace LeGendre Endowment Fund, Inc. 124 Gateway Drive, Staten Island, NY 10304-4441.

Chapter News

Chadwick Bay Chapter – Region 8

- submitted by *Donalldly Hover*

The Chadwick Bay Chapter will be holding its **19th Annual Getaway Weekend** March 2-4, 2018 at the Clarion Hotel in Dunkirk, NY. The price is \$179 dollars per person for a two-night stay; Saturday meals and Sunday breakfast are included. Single rooms will be available at an increased cost to be determined.

Friday night's events include wine tasting, a wine wall, and a networking scavenger hunt. Saturday will continue with pampering sessions, cooking class, painting class, and a "pound class" for those of us who are athletically inclined. We are also coordinating some new classes so please plan on attending.

Come and visit our vendors on Saturday and enjoy the banquet meal followed by everybody's favorite bingo. We are also offering a DJ for karaoke – bring your "Anything Goes" attire and your fine voice for instant gratification. Please contact Donnie Hover at donalldly.hover11@gmail.com or call 716-673-1045 for brochure.

The Chadwick Bay Chapter of NYS Women Inc. is reaching out to expand our membership. Not only does our chapter perform community work but we also foster the success of women in the workforce throughout our community; offering career advancement resources, helpful work/life strategies, leadership development, and personal and professional connections. NYS Women Inc. also offers a unique network for women's empowerment; insight into the balance of work and family; opportunity to build their leadership capability; and a forum to develop personal and professional skills to further their careers. For further information on membership please contact Donnie Hover Chadwick Bay Chapter at 716-673-1045.

Lakeshore Chapter – Region 8

- submitted by *Mary Stelley*

In August 2017 Lakeshore Chapter members celebrated longtime member, Dorothy Mangano, with a surprise 97th birthday party. Members of Dorothy's family joined Lakeshore members at St. Columbans on the Lake. Dorothy received a membership certificate reflecting her 62 years as a member of the Lakeshore Chapter (the former BPW/NYS, Silver Creek Local).



Members of the Lakeshore Chapter with Dorothy Mangano (seated). Standing, l. to r. Mary Stelley, Marissa Metzger, Deanna Borrello, Ruthann Rocque

Dorothy was the 1982/1983 president of Business and Professional Women/NYS. Her daughter, Susie, read Dorothy's biography which is on file with the Book of Lives & Legacies at the National Women's Hall of Fame in Seneca Falls, NY. Dorothy continues to be active and for

many years has been a strong and effective leader in the community.

Richmond County – Region 2

submitted by *Marilyn Mannino, Region 2 PR chair*

The Richmond County Chapter recently awarded two scholarship to women returning to school after a short hiatus.

Lori Lambertson and Glad Uko-Imo were each given a check in the amount of \$1,000 to help them continue their studies at the College of Staten Island.



Left to right: Christine Cannella, president; Margherita Clemento, scholarship chair; scholarship recipients Glad Uko-Imo and Lori Lambertson; Marilyn Mannino and Neale Steiniger, scholarship committee.

Lori has faced some challenges in her pursuit of a higher education. She suffered a brain aneurysm and has had four surgeries. She is in divorce proceeding with an abusive husband.

She has two children ages 13 and 15.

Lori is enrolled in a liberal arts and sciences program; she plans to obtain her bachelor of science degree in social work in June 2020.

Glad received her GED in 2015 and is presently enrolled in the liberal arts and sciences program as an undergraduate. She intends to obtain a degree in psychology in 2020. Ms. Uko-Imo, a native of Nigeria, is one of eight children; her father died when she was ten years old. She has one dream; that is, to help others. A high school dropout, she vowed to continue her studies and obtained her GED. Now she can fulfill that dream as she continues her education.

Staten Island – Region 2

submitted by *Rosemarie Dressler*

NYS Women, Inc. Immediate Past President Theresa Fazzolari installed officers of the Staten Island Chapter; left to right: Christine Olivieri Donahue, president; Nancy Sayegh Rooney, corresponding secretary; Margaret Antoniello, recording secretary; Barbara Stryp, vice president; and Deborah Feeney, treasurer.



Staten Island members came together in a restaurant overlooking the New York Harbor this past summer to recognize the service of 50-plus year member Margaret Barry. "It was a night of friends celebrating Margaret's dedication to the chapter and her outstand-

Continued on next page

Chapter News

ing 15 years of service as our treasurer,” said Christine Olivieri Donahue, president.” Margaret steps down as treasurer to lead the finance committee. Margaret is pictured (far left) with other Staten Island members. In 2016 Margaret was honored with the chapter’s Woman of Distinction Award.



The Staten Island Chapter joined forces with the New York Police Department

123 Precinct and donated school supplies and bags for children in need. Pictured, left to right: Staten Island representatives. Robin Zappola, Cammie Brandofino, Diane Seridge, Elaine Croteau, chair, and Rosemarie Dressler.

St. Lawrence Chapter – Region 5

- submitted by Susan Bellow

Massena Supervisor Joseph Gray signed a formal proclamation declaring November 9, 2017 as Susan S. Lambert’s “Woman of the Year Day” for the St. Lawrence County Chapter. A dinner was held in her honor at the Village Inn that evening for family and friends.



Standing to Gray’s left is St. Lawrence Chapter treasurer, Debra Langevin, with chapter vice president, Sue Bellow, on his right.

Send Region and Chapter News to: Joyce DeLong or Katharine Smith at PR@nyswomeninc.org



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

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

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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.

“Seven girls playing together during recess decided that since they all wanted to be Wonder Woman, they should all be Amazons and not fight but instead work together to defeat evil.”

Continued from page 9

chise. Evans hopes the sequels will correct some of the perceived problems, empower more women and girls, and earn Gal closer to the 79 cents the average woman makes on a man's dollar.

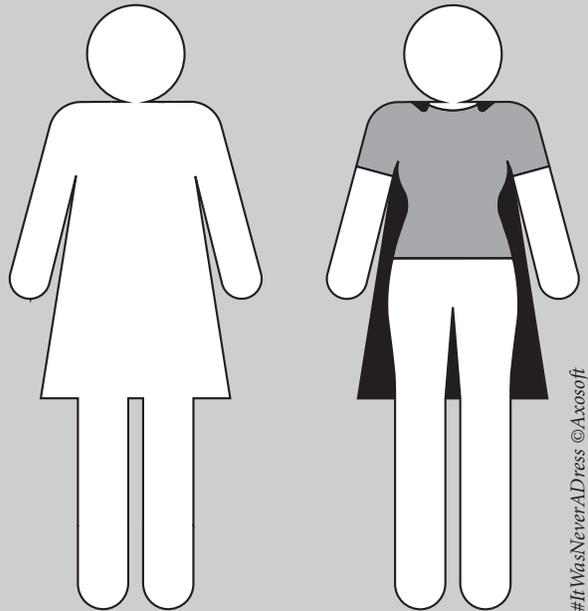
Some reviewers, not big action hero fans, asked instead for more movies like “Hidden Figures,” an inspiring story based on actual human women. Agreed! But as psychology professor Christopher Ferguson points out, “‘Wonder Woman’ and ‘Hidden Figures’ are not in conflict, but both move toward greater egalitarianism in film, albeit in different ways.” He goes on to caution, “All advocacy efforts, no matter how deserving, can run the risk of developing rigid, jargon-filled, political views that make the perfect the enemy of the good.”

In today's Women Helping Women Movement, let's make room for every woman's imperfect experience, even a retro comic book super hero. This is how we will pave the way for tomorrow's real heroes to step into their full and rightful share of leadership.



*Reprinted with permission. All Rights Reserved. Nancy D. O'Reilly Originally published July 11, 2017. <http://www.drncancyoreilly.com/wonder-woman-film-inspires-kindergartners-entrepreneurs-and-hollywood-actresses/>. Nancy D. O'Reilly, PsyD. is an author of *Leading Women: 20 Influential Women Share Their Secrets to Leadership, Business, and Life*. As a clinical psychologist and motivational speaker, O'Reilly helps women create satisfying, purposeful lives that benefit themselves, their families, and their communities. She is the founder of Women Connect4Good, Inc.*

#ItWasNeverADress



#ItWasNeverADress ©Axosoft

The **#ItWasNeverADress** campaign, launched by Axosoft 2015, is an ongoing movement to empower women and acknowledge that all genders can be equally successful in the tech industry and beyond. Arizona-based Axosoft is a business-to-business software company that makes project management software for software developers.

In science, technology, arts, mathematics, politics, houses of worship, on the streets, and in our homes, insightful women are often uninvited, overlooked, or just plain dismissed.

Axosoft coder, Tania Katan created the campaign to “shift perceptions” about women, particularly in the tech industry. She took the familiar icon for public bathrooms and created a superheroine. Following the campaign's launch in 2015 at the Arizona “Girls in Tech Catalyst Conference,” **#ItWasNeverADress** went viral almost immediately, with coverage on BuzzFeed, The New York Times, CNN, The Huffington Post and Time, among others.

Axosoft partnered with Arizona State University and a scholarship in the Herberger Institute was created for students entering a STEAM (Science, Technology, Engineering, Arts & Mathematics) field.

The company also launched an online store to generate revenue, benefiting the scholarship.

For more info: itwasneveradress.com

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A fond remembrance: Cay Raycroft

by Katharine Smith
NIKE Associate Editor

[Editor's note: longtime NYS Women, Inc. member and past NIKE editor, Catherine H. Raycroft, died on August 22, 2017 in Merdeith, New Hampshire. She was 92. Cay was a retired executive director of the Human Service Planning Council of Schenectady County, past president of Schenectady Business and Professional Women, and an award-winning Schenectady County human rights advocate, recognizing her efforts to bring many sectors of the community together to make Schenectady County a better place to live.]

I STILL REMEMBER MY FIRST MEETING WITH CAY Raycroft. Joyce DeLong, owner of Allegra Print, and I had a planning session with Cay, then-editor of NIKE, in our new roles as printer and designer of the magazine. It had been a long drive from Buffalo and both Joyce and I were giggly (and over-caffeinated). We rushed to the ladies room, right past an older couple sitting in the lobby of our designated meeting place, a Holiday Inn in Syracuse.

Much to our chagrin, we realized the “older couple” were Cay and – her “chauffeur” – husband David. Cay looked grim, we looked foolish, and Joyce and I both wondered how this new arrangement would work...

Well, it was a wonderful arrangement! Cay always had the best interests of NIKE and our organization (at that time Business and Professional Women/NYS) in mind. She was both professional and charming; as editor she came to trust her “Buffalo production team” and we worked hard to bring her vision for NIKE to life.

It is with pleasure that I recall phone conversations with Cay when she was vacationing at her family's summer home in New Hampshire. There was no internet connection, so she'd call in her edits to the magazine, ensuring NIKE was on track for publication.

When I took over as editor of NIKE in September 2012, I kept Cay's tenets in mind. Her wise voice was in my head as each issue evolved. WWCD? (What Would Cay Do?) became my mantra. Our organization has changed greatly since Cay joined in 1974; women's roles in business and the community have seen a revolutionary change.

Cay, however, embraced change and advocated our organization accept diversity and look outwards. In the February/March 2006 issue of NIKE she wrote:

Changes are coming! Change is not new to BPW. Each president makes her mark. We need to be intentional about making changes and about the subtle, but important shifts – consensus, personal and organizational commitment to

value change.

To value change, we need to value the need of others more than we value our own. We need to learn how to accept and affirm one another more deeply than we do now. If we are going to become more diverse, we need to relinquish more of our American individualism and Yankee stubbornness in order to nurture a culture of permission and trust.

We need to give one another permission to be different, to have different ideas, and needs. This means accepting that not all of us are going to be or do or like the same things at the same time.

To nurture a “culture of trust” means each of us must trust each other and to expect to be trusted to do the same for you. Not every change will speak to every member, but we must make room for everyone. What one likes best, another puts that change at the bottom of her preferences. . .

. . . We are in a time of change. Let's give each other permission to express our needs and to trust and to be trusted.

Audrey MacDougall shared memories of Cay at the NYS Women, Inc. October 2017 board meeting:

Cay Raycroft joined Business and Professional Women/NYS in June 1974 and served as state president in 1992.

A trained social worker, Cay was the executive director of the Human Service Planning Council of Schenectady County. She served as president of Schenectady BPW and District IV director.

Cay's theme for her year as state president was “A New Day” and she strived for change; streamlining procedures and organizing BPW/NYS by cleaning out the state's then-office. She arranged for issues of NIKE – dating back to 1951 – to be archived at the State University of New York at Albany to ensure they would be available to anyone interested in women's issues.

She became editor of NIKE in 1998 and steered the magazine for 10 years. According to Audrey, the issues edited by Cay each had a specific theme and could almost be used as a “how-to handbook” on running a meeting, parliamentary procedures, personal development, and leadership.

Cay and her husband Dave always attended board and annual meetings. Audrey remembers, “Don't think Cay was ‘all work and no play!’ For several years, Lucille Argenzia and I would leave Rome at 7:00 AM, drive to Schenectady to pick up Cay for the trip to Bay Ridge's luncheon and raffle. Dave would have breakfast ready for us and off we would go! I don't remember a time when Cay didn't win at least one basket.”

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For more information: Sue Mager, NIKE Business Manager at NIKEmgr@nyswomeninc.org