



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

VOL. 73 ■ ISSUE 2 ■ DECEMBER 2023



Our Mission

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

Our Vision

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



**Are YOU a member of NYS Women, Inc. yet?
Time to check us out at nyswomeninc.org**

Dated Material – Deliver Promptly



You are the key!

-Janet Carey
NYS Women, Inc. President, 2023/2024

The fall colors are peaking as I write this, but when you read it, the holiday season will be upon us. I hope this finds you well and engaged in holiday activities with family and friends that bring you joy, comfort, and peace. We will soon be starting a new year and making resolutions to be a better version of ourselves. The new year is always a harbinger of promise, optimism, and new beginnings.

As NYS Women, Inc. members, we look forward optimistically to the new year, as well to the opportunities ahead of us. We are grateful for the opportunities given to us in 2023 – to choose our PATH and MOVE! Opportunities to help and support women, to network, mentor, facilitate, teach, question, observe, lead, organize, inspire, nourish, and connect. We had the opportunity to meet in person again this year at our annual conference. The messages of our keynote speakers and NYS Women, Inc. members, Joan Patterson, Amanda Ward, and Christie Barner-Toohey were well received, as was our New Careerist Speech competitor Shana Benskie.

In August, all members had an opportunity to meet our 2023-24 executive committee at a Zoom “Meet and Greet” and to attend Women’s Day at the NYS Fair in Syracuse in person.

This fall we have been busy in our chapters creating events for our members and women in our communities. October was *Women in Business Month*. One of our awards given at our annual conference is for hosting a successful *Women in Business Month* event. The criteria and deadline for this award are highlighted in the November *Communicator*. I strongly encourage each chapter to submit an event to the award committee by the May 1st deadline.

In October, we held our first hybrid Fall Board Meeting in beautiful Saratoga. We had an opportunity to meet with our EC, IPSP, our region directors, and committee chairs who reported on their goals and progress to-date. President-Elect Robin Bridson conducted a technology workshop with hands-on exploration of AI and ChatGPT. Both Robin and President Janet offered an after-dinner program of various “icebreakers” to use during meetings. Our luncheon keynote speaker, Aaron Denman discussed the generation gap and spoke to us about younger women today and what our organization should consider in attracting more young careerists to become members. If you missed it, her address can be found on our website.

Also in October, new members had an opportunity to attend a Zoom “Meet and Greet” with our state officers,

learning more about our organization and how it works at the region and state levels, as well as being able to ask questions and meeting each other. We were excited to connect with our new members.

In November, there was an opportunity for our chapter presidents to meet with the state president, president-elect and immediate past state president to provide a forum for getting to know one another, to share successes and to be able to discuss challenges and/or questions from the chapters. It was also an opportunity to have the chapter presidents hear directly from the state officers.

At the end of November, the task force held their third Zoom meeting. The date of the next meeting will be announced in the *Communicator*.

Our next board meeting will be our Spring Board Meeting via Zoom on Saturday, March 9, 2024 at 10:00 AM. More information will follow in the *Communicator*. Our board of region directors, executive committee, IPSP and standing committees will be reporting on their progress toward their goals. Any bylaws changes will be brought before the board at this meeting. All members are welcome to register, but only board members can vote.

As you know, my theme for this year is:

“YOU ARE THE KEY, UNLOCK YOUR POTENTIAL!”

You are the key! Repeat – You are the key!

Yes, you are the key and what you do, what you say and how you act can make a huge difference not only in your life, but in the lives of those around you and in our organization.

To quote Alice Walker, “Every small positive change we can make in ourselves repays us in confidence for the greater future.”

It is not necessary to take a quantum leap, but often just a “small positive change” can have a ripple effect on your life and the lives of others with whom you interact.

We know that is true in diet, exercise, and sleep – small changes can have such a powerful impact over time. We also see the results small changes in our planning, organization, daily routines, connections, relationships, and actions can have on our quality of life. As individuals, we ask, “what can I do now that will make a difference in my life going forward? What action steps should I take? What mentors should I seek out? How can I move forward?”

In our organization we ask, what can we do to help and empower others? How do we connect?

Continued on page 10

2023/2024

MONTHLY
15 Communicator deadline

SEPT
15 NIKE submissions deadline

MAR
9 March Board Meeting
VIRTUAL via Zoom
10:00 AM

Table of Contents



In This Issue

State of the State: Janet Carey...**2**
From the Editor: Joyce DeLong.....**4**

Features

Cover Story: Five Keys to Empowering Yourself and Others – Claire Knowles..**5**

Sidebar: Global Issues: Gender Equality and Women’s Empowerment.....**7**

You are the key: Words of Wisdom from Women.....**12**

You are the key: New research shows that helping others may be the key to happiness. – Lisa Farino.....**14**

NYS Women, Inc.

Call to Spring Board Meeting.....**10**

Do you have a story to share? – Sue Bellors.....**11**

NYS Women, Inc. Fall Board Meeting Highlights.....**11**

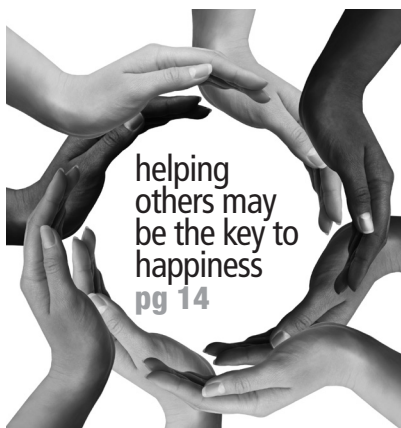
Women’s Day at the NYS Fair.....**11**

Chapter & Region News

Professional and Business Women of Rome.....**10**

All Stars

NIKE All Stars.....**13**



UNITED STATES POSTAL SERVICE® (All Periodicals Publications Except Requester Publications)

Statement of Ownership, Management, and Circulation

1. Publication Title: NIKE
2. Issue Number: 10262023
3. Filing Date: 10/26/2023
4. Issue Frequency: 4 times annually
5. Number of Issues Published Annually: 1400
6. Annual Subscription Price: via (included in member dues)
7. Complete Mailing Address of Known Office of Publication (Not printer) (Street, city, county, state, and ZIP+4®): 3959 Union Road, Cheektowaga, Erie County, NY 14225
8. Complete Mailing Address of Headquarters or General Business Office of Publisher (Not printer): 3959 Union Road, Cheektowaga, NY 14225
9. Full Names and Complete Mailing Addresses of Publisher, Editor, and Managing Editor (Do not leave blank):
Publisher (Name and complete mailing address): Jan Glatte, 3959 Union Road, Cheektowaga NY 14225
Editor (Name and complete mailing address): Joyce DeLong, 29 Falmouth Lane, Williamsville NY 14221
Managing Editor (Name and complete mailing address): Katharine Smith, 173 Audubon Drive, Snyder NY 14226
10. Owner (Do not leave blank. If the publication is owned by a corporation, give the name and address of the corporation immediately followed by the names and addresses of all stockholders owning or holding 1 percent or more of the total amount of stock. If not owned by a corporation, give the names and addresses of the individual owners. If owned by a partnership or other unincorporated firm, give its name and address as well as those of each individual owner. If the publication is published by a nonprofit organization, give its name and address.):
Full Name: New York State Women, Inc.
Complete Mailing Address: 173 Audubon Drive, Snyder NY 14226
11. Known Bondholders, Mortgagees, and Other Security Holders Owning or Holding 1 Percent or More of Total Amount of Bonds, Mortgages, or Other Securities. If none, check box: None
Full Name: _____
Complete Mailing Address: _____
12. Tax Status (For completion by nonprofit organizations authorized to mail at nonprofit rates) (Check one):
 Has Not Changed During Preceding 12 Months
 Has Changed During Preceding 12 Months (Publisher must submit explanation of change with this statement)
PS Form 3526, July 2014 (Page 1 of 4) See instructions page 437 PSN: 7530-01-000-9051 PRIVACY NOTICE: See our privacy policy on www.usps.com

13. Publication Title: NIKE
14. Issue Date for Circulation Data Below: 2022 Sept, 2022 Oct, 2023 Mar, 2023 May

15. Extent and Nature of Circulation

		Average No. Copies Each Issue During Preceding 12 Months		No. Copies of Single Issue Published Nearest to Filing Date	
		2022	2023	2023	2023
		Sept	Oct	Mar	May
a. Total Number of Copies (Net press run)					
1) Mailed Outside-County Paid Subscriptions (Based on PS Form 3541 (include paid distribution above nominal rate, advertiser's proof copies, and exchange copies))		350	350		
2) Mailed In-County Paid Subscriptions (Based on PS Form 3541 (include paid distribution above nominal rate, advertiser's proof copies, and exchange copies))		270	270		
3) Paid Distribution Outside the Mails (Including Sales Through Dealers and Carriers, Street Vendors, Counter Sales, and Other Paid Distribution Outside USPS®)		55	55		
4) Paid Distribution by Other Classes of Mail Through the USPS (e.g., First-Class Mail®)		0	0		
5) Total Paid Distribution (Sum of 1b) (1), (2), (3), and (4))		675	675	0	0
b. Free or Nominal Rate Distribution (Sum of 1c) (1), (2), (3), and (4))					
1) Free or Nominal Rate Outside-County Copies Included on PS Form 3541		0	0	0	0
2) Free or Nominal Rate In-County Copies Included on PS Form 3541		0	0	0	0
3) Free or Nominal Rate Copies Mailed at Other Classes Through the USPS (e.g., First-Class Mail®)		0	0	0	0
4) Free or Nominal Rate Distribution Outside the Mail (Carriers or other means)		0	0	0	0
5) Total Free or Nominal Rate Distribution (Sum of 1c) (1), (2), (3), and (4))		0	0	0	0
6) Total Distribution (Sum of 1b and 1c)		675	675	0	0
7) Copies not Distributed (See instructions to Publishers #4 page 402)		25	25		
8) Total (Sum of 1b and 1c)		350	350		
9) Payment Paid (PS checked by PS Form 100)		100	100		

If you are claiming electronic copies, go to line 10 on page 3. If you are not claiming electronic copies, skip to line 17 on page 3.

16. Electronic Copy Circulation

		Average No. Copies Each Issue During Preceding 12 Months	No. Copies of Single Issue Published Nearest to Filing Date
a. Paid Electronic Copies		0	0
b. Total Paid Print Copies (Line 15c) + Paid Electronic Copies (Line 16a)		0	0
c. Total Paid Distribution (Line 15c) + Paid Electronic Copies (Line 16a)		0	0
d. Payment Paid (Both Print & Electronic Copies) (15b divided by 15c × 100)		0	0

certify that 60% of all my distributed copies (electronic and print) are paid above a nominal price.

17. Publication of Statement of Ownership
 the publication is a general publication, publication of this statement is required. Will be printed in the _____ issue of this publication. Publication not required.

18. Signature and Title of Editor, Publisher, Business Manager, or Owner: *Joyce DeLong, Editor NIKE* Date: 10/26/2023

I certify that all information furnished on this form is true and complete. I understand that anyone who furnishes false or misleading information on this form or who omits material or information requested on the form may be subject to criminal sanctions (including fines and imprisonment) and/or civil sanctions (including civil penalties).

NEW YORK STATE women, INC.

NIKE (ISSN 0271-8391, USPS 390-600) is published quarterly in September, December, March, and May by New York State Women, Inc., 173 Audubon Drive, Snyder NY 14226. Subscriptions are a benefit of membership in New York State Women, Inc. Periodical postage is paid in Buffalo, NY and additional mailing offices.
POSTMASTER: Please send address changes to NIKE Editor, 29 Falmouth Lane, Williamsville NY 14221. RETURN POSTAGE ACCOUNT at Buffalo, NY Main Post Office 14240.



NIKE Volume 73, Issue 2 December 2023

New York State Women, Inc.
President
Janet Carey
president@nyswomeninc.org

NIKE Editor, Joyce DeLong
joycedelong55@yahoo.com

Associate Editor, Katharine Smith
White Rabbit Design
173 Audubon Drive, Snyder, NY 14226
PR@nyswomeninc.org

Production, Jen Gattie
Allegra Marketing, Print, Mail
3959 Union Road, Buffalo, NY 14225
jen@allegracheektowaga.com

Business Manager, Sue Mager
3406 McKinley Parkway, Apt C-11
Blasdell, NY 14219
NIKEmgr@nyswomeninc.org

NIKE Advisory Board

Joyce DeLong, Editor
Katharine Smith, Associate Editor
Sue Mager, Business Manager
Janet Carey, President, ex officio
Robin Bridson, 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

“Every small positive change we can make in ourselves repays us in confidence for the greater future.” – ALICE WALKER

SOMEHOW, THIS YEAR HAS BEEN ON SPEED dial for me. As I write this in November, it feels like we’ve barely started July! Life has been such a whirlwind of birthdays, anniversaries, life celebrations, my grandkids’ soccer games, dinners with friends and loved ones, and – oh yes! – NYS Women, Inc. meetings. But even as 2023 winds down, here at *NIKE* we’re looking forward with ideas to help our members: so for this issue we’re picking up on President Janet Carey’s theme: “You are the key.”



Claire Knowles has given us another on-point article – “Five Keys to Empowering Yourself and Others” – to help us be all that we want to be (next page). The accompanying sidebar “Global Issues: Gender Equality and Women’s Empowerment” from the Peace Corps website expands on women’s empowerment: a woman’s power and control over her own life inside and outside the home and her ability to affect change (page 7).

“New research shows that helping others may be the key to happiness” on page 14 certainly ties in with our quote below which is from *Pulling Together...10 Rules for High Performance Teamwork* by John J. Murphy. Let us all try to carry out what is exemplified in the last three sentences (bold type for emphasis).

The greatest accomplishments in life are not achieved by individuals alone, but by proactive people pulling together for a common good. . . Look in front of every superstar and you will find caring people offering encouragement, support and able assistance.

*Rising to this level of interdependent thinking can be challenging and difficult. Looking beyond oneself, asking for help or accepting help can feel risky. **But people are not given life to simply take from one another. We are here to give. Our mission in life is to offer our gifts to benefit one another, to create mutual gain in the world . . .***

As we go into the hurly burly of the upcoming holidays, take a moment to give that helping hand to someone around you. Our lives can become so busy this time of year we might overlook a friend in need of a open-minded listener or just the simple warmth of a hug. 🐾

-Joyce DeLong

MARCH 2024 ISSUE DEADLINE: DECEMBER 15, 2023. Add *NIKE* in your email subject line and send to the attention of Joyce DeLong, *NIKE* editor or Katharine Smith, associate 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.



Five Keys to Empowering Yourself and Others

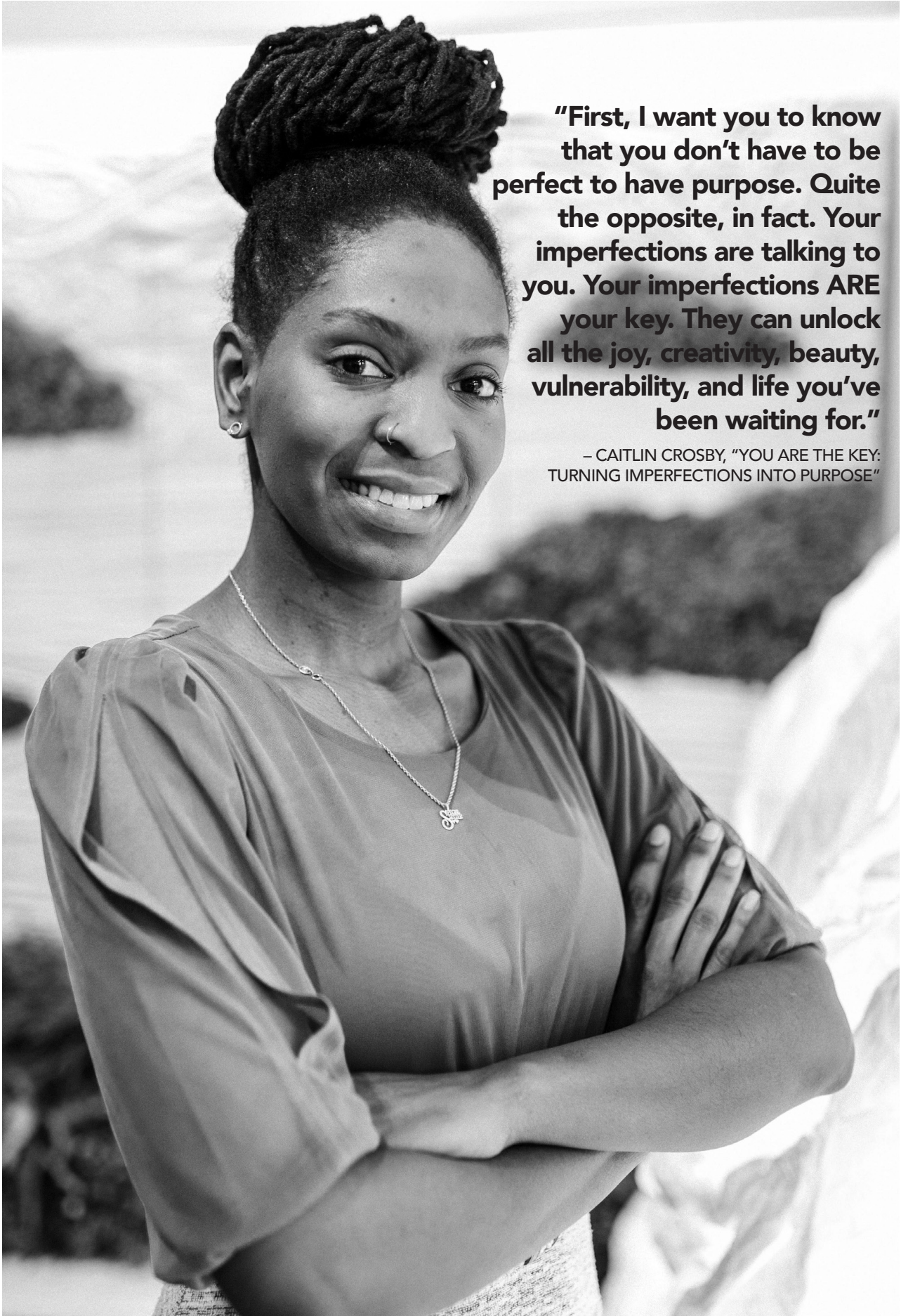
by Claire Knowles

Yes, you are a mover and shaker. You already know that you have personal power and you know that together, women can do great things. You know what *accomplishment* is all about. Still, let's look a little deeper and turn the *light on to empowerment* with a high beam focus.

To 'empower' means to give authority to, or power to act; to make yourself or someone else stronger, or more confident. In essence, it is *a force for moving forward*.

Consider the key ring that you carry with you—the key ring that unlocks the doors that are most important to you, and the doors that you help to hold open for others. Today, you can add five new keys to that key ring. These are the keys to empowerment – to carry with you wherever you go – the keys that will empower you to open new doors, to accomplish even more as you travel your personal and professional paths.

Continued on page 7



“First, I want you to know that you don’t have to be perfect to have purpose. Quite the opposite, in fact. Your imperfections are talking to you. Your imperfections ARE your key. They can unlock all the joy, creativity, beauty, vulnerability, and life you’ve been waiting for.”

– CAITLIN CROSBY, “YOU ARE THE KEY: TURNING IMPERFECTIONS INTO PURPOSE”

Five Keys

to Empowering Yourself and Others

Key Number 1

Empowerment means you have to **stretch**. Consider the tai chi exercise move of holding up the cauldron – that giant bowl that is your responsibility to carry.

Picture yourself holding it high in the air, then stretching upward even further, and being beckoned upward even more when that voice inside says, “What’s that barrier you have to break through? Keep stretching... break through that ceiling!”

Stretch . . . even more!

THE NEED TO KEEP STRETCHING IS KEY #1.

Key Number 2

Empowerment can be heavy. It is a responsibility – one that you have signed up to carry. Because it can be a heavy cauldron, you need to balance that load with some joy and lightness. Laughter is that balancing key. Laugh and the whole world laughs with you; smile and the world smiles back.

It has been written that we need about a dozen hardy laughs a day for staying healthy and balanced. Children can laugh hundreds of times in a day; but what about you, the adult career woman? When was the last time you laughed? Laughter begets joy. And joy is what helps to balance the stressors in our lives.

BALANCING WITH JOY IS KEY #2.

Key Number 3

The third key is provided in Stephen Covey’s Book, *The 7 Habits of Highly Effective People*. His habit, “Keeping the End in Mind” is powerful.

Do you know what the “end point” is for what you’re trying to do? Can you see it? Sense it? What are those big goals for you . . . personally, professionally, organizationally?

We create our futures . . . first in our mind, and then in our doing. What do you see? Where are you going? What is the end-point? The destination that is pulling you towards it? This is not about your to-do list nor your New Year’s resolutions.

This is about the big dreams in your life, the
Continued on page 9

Global Issues: Gender Equality and Women’s Empowerment

Women’s empowerment: The fostering of a woman’s sense of self-worth, her decision-making power, her access to opportunities and resources, her power and control over her own life inside and outside the home, and her ability to affect change.

Gender equality is a human right, but our world faces a persistent gap in access to opportunities and decision-making power for women and men.

Globally, women have fewer opportunities for economic participation than men, less access to basic and higher education, greater health and safety risks, and less political representation.

Guaranteeing the rights of women and giving them opportunities to reach their full potential is critical not only for attaining gender equality, but also for meeting a wide range of international development goals. Empowered women and girls contribute to the health and productivity of their families, communities, and countries, creating a ripple effect that benefits everyone.

The word gender describes the socially-constructed roles and responsibilities that societies consider appropriate for men and women. Gender equality means that men and women have equal power and equal opportunities for financial independence, education, and personal development. Women’s empowerment is a critical aspect of achieving gender equality. It includes increasing a woman’s sense of self-worth, her decision-making power, her access to opportunities and resources, her power and control over her own life inside and outside the home, and her ability to effect change. Yet gender issues are not focused on women alone, but on the relationship between men and women in society. The actions and attitudes of men and boys play an essential role in achieving gender equality.

Education is a key area of focus. Although the world is making progress in achieving gender parity in education, girls still make up a higher percentage of out-of-school children than boys. Approximately one quarter of girls in the developing world do not attend school. Typically, families with limited means who cannot afford costs such as school fees, uniforms, and supplies for all of their children will prioritize education for their sons. Families may also rely on girls’ labor

Continued on page 8

Sidebar: YOU Are the Key

Global Issues: Gender Equality and Women's Empowerment

Continued from page 7

for household chores, carrying water, and childcare, leaving limited time for schooling. But prioritizing girls' education provides perhaps the single highest return on investment in the developing world. An educated girl is more likely to postpone marriage, raise a smaller family, have healthier children, and send her own children to school. She has more opportunities to earn an income and to participate in political processes, and she is less likely to become infected with HIV.

Women's health and safety is another important area. HIV/AIDS is becoming an increasingly impactful issue for women. This can be related to women having fewer opportunities for health education, unequal power in sexual partnership, or as a result of gender-based violence. Maternal health is also an issue of specific concern. In many countries, women have limited access to prenatal and infant care, and are more likely to experience complications during pregnancy and childbirth. This is a critical concern in countries where girls marry and have children before they are ready; often well before the age of 18. Quality maternal health care can provide an important entry point for information and services that empower mothers as informed decision-makers concerning their own health and the health of their children.

A final area of focus in attaining gender equality is women's economic and political empowerment. Though women comprise more than 50% of the world's population, they only own 1% of the world's wealth. Throughout the world, women and girls perform long hours of unpaid domestic work. In some places, women still lack rights to own land or to inherit property, obtain access to credit, earn income, or to move up in their workplace, free from job discrimination. At all levels, including at home and in the public arena, women are widely underrepresented as decision-makers. In legislatures around the world, women are outnumbered 4 to 1, yet women's political participation is crucial for achieving gender equality and genuine democracy.

The World Economic Forum recently ranked the United States as 19th in the world on its gender gap index. With women comprising less than one fifth of elected members of Congress, the report identifies political empowerment as the greatest gender equity issue for the United States. The U.S. ranked higher in economic empowerment, but women's earning power remains approximately 20% lower than men's. Women in the United States have a very high ranking of educational attainment, though, with high levels of literacy and enrollment in primary, secondary, and university education. At present, there are more U.S. women attending college than men.

Globally, no country has fully attained gender equality. Scandinavian countries like Iceland, Norway, Finland, and Sweden

lead the world in their progress toward closing the gender gap. In these countries, there is relatively equitable distribution of available income, resources, and opportunities for men and women. The greatest gender gaps are identified primarily in the Middle East, Africa, and South Asia. However, a number of countries in these regions, including Lesotho, South Africa, and Sri Lanka outrank the United States in gender equality.

Around the world, Peace Corps Volunteers are working with communities to address gender equality and empower women and girls. In 1974, Congress signed the Percy Amendment requiring Peace Corps Volunteers to actively integrate women into the economic, political, and social development of their countries. Many Peace Corps Volunteers implement the Camp GLOW program, or

Girls Leading Our World, to help girls develop self-esteem and leadership skills. Recognizing that men and boys must be equal partners in achieving gender equality, Volunteers also teach leadership and life skills to boys through Teaching Our Boys Excellence (TOBE) camps. Peace Corps Volunteers promote gender equality and women's empowerment through health education, business development, and by raising awareness of women's rights and contributions to

their communities. Learn more about how Peace Corps Volunteers are working with communities by visiting the Paul D. Coverdell World Wise Schools resources.



VOCABULARY

Gender: Socially-constructed roles and responsibilities that societies consider appropriate for men and women

Gender-based violence: Violence against women based on their perceived subordinate status (e.g., physical abuse, sexual assault, psychological abuse, trafficking)

Gender equality: Equal power and opportunities for men and women

Gender gap: Discrepancy between men and women in the areas of health, education, political empowerment, and economic empowerment

Gender parity: Relative access to resources for men and women, often used for education

Maternal health: The health of women during pregnancy, childbirth, and during the postpartum period

Percy Amendment: 1974 congressional amendment to the Peace Corps Act requiring Peace Corps Volunteers to integrate women into the economic, political, and social development of their countries

Women's empowerment: The fostering of a woman's sense of self-worth, her decision-making power, her access to opportunities and resources, her power and control over her own life inside and outside the home, and her ability to affect change.

[Source: www.peacecorps.gov/educators/resources/global-issues-gender-equality-and-womens-empowerment/]

Cover Story: YOU Are the Key

Continued from page 7

achievements that are pulling you forward – the ones with your name on them in bold letters.

That successful end – point is what you want to have fully in your sights! So that every step you take is aligned with that goal.

KEEPING THE END IN MIND IS KEY #3.

Key Number 4

Understand that “Mediocrity” can creep in to diminish your degree of success and empowerment. Mediocrity means *of only average quality, or, to not stand out.*

Mediocrity has been described as a dimension that is bound by the likes of indecision, compromise, past thinking and lack of vision – yes those qualities that actually tend to dis-empower!

But YOU have been endowed with a certain mixture of abilities, talents, skills and opportunities that make you unique and significant. You don’t have to succumb to mediocrity . . . you can resist mediocrity.

There’s something within each of us that *cries out to be above average, extraordinary, to be empowered to act, to move forward.* It is in that recognition, that we **resist mediocrity.**

Abraham Maslow gave us the life secret that is at work here: You will either step forward into growth or you will step back into safety. Repeat: You will either step forward into growth or you will step back into safety.

(Mediocrity = safety;
Empowerment = growth).

RESISTING MEDIOCRITY IS KEY #4.

Key Number 5

The final key comes from our self-awareness and being awake. It is to consciously know that each of us has that **choice** – whether to step forward into growth or to step backward into safety.

Empowerment of oneself or of others is a **choice.**

People choose to stop or not, to build walls or not, to act or not, to push through to the next level or not, to move forward or not, to see things from other views or not. People choose to be empowered or not.

Each of us has a built-in barometer

that tells us (if we are aware and awake to it, that is) of our own level of empowerment, at any given time.

That barometer is the answer you give to this specific question, “How do I greet change?” (You can substitute the word change with dilemma, situation, etc.)

Are you open to change or closed? Do you embrace it? Find fault with it? Deny it? How do you greet this situation? (whatever that situation is?) How you “greet” it . . . is hugely telltale! Think about that!

The conscious introspection is what is so important!

KEY #5: EVERY EMPOWERED STEP FORWARD IS A CHOICE!

Life is here and it is now. You can step in to it, or not! Either we meet it and we live it, or we miss it. When YOU choose to be empowered, you won’t miss it. You will be all that you want to be!

This article copyright ©Claire Knowles, All Rights Reserved *BNC member Claire Knowles is an author, speaker, and consultant. She works with organizations, businesses, and boards of directors, assisting their leaders and their teams to move through difficult situations to successful outcomes, including reducing the risk of workplace violence. She is certified in mediation and is a certified personal and life coach. Contact her at www.ClaireEKnowles.com at 716-622-7753.*



Preparation is the key to your success. You cannot dismiss the process and expect to be truly successful."

-Linda Gibson

New York State Women, Inc. Chapter News

CALL TO Spring Board Meeting

CALL TO: Winter/Spring Board Meeting
DATE: March 9, 2024 10:00 AM
LOCATION: VIRTUAL
(all registered attendees will receive a Zoom link)

TO: Executive Committee, Members of Board of Directors and all members of New York State Women, Inc.

NOTICE is hereby given that the Winter/Spring 2024 Board Meeting of New York State Women, Inc. will be held Saturday, March 9, 2024 in an on-line venue. Members must register on-line from NYS Women, Inc. website: <https://www.nyswomeninc.org/Events/Winter-Spring-Board-Meeting/Registration> by March 7th.

- The business session will begin on Saturday, March 9, 2024 at 10:00 AM. The Zoom window will be open at 9:30 AM. A day or two prior to the meeting, registered members will receive an online link for computer access or phone access. All board members who are in good standing are eligible to vote. Members are welcome to attend the business session but will not vote at this board meeting.

- Board reports will be written and should be sent to the website <https://www.nyswomeninc.org/Members/Program-Book-Report> by March 3rd. If you really cannot handle the form, you must email your report to Robin Bridson RLB8963@gmail.com by March 3rd. Please let her know that you will be emailing your report.

- Executive committee, standing committee chairs, and region directors are required to give board reports. Written reports should be a brief list of goals, how you are reaching out and accomplishments for the year to date.

Members, new and seasoned, of New York State Women, Inc are encouraged to attend and participate.

Respectfully submitted by:
Janet Carey, President
New York State Women, Inc.

NEW YORK STATE
women, INC. 

Professional and Business Women of Rome – Region 5

- submitted by *Beth Jones, president*

The chapter met on August 16th at Delta Lake Inn. The chapter's 2023-2024 officers are pictured in the top photo: **Beth Jones**, president; **Sara Ayala**, vice president; **Ella Alzheimer**, recording secretary and **Helen Rico**, treasurer.

Bottom photo: **Jim Ayala** with the chapter officers. Jim is an official member and very active in our organization. Jim is also our photographer and is present at every function we have.

Beth Jones met with the Rome Chamber political candidate committee to discuss the upcoming National Business Women Week event.

The board's executive committee has decided to make some changes to the standard agenda. A history of National Business Women Week will start the program followed by the *Yellow Rose of Challenge* award ceremony and the final portion will be the mayoral candidate forum. The chapter's duties have been changed to only provide two time keepers and two pages; the moderator will be a Rome Chamber executive committee member. There is no secret that this is going to be a tight race. The tentative date for the event is October 19th and it will be held at Innovare facility.



You are the key!

Continued from page 2

How do we mentor? How do we inspire? How do we learn from others? How and when do we use our voices?

The strength within our organization comes from women who connect to seek out the small changes, use their voices to express them, and make a difference in their lives and the lives of other women. When working collectively, we strengthen our organization – its mission and vision!

I look forward to the new year with the opportunities ahead of us to become the best version of ourselves individually and collectively.

Remember, "You are the Key" to developing your best self! Start now to unlock your potential!

And enjoy this holiday season! 

Your president,
Janet Carey

Do you have a story to share?

by Sue Bellor

It was 46 years ago when I became a member of Business & Professional Women of NYS. I joined the (very!) active chapter in Camillus, NY while I was teaching in inner-city Syracuse, and thoroughly enjoyed the fellowship with women of diverse career backgrounds. From that participation in several projects and programs, I felt inspired and empowered by the officers and membership. With marriage, I moved to northern New York State and transferred membership to the Massena BPW. There were several clubs in the county and those leaders merged into the St. Lawrence County Chapter. Women joined together and worked collaboratively for a number of years but then, as you all are aware of the history of BPW, members decided to form NYS Women, Inc. There were a number of chapters in the northern region that had folded. With such passage of the years and with responsibilities of family, career, of changes, the St. Lawrence Chapter lessened in membership. Our chapter dissolved in 2022 with only 5 members who wanted to continue.

Yes, times change and to reiterate, with increased responsibilities to family and or career, women have to make decisions to continue in active memberships with organizations. There is no doubt that I thoroughly gained by my membership with programs, projects and networking with strong women leaders. The mission continues for NYS Women, Inc. and I urge any of you reading this in *NIKE* to tell your stories whether personal or professional in reflecting how NYS Women, Inc. has helped you to advocate for yourself and for women and use your voice for positive change.

I also thank the editors of *NIKE* for the continued publications which I read and gain knowledge and motivation. 🐾

Sue Bellor, past president of the former St. Lawrence Chapter, is serving her last term as chair of NYS Women, Inc.'s advocacy committee.



NYS Women, Inc. Fall Board Meeting Highlights

The Fall Board Meeting was held on Saturday October 14th at the Holiday Inn in Saratoga Springs.

The luncheon speaker was Aaron Denman, association operations coordinator at Cornell Cooperative Extension Sullivan County. She conducts everything from office management, program coordination, and DEI initiative strategizing to new staff orientations, IT troubleshooting with staff, and various program marketing campaigns.

Born and raised on a small farm, Aaron was a Sullivan County 4-H member for over a decade and a 4-H Equine Program volunteer for three years before aging out. Aaron returns to the team as an administrative professional with an English B.A. concentrated in Literary Theory and Analysis and an M.A. in Creative Writing in the works.

When not at the office they can usually be found reading, watching theatre, or riding the trails with their horse Oreo. 🐾

Left photo, from left to right: **Jacquie Shellman**, immediate past president; **Janet Carey**, president; **Carena Collura**, secretary; **Robin Bridson**, president-elect. Right photo, left to right: **Aaron Denman**, **Janet Carey**.



Women's Day at the NYS Fair on August 30th

Advocating for NYS Women, Inc. at Women's Day at the Fair; President **Janet Carey**, left and State Fair Chair **Pat Ferguson**, right. 🐾

Feature: You Are the Key

"Never allow anyone to hold the key to your happiness, key to your heart, or key to your dreams. Be in control of your life and build your hopes on things eternal. No one should have the power to manipulate your life, optimism, love, or success." -Amaka Imani Nkosazana, author

"Information is key to opportunities" -Brenda Diann Johnson, author and speaker

"I want you to give her a possibility. And that's what a key represents. An open door, a chance." -Sarah Dessen, author

"Imagination is the only key to the future. Without it none exists – with it all things are possible." -Ida Tarbell, 19th century investigative journalist

"Life's markers are never just for one moment in time. Every event holds a key. Each builds upon the other and becomes an indicator towards a higher purpose." -Nikki Rosen, author

"As individuals, we ask, "what can I do now that will make a difference in my life going forward? What action steps should I take? What mentors should I seek out? How can I move forward?" In our organization we ask, what can we do to help and empower others? How do we connect? How do we mentor? How do we inspire? How do we learn from others? How and when do we use our voices? The strength within our organization comes from women who connect to seek out the small changes, use their voices to express them, and make a difference in their lives and the lives of other women." -Janet Carey, president NYS Women, Inc.



NIKE All Stars

The 2023-2023 *NIKE* All Star Campaign is in full swing and thank you to our loyal supporters who have already sent their listings in.

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

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

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

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

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

<p>Platinum Patrons Buffalo Niagara Chapter (BNC) Pat Ferguson Sue Mager Region 8 NYS Women, Inc.</p> <p>Golden Givers Chadwick Bay Chapter Ramona Gallagher Greater Binghamton Chapter</p> <p>Silver Supporters 716 Chapter Susan Bellor Tara Bazilian Chang Debby Finegan Kathy Kondratuk</p>	<p>Mary Ellen Morgan Linda Przepasniak Helen Rico Dr. Sandra Corrie Stynn</p> <p>Past State Presidents Bronze Boosters: Barbara Lynn Ziegler 1995-96 Elsie Dedrik 1997-98 Lucille Argenzia 1998-99 Mary Stelley 1999-2000 Viola McKaig 2000-01 Maria Hernandez 2001-02 Linda Przepasniak 2004-05 Helen Rico 2005-06 Linda Winston 2006-07 Neale Steiniger 2008-09</p>	<p>Mary Ellen Morgan 2009-11 Susan Mager 2012-13 Renee Cerullo 2015-16 Theresa Fazzolari 2016-17 Debra Carlin 2017-19 Robin Bridson 2019-20 Jacquie Shellman 2020-22 Elizabeth Drislane</p> <p>Bronze Boosters 1st Choice Roofers Robin Allen Anon @ BNC Becky Brubaker Ella Alsheimer Jim Ayala Sara Ayala</p>	<p>Kathy Capra Malia Glover Kathy Haddad Beth Jones Danelle Kaplan Nate Kelsey MCM Realty Region VI Heather Sodon Jaimie Stasio Heather Sullivan Susquehanna Chapter Patricia Walsh JoAnne West</p>
--	--	--	---

NIKE Submissions

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

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

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

© New York State Women, Inc.

NIKE ADVERTISING PAGE RATES

Outside Back Cover	1 issue: \$600	4 issues: \$2000
Inside Front Cover	1 issue: \$400	4 issues: \$1400
Full Page	1 issue: \$300	4 issues: \$1000
Half Page	1 issue: \$150	4 issues: \$500
Quarter Page	1 issue: \$75	4 issues: \$250
Eighth Page	1 issue: \$37.50	4 issues: \$125

How to submit your ad.

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

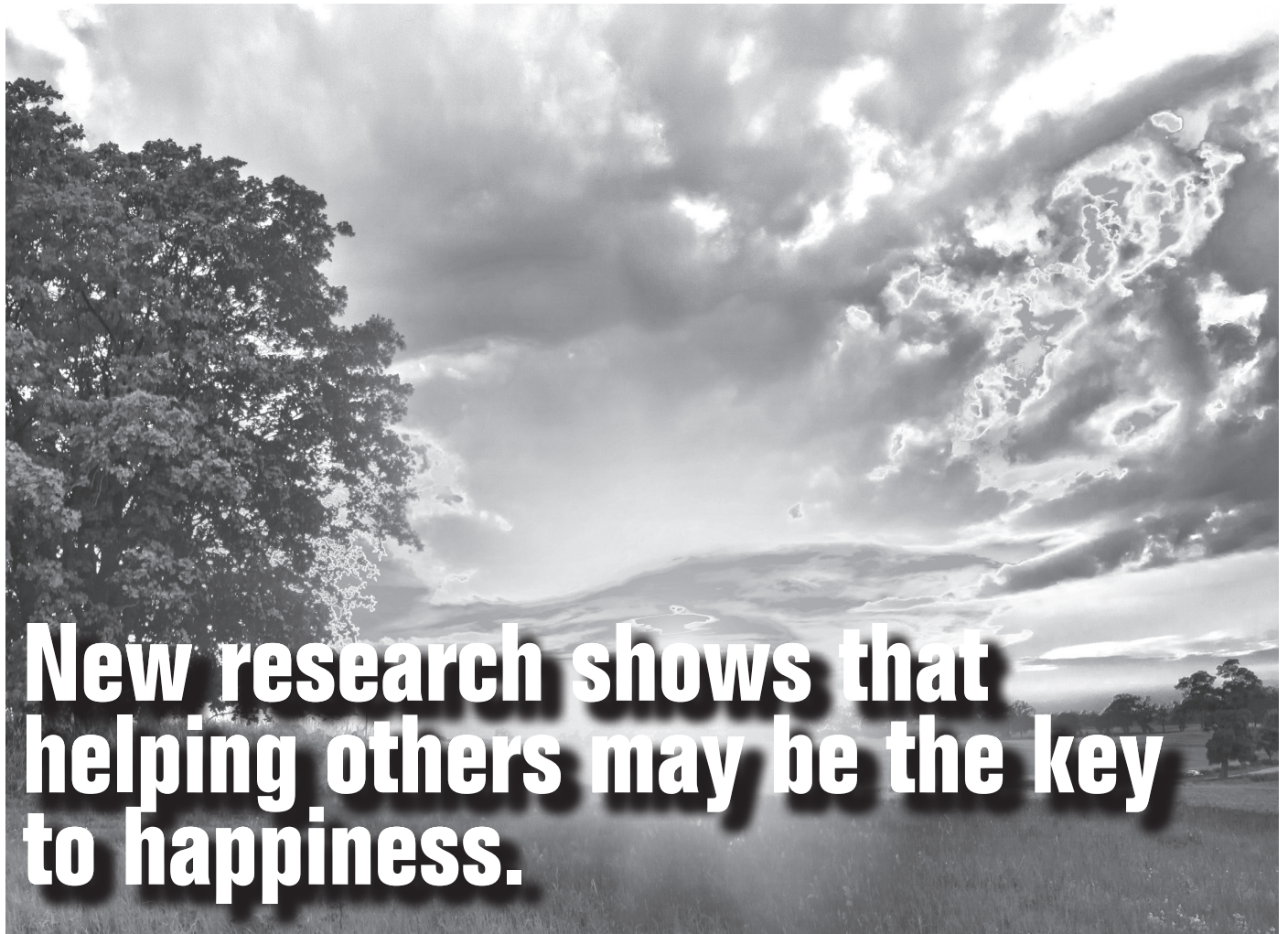
How to pay for your ad.

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

NIKE ad sizes

<p>Half Page 6.65" wide x 4.75" tall</p>	
<p>Quarter Page 3.25" wide 4.75" tall</p>	<p>8th Page 3.25" wide 2.25" tall</p>

Feature: You Are the Key



New research shows that helping others may be the key to happiness.

by Lisa Farino

Few of us are immune to the frustrations and challenges of daily life – family problems, conflicts at work, illness, stress over money. When we get depressed or anxious, experts may recommend medication and/or therapy. But a newly emerging school of thought suggests that a simple, age-old principle may be part of both the prevention and the cure: Help others to help yourself.

There's no shortage of research showing that people who give time, money, or support to others are more likely to be happy and satisfied with their lives – and less likely to be depressed. Could helping others be the key to weathering the inevitable storms of life?

Feel-good research

Carolyn Schwartz, a research professor at the University of Massachusetts Medical School, didn't start out looking at the value of helping others. Instead, she wanted to see if receiving monthly peer-support phone calls from fellow multiple sclerosis sufferers would benefit others with the disease. But over time, a surprising trend emerged. While

those receiving support appeared to gain some mild benefit, the real beneficiaries were those lending a supportive ear. In fact, those who offered support experienced dramatic improvements in their quality of life – several times more so than those they were helping.

The benefits of giving aren't limited to those who are ill. When Schwartz later looked at more than 2,000 mostly healthy Presbyterian church-goers across the nation, she found that those who helped others were significantly happier and less depressed than those who didn't.

This phenomenon is nothing new. Paul Wink and Michele Dillon found a similar pattern when they looked at data collected every decade on a group of San Francisco Bay Area residents beginning in the 1930s. Those who volunteered and engaged in other forms of giving when they were adolescents were much less likely to become depressed, even as they got older.

New research suggests there may be a biochemical explanation for the positive emotions associated with doing good. In a recent study published in the *Proceedings of the National Academy of Science*, participants' brains were monitored by MRI scans while they made decisions

about donating part of their research payment to charitable organizations. When participants chose to donate money, the brain's mesolimbic system was activated, the same part of the brain that's activated in response to monetary rewards, sex, and other positive stimuli. Choosing to donate also activated the brain's subgenual area, the part of the brain that produces feel-good chemicals, like oxytocin, that promote social bonding.

Why doing good works

These results may seem surprising, especially since our culture tends to associate happiness with getting something. Why should we humans be programmed to respond so positively to giving?

"As Darwin noted, group selection played a strong rule in human evolution. If something like helping benefits the group, it will be associated with pleasure and happiness," explains Stephen Post, Ph.D., a research professor of bioethics at Case Western Reserve University who co-authored the book *Why Good Things Happen to Good People* with Jill Neimark.

While evolution may have primed us to feel good from giving, it may not be the only reason helping others makes us feel better. Since depression, anxiety, and stress involve a high degree of focus on the self, focusing on the needs of others literally helps shift our thinking.

"When you're experiencing compassion, benevolence, and kindness, they push aside the negative emotions," says Post. "One of the best ways to overcome stress is to do something to help someone else."

Even better, feeling good and doing good can combine to create a positive feedback loop, where doing good helps us to feel good and feeling good also makes us more likely to do good.

"Numerous studies have found that happy people are more helpful," says Dr. David Myers, a social psychologist at Hope College and author of *The Pursuit of Happiness*. "Those who've just found money in a phone booth are more likely to help a passerby with dropped papers. Those who feel successful are more likely to volunteer as a tutor."

When giving isn't good

While doing good is generally good for the doer, Post stresses that there are two important caveats. First, the caregiver can't be overwhelmed. There's ample research showing negative mental and physical consequences for givers who are overburdened and stressed by their duties

– or who do so much they don't have time to have fun and take care of themselves.

In addition, while helping others can be a great antidote to the mild depression, stress, and anxiety that is a normal part of the ups and downs daily life, Post emphasizes that it's not a cure for severe depression. "If you are clinically depressed, you need professional help," Post says.

But for people who aren't severely depressed and who give within their limits, helping others can bring joy and happiness – and better health and longevity too.

Some people wonder if these positive benefits make helping others an ultimately selfish act. "If the warm glow and 'helper's high' that people experience when they help others is selfish, then we need more of this kind of selfishness," says Post.



How to help others – and yourself

Incorporating kindness into your daily life isn't difficult. Here are five easy things you can do to help others – and yourself:

Volunteer. Research shows that people who volunteer just two hours per week (about 100 hours per year) have better physical health and are less depressed. To find volunteer opportunities in your area, visit Volunteer Match or contact your local church or school.

Informally offer help to family, friends, and neighbors. Lend a needed tool, bring dinner to someone

who's sick, feed pets for neighbors on vacation, or offer a ride to someone who lacks a car.

Donate. It doesn't have to be a lot of money. Toss change into coffee cans at cash registers or support local organizations by buying a raffle ticket. Look for opportunities to give within your means. You'll help make the world a better place and make yourself feel better too.

Listen. Sometimes all others need is someone to lend a sympathetic ear to make them feel heard, cared for and loved.

Make other people (and yourself) smile. The easiest way to make other people happy is to act happy yourself, even if it's not how you feel. "Sometimes we can act ourselves into a way of thinking," says Myers. "So like the old song says, 'Put on a happy face.' Talk as if you have self-esteem and are outgoing and optimistic. Going through the motions can awaken the emotions." 🙌

[Source: <https://www.go-cdc.org/2017/new-research-shows-that-helping-others-may-be-the-key-to-happiness/>]



We connect and build women personally, professionally and politically.

NEW YORK STATE
women, INC.



www.NYSWomenInc.org

#BuildPowerfulWomen

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

NYC area /Long Island

Richmond County Chapter
Staten Island Chapter

Hudson Valley/Catskills

Capital Region
Women's Network
Professional Women of
Sullivan County
Westchester Chapter

Central New York

Central NY Chapter
Professional Business
Women of Rome
Mohawk Valley Chapter

Central Southern Tier

Susquehanna Chapter
Greater Binghamton Chapter
Walton Chapter
Tri-County Chapter

Finger Lakes

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

Western New York

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

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

Empowering women to use their voices to create positive change.