



NIKE

The official publication of
New York State Women, Inc.

VOL. 65 ■ ISSUE 1 ■ SEPT 2015

Our Mission

To build powerful women
personally, professionally,
and politically.

Our Vision

To make a difference
in the lives of
working women.

New York State Women, Inc. October Meeting • Syracuse



Dated Material — Deliver Promptly

**Connections • Networking • Resources
Advocacy • Inspiration • Friendship**

In this Issue:

- Personal Development: Autumn Air.....5**
- Women who helped build the Empire State.....7**
- PR and marketing for your chapter.....8**
- Political Development.....12**

NYS Women, Inc. The State of the State



Our new year is revving up!

by Renee Cerullo
NYS Women, Inc. President, 2015/2016

AS THE SUMMER COMES TO AN END OUR NYS WOMEN, INC. YEAR IS PICKING UP. I AM VERY excited about the work and changes already taking place within our organization. We grew a lot last year and we definitely want to keep that going! This is an amazing group of women and I'm so proud to be your president this year.

October Meeting

Don't miss out on the October Meeting – it will be held October 16th-18th, in Syracuse, NY. Friday night will be our “Spooktacular” dinner. I encourage you to come dressed in your favorite costume – there will be prizes for the best costume. This should be a fun way to get to know other NYS Women, Inc. members. I know many of you have fabulous costumes! Saturday is packed with great seminars and, as well, we are opening them up to the local Syracuse community.

We are also looking for sponsors for our October meeting (<http://nyswomeninc.org/OctoberMeeting/Sponsor>). This is a new addition this year and will be a wonderful low-cost way to get your company name out there. Check out the October meeting website for more information at <http://nyswomeninc.org/OctoberMeeting>

Incorporation

We are moving along with the incorporation of all our chapters. I strongly encourage all chapters to utilize the model Chapter Bylaws – which can be found in the members section of the website – to update their own. We really want to complete this process with the chapters. We need YOUR help to complete this process. We are more than happy to work with you to make it easier.

Committees

As our committees start their work, I am looking for volunteers in the following areas:

1. Marketing – we're looking for a few people to help on this committee. We will be working on branding the organization, utilizing social media more, marketing our meetings, adding more email blasts, etc.
2. Strategic Planning – we're looking for a member under the age of 35 who would be interested in helping work on this committee and help guide the future of the organization.



Calendar of Events

2015

20th of each month: *Communicator* deadline

September

- 2 Women's Day at the State Fair
Syracuse, NY
- 10 **VOTE!** NYS Primary Elections

October

- 15 *NIKE* deadline
- 16-18 Fall Board Meeting
DoubleTree Hotel • Syracuse, NY

November

- 3 **VOTE!** General Elections

2016

April

- 9 Spring Board Meeting
Griffiss Institute, 725 Daedalian Drive
Rome, NY

NEW YORK STATE women, INC.

Our Mission

To build powerful women personally, professionally, and politically.

Our Vision

To make a difference in the lives of working women.

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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.

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

NIKE is a quarterly informational magazine for New York State Women, Inc. members and other professional women. Published 4 times per year (September, January, March/April and May). Circulation: approximately 1200. Payment must accompany all advertisement requests. *NIKE* reserves the right to refuse to publish any advertisement.

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

**NIKE Volume 65, Issue 1
September 2015**

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Contribution Rates

Platinum Patrons: \$75.00 and over
Golden Givers: \$50.00 – \$74.00
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Bronze Boosters: \$5.00 – \$24.00

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

Advertising Page Rates

Back Cover

1 issue: \$600 • 4 issues: \$2,000

Inside Front Cover

1 issue: \$400 • 4 issues: \$1,400

Full Page

1 issue: \$300 • 4 issues: \$1,000

Half Page

1 issue: \$150 • 4 issues: \$500

Quarter Page

1 issue: \$75 • 4 issues: \$250

Eighth Page

1 issue: \$37.50 • 4 issues: \$125

From the Editor

New York State Women, Inc. inspires our members to succeed.



We hope to *inspire* you with each issue of *NIKE*, our organization's magazine, and that's just what Claire Knowles is talking about in her uplifting article about feeling grateful for the season and all it brings. Joanne Krolak's Empire Builders column on page 7 is about the awe-inspiring soprano, Beverly Sills. Her story is abounds with triumphs AND tragedies, something she brought to the stage in her amazing opera performances.

In anticipation of the marketing and public relations workshops which will be held at the October Meeting in Syracuse, we're whetting your appetite with some PR tips and tricks starting on page 8. The workshop will go into greater detail and give you some hands-on ideas and templates.

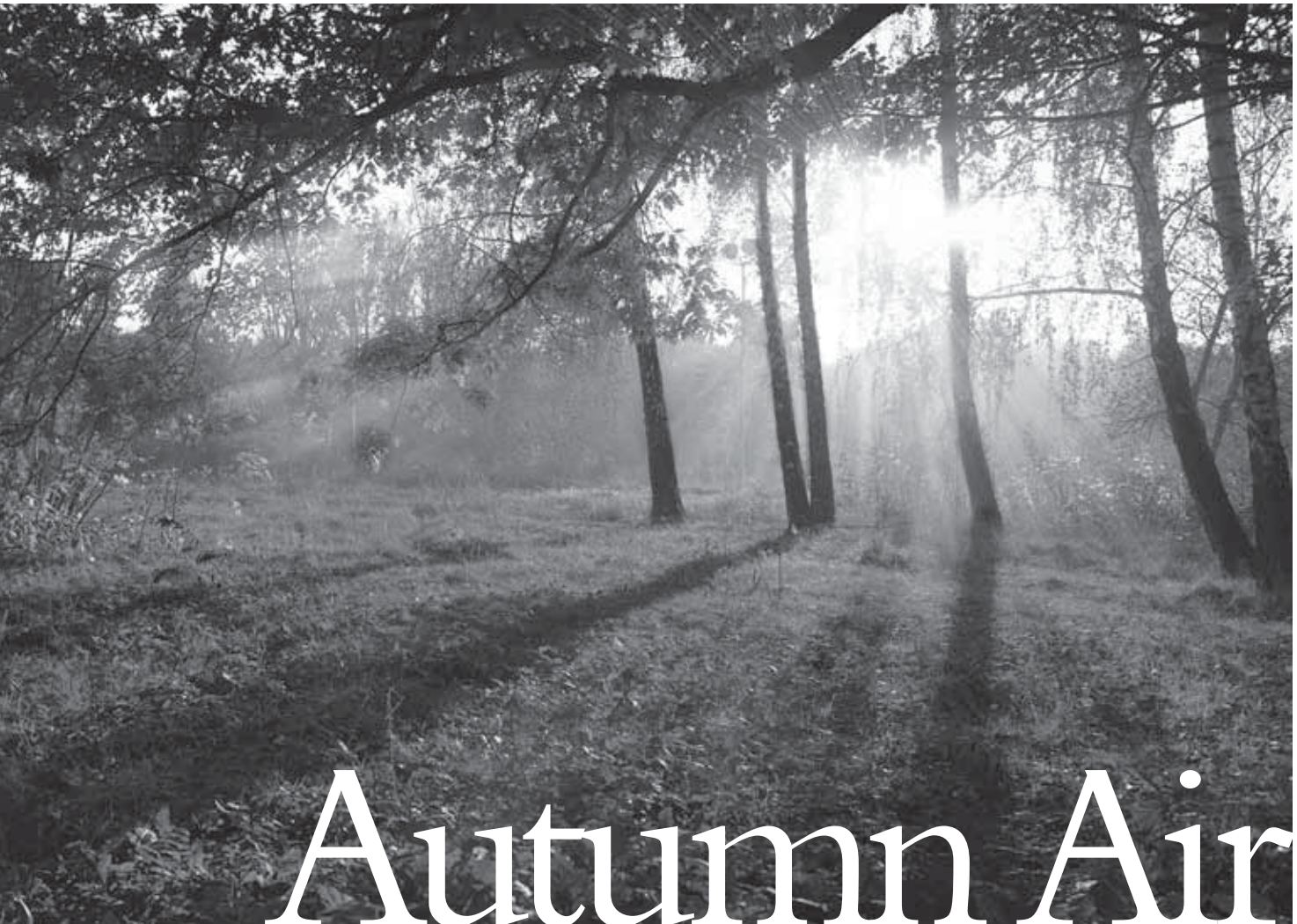
You don't want to miss the NYS Women, Inc. meeting which will be held October 16-18. It promises to be great fun – Hello? Halloween costumes anyone? – and very useful for chapter leaders and members who want to hone their skills. Plus, it's just a great opportunity for you to catch up with other women from across New York State.

-Katharine Smith, NIKE Editor

DEADLINE FOR THE JANUARY 2016 ISSUE IS OCTOBER 15, 2015.

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

NEW YORK STATE
women, INC.



Autumn Air

by Claire Knowles

Do you feel it? Are you breathing it in?
Will autumn be the season that Ignites Your Passion?...
that takes you to Peak Performance and Purpose?

While enjoying some porch-sitting as evening commenced, the conversation drifted to autumn. "It feels like autumn is in the air," said one neighbor. Another neighbor, well versed in the *Farmer's Almanac*, added that there's a marked change in the amount of daylight available now. She confirmed seeing haziness on the horizon, and that soon we'll start to see the colorful array of trees in their glorious splendor.

Having been raised on a farm, I'm especially mindful of the bountiful cornucopias of fall – a season of lush abundance and thankfulness.

Yes, autumn is gloriously in the air! I expect you have

expressed similar comments.

Autumn is a sentimental time. It is a time to journey down the back-roads of our memory – having nostalgia for the part of this 2015-year already waned, yet excitement for the crisp new challenges that await us! John Keats, an English romantic poet, wrote in 1819 that autumn echoes a sense of melancholic reflection. With summer fading and autumn unfolding its days, it behooves us to consider how we will embrace this enchanting season, and how will we prepare for the coming seasons? Will we stay stuck in our yesterdays, or will we each move forward with passion and

Continued on page 6

Autumn is a sentimental time. It is a time to journey down the back-roads of our memory – having nostalgia for the part of this 2015-year already waned, yet excitement for the crisp new challenges that await us!

Continued from page 5

purpose? Will we create lives that (individually) we can't wait to live? Do we see the meaningful role we each play within the larger scope of life?

Will we collectively, as NYS Women, Inc., become even more motivated to fulfill our Mission of building powerful women personally, professionally and politically? Will we breathe in the invigorating autumn air? Will we respond with renewed energy?

Elizabeth Cady Stanton did just that! She fully inhaled the autumn air and lived her life with purpose and fulfillment. She was born in autumn (November, 1815) and died in autumn (October 1902). We best know her as a writer, suffragist, women's rights activist and abolitionist – and activist partner with Susan B. Anthony. She was the most freethinking woman of her day, dedicating her life to equal rights for all humanity. In the autumn of 1851 Elizabeth Cady Stanton started working with Susan B. Anthony. The two women made a powerful team. Anthony managed the business affairs, while Elizabeth Cady Stanton did most of the writing – a skill for which she was particularly adept. Their collaboration evolved into one of the most effective partnerships in U.S. advocacy history. (Can't you just imagine the inspiring porch-sitting conversations they had together?)

We do a lot of baton passing in life. Neither Elizabeth Cady Stanton nor Susan B. Anthony lived to see the Women's Right to Vote come to fruition. They passed the baton to the women of the next generation. And 110-plus years later, we have another autumn before us...another opportunity to run our part of this relay race, one step in front of another. As the autumn leaves start to fall in 2015, may we forever be motivated to making a difference in the lives of working women, and for making our own personal lives better in the process. May we reframe our thinking and unleash our collective potential.

Note this poem, penned by Elizabeth Cady Stanton, from the title page of her personal diary:

*I live ...
For the cause that lacks assistance,
For the wrong that needs resistance,
For the future in the distance
And the good that I can do.*

Claire Knowles is a two-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. Contact her at: www.ClaireKKnowles.com or 716-622-7753.

Autumn....'tis the season to be grateful!

1. Enjoy the bounties of autumn. Visit your farmers markets and Lo-Pro opportunities. Enjoy fresh, healthy-for-you produce! Be grateful for abundant harvests.
2. Enjoy the invigorating fresh air of autumn. Take longer walks, increase your exercise regimen. Be grateful for clean air and clean water.
3. How about a winery tour with great friends? Be grateful for New York State's many wineries and the beauty of wine country.
4. Recognize that October means. . . the NYS Women, Inc. Fall Meeting in Syracuse, Oct 16-18. Be grateful for our officers and delegates who are doing the sometimes tedious, often exhilarating work of leading NYS Women, Inc.
5. Seize opportunities to share the work of NYS Women, Inc with professional and business women you know. Learn our history – read *NIKE* from cover to cover. Embrace the span of generations from Millennials to Traditionalists. Be grateful for the rich history of women's advocacy and recognize that every generation has a role in the baton pass of human rights. Be grateful for the Women's Rights Museum in Seneca Falls – where our story is well told and preserved.
6. Enjoy the beauty of autumn. Breathe. Take time to *Notice* the captivating spell of autumn.....the color of the leaves, the crispness of the air, the blueness of the skies, the migration of birds, the changes in sunlight. Be grateful for the change of seasons, and for this special season of autumn.
7. Notice your level of energy and enthusiasm. Be grateful for the spark of creativity that resides in you and take time read inspiring words that lift you up in positive ways. Journal your gratefulness – at least three things everyday. Be grateful that you have within you, a motivating force, that moves you forward!

-Claire Knowles



Beverly Sills

Women Who Helped Build the Empire State

by JoAnne Krolak

BEVERLY SILLS WAS BORN Belle Miriam Silverman in 1929 in Brooklyn, NY, to Morris Silverman and Shirley Bahn. Her mother was a musician and her father was an insurance broker. Beverly's father thought she should become a teacher, but Beverly's mother set her sights on her daughter becoming a performer.

At age 3, Beverly won the title of Brooklyn's "Most Beautiful Baby of 1932." The next year, she began her professional career, when she sang on the radio program "Rainbow House." Beverly started taking singing lessons with Estelle Liebling at the age of 7 and a year later, adopted the name Beverly Sills as her stage name. Liebling encouraged her to try out for the Major Bowes Amateur Hour and in 1939, Beverly won the competition. Major Bowes then asked Beverly to appear on his variety show, the "Capitol Family Hour."

Beverly's father insisted that his daughter get an education and so she suspended her performing career to attend Erasmus Hugh School in Brooklyn and the Professional Children's School in Manhattan. Meanwhile, she continued her studies under Estelle Liebling, who would teach her bel canto. Beverly graduated from the Professional Children's School in Manhattan in 1945. For the next 10 years, she would perform with a series of traveling opera companies. She sang in Gilbert and Sullivan productions and performed her first operatic role (as Frasquita in Carmen) with the Philadelphia Opera Company in 1947. In 1951-52, she sang Violetta in La Traviata and Micaela in Carmen with the Charles L. Wagner Opera Company. In 1953, she appeared as Manon with the Baltimore Opera and as Elena in Boïto's Mefistofele, Donna Elvira in Don Giovanni, and Gerhilde in Die Walküre with the San Francisco Opera. In 1955, Beverly performed the role of Rosalinde in the New York City Opera's production of Die Fledermaus.

In 1956, while she was touring in Cleveland, Beverly



"I've always tried to go a step past wherever people expected me to end up."

-Beverly Sills

met Peter Greenough, who was associate editor of the Cleveland Plain Dealer. They married in November and settled in Cleveland. In 1959, the couple moved to Boston, where Beverly gave birth to their daughter Meredith. Two years later, she would present Peter with a son, Peter, Jr. When it developed that Meredith was deaf and Peter, Jr., was disabled and required institutionalization, Beverly suspended her career to care for hers and Peter, Sr.'s daughter.

It was Julius Rudel, general director of the City Opera, who convinced Beverly to come back to work. This time, however, things were different. Before, as Beverly said in an interview in Newsweek, "I was always a good singer, but I was a combination of everyone else's ideas: the director, the conductor, the tenor. After I came back, I talked

back. I stopped caring what anyone else thought... Onstage I was uninhibited, and I began to have a good time."

Beverly made a decision to retire in 1980 when she turned 51. After Julius Rudel left the post of general director of the City Opera, Beverly assumed that position. She faced many challenges during this period, most notably the enormous debt load carried by the Opera. Beverly became a fundraiser and spokeswoman for the organization. When she retired from this post, the deficit had changed into a surplus and the budget had grown from \$9 million to \$26 million.

Beverly went on to serve the community in the position of chairwoman of the Lincoln Center for the Performing Arts organization. She retired from the Lincoln Center job in 2002 and went on to become chairwoman of the Metropolitan Opera, as well as chairwoman of the board of trustees for the March of Dimes.

Beverly's husband, Peter, had died in September of 2006. Beverly herself would follow Peter just 10 months later, dying of cancer in July of 2007.

Targeting your public relations and marketing

Publicize your chapter's meetings and special events

[Editor's note: Thank you to Joyce DeLong whose white papers are the basis for these marketing ideas. Joyce is a 30-plus year member of the Buffalo Niagara Chapter of NYS Women, Inc. and owner of Insty-Prints. She can be reached at 716-634-5966 or joyce@instyprintscheektowaga.com]

EVENT MARKETING:

Building relationships to build a stronger brand

What if your chapter held an event in honor of a local business woman and no one came? An empty hall or sparsely-attended event is every event committee's nightmare! Word-of-mouth advertising may work well in many situations, but for both chapter meetings and special events, more focused marketing will get better results.

Like all channels, event marketing has been impacted by digital communications, as social media and web event platforms expand reach to those who can't travel to live trade shows and exhibitions. The actual experience at an event is enhanced, too. New and affordable ways to fabricate booths and displays make it possible for small businesses to embrace trade shows, conventions and other special events (e.g. tent sales, grand openings) as bona fide sales opportunities.

Here are some quick tips to drive attendance at your next chapter meeting or special event and ways to make important connections with potential members:

- **Go multi-channel with communications.** Fire on all cylinders with high-impact direct mail, permission-based email and social media channels before, during and after the event.

- **Keep the conversation going.** Give event registrants the option to sign up for your chapter newsletter. They'll appreciate the opportunity for quality content, and you'll gain an opt-in for ongoing nurture communications.

- **Don't let them leave empty-handed.** Create a flyer, tri-fold or other concise handout highlighting the advantage of NYS Women, Inc. membership. Distribute them to every visitor as an important take-away for further review if they don't have an immediate need or the time to talk with you now.

- **Go ahead and hold back your best.** Give your "premium sales literature" only to potential members who specifically ask for it. Or better yet, send or deliver it to qualified prospects after the event to give you a purpose for following up with more information.

- **Tell and show.** Reinforce key messages, spotlight the advantages of membership and promote chapter meetings or educational sessions with freestanding posters, roll-up banners and other displays. A sample or demo of a product/service influenced 83% to buy during the event, according to Event Marketing Institute.

- **Before you hand it, brand it.** Put your chapter logo on your event giveaways. With hundreds of thousands of ad specialties from which to choose, there are many options to meet every price point. Among promotional items you can distribute, logo apparel has the highest brand recall (94%) followed by bags (90%), according to the Advertising Specialty Institute. Chapter logos are available online at www.nyswomeninc.org or by emailing



Proven as an effective way for businesses, organizations and nonprofits to communicate and often at low cost, public relations is rapidly evolving.

PR@nyswomeninc.org. Just make sure to check with the NYS Women, Inc. communications committee on proper usage of logos.

EVENT MARKETING:

Social media can make your event great(er)!

For our discussion, let's define "event" as a live program (trade show showcasing women business owners, seminar, lunch & learn, chapter meeting, award ceremony honoring your chapter's woman of the year, etc.) or an online experience (for example: webinar or virtual conference on domestic violence). The great news for event marketers is that live events are finding their way to social sharing sites to extend their value.

According to a recent study by the Event Marketing Institute and MKTG Inc., three-quarters of consumers say they would be more likely to communicate with a company using social media as a result of a good experience with that company's event. Nearly 45% say they have posted a photo, video or message from an event to their own social media page; 82% have visited a brand's Facebook page; 88% "friended" that brand, and 60% of those people invited their own friends to join the brand's social media

page. There's no reason that this same thinking can't apply to your chapter as well.

- **Create advance buzz via multiple channels.** Send direct mail invitations with a Quick Response (QR) code or other two dimensional mobile barcode so invitees can scan the code and go directly to a registration web page. Follow up with email that links to a personalized landing page with "insider" information. Talk up your event on Twitter and Facebook.
- **Make a video.** Record your event to give your members and prospective members who are unable to attend a look at what they missed . . . and some insights into your chapter.
- **Recognize participation.** Hosting a seminar or webinar? Provide certificates of completion to attendees. Knowing they can collect "certification" gives your prospects another reason to attend.
- **Have a follow-up plan in place to collect feedback and contact potential members.** Send

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Networking. Resources. Advocacy. Connections.

NEW YORK STATE
women, INC.



October Meeting Syracuse, NY

DATE: October 16-18, 2015
LOCATION: DoubleTree by Hilton Syracuse
6301 State Route 298
East Syracuse, New York 13057
315-432-0200 • Fax: 315-433-210
RESERVATIONS DUE: by Sept 18, 2015 at 5:00 p.m.
REGISTER: www.nyswomeninc.org

MEETING AND HOTEL REGISTRATION ONLINE

\$25 Early bird (by Sept. 11)
\$35 Late (by Oct. 7)
\$50 Onsite

MEAL COSTS

\$35 Friday dinner (turkey/pasta stations, Caesar salad, desert)
\$45 Saturday breakfast, Italian buffet lunch, breaks
\$40 Saturday dinner (your choice of Black Angus steak, chicken Rockefeller, or whiskey-brown-sugar glazed salmon)
\$17 Sunday breakfast

HOTEL RATES

From \$129/night 2 double beds, nonsmoking
From \$129/night 1 king bed, nonsmoking

We have a jam-packed weekend planned: fun, themed dinners and activities, vendors with all kinds of goodies, plus personal and professional development seminars. Our October meeting will give you many great opportunities to network with other NYS Women, Inc. members and offer ideas to take back to your chapter.

WORKSHOPS

"Dealing with Difficult People and Managing Across Generations"

-Pauline Hoffman, Dean of Russell J. Jandoli School of Journalism and Mass Communication
St. Bonaventure University

Each of us is involved in interpersonal communication every day whether it's at work, at home or in our volunteer and other activities. We also deal with people who may be difficult, mindful that sometimes that difficult person is us. Dr. Hoffmann will take a look at difficult personality types and offer tips and tricks in dealing with different people in any number of areas. She will also take a look at the role different generations play in our daily activities and discuss what each brings to the table.

"Social Media Business Tactics are Crucial to Your Business"

-Robin Wilson, The Wilson Edge

What if I told you that using social media wasn't going away and that everyone from big cola brands to your neighbor who makes jewelry to sell online uses it? Social media is a marketing tool that needs to be incorporated into your marketing plan. We'll be covering nine tactics that will help you draw your audience in and convert those likes/shares/pins/tweets to increased income for your business OR organization.

"Wait, THAT'S what our logo looks like?"

-Katharine Smith, Pauline Hoffman, Renee Cerullo

Learn why branding is important and how to use the NYS

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Actions. Inspiration. Friendship.

Weekend Schedule

Friday, October 16, 2015

- 3:00 p.m. – 4:00 p.m. Executive Meeting
- 4:15 p.m. – 5:15 p.m. Region Director/Assistant Region Director Meeting
- 6:30 p.m. – 9:00 p.m. Dinner Join us for a Halloween Extravaganza! Come dressed in your favorite costume to our spooktacular dinner. Activities throughout the dinner promise to be a lot of fun. Prizes for the best costumes.

Saturday, October 17, 2015

- 7:30 a.m. – 9:00 a.m. Breakfast
- 8:00 a.m. – 5:00 p.m. Vendors
- 8:00 a.m. – 9:00 a.m. Career Development Opportunities Meeting
- 9:15 a.m. – 10:30 a.m. Workshop: “Dealing with Difficult People and Managing Across Generations”
- 10:45 a.m. – 12:00 p.m. Workshop: “Social Media Business Tactics are Crucial to Your Business”
- 12:15 p.m. – 1:30 p.m. Lunch
- 1:45 p.m. – 3:00 p.m. Workshop: “Wait, THAT’S what our logo looks like?”
- 3:15 p.m. – 4:30 p.m. Program Workshop: “Let’s all put on our program thinking caps!”
- 7:00 p.m. Dinner

Sunday, October 18, 2015

- 7:30 a.m. – 9:00 a.m. Breakfast
- 9:00 a.m. – 10:00 a.m. Committee Meetings
- 10:15 a.m. – 12:00 p.m. Board of Directors Meeting

Sponsor Levels

Platinum Sponsor \$250

- Logo/Name on our website, social media, and our email blasts regarding our meeting
- Sponsorship mentioned on our LinkedIn pages and in our NIKE magazine
- Logo/Name on signs at the October meeting and your logo on the meeting goodie bags
- One ticket to Saturday morning seminars and meals (\$60 value)
- One year membership to NYS Women Inc.

Gold Sponsor \$150

- Logo/Name on our website, social media, and our email blasts regarding our meeting
- Sponsorship mentioned on our LinkedIn pages and in our NIKE magazine
- Logo/Name on signs at the October meeting
- One ticket to Saturday morning seminars and meals (\$60 value)

Silver Sponsor \$100

- Logo/Name on our website, social media, and our email blasts regarding our meeting
- Logo/Name on signs at the October meeting
- One ticket to Saturday morning seminars (\$30 value)

Bronze Sponsor \$50

- Logo/Name on our website, social media, and our email blasts regarding our meeting
- Logo/Name on signs at the October meeting

For more information contact Diane Dinsmore at sponsors@NYSWomeninc.org or 716-773-9184. Pay by credit card at <http://nyswomeninc.org/OctoberMeeting/Sponsors>

Feature: Political Development

The Political Process

We'll be publishing periodic updates on politics, elections and the legislative process prepared by Amy Kellogg, a member of the NYS Women, Inc. advocacy committee. She is past state president and a partner at Harter Secrest & Emery in the Albany, NY office where she practices in Government Affairs. She can be reached at ajkellogg@aol.com.

Now is the time to begin thinking about election season. On **Thursday, September 10, 2015**, there will be Primary Elections in New York State, and on **Tuesday, November 3, 2015**, the General Election will be held.

You cannot vote in any election whether it is a local, state or federal race unless you are registered to vote. Many ask why bother? Voting is a fundamental right of every U.S. citizen over 18 years of age, yet many never bother

to register. Statistics show that there are 51 million people in the U.S. who are eligible to vote but haven't registered. Many people feel that their vote won't matter, but this isn't the case. Every vote truly makes a difference. There have been races, in New York, in the past few elections cycles that have literally been decided by a handful of votes.

Regardless of whether your vote will impact the outcome of an election, your vote is still important. It is your way to shape policy in the State, to have your voice heard and to make a difference. If you don't vote, your voice is literally not heard. While your candidate may not win, at least you are engaged in the process and fulfilling your civic duty.

Make sure you register to vote if you haven't already and go vote on election day!

[Editor's note: The Primary Election was changed to a Thursday this year because Labor Day will fall on that weekend before election.]

October Meeting, cont.

Women, Inc. logo properly. What is a copyright? Press release templates: what to include, when to send, who to send the release to, and HOW to send. Breakout sessions will follow the presentation so you'll have the chance to discuss marketing ideas and ask questions of the communications committee.

Let's all put on our program thinking caps!

-Katharine Smith, Pauline Hoffman, Renee Cerullo

This brainstorming session will bring out the best ideas for great programs. Learn what programs have worked for other chapters and how that will attract new members.

ABOUT OUR PRESENTERS

Robin Wilson, owner of The Wilson Edge, specializes in teaching and helping companies, staff and individuals establish their social media platforms. She uses her expertise to help organizations to leverage social media tools.

Dr. Pauline Hoffmann is the Dean of Russell J. Jandoli School of Journalism and Mass Communication at St Bonaventure and owner of Wild Mountain Organics, LLC. Her research and teaching focus on conflict management, conflict resolution, and corporate communication and strategy. She is president of the Buffalo Niagara Chapter of NYS Women, Inc. (BNC).

Renee Cerullo is president and owner of RLComputing; she is also NYS Women, Inc. President. She got her B.S. in Computer Information Systems from Buffalo State College and her M.A. in Informatics from the University of Buffalo. In 2000 she started RLComputing to help companies grow their business with technology.

Katharine Smith owns White Rabbit Design, a firm specializing in catalogs, magazines, and branding. She received a B.S. in Graphic Design from SUNY Buffalo State. Katharine is the *NIKE* editor and designer and is the president-elect of BNC. Her latest venture is the "Buffalo Gals" line of note cards and prints.

Special Feature: NIKE Contest

The contest to rename our magazine is open to NYS Women, Inc. members! YOU could be the member who gives our magazine a name that reflects our organization NOW and demonstrates our mission to "build powerful women personally, professionally, and politically" and vision to "make a difference in the lives of working women."

The contest rules are simple!

- 1.) Any member in good standing can enter.
- 2.) Submit YOUR idea for a new name for our statewide

magazine with an explanation of why you chose that name and how it relates to our organization's mission and/or vision.

- 3.) Include your name, email address, and the name of your chapter with the submission.
- 4.) Email your submission to PR@nyswomeninc.org.

Our panel of judges will go through the entries carefully and – so send in your submission TODAY!

Chapter & Region News

Richmond County – Region 2

- submitted by Marilyn Mannino, public relations

The Richmond County Chapter held an event to award the chapter's scholarships. All of the recipients will be attending the College of Staten Island. They are adults who are returning to school after a hiatus and overcoming challenges in their lives. Pictured from left to right: Kristen Pamente who will be getting a degree in psychology; Imessja Zakanashwili, who is working toward a degree in nursing; Dr. Roberta Hayes, Professor, St. John's University and chair of the scholarship committee; Shanna Gina, who will be getting a degree in social work; and Johanna Bibbins who is getting a B.S. in business management.



The chapter gave out its Women of Excellence Awards, shown left to right, Marybeth Melendez for Non-Profit Advocacy; Lauren Abate, Unsung Hero Award; Francine Hansen, Educational Award; J.B. Lapman, Community Service Award; and Richmond County members Neale Steiniger and Christine Canella.



St. Lawrence County – Region 5

- submitted by Sue Bellor, chapter secretary

The St. Lawrence County Chapter celebrated Patricia McGrath's birthday in August. Patricia is a 58-year member (and 85 years young!).



Members present were: (left to right) Abby Wanzer, Secretary Sue Bellor, Communications Chair Pat McGrath, and Sally Yeddo.

Southern Finger Lakes Women – Region 7

- submitted by JoAnne Krolak

At the April meeting of Southern Finger Lakes Women, Gloria Hutchings, membership chair, conducted installation ceremonies for two new members, Whendy Wolverton and Karen Stewart. Gloria gave each of the new members a packet of information about NYS Women, Inc. and Southern Finger Lakes Women. They also received a flower arrangement. Membership pins for both

women were presented by Mary Ellen Morgan.

On April 26th, Southern Finger Lakes Women held its annual chicken barbecue to raise money for the scholarship fund. Dinners were served at the Montour Falls Moose Lodge in Montour Falls, NY.

The chapter is currently conducting a sale of maple products as another fundraiser on behalf of the scholarship fund. The sale was organized by member Karen Hunter.

Nomination and election of officers for the 2015-2016 term were held at the April meeting. Installation of the officers was conducted at the May meeting, which was held at the Watkins Glen Harbor Hotel in Watkins Glen, NY. Hilary Egburtson, Assistant Region 7 Director, installed Sally Rigden, treasurer; Margaret Jensen, parliamentarian; Judy Phillips, vice president; and Mary Ellen Morgan, secretary.

In June, the chapter awarded a \$500 scholarship to Meghan Coates, a Schuyler County high school senior. She will be attending the American Musical and Dramatic Academy in Los Angeles, California. Shown in photo (left to right) are Meghan and Kathleen Clark, SFLW scholarship committee chair.



Westchester – Region 3

- submitted by Kathy Stagg

The Westchester Chapter awarded the chapter's 2015 \$1000 scholarship Isabella Lacarbonara who graduated from White Plains High School. Isabella had a GPA of 3.8 and was in the top 18 percent of her class of 500. She achieved high honor roll all four years and was a member of the National Honor Society in her senior year. She played varsity basketball, served as team captain, and earned the scholar athlete award. Isabella participated consistently in other student activities including the year book committee sports editor/co-editor in chief.



Isabella particularly impressed the scholarship committee by her aspirations, as expressed in her essay, to become a physical therapist and "make education and service to others my top priority, and to make an impact on peoples' lives... Once I've achieved success I would like to 'pay it forward' and support scholarships and charitable functions to give back to the White Plains community that has given so much to me."

Continued on page 16

Public Relations, cont.

Continued from page 9

thank you cards by mail and email. Better yet, follow up by phone and ask potential members to an upcoming chapter meeting.

PUBLIC RELATIONS: Leverage the power of the press

Proven as an effective way for businesses, organizations and nonprofits to communicate and often at low cost, public relations is rapidly evolving. While still significant, sources of news, outlets such as newspapers, magazines, radio and television are competing with online publications, blogs and social media channels for attention.

In light of these trends, smart organizations are embracing both traditional and new tools to benefit from public relations. That said, here's a word of caution: As efficient as Facebook, Twitter and other social media can be in sharing positive news, they are also effective in allowing those who are dissatisfied with your efforts to spread negative comments about you. Some tips on how you can tackle public relations in traditional and new media:

- **Start simple.** If you are new to public relations, don't be intimidated. Find an accepted press release template online (we've included a couple sample press releases on the next page) and distribute it via email to all local media outlets. If applicable to your news content, include some photos. Of course, you'll also want to post your news to your website and to your social media pages.

- **Become a news source.** Reporters are often in need of local sources (e.g., garden centers on planting seasons) for broadcast interviews or published reports. Become their "go-to" person for quotes, and you'll gain free publicity and credibility among prospective members. Offer your expertise to local media outlets, or try an online service like Help a Reporter Out (www.helpareporter.com) that matches story sources with reporters and editors.

- **Support your community.** To develop good will – and good publicity – support a local charity, participate in a fundraising walk or devote a portion of your profits to a local cause. Alert your key audiences to your participation with a press release.

- **Tweet, tweet, tweet.** Follow bloggers and journalists who cover your industry on Twitter. Once you have a good feel for the topics about which they write, try pitching a story idea via social media. According to Vocus, 34% of PR pros say they pitch reporters via social media, and 49% follow or share reporters' content. Some journalists prefer email or a quick phone call for story ideas. Pitching preferences may be found on media sites.

- **Monitor all social media.** Stay on top of your social media pages such as Facebook and Twitter so that you can respond quickly to any critical tweets or negative posts. Remember that on social media, good news – and bad – travels fast.

- **Activate Google Alerts.** With it, you can track media coverage of your chapter or event.

To create an alert: 1.) Visit Google Alerts at <https://www.google.com/alerts>; 2.) In the "Create an alert about" box, enter the words you want to get email notifications for; 3.) Click Show options to say how often you get alerts, what types of results you want to get, and more; 4.) Click Create Alert; 5.) Once your alert is set up, you'll start getting emails any time we find new search results for your keywords.

I wrote my press release, what should I do now?

So now that you know HOW to write a press release for your chapter's upcoming event (for example: your dinner meeting, award ceremony, or officer installation), WHO do you send it TO?

Your local television stations' online calendar of community events is a good starting place. The local newspaper is a must. Most places have a free community paper that will also publish upcoming events.

Other media outlets include radio stations, weekly newspapers that cater to smaller markets, and online publications. Women's groups, YWCAs, local Rotary Clubs, and other local community organizations often maintain a calendar of events on their websites, so consider sending press releases to them, too.

The best method for sending press releases is via email, so make sure you have up-to-date email addresses.

-Katharine Smith

Excerpts are taken from the white papers "56 Bulletproof Ways to Tune Up Your Marketing for Faster, Better Results" and "101 Marketing Ideas You Can Take to the Bank."

PUBLIC RELATIONS: Tips on writing press releases

Just a note on when you should send a press release: Most chapters will be looking for media coverage before their event so people can read about it and buy tickets.

It's best to send your release as far in advance as possible. If you can, follow up a week before, a couple of days before, and the same day.

Most newspapers publish community calendars in print and online, while radio and TV stations maintain online calendars where you can submit your events.

Continued on page 18



EXCLUSIVE SPONSORSHIP OPPORTUNITY FOR NYS WOMEN, INC. MEMBERS!

Check out our **exclusive** sponsorship opportunity! This level offers our members the opportunity to sponsor NYS Women, Inc. with an incredible deal to advertise in *NIKE*. Not only is this a great value from an advertising standpoint, it will also position you and your business as a supporter of our vibrant organization. Sign up and pay for your sponsorship online at nyswomeninc.org, or contact *NIKE* Business Manager Sue Mager at NIKEmgr@nyswomeninc.org.

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- Sponsor logo on NYS Women, Inc. website linked to sponsor homepage
- Sponsor logo on NYS Women, Inc. monthly enewsletter to members
- Vendor table at a NYS Women, Inc. conference

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DEADLINE FOR THE JANUARY 2016 ISSUE IS OCTOBER 15, 2015. When emailing your submission type *NIKE* in the subject line, and send to the attention of Katharine Smith, *NIKE* editor at PR@NYSWomeninc.org. Published material must be accompanied by a letter from the publisher giving permission to republish and the credit line required to be included with the article.



NIKE All Stars

The 2015-2016 *NIKE* All Star Campaign is in full swing and thank you to our loyal supporters who have already sent their listings in.

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

Publication July 15th/Sept. issue Oct. 15th/Jan. issue
Deadlines: Feb. 15th/March issue March 15th/May issue

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

Make check payable to:
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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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Chapter & Region News, cont.

Westchester

Isabella, accompanied by her mother, Lisa, received the award and a student membership to NYS Women, Inc. at the Westchester Chapter June dinner meeting.

Region 6

- submitted by Robin Allen



Enjoying the Region 6 meeting at Parkview in Owego; photo by Linda Winston.

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.



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Public Relations, cont.

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Shown at the right are two examples of press releases for Buffalo Niagara Chapter events. The top version is for one of the chapter's monthly dinner meetings. Note that the first paragraph lists all the event's "who, what, where, and when" details, while subsequent paragraphs give information on speaker and topic. The bottom version was for the chapter's 80th anniversary celebration that was held in 2014. In each case the press release ends with appropriate "boilerplate" text describing the chapter.

Be direct in your headline. There's no point in writing an obscure headline or subject line in your email: tell them upfront what your event is about. Your headline should be as engaging as it is accurate.

Make it easy for them to contact you: Start your press release with a contact name, phone number, and email address.

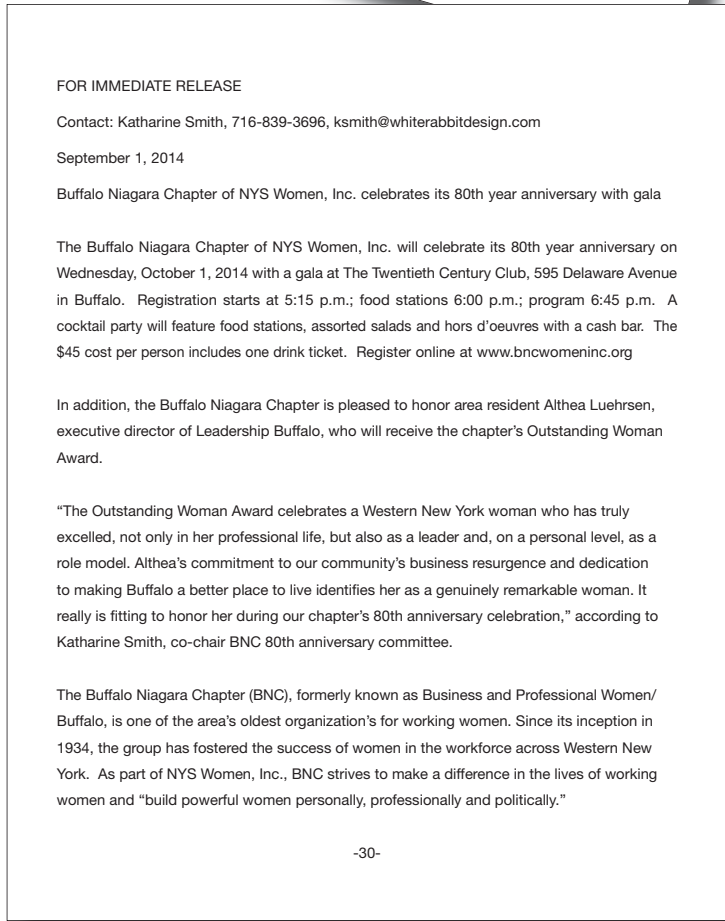
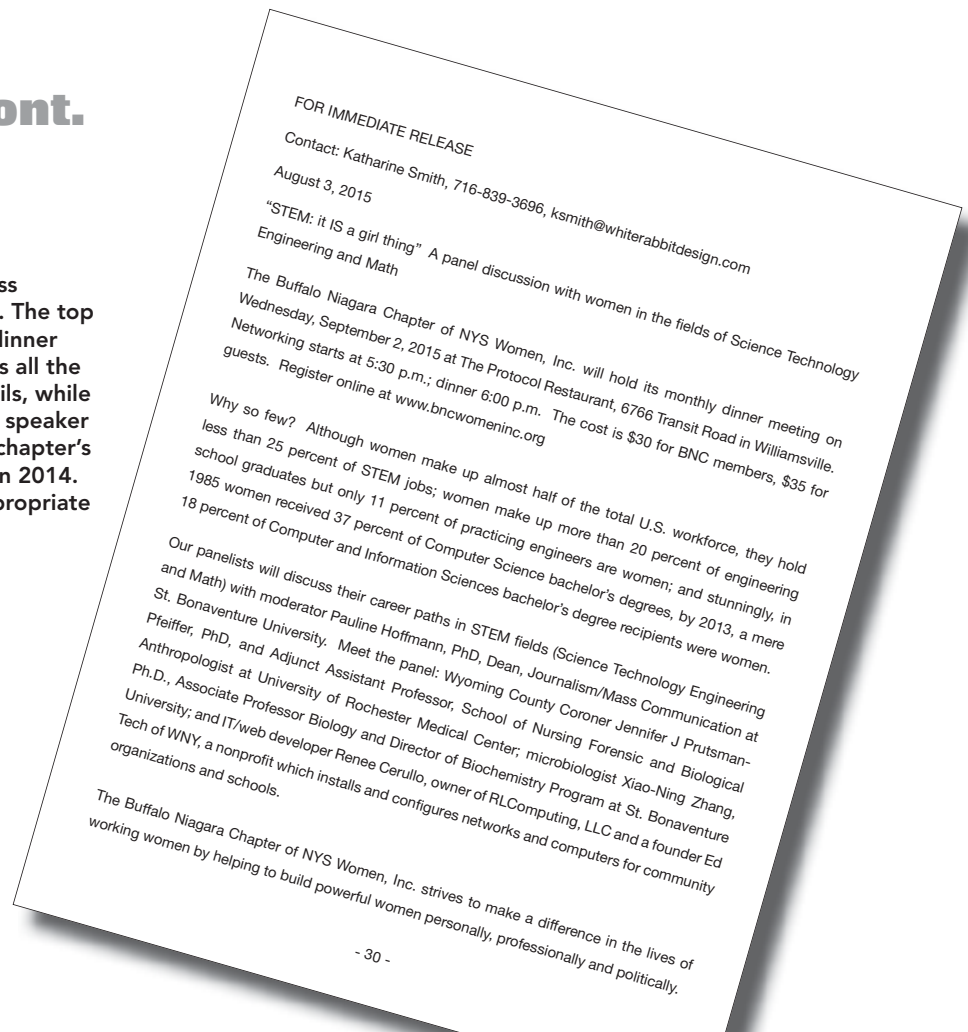
Get right to the point in the first paragraph. It's wise to assume that a reporter will only read the first sentence and then scan the rest. The important points should be covered in the first few sentences.

Provide access to more information. Providing a link to your chapter's website or your speaker's site, where reporters can learn more about your mission and what you've already accomplished, is an important element to the release.

Typically, press releases end with "boilerplate" about the company or organization. In the case of NYS Women, Inc. chapters, it's a good idea for the last paragraph to include our mission and vision. This helps reinforce who we are and what we do.

Lastly, proofread your press release and ask a couple other people to proofread it as well before you hit that "send" button!

-Katharine Smith





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Two free memberships to NYS Women, Inc.

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For more information:

Sue Mager, *NIKE* Business Manager

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