

# NYS Women in Business Month

## **October 2013**

New York State Women, Inc. announces an opportunity to honor the contributions of New York's women in business, employers supporting their achievements, and all NY working women. According to the NYS Small Business Development Center [www.nyssbdc.org](http://www.nyssbdc.org) there are 594,492 women owned businesses in New York, many of which are small business ventures.

In 2011, NYS Women Inc. designated the third week of October as New York State Women in Business Week. The week coincided with National Business Women's week, which has been celebrated annually since 1938.

In 2012, the celebration was expanded to honor New York women for the entire month of October, and is now an annual event. Chapters across the state are encouraged to promote celebrations highlighting successful women and to promote our mission to be the leading advocate for New York's working women.

## **Program Guide**

### **Events:**

Recognition luncheon/dinners. Present panel discussions and enlist women in Health care, Finance, Personal Development etc. to participate. The Small Business Administration and your local Chamber of Commerce are good resources for speakers.

Women in Business Showcase: aka a trade fair with local women in business displaying their business materials, sale items, etc. Your event can have different twists celebrating October such as a business networking event: "Business Women's Rodeo: Rustle up Some Contacts, Leads and Sales!" How about an event to meet local women owning boutiques, cupcake shops etc. with a "Shop till you Drop" night. Be sure to promote your event to women in the community as a recruitment tool.

Creative ideas: Send flowers, candy, or even cookies. to a women in business who has served your Chapter's needs in banking, printing, etc. Include a note from your Chapter recognizing her contributions to the community during New York State Women in Business Month, and just imagine her surprise.

Library Display: create a display at local library, community center, etc.

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## Media

**Newspapers:** contact your local paper to produce a Sunday insert “Meet your Local Women in Business” Supply photos and bios of Chapter members and seek out women in the community and highlight their achievements in a print article. Purchase a paid advertisement—there is a camera ready ad on the New York State Women, Inc. website.

**Radio:** Create a 60 second PSA announcing the observance of NYS Women in Business Month giving a brief description of the vision and mission statement. Seek out local programming for an interview to promote your Chapter event.

**Invite a local female TV personality** to your October meeting to share her success story in her media career. Usually television stations send a camera person to film personal appearances, which provides a great opportunity to promote your Chapter and NYS Women in Business Month.

**Facebook and Twitter** be are always great avenues for promotion in events. Post the ad from the website to your own page to spread the word. Google search “women in business” for facts available from the Small Business Administration and The New York State Small Business Development Center.

## Partnering:

Connect with local businesses (banking, insurance, auto sales, etc.): ask them to sponsor a luncheon/or Chapter dinner meeting honoring their own women in their business with a “Distinguished Business Woman Achievement” award presented by your Chapter. Happy Hour: a reception at a business location in place of a dinner or luncheon. Invite the public to attend. Great community publicity.

Contact your local government leaders to request a proclamation declaring October as New York State Women in Business Month. Any woman serving in the political arena would probably consider it an honor to be asked by the Chapter to prepare a proclamation.

Team up with other women's groups such as NAWBO (National Association of Women Business Owners) and your local Chamber of Commerce. Present a joint meeting or other event with other Chapter/s in the Region, inviting all Regional members to attend.

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