

NYS Women, Inc.

Our Mission

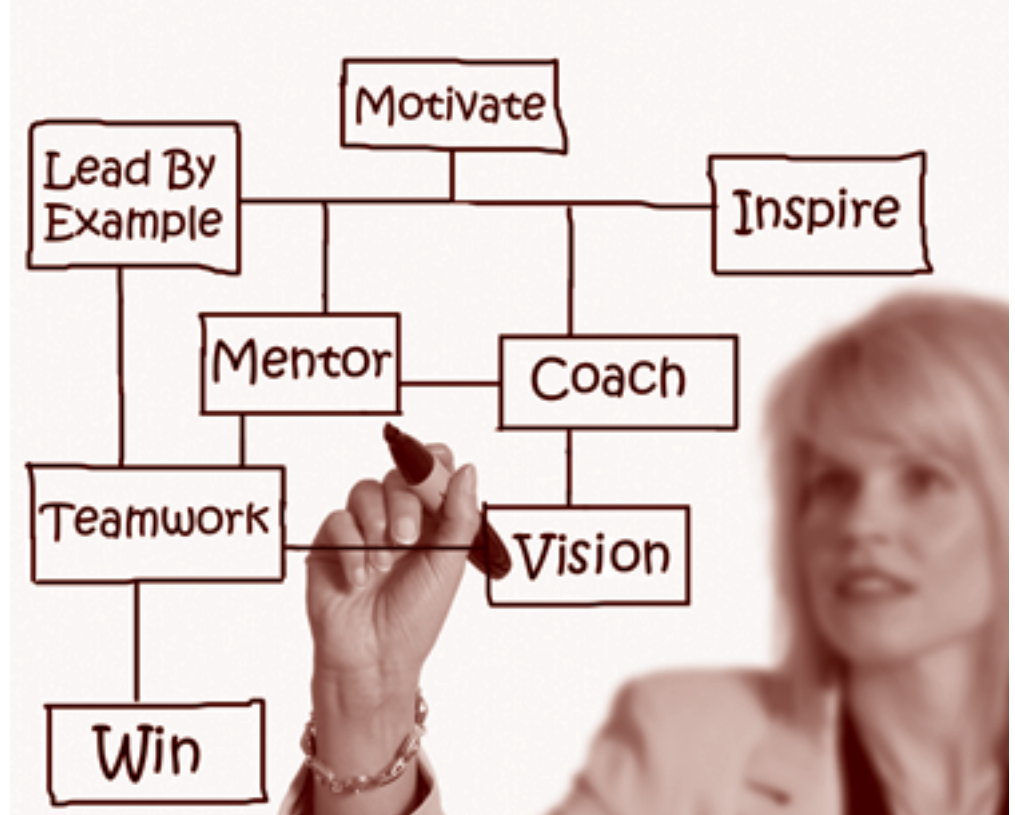
To achieve equity for all women in the workplace through advocacy, education and information.

Our Vision

To be the leading advocate for working women.

NIKE

The official publication of
New York State Women, Inc.



President's Message: page 2

TOGETHER EVERYONE ACHIEVES MORE

**Help women balance work, family, & community.
Share your ideas, programs, and marketing skills.
Encourage women to help each other.
Make New York State a better place for all women.**

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President's Letter

New York State Women, Inc. – Together Everyone Achieves More

-from Mary Ellen Morgan



The first New York State Women, Inc. Fall Board was held at the Ramada in Geneva. What a fantastic meeting! Ten of eleven Districts were represented. Education, information and advocacy were a strong part of the weekend. I want to give a big thank you to all the Past State Presidents for the unique celebration for my presidency. Career Development Opportunities, Inc. presented a program addressing interview skills, resume ideas and ways to dress for job success. Thank you to all who donated clothing for women returning to work. "Amelia Earhart" presented a Woman of Vision for our Saturday breakfast. Membership recruitment ideas, methods of changing locals to chapters, liability insurance, and by-laws changes were addressed. Past State President Neale Steiniger and Secretary Elisa Serfass demonstrated how to use our new membership database. Speaker Ann Michael Henry provided ideas on how to organize our work loads. Everyone present will remember the Halloween costumes worn by 1st Vice President Patricia Hendrickson and NIKE Business Manager Sue Mager. Colleen White Tyll presented an extensive overview on a potential Personal and Professional Development program. Those who attended Fall Board left with some very positive motivation to build New York State Women, Inc.

Congratulations to our chapters which have completed their name changes and received their charters.

New York State Women, Inc. welcomes: NYS Women, Inc. Adirondack Chapter; Steuben County; Bay Ridge Brooklyn Chapter of NYS Women Inc.; NYS Women, Inc. Eastern Long Island Chapter; Buffalo Niagara Chapter; Clarence Chapter of NYS Women, Inc.; NYS Women Inc. Western Suffolk County; Chadwick Bay NYS Women, Inc.; Fulton County Chapter; Grand Island Professional Women's Chapter-NYS Women, Inc.; Capital Region Women's Network; Jamestown Chapter of NYS Women, Inc.; Susquehanna Chapter, NYS Women, Inc.; Yates

County Women, Inc.; NYS Women, Inc. Richmond County Chapter; Lake Shore Chapter; St. Lawrence Chapter; Staten Island Chapter; Tech Valley NYS Women, Inc.; Niagara Frontier Chapter; Greater Binghamton Chapter of NYSW, Inc.; Tri-Town Chapter of NYSW, Inc.; Mohawk Valley Women's Association; Walton Chapter of NYS Women, Inc.; Southern Finger Lakes

Women, a Chapter of NYSW, Inc.; NYS Women, Inc. Westchester Chapter; Professional Business Women of Rome, N.Y.; Professional Women of the Finger Lakes; Delhi Chapter; CNY Professional and Working Women; Town and County Women's Network; Columbia Women's Network; Southern Tier Chapter; Lake to Lake Women; Falls Region Chapter; and Norwich Chapter.

March marks a milestone in history – the

30th Anniversary of Women's History Month will be celebrated.

This is a good time to look at cultural differences and similarities. USA Today recently recommended readings of four women who had great influence on society. The books are: *Dorothea Lange: A Life Beyond Limits* by Linda Gorton, *The Lucuna* by Barbara Kingsolver, *The Last Empress: Madame Chiang-Kai-Shek and the Birth of Modern China* by Hannah Pakula, *Ayn Rand and the World She Made* by Anne C. Heller and *Louisa May Alcott – The Woman Behind Little Women* by Harriet Reisan. The new biographies share background of four very different women. You may want to suggest these books to your chapters; a book talk or discussion could be a part of a program. What fun it would be to have each chapter member portray a favorite woman in history at their March meeting! Please participate in our New York State Women, Inc., Women's History Month 2010 Project and submit your entry by May 1, 2010 for an award. For more information or to submit an entry, contact Eudoxia "Dixie" Aniolek, 31 Tulip Street, Schenectady, NY 12306-2731; 518-355-9770 or taniolec@nycap.rr.com.

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Calendar of Events

2010

March

Women's History Month

- 5-7 Winter Board Meeting
High Peaks Resort, Lake Placid NY
- 15 Deadline: May *NIKE*
- 26 Deadline: *Communicator*

April

- 20 Lobby Day in Albany

June

- 11-13 Annual Conference
Holiday Inn Grand Island Resort and
Conference Center, Grand Island NY

Please copy these dates into your calendar!

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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.

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New York State Women, Inc.

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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



Refresh Your Commitment to NYS Women, Inc.

Spring is around the corner. It's time to do spring cleaning, opening up the doors and windows to bring in the fresh air. The song birds are returning and the days are getting longer. The earth reawakens and we are once again renewed and refreshed. So, too, it's time to reawaken and refresh our commitment to New York State Women, Inc. Our fledgling organization is like the first bud to arrive after the winter snows have ceased. As a crocus struggles to burst forth through the snow, so does our organization labor to sprout despite the obstacles it faces, many of which we have created ourselves. Springing ahead, it's time for us to focus on our identity and future. We cannot sit back and we cannot go back. During this season of renewal, let's challenge ourselves to focus on our purpose, our plan and our actions to make a difference in the lives of New York State working women.

In this issue we welcome Amy Remmele as a contributing writer who takes us through the process and stages of transition and change. Our technology guru, Renee Cerrullo, gives us a glimpse at using Facebook to optimize exposure for you or your business. In the spirit of spring, our financial planning segment provides tips on investing in yourself and our Empire Builder, courtesy of JoAnne Krolak, is Marian de Forest, a journalist and founder of Zonta. She was also the first woman from Buffalo to be honored in the Seneca Falls National Women's Hall of Fame.

Speaking of Buffalo and District VIII, now is the time to make plans to attend the State Conference to be held at the Holiday Inn Grand Island Resort and Conference Center, on Grand Island the weekend of June 11-13th. The hotel is right on the Niagara River, close to Niagara Falls and other attractions. Make it an extended weekend and take some time to relax with friends or bring your family to enjoy the sights that the area has to offer.

Our May issue will be packed with information you need to know for State Conference. So this is a reminder to submit information, ads, articles, etc. on or before the March 15th deadline!

-Linda Przepasniak, Editor

Just a reminder to our members that the **NIKE** team will be continuing the **Catherine Raycroft Creative Writers Award** this year. We are looking for submissions for this year's two remaining issues of **NIKE**. Kim Nowakowski, from Deer Park, was our 2009 \$100 award winner.

Also, we want to include a "Members Speak" or "Letters to the Editor" column. This is an exciting year for our organization and members input is important and critical to our success. Please feel free to e-mail me your thoughts and ideas, especially on the journey New York State Women, Inc. is taking to reinvent itself.

Women Who Helped Build the Empire State

Marian de Forest

By JoAnne Krolak, Vice Chair, Women's History Month

Marian de Forest was born in Buffalo, New York, on February 27, 1864. When Marian was still a young girl, she suffered an eye injury that resulted in her being tutored at home. Marian was determined to get an education in spite of this handicap, and graduated from the Buffalo Seminary in 1884. She was the youngest graduate to date from that institution.

Upon her graduation, Marian embarked upon a career in journalism, starting as a reporter at the *Buffalo Evening News*. She was one of the first two women reporters in that profession in Western New York. Later she became City Editor for the *Buffalo Commercial*.

In 1901, Marian moved to the *Buffalo Express* as a drama critic and editor of the Women's Department, where she spent the next 22 years of her career. At that time, the city of Buffalo was a thriving, exciting place to be. Buffalo was a point of emigration to the west, a grain handling port, and after Chicago, the nation's busiest railway center. In her capacity as drama critic and editor of the Women's Department for the *Express*, Marian was positioned to meet the leading figures of the theatrical and musical world. It was also during this period that Marian began a second career as a writer and playwright.

In 1911, Marian wrote her first play, which was a dramatization of Louisa May Alcott's "Little Women." The following year, the play opened at the Teck Theater in Buffalo, where it was an immediate hit, and later that same year, it opened in New York with similar results. In 1919, Marian de Forest accompanied the production company to London, England, where "Little Women" opened at the New Theater with Katharine Cornell (whose career was said to have been launched by this part) in the role of Jo March. In addition to "Little Women," Marian also wrote "Erstwhile Susan," "Mr. Man," and collaborated with Zona Gale on "Friendship Village," which was part of the series "Neighbors" on radio station WEA. Marian also encouraged women to take prominent roles in the theater and persuaded friends and colleagues in the performing arts to perform in Buffalo theaters.

By 1924, Marian had left the *Buffalo Express* to establish the Buffalo Musical Foundation, where she helped bring symphonies to Buffalo and worked with the Buffalo schools on a project that provided school children with the opportunity to hear some of the great orchestras of the day. Her other civic involvements included service on the boards of the Buffalo



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Public Library (where she was the only woman on the Library Trustees) and the SPCA, plus membership in such organizations as the Buffalo Seminary Graduates Association, the Scribblers (a women writers group in Buffalo), and the Buffalo Athletic Club.

In November of 1919, Marian gathered a group of professional women for a meeting at Buffalo's Statler Hotel. This was a time when women rarely held leadership positions in the professions, and Marian aimed to create a network of women which would help them reach their rightful places. The women called their new organization ZONTA, which means "honest and trustworthy" in the language of the Lakota Sioux Indians. As Marian explained it, "Zonta stands for the highest standards in the business and professional world ... seeks cooperation rather than competition and considers the Golden Rule not only good ethics but good business." Marian was the president of the Buffalo club and later served as president of the Confederation of Zonta clubs. When Toronto joined the Confederation in 1927, the organization became Zonta International. Today, Zonta has 34,000 members in clubs in 70 countries.

Marian de Forest died in February of 1935, after a long cancer-related illness. She is buried in Buffalo's Forest Lawn Cemetery. The *Buffalo Times* announced her passing with the headline "Marian de Forest dies after notable career; city loses woman leader." Marian de Forest was inducted into the National Women's Hall of Fame in Seneca Falls, New York in 2001 – the first woman from Buffalo to be so honored.

Feature: Personal Development

Invest in Yourself to Make Your Business, Personal or Job Prospects Brighter

-submitted by Financial Planning Association® (FPA®) of Western New York

When we think of investments, we often forget that the best place to make an investment of money or time is in ourselves. So, if you're in a job you might want to change as the economy improves or if you feel a major lifestyle change is in the offing, it makes sense to consider these kinds of investments:



Commit to an annual business plan – even if you don't have a business: Even if it starts with a pro-and-con list that focuses on what you want to do with your life, come up with a list of solid goals for the year and how you plan to accomplish them.

If you want to make a career change, do your research: If you're planning to stay in your field or make a complete change, one of the most detailed yet neutral resources for investigating career fields and their salary and hiring forecasts is the U.S. Bureau of Labor Statistics' Occupational Outlook Handbook. This extensive online resource not only lists major career groups, but the leading occupations in it, educational requirements, and most important, salary data. If you haven't been in the job market for a while, this kind of research is a good way to reset your knowledge of your industry and whether its hiring prospects are bright.

Get some advice: If you want a new job, to head back to school or plan to take a year off, it makes sense to get tax and financial advice. A financial planning professional can help you evaluate your current benefits package and retirement savings or talk through what you should be looking for at your next job if you're unemployed.

Plan for a return to school: Going back to college – even community college – can be a major investment. If you're going to have to finance your education yourself, it's necessary to have a plan and knowledge of federal, state and local loans, grants and scholarship programs. The Obama Administration has streamlined the Free

Application for Federal Student Aid (FAFSA) form and increased Pell Grants by \$500 to \$5,350 for 2009-2010 and created the American Opportunity Tax Credit, a new \$2,500 tax credit for four years of college tuition. Additional information on Federal Student Aid and Tax Credits is available at www.fafsa.ed.gov and www.irs.gov. It is important to understand the eligibility criteria and limits associated with each program.

Invest in new equipment: We're not talking about machine tools here. Whatever your job or interest, there's usually equipment to support it. For example, if you're planning to learn new skills that involve a computer or software, now may be the time to invest in those items. Think about how this equipment will boost your productivity and the time it will take to earn back what you paid. If the numbers work, go for it.

Network: It's important to get face-to-face with people in the field. You don't want to do a job search on your employer's time, but if you can get away at lunch or after work to attend networking functions, it's worth your time for two reasons. First, you might meet your next boss there. Second, simply by talking and getting to know people already doing the job you want, you'll get a ground-level view of whether the industry is for you and which employers are the most popular. You'll also get an

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Search Engine Optimization for Facebook

by Renee Cerullo

Facebook has come very far since its inception when it was for college students. It is used by people of all ages now. The sheer size of the audience is enough to be excited about it, but it gets better. More than 10 million users become fans of pages every day. That's a lot of users actively interacting with outside influences, and brands. That is a huge potential audience but remember you won't sell anything on Facebook. You are looking for brand awareness.

Dominating Facebook Search

Facebook's internal search is how existing clients and potential prospects will most likely find you, through results in the following categories: People, Pages, Groups, Applications, Events, Web Results, Posts by Friends, and Posts by Everyone.

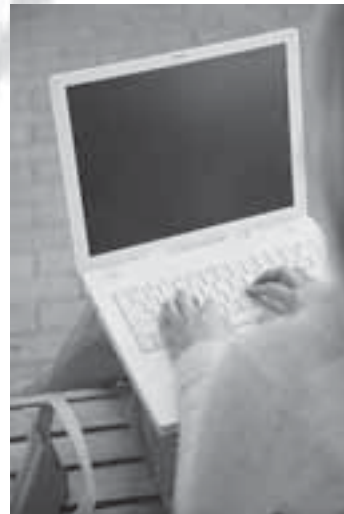
To dominate Facebook search results you must understand how individual items are ranked. In a word, the answer is "users." Pages, for example, are ranked first and foremost by the number of fans, although freshness, keyword density, and proximity to the searchers also influences ranking. The ranking of Facebook Groups is also based on the number of fans. Facebook does crawl titles and descriptions so consider that a factor.

Applications provide a third opportunity to appear on Facebook search results and as you might guess, the number of users is the primary ranking factor. Events are another possible item you might find on Facebook search results. What is interesting about Events is that the largest ranking factor is the geographic proximity to the searcher. Including the location in the title of the event is essential for high ranking.

Expect Facebook to give its internal search a higher priority as time goes on. And, since most of its content is blocked from search engine spiders, it's important that you start to build and optimize your presence on Facebook though a Facebook Group or preferably on a Facebook Fan Page.

Optimizing Facebook Groups and Pages

The opportunity to connect with millions of users is there – you just need a strategy.



1. When setting up your Facebook Fan Page, it is recommended that you do not select the "Local" category unless you only serve a geographic region. Otherwise, the chances of being found outside that

local region will be severely limited when a search is performed. However, if you do only serve a specific region, selecting the local category is appropriate and will help you get found by those whom you want to serve.

2. Try to include keywords in your Facebook Fan Page name. Do not attach ".com" to your name. It will make your Page harder to appear in an internal Facebook search. Also, add keywords to your Facebook Fan Page description and be sure the Page has a link to your Web site.

3. Do not send first time visitors to your page's "wall." Instead send them to a customized tab that describes what your page is about and entices them to become a fan. Send your existing fans to your Facebook Fan Pages wall. After you have about 100 fans set up a customized URL for your Fan Page – <http://facebook.com/username>.

4. Promote your own Facebook Page by communicating on others' walls, statuses, updates, and notes. To prevent being labeled a spammer, add to the content in these posts. Also consider promoting your Facebook Page or Group with other social profiles such as Twitter or MySpace. Using contests and promoting your giveaways are excellent ways to generate awareness and increase membership.

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by Amy Remmele

Ch Ch Ch Changes

☒ No matter what we do in life, it is constantly changing, and so are we. ☒ Some people see it as “the rug being pulled out from under them,” but some see it as a “magic carpet ride.” ☒ How we view and adapt to change has a lot to do with our personality type and our interaction style. ☒ How we view the world can determine how we view change and how we manage it. ☒ Some people see the world as unfriendly, while some see it as welcoming and safe. ☒ Some people feel that they have a great deal of power and influence, while some see themselves at the mercy of others’ power. ☒ Change can be scary and disconcerting to some, especially if they believe that there are not many friendly faces around the next bend.

Or, if they believe which bends they are going around and what form of transportation they are taking are totally out of their hands. Keep your own style in mind and make allowances for your own personal feelings and reactions to change. Some people need more support than others. Some people need more convincing than others. Respect all the styles and the process will run much more smoothly.

One thing is certain about change. It is a process; it happens in stages. Understanding the stages can make transitions easier and more sensible.

During the first stage of change, **Precontemplation**, people are oblivious to the fact that a change is necessary, or if they do see a need for a change, they still have no plans to make it. Usually in this stage, people on the outside see the need for a change and may want to discuss the possibility. This is the stage where, for example, a spouse or good friend may comment that alcohol consumption, overeating, smoking, or anger is threatening health and quality of life. Or maybe some members of an organization are saying, “This isn’t working” or they are complaining about how the “powers that be” are mismanaging things. Be cautious to avoid just listening to “grippers” here. Make sure that the person bringing the need for change to light is sensible and has a vested interest in improvement and in the system overall. In other words, make sure you are not asking the Devil for input on how to be a good person. Otherwise, if the person suggesting a change

seems well motivated, listen; they may know something that you don’t know.

During the next stage, **Contemplation**, people become aware that a change needs to be made and they begin to think about the possibilities and what life will be like after the change. This is the stage when they consider the ramifications, the advantages and disadvantages of the way things are now and of the new system. It is good to take time out to contemplate fully on what all of the consequences are now and what they will be when the change is in process and when it is complete. Complete preparation by taking notes and using tools can be very helpful. One such tool is called a Decisional Balance Table. Across the top, write Pros and Cons. On the side, write No Change and Change. There are now boxes that represent all the possibilities, the Pros and Cons of No Change and the Pros and Cons of Change. Keep in mind that no matter how desirable a change is, there are Cons and no matter how unpleasant a change is, there are usually some Pros.

The **Determination and Planning** stage is critical to successful changes. This is when people get dug in for the change. This is when New Year’s resolutions are made. Lay out a reasonable, workable plan of action and make time in the schedule for necessary meetings and appointments. This seems to be the stage that people get stuck on each January. Support from others can be helpful here. Once the stage is set

Continued on the next page



for a change, it is important that participants move into the next phase quickly. Research shows that momentum is lost and it can be a set up for failure if people wait more than 24 hours to start at least some action after having made a plan.

The **Action** stage is when people actually implement the change. The consequences of the change will no longer be theoretical. They are real and they may be affecting the changers and those around them immensely. With the right help and support, the change should progress with *manageable* bumps. Be especially careful of how others close to the situation react when they realize that things are different than what they have come to expect. Keep the lines of communication open.

Once Action has been in place for a while, the next phase to be entered is **Maintenance** and then possibly Permanent Exit: These final stages are somewhat subjective. When the time is right to declare Maintenance depends on standards that people accept personally. It may be when people are comfortable with the "new" situation, or maybe a specific amount of time will determine it. No one can determine this for someone else.

Everyone goes through changes differently, but it is very common to have regrets and to grieve the "old" ways, even when the change is positive and everyone is looking forward to it. There is always something to say good-bye to and new behaviors and habits to learn. Status Quo is called "status quo" for a reason. It is comfortable and familiar. These can be important qualities for safety and security.

When a change is suggested to groups, research shows that typically the people fall into five different

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categories, about twenty percent of the group in each. There are those who are "gung ho" about the new ways, those who are calmly in favor, those who are "on the fence" and just need a nudge, those who are opposed but who can be convinced and then those who may never be amenable to the change. Keep this in mind so that time is not wasted trying to get people on board who will always be in a different boat.

When a change is absolutely necessary and/or imminent, it is best to be as positive about it as possible. Complaining is moot, since the change is upon you. This is not to say that feelings should be squashed. Just make a point of discussing them with people who like to listen and empathize, but who also like to see you make progress and be happy. They are the most likely to give good suggestions and to help you feel good about the change and about yourself through the change. Make a point of looking for the "upside" and downplaying the "downside." Celebrate the new. But, "should auld acquaintance be forgot?" The answer is "no." Always remember the old and learn from it.

Amy Remmele is a personal and professional consultant, working with people who want to overcome the roadblocks to success and make positive sustainable changes. She has her formal education and degree in Psychology. Amy authored the book, Chief Life Officer: Your Life Is The Most Important Business You'll Ever Own and co-authored both Re-Phrase It: Adding Empathy and Emotional Intelligence to Your Everyday Life and Empathy, Communication and Conflict Resolution Home Study Program. Amy is also available to speak to groups businesses. Amy can be reached at 716-626-5977 or by visiting her Web site at www.peakofsuccess.com.

New York State Women, Inc. Annual Conference

June 11, 12, 13, 2010

Holiday Inn Grand Island Resort and Conference Center • Grand Island, NY

CONFERENCE Registration Form

Registration deadline May 3, 2010

Send completed form and payment (checks payable to New York State Women Inc.) to:

Diane Illig • 1464 1/2 Sherwood Ave. • N. Tonawanda, NY 14120

E-mail: dillig@roadrunner.com • Phone: 716-695-1146

NAME _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

CHAPTER _____ DISTRICT _____

PHONE: DAY _____ EVENING _____

E-MAIL _____

Registration Fees for All Attendees:

(indicate amount enclosed)

- Advance Registration **\$40** if postmarked by May 3, 2010
- Late Registration **\$55**
- On Site Registration **\$75** upon arrival

Hotel Package: Yes No

Note: all reservations are to be made directly with the hotel on the hotel registration form (no exceptions) by May 12, 2010.

Individual Meals: (Check and enclose payment with your registration fee if you are **not** registered for a hotel package.)

- Friday welcome reception \$25 Saturday Dinner \$55
- Saturday Breakfast \$25 Sunday Breakfast \$25
- Saturday Lunch \$40

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

- Diabetic Gluten free Allergic to: _____

Name Tag Information: (Please check all that apply)

- State Officer Committee Chair
- Past State President First Timer
- Immediate Past State President District Director
- State Parliamentarian Assistant District Director
- State Historian Guest
- Chapter President NIKE Editor
- Committee Vice Chair Member

HOTEL Reservation Form

Group Rates:

Guestroom Package, with a rate of \$99.00 plus tax for any Thursday or Sunday night stays.

Package:

For Single Occupancy, the package price will be \$353.00. Package includes two overnight stays, two breakfasts, two breaks, one reception, one lunch, and one dinner.

For Double Occupancy, the package price will be \$241.00 per person. Package includes two overnight stays, two breakfasts, two breaks, one reception, one lunch, and one dinner.

For Triple Occupancy, the package price will be \$203.00 per person. Package includes two overnight stays, two breakfasts, two breaks, one reception, one lunch, and one dinner. There will be a charge of \$15.00 per night for a rollaway cot.

For Quadruple Occupancy, the package price will be \$184.00 per person. Package includes two overnight stays, two breakfasts, two breaks, one reception, one lunch, and one dinner.

Cut-Off Date: May 12, 2010

Following the cut-off date indicated above, all rooms for which individual reservations have not been received will revert back to the Holiday Inn Grand Island for general sale. Additional rooms reserved after the cut-off date will be subject to space and rate availability. Reservations will not be taken over the telephone.

Guarantee: All reservations must be guaranteed at the time of booking by credit card or check equal to the package rate amount.

Cancellation Date: June 1, 2010

Any cancellations received after June 1, 2010 will be subject to a charge of \$112.61, one night's room and tax.

Hotel Information: Check in Time: 3:00 p.m. • Check out Time: 11:00 a.m.

Airport Shuttle: The hotel will provide scheduled transportation to and from Buffalo Niagara International Airport for your group. Transportation is based upon availability. All transportation must be reserved at least one week prior to arrival/departure. The following information is required: airline name, flight number, time of arrival/departure and contact telephone number (en route). Fee is \$30.00 per person per trip. Please note: this price is subject to increase without notice should fuel costs rise.

Arrival Date _____ Departure Date _____

Guest Information

Name _____

Company Name _____

Street Address _____

City _____ State _____ Zip Code _____

Telephone _____ E-mail _____

Accommodations Requested (Please indicate each option listed below with an "X")

- Single \$353.00 per person
- Double \$241.00 per person
- Triple \$203.00 per person (Rollaway \$15.00)
- Quad \$184.00 per person

Special Requests

**The hotel will do our best to accommodate special requests, however, there are times when we are unable to guarantee special requests

Sharing room with:

Total people: _____ Total Amount: _____

**The hotel is completely non-smoking.

**A charge of \$250.00 will be applied to any guest that has been smoking in their guestroom.

Payment Information

Credit card type: _____ Credit Card #: _____

Expiration date: _____ Name on Card _____

Checks payable to: Holiday Inn Grand Island

SUBMIT THIS RESERVATION FORM TO:

Holiday Inn Grand Island Resort and Conference Center, 100 Whitehaven Road, Grand Island, NY 14072 or Fax to our Reservations Department: (716) 773-0738. Please DO NOT phone in your reservation. Confirmations will be sent out 2-3 weeks prior to arrival.

New York State Women, Inc. Annual Conference

June 11, 12, 13, 2010

Holiday Inn Grand Island Resort and Conference Center • Grand Island, NY

Program Book Advertisement Form

New York State Women, Inc.
Annual Conference • Holiday Inn Grand Island

An estimated 100 NYS Women, Inc. members from all across New York State will come together on Grand Island to enhance their personal, professional and political skills.

Businesses, groups and individuals are invited to place an advertisement in the Program Book. The Book is used by all the women throughout the three-day event, as well as for at least one year following the meeting. Funds raised through ads placed in the Books are used for programming at state meetings.

We invite you to join in sponsorship: NYS Women, Inc. members believe in supporting their sponsors.

- | | |
|--|-------|
| <input type="checkbox"/> Patron listing | \$10 |
| <input type="checkbox"/> Business Card | \$25 |
| <input type="checkbox"/> One Quarter (1/4) page ad | \$50 |
| <input type="checkbox"/> One Half (1/2) page ad | \$75 |
| <input type="checkbox"/> Full page ad | \$100 |

Camera ready ads with payment must be received by May 12, 2010. Please make check payable to NYS Women, Inc. memo: Annual Conference Ad.

Mail to: Linda Przepasniak, 295 Weimar St., Buffalo, NY 14206

Questions? 716-823-5086 or Linda295@aol.com

Contact Name _____

Address _____

City/State/Zip _____

Phone _____

E-mail _____

Amount Enclosed: \$ _____ Check # _____

Description of Ad _____

Patron listing (please print) _____

Name _____

Chapter _____

New York State Women, Inc.
Annual Conference • Holiday Inn Grand Island

Invitation to Exhibitors

Saturday, June 12, 2010 • 8:00 a.m. - 4:00 p.m.

New York State Women, Inc. extends an opportunity to market your products and services to more than 100 women from throughout New York State at the Annual State Conference at the Grand Island Holiday Inn on Saturday, June 12, 2010. Exhibitors must have a valid NYS sales tax number and collect appropriate sales tax. To reserve a table, please complete the form below. Space is limited – reserve early!

Reservation Deadline is May 12, 2010

Exhibitor _____

Address _____

City/State/Zip _____

Contact Phone _____

E-Mail _____

Special Needs (electric) _____

Exhibit Description _____

CONFERENCE VENDOR/EXHIBITOR RATE

Saturday, June 12, 2010 - 8:00 a.m. to 4:00 p.m.

NYS Women Inc. Member - \$25.00 _____

Non-Member - \$50.00 _____

*State Committee - No Charge _____

Electricity Charge - \$20.00 _____

** No charge for state committees, but tables must be reserved in advance and may be subject to sharing at the discretion of the Vendor Chair*

Total Enclosed _____

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

Signature _____ Date _____

**Send completed form and payment
(checks payable to New York State Women, Inc.) to:**

Donnie Hover, 22 Matteson St., Fredonia, NY 14063 • 716-673-1045

Feature: Professional Development

Moving from Nervous to Natural

Tips to Make Your Presentation a Success!

One of mankind's greatest fears is speaking before a group. Here are some suggestions from Tony Jeary, founder of High Performance Resources, Inc. and David Cottrell, President and CEO of CornerStone Leadership, on getting started so that you move from being nervous to being natural. Your ability to make a presentation, whether for a meeting, a training session, a school project or a simple one-on-one, will impact your credibility and the respect you receive. These same skills may ultimately influence your path to success in life.

So what's the first thing you need to do? Psych yourself up! You have something to say that others need to hear or else you would not have been asked to make the presentation. Someone thinks that you are the best person to deliver this message. Uneasy feeling in your stomach? Most people feel a little anxious when asked to speak in front of others. Remember that most people in the audience want you to do well...they are on your side. Your audience wants you to be successful which is why they are investing their time to hear what you have to say. Don't apologize to your audience for being nervous. In most instances, the audience won't even suspect you're anxious unless you tell them. Keep that nervous secret to yourself.

Let's start with the basics. Why are you making this presentation? Typically you can categorize your presentation objectives into three areas :

1. To Influence and gain buy-in; 2. To Inspire and motivate; and 3. To Inform or educate. As you prepare, keep these objectives in mind.

Create a mental picture of your audience. Who are you presenting to? The more you know about your audience, the more comfortable you'll be when the time comes for you to "take the stage." Talk to people who will be attending your presentation. What are their expectations? What made other people's presentations successful, or more importantly, what caused failure?

Be yourself. Your presentation is not about being perfect;

it is about "connecting with others" and delivering a sincere message. This task is so much easier when you are the real you. Audiences want to hear from people who are genuine. Visualize success. How are you going to feel when you walk away from that podium? Focus on the successful result of your preparation and delivery. Focus on meeting your objectives. Completing your homework and being well prepared will provide you with a peaceful confidence as soon as you get the first few words out of your mouth. Thorough preparation equals greater confidence.

The best way to travel from a state of nervousness to a more natural one is to completely understand the situation. In other words, make the unknown known. The reason most people get nervous when they're presenting is the simple fact that people fear the UNKNOWN. What are some common unknowns? How is the audience going to react? How is the room set-up? Is the equipment going to work? How do you move the unknown to the known? Simple, know more! If you rehearse the right way, you'll know a lot more about your presentation function and content. If you test your equipment and room set-up beforehand, you will know a lot more. If you research your audience's reaction and feelings about your subject, you will know a lot more. Simply put – the more you prepare, the more unknowns become known.

Proper presentation and rehearsal can reduce nervousness by about 75%. Proper breathing techniques can reduce nervousness by another 15% and your mental state accounts for the remaining 10%. As Zig Ziglar once said, "Everyone has butterflies in their stomach. The only difference between a pro and an amateur is the pro has the butterflies in formation."



Chapter & District News



From left to right: Regina Farkouh (Vice-President) Maria Barnas (President), Assemblywoman Janelle Hyer-Spencer, Committee Chair Joan Curran, Donna McClellan, and Caryn Isaccs. Photo by Ed Barnas.

Bay Ridge Brooklyn – District II

-submitted by Joan Curran, Committee Chair

Chapter Sponsors Successful "Dress for Success" Drive

The 2009 Dress for Success Apparel Drive hosted by the Bay Ridge Brooklyn Chapter of New York State Women, Inc. was a resounding success – collecting twenty six (26!) large bags of professional apparel from mid-October thru mid-December (compared to the nine bags from last year's drive). The 2009 Drive was again held in conjunction with State Assemblywoman Janelle Hyer-Spencer who donated the use of her local offices for collection of business suits, blouses, coats, shoes, and accessories, this year adding a collection point at her Staten Island office as well as the Bay Ridge office.

Dress for Success is an international not-for-profit organization which promotes the economic independence of disadvantaged women by providing free professional attire and a network of support to help women thrive in work and in life.

Bay Ridge Brooklyn Chapter President Maria Barnas appointed member Joan Curran as Chairperson of the Drive. Joan was assisted by her committee members – Donna McClellan, Debbie Gross, Caryn Isaccs, Liz Haber, and Regina Farkouh – who would periodically sort and pack the donations. Mrs. Curran, the Chairperson, thanks all the Bay Ridge Brooklyn Chapter members and their friends for their generous donations to this worthy cause.

Buffalo Niagara Chapter – District VIII

-submitted by Joyce DeLong, President BNC

The Buffalo Niagara Chapter had its annual Holiday Celebration and Treasure Auction in December. More than \$400 was raised with the proceeds going towards the scholarship fund. A great evening was had by all as many members invited family and friends as their guests for the evening. The NIKE team is pictured at the right; all of whom are proud members of the Buffalo Niagara chapter.

In January we held a mini-retreat where we mapped future strategy as well as short and long term goals for our chapter. The planning session was extremely valuable as board members were able to identify and discuss the needs of our members. The results of this session will serve as a blue print for our chapter as we work to keep current members and attract more new ones which should lead to a strong future.



NIKE team, l. to r.: Linda Przepasiak, Katharine Smith, Sue Mager, Joyce DeLong, Ramona Gallagher.

The Buffalo Niagara Chapter lost one of our most dedicated members in December. Lucy Mysiak, a past Director of Emergency Services for the Greater Buffalo Chapter of the American Red Cross, died after a brief illness. She was 59.

Born in Buffalo, Lucy coordinated and implemented relief efforts to victims following the 1983 explosion of an illegal propane tank in Buffalo. She worked for three weeks without returning home to provide help to firefighters and those impacted by the catastrophic explosion, which killed five firefighters, two civilians, injured many others and damaged a dozen city blocks, resulting in millions of dollars in losses.

The Red Cross and FEMA called on her to teach courses on emergency preparedness, taking her to most states in the United States, including Alaska, as well as Jamaica, Africa and countries in South Americas.

She was a member of the Women's Action Coalition sponsored by Erie County Commission on the Status of Women. She was president of the former Buffalo/Amherst BPW and received the Woman of the Year award from Buffalo BPW.

Chadwick Bay Chapter – District VIII

-submitted by Donaldly Hover, Assistant District Director, District VIII, 2nd Vice President Chadwick Bay

The Chadwick Bay Chapter of NYS Women, Inc., held its 11th annual Getaway Week at the Dunkirk Clarion Hotel from February 5-7, 2010. This year we offered fun seminars such as belly dancing, hula hooping, Zumba, Pilates and Aquacise. We also had a financial advisor provide information on estate planning. Cupcake decorating, fresh flower arranging, wine glass painting and jewelry making were other workshops offered. The pampering treatments started on Friday night and concluded late Saturday afternoon.

Friday night's wine and cheese reception started the festivities, followed by our fund raising casino night with local businessmen as our dealers. Saturday night we had a wonder-

Continued on the next page

Chapter & District News

ful meal with skits portraying fairy tales. We think the Princess of Fertility and the Hairy Godfathers were tied for first place, although Snow White and the Seven Dwarfs proved to be a contender with Alice and the Queen of Hearts vying for second. Music and Karaoke followed the banquet and, for those of us who thought it was too fast paced, we enjoyed fleece blanket making.

The shopping expo was truly extraordinary this year with wares ranging from purses to hot sauces and pet parlor accessories to soaps and lotions for weather beaten hands.

We concluded our festivities with the famous Clarion Sunday Brunch. We want to thank the working women of Western New York for their support.

Schenectady Chapter – District IV

-submitted by Elena H. Alvarez, Ph.D., President

This is my second, and last, year as the president of this chapter. I never imagined all the changes and turmoil that the “unexpected” merger brought. I use the quotes because I believe BPW/USA planned this move for a while, and understandably kept the information from the membership. Our chapter chose to continue our affiliation with BPW Foundation for many reasons, but chief among them, was the initial uncertainty with NYS Women, Inc. The changes in name, the name itself(!) and confusing e-mails caused us to lose members and, at some point, faith in the future of the former NYS/BPW organization.

As the new president in 2008, my agenda was to increase membership and help create new programs to attract new members. We had a kind of “strategic planning” to understand the needs of our members, whom we had been losing in the last decade. Our programs were not interesting enough to entice members to stay. I was told our club’s “culture” seemed too rigid by some potential members. It is difficult to manage an organization with a very long history and rules and regulations. Change is not easy and I understand that may be very painful for members who witnessed how great BPW was.

We need to change to attract new members – we have to create interesting programs – otherwise we will not survive. This program year we had a successful fashion show – our main fundraiser to fund scholarships – and a great “Business Fair” in October. We also honored Catherine Raycroft, a member for three decades, who has done so many positive things for our community as a



Honored for her service, long-time member Catherine Raycroft (left), pictured with Elena Alvarez, President of the Schenectady Chapter.

working woman and volunteer. We created the Catherine Raycroft Award for women returning to school – to college or to pursue a trade. In November we had over a dozen women’s groups share information about their programs and activities and are creating space on our Web site to inform our community about them.

In January we had an educational meeting about health care reform and invited an experienced physician, an accomplished professor and a knowledgeable researcher, along with one of our cleverest journalists, to enlighten us on this critical legislation. In April we will have a three week mid-career course on leadership, teamwork and networking to be presented by local faculty and leaders in our community. Dr. Laura Schweitzer, President of the Union Graduate College, a renowned leadership expert, will give the lectures on leadership.

I’ll end on a positive note acknowledging there are many hopeful signs we will grow and continue our presence in Schenectady – our community needs us and appreciates what we are doing to embrace the changes the new century has brought.

Southern Finger Lakes Women

-submitted by JoAnne Krolak

Southern Finger Lakes Women observed National Business Women’s Week by award of the Women’s Career Enhancement Scholarships and announcement of the 2009 Woman of the Year. This year the chapter awarded two scholarships – one to Jackie A. Collins, who plans to become a wound specialist, and the other to Whendy Wolverton who is studying to become a certified lay pastor.

Joanne Krolak is the 2009 Woman of the Year. She produces the chapter membership roster and is active in various committees.



From left to right: Gloria Hutchings, Assistant District Director for District VI; JoAnne Krolak and NYS Women, Inc. President Mary Ellen Morgan.

Committee Reports

Nominating Committee

-submitted by Linda Przepasniak, Chair

The clock is ticking. Deadline for submission of nomination forms for state office are due no later than March 12, 2010. We have many talented women who are obvious choices to be great candidates and great leaders. Every office is up for election this year. If you meet the qualifications, why not toss your hat into the ring? Contact Linda Przepasniak, Chair at Linda295@aol.com

Public Policy

New York State Lobby Day is scheduled for Tuesday, April 20th in Albany (watch the *Communicator* for more information) and corresponds with the National Equal Pay Day. This date symbolizes how far into 2010 women must work to earn what men earned in 2009.

Equal Pay Day was originated by the National Committee on Pay Equity (NCPE) in 1996 as a public awareness event to illustrate the gap between men's and women's wages.

Since Census statistics showing the latest wage figures will not be available until late August or September, NCPE leadership decided years ago to select a Tuesday in April as Equal Pay Day. (Tuesday was selected to represent how far into the

work week women must work to earn what men earned the previous week.) The date also is selected to avoid religious holidays and other significant events.

Because women earn less, on average, than men, they must work longer for the same amount of pay. The wage gap is even greater for most women of color. What is your chapter doing to promote awareness of the pay gap?

Update on Strategic Plan

- submitted by Jennifer Charron

The Strategic Planning Committee headed up by Jennifer Charron has been busy. It is a monumental undertaking which involves every member of the organization. Because we are no longer affiliated with Business & Professional Women, it is important that we develop a new mission and vision statement as well as goals, objectives and an action plan that corresponds with the wishes of the members. A copy of the draft proposal has been submitted to the Board of Directors and is available to every member through the *Communicator* and by contacting your local president or the Committee Chair at charronj@verizon.net. It is incumbent on all of us to be involved in determining the future of this organization. Take a moment to talk about it at your next meeting and be sure to voice your opinion and comments.

Please Send Your District and Chapter News to:

Ramona L. Gallagher • 1217 Delaware Ave., Apt 807, Buffalo, NY 14209-1432 • E-mail: mmistymo@aol.com

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President's Message

Continued from page 2

District XI is looking forward to greeting New York State Women, Inc., members at Winter Board at the High Peak Resort in Lake Placid, March 5-7, 2010. Women's History will be the theme of the weekend. Committees will share their reports and Helen Rico and Lucille Argenzia will host our Youth Leadership Program. Please bring your teenagers to this fabulous program.

District VIII will host our Annual Conference to be held June 11-13, 2010, at the Holiday Inn Grand Island Resort and Conference Center, Grand Island. Find time to sail the Niagara River on the Grand Lady or enjoy a workshop and return home with fantastic ideas for new programs.

Change brings Change. We need to encourage women to help each other become better people. Develop and provide strong communication among your chapter members. Create networking opportunities for your members and develop programs to help women balance work, family, and community. Personal worth is essential. Please attend a New York State meeting. Everyone across New York State needs to participate. Share your ideas, programs, and marketing skills. Look at what your local communities need and have to share with others. Think about what you can do as a group to make New York State a better place for *all* women.



Together **Everyone Achieves More**

NIKE Deadline

Our next deadline is March 15, 2010.

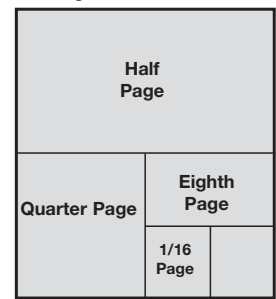
Materials e-mailed to Linda Przepasniak should use *NIKE* in the "subject line." If you send published material, it must also have a letter from the publisher giving permission to republish and credit line they want included with the article.

Articles for *NIKE* are usually 100 words (for Chapter news) to 1,000 to 1,500 for features. If you rewrite the article using quotes, please designate where the reader can get the full copy.

NIKE Ad Rates

Select the size of your *NIKE* ad.

Back Cover	1 issue: \$600 • 4 issues: \$2,000
Inside Front Cover	1 issue: \$400 • 4 issues: \$1,400
Full Page	1 issue: \$300 • 4 issues: \$1,000
Half Page	1 issue: \$150 • 4 issues: \$500
Quarter Page	1 issue: \$75 • 4 issues: \$250
Eighth Page	1 issue: \$37.50 • 4 issues: \$125
Sixteenth Page	1 issue: \$20 • 4 issues: \$67



Please e-mail your ad (in pdf format) to JDinsty@roadrunner.com and LINDA295@aol.com. Checks should be made out to BPW/NYS NIKE and mailed to Sue Mager, 3406 McKinley Pkwy, Apt. C-11, Blasdel, NY 14219.

New York State Women, Inc.

Annual Conference 2010

Remember to save the dates **June 11-13** for the **Annual Conference** at the **Holiday Inn Grand Island Resort and Conference Center** on Grand Island (situated between Buffalo and Niagara Falls).

This will be an important milestone in the journey of our new organization, New York State Women, Inc. Plan on attending: *you* can make all the difference to our organization's future!

Members will learn our accomplishments for this year and goals for next year. There is an energy that develops when NYS Women, Inc. members come together. You'll become re-vitalized; when you return to your chapter, plan on accomplishing great things!

This is an opportunity to see our organization in action:

- Participate in a conference for *all* NYS Women, Inc. members.
 - Discover what is happening in our organization, talk with our leaders, and gain a broader understanding of the new direction we will take.
 - Join with like-minded women in exchanging ideas.
 - Become informed, stimulated, energized, and ready to be part of NYS Women, Inc.
 - Learn what chapters across the state are doing to promote equity for all women.
 - Take part in workshops to help grow your chapter as well as for your personal development.

Together **Everyone Achieves More**

Invest in Yourself

Continued from page 6

idea of which companies to avoid.

Consider timing issues at your current employer: If you are up for a salary review soon, it might make sense to hold off on interviews until you have a better idea of what you're worth in the marketplace. Also, if the end of the year is coming, you might want to use up any money in your flexible benefits accounts for medical appointments, glasses or dental work before you leave.

Plan to maximize your take-home pay at the next job: This is where a call to your tax or financial planner comes in handy. Some fringe benefits may be taxable, which means your real take-home pay might be less than you expected. To the extent that you get to negotiate your benefits on your way into a job, do it in a tax-smart way.

Decide what you'll be doing with your 401(k) and other retirement funds: You may not want to make any moves for awhile, but it's good to talk with a financial planner about whether you'll be moving that money to private accounts. Also, make sure you know when you can enroll in the company 401(k) and other retirement offerings at your new employer.

Secure your insurance: You might wait a few months to a year for new health coverage to kick in at a new job. You might need to buy private insurance until then or go onto a spouse's health plan in the meantime. Also, consider separate disability coverage if you've not done so – company coverage goes only so far, and if you are laid off or leave to start a business, you should have coverage of your own that you should buy while you are still earning a salary.

Lose some weight, upgrade the wardrobe: We don't like to admit it to ourselves, but appearance matters – sometimes a little, sometimes a lot. Potential employers, clients and business partners like to do business with someone healthy and presentable, and that's why paying attention to oneself really does matter. It matters for another reason as well. Even if health reform makes it easier for people to become insured with preexisting conditions, increasingly insurers are taking a dim view of obesity and will still tie the cost of health insurance and other policies to your weight and overall health quality. Make 2010 the year you make this happen.

This column is provided by the Financial Planning Association® (FPA®) of Western New York, the leadership and advocacy organization connecting those who provide, support and benefit from professional financial planning. FPA fosters the value of financial planning and its members demonstrate and support a professional commitment to education and a client-centered financial planning process.

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NIKE ALL STARS

Kudos and a big thank you to the many members who contributed in 2008-2009 to the All Stars (formerly NIKE Boosters.) Each and every \$5, \$25 or more helps fund the communication tool so vital to the survival of New York State Women, Inc. Thank you for your support. The 2009-2010 NIKE All Star Campaign started at Conference, so

please continue to solicit contributions from members, chapters and districts. It is your support that is the lifeblood

of NIKE and every contribution is valued.

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

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Mail form and check(s) to: Susan Mager, NIKE Business Manager, 3406 McKinley Pkwy, Apt. C-11, Blasdell, NY 14219

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 District VI
 District VIII Fall Meeting

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 Theresa Fazzolari
 Lois Force
 Frankie Foster
 Melanie L. Frezse
 Jan Garvey
 Joyce Glock
 Shirley Golden
 Hon. Dorothy L. Goosby
 Liz Haber
 Kathleen H. Haddad
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 PSP '01-02
 Gloria Hutchings
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 Dolores Jederlinic
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 Janet Jones '03-04
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 Patricia Landano
 Betty P. Lomonaco
 PSP '87-88
 Helen Long
 Dorothy Mangano
 PSP '82-83
 Marilyn Mannino
 Jeanne M. Matyas
 Viola McKaig, PSP '00-01
 Kathleen McNaughton
 C. C. Merrithew
 Marissa Metzger
 Elisabeth Micalizzi
 Caroline Moore
 Mary Ellen Morgan
 Carol Moyer

Betty O'Connor, PSP 89-90
 Christine Oliveri-Donahue
 Linda Orlando
 Jane Osterhout
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 Linda Provo, PSP '07-08
 Linda Przepasniak, PSP '04-05
 Linda Rankin
 Cay Raycroft, PSP '92-93
 Angela Riccardi
 Ruthann Rocque
 Candice Russell
 Rhonda Schulte
 Elisa M. Serfass
 Diane Seridge
 Mary Ann Shea
 Connie Smith
 Joyce Soden
 Rosemary Spanti
 Karen Spoor
 Kathy Stagg
 Neale Steiniger, PSP '08-09
 Mary Stelley PSP '99-00
 Carol Stevens
 Donna Strand
 Clare Sullivan, PSP '96-97
 Helen Swank
 Peggy Sweeney
 Bernadette Trudeau
 Joan W. Young
 M. Denise Walker
 Jane Wallup
 Carol Wilder
 Kerry Williams
 Linda Winston, PSP '06-07
 Mary A. Woodward
 Barbara Ziegler, PSP '95-96

Search Engine Optimization for Facebook

Continued from page 7

5. When promoting a business be sure to keep your business Fan Page separate from your personal Facebook page. You must keep business and personal separate. You don't want to have to worry about what others will post on your wall or comments being misinterpreted.

The time is now to start getting exposure on Facebook. Best of all, most of the above recommendations require little to no monetary investment and very little of your time. Treat Facebook like any other paid campaign you have running and track and measure your return on investment. Also consider advertising your Page through Facebook as most results are based on fans and members. It's a good way to grow your audiences and enhance internal search results. You may be pleasantly surprised at the outcome and wonder why you didn't get on the Facebook train earlier.

Renee Cerullo is a member of the Buffalo Niagara Chapter, the owner of RL Computing, and the Webmaster for New York State Women, Inc. For further information contact Renee at Cerullo@rlcomputing.com.

NIKE is a great recruiting tool for your chapter

Ask members to bring issues they don't plan on saving to your chapter meetings. (First, remove or mark out member's name.) Be creative! Use *NIKE* as a membership tool to reach the women in your community:

- Send to *NIKE* your local chamber of commerce office.
- Place a copy at the reference desk and in the literature rack of your library.
- Place a sample copy in the folder given to each new NYS Women, Inc. member.
- Place *NIKE* anywhere that women gather: at your local doctor or dentist, the office break room, YWCA lobby, or your favorite coffee shop.
- Use the mailing space on the front cover for a notice, "For Information Call _____" and write in the name of your chapter president or membership chair.

Mark Your Calendar for NYS Women, Inc. 2010 Annual Conference

June 11-13, 2010
Grand Island, NY

You don't want to miss the Annual Conference, held this year June 11-13, 2010, at the Holiday Inn Grand Island Resort and Conference Center on Grand Island. ■ You will become informed, stimulated, energized, and ready to be part of our organization's future! ■ Take this opportunity for work, fun and celebration.

■ Grand Island, NY ■ Hosted by District VIII ■



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Two free memberships to New York State Women, Inc.

For more information:

Susan Mager, **NIKE** Business Manager
716-826-5378 or LBer633655@aol.com

New York State Women, Inc.