

NYS Women in Business Week

October 16-22, 2011

New York State Women Incorporated announces an opportunity to honor the contributions of New York's women in business, employers supporting their achievements, and all working women. Nationally women have been saluted during the third of week of October since 1938 with events such as Rally Days, panel discussions focusing on the needs of working women, media attention to successful women in communities, and other events.

Local Chapters of NYS Women Inc. are encouraged to promote this event within their communities as a way to highlight successful women and bring attention to the organization whose mission is to be leading advocate for working women in the great state of New York. The New York Assembly and Senate have been contacted to issue proclamations declaring October 16-22, 2011 NYS Women in Business Week.

Program Guide

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 to highlight their achievements in Print.
- Ⓢ Radio: Create a 60 second PSA announcing the observance of NYS Women in Business Week October 16-22nd. & giving a brief mission/vision of NYS Women Inc. statement.
- Ⓢ Invite a local female TV personality to your October meeting to share her success story in the media. Usually television stations send a camera man to film personal appearances, which provides an great opportunity to announce NYS Women in Business Week.

Partnering:

- Ⓢ Connect with local businesses (banking, insurance, auto sales) to sponsor a luncheon honoring women with a “Woman of Achievement” award.
- Ⓢ Meet with government leaders to announce the week's observance, and issue a proclamation.
- Ⓢ Contact other women's groups such a NAWBO (National Association of Women Business Owners) to honor women entrepreneurs.

Events:

- Ⓢ Recognition luncheon
- Ⓢ Panel Discussions Health care, Finance, Personal Development
- Ⓢ Rally—steps of town/city hall

**Chair: Sue Mager, President Elect
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New York State Women, Inc.