

# womanink

NAWBO Buffalo Niagara • P.O. Box 1165 • Orchard Park, NY 14127 • [www.nawbowny.org](http://www.nawbowny.org)

## Stepping Into Your Power



**“Gail, you received the only “perfect” score of any speaker we’ve ever had. The audience loved you. You made a huge difference in our ability to see new possibilities. The question that’s resounding up and down our halls is “How good could we make it?” A million thanks.”**

*-Christina Rae, Vice President, MasterCard International*

**“Thank you very much Gail for taking the time to speak to our Citigroup’s Women Council. The positive feedback on the event has been pouring in! Several women shared with us that your speech made them feel empowered and ready to see “how good they could make it.”**

*-Anita Yacono, Special Events, Citigroup CIB Technology*

NAWBO Buffalo Niagara is offering you the opportunity to **empower yourself** with our speaker, **Gail Blanke**, the founder, president, and CEO of **Lifedesigns**, a company with the vision to empower men and women worldwide to **live truly exceptional lives**.

A renowned executive coach and trainer, Blanke’s book, *In My Wildest Dreams, Living the Life You Long For* was published in 1998, appearing on the New York Times Business Best Seller List. She was the sole guest on the **Oprah Winfrey Show** that October where she used concepts from her book to help **empower audience** members to live fulfilling lives. Articles about Blanke and her numerous books have appeared in Newsweek, Business Week, The Wall Street Journal, Reader’s Digest, Redbook, and Self. **O, The Oprah Magazine**, refers to Gail Blanke as **“The Motivational Maven.”** Check out Gail Blanke’s website at: <http://www.lifedesigns.com/index.html>

**Register online today!** ■ by October 5, 2012 ■ [nawbowny.org](http://nawbowny.org)

**When?** Wed., October 10, 2012 ■ 5:30 p.m. networking ■ 6:00 p.m. dinner

**Where?** Windows on the Green, Westwood Country Club ■ 772 North Forest Road in Williamsville

**Cost?** \$30/NAWBO members ■ \$40/guests

october 2012

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NAWBO Buffalo Niagara is the premier organization for women business owners who aspire to accomplish growth, education, and connections.

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## September's Honoree is Marie Rabin, CARA Medical

In 1990, NAWBO Buffalo Niagara member Marie Rabin started CARA Medical at her dining room table. She was already a business owner, running a private occupational therapy agency when she bowed out to start this new venture.

CARA Medical is the last independent distributor of medical supplies in Western New York. The others sold out to national companies, but CARA can compete in price because of its partnership with a medical supply wholesaler, and much of its business is with state agencies, that are required to patronize minority-owned companies. CARA Medical is still growing and Marie sees an even brighter future ahead.

For Marie's interview with WKBW-TV, go to <http://www.wkbw.com/lifestyle/women-in-leadership/Women-In-Leadership-Marie-Rabin--171075821.html>

### upcoming nawbo buffalo niagara meetings

#### October Breakfast Brief

This month's Breakfast Brief will be hosted by Sabina Ramsey, president of Insight International USA LLC ([www.insightinternationalusa.com](http://www.insightinternationalusa.com)). Join us for networking and Sabina's presentation!

**Date:** Thursday, October 25, 2012

8:00 – 8:30a .m. Networking • 8:30 – 9:00 a.m. Presentation from Sabina Ramsey

**Location:** Original Pancake House, Main Street in Williamsville

**RSVP:** by Monday October 22, Chapter Administrator Jeanne Hellert at [jhellert@roadrunner.com](mailto:jhellert@roadrunner.com)

#### Would YOU like to host one of our monthly Breakfast Briefs?

NAWBO Buffalo Niagara will be offering monthly morning meetings entitled Breakfast Briefs. This group will gather the third (or fourth) Thursday morning each month as a networking platform, a learning venue, and an opportunity to share business experience. A chapter member will "host" the monthly meeting by committing to a particular month.

The host member is allotted a 30 minute window to speak about their business and to deliver information that is useful to other women business owners. We've set up a 30 minute window for network too!

Location will be the Pancake House, 5479 Main Street in Williamsville (members pay for their own breakfast) or at the business location of the "hosting" member where host will supply a continental breakfast.

If you are interested in hosting a Breakfast Brief, please contact committee chair Nicole Fiorella at [nicole@fiorellasearchgroup.com](mailto:nicole@fiorellasearchgroup.com).

#### November Monthly Meeting: Buffalo State Small Business Development Center

**Susan McCartney**, executive director of the **Buffalo State Small Business Development Center** will speak about the many programs and services they offer for established woman-owned businesses. The SBDC enjoys a reputation as the business plan experts, but that is just one of the services offered. Through direct counseling, the SBDC provides a wide range of management and technical assistance services, including: organizational structure; loan information assistance; accounting, and financial planning; e-commerce; export assistance; cost analysis; marketing; and human resources and employee training.

**Date:** Wednesday, November 14, 2012 • Networking 5:30 a.m. • Dinner 6:00 p.m.

**Location:** Windows on the Green at Westwood Country Club • 772 North Forest in Williamsville

**Cost:** \$30 / member • \$40 / guest

**Register:** [www.nawbowny.org](http://www.nawbowny.org)

# unlock your company's potential

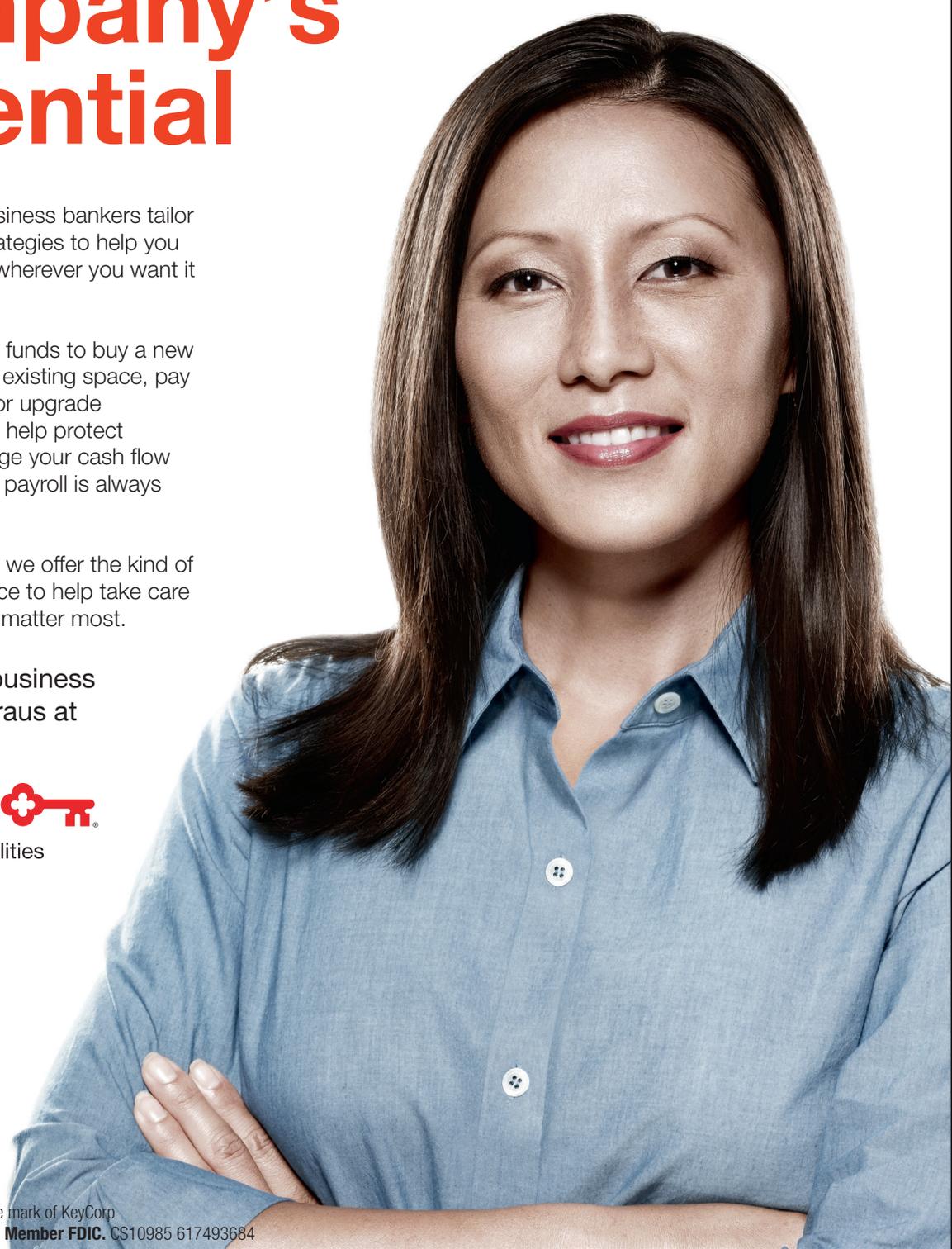
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## business events and resources

### Women In Networking (WIN) canisius college women's business center (wbc)

The Women In Networking (WIN) program is specifically designed to connect providers with buyers. WIN groups meet monthly to practice the skills and art of networking, exchange leads and share details of each member's products or services. In professionally facilitated meetings, you will join women in non-competing businesses to discuss issues, fine-tune your selling messages, and cultivate beneficial business relationships.

Membership includes: 10 monthly meetings (Sept – June); the ability to attend all other WIN group meetings; two Speed Networking events (\$60 value); four Open Networking events; two "Sister Mixer" events; and three "Women with Solutions" educational opportunities (\$90 value). Visitors and guests are welcome!

WIN groups are located across the Buffalo Niagara region.

- WIN South: Orchard Glen Retirement Community, 2nd floor activity room, 6055 Armour Duells Road, Orchard Park, NY 14127.
- WIN Amherst meets the third Wednesday of each month, 11:45 a.m. – 1:15 p.m., at Canisius Amherst Conference Center, 300 Corporate Parkway, Amherst, NY 14226
- WIN City meets the LAST Wednesday of each month, 11:45 a.m. – 1:15 p.m., at the Canisius College Women's Business Center, Canisius College Demerly Hall, 2365 Main Street, Buffalo, NY 14214

For more info: 716-888-8280 or

<http://www.canisius.edu/business-community/womens-business-center/program-listing/networking/index.dot>

### "The New Normal with Lisa Oz" western new york chapter american business women's association

This day-long conference will feature breakfast, morning professional development sessions, luncheon with keynote speaker Lisa Oz, and afternoon professional development sessions followed by a cocktail hour and giveaways. Spread out through the day will be time to visit the interactive vendor show. Keynote speaker Lisa Oz is a producer, author of six New York Times best selling books. She is the host of The Lisa Oz Show on Oprah Winfrey Radio as well as president of Ozworks LLC. The professional development sessions include offerings from local leadership experts: Mary Anne Cappellino, Wellness Director at The Buffalo Athletic Club; Michael Cardus, Principal Consultant of Create-Learning Team Building & Leadership, Inc.; Susan Cody-Leous, Senior Vice President of Fidelity Investments Institutional Services; Lisa A. Coppola, Partner & Trial Attorney with Rupp, Baase, Pfalzgraf, Cunningham & Coppola LLC, Attorneys at Law; Dr. David Kurss, Founder & Medical Director of the Women's Wellness Center of WNY; Althea E. Luehrens, Executive Director of Leadership Buffalo; Lori E. Miller, Owner & President of Developing Professionals; and Amy Remmele, Owner, & Mary Beth Vogt, Partner, of Peak of Success.

For more information, contact [tickets@abwawny.com](mailto:tickets@abwawny.com)

**Date:** Thursday, October 18, 2012 • 7:30 a.m. – 5:00 p.m.

**Location:** Adam's Mark Hotel, 120 Church Street in Buffalo

**Cost:** Regular Registration – \$129 from September 1st to October 17th; Day-of Registration – \$149 on October 18th

**Register:** [www.abwawny.com](http://www.abwawny.com)

## upcoming national nawbo event

### Women's Business Conference 2012

**START SOMETHING: INNOVATE. ADVOCATE. ACCELERATE.**

October 4-5, 2012 • Louisville Marriott Downtown • Louisville, Kentucky

This year's theme celebrates the entrepreneurial, innovative and adventurous spirit of women business owners. They have confidence and power to shake things up, take smart risks and do things differently to move forward. They are part of something much greater than themselves – a grass roots movement of women business owners and their community of supporters all dedicated to helping one another grow, thrive, give back and leave a legacy. They are starting something on their own, together and as part of NAWBO

**Registration and lodging** NAWBO® has negotiated special convention rates with the Louisville Marriott Downtown. Conference attendees are entitled to a discounted room rate of \$149 per night, plus tax and fees. A limited number of rooms are available at the special rate until September 7, 2012 or until the room block is exhausted. Once our room block is filled, rooms will be available at prevailing rates.

To make your reservation, call (800) 266-9432 and give them Reservation Code "NAWBO" or visit the Louisville Marriott Downtown online reservation page before September 7, 2012.

Register for the conference online at [www.nawbo.org](http://www.nawbo.org).

### nawbo buffalo niagara

NAWBO Buffalo Niagara is the premier organization for women business owners who aspire to accomplish growth, education, and connections.

### nawbo

The National Association of Women Business Owners propels women entrepreneurs into economic, social, and political spheres of power worldwide by:

- **Strengthening** the wealth creating capacity of our members and promoting economic development within the entrepreneurial community
- **Creating** innovative and effective changes in the business culture

- **Building** strategic alliances, coalitions, and affiliations

- **Transforming** public policy and influencing opinion makers



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## advertising

### ANNUAL AD RATES AND SIZES:

Ads run in 11 issues.

Full page (7 1/2" x 10") \$1,000

Half page (7 1/2" x 4 3/4") \$525

Quarter page (3 3/4" x 4 3/4") \$225

Business card (3 1/8" x 17/8") \$125

### SPECS:

Please send your business card and a check (made payable to NAWBO) to: White Rabbit Design, 173 Audubon Drive, Snyder NY 14226. For electronic submissions, preferred formats: PDF, eps or tif. Email files or questions to: whiterabbitdesign@roadrunner.com.

## articles

E-mail submissions: whiterabbitdesign@roadrunner.com. Contributed articles must be original work; previously published works must be accompanied by publisher's authorization to reprint. *WOMANink* reserves the right to edit contributed articles for clarity and length, and reserves the right to refuse to publish any contributed article.

## bits and bytes

# Customer Service in the Electronic Age

by Renee Cerullo

Customer service can make or break your company. I think we can become so busy trying to outsmart our competitors or trying the latest technology we can forget the basics. Recently, I took a step back and looked at my company and realized I was so caught up with projects that I had let our customer service go lacking. It's an easy thing to do when we are all trying to multi-task every minute of the day. We get caught up in trying to grow the business, become successful and make money! I like to time to take a step back and remember our customers want to connect with a human being. This will bring in new clients and help keep current customers more than any marketing campaign. You can have the greatest marketing campaign but that only brings them in the door once. Your customer service keeps them coming back.

This applies to both online contact with our customers and in-person contact. Both are equally important. We are most familiar with in-person customer service. A smile goes a long way in person. One of my employees said to me recently "I think she just wanted a friendly person to vent to and tell her we heard her and will fix it." He was returning a phone call to a frustrated customer because she could not get something to work. How true this is. A friendly voice is all that is needed sometimes. How often do you get the cranky customer service rep on the phone or dread calling the phone company or your cable provider, knowing it will take you 20 minutes just to get through their automated phone system? Or how about the business you call and you always get the message "We are experiencing an extremely high volume of calls?" How can they always be that busy?

**Your online customer service is becoming even more important.** People will use your Facebook Fan page or Twitter page to contact you now. You need to make sure you are actively monitoring your accounts. It's wise to set up email notifications when someone posts on your pages. You don't want a problem to go unanswered. You need to respond appropriately. There are many wrong ways to respond to a problem or criticism. You want to respond positively and try to help make this angry customer happy. Remember everyone is watching you and your response. Social media can spiral out of control and become a PR nightmare if not handled correctly. Deleting a negative comment or post is NOT the correct response. There will be backlash for that kind of response on your part. It shows you don't care.

**The power of Twitter.** I recently went to a conference at a Radisson Hotel. Their WiFi had been down for a day before I arrived and was down during the entire conference. To business travelers this is completely unacceptable. The hotel staff kept saying they had no idea what the problem is or when it would be fixed. This was extremely frustrating for all the conference attendees. I tweeted about it and almost instantly a Radisson representative tweeted me back asking me which hotel was affected. They then said they were looking into the issue immediately. She also direct messaged me apologizing for the inconvenience. This was fabulous customer service and a great way to handle the problem right away.

You can contact chapter member and Web developer, Renee Cerullo at Cerullo@RLComputing.com or RLComputing.com.

## community event

# Lunch & Learn Series about Waterfront Development at Canalside

sponsored by urban land institute western new york (uliwny)

Join The Urban Land Institute's (ULI) Young Leaders Group of Western New York for lunch with Thomas Dee, president of the Erie Canal Harbor Development Corporation (ECH-DC) to discuss placemaking and waterfront development at Canalside. Over the past three years, Mr. Dee has overseen the progress and development of Buffalo's inner harbor from an underutilized piece of land to a regional waterfront attraction.

Attendees will receive first-hand insight into the multi-faceted challenges and evolving success of redeveloping Buffalo's inner harbor. Learn about current and upcoming development projects, and how Canalside ties into greater waterfront development initiatives. Key topics will include public access and events at Canalside; past, present and future construction projects; and financial payback.

Lunch is included and will be provided by Lagerhaus 95.  
**Space is limited.**

**Register:** 1-800-321-5011 (9 a.m. – 5 p.m. EST, M – F) or  
[https://netforum.uli.org/eweb/DynamicPage.aspx?site=ULIMC&webcode=DCouncilEventInfo&Reg\\_evt\\_key=d5bc86435f04-4148-91e1-e181d3bfc02&RegPath=EventRegFees](https://netforum.uli.org/eweb/DynamicPage.aspx?site=ULIMC&webcode=DCouncilEventInfo&Reg_evt_key=d5bc86435f04-4148-91e1-e181d3bfc02&RegPath=EventRegFees)

**When:** Monday, October 1, 2012 • 12:00 – 1:30 p.m.

**Where:** Lagerhaus 95 • 95 Perry Street in Buffalo

**Cost:** \$5 / ULI WNY members • \$15 / nonmembers  
(Onsite registration: \$20 if available)

## womanink

|                                |  |
|--------------------------------|--|
| <b>Editor</b>                  | Nicole Fiorella, Social Media  |
| <b>2011/12 Editorial Board</b> | Celeste DiStefano, President<br>Dottie Austin, Immediate Past President<br>Nicole Fiorella, Editor |
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