

womanink

NAWBO Buffalo Niagara • P.O. Box 1165 • Orchard Park, NY 14127 • www.nawbowny.org

april 2012

A Trail Guide to Health Care Reform

Join us for an overview of the reform legislation and how it is being implemented in Western New York. **Roberta Rifkin, vice president for government affairs at Independent Health** will discuss health-care reform and its impact on small businesses. Rifkin is responsible for managing Independent Health's relationships with legislators, government agencies and leaders at national, state and local levels. She analyzes and monitors legislative and regulatory activities, develops company positions and provides leadership to stakeholders on legislative issues impacting the company.



Some excerpts from last month's oral arguments:

Chief Justice John Roberts: "If I understand the law, the policies that you're requiring people to purchase ... must contain provision for maternity and newborn care, pediatric services and substance use treatment. It seems to me that you cannot say that everybody is going to need ... substance use treatment or pediatric services, and yet that is part of what you require them to purchase."

Justice Samuel Alito: "The mandate is forcing these people (young, healthy individuals) to provide a huge subsidy to the insurance companies for other purposes that the act wishes to serve ... isn't it the case that what this mandate is really doing is not requiring the people who are subject to it to pay for the services that they are going to consume? It is requiring them to subsidize services that will be received by somebody else."

Paul Clement, attorney for states suing to overturn the law: "If all we were concerned about is the cost sharing that took place because of uncompensated care in emergency rooms, presumably we'd have before us a statute that only addressed emergency care and catastrophic insurance coverage. But it covers everything, soup to nuts, and all sorts of other things..."

"There's a much bigger cost shifting going on here, and that's the cost shifting that goes on when you force healthy people into an insurance market precisely because they're healthy ... precisely because they're not likely to use the insurance they're forced to buy."

Michael Carvin, attorney for the National Federation of Independent Business, suing to overturn the law: "One of the issues here is not only that they're compelling us to enter into the marketplace ... they're prohibiting us from buying the only economically sensible product that we would want, catastrophic insurance..."

"Congress prohibits anyone over 30 from buying any kind of catastrophic insurance. And the reason they do that is because they needed this massive subsidy."

When? Wed., April 18, 2012 ■ 5:30 p.m. networking ■ 6:00 p.m. dinner

Where? Salvatore's Italian Gardens Restaurant ■ 6461 Transit Rd. in Depew

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

Register online today! ■ at www.nawbowny.org

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Turn **SMALL TALK** into **BIG BUSINESS: NAWBO's great NETWORKING "Fun" draiser!**

WHEN? Wednesday, May 16, 2012 • 5:30 to 8:00 p.m.
WHERE? The Park Club • 4949 Sheridan Drive, Williamsville NY 14221
COST? \$50 per person (includes free ticket for iPad prize drawing)
RSVP? by May 10, 2012 • www.nawbowny.org

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articles

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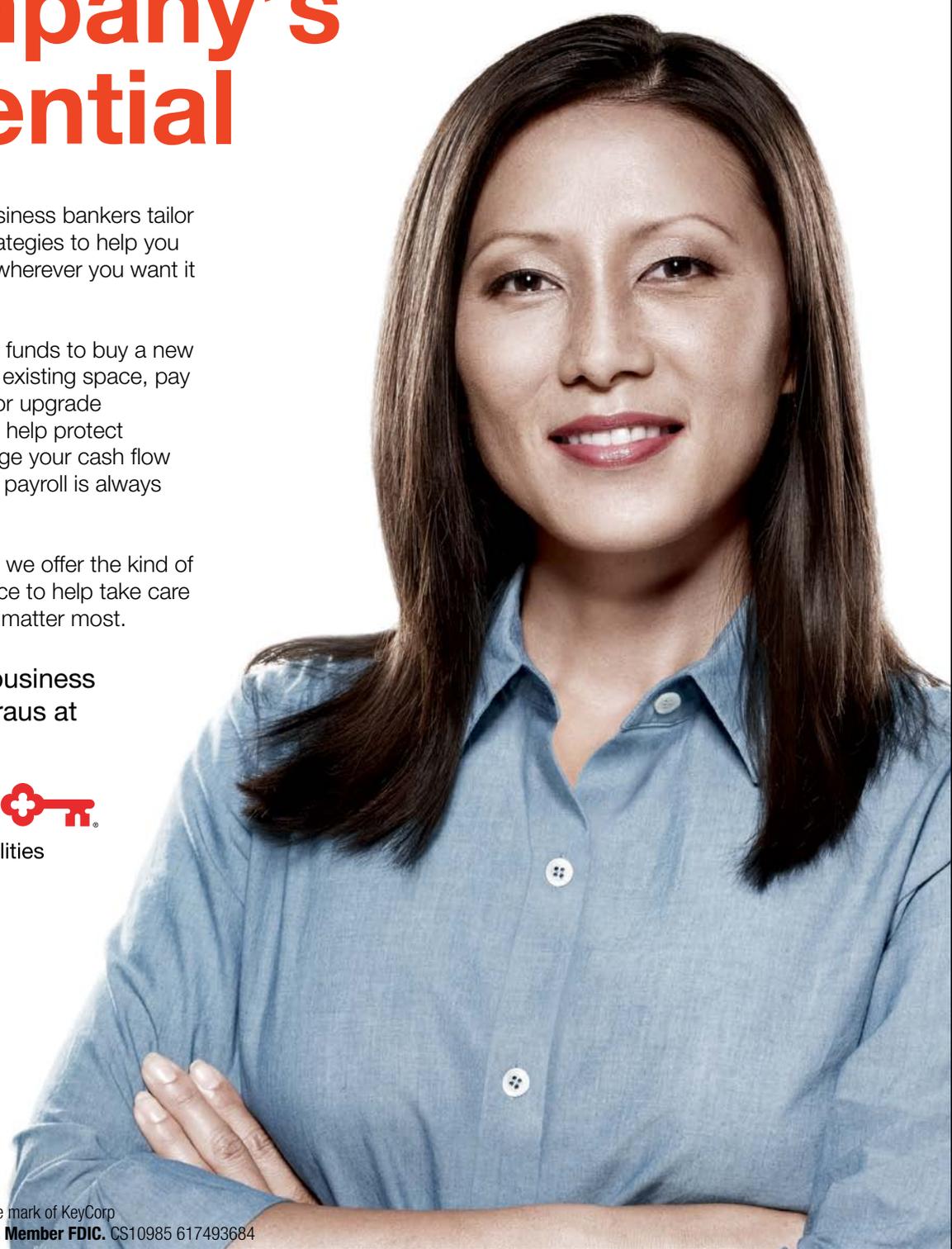
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NAWBO
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 National Association of Women Business Owners

2012 program

Program is subject to change

Location Salvatore's Italian Gardens Restaurant
 6461 Transit Road • Depew NY 14043

Time 5:30 p.m. Networking
 6:00 p.m. Dinner

Cost \$30 member • \$ 40 guest

RSVP Cancellations 48 hrs in advance.

make your dinner reservation online at: www.nawbowny.org

Please include your full name, telephone number, dinner choice, and if a guest, the name of the NAWBO member who invited you. Mail pre-payment (check payable to NAWBO) to: NAWBO, P.O. Box 1165, Orchard Park NY 14127. We now accept paypal: log onto our website and follow the prompts for payment.

Questions? – Please contact our Chapter Administrator Jeanne Hellert at 238-2461 or nawbowny@gmail.com.

Please RSVP by 3:00 p.m. on the Friday the week before the Wednesday night meeting

may 16, 2012

Turn SMALL TALK into BIG BUSINESS: NAWBO's great NETWORKING "Fun"draiser!

Why do so many women struggle with the concept of networking and self-promotion? We feel comfortable promoting others but when it comes to our own business and achievements it's an entirely different story. This "how-to" event will offer you the ins and outs of effective networking and the chance to hone your new skills with interactive mini-modules. Pick up tips you can use right away!

We'll serve up a light buffet with cash bar. Plus lots of extras: each participant receives a takeaway card of networking tips, plenty of opportunities to bid on great gift baskets, and the **chance to win our iPad prize drawing!** Proceeds of this fundraiser will benefit the NAWBO Buffalo Niagara Chapter's leadership training for women entrepreneurs and our women's scholarship fund. **Please note different location and price change:** The Park Club • 4949 Sheridan Drive, Williamsville NY 14221. Cost: \$50 per person.

june 13, 2012

Women in Leadership Recognition Dinner

NAWBO Buffalo Niagara has partnered with WKBW-TV to showcase successful local women business owners. Join us as we honor 12 Western New York women who have succeeded in the business and charitable arenas and have inspired others to follow in their path. Help chart the chapter's future path with the induction of our officers and board.

nawbo buffalo niagara

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

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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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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

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women in leadership

Showcasing Professional Women's Accomplishments



SUSANNE KELLEY
SIENNA ENVIRONMENTAL
TECHNOLOGIES
Honoree for March 2012.

Susanne is the founder and president of Sienna Environmental Technologies, a state of the art, full service industrial hygiene firm which services the insurance industry and residential, commercial and industrial projects. Susanne is "hands-on" with her business, which has grown tremendously since she started it in 2000.

As a woman in a construction-related field, Susanne had to prove both her technical ability and her mental toughness. Her hard work has paid off and Sienna Environmental Technologies was recognized in Business First last year as one of the "Fast Track Companies in Western New York 2011."



DR. JOANNE COBLER
BUFFALO CARDIOLOGY AND
PULMONARY ASSOCIATES
Honoree for February 2012.

Dr. JoAnne Cobler has been keeping Western New Yorkers healthy for more than 20 years now. She practices with Buffalo Cardiology and Pulmonary Associates in Amherst, and while this cardiologist fell in love with the heart, it's meeting with the patients that she enjoys the most.

Dr. Cobler is a trailblazer for women in medicine. There is a shortage of women in cardiology. She herself was discouraged from following this specialty. Now, she's a strong advocate for women, especially when it comes to heart health. She's active in the American Heart Association's Go Red for Women campaign. It's something that's close to her heart, after seeing too many female patients being improperly treated for heart disease.



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business event

CEL Entrepalooza '12

Entrepalooza '12, presented by CELAA, Buffalo Niagara Partnership, and Buffalo Niagara Sales and Marketing Executives, will take place at the **Buffalo Niagara Convention Center on Thursday, May 10, 2012**. Registration runs 8:30 – 11:30 a.m. with a continental breakfast and networking 8:30 – 10:00 a.m. Roundtable discussions with local experts will be held 9:00 – 11:45 a.m. Luncheon is at 12:00 p.m. with the keynote, Keith McFarland speaking 1:00 – 4:00 p.m. A cocktail reception follows 4:00 – 6:00 p.m.

Keith R. McFarland, author of *THE BREAKTHROUGH COMPANY: How Everyday Companies Become Extraordinary Performers*, will keynote at Entrepalooza.

"As a technology CEO, business school dean, consultant and writer, Keith McFarland has provided management insight to organizations for more than twenty years. He writes a monthly online column for BusinessWeek, and is founder of McFarland Strategy Partners, which provides strategic advisory services to companies such as Microsoft, Morgan Stanley, The Los Alamos National Laboratory, Vans, House of Blues, Motorola, and more.

He served as CEO of two technology firms, most recently Nivo International, the exclusive provider of certification services for Microsoft Office products through 2,000 testing centers in 56 countries worldwide. McFarland's book, *The Breakthrough Company* represents the most exhaustive study of successful growth companies in history. He and his research team spent five years assembling and analyzing a database of more than 7,000 companies – every company to ever be named to Inc. magazine's annual list of 500 fastest growing companies.

The complete panel of 2012 Experts:

Joel Columbo, 360 PSG; "Internet-Related Marketing"

Joe Fox, TrainSMART; "Sitting on a Time Bomb – If you're desk bound your back is doomed unless you learn to love and protect your spinal curve"

Andrew Wilson, Serotte Reich Wilson, LLP; "How to hire and retain key foreign national personnel, immigration compliance"

Susan Adelman, Adelman Research Group; "Market Research and Customer Insights to Drive Growth and Innovation"

Tony Blasting, Northwestern Mutual Financial Network; "Business Owner Planning: Protect the Goose, Keep the Golden Eggs"

Patricia Herberger, Herberger Consulting Services; "Identify Theft in the Workplace – Your risk and potential liability"

Kurt Amico, MidCity Office Furniture; "Collaboration and Interaction in the Workplace"

Diana Southall, HR Solutions; "Total Reward for Employee Satisfaction [OR Compensation Strategies for Retention, Motivation and Loyalty]"

Jim Manno, Sonwil Distribution; "Optimize revenue potential while lowering operating expenses"

Kevin Kelly, I-Evolve Technology Services; "Benefits of moving infrastructure, desktops or backups to an offsite data center"

Adrian Roselli, Algonquin Studios; "What small businesses should consider when creating a web presence"

Samuel Russo, SelectOne Search LLC; "Making your company a Gen Y destination employer"

Dottie Austin, Career Partners International; "LEAP – Leadership Effective Assimilation Process / Onboarding First 100

Days"

Don Hahn, Hahn Strategies; "Building and Sustaining a Great Sales Enterprise"

Francine Brooks, FB Displays; "Trade Show Etiquette"

David Hartzell, Clarence Town Supervisor; "Available Grants and Loans to Grow Your Business"

Bob DiGiore, Lawley Insurance; "Executive and Employee Benefits Strategies for 2012"

Tom Ulbrich, Executive Directory, UB Center for Entrepreneurial Leadership; "Net Promoter Score – The Customer Loyalty Advantage"

David Sherman, Brentwood Technical Services; "Mobile Local Fusion – Bringing together Google Search, Mobile Search, etc."

Shawna Dosser, BWI Health Promotions; "Worksite Wellness – Made Easy"

Lisa Stefanie, Triple Track; "Employee Assistance Programs as Effective Performance Management Tools"

Rita Markle, Performance Management Partners; "Why Should Anyone Be Led By You?"

Danny Hansel, DanHansel.com; "Improving Your Sales, Marketing and Business Development Results using LinkedIn"

Gerry Murak, Murak and Associates; "How to Reduce Health Care Costs for Your Business"

Todd Zielinski, Athena SWC; "Creating a sustainable measurable process model for new business development, marketing"

Karl Frizlen, The Frizlen Group, Architects; "Productive Workplace Environments"

Pat Dwyer, Health Force WNY; "Geriatric Care"