

# womanink

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2015  
March  
**11**

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## 2015 programs

Program is subject to change

|          |   |      |  |
|----------|---|------|--|
| Location | Protocol Restaurant<br>6766 Transit Road • Williamsville NY 14221 | Time | 5:30 p.m. Networking<br>6:00 p.m. Dinner |
| Cost     | \$35 member • \$40 guest  | RSVP | Cancellation 48 hrs in advance.          |

**make your dinner reservation online at: [www.nawbowny.org](http://www.nawbowny.org)**

Include your full name, telephone number, dinner choice (guests include name of 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 prompts for payment.

**Questions?** Contact our chapter administrator, Jeanne Hellert, at 238-2461 or [nawbowny@gmail.com](mailto:nawbowny@gmail.com).

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

### february11, 2015

#### Let's Talk Business WNY

Time: 5:30pm-7:30pm

Location: Protocol Restaurant, 6766 Transit Road, Williamsville, NY, 14221

### march 11, 2015

#### Each One Reach One!

Time: 5:30pm-8:00pm

Location: Grapevine Banquets, 333 Dick Road, Cheektowaga, NY, 14225

### april 8, 2015

#### Success Without Struggle

Time: 5:30pm-8:00pm

Location: Protocol Restaurant, 6766 Transit Road, Williamsville, NY, 14221

### may 13, 2015

#### 2015 Annual NAWBO Fundraiser

Time: 5:30p-8:00pm

Location: Soho Burger Bar, 64 W Chippewa St, Buffalo, NY, 14202

Open Bar from 6-8pm

Passed Hors d'oeuvres

### june 10, 2015

#### Setting Sails for 2015-2016

Time: 5:15pm-8:00pm

Location: 329 Erie Street, Buffalo, NY, 14202

## advertising

### ANNUAL AD RATES AND SIZES:

Ads run in 2 hard-copy issues (typically September and February)

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 1 7/8") \$125

### SPECS:

Please send your business card and a check (made payable to NAWBO) to: Lisa A. Coppola, 5651 Main Street, Suite 8-154, Buffalo NY 14221. For electronic submissions, preferred formats: PDF, eps or tif. Email files or questions to: [lacoppola@gmail.com](mailto:lacoppola@gmail.com).

## articles

Email submissions: [lacoppola@gmail.com](mailto:lacoppola@gmail.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.

## 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

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## president's remarks

# Starting the Year With Confidence & Gratitude



As the snow flies and – at least occasionally – the sun peeks out, I'm reminded that it's our perspective that shapes our reality. What we think we see (or believe) is what matters. As the new year dawns, we easily can become overwhelmed, particularly as owners of businesses, with the obligation to make resolutions, update business plans, and think in more sophisticated ways about

growing our businesses. And while goal-setting and business-planning is a necessity in business, let's try to not create overwhelm around it.

This year, let's take a deep breath. Yes, that's my message to you: let's take a collective deep breath. Because that's what allows us to pause and adjust our perceptions – if even for a moment – and appreciate how far we've come in all of our roles. Along with our titles as "owners" of our businesses, many of us also enjoy other titles, like parent, spouse, daughter, caregiver, neighbor, friend, mentor and of course many more. Those titles can carry joy, and at the same time, there also can be challenges to overcome as we make our way in business, and in life.

So as this new year dawns, I invite you to pause and appreciate not only your business and those around you, but I encourage you to appreciate yourself for all that you've done and all that awaits you – and your business – in 2015. NAWBO is excited to be a part of you, to support you, and to open doors for you. Cheers!

Donna M. Scalfaro, President  
NAWBO Buffalo Niagara Chapter

*"Those who are lifting the world upward and onward are those who encourage more than criticize."*

-Elizabeth Harrison

## breakfast briefs

NAWBO members are teeing up their offices and work areas to welcome you – our members – to an interesting, timely, and collegial breakfast. More details to follow, so mark your calendars now for these Thursday events at 8:00 a.m.

February 26, **Althea Luehrsen**

March 26, **Donna Scalfaro**

April 23, **Kathryn O'Donnell**

May 27, **Nancy Rizzo**

## silver member chapter partners

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## womanink

2014/15 Editor

Lisa Coppola

Design/Layout

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### Articles

Email submissions: lacoppola@gmail.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.

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<sup>1</sup>According to statistics released by the U.S. Small Business Administration (SBA) for total approved loans through the SBA's 7(a) lending program during the federal fiscal year ending 9/30/2010. ©2011 M&T Bank. Member FDIC.



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# Social Media = Relationships

by Sabina Ramsey



Social media is one of the most prominent and powerful communications tools of today and it will become even more important in the future. There is a sense of urgency to teach seasoned business owners about social media and its potential. It is understandable that most business leaders don't realize its power and why they should use social media.

Many are curious, may take classes on how to set up and operate the different tools, but few understand that the true potential of social media lies in nurturing relationships with people. At its core, it is not about technology but sociology.

Effectively using social media can easily be compared to building a website. A website is really not so much about the technology that underlies it, but rather, it's about the purpose behind it: communicating who we are, what sets us apart, and what we as business owners are ready to provide to our community. Often, this offering isn't even a service or a product but the values that that service and product are associated with. It is your story and brand that people will connect with emotionally.

It follows, then, that the potential in social media is not in the variety of applications a company can use to spread its messages, but it is in the way these tools allow us to communicate, express emotion and bring value. In short, social media is a new way of communicating with others. Since it is about relationships, it is at its best open, authentic and real. Larger corporations today watch what happens online, and they have come to understand that traditional advertising is not as effective anymore. So they are trying to be more personal and engaging. The younger population hardly watches TV. Rather, they spend their time online following their favorite YouTubers and sometimes even sharing and creating content themselves. And yes, if they

like your product or service, they gladly will share it with friends because that in turn builds their identity. In short, the communication from corporations to consumers no longer is a one-way path from top down.

One method that savvy businesses use today is hiring social media influencers to carry out their message. It results in positioning your business closer to where people are and in the places where those target customers spend most of their time: hanging out with friends on Tumblr, Skype, SnapChat, Twitter, and YouTube. That is one of the reasons it is important to position your company's values and brand clearly. The clearer your messages are, the easier it is for people to take a stand.

When I work with business leaders I gently encourage them to loosen up. I know their audience might not be in their teens, but the more human a business is, the better it will be able to connect with others. And there are effective ways for traditional businesses to become more personal. They simply have to understand that social media is not a one-way communication vehicle anymore. You can't push out one-liners all day long and expect any interaction. It is about listening, being interested in your audience, helping them solve questions they might have or providing value in the form of entertainment. Sometimes it's putting your ear to the ground, being open and asking questions can bring unexpected value. Certain situations also can allow for vulnerability. Authenticity and empathy build trust.

If we go back to what creates great relationships and ultimately trust, it's that we as individuals, small businesses or even larger companies can become better friends. Friends care for each other. They have each other's back. They encourage, lift up, connect, like, and engage. Older communication rules simply do not apply to this new way of interaction.

Sabina Ramsey conceived of, created, and now leads Insight International, a digital communication firm located in Buffalo, NY. She is president-elect of the Buffalo-Niagara Chapter of NAWBO.

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# Whether Golf Hazards or Life Obstacles, Choose Mindset First and Action Second!

by Nancy Rizzo, Life & Mindset Wellness Coach



After a quick golf lesson from my son, Matthew, I'm clearly seeing how the Game of Golf is no different than the Game of Life. So here's How to be Unstoppable at whatever that is for you, and how to be in joy while you're at it. And we're going to drill this right down, because none of us needs one more thing to do.

Do you remember that hilarious comedy routine that Robin Williams did on the concept of golf? I'm pretty sure after all that negative chatter, he talked himself right out of even playing the game!

Our words become our thoughts which turn into our beliefs. We then step into our lives – with all of our senses, body and heart – and we take action from that Mindset. That's what you're bringing to your game of golf, and that's what you're bringing to your Precious Life! So let's stop waking up every morning and wondering why nothing in your life, or golf game, has improved or changed.

What do you say when you've been hitting to the right the entire day, and then come upon a water hazard to the left? Do you say, "Oh, this is an easy shot?" Or, because you've already mentally checked out, do you say, "I've been hitting to the right all day, so because this hazard is to the left, watch me now hit it right into the water!" Yep, that's what Matthew said too.

Instead of this, though, I invite you to Choose Mindset First with your words. Tell your brain what to do instead of your brain telling you what to do. While you're elevating your energy to that, and taking back your power, you are also re-wiring your brain – growing a brand new neurological pathway – that makes you confidently hit the shot instead of choking and missing the shot! Bringing that same Mindset First to your Life is the difference between moving forward in positivity and success with an abundance mindset on your journey versus grappling in depletion with a scarcity mindset to get you there. You are here for a purpose, and you are meant to be happy. Let's choose to travel that way! When you discover that life can be lived this way (and golf can be played this way), you will not allow it to be any other way. You will start to believe – and then know for sure – that there is a choice instead! How do you think they sent the first astronauts into space to live and work while floating about the cabin? NASA studied how to change habits through creating new brain wiring. Change is not easy, but it is definitely do-able – and scientifically proven.

There used to be an ABC Strategy System in Sales – "Always Be Closing." Well for Mindset First – Action Second, the ABCs to re-wire your brain for a better life (and better golf) is as follows. I invite you to use these personally and professionally, one system, 24/7, and watch life flow:

- A = Acceptance: "I Accept who I am and where I am right now." Think and feel positioning - like putting your token in The Start Box on the Game Board! "I am Worthy and Deserving to feel this way because. . . This is where you can say your statement, "watch me hit it right into the water!" Speak Your Truth and Honor Your Feelings. Your Mindset is stepping into Authenticity, Self-Worth, and Taking Back Your Power! Begin to feel that energy.

- B = But! Think and feel an empowering pause where you are going to Change Your Mind like changing direction or changing the channel.

- C = Choose Instead! Firmly speak, "This is what I Choose Instead!" The word "Instead" is critical, because it clearly moves your new choice directly in front of the old mindset that is not serving you. And, you can keep choosing instead until you get the result you want.

These are the basics to get you started. Then to continually move your brain off your old default and onto the new neurological pathway, simply be consistent with those ABCs. How do you learn to ride a bike? Consistency. How do you stop biting your nails? Consistency. How do you change your mind? Consistency.

No one is exempt from life obstacles, so please don't ever feel isolated. If and when you're willing, the work is to not get stuck and never settle for anything less than Abundance and Joy on your journey. It is non-negotiable. Simply choosing to hope, instead of to worry, is still a positive, forward-moving choice, right?

Now that you know where your positive or negative Mindset gets you - in the "water hazard" or in joy on your journey where you are meant to be – it will never matter again who or what shows up and thinks it's going to stop you, because you now have the Gift of Choice to Choose What You Want Instead - right now in this moment. Choices never run out, and they never expire. Now is your Point of Power. Mindset First. Action Second. Watch what happens!

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NAWBO Buffalo Niagara Chapter Member Nancy Rizzo is a Certified Life Coach and Certified Mindset Wellness Coach. She developed the Joy vs. Depletion System, © Life Tools from Your Tool Belt, © & New World Marketplace Mindset System. © Nancy is a motivational speaker, workshop presenter, and group and personal coach, specializing in women in business, direct sales groups, and launching entrepreneurs. She is a contributing author in *Speaking Your Truth Vol III: Courageous Stories from Inspiring Women* where she wrote "Trust: A New Way To Navigate." Nancy offers complimentary Get Acquainted Sample Coaching Sessions and her Smart & Simple Ways to Wellness newsletter. Reach her at [www.nancyrizzo.com](http://www.nancyrizzo.com), 716.812.0305, and [nancyrizzo@roadrunner.com](mailto:nancyrizzo@roadrunner.com).

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## March 11th Will Jumpstart Your Business

What an exciting time for NAWBO Buffalo-Niagara chapter! We're not only celebrating our 20th anniversary, but this is the 5th anniversary of **EORO**.

**THIS PROMISES TO BE THE BEST ONE YET.**



What is EORO? It's Each One Reach One, Western New York's largest annual networking event for women business owners and professionals. This is a mega-mix, mega-mingle, and mega-meet, where each participant enjoys a progressive dinner. The real magic is in moving from table to table for each new course, women are networking with a new group each time. Each table is facilitated by a veteran NAWBO member, making introductions seamless and conversation around business initiatives and solutions robust. A natural result is making new connections and forging new partnerships at each of the facilitated tables.

Wednesday, March 11th is the date for this historically well-attended event. The fun gets under way at 4:00 pm at the Grapevine Banquets, with a chance to get to meet 50 vendors along with light appetizers and an open bar. At 6:30 pm, it really heats up as our progressive dinner begins: table captains ensure that each participant has a chance to speak and ask questions. Sprinkled throughout, great networking tips will be shared by our generous event sponsors.

And we've added a new twist to this year's event! Following dinner you have another chance to continue the mega-mix, mega-mingle, mega-meet with post-dinner Networking Happy Hour till 9:30pm. The vendor area will reopen too, and designated drivers will be available for anyone who might need a safe ride home.



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Don't forget to share this event with everyone you know! Help make this the best EORO event - we have room for 500 participants, so don't be shy - share the link or send an invite to every one you know! Together we can make this the best mega-mix, mega-mingle, mega-meet in WNY.

**NEED MORE INFORMATION?**

Visit the website at [www.nawbonf.org](http://www.nawbonf.org).

**THE DETAILS Each One, Reach One**

March 11, 2015

4:00 - 9:30 pm

Grapevine Banquets

333 Dick Road, Depew