

womanink

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

nawbo buffalo niagara events



Picnic in the Park

auction fundraiser for women entrepreneurs scholarship fund

☀ Don't miss NAWBO Buffalo Niagara's annual fundraiser! ☀ Our premier event of the year is the ideal venue to bring that special guest – a client, vendor, friend, or family! ☀ Network with women entrepreneurs, browse an array of silent auction items and fabulous gift baskets, and enjoy a light picnic buffet. ☀ Includes cash bar.

☀ NAWBO Buffalo Niagara is a leading advocate for women business owners who aspire to higher levels of opportunity, challenge, and success. ☀ Your donation benefits NAWBO's leadership training for women entrepreneurs and women's scholarship fund.

When: Wednesday, May 15, 2013 • 5:30 – 8:30 p.m.

Where: The Park Club • 4949 Sheridan Drive in Williamsville

Cost: Early bird \$45 (before April 26) • \$50 person (after April 26)

Register online TODAY! • www.nawbowny.org • by May 9, 2013

Please note: The Park Club requires business casual; no denim.

Register online today! ■ nawbowny.org

may 2013

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Our Mission

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

member chapter partners

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Barbara Oliver & Co. Inc.

Barbara Oliver • 716-204-1297

Brown Electric, Inc.

Sharon Brown • 716-694-7622

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Katharine Smith • 716-839-3696

nawbo buffalo niagara event



June Monthly Meeting

Network Niagara Boat Cruise!

Enjoy the sights and sounds of a beautiful June evening while you network with Western New York women entrepreneurs at this do not miss meeting! Induction of the chapter's new officers will take place on the Grand Lady during our exclusive NAWBO dinner cruise. We will offer a delicious buffet and a cash bar for our cruise on the Niagara River.

The Grand Lady has been entertaining guests since 1998. It will take off from its home port at the Rich Marina, located at 5 Austin Street (just off Niagara Street) in Buffalo.

Date: Wednesday, June 12, 2013

Networking: 5:30 – 6:00 p.m. • Dine, drink and cruise until 8:30!

Location: The Grand Lady

Rich Marina • 5 Austin Street (just off Niagara Street) in Buffalo

Cost: \$30 / member • \$40 / guest

Register: www.nawbowny.org

May Breakfast Brief

The June **Breakfast Brief** will be hosted by **Suzanne Novelli**, of **Alliance Advisory Group**. Join us for networking and Suzanne's presentation!!

Date: Thursday, May 23, 2013

8:00 – 8:30 a.m. networking

8:30 – 9:00 a.m. presentation by Suzanne Novelli

Location: Alliance Advisory Group, 350 Essjay Rd., Suite 301, Buffalo, NY 14221

Cost: FREE. Suzanne will provide a continental breakfast.

RSVP: by Thursday, May 19th

to Chapter Administrator Jeanne Hellert: jhellert@roadrunner.com

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 networking 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.



Picnic in the Park

annual auction fundraiser

When: Wednesday, May 15, 2013 • 5:30 - 8:30 p.m.

Cost: \$45/early bird • \$50/AFTER April 26th

Where: Park Club • 4949 Sheridan Dr. in Williamsville

RSVP By May 9, 2013 • www.nawbowny.org

Fundraising proceeds benefit the chapter's leadership training for women entrepreneurs and women's scholarship fund. NAWBO Buffalo Niagara is the premier organization for women business owners who aspire to accomplish growth, education, and connections.

Thank you for your donation!

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Description of Basket: (Cash is always welcome! – we'll acknowledge your gift).

Approximate Value of Item: _____

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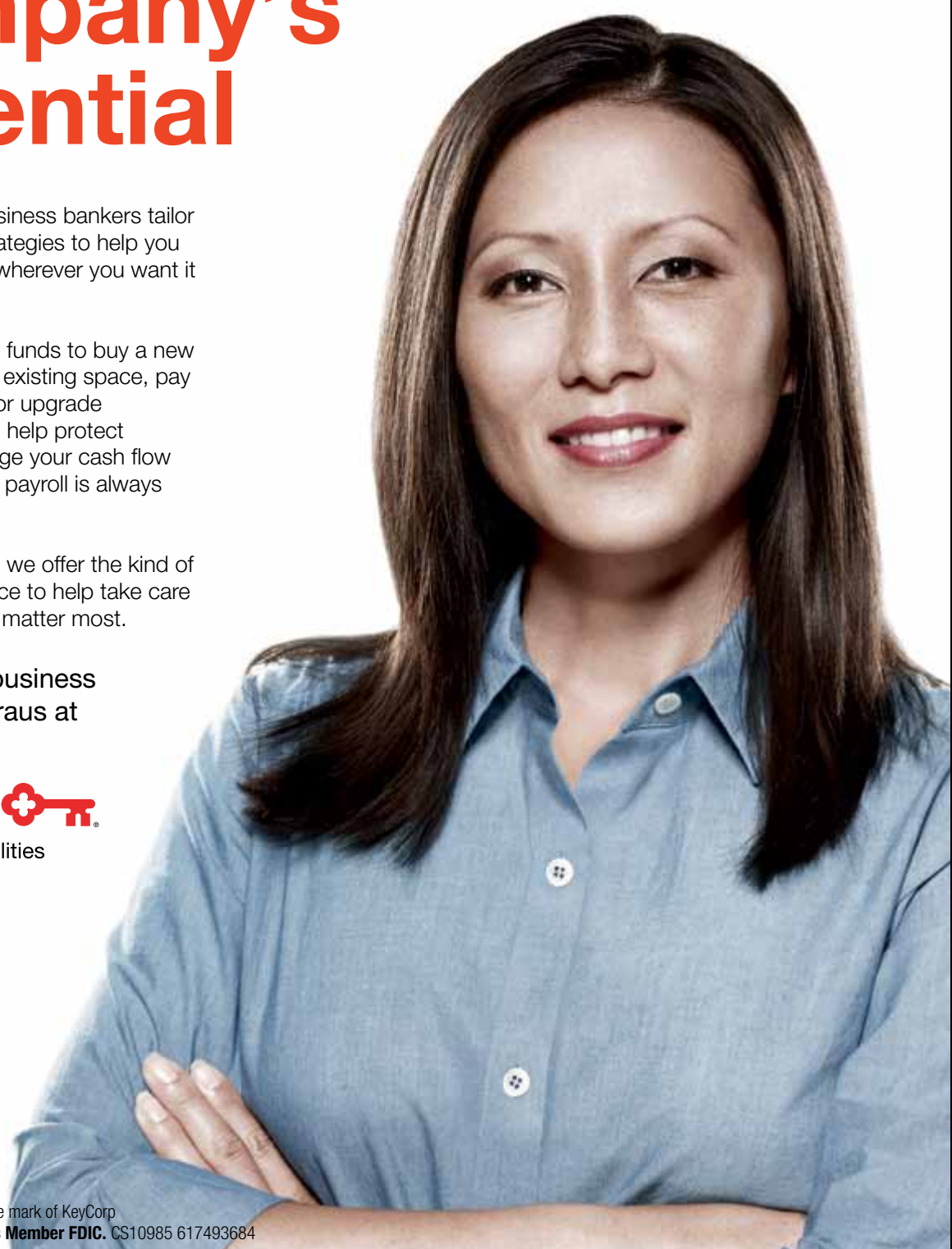
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Women in Leadership Recognition Luncheon

Please join **NAWBO Buffalo Niagara** and **WKBW-TV** at the luncheon recognizing our 2012/2013 Women in Leadership honorees! Eyewitness News co-anchor Joanna Paceri will host.

This event will take place **Wednesday, June 5, 2013, 12:00 p.m.** at **Templeton's Landing**, 2 Templeton Terrace in Buffalo, NY. The cost is **\$25 per person**. Please RSVP by May 24, 2013 to Jeanne Hellert at jhellert@roadrunner.com or online at www.nawbowny.org.

The **Women in Leadership Program** showcases successful local women who have given back to the Western New York community. Women In Leadership honorees are established women business owners or professional/working women who have exhibited leadership, enterprise, and excellence in their business or profession and give back to the Western New York or greater community. The goal of the program is to recognize women who have succeeded



both in the business and charitable arenas and help inspire others to follow in their path.

Each month throughout the year a woman business owner or working woman is profiled on WKBW-TV Eyewitness News and featured on AM Buffalo.

As of press time, our honorees include Saw-rie Becker, Erie County Commission on the Status of Women; Heather Filipowicz, Executive Director

WNY Women's Foundation; Theresa Jackson, Wegmans Food Markets; Katherine Lucas, Guerrilla Video Solutions; Althea E. Luehrsen, Executive Director of Leadership Buffalo, Inc.; Barbara Maira, Lisa Hunter Jewelry; Amy McCarthy, The Lunch Box & Current Catering; Dr. Anne Orsene, Doctor of Audiology – Director, Hearing Evaluation Services of Buffalo, Inc.; Marie Rabin, CARA Medical; Susan Shaft, Literacy New York – Buffalo Niagara; and Sue Weeks, Turning Point Behavioral Services, LLC.

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All contributed articles must be original work; all previously published works must be accompanied by the 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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WOMANink is a monthly information service for the NAWBO Buffalo Niagara Chapter's members and other women business owners. Published 11 times per year (issues published sporadically in July and August). Circulation: September and February issues approximately 750; and remaining months, approximately 140. Payment must accompany all advertisement requests. WOMANink reserves the right to refuse to publish any advertisement.
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¹According 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.

Planning for a Successful Trade Show Appearance

by Joyce DeLong

Trade shows provide a great opportunity to make sales, build relationships and collect qualified leads. Getting the best return on your investment takes planning when you consider time away from your business, materials and participation. To maximize the value of your next trade show, review the following before you're off and running.

Set goals.

Have a plan outlined – strategic and tactical – with measurable goals. Are you introducing a new product or announcing an enhanced service? Prospecting for new business in a specific industry? Set your objectives (i.e. 10 new orders, 50 contacts, 25 qualified leads, three articles in trade journals, etc.) and track your results.

Develop a follow-up plan.

Have a lead fulfillment system in place. By preparing your materials before you leave, it will help to ensure timely follow up. You can pre-stuff a follow-up package with a high-quality capabilities brochure that's set to mail upon your return. Include a pre-drafted generic letter that can be personalized with a

handwritten note reinforcing your initial conversation at the show. Industry statistics reveal that 89 percent



of exhibitors go with the intention of gathering leads, but only 21 percent of the leads are given proper follow up.

Identify your audience.

Many trade shows are connected to annual meetings and conventions. Request the organizer's

mailing list, though it may be more extensive than you need. Narrow it to your target audience.

Build pre-show interest.

Create "buzz" in your participation prior to the show, and target your pre-show mailing. You can do this by sending a direct mail piece to targeted prospects. Include a simple card that can be redeemed at your booth for a prize. For example, you could send red cards to customers and yellow to prospects, and invite them to return the card at your booth for a special gift.

Choose your staff wisely.

Your staff should be easily identified through logo apparel that presents a professional, enthusiastic and unified image. Use your top salespeople who know how and what to communicate. Encourage personal goals, and have rewards for a job well done.

Select print materials for your booth.

Gauge quantities of business cards, brochures
Continued on page 9

A large graphic featuring the text "LAUNCH GREAT IDEAS." in a bold, sans-serif font. The text is split across two lines, with "LAUNCH GREAT" on the top line and "IDEAS." on the bottom line. The background is a grayscale photograph of several people in a meeting or workshop setting, looking at a whiteboard with diagrams and notes. The overall tone is professional and collaborative.

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member news

NAWBO members to be honored at Small Business Luncheon

The **SBA Small Business Week Awards Luncheon** will be held on **Wednesday, May 8, 2013** at the Buffalo Niagara Convention Center, 553 Franklin Street in Buffalo. The luncheon will start at 12:30 p.m.; 11:30 a.m. registration and networking.

For lunch tickets, visit www.bizjournals.com/buffalo/event/81451 or contact Kelly LoTempio at kelly.lotempio@sba.gov.

Held in conjunction with the luncheon will be a **Small Business Matchmaker**, the opportunity to meet with buyers from federal, state and local government agencies and national businesses. Matchmaking will take place in 10 minute sessions; participants sign-up to meet with specific companies and agencies the morning of the event starting at 7 a.m.

There will be a day-long **EXPO** where small businesses can reach potential customers and business professionals can network.

A free learning workshop and speed marketing will be presented throughout the day by SCORE. This **"Selling to the Government" workshop** will be held concurrently from 9:00 – 10:00 a.m. and 10:15 – 11:15 a.m.

For more details and cost, go to <http://www.bizjournals.com/buffalo/event/81451>

SBA Small Business Person of the Year Sharon Brown, Brown Electric Inc.

Brown Electric Inc. is primarily a commercial and industrial electrical contractor. In addition the company provides residential and institutional electrical contracting services. The company was established by Thomas and Sharon Brown in 1981. In April 2003 when her husband Thomas passed away, Sharon immediately added her husband's responsibilities to hers and was determined to continue to grow their business. The company's continued growth and increased employment resulted in Brown Electric Inc. outgrowing their location in Tonawanda and in 2001 Sharon took on the task of constructing an 8,500 square-foot building on Campbell Boulevard in Pendleton. Today, in business for more than 30 years, the business continues to operate successfully and has added four new employees.



NAWBO Buffalo Niagara 2013 Member of the Year

Sabina Ramsey, Insight International

We will honor Sabina during the luncheon in recognition of her valuable efforts on behalf of NAWBO Buffalo Niagara.



Canisius College Women's Business Center

Marie Rabin, Cara Medical

According to Marie, "The WBC has been instrumental in providing programming and support which has moved [the] business off a plateau into our current growth phase."



InfoTech Niagara honor

NAWBO Buffalo Niagara member Renee Cerullo, owner of RL Computing, was honored by InfoTech Niagara in April. She received the Women in Technology Award at their 13th Annual BETA Trade Show and Awards Dinner at the Buffalo Niagara Convention Center.

"Congratulations to all winners and finalists! We are honored to recognize the Western New York technology community for the work that have done over the last year," Peter Ronca, President/CEO of ShatterIT and chairman of the board for InfoTech Niagara.



Suzanne M. Novelli
Registered Representative
& Financial Advisor



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chapter committee reports

Communications – submitted by Katharine Smith, chair

Public relations. May fundraiser email blasts were sent to various organizations (Women's Business Center, Buffalo Rotary Club, Leadership Buffalo, etc.) and a Facebook page was set up for the event. (Note: as a private, "members' club," The Park Club does not permit advertising or press notifications of events held at their facility.)

Power Your Week. Business meetings, member events, chapter news, and community events submitted for use in weekly email to members.

community events

Event: Entrepalooza 2013 / WNY's Regional Business Festival

Date: Thursday, May 16, 2013

Time: 8:00 am – 6:00 pm

Location: The Lodge at Holiday Valley, 6557 Holiday Valley Road in Ellicottville, NY

Ticket: \$125 member (CEL, Buffalo Niagara Partnership, BNSME or Leadership Buffalo) • \$150 non-member

Register: <http://www.entrepalooza.com/event/100000/entrepalooza-registration>

Join UB Center for Entrepreneurial Leadership (CEL), Buffalo Niagara Partnership, Buffalo Niagara Sales & Marketing Executives (BNSME), and Leadership Buffalo for the annual Entrepalooza Expo & Experts, where Susan Scott will help everyone understand what it means to be "fierce" – in conversation and in leadership.

"What is 'fierce'? To be fierce means to be authentic, present, and real in day-to-day conversations. Real can be scary. Yet it is the unreal or missing conversations that are costly – in terms of morale, engagement, and performance." Known for her bold yet practical approach to executive coaching and leadership development, Susan Scott has been challenging people to say the things that can't be said for over two decades.

Individual ticket includes one spot at the event including the morning expert sessions, lunch, main speaker, and cocktail hour; plus full access to the exhibition booths as an attendee.

Event: Spring Connections – Ed Tech Foundation of WNY

Date: May 16, 2013 • 5:30 – 8:30 p.m.

Location: Acqua Restaurant and Banquets • 2192 Niagara St. Buffalo, NY 14207

Cost: \$40 per person / \$350 for 10 tickets

Tickets: <http://edtechday.org/Events/EventRegistration.aspx>

Enjoy a fabulous night on the water with great company, networking, and prizes! There will be great items to be won in the chinese auction, including a 42-inch TV. They'll offer beef, pasta and salad stations as well as many appetizers.

This fundraiser enables the Ed Tech Foundation to hold an Ed Tech Day each month throughout the year. Since 2003, the Ed Tech Foundation has helped young people at more than 90 schools, community centers, and non-profits in Buffalo Niagara. On Ed Tech Day, teams of volunteers go to a site with equipment that has been donated by local businesses or individuals or new equipment that has been purchased through the fundraising efforts of the foundation. The volunteers work together to give the location a "technology make over." They setup new computers, labs, printers, scanners, networking equipment, servers, install wiring and other technology to give the children access to modern day technology.

Event: Lions, Ladies and Laughter: A Celebration of Women in the Workplace

Sponsor: The Bonadio Group

Date: Monday, May 30, 2013 • 5:30 – 7:30 p.m.

Location: The Buffalo Zoo • 300 Parkside Ave. • Buffalo, NY 14214

Cost: \$20 per person / all proceeds to be donated to the Buffalo Zoo

Register: <https://www.registrationheadquarters.com/events/?6107daf7925a48a7b1b6db4a6681441aa&mmurlid=23948100>

Special guest speaker Donna Fernandez, CEO of the Buffalo Zoo will present the story of her accomplishments: "Leadership at the Buffalo Zoo: My Circuitous Path to Success"

Grab a friend and join The Bonadio Group for an evening of cocktails, hors d'oeuvres, and a celebration of women in Western New York!

Parkside Avenue entrance will be locked. Enter at Meadow Drive entrance (facing Delaware Park). Attire is business casual.

dottie austin
principal

ph: 716-632-7663
cell: 716-652-2206
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Planning for a Successful Trade Show Appearance

Continued from page 6



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and flyers you want to have on hand. Set out flyers for general distribution; save your high-quality brochures that show off your capabilities for qualified leads or a follow-up mailing. Rather than giving it all away, build in a reason for further contact.

Pick premiums and giveaways.

Some shows are marketed with a theme. You can tie in to the overall theme or create your own. Your giveaways should be memorable and naturally complement your marketing message. It's best if they are used as a thank-you for participating in a demonstration or survey. Avoid leaving them out on a table for anyone to take. You're trying to reach customers and prospects, not the masses.



Trends in trade show attendee behavior.

As cited by the Event Marketing Institute, while attendance at trade shows may be down, the changing behaviors of show attendees and buyers have changed in positive ways:

While companies are tending to send smaller teams, the people they do send have more authority to purchase and close deals than ever before. So while you might not be talking to as many people, you are more likely to be talking to the decision makers rather than the intelligence gatherers. This means your sales staff had better be well-prepared to make sales, not simply hand out materials.

As marketing budgets are configured to maximize impact, many trade show planners are noticing that registrants are signing up closer to the deadline. This means you might not have as much time to engage with show attendees before the show. This is where having a solid social marketing strategy can be invaluable; you can engage with attendees via social networks in real time, as they register, instead of waiting for a list.

The days of the week-long trade show and the full team of attendees seem to be, if not gone, at least temporarily modified. More visitors are spending just one day at these shows, meaning they must absorb a great deal of information in a shortened time span. YOUR job, as an exhibitor, is to maximize every minute of exposure, utilizing pre-show marketing, on-site promotions and an aggressive lead follow-up plan.

Attendees are looking for more content and more usable information. While the promotional giveaways and handouts still remain an important part of your trade show arsenal, make sure your materials have some meat on their bones. The buyers and attendees are looking to be educated; they want to know what sets your product apart from their other choices, to give them the solution they are looking for. Digital marketing materials become even more important in this atmosphere, as a way to engage interested prospects and as a way to make it easier for them to realize why they need you. Don't gloss over the fact that content sells.

Along with tighter budgets comes a desire for deeper discounts and show specials. No longer just a come-on, these attendees are relying on the shows as a direct route to negotiate and purchase. It's just one reason why companies are sending their people with the purchasing power. They expect exhibitors to bring their A-game and offer their best deals. This is the perfect time to use your pre-show marketing to let these buyers know that you understand where they are coming from.

NAWBO Buffalo Niagara member Joyce DeLong is the owner of InstyPrints, and she consults with businesses and organizations about their strategic marketing initiatives. Joyce has been helping businesses develop their print communications and other promotional tools for more than 28 years. Contact her at 716-634-5699 or joyce@instyprintscheektowaga.com.

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SPECS:

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articles

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