

womanink

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

autumn 2014

Celebrate our 20 years helping Buffalo Niagara's women entrepreneurs grow their businesses!

submitted by Katharine Smith

Please join NAWBO Buffalo Niagara
on Wednesday, November 12, 2014 for
a gala cocktail reception as we celebrate
our 20 years of empowering Western New
York's women business owners.

We're featuring an array of antipasti,
delectable hors d'oeuvres,
artisanal pizzas, and a cash bar.

Help us honor our past,
celebrate our successes, and
envision our future!

NAWBO | 20th Anniversary Cocktail Reception
Wednesday, November 12, 2014
Registration: 5:30 p.m. | Program: 6:30 p.m.
Rizotto Ristorante | 930 Maple Road in Williamsville
\$50 per person



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2014/2015 programs

Program is subject to change

Location	Windows on the Green Westwood Country Club 772 North Forest • Williamsville NY 14221	Time	5:30 p.m. Networking 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

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.

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

september 10, 2014

Let's Talk Business in WNY!

NAWBO has invited a panel of leaders in our community that will give us the latest update of what is going on in Western New York from a business perspective.

What opportunities are there for women business owners in WNY? What's happening in Western New York from a business perspective? What problems are women still facing and **what opportunities are out there for women to conquer?**

october 8, 2014

Why You Should Become A Lemonhead

NAWBO welcomes Buffalo native Ara Bagdasarian back to Buffalo. Now living in Maryland, Ara is the President and Founder of Omnilert LLC and leads the Lemonhead Movement which encourages entrepreneurs to think outside the box. Ara shares how he earned his first million and what changes business owners must embrace in order to succeed in the future.

november 12, 2014

NAWBO's 20th Year Anniversary

Please join NAWBO Buffalo Niagara for a gala cocktail reception celebrating our 20 years of helping Western New York's women entrepreneurs grow their businesses. We're featuring an array of antipasti, delectable hors d'oeuvres, artisanal pizzas, and a cash bar. Help us honor our past, celebrate our successes, and envision our future!

december 10, 2014

Holiday Mixer Celebration with ABWA and Friends

This upcoming holiday season NAWBO is joining ABWA to invite all of our members to bring a friend to our Annual Holiday Mixer Party. Music will be performed live by local musicians.

You'll want to be there for the winter/spring 2015 dinner content as well. More details will follow soon. Check out NAWBO's website and the Weekly Update!

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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president's remarks

Opportunities Abound!



As our Chapter celebrates its 20th anniversary, I am honored to serve as President for the 2014-2015 year. Serving our organization and membership is a privilege which comes with many rewards and responsibilities. Along with our dedicated board of dynamic women business owners, we plan to make this year exciting and memorable.

I am fully committed to running a strong organization with a sustainable long-term vision for stability and organic growth. We will continue to build on our accomplishments in supporting women in our community by providing a gathering place for women business owners as a source of inspiration, a vehicle for learning, and a voice for change.

Considering NAWBO as part of your support system for both your business and personal development will ensure you get the most value from your membership. As a woman business owner you work on your business by getting out, meeting people, and building strategic alliances. We don't achieve excitement and enthusiasm by ourselves. Our Chapter is the right choice for a woman business owner committed to her growth and expansion through support, education, connections, and influence.

We have an amazing year planned to renew our energy and spirit. Our programming topics are diverse with a few surprises mixed in. I invite you to make a personal commitment to actively participate in our monthly dinner meetings, along with attending our Breakfast Briefs which are informational sessions on key business topics hosted by our members.

In closing, I hope to have the opportunity to get to know each of our members on a deeper level throughout the upcoming year and to help celebrate your successes. I am committed to strengthening the common bonds of our Chapter. As with my business, I have an open door policy and always welcome our members to share their thoughts and ideas.

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

diamond chapter partner

Patty Zimmerman

KeyBank

KeyBank is a full service bank that provides financial resources to assist businesses in starting up, growing and expanding their businesses. We have large bank capabilities delivered locally. At KeyBank we are focused on building client relationships and providing them with expert advice and exceptional customer service. We continue to grow and support our communities. In WNY alone, we built four new branches in 2010, another four in 2011 and completed over 30 branch remodels. We also acquired 26 HSBC branches in 2012 and converted them to KeyBank branches, expanding our presence throughout WNY and making banking with KeyBank more convenient than ever. In addition, 2013 marks the final year of Key's three-year commitment to lend \$5 billion to qualified small businesses as part of the SBA's Preferred Lender Program.

One of the areas that really sets KeyBank apart from our competitors is our Key4Women initiative. Key4Women is designed especially for women entrepreneurs and offers fresh ideas and creative financial solutions to "help women entrepreneurs reach their dreams." Key4Women provides women business owners with access to capital, customized service, educational content and networking opportunities; membership is free for Key clients. When Key4Women launched in 2005, Key committed to lend \$1 billion to women-owned firms within three years. Then we raised the goal to \$2 billion within five years. We met and exceeded that goal three years ahead of schedule, lending a total of \$3 billion. As a result, Key4Women planned to lend an additional \$3 billion to women-owned firms by 2012--a goal again achieved ahead of schedule. In the process, Key4Women has helped women business owners of every size access capital for a range of needs, including working capital augmentation, business expansion, purchasing equipment and real estate.

KeyBank



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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.

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Email submissions: coppola@ruppbaase.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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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.

September 25, **Lisa Coppola**

November 20, **Marion Kopin**

January 22, **Amy Christieson**

February 26, **Althea Luehrsen**

March 26, **Donna Scalfaro**

April 23, **Kathryn O'Donnell**

May 27, **Nancy Rizzo**

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emerald chapter partner



Katie Ellis
M&T Bank

Katie is a knowledgeable and dedicated leader in Business & Professional Banking at M&T Bank with 10 years of banking and relationship management experience. She is responsible for assisting Western New York businesses with bank financing, including commercial mortgages, term loans, lines of credit and letters of credit. She also supports her clients with deposit services, treasury management, merchant services, insurance and investment needs. Katie is an expert in SBA Lending and utilizes various SBA programs to help borrowers qualify for credit. Katie works with both small and large business clients and has significant experience with manufacturers, medical practices and not for profits.

M&T Bank is one of the best performing regional banks in the nation today. With a longstanding tradition of careful, conservative and consistent management, they've generated positive earnings and positive capital. M&T offers a wide array of financial solutions for your personal, business and commercial banking needs, designed to accommodate the way you bank today, while helping you build financial security for the future.



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what happened to lunch?

In decades past, much of our business was accomplished over lunch. Not only was there relationship-building going on, but lunch provided a sense of down-time and a bit of relaxation for business women and men. It seems through the years that doing lunch became somewhat de-valued, especially as methods of communications changed. Even as we embrace technology, though, lunch remains effective at establishing, developing, and reinforcing relationships. Do consider scheduling lunch with a NAWBO colleague this autumn, be it at a restaurant, on a park bench, or in your office. One

interesting spot is the Mid-Day Club on the 21st floor of the Liberty Building downtown with its panoramic view of the Buffalo waterfront. Whether there or elsewhere, reach out to a NAWBO colleague this next quarter and grab some lunch! You won't be disappointed.



Harnessing the Power of Social Media

by Renee Cerullo

Social media potentially is an incredibly powerful tool to get the word out, connect with current and potential members, and promote events.

Getting the most out of social media is hard work and requires a continued effort. It can allow you to reach random people who are outside your network and bring them into the organization. There are many social media platforms out there (Facebook, Twitter, Linked In, Instagram, etc.). Facebook is the easiest to get started on and most widely used. To get started on Facebook, you need to create a company page, previously known as fan pages. A company page allows anyone to join or like the page without approval like a personal Facebook page requires.

To set up a company page, log into Facebook as yourself. On the left side of the page, click on "Pages," then click "Add a Page." Choose "Organization" and complete the information about your company. Once your page is set up, make at least two different people administrators of the page.

Below are some keys to successfully promote your company on social media:

1. Social Media is a Conversation

Promote conversation and interaction on social media. This is not a place to give sales pitches or constantly promote products. Ask your followers for feedback and ideas and involve them. Ask open-ended questions to get the conversation going. Post relevant news articles, upcoming events, member news, photos, etc.

This applies to NAWBO and other organizations too! Members enjoy seeing photos from each meeting. Tag members in the photos so they appear on members' pages, their friends will see it. One idea is to record parts of presentations (an iPhone works great!) and post them.

You can set up a day/time where you are online to discuss a topic. You can get a great conversation going on Facebook or Twitter this way.

2. Be Active and Responsive

If you are going to have a social media presence you must be active and monitor it. You need to post something every few days. You need to respond to people's comments because they can't be left hanging. Remember to respond appropriately since once a comment is out there it never



goes away. It's easier to manage if you have at least two people responsible for posting and responding.

3. Be Personal and Authentic

Remember, you're talking with people, not to them, so it helps if they can relate to you as a person. Let your passion show on social media. You're the best advocate for your business! Showcase your offerings

and your engagement with your customers and clients. Be real – and care!

4. Encourage Sharing

When you post on Facebook or tweet on Twitter your followers have the ability to share or retweet your posts. Feel free to encourage them to do so. This increases your audience, as your post will get shared with all their followers. The number of views dramatically increases by sharing or retweeting a post.

5. Use Facebook Events and LinkedIn Events to Spread the Word

Both Facebook and LinkedIn allow you to post events. This is a great way to promote your events, presentations, and community events in which you're participating. Your followers can then share the event with all their friends.

6. Social Media is an Organization-Wide Activity

Each business and organization is unique. Sometimes you have trusted colleagues who you'll want to participate in social media by sharing posts and actively commenting. This concept is particularly important for a community support organization such as NAWBO. Members can increase the visibility of the organization by commenting, sharing, and retweeting any Facebook and Twitter posts from NAWBO. Please do so!

7. Start Conversations around #Hashtags

If your audience is active on Twitter, start a conversation around a hashtag to get people talking, whether it's #NAWBO, #WBE or #speakerseries. By using a hashtag, people can search for this tag and follow everyone talking about it. Hashtags are so popular, even national television spots have been developed around them (hashbrowns anyone?).

Web developer Renee Cerullo is a member of NAWBO Buffalo Niagara. Contact her at Cerullo@RLComputing.com or RLComputing.com.

Showcasing the Accomplishments of Western New York Women

by Katharine Smith



WIL honorees for September 2013 to August 2014, left to right: Betsy Harned, Planned Parenthood of WNY; Stephanie J. Simeon, Heart of the City Neighborhoods; Denise Gueli, The Bonadio Group; Janeen Cole, Hoffman School of Dance; Sharon K. Brown, Brown Electric, Inc.; Molly Short Carr, Journey's End; Dr. Donna Azam Feldman, Women's Medicine of Niagara; Sue Ellen Elvers, Ingersoll Painting & Construction; Jessica Bauer Walker, Community Health Worker Network of Buffalo; Dr. Maureen Millane, Daemen College and Transformation Consultants; Patty Jordan-Smith, The First Tee of Western New York; Elizabeth Kraus, Key Bank

The Women In Leadership program honors local women who have succeeded in the business and charitable arenas and inspire others to follow in their path. Honorees are profiled in a monthly news piece on WKBW-TV's Eyewitness News and interviewed on AM Buffalo. Visit www.nawbowny.org for photos and details about each woman, their professional accomplishments, and their charitable efforts.

Sept. 2013 **Betsy Harned, Esq., Planned Parenthood of WNY**

Betsy is director of Community Engagement for Planned Parenthood of WNY. She is also an attorney and serves as president of the WNY Chapter of the Women's Bar Association of New York. She serves on the board of directors for the local Lawyers for Learning tutoring program, and as an adjunct instructor with the Interdisciplinary Degree Program at the UB. She has served as a committee member for the Western New York Women's Fund and as a Big Sister through Big Brothers Big Sisters of Erie County.

Oct. 2013 **Stephanie Simeon, Heart of the City Neighborhoods**

Stephanie Simeon is executive director of Heart of the City Neighborhoods, a non-profit housing development corporation serving Buffalo's Lower West Side. Simeon, 31, is a native of Brooklyn who moved to Buffalo to attend the University at Buffalo, where she earned an undergraduate degree in social science and master's degree in urban planning. She serves on the board of the Erie County Commission on the Status of Women. Last year she was selected by Business First as one of the region's top 40 young people under 40.

Nov. 2013 **Denise Gueli, The Bonadio Group**

Denise is a partner in the Buffalo office with over 22 years of professional experience. Denise received her B.S. in Accounting from the Jones School of Business at SUNY Geneseo. She serves as secretary of the Buffalo

Chapter of the New York State Society of CPAs. She is a member of the Business Advisory Council of SUNY Geneseo and former treasurer of the National Kidney Foundation of Western New York. Denise is also an active member of Leadership Buffalo. She has been honored with Business First's 40 Under 40 award for career achievements and community involvement.

Dec. 2013 **Janeen Cole, Hoffman School of Dance**

Janeen Cole owns and runs Hoffman School of Dance in East Aurora, which the founder, Geraldine Hoffman, started in 1930 in her father's garage. Janeen started taking classes at the school when she was 3 years old. In 1991 she began teaching dance and continued as an instructor for 22 years, before purchasing the business in 2006. Her mother was a student at the school as a youngster, and now Janeen's kindergarten-age daughter, Payton, continues the family tradition. Janeen donates certificates for "Princess Camps" and adult fitness classes to help the Holland Public School programs, Parkdale Elementary Schools, and Boys & Girls Club of East Aurora.

Jan. 2014 **Sharon K. Brown, Brown Electric, Inc.**

Sharon Brown took over the reins of Brown Electric after her husband unexpectedly passed away in 2003. Up until that time she had handled the books for the company, which her husband started in 1979. In the next four years sales grew from \$300,000 to \$700,000. In the past 33 years her business has grossed more than \$16 million and in 2011 she broke ground on a brand-new 8,500 foot warehouse in Pendleton. Brown Electric is a certified WBE (Women's Business Enterprise) which employs 11 employees. Sharon has customers who have been with her the entire time the company has been in business.

Feb. 2014 **Molly Short Carr, Journey's End**

Molly Short Carr has served as executive director of Journey's End since 2008. Prior to joining Journey's

End, Ms. Short established and led the Albany, NY field office of U.S. Committee for Refugees and Immigrants. Ms. Short Carr has a MAOL in Organizational Leadership from Medaille College and BA in Political Science and Urban Studies from Canisius College. Journey's End was founded in 1985 as a volunteer program to assist refugees in the Buffalo community. As a refugee resettlement agency, Journey's End is responsible for all the initial assistance provided to newly arriving refugees.

Mar. 2014 Donna Azam Feldman, MD, Women's Medicine of Niagara

Dr. Feldman is an obstetrician gynecologist who received her medical degree from St. George's University School of Medicine in 2001. She joined GYN-OB Associates of WNY in 2005 and became Board Certified in 2007. She is now owner of Women's Medicine of Niagara along with Dr. Renee Baughman. Her practice also offers acupuncture and herbal medicine as an option for patients who desire alternative medicine. Dr. Feldman is chief of Robotic Surgery at Niagara Falls Memorial Medical Center. Dr. Feldman is a Fellow, American College of Obstetricians and Gynecologists, the nation's leading group of professionals providing health care for women. Dr. Feldman became a violinist with the Amherst Symphony in 2013. She speaks English, Spanish, Farsi, and French.

Apr. 2014 Sue Ellen Elvers, Ingersoll Painting & Construction

Sue Ellen worked her way through school and then worked for a large company. Sue Ellen was diagnosed with cancer and kept working throughout her chemotherapy and radiation; when the time for promotion came she was turned down because the cancer made her "unreliable." She beat cancer and left her job when she was passed over for a promotion. The day after she left her job, she answered an advertisement to work at Ingersoll Construction & Painting. She worked there for 14 years as the business manager handling all aspects of day-to-day operations. This past year, the owner decided he wanted to retire, so Sue Ellen gathered her resources and purchased the company. Sue Ellen volunteers with the Buffalo Central Terminal Restoration Corporation and the Dream Factory, an organization which grants the wishes of critically ill children.

May 2014 Jessica Bauer Walker, Community Health Worker Network of Buffalo

The Community Health Worker Network of Buffalo is a small, grassroots organization whose mission is to provide opportunities for the residents of vulnerable neighborhoods to realize their full potential for health and well-being. Jessica, a Buffalo native who was first bit by the CHW bug while doing Peace Corps work in Jamaica, came back to the city three-and-a-half years ago, and directed an HIV/AIDs organization until taking on her current role with the CHW Network last year. Jessica was a Peace

Corps volunteer in Jamaica where she did community health work. She was also an Americorps volunteer and has a background community organizing, and has worked in Washington, D.C. at critical organizations and on political campaigns as well.

Jun. 2014 Dr. Maureen Millane, Daemen College and Transformation Consultants

Maureen founded Transformation Consultants in 1989 and works primarily with not-for-profits and small business owners to provide executive coaching, board governance, board retreats, professional development and facilitate strategic planning. She also works as the director of career services at Daemen College. Maureen is most proud of founding the Women's Business Center at Canisius College. She wrote and secured a \$1.5 million (\$750k matching) competitive federal grant. The WBE in Buffalo provides small and potential business owners with skills, tools and support network to increase their successes. Maureen serves on the board of directors of Washington Intern Institute, Washington, D.C.; chairs The Women's Group 2012; Leadership Buffalo Class of 2012; acts as a docent at Albright Knox Art Gallery; and serves as secretary on the board of directors, P2Collaborative of WNY.

Jul. 2014 Patty Jordan-Smith, The First Tee of WNY

After a fifteen-year career touring in the LPGA (Ladies Professional Golf Association) – which included winning the 1988 Ocean State Open in Rhode Island and receipt from the LPGA in 2000 with the Samaritan Award – Patty Jordan-Smith had planned on working in Ohio. Instead, this native Western New Yorker returned to the area to help run The First Tee of Western New York. The program serves children ages 5 to 18 by providing afterschool and summer programming at a variety of locations and programs in a number of schools throughout Western New York. Patty has volunteered for the past eight years for the Lounsbury Adaptive ski program at Holiday Valley, working with children and adults who have various levels of physical and development ability.

Aug. 2014 Elizabeth Kraus, Key Bank

Elizabeth worked her way up in Western New York's banking industry, a male-dominated field, and now manages a large team in business banking at Key Bank. She is a strong advocate for women in business, particularly through Key4 Women initiative: this program is designed especially for women entrepreneurs and offers fresh ideas and creative financial solutions to "help women entrepreneurs reach their dreams." She had previously held a similar position at M&T Bank, where she had worked for 17 years. Elizabeth is active with many organizations including NAWBO Buffalo Niagara, Amherst Chamber of Commerce and Leadership Buffalo; and supports many local non-profit organizations such as United Way. She and her husband have two young children.

Town of Amherst WBE Certification Opportunity

The Women/Minority Owned Business Committee of the Town of Amherst has a two-part opportunity to engage businesses in the Town of Amherst who are interested in doing business with New York State and local government agencies. The series starts with an information session to learn more about the government contracting process and the requirements involved. The second session is a hands-on work session to start the Minority/Women Business Enterprise (MWBE) online certification process.

Session 1: Who should attend?

This information session is for any local business owned by a woman or minority with a product or service to sell to many different government agencies.

NY State Certification affords your business the opportunity to be listed in the Directory of Certified Minority and Women Owned Business Enterprises, which is used by State agencies and contractors statewide. Certification gives business owners an advantage when marketing goods and/or services to state agencies or authorities. Learn more at <http://www.esd.ny.gov/MWBE/Certification.html>

This information session will be facilitated by Dr. Susan A. McCartney, Director, SUNY Buffalo State Small Business Development Center. Attendees will walk away with a better understanding



of doing business with the government, the online certification process, documentation needed to get started, and application expectations.

Session 2: If you have been in business for more than one year and this business certification is right for you, and you are ready to get started, plan to participate in a hands on application work session:

MWBE Application Work Session
Wednesday, November 12, 2014
6:00 pm to 10:00 pm
Daemen College, The Social Room at the Wick Center
4380 Main Street, Amherst 14226

Volunteer accountants and attorneys will be on site to assist with the application process. Registration is required. Please email Jeanne M. Vinal, Esq. jmvinal@vinallaw.com before October 31st to sign up for this workshop. Space is limited to 20 businesses.

MWBE Certification Awareness Information Session

Friday, September 12, 2014
8:00 am - 9:30 am

Town of Amherst
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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, Rupp, Baase, Pfalzgraf, Cunningham & Coppola LLC, 1600 Liberty Building, 424 Main Str., Buffalo NY 14202. For electronic submissions, preferred formats: PDF, eps or tif. Email files or questions to: coppola@ruppbaase.com.

articles

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NAWBO Buffalo Niagara

P.O. Box 1165 • Orchard Park, NY 14127

NAWBO's Must-Attend Meeting!

september 10, 2014

Let's Talk Business in WNY!

NAWBO has invited a panel of leaders in our community that will give us the latest update of what is going on in Western New York from a business perspective.



What opportunities are there for women business owners in WNY? What's happening in Western New York from a business perspective? What problems are women still facing and **what opportunities are out there for women to conquer?**

Windows on the Green | Westwood Country Club
772 North Forest • Williamsville NY 14221

5:30 p.m. Networking | 6:00 p.m. Dinner
\$35 member | \$ 40 guest

R.S.V.P. online at www.nawbowny.org or nawbowny@gmail.com

