

womanink

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

april 2014



Wednesday, April 9, 2014

Creating a Culture of Employee Engagement

Speaker: Liz Warren, VP of HR, Employer Services Corporation. It's no secret that employees who are highly engaged in their work produce superior results for their employers. The challenging part is finding these employees and creating the type of work environment where they will thrive. Drawing from her 13 years in the HR department at Wegmans and 15 years as ESC Vice President and Consultant, Liz will share the secrets of finding the right employees and developing a culture of high employee engagement; as well as demonstrate how this type of culture leads to higher productivity and ultimately greater profitability.

Location	Windows on the Green 772 N. 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 prepayment (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

Program is subject to change

Chapter
Partners

DIAMOND

KeyBank



KeyBank
Elizabeth M. Kraus
716-847-7775

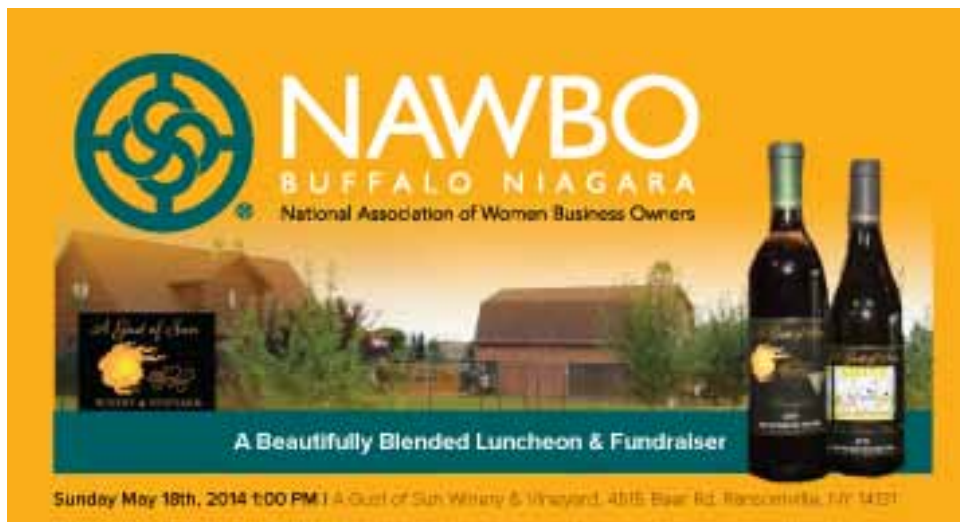
Karen Silver
716-515-6171

EMERALD

M&T Bank

M&T Bank
Katie Ellis
716-839-8742

MEDIA
SPONSORS



You don't want to miss A Beautifully Blended Luncheon & Fundraiser on Sunday, May 18, 2014 at 1:00 p.m. Enjoy a beautiful afternoon outdoors under the white tent at A Gust of Sun Winery & Vineyard, 4515 Baer Road in Ransomville.

The luncheon will include a sampling of five wines paired with chocolate provided by NAWBO Buffalo Niagara member, Bonnie Ross, owner of Stuffed

Chocolates. Cash bar available. Browse an assortment of auction baskets in addition to a silent auction and 50/50 raffle. Individuals who offer to car pool and volunteer as a designated driver will receive a special gift.

Tickets are \$45; available online at www.nawbowny.org. Questions? Jeanne Hellert, chapter administrator, at 716-238-2461 or info@nawbowny.org.



unlock your company's potential

At KeyBank, our business bankers tailor unique financing strategies to help you take your business wherever you want it to go.

We help you get the funds to buy a new building or renovate existing space, pay for new equipment or upgrade technology. We also help protect against fraud, manage your cash flow and make sure your payroll is always accurate.

Whatever you need, we offer the kind of straightforward advice to help take care of all the things that matter most.

go to key.com/business
call Elizabeth Kraus at
847-7775

KeyBank 
Unlock your possibilities



Key.com is a registered service mark of KeyCorp
©2011 KeyCorp. **KeyBank is Member FDIC.** CS10985 617493684

silver member chapter partners

Alliance Advisory Group
Suzanne Novelli • 817-7109

Barbara Oliver & Co. Inc.
Barbara Oliver • 204-1297

Brown Electric, Inc.
Sharon Brown • 694-7622

Career Partners International/Buffalo Niagara
Dottie Austin • 632-7663

Duke Holzman Photiadis & Gresens LLP
Patricia Gillen • 855-1111

Insty-Prints Business Printing
Joyce DeLong • 634-5966

Lougen, Valenti, Bookbinder & Weintraub, LLP
Carolyn Valenti • 204-9000

White Rabbit Design Studio
Katharine Smith • 839-3696

womanink

2013/14 Editorial Board

Marilyn C. Miller, President
Celeste DiStefano, Immediate Past President

Design/Layout

Katharine Smith, Communications Co-chair

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.

The articles contained in *WOMANink* express the views of the individual authors and do not necessarily represent the views of NAWBO, or the NAWBO Buffalo Niagara Chapter. *WOMANink* is distributed for information purposes only, with the understanding that neither NAWBO, the NAWBO Buffalo Niagara Chapter, nor the individual author is offering legal, tax or financial advice.

WOMANink is a monthly information service for the NAWBO Buffalo Niagara Chapter's members and other women business owners. Published 10 times per year (no issues published 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.

© NAWBO Buffalo Niagara

To be honored at SBA Small Business Week Awards Luncheon



Jennifer Cooper, owner of **Cooper Sign Company** and **Old Glory Flag and Banner**, will be honored as the NAWBO Buffalo Niagara 2014 Member of the Year. She was chosen for her entrepreneurial drive and leadership within the organization as well as the greater community.

Jennifer has served on NAWBO's board of directors and is very active in the community. She is a past board member and past president of the Town of Niagara Business & Professional Association, a founding member of the Niagara Electric Lights Parade Committee, and was honored as the 2007 Business Person of the Year by the Town of Niagara Business & Professional Association. She was honored as Business of the Year by the Niagara USA Chamber in 2003 and received the Key for Women Achievement Award from Key Bank in 2009.

She is a member of the UB Center for Entrepreneurial Leadership Class of 2012, a member of Niagara Military Affairs Council supporting the Niagara Falls Air Reserve Base and the 914th Family Support Group, supporting families of those who serve our country at the Niagara Falls Air Base.



Katharine Smith, owner of **White Rabbit Design**, will receive the district director's Small Business Week Special Recognition Award.

Katharine is a founding member of NAWBO Buffalo Niagara, past president, past board member, past Women in Leadership co-chair, and current communications co-chair.

She is on the Rotary Club of Buffalo board of directors and is the club's PR co-chair. She is a member and past PR chair of the Buffalo Niagara Chapter of NYS Women, Inc. Katharine is also past state communications vice chair of NYS Women, Inc. and current editor of the organization's state-wide quarterly magazine. Katharine is a member of the Leadership Buffalo Class of 2013 and is on the class steering committee for their Hamlin Park School Backpack Program, supplying food for in-need elementary students. She also serves on the steering committee of Buffalo Tours Buffalo – an informal group promoting Buffalo's culture, venues, and activities – a social media initiative she originated.

What SBA Small Business Week Awards Luncheon

When Wednesday, May 7, 2014 • 12:30 – 2:00 p.m.

Where Buffalo Niagara Convention Center

Cost \$45 per person

Register <http://events.r20.constantcontact.com/register/event?llr=dcwhojca&b&oeidk=a07e8vf23xk86fc5455>.

If you plan on attending the luncheon ask to be seated with NAWBO members (the chapter does NOT reserve a table so you need to make your own reservation.) Questions about the luncheon? Contact Kelly LoTempio, SBA 551-4301 kelly.lotempio@sba.gov

Our Mission

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

**#1 SBA Lender In Western
New York Sixteen Years
In A Row.**

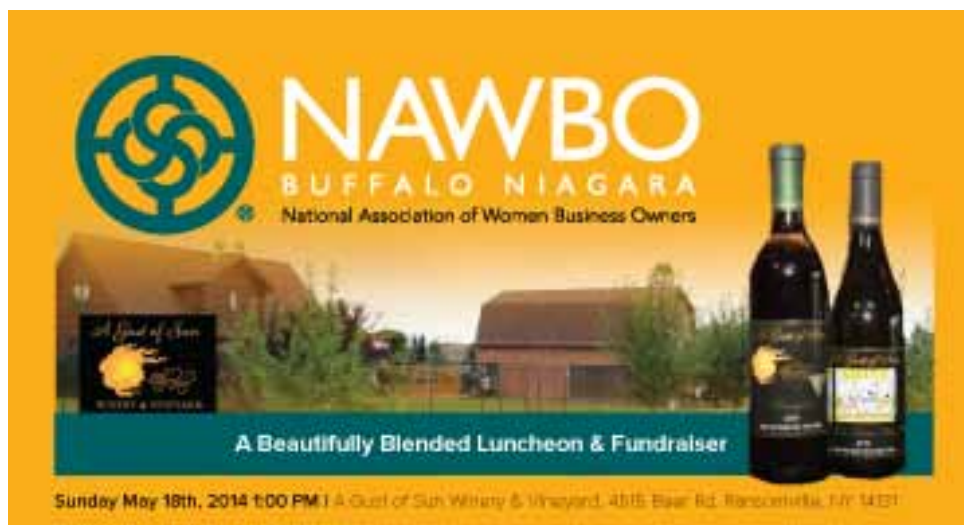
#6 SBA Lender Nationally.

**While other banks
wait and see,
M&T lends.**

Now more than ever, small businesses need the support of banks to succeed – to remain viable in today's economy and to create jobs for families. And that's why M&T Bank is out there continuing to make loans. In fact, we made 36% more SBA loans this year than last – making us the sixth largest SBA lender in the country. These rankings¹ confirm our unwavering commitment to the small businesses in all our communities. See what our strength, experience and full range of business banking services can do for you. Stop by any M&T Bank branch, call 716-839-8720, or visit us at mtb.com/SBALender.



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.



You don't want to miss **A Beautifully Blended Luncheon & Fundraiser** on **Sunday, May 18, 2014** at 1:00 p.m. Enjoy a beautiful afternoon outdoors under the white tent at **A Gust of Sun Winery & Vineyard**, 4515 Baer Road in Ransomville.

The luncheon will include a sampling of five wines paired with chocolate. A Gust of Sun will also provide a cash bar.

Browse an assortment of auction baskets in addition to a silent

auction and 50/50 raffle.

A special gift will be given to each individual who offers to car pool and volunteer as a designated driver for the day.

Tickets for event are for sale at www.nawbowny.org. Early bird price is \$45 until February 1, 2014 and \$65 thereafter.

Questions? Contact Jeanne Hellert, chapter administrator, at 716-238-2461 or info@nawbowny.org.

INSTY-PRINTS

MARKETING / PRINT / MAIL

CHEEKTOWAGA



Don't take a chance on your company's image.

design print copy mail

3959 Union Road ■ Cheektowaga, NY 14225
p 716.634.5966 ■ f 716.634.0841 ■ insty@roadrunner.com
www.InstyPrintsCheektowaga.com

Suzanne M. Novelli
Registered Representative
& Financial Advisor



600 Delaware Avenue
Buffalo, NY 14202
716. 817-7109 CELL 716. 445-7442
FAX 716. 817-7117
suzanne_m_novelli@glic.com
www.allianceadvisorygroup.com

Barbara Oliver & Co.

FINE JEWELRY SALES • DESIGN • APPRAISALS



5823 Main Street, Suite 311
Caldwell Building
Williamsville, New York 14221
p 716.204.1297 f 716.204.2260
jnovelli@barbarao.com

Barbara L. Oliver, Jewel Designer USA

"A Trusted Jeweler is Worth Her Weight in Gold."



Carolyn D. Valenti, CPA, Member
1100 West 100th Street, Rochester, NY 14626 p 716.724.9600 x219
1.716.251.8541 • fax 716.724.9600 • www.lbw.com

INDUSTRIAL | INSTITUTIONAL
COMMERCIAL | RESIDENTIAL
DIGGING & TRENCHING SERVICE

Sharon Brown
Certified Women's
Business Enterprise

sharon@brownelectricny.com
716.694.7622
6421 Campbell Boulevard
Penetone, NY 14054
www.brownelectricny.com



WHITE RABBIT DESIGN

Witty
Wondrous
Whimsical
Woman-Owned



716 839 3696
www.whiterabbitdesign.com
whiterabbitdesign@roadrunner.com

Imaginative, intelligent ideas that get your message across.

dottie austin
principal

ph: 716-632-7663
cell: 716-652-2206
daustin@cpibn.com



Buffalo | Niagara

330 harris hill road • williamsville, ny 14221 • www.cpibn.com

Write Now! Inc.

Serving all your writing needs.

Personal Legacies • Business Legacies • Freelance Writing

Nancy Jo Eckerson
Author & Legacy Facilitator

(716) 542-6544
njeckerson@verizon.net
www.writenowink.com

5784 Main Street
Williamsville, NY 14221

PATRICIA GILLEN
ATTORNEY AT LAW

DUKE HOLZMAN
PHOTIADIS & GRESENS LLP
TEL: 716-855-1111
FAX 716-855-0327

1800 MAIN PLACE TOWER
350 MAIN STREET
BUFFALO, NY 14202-3718
E-MAIL: PGILLEN@DHPGLAW.COM