

womanink

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

Women in Leadership

NAWBO Buffalo Niagara and **WKBW-TV** continue to recognize Western New York's **Women in Leadership**. These are women who are successful in their fields and inspire others to follow in their path. They are true role models who lead by example.

Our honoree for July is Theresa Jackson, Wegmans Food Markets

Theresa Jackson is a Consumer Affairs Manager at Wegmans Food Markets, a Registered Dietitian and Media Representative at New York State Dietetic Association, a nutrition consultant and a proud mother. She is passionate about wellness and is on a mission to promote healthy lifestyles.



After ten years working in healthcare helping people manage their diseases through food and nutrition, Jackson took a job as a dietitian at Wegmans. "I really wanted to focus more on prevention, helping people live healthy lives and not get to a point where they were sick," says Jackson. She says the biggest diet mistake Americans make is not necessarily what they eat, but how much. She says there's always some room for your favorite fattening foods!

Learn more about Theresa by watching her interview with Joanna Pasceri:
<http://www.wkbw.com/lifestyle/women-in-leadership/Women-In-Leadership-Theresa-Jackson-164348576.html>

august 2012

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articles

E-mail submissions: whiterabbitdesign@roadrunner.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.

Our Mission

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

NAWBO Buffalo Niagara

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business workshops

Using Facebook & LinkedIn to Promote Your Business niagara small business development center (sbdc)

Learn how you can use social media to market your business.

For more info: 434-3815 or sbdc@niagaracc.suny.edu

When: Wednesday, August 15, 2012 • 1:30 – 3:30 p.m.

Where: Lockport Public Library, Community Meeting Room • 23 East Avenue, Lockport, NY 14094

Survive and Thrive Workshop buffalo small business development center (sbdc)

Topics include: Cash Flow Management, Accounting/Budget, Business Financing/Capital Sources, Business Planning, Cash Flow Management, Legal Planning, Pre-Business Planning, Tax Planning

For more info: 878-4030 or buffalosbdc@yahoo.com

When: Wednesday, August 15, 2012 • 8:00 a.m. – 12:00 p.m.

Where: Burchfield Penney Arts Center, 2nd floor Conference Room • 1300 Elmwood Ave., Buffalo, NY 14222

Twitter and Facebook Learning Lab sponsored by canisius college women's business center

Attending a conference is great for learning new concepts and networking, but it may not provide extensive hands-on learning. That's why SMBS Learning Labs were created...to take over where the conference left off. During each Learning Lab, a new topic will be discussed by an expert who'll work with small groups to provide comprehensive training in roughly a two-hour period. Topics range from SEO to how to use Twitter and more. Topics were chosen based on feedback provided in surveys after the Social Media Biz Summit in February. The entire program is designed to meet the needs of both new-to-social media as well as more seasoned professionals.

There are several options for participating in the Learning Labs. You can either hand pick the topics that are of interest to you (\$50 per session) or you can purchase an all-inclusive pass (\$325 for all seven sessions).

Limited to 12 attendees.

Register online: <https://rubymarcom.wufoo.com/forms/smbs-learning-labs/>

When: Wednesday, August 22, 2012 • 9:00 a.m. – 12:00 p.m.

Where: Canisius College Women's Business Center • 2365 Main St. Buffalo, NY 14214

Cost: \$50

Starting & Managing Your Own Business offered by score

A full-day workshop featuring SCORE and local expert speakers, covering business topics critical to every start-up business. Topics discussed include:

- Introduction to services provided by the SBA (Small Business Administration) and SCORE.
- How to create a Business Plan.
- Determining your Market and how to conduct Market Research.
- Reading and understanding financial reports.
- What legal organization is best for your business and how do you minimize your liability exposure?
- How to minimize your financial risk with insurance and how to select an Insurance Broker.
- What are the Federal and State tax considerations you must conform to?
- How can you secure financing and what role does the SBA play?

Limited to 25 attendees.

Pre-registration is required.

Register online: <https://events.r20.constantcontact.com/register/eventReg?llr=dcwhojcab&oeidk=a07e5jylqpoa5b3a050>

When: Wednesday, August 22, 2012 • 8:30 a.m. – 4:30 p.m.

Where: North Tonawanda Library • 505 Meadow Drive, North Tonawanda, NY 14120

Cost: \$30

See page 6 for more workshops!

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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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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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

E-mail submissions: whiterabbitdesign@roadrunner.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.

business opportunity/workshop

Want to export your GOODS or SERVICES but not sure how?

The Exports to Canada Program

This program includes:

- 2-day session in Hamilton, Ontario
- Graduate level intern from the University at Buffalo School of Management from September 1 to December 1, 2012 (Internship is part of a credit bearing class at UB and fully supported by a faculty member to assist interns.)
- Guest speakers from necessary fields of marketing, finance, legal, customs, accounting and more
- Personalized training, advice and mentoring to help you sell to the US's number one trading partner: Canada
- Access to network of regional and industry experts

Timeline:

August 24th: Intern interviews conducted
September 1st: Interns start at company
September 20th-21st: Training program in Hamilton, Ontario
December 1st: Intern's final report to be presented to each company

Limited to 10 companies only.

To sign up or get more information contact:

Maryann Stein, Christopher Courtney or Mark Bortz
ECIDA, International Programs
716-856-6525 • ccourtney@ecidany.com or mbortz@ecidany.com

Cost: \$250

The Basics of Selling on eBay niagara small business development center (sbdc)

Learn how to open a seller account, improve existing listings, open/use PayPal, create/monitor listings, set pricing and complete transactions.
Pre-registration is required.

For more info: 434-3815 or sbdc@niagaracc.suny.edu

When: Saturday, September 8, 2012 • 9:00 a.m. – 5:00 p.m.

Where: Lockport Public Library • 23 East Avenue, Lockport, NY 14094

Introduction to Quickbooks niagara small business development center (sbdc)

Learn how to create your company, track and manage sales and expenditures; analyze financial data, reports and graphs. SBDC administered this training.

For more info: 434-3815 or sbdc@niagaracc.suny.edu

When: Tuesday, October 9, 2012 • 9:00 a.m. – 12:00 p.m.

Where: NCCC Corporate Training Center • 50 Main Street, Lockport, NY 14094

Carolyn Valenti's Firm Helps Promote "Feed the Kids" with Donation

In July Lougen, Valenti, Bookbinder & Weintraub LLP, Carolyn Valenti's CPA firm, gave back to the community with a donation of peanut butter (and jelly) and a check to St. Lawrence R.C. Church.

Lougen, Valenti, Bookbinder & Weintraub LLP (LVBW) delivered more than 40 jars of peanut butter (and jelly), collected by their employees, to St. Lawrence Church to help feed the families of children out of school. In addition to the peanut butter, LVBW learned the church was in need funds for their "Feed the Kids" Festival, taking place in July, and delivered a check to help support the event.

"We are so happy to be able to help in some small way," said Keith Bookbinder, managing partner. "It is so sad that we have people in our own community that do not have enough food."

"We are very appreciative of this donation," said Father Joseph Moreno of St. Lawrence R.C. Church. "We are always in need of non-perishable food items and various sundries to help the people of our community. This comes as a blessing."

Nancy Rizzo's Book Launch

NAWBO Buffalo Niagara member Nancy Rizzo has contributed the chapter, "Trust: A New Way to Navigate" to Volume III of "Speaking Your Truth: Courageous Stories from Inspiring Women", which will officially launch on amazon.com Tuesday, August 28th.

In 2010, Lisa Shultz and Andrea Costantine published the anthology, "Speaking Your Truth: Courageous Stories from Inspiring Women." Their goal with the book and its subsequent volumes and spin offs is to provide a beacon of light, hope, and connection for women as they navigate their lives while overcoming challenges and difficulties along the way. They had 49 contributing authors in Volume I who shared their stories of family matters, love and abuse, faith and spirituality, health and healing, and finding their path.

womanink

Editor	Nicole Fiorella, Social Media
2011/12 Editorial Board	Celeste DiStefano, President Dottie Austin, Immediate Past President Nicole Fiorella, Editor
Design/Layout	Katharine Smith, Communications Chair

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5784 Main Street
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women's leadership conference

"The New Normal with Lisa Oz"

Date: Thursday, October 18, 2012 • 7:30 a.m. – 5:00 p.m.

Location: Adam's Mark Hotel, 120 Church Street in Buffalo

Cost: Early Registration – \$99 by August 31th

Regular Registration – \$129 from September 1st to October 17th

Day-of Registration – \$149 on October 18th

Register: www.abwawny.com

You don't want to miss "The New Normal with Lisa Oz" Women's Leadership Conference sponsored by the Western New York Chapter of the American Business Women's Association (ABWA). This is a day-long conference featuring breakfast, morning breakout sessions, luncheon with keynote speaker Lisa Oz, and afternoon breakout sessions followed by a cocktail hour and giveaways. Spread out through the day will be time to visit the interactive vendor show. Keynote speaker Lisa Oz is a producer, author of six New York Times best selling books. She is the host of The Lisa Oz Show on Oprah Winfrey Radio as well as president of Ozworks LLC.

For more information, contact tickets@abwawny.com

upcoming national nawbo event

Women's Business Conference 2012

START SOMETHING: INNOVATE. ADVOCATE. ACCELERATE.

October 4-5, 2012 • Louisville Marriott Downtown • Louisville, Kentucky

This year's theme celebrates the entrepreneurial, innovative and adventurous spirit of women business owners. They are starting businesses at record rates and running these businesses on their own terms. They refuse to sit idle, waiting and watching. They have confidence and power to shake things up, take smart risks and do things differently to move forward. They are impacting positive change at every turn, speaking out on issues of public policy, lightening their environmental footprint and creating jobs that fuel the economy. They are part of something much greater than themselves – a grassroots movement of women business owners and their community of supporters all dedicated to helping one another grow, thrive, give back and leave a legacy. They are starting something on their own, together and as part of NAWBO

Registration and lodging

NAWBO® has negotiated special convention rates with the Louisville Marriott Downtown. Conference attendees are entitled to a discounted room rate of \$149 per night, plus tax and fees. A limited number of rooms are available at the special rate until September 7, 2012 or until the room block is exhausted. Once our room block is filled, rooms will be available at prevailing rates.

To make your reservation, call (800) 266-9432 and give them Reservation Code "NAWBO" or visit the Louisville Marriott Downtown online reservation page before September 7, 2012.

Register for the conference online at www.nawbo.org.

Things to do in Louisville

Louisville, Kentucky, is known as the Possibility City because it's a community on the move, with world-class performing arts, great sports and incredible dining. Extend your stay before or after this year's NAWBO Women's Business Conference in Louisville and here are some things you might want to do and see: Louisville Slugger Museum & Factory, Kentucky Derby Museum, Churchill Downs, St. James Art Show, Old Louisville, Louisville Slugger Field, The Speed Art Museum, Museum of the American Printing House for the Blind, Locust Grove, Conrad-Caldwell House Museum (Conrad's Castle), The Kentucky Center and Brown Theatre, Thomas Edison Butchertown House, and the African American Heritage House Museum, among many other attractions.