

# womanink

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June 2012

## Women in Leadership Awards Dinner

Join **NAWBO Buffalo Niagara** and **WKBW-TV** as we recognize our **2011/2012 Women in Leadership honorees**. Channel 7 News anchor **Joanna Pasceri** will help us honor the accomplishments of these Western New York women who are successful in their fields and inspire others to follow in their path. They are true role models who lead by example.

**Emily Brady**

*Fisher's Friends Dog Daycare*

**Renee Cerullo**

*RLComputing*

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*Lougen, Valenti, Bookbinder & Weintraub*

**Tara Vogel**

*Consumer Credit Counseling Services of Buffalo*

**Sandie Yeater**

*Tonawanda Pediatrics*

**When?** Wednesday, June 13, 2012 ■ 5:30p.m. networking ■ 6:00p.m. dinner

**Where?** Salvatore's Italian Gardens Restaurant ■ 6461 Transit Road in Depew

**Cost?** \$30/NAWBO members ■ \$40/guests

**Register online today!** ■ by June 9, 2012 at [www.nawbowny.org](http://www.nawbowny.org)

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E-mail submissions: [whiterabbitdesign@roadrunner.com](mailto: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.

## NAWBO Buffalo Niagara Mission

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

Do not follow where  
the path may lead.  
Go instead  
where there is  
no path and  
leave a trail.

- Muriel Strode

## womanink

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Nicole Fiorella, Editor

### Design/Layout

Katharine Smith, Communications Chair

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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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## upcoming national 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®.

### Conference Agenda

Thursday, October 4, 2012

- |                  |  |
|------------------|--|
| 7:30 am          | Registration and Exhibit Hall Open   |
| 8:00-9:15 am     | VIP Breakfast with Corporate Partners and Chapter Leaders<br>(Invitation Only; included in Chapter Leadership Training)  |
| 9:15 am-12:15 pm | Chapter Leadership Training  |
| 12:30-1:30 pm    | Opening Kickoff Luncheon   |
| 1:45-2:45 pm     | Start a Discussion (sessions hold 60-100 attendees each) <ul style="list-style-type: none"> <li>1. Start New Connections to Grow Your Business</li> <li>2. Start a Work-Life Integration for a Better YOU</li> <li>3. Start to Be Inspired to Reach Even Higher</li> <li>4. Start Focusing on Your Health &amp; Wellness</li> <li>5. Start Building a Strong Personal Brand</li> </ul> |
| 2:45-3:30 pm     | Networking in the Marketplace/Business Pavilion  |
| 3:30-4:30 pm     | Start a Discussion (sessions hold 60-100 attendees each) <ul style="list-style-type: none"> <li>1. Start Planning For Your and Your Business' Future</li> <li>2. Start a Mentoring Relationship That Benefits Both</li> <li>3. Start New Connections to Grow Your Business</li> </ul>  |
| 4:30-5:45 pm     | Networking in the Marketplace/Business Pavilion  |
| 6:00 pm          | Opening Reception at the Kentucky Derby Museum   |

Friday, October 5, 2012

- |                |   |
|----------------|---|
| 7:30-8:30 am   | Breakfast in the Marketplace/Business Pavilion  |
| 8:30-10:00 am  | General Session with Keynote  |
| 10:15-11:30 am | AM Breakout Sessions <ul style="list-style-type: none"> <li>1. Start Using Social Media to Your Advantage</li> <li>2. Start Furthering Women Entrepreneurs</li> <li>3. Start Making Public Policy Work for You</li> <li>4. Start Taking Your Business Global</li> </ul> |
| 12:15-2:15 pm  | Lunch General Session with Keynote & NAWBO® Hall of Fame Awards   |

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## 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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<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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### ANNUAL AD RATES AND SIZES:

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Quarter page (3 3/4" x 4 3/4") \$225

Business card (3 1/8" x 17/8") \$125

### 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

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

2:15-3:15 pm Networking in the Marketplace/Business Pavilion

Friday, October 5, 2012

3:30-5:00 pm PM Breakout Sessions

1. Start Benefiting From a Great Company Culture
2. Start Ordering Your Wine Like a Pro
3. Start Working on Your Business, Not in It

5:00 pm Closing Reception

### 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](http://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  
First Friday Trolley Hop  
Old Louisville  
Muhammad Ali Center  
KentuckyShow!  
Louisville Zoo  
Louisville Mega Cavern  
Louisville Slugger Field  
Waverly Hills Sanatorium  
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  
Hillerich & Bradsby Factory  
The factory where they make the Louisville Slugger baseball bat  
African American Heritage House Museum  
United States Marine Hospital

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## bits & bytes

# Social Media Tips

by Renee Cerullo

When I meet with my clients and we talk about social media, their first comment is usually "I know I have to do it but I just don't have the time or know what to do". Social media can be very intimidating and frustrating. I am in the field yet I get frustrated with it. There are so many hours in the day, yet I see how important it is. So I feel your pain. I compiled a list of tips that might help you determine how you should use social media and how to streamline it.

### What to do with Social Media

- Facebook Fan Page – This is a must if you are selling to consumers. For B2B providers it might not be a good fit. A fan page is not a personal page. It's meant to be open to the public and not contain your personal posts. If you are just starting up or don't have a fan page for your business yet set one up even if you are not ready to use it. You don't want to lose the name.

- What to post – This is the biggest question I get asked and the most controversial. First you should think like your customers. What would they like to hear about? You don't want to overdo it on product promotion and sales. You need an even balance.

- a. Try some "tips and tricks" that are industry related.
- b. What is going on at your company? Did you get a new client or win an award? Did an employee get a promotion?
- c. Community activities you are involved in.
- d. Random pictures from events or the work day.
- e. Articles related to your industry.
- f. Open ended questions that will stir feedback and conversation.
- g. Welcome new fans.

- Which platform to use – I always say to start with Facebook since that is the easiest to get posting on. Even if you are not using Twitter yet I would register the name you want so you have it for future use. The key to which platform to use is – where are your customers? Are they on Facebook, Twitter, Pinterest, etc? You need to be where they are.

- How often to post – This is probably the hardest part. Especially when you are starting out you need to post a few times a day. Think about when you normally check Facebook. The most common times are around 9am when people get into the office, lunchtime and then later at night. Try posting at all different times and then watch when you get the most feedback. That will be your prime time but always keep posting at other times too. Try making sure you have posted at least two a day at least 3 times a week.

- Engage – Besides just posting on your fan page post on other fan pages as your company. Gets your brand out there.

### How to make it easier

- Programs that allow posting to multiple locations - This really helps me streamline my posting. If you have to go to all these different sites and post it will be very time consuming. There are many programs or web sites that allow you to post to Facebook, Twitter, and LinkedIn at once. You can also track topics of interest in these applications. I use HootSuite and TweetDeck. I can then post to multiple Facebook or Twitter pages at once. For example when I was posting about the Ed Tech Spring event I could post to Ed Tech's Facebook page, Twitter page, RLComputing's Facebook and Twitter page all at once. That saved me going to four different places to do the same post. In these applications I monitor for mentions of myself and key hash tags for my industry. They are a huge time saver for me.

- Ask fans to share your posts with their Facebook friends. This will help spread the word faster.

- Have multiple people from your company or organization posting. If you make them an administrator of the site it looks like everyone is posting as the company.

With social media you need to just jump in and see what works for your followers. The key is to get started. Keep trying different types of posts and see what gains the most followers or gets a conversation going.

You can contact chapter member and Web developer, Renee Cerullo at Cerullo@RLComputing.com or RLComputing.com.