

womanink

Winter/Spring 2020

You Never Know Who
You'll Meet!



Ten Years Strong!

Join us for our fabulous,
one-of-a-kind event:
the 10th annual
Each One Reach One
networking mega mixer!

Connect with WNY women business owners!

Get all the details and register @ nawbowny.org

March 11, 2020 | 500 Pearl | Buffalo





2020 PROGRAMS

Programs are subject to change

Location	Hyatt Place 5020 Main St. Amherst, NY 14226	Time	5:00 – 6:00 p.m. Power Hour of Networking 6:00 – 8:30 p.m. Dinner Meeting
Cost	\$35 member • \$40 guest	RSVP	by noon the Friday prior to the event.

Make your dinner reservation online at: www.nawbowny.org

Include your full name, telephone number (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 accept PayPal and major credit cards: log onto our website and follow prompts for payment.

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

March 11, 2020

Each One Reach One

Ten Years Strong! Join us for our fabulous, one-of-a-kind event – the 10th Annual Each One Reach One networking mega mixer – presented by NAWBO Buffalo Niagara. It's a special event for women in business, women business owners, or anyone interested in reaching out to the women's business community. Enjoy a progressive dinner, changing tables after each course; networking with a new group of individuals each time, with a facilitator at each table. Make new connections and meet our sponsors at the Network Power Hour from 5:00 pm – 6:00 pm. We're offering a basket auction to support the NAWBO Buffalo Niagara's Scholarship Program. You can pre-purchase your scholarship basket auction tickets with your registration. Your pre-purchased tickets will be waiting for you at the registration table. **Please note different location at 500 Pearl in Downtown Buffalo.**

April 8, 2020

Dinner meeting.

Hyatt Place, 5020 Main Street, Amherst NY 14226

May 13, 2020

Dinner meeting.

Hyatt Place, 5020 Main Street, Amherst NY 14226

June 10, 2020

NAWBO Buffalo Niagara 2020/2021 Board and Officer Installation

Join us for our annual board installation: discover our chapter's goals and help us celebrate our the past year's triumphs. **Please note location: Buffalo & Erie County Botanical Gardens 2655 South Park Ave Buffalo, NY 14218.**

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



You're making a dream a reality. Key4Women is here to help.

Key4Women connects, empowers and advocates for the women within our communities. Join our program today at **key.com/women**.

Contact Julie Skinner at Julie_Skinner@KeyBank.com for more information about Key4Women.

PRESIDENT'S REMARKS



Dear NAWBO Sisters & Supporters:

Welcome to 2020, a decade full of opportunity and business ownership growth for the woman entrepreneur. As I begin the final 5 months of my presidency, I look back with pride at all that we as a chapter have accomplished this year. The pre-dinner meeting Power

Hour was created to provide our members the opportunity to network, spend time with old friends and make new ones. Kicking off the #nawbownypride campaign is an initiative birthed out of the need to highlight our amazingly talented and industry diverse membership. The NAWBO Marketplace was established to create an advertising and sales platform for our members to grow their businesses by expanding their client reach. We have continued our engagement with our elected officials with the upcoming Morning Mingle event, an opportunity to say 'thank you' to our elected officials. This year in partnership with the Buffalo Public School system we are expanding our Start A Conversation program to include opportunities to support young entrepreneurs. President-Elect Paula D'Amico and I have been very busy and are happy to say we have only just begun.

I am very excited about the direction of our chapter. We are diversifying in industry and generational representation. Unfortunately, significant ethnic diversity has not been accomplished, but an initiative to expand our membership is in process. I ask that you as a proud member of NAWBO reach out to all women business owners, introduce them to NAWBO and share our mission with them which is to propel women entrepreneurs into economic, social and political spheres of power worldwide. In my experience NAWBO means a coming together of women entrepreneurs to grow professionally as well as personally in an encouraging and supportive space with the best mentors, cheerleaders, and sisters anyone could ask for.

When my presidency term comes to an end, I will remain involved in our chapter but will focus on mentorship in our communities throughout Western New York where I will speak of our membership as being comprised of amazing women, among the best that NAWBO has. Thank you for supporting me, encouraging me, and allowing me to represent the Buffalo Niagara Chapter of the National Association of Women Business Owners. #nawbownypride

Sherrie Barr-Mack

Sherrie Barr Mack
Co-founder and Managing Partner of The MackBarr Group

Diamond Chapter Partner

Julie Skinner & Mary Szabat KeyBank

KeyBank, a Fortune 500 company, is proud to call Larkinville in Buffalo, New York its Northeast Regional Headquarters. KeyCorp is one of the nation's largest bank based financial services companies with approximately \$145 billion in total assets as of December 31, 2019. Headquartered in Cleveland, Ohio, Key provides deposit, lending, cash management and investment services to more than 3.5 million clients in 15 states.

Our purpose is to help our clients and the communities we serve thrive. This is reflected in our commitment to diversity, inclusion, philanthropy and encouraging our more than 17,000 employees to give back by volunteering. We are very proud of our award-winning culture. In 2019, KeyBank was once again recognized by Points of Light, the world's largest organization dedicated to volunteer service, as one of the most Community-Minded Companies in the United States. KeyBank has also been ranked one of the Top 50 Companies for Diversity by Diversity, Inc and is one of the only top 25 U.S. national banks to receive nine consecutive "Outstanding" Community Reinvestment Act ratings.

KeyBank has a long history of helping women entrepreneurs and leaders thrive. One area that sets us apart is our Key4Women initiative. Key4Women provides networking opportunities, thought leadership, customized financial services and capital to help women achieve their personal and business financial goals.

KeyBank



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2019/2020 Editors

Jeanne Hellert and Joyce DeLong

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Articles

Email submissions: info@nawbowny.org. 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.

Advertising

ANNUAL AD RATES AND SIZES:

Ads run in 2 hard-copy issues (typically Fall and Winter)

Full pg (7 1/2" x 10") \$1,000 Half pg (7 1/2" x 4 3/4") \$525

Quarter pg (3 3/4" x 4 3/4") \$225 Business card (3 1/8" x 1 7/8") \$125

Specs

Please send your business card and a check (made payable to NAWBO) to: Jeanne Hellert, P.O. Box 1165, Orchard Park, NY 14127. For electronic submissions, preferred formats: PDF, eps or tif. Email files or questions to: info@nawbowny.org.

WOMANink is an information service for the NAWBO Buffalo Niagara Chapter's members and other women business owners. Published in hard copy twice per year (typically September and February). Circulation: approximately 750.

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THE DETAILS BUILD WEALTH



Nicholle Overkamp

Mastering your money is all about mindset and priorities. A couple of coffees here, a bunch of lunches on the go there, and suddenly you don't have as much money as you wish you did for the bigger ticket items. Things like traveling and the long dreamed about kitchen renovation that actually make us significantly happier than that \$18 salad did. As part of a holistic plan we create spending plans for individuals that helps them focus on all their needs at once: saving, paydown of debt efficiently and the best part-SPENDING!

You spend \$10 a day on lunch.
That's \$300 a month.
That's \$900 in 3 months.
You CAN afford to TRAVEL.
But you don't like making sandwiches.

The clients who have the right mindset and put their goals ahead of other distractions achieve results so much faster. By creating a plan, you can spend on whatever you

want. Even lunch. But only if that's what's most important to you. By taking the time to look at your numbers, you realize that oftentimes, the reality of why we aren't reaching our goals and getting what we want is the culmination of a bunch of little things that we are doing all the time that adds up.

It's no different when we are talking about business. Any good business owner has a budget and knows they need to be considering the bottom line. Often, what they fail to realize is that they need a budget plan for their TIME. We can always make more money but it's impossible to get more time. Time is the number one thing the business owners we work with say they wish they

had more of. Maybe you need to look at how you are SPENDING your day.

- Are you prioritizing your most important tasks and delegating the rest?
- Are you working ON your business as well as IN your business?
- Are you getting distracted all day by dinging email and social media?
- Is the work you are doing pushing you forward and accomplishing something or just making you feel busy?

We personally like time blocking or using your calendar to set aside time for each important item you need to do that day. Time for business, time for exercise, time for loved ones and giving our undivided attention in each of those times for that task.

We also like to use to-do lists. Here is one way to make it work:

1. Make a list of everything you need to do.
2. Group like things together (ie emails to send, phone calls to make)
3. Prioritize what needs to happen first, second, third... or today, this week, this month...
4. Start tackling that list so you can CROSS IT OUT!

BONUS: make a separate distraction list off to the side so you can write down distractions ("have to get milk on the way home"... "call Aunt Suzie later"...) so that you remember it later but aren't distracted by it now.

A spending plan for your time can help you focus on what matters most, what will make your business successful and help you get to the next level. ☺

Nicholle Overkamp is the owner of Wilcox Financial Group, LLC



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SUCCEEDING IN SMALL BUSINESS IS NO SMALL TASK



Mary Szabat

I'm often asked for advice about what it takes to be a successful female small business owner. While there is no magic formula or "secret sauce," it requires a considerable amount of self-confidence, flexibility, and ingenuity, but it offers the opportunity to reap big rewards.

In addition to being your own boss, you can decide where and when to start your business. However, while you may choose your working hours, a small business owner is always working.

Here are a few considerations to keep in mind when embarking on your venture.

Bounce your idea off of others

If you find yourself with a great business idea, the next rational step is to reach out to a small network of trusted friends and colleagues and bounce the idea off of them. It helps if they have knowledge of your intended target audience. What do they find most appealing about the great idea? What drawbacks come to mind? How would they approach the questions of marketing and product pricing? Getting honest feedback on your business idea from friends and colleagues is crucial to ensuring you have a viable plan. While sometimes difficult, it is a crucial step in ensuring your business idea can succeed and grow.

Study the market

In-depth market research is a primary

necessity for small business owners. Here are some questions you may want to consider, depending on the kind of business you're looking to start:

- What business, if any, currently occupies the market space you wish to claim for your own?

- Are there niche markets where you can take your new product or service?

- In what way exactly will your product or service differ from what's already out there? Speak to prospective clients to determine their expectations and ensure your business is ready to meet them.

Part of the research process is determining why businesses similar to your proposal have succeeded, as well as why some have failed.

Incorporate smart hiring into your business plan

Every small business owner needs a plan outlining goals and opportunities in a single document, which can then be used to attract investors and other funding sources. In today's highly competitive job market, this plan should outline a detailed hiring strategy. This strategy should include:

- Crafting job descriptions that attract the right type of candidates with prior knowledge of the industry

- Pursuing individuals whose experience demonstrates the ability to think quickly and make responsible decisions on their own

- A process for rapid employee onboarding that integrates them into an upbeat, flexible work environment in which these new hires can shine.

Finally, do all you can to hire people with a track record of honesty and integrity.

While it can be tempting as a startup to hire anyone who shows passion for your business, it's important to do your due diligence and perform lawful background checks and promote a healthy workplace environment.

Get ready to raise money

All of the planning and strategizing in the world doesn't amount to much without the funding to underwrite your venture. Successful small business owners start thinking about funding sources as soon as they embark on their enterprise, whether it's taking money from their own savings, obtaining bank loans or financial assistance from the Small Business Administration, or even appealing to outside investors or crowdfunding options. With a funding commitment in place, it becomes a lot easier to achieve the vision of owning and operating a business.

Acknowledge what you don't know

A successful businessperson is quick to concede gaps in their knowledge base; therefore, hire specifically for an area of the new business in which you lack expertise. Alternatively, seek outside experts and consultants and enlist them in the earliest planning stages and/or as the operation gets underway. Most entrepreneurs understand that it's impossible to personally do everything that running a startup or small business requires. Hire the right people to handle administrative or operational functions (everything from balancing the books to designing the new company logo), so you can maintain focus on the big picture. ☯

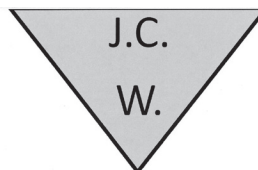
Mary Szabat is Key Private Bank Vice President, Senior Client Experience Manager



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Diamond Chapter Partner

Mark Martin, M&T Bank

Buffalo is fortunate to have many innovators, creative leaders and people unafraid to take ambitious risks. Driven by inspiration, tireless hard work and an entrepreneurial attitude, they are making meaningful and measurable impacts on our community.

That's one of the reasons my colleagues and I at M&T Bank support NAWBO. We understand how important it is to provide information and insights to local businesses, and to recognize the achievements of women entrepreneurs in the Western New York market.

At M&T Bank, we are dedicated to helping our neighbors succeed and our communities thrive. It starts with our commitment to understand what's important to our customers. We get to know them, their needs and their priorities in order to help them achieve their goals. We take a similar approach to serving our communities

– working to understand what matters most, so we can do our part to help Buffalo, and the entire WNY region, grow even stronger.

M&T Bank and NAWBO Buffalo Niagara share this community-focused mission. Together, we will make the future of Buffalo shine bright. M&T Bank is pleased to partner with NAWBO and its members to assist in promoting the success of women-owned businesses in our WNY community.

M&T Bank

Mark L. Martin
M&T Bank, WNY Business Banking Regional Manager



Stephanie S. Gelber
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10 FUNDING RESOURCES FOR WOMEN-OWNED BUSINESSES AND ENTREPRENEURS



Christine Howard

Help comes in a multitude of forms. Here is a quick list of the latest funding opportunities making waves. While some target companies that are in growth stages, others offer advice and support for women professionals at large.

Be sure to check with each organization with regard to the focus, fit, funding amounts, deadlines, and approach.

Don't see funding that fits your needs?

Let us develop a highly curated menu to fit your specific funding needs. We can identify federal, state, foundation, or other opportunities that can help sustain existing initiatives or make new plans and future successes a reality.

1. Bill and Melinda Gates Foundation Grand Global Challenges:

The foundation awards its grants primarily to 501(c)(3) organizations, but if you run a business that is solving health and development problems through innovation, this grant could be yours. Check here for their open applications and keep in mind that the open grants are usually specific to a particular problem.

2. Cartier Women's Initiative: This program offers grants for small businesses run by women with the goal of helping them grow and take their businesses to the next level. Twenty-one finalists are chosen in this Cartier business grant program – 14 will receive \$30,000 and the top seven will receive \$100,000 each.

3. Eileen Fisher Grant Program: Eileen Fisher is a clothing shop for women who's founder has a personal passion for helping women-owned businesses. All grants exceed \$10,000 and are awarded to up to 10 applicants each year. Businesses must be in operation for a minimum of three years and meet other various requirements. (Note: the next grant application will become available in mid-2020 and will support women working in environmental justice.)

4. FedEx Small Business Grant Contest: Each year since 2013, FedEx has offered \$25,000 grants to businesses. The application process is a short one-month period, so ready your applications for the February 20th open date. You'll need to capture your business's story via video.

5. InnovateHER Women Business Challenge: The Small Business

Administration hosts this grant contest to empower women with a business plan for an innovative product or service. It's an involved process to apply – applications must find a local Challenge to compete in hosted by a local organization. From the local challenges, one winner is selected to advance to the semi-final round. Finalists will then be invited to the SBA's national InnovateHER business challenge where they will pitch their ideas to expert judges. The top three businesses receive awards ranging from \$10,000 – \$40,000.

6. National Association for the Self-Employed (NASE) Growth Grants:

NASE Growth Grants are offered to NASE members looking to take their business to the next level. NASE grants are worth up to \$4,000 and can be used for all types of activities, like purchasing new equipment, hiring help, and creating promotional material.

7. Nav's "Legitify Your Small Business" Grant: We're offering a \$10,000 small business grant to the most deserving business that applies. The application is easy, we just ask that you let your personality shine.

8. Open Meadows Foundation Grants: The Open Meadows Foundation offers grants under \$2,000 to projects designed and implemented by women for the community. Startups and small businesses are given priority. Grants are accepted during the winter and summer each year.

9. The Girlboss Foundation Grant: Launched in 2014 by entrepreneur Sophia Amoruso, the Girlboss Foundation awards grants twice a year to female and female-identifying entrepreneurs. Each grant recipient receives funding of \$15,000. Grants are exclusive to female business owners working in design, fashion, music and the arts. Selections are judged by creativity and innovation, business acumen and planning, and demonstration of a financial need.

10. Tory Burch Fellows Program: This competitive grant-fellows program is designed for women entrepreneurs to help them grow their businesses and get the support they need to do so. Tory Burch Fellows receive a \$5,000 grant, a one-year fellowship with educational and networking opportunities, a trip to the Tory Burch offices, and more. ☯

Christine E.B. Howard is the founder, owner, and president of E.B. Howard Consulting



**Connect with WNY women business owners
at our 10th annual mega networking event!**

Wednesday | March 11, 2020 | 5:00 pm – 8:30 pm @500 Pearl | Buffalo

Give it ALL you got, and then TAKE A BREAK



Paula D'Amico

Naturally, women love to multi-task. We do it all: careers, kids, shopping, dinner, laundry, working out... maybe even a second career/business.

Whew! Just reading that list makes me tired. The question now is, how can we continue down that path...give it our all... be successful for ourselves and the ones we love... **without** burning out? This is a hot topic with our

national NAWBO sisters.

So, what's the answer??

Simply put, we have to know when to say when **before** we find ourselves in a state of overwhelm. So, WHEN is that?

Simple answer: plan your week. Make it a priority to set aside time for you, your family, and your career/business.

Here's an example of my week, as it stands right now. (Of course, this is all subject to change because LIFE happens.) My goal, and it can be your goal too, is to make sure I tackle at least one item that falls under the theme of the day:

Monday: "Check your Biz Calendar" (Checking dates, forms for events, respond to emails)

Tuesday: "NAWBO Check-up" (Catch up on any lingering emails, tasks, calls, posts)

Wednesday: "Meeting Day" (Business and networking day)

Thursday: "Prep Day" (Prepare for upcoming events: cooking, writing, practicing, packing)

Friday: "Financial Day" (Do the books)

Saturday and Sunday: AM: "Taking care of House Day"

PM: "Sit back and relax Day(s)"

If you notice, some tasks are big, some are small, some are a little ambiguous. Regardless there is a task designated for each day so that I can reduce any impending state of overwhelm AND most importantly, make time for rest and rejuvenation.

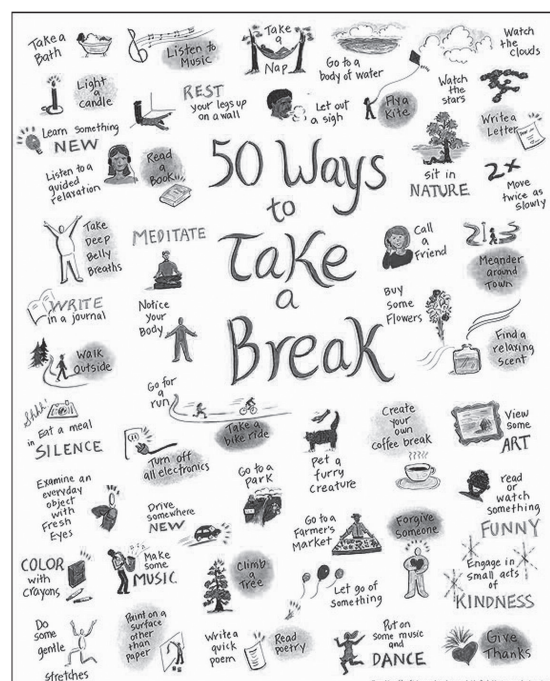
So now that you have scheduled your free time, now what?? Not sure what to do with your big break?? Look below for a pretty popular image that may provide you with an idea or two.

Now take a deep breath, smile, and take on the day! ☺

Paula D'Amico is the owner of Blessings By Nature

Poster credits: Concept by Karen Horneffer-Ginter, www.karenhg.com.

Art by Paula Hansen, www.chart-magic.com



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EVENT MARKETING: BUILDING RELATIONSHIPS TO BUILD A STRONGER BRAND



Joyce DeLong

Like all channels, event marketing has been impacted by digital communications, as social media and web event platforms expand reach to those who can't travel to live trade shows and exhibitions. The actual experience at an event is enhanced, too. New and affordable ways to fabricate booths and displays make it possible for small businesses to embrace trade shows, conventions and other special events (e.g. tent sales, grand openings) as bona fide sales opportunities.

Recent research reveals that a whopping 96% of consumers said attending an event made them more inclined to buy, assuming the product or service promoted at the event was of interest.¹ The same research looked at the top reasons marketers are flocking to events for face-to-face customer experiences:

- 79% say driving sales is their top goal.
- 78% look to create or increase brand awareness.
- 59% use events to launch new products.

Here are some quick tips to drive attendance at your next event and ways to make important connections:

- **Go multi-channel with communications.** Fire on all cylinders with high-impact direct mail, permissionbased email and social media channels before, during and after the event.
- **Keep the conversation going.** Give event registrants the option to sign up for your e-newsletter. They'll appreciate the opportunity for quality content, and you'll gain an opt-in for ongoing nurture communications.
- **Don't let them leave empty-handed.** Create a flyer, tri-fold or other concise sales handout. Distribute them to every visitor as an important take-away for further review if they don't have an immediate need or the time to talk with you now.
- **Go ahead and hold back your best.** Give your premium sales literature only to those people who specifically ask for it. Or better yet, send or deliver it to qualified prospects after the event to give you a purpose for following up with more information.
- **Tell and show.** Reinforce key messages, spotlight free samples and promote special demonstrations or educational sessions with freestanding posters, roll-up banners and other displays. A sample or demo of a product/ service influenced 83% to buy during the event, according to Event Marketing Institute.
- **Go remote.** Don't let non-attendees miss out! Create an event website, and stream live or recorded footage of your presentations to it. Or post it to your YouTube channel. Alert prospects by email or via social media that they can experience your content remotely.²

- **Score your success.** Have metrics in place before you go. Some of the top goals to measure are the amount of traffic, number of qualified leads and sales increases attributable to event participation.⁴
- **Keep it short.** Work on delivering your key sales messages quickly. The average trade show attendee spends just five to 15 minutes per visit, says Exhibitor Online.
- **Before you hand it, brand it.** Put your logo on your event giveaways. With hundreds of thousands of ad specialties from which to choose, there are many options to meet every price point. Among promotional items you can distribute, logo apparel has the highest brand recall (94%) followed by bags (90%), according to the Advertising Specialty Institute.

^{1,2} Event Marketing Institute and Mosaic, EventTrack Event Marketing Industry Annual Forecast & Best Practices Study, 2014

Number of Months Promotional Items are Kept



Source: Advertising Specialty Institute, Global Advertising Specialties Impressions Study, 2013

START WITH A MARKETING PLAN

Joyce DeLong

Are you missing some sales opportunities? It's best to avoid "random acts of marketing," so before you start, make a plan.

Effective marketing communications plans all have the same general goal: Say the right thing to the right people at the right time through the right channels to generate the action you want... at lower cost than can be accomplished with personal meetings.

To meet this universal goal, a considerable amount of information is required so you can evaluate and select the activities that stand the best chance for your success. The goal is to use a mix of communications that match up to your target audience, then make price and performance decisions based on the strengths and weaknesses of each option.

Start planning by answering these key questions:

- What's the goal that communications can meet or help meet?

Continued on next page

Joyce DeLong is the owner of Allegra Marketing • Print • Mail

A TRIBUTE TO TRAILBLAZING WOMEN IN BUFFALO



Sherrie Barr-Mack

Western New York is not only a great place to live and has a very rich history, but it is also known for forging the path of making history. Buffalo has an iconic theme, Buffalo Talking Proud! So, in honor of **Black History Month** I am going to acknowledge just a few of Buffalo's African American trail blazing women. Some of them have left us, but their memories will live on. It's time to start Talking Proud!

At the beginning of 2020 we lost **June Bacon-Bercey**. June was the first African American female trained meteorologist to forecast the weather on WRGZ in 1972 and earned the American Meteorological Society's Seal of Approval for excellence in television weathercasting. We also recently lost Art Administrator **Agnes Bain**, Executive Director of the African American Cultural Center. In 2018 we lost **Barbara Merriweather Sims**, the first African American professor at the State University of New York at Buffalo Law School where she taught family law and civil rights. Barbara was also the first female African American Buffalo city court judge.

Honor and tribute to the paths that they made.

Comptroller Barbara Miller-Williams made history at the start of 2020 by being sworn in as the first African American and first woman to serve as Comptroller for the City of Buffalo. **Firefighter Shelby Thompson** became Buffalo's first Black female Lieutenant in the Fire Department's history. **Assemblywoman Crystal Peoples Stokes** has been proudly representing our city as the first woman and African American to be appointed Majority Leader of the New York State Assembly. We must not forget Rochester when talking about Western New York pride. Mayor Lovely Warren has been proudly leading the residents of Rochester as the city's first female mayor and second African American mayor.

We have made some serious strides in the entertainment and beauty industry. **Sheila Brown** is the first African American female radio station owner in Buffalo, proudly leading Vision Multi-Media and WUFO 1080. Former NAWBO sister **Zandra Cunningham** is succeeding as a teen entrepreneur and creator of Zandra Beauty, a skincare company with a social commitment.

In closing, I say to these trailblazers thank you for your bravery, thank you for your commitment to your craft, and thank you for your leadership. ☯

Sherrie Barr-Mack is co-founder of The MackBarr Group

MARKETING PLAN, continued

- What is the size of your target market?
- What channels *could* be used to reach them?
- What combination of channels *should* be used to reach them?
- What can you say or offer to generate the action you want?
- How much activity is enough to meet the goal?
- How will you measure success or failure so you can improve in the future?

Clearly and precisely define your target markets. Without having a good estimate of the number of people in your target audience, you can't do a good job of evaluating and selecting the media channels available to reach them.

Defining business-to-business markets is a matter of determining how many organizations there are of a specific type, then identifying the type and number of people per organization that are important to you. Most often you need to define by business type, size, location and, perhaps, other characteristics of an organization. Examples: metalworking shops that do grinding, health clubs with swimming pools, or restaurants that specialize in Italian food. ☯

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CHIROPRACTIC CARE: IT'S NOT ABOUT PAIN



Tammy Bialek

Most people seek out chiropractic care because of headaches, neck or back pain. Some people go to a chiropractor in the hopes of resolving vertigo or sciatica. There are even people that take their kids to a chiropractor for issues with bedwetting, reflux, colic, or ear infections. You might read this and remember a time when you were helped by chiropractic care. But I have news for you... Chiropractors are not interested in treating your symptoms. There is a bigger picture here that I would like to share with you.

Chiropractors check for and remove subluxations. Sub-lux-what? A spinal subluxation is a bone that is moving in a less than ideal way, one that is not normal for the body. Research indicates that spinal subluxations lead to changes in the information sent to the brain. Instead of the brain receiving information that the subluxated spinal segment is moving as it should, it will get different information. Subluxations negatively influence how the brain perceives and responds to other sensory information. When this happens, it can result in the breakdown of proper movement control that influences human performance and can end up causing pain and other dysfunction.

Chiropractic care improves communication between the brain and body and results in better control of core muscles during body movements and allows for the body to heal itself. Chiropractic care recognizes the vitalistic viewpoint of human potential. Hippocrates expressed this beautifully...“Look well to the spine for the cause of disease”. ☺

Dr. Tammy Bialek is the owner of Bialek Chiropractic

THE UNWILLING OFFICE . . .



Aly Luccari

On my way to an organizing session, the “organizee” sent a text stating he would be late and asked if I could work with one of his employees who was “shy about organizing.”

Let's name the employee Jane. Jane met me in the lobby and clearly stated she would be open to my thoughts, but I was not to touch anything on her desk. Honesty is the best policy and a necessity when working

with an organizer.

I asked Jane for a “tour” of her desk. As she did so, she pointed out changes she made based on what she saw changed in another space I worked to organize. She had taken down miscellaneous “signs” and cartoons. She organized her personal photos. All of this in an attempt to prevent me from being assigned to work with her. Her candor was appreciated, and I had the utmost respect for her resistance. The truth is change happens when we are open to it and want it to happen. Until then the path to change is an unpleasant journey.

Her changes, though important, were on the surface. She created free space, blank space, space for her eye to rest. But, for true change to happen, we had to go deep.

I asked her about some specific areas that were more relevant to her work flow, which means we dove deep into files and drawers. She then readily admitted that these spaces needed some attention. Attention was given without judgement, putting her work flow first and then amplifying it. Questions were asked with an exploratory nature and answered with insight. Actions were taken with a “let's give this a try” attitude and alternatives suggested “just in case.”

We ended our session with newly revealed space. The space she had cleared on her own was now reflective of the space available to her where she needed it the most, in her drawers and files. Clear space, where the magic happens. ☺

Aly Luccari is the owner of Bright Organizing Solutions, LLC

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