

# womanink

Spring 2023



## EACH One Reach ONE

NAWBO BUFFALO NIAGARA **MEGA MIXER**  
sponsored by National Association of Women Business Owners



**WNY's Annual Networking Event for Women Business Owners**

**May 10  
2023  
5:00-8:00 PM**



**NAWBO**  
BUFFALO NIAGARA  
National Association of Women Business Owners



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Buffalo Niagara Marriott | Amherst, NY | [www.nawbowny.org](http://www.nawbowny.org)

## Message from the President



**Jackie Lennert**

Spring is in the air! You can feel and see it all around. You see it in nature with all the buds and green starting to appear and you feel it on those rare warmer sunny days. I always feel excited for Spring every year and this year is no different especially when there's so much happening with our NAWBO chapter.

This year's focus has been about renewed energy, a returned emphasis on women business owners and their needs, as well as a commitment to moving our chapter out of the long hold caused by Covid over the last 3 years. I hope this year's programming, events, and leadership has shown you ladies that commitment. And the best is yet to come in the final few months as our chapter winds down this program season in June.

What is yet to come? The launch of the Finance Boot Camp in partnership with the SBA starting on April 11th. How about our first Next Gen Each One Reach One event being held on April 19th at Sto Lat. Then there's our Advocacy event on April 20th at the Northland Workforce Training Center. A question and answer session with your elected officials just for our NAWBO members. We follow this with our biggest event of the chapter year, Each One Reach One at the Buffalo Niagara Marriott. This is always a great event and this year we will have Jill Calabrese, the Managing Director, Small Business, Specialty Banking & Lending at Bank of America speaking at our event. Finally, we will close out the chapter year with the Installation Dinner for the incoming board members.

Let's not forget what's on tap at the National Level for our membership in which to participate. We have Advocacy Days in DC on June 6th and 7th. We will be back to in person meetings with our representatives on Capitol Hill and a full agenda focused on Women Business Owners. Then we have Leadership Onboarding being held on June 5th in DC. This is for ALL incoming and returning board members. This will give you the tools, resources, and connections needed for a successful leadership team. The Leadership Onboarding is capped off that evening with the National Board Installation. We will get the privilege of seeing our very own Lisa Coppola sworn in as the National Chair and Sherrie Barr Mack will be sworn in as the Chair of the Presidents Assembly Steering Committee (PASC). This is a tremendous show of leadership from Buffalo. I would love to have a great chapter showing for these two amazing women. Finally, join your NAWBO sisters from around the country in Austin, Texas for the Women's Business Conference on October 15th-17th.

As you have read, there's so much happening both locally and nationally. There's a wealth of tools, knowledge, and resources for you as a woman owned business. I hope you will join me at these upcoming events. I always feel inspired and renewed whenever I attend NAWBO events, just like Spring!

Finally, I want to thank you, the members of this chapter, for entrusting me to be your President this past year. It has been truly an honor and privilege. I am forever grateful to all of you! I look forward to continuing helping this chapter move forward in the years to come. ☺

With Warmest Regards,  
Jackie Lennert

**Jackie Lennert is the 2022/2023 president of NAWBO Buffalo Niagara and owner of ROVE**

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*Jackie Lennert*

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## Servant Leadership



**Lisa Coppola**

Servant Leadership is a philosophy where the leader's goal is to serve. It's the concept that drives NAWBO's National Board as well as chapter leaders across the country. It's a philosophy that I've had the honor to learn and understand, and

it's enriched my experience with NAWBO and my business.

My journey with NAWBO leadership began here, in Buffalo, when I was asked to consider the chapter's president-elect role during Sabina Ramsey's presidency. Sabina and I became a tight partnership, and our differences undoubtedly made us a stronger team. Thereafter I volunteered as a member of the Presidents Assembly Steering Committee, NAWBO's volunteer group that our own Sherrie Barr Mack will chair in 2023-2024. It's comprised of former chapter leaders who volunteer to mentor and support chapter presidents. The chair of the PASC also serves as an ex-officio member of the National Board and is the voice of chapter leaders.

So, what's the point of NAWBO leadership? For me, it's been meeting like-minded WBOs and – perhaps almost as frequently – working with those who have very different views. From the beginning I was fortunate to interact with WBOs who challenged me and ultimately made me a better leader and I hope an even better person.

I can hardly count the number of unique experiences that NAWBO service has offered. I now call WBOs from across the country my clients, consultants, referral sources, and dearest friends; the same is true locally of course. I've learned from them. I've had opportunities to advocate for all WBOs and, in certain instances, for chapters and for individuals as well. To be sure, we're not perfect, those of us in leadership. We work hard to do the right thing by answering the often-conflicting desires of NAWBO's thousands of members. After all, our members are WBOs – and they're used to getting what they want, as it should be.

My biggest leadership lesson so far has been learning to listen more than I speak and ultimately to drive consensus so that the outcome serves the greater good. The lessons permeate my day job, too, so although my NAWBO experience has been as a volunteer, the benefits of volunteer leadership are both economic and educational. I bet you'd find the same – call me anytime and let's talk about how you can get meaningfully involved. I'm betting you'll find it worthwhile as well. ☺

**Lisa A. Coppola, Esq. is Managing Partner of The Coppola Firm**

# Getting involved is important.

At M&T Bank, we know how important it is to support those organizations that make life better in our communities. That's why we offer our time and resources, and encourage others to do the same. Learn more at [mtb.com/community](https://mtb.com/community).

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**Andrea Schillaci**

*Member, Hurwitz Fine P.C.  
and Past President, NAWBO  
Buffalo Niagara Chapter*

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# FOUR Simple Steps for Putting You FIRST!

A plan that you can live with and maybe keep.



Laura Zimberg

Items needed: your favorite beverage, sheet of paper, a pen, and your calendar. Time needed to complete task: about an hour.

**Step 1:** Take a sip of your beverage; close your eyes.

**Step 2:** Open your eyes... on the sheet of paper write out things that you would like

to accomplish this year that would make you happy. This is not work or family related. Just YOU!!!!

Ideas: take two vacations this year, get 6 pedicures/manicures, take time to meditate, read 5 books, or get 12 massages. Maybe start a workout routine or walk around the neighborhood before or after work three times a week. Visit a gallery, the theatre or movie. Block out time with your NAWBO sisters. It can be anything, what would YOU like to do this year?

**Step 3:** Now! Open your calendar – before everyone else gets their paws on your time and make appointments with yourself for the rest of the year. Mark when you will take your two vacations. Select the days you will get your pedicure/manicure and massages. Block out the time for your workout, walk or read that good book. A good friend once told me, she had an Adirondack chair in the back yard, and she would tell her family that she was going to the Adirondacks. She would be back in about an hour and she was not to be disturbed. This was her time to nap or read. HER TIME!

Where is your Adirondacks? We as businesswomen need to learn that it's ok to make appointments with ourselves - first; in fact, it's necessary and required – don't regret this time but relish it. We need to recharge and take care of us, so that we can do all the other things that then jump onto our calendar.

If you have kids, it is important that they see you take this time to rest and recharge. Your kids watch you like a hawk, and when they are adults in this busy, hectic, and crazy world, they will remember that it was important to you to take the time to rest and recharge and they too will follow your lead and make themselves a priority. This will be the greatest gift you can give your kids.

**Step 4:** Keep these self-appointments. Make it a habit that if you need to move one of your appointments – that's OK – but you need to reschedule it immediately, just like you do with a doctor's appointment.

Have an awesome rest of 2023 –  
Taking Care of YOU! ☺

**Laura Zimberg is the President Elect of NAWBO Buffalo Niagara 2022-2023 and owner of Green Pastures Still Waters, LLC**





## NextGen Buffalo Niagara Mega Mixer

presented by the National Association of Women Business Owners

Enjoy a progressive dinner, changing tables after each course, networking with a new group of individuals each time, with a facilitator at each table.

April 19, 2023, 5:00 PM – 8:00 PM  
Sto Lat Bar  
4475 Transit Rd, Ste 108  
Buffalo, NY 14221

5:00 PM Power Hour  
6:10 PM Progressive Dinner Starts

NextGen Ages  
15 -17 years  
18-24 years  
25-30 years

NextGen Tickets | \$25  
Member Tickets | \$40



**NAWBO**  
BUFFALO NIAGARA  
National Association of Women Business Owners



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# Data Tools Training



**Amy A. Brombos**

The entire world is becoming data driven. The evolution of statistical analysis requires advanced digital literacy to become effective and efficient in the use of data to drive decision making for business building and strategic planning. The data landscape is vast and continuing to proliferate. To remain viable and thrive in this environment you must know not only what data are relevant to your needs, but where to find it.

The United States Census Bureau is the foremost resource of real-time and predictive analytics. Over 130 surveys and programs are conducted each year, including the nation's largest household survey and business survey. These data are then made available to the public at no charge via easily accessible tools such as [data.census.gov](https://data.census.gov), census business builder, and others.

While accessible and loaded with billions of data points, the use of these portals is not always intuitive. Therefore, Data Dissemination Specialists are available to assist with data extraction and trainings by request. Requests received via [ask.data.gov](https://ask.data.gov) are routed to the Data Specialist for New York State, NAWBO member, Dr. Amy Brombos.

As a NAWBO member, Amy has offered to conduct a live data tools training for our membership. During this initial data training members will gain an overview of what data can be found in the Census applications [data.census.gov](https://data.census.gov) and census business builder. A brief tutorial of each tool will yield real time data useful for business building, marketing, potential expansion, and/or new business development. Members will leave knowing how to create data tables, convert data into maps, and download or save them for later use. Further specialized training will be available for those who desire more professional development. Participation with your personal laptop is encouraged!

**This training session will be held on  
Wednesday, April 26, 6:00 – 7:30 PM at  
Wilcox Financial Group LLC, 1323 N. Forest  
Road in Amherst ☎**

**Amy A. Brombos, EdD is a  
Data Dissemination Specialist  
for the U.S. Census Bureau**





## NAWBO Buffalo Niagara Mega Mixer

sponsored by Bank of America

Enjoy a progressive dinner, changing tables after each course, networking with a new group of individuals each time, with a facilitator at each table.

May 10, 2023, 5:00 PM – 8:00 PM  
Buffalo Niagara Marriott  
1340 Millersport Hwy  
Amherst, NY 14221

5:00 PM Power Hour  
6:10 PM Progressive Dinner Starts  
8:00 PM Prize Pickup

Early Bird Tickets | \$45, \$55  
Regular Tickets | \$55, \$65



# THRUWAY

**Michele Jenkins**  
PRESIDENT

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“We realize the importance of our voices only when we are silenced.”

– Malala Yousafzai

# How to Choose a Personal Injury Attorney



**Stephanie S. Gelber, Esq.**

Hiring an injury attorney is a very “personal” experience. There are a few steps that should be taken before making this critical decision.

First and foremost, do not only rely on television and radio ads! Do your own research. Ask your family and friends who have had **actual** experiences with injury attorneys. Look at the websites of a few personal injury law firms. Read the attorney profiles. Get a feel for the firm since you may be interacting with them for several years.

Promptly schedule an appointment to determine your legal rights - before critical evidence disappears. Make sure that your appointment is made to meet with an

attorney. Do NOT accept an appointment with a paralegal or legal assistant. If the law firm indicates you must meet with someone other than an attorney, look elsewhere. Only an attorney can give legal advice.

When you make the appointment, ask and be assured that the specific attorney you are scheduled to meet with will be the attorney personally involved with your case (or involved as the senior attorney) until it is resolved. If the law firm indicates that they cannot make that commitment, consider looking elsewhere as a large part of your experience with an attorney derives from your relationship, so continuity is very important.

Discuss the fee arrangement. Ask about the anticipated expenses and how they are to be advanced and reimbursed. Many law firms advertise that there is “no fee” unless there is a recovery, however, you also need

to ask whether you are responsible for any of the “expenses” advanced by the law firm on your behalf. Some law firms require the repayment of these expenses, while others do not.

Read the retainer agreement carefully before signing it. Do NOT sign a retainer agreement that provides that if you change attorneys you are obligated to pay either specific sums of money for the legal services rendered by that firm or personally reimburse the firm for any incurred expenses. Further, do not feel compelled to sign a retainer agreement on the spot. If you have any hesitation, you can ask to take the paperwork home with you and offer to contact the attorney after you have had a chance to review the paperwork at your convenience.

If you have questions, call me at (716) 633-5050, ext. 102. ☎

**Stephanie S. Gelber, Esq. is Managing Attorney at Gelber & O'Connell, LLC**



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## 2023 EVENTS

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### Upcoming Monthly Meetings

**Wednesday, April 12, 2023** "Where do I turn... who can advise me when I need to make decisions regarding a family member"  
Sto Lat Bar • 4475 Transit Rd., Suite 108 • Williamsville

**Wednesday, June 14, 2023** (NAWBO Buffalo Niagara Annual Installation)

### NAWBO | SBA Finance Boot Camp for Women Entrepreneurs

**April 11 – May 16, 2023** This series will provide you with information on strategic planning for your business, understanding the credit process, the language of financial statements, effective negotiation strategies, and preparing a loan proposal. SBA District Office • Niagara Center • 130 S. Elmwood Ave • Buffalo, NY 14202

### NAWBO NextGen Each One Reach One Progressive Networking Dinner

**Wednesday, April 19, 2023** NAWBO is hosting a Next Gen version of our popular Each One Reach One mega-mixer networking event for students and emerging entrepreneurs.  
Sto Lat Bar • 4475 Transit Rd., Suite 108 • Williamsville

### Advocacy Event

**Thursday, April 20, 2023** Don't miss this Q&A with your elected officials @ Northland Workforce Training Center • 683 Northland Ave • Buffalo, NY 14211

### Data Tools Training

**Wednesday, April 26, 2023** Training session at Wilcox Financial Group LLC • 1323 N. Forest Rd, Amherst • NY 14221

### NAWBO Each One Reach One 2023

**Wednesday, May 10, 2023** A fabulous, one-of-a-kind networking mega mixer, presented by NAWBO Buffalo Niagara and sponsored by Bank of America.  
Buffalo Niagara Marriott • 1340 Millersport Hwy • Amherst