

# womanink

Buffalo Niagara Chapter of the National Association of Women Business Owners

Spring 2024



## EACH One Reach ONE

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



May 8  
2024  
4:00-8:30 PM



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

EVENT SPONSOR



**BANK OF AMERICA**

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

## Message from the President



Laura Zimberg

Dear NAWBO Sisters:

This year is flying by. But it is on the wings of powerful women who own businesses and who advocate for other women. It has been a flight with purpose and conviction. Each year we leave a legacy to the next group of women coming in. Every year we watch many women soar and some women experience the breadth of their wings for the first time. Wherever a woman *is* in her journey through that proverbial glass ceiling, the National Association of Women Business Owners is the best co-pilot she can have.

We packed this year with events for members to connect. Each month, of course, we had a dinner meeting with a speaker or with exciting Speed Networking. But in addition, we made sure there were Lunch Bunches, some educational, some just fun. And naturally, being in Western New York, one virtual because of a snowstorm. Maybe someday, we will all use those wings to fly south for just a bit. Until then, we will acclimate and always come out soaring. We even had just plain fun events: making flowers out of paper, wine tasting, and shopping. We even went for Walkabouts in communities, stopping in to talk with women business owners.

And while we are coming into the home stretch, there is so much more. We will be going to Albany in May to meet up with The NAWBO NYC Chapter and our elected officials to advocate for women business owners. Reach out and jump aboard with us. On May 8 will be our mega progressive dinner, **Each One Reach One**, at the Marriott, sponsored by Bank of America. The keynote speaker is Jill Calabrese Bain from Bank of America. Invite your friends and colleagues to attend. To make the most of your networking experience, consider becoming a sponsor or vendor.

June continues the excitement with our NAWBO Days in Washington, DC, June 3 to 5. And it all comes to a spectacular finale with our Awards and Installation of new officers dinner at the Old Orchard Inn on June 12.

The new season will begin with NAWBO Buffalo Niagara's thirtieth anniversary on September 11, 2024 at the Saturn Club.

If a butterfly flapping its wings can cause a commotion on the other side of the world, just imagine what a woman can do when she starts to soar! ☺

**Laura Zimberg is the President of NAWBO Buffalo Niagara 2023/2024 and owner of Green Pastures Still Waters, LLC**

# Community and Business



Kelly Metras

Let's talk community and business. How do they relate, and how does charitable giving work into capitalism?

Like many cities, there are a ton of well-funded programs to lift the community that my businesses are in. Instead, I give to grassroots organizations that align with my values. And I use my budgeted advertising dollars to do so.

### How? One example:

We donate food to a "family night" event at a local low-income school. I send the food because the woman trying to feed the families in her school was at her wit's end. Instead of saying no like the others that she asked, I simply asked what she needed and when.

Why advertising? She was at the restaurant the next day and quickly became a regular, along with others from that school.

I said yes because it is not a difficult task for me to send some food, and I felt for her struggle. The advertising ROI came on as a bonus because she felt my authenticity.

The lesson here: not many know about or give to smaller programs in the community, but your giving is 100% noticed and appreciated.

### Authenticity can be easy if you listen to the community.

We often think that we are being helpful by offering what we think is helpful, but that is not always the need.

For example: when there is a house fire and everything is lost, we donate all of the used clothes, housewares etc, that can be found. But at this moment that is the last thing people NEED. Now there are HEAPS of unusable clothes, and the family now has the added task of sorting and donating the donations – while in crisis.

Think first: are you doing the right thing or the easy thing? Either way, there is your authenticity.

**Listen to people. See people. Support people. And they will support you. ☺**

**Kelly Metras is the owner of Salena's Mexican Restaurant**

# 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).

M&T Bank is proud to support NAWBO Buffalo Niagara.

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- Day spa
- Senior yoga
- Cardio drumming
- Reki
- Tai chi



You may have missed the Elephant  
in the middle of the room,  
But what is that all over your shoes?



Amy Bath

**Just like every family or group, workplaces are comprised of people.** Therefore, every workplace is fraught with the baggage those people bring with them. Since humans have very powerful defense mechanisms for ignoring that which makes us uncomfortable, we usually assign the baggage to pack animals. Hence, the Elephants that

congregate in the middle of the room. Some are large and some are small, but no matter their size, they will trip you up and they still produce rather large messes. It is universal that we humans do not want to discuss our pack animals or their messes. You are not alone.

**There may be entire collateral systems created to cover up the Elephants or to pretend that they belong.** I remember a skit on Saturday Night Live about a president whose Chief of Staff ordered everyone around the President to “make everything he does look normal.” Just like that naked Emperor who everyone swore had a new outfit!

**When we ignore the Elephants long enough,** chaos, disaster and sometimes ultimate extinction happen. After all, that mess eventually gets tracked everywhere. It can spread quickly.

**What is behind the ignoring of the Elephants?** The simple answer to this question is FEAR! We are afraid that we will not be able to deal with the stampede or that we will not be able to function in the absence of that Elephant and the presence of one that may take over the residence. There is nothing quite so heavy as human baggage. Yes, there is often a stampede when the Elephants are disturbed. It is still better to take back the baggage and herd them out, considering that eighty percent of mistakes and adverse events are caused by communication failure and the Root Cause is the People-baggage behind that. Truth and hard work are the answers. But remember, there are professional Elephant Tamers who you can call in. 🐘

**Amy Bath, CARC, CRPA is the owner of  
Walk The Talk Living**

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# EACH One Reach ONE



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

**COST: NAWBO Member \$60 | Guest \$70**

**WNY's Largest Annual Networking Event for Women Business Owners**  
Guys, you are welcome to mingle too.

**Event:** NAWBO Buffalo Niagara's Each One Reach One  
**Date:** Wednesday, May 8, 2024 • 4:00 to 8:30 PM  
**Location:** Buffalo Niagara Marriott • 1340 Millersport Hwy Amherst, NY 14221

- Join us for Each One Reach One, a fabulous, one-of-a-kind networking mega mixer, presented by NAWBO Buffalo Niagara and 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.
- Make new connections and meet our sponsors and vendors.
- The basket auction supporting 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.



**Register online at:** [www.eventbrite.com/e/nawbo-buffalo-niagaras-each-one-reach-one-eoro-2024-tickets-827264038007](http://www.eventbrite.com/e/nawbo-buffalo-niagaras-each-one-reach-one-eoro-2024-tickets-827264038007)

**Final day of ticket sales:**  
Friday, May 3, 2024 at 3:00 PM PM EST



## EVENT SPONSOR



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### HERE'S WHAT YOU WILL EXPERIENCE!

- |                |  |
|----------------|--|
| 4:00 – 5:30 PM | Networking: meet, greet, and network with some of WNY's top women business owners; basket auction/scholarship raffle available |
| 5:45 PM        | Opening remarks and keynote presentation by Jill Calabrese Bain from Bank of America   |
| 6:20 PM        | Progressive dinner   |
| 8:00 – 8:30 PM | Prize pick up  |

# Sponsorship Opportunities

**Vendor Table (includes skirted table and one (1) dinner ticket)**

**NAWBO Member \$150 | Non-Member \$175**

**Raffle Sheet 1 for \$10 | 3 Sheets for \$25**

## EVENT SPONSOR \$4,000

- Vendor table and ten (10) tickets
- Back cover, color ad (4.5" x 7.5")
- Logo placement on the banner, the PowerPoint presentation, and promotional materials



## PEARL SPONSOR \$2,000

- Vendor table and eight (8) tickets
- Full-page, color ad (4.5" x 7.5")
- Logo placement on the banner and the PowerPoint presentation

## RUBY SPONSOR \$1,000

- Vendor table and four (4) tickets
- Full-page, color ad (4.5" x 7.5")
- Logo placement on the banner and the PowerPoint presentation

## GARNET SPONSOR \$500

- Vendor table and two (2) tickets
- Half-page, color ad (4.5" x 3.5")
- Name placement on the banner and the PowerPoint presentation

## NETWORK SPONSOR \$400

- Eight (8) tickets
- Name in the PowerPoint presentation and program book

## SAPPHIRE SPONSOR \$300

- One (1) Ticket
- Half-page, color ad (4.5" x 3.5")
- Name in the PowerPoint presentation and program book

## TABLE SPONSOR \$75

- 4"x6" card in floral centerpiece with company logo and QR code to your website

Interested in sponsorship? view our **EVENT FLYER** at <https://nawbowny.org/event/nawbo-each-one-reach-one-2024/> or contact [info@nawbowny.org](mailto:info@nawbowny.org) for more information

# Business Identity Theft Prevention Tips



Pat Herberger

Reducing the risk of identity theft is crucial for business owners in safeguarding their company's data, reputation and financial stability. Cybersecurity must remain a top priority in today's interconnected landscape. Some tips to reduce this threat:

- 1. Employee Training:** Educate your staff about cybersecurity, emphasizing the importance of strong passwords (and changing them frequently), recognizing phishing attempts, considering multi-factor authentication for added security and adhering to secure online practices.
- 2. Access Control:** Limit access to sensitive information to only those who require it for their roles.
- 3. Data Encryption:** Encrypt sensitive data in transit and at rest to make it unreadable without the password.
- 4. Regular Updates:** Keep software, operating systems, and security tools updated to patch vulnerabilities that cybercriminals may exploit.
- 5. Firewall and IDS:** Utilize firewalls to protect your network and intrusion detection systems to spot and respond to suspicious activities.
- 6. Financial Monitoring:** Regularly review financial statements to detect and report any unauthorized transactions.
- 7. Secure Wi-Fi:** Protect your Wi-Fi network with strong passwords, encryption, and by avoiding default router settings.
- 8. Incident Response Plan:** Develop a plan detailing the steps to take in case of a data breach, including notifying relevant parties and legal authorities.
- 9. Vendor Due Diligence:** Assess the security practices of third-party vendors before sharing your business data with them.
- 10. Security Audits:** Conduct regular security audits and assessments to identify vulnerabilities and address them promptly.
- 11. Cybersecurity Insurance:** Consider cybersecurity insurance to mitigate financial losses if breached.
- 12. Conduct Employee Background Checks:** To ensure the integrity of prospective employees with access to sensitive data.
- 13. Phishing Awareness:** Train employees to recognize and report phishing attempts, common entry points for thieves.
- 14. Document Handling:** Secure physical documents containing sensitive information, and shred outdated records.
- 15. Backup Critical Data:** Implement a robust backup strategy to recover from potential breaches without significant losses. 🌐

**Pat Herberger is an Independent Associate  
& Sr. Director for LegalShield/IDShield**

## NAWBO

The National Association of Women Business Owners (NAWBO) propels women entrepreneurs into economic, social and political spheres of power worldwide by:

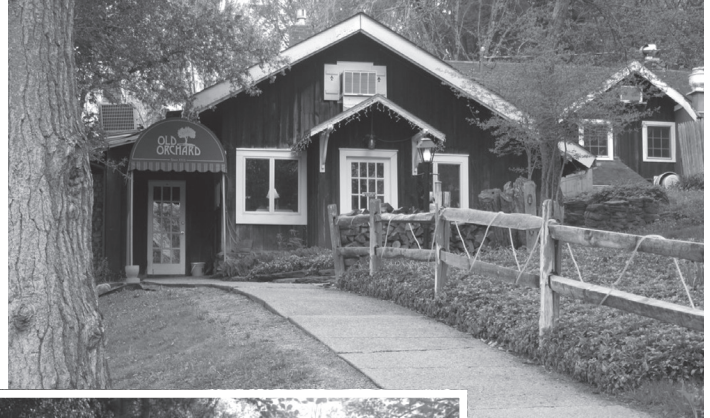
- **Strengthening** the wealth creating capacity of our members and promoting economic development within the entrepreneurial community
- **Creating** innovative and effective change in the business culture
- **Building** strategic alliances, coalitions and affiliations
- **Transforming** public policy and influencing opinion makers



# NAWBO BUFFALO NIAGARA INSTALLATION DINNER

Join us at the Old Orchard Inn in East Aurora as we celebrate the installation of our new officers and board members for the 2024/2025 year!

**Event:** NAWBO Buffalo Niagara's Installation Dinner  
**Date:** Wednesday, June 12, 2024 • 5:00 to 8:00 PM  
**Location:** Old Orchard Inn • 2095 Blakeley Corners Road East Aurora, NY 14052



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Katharine Smith

I'll just come over and read you my text, OK?  
Smiley emoji, smiley emoji, smiley emoji! 😊

As business owners we all know how important communication is – with our customers, colleagues, vendors, employees – as well as the various forms we use for communication today. Our tone may vary according to the situation but we all have a “small business” voice. Ironically, I “lost” my voice a few years back. Although to be honest with you, I never would have said it was my “voice” to begin with or that I would have been so silent without it or that I would have been so frustrated at my own inability to communicate!

In late 2019 I dropped my beloved iPhone 6 in a parking lot and cracked the screen. Cracked it badly. Like, every time I looked at the dang thing, it hurt me. I’ve owned iPhones since the original was released and I’d never damaged one before. And of course, I’d just had the battery replaced in this one, because I liked it.

I mean really liked it. It was the perfect size, fitting in my hand comfortably (height: 5.44 inches, width: 2.64 inches, depth: .27 inch, weight: 4.55 ounces); it had a 64 GB capacity, so I’d stored more than 1,200 photos and videos on it. . . The cellphone plan was reasonable. Sorry – I guess you can tell – I really really did like it!

So, I decided to get the screen replaced. Problem solved! But the phone had to be shipped to Apple for repairs. And it would take three to five business days. Not a LONG time, right? Except I took it to the local store on a Thursday, so Saturday and Sunday weren’t included in the “three to five business days.” It would take more like seven to nine days.

Still, it wouldn’t be THAT long, right? But it was a long time. A. REALLY. LONG. TIME.

I had to re-learn map reading because I had to meet a new client and had no idea where they were located. We didn’t have a thermometer at home (still don’t). Why BOTHER when you have a little computer right in your hand with the weather, right? – so I looked up temperatures on the laptop or stuck my head out the door to figure out which coat to wear (this all occurred in a November with record-breaking low temps and snow, brrrrrr!).

And most frustrating? I couldn’t text any more.

Truly, I had no idea how reliant I’d become on texting as

a form of communication. I’d message my husband to ask him to pick up dinner. Or pay the bill that was late. Or look at this funny video. Or when was he coming downstairs to shovel the driveway?!

I texted my friends – a lot more than I realized – to set up plans to meet for lunch or happy hour. And send pictures of our dogs, grandchildren, new shoes, beautiful sunsets.

I’d lost my voice.

How could I reach the millennial-age kids in my family who only text? And my sister-in-law in California to see what she was planning for their West Coast Thanksgiving? And my sister, in the Hudson Valley, to ask if she had Mom’s pumpkin pie recipe?

It forced me to do some serious thinking on how I – we all – communicate with other people.

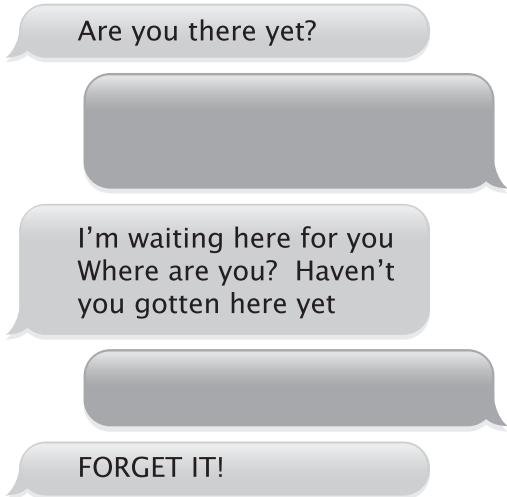
That October I’d attended a meeting which held a workshop on preferred forms of communication and effectively connecting with people. The facilitator had asked participants to create groups according to their communication preferences (email, snail mail, phone, face-to-face, texting, etc.). Some people stood “between” the groups if they used more than one form.

Participants then explained WHY they preferred a particular way to communicate and it was enlightening! It made me realize that LISTENING is perhaps the most important aspect of communication. AND to respect another person’s wishes on the form of communication they want to use.

I did eventually get my phone back, but, the ultimate irony in communication? The store had said they’d call me when the phone came in; they had both my land line and my cell number. Guess which one they called? My iPhone, sitting with a dead battery at their front counter, of course!

These days one of the first things I ask my clients is, “What is your preferred form of communication with me on your project?” (And I handle my iPhone with kid gloves.) 🧤

*Katharine HAS gotten past her unnatural obsession with the iPhone 6 and moved on to an iPhone 15. However she still has her beloved phone stashed away “just in case.”*



Katharine Smith is the owner of White Rabbit Design and creator of Buffalo Gals, a line of Buffalo-themed notecards, prints, and gifts

**Suzanne M. Novelli**

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P: 800.905.9411  
E: MJenkins@ThruwayInc.com  
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**womanink** 2023/2024 Editors: Jeanne Hellert and Amy Bath; Design/Layout: White Rabbit Design

**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: PDF, eps, or tif. Email files or questions to: info@nawbowny.org.



## 2024 EVENTS

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### Upcoming Monthly Meetings

**Wednesday, April 10, 2024** “Member Speaker Series – Access to Capital and the Road to Bankability”  
5:00 to 8:00 pm • Location: Curly’s Grille, 647 Ridge Rd, Lackawanna NY 14218

Are you looking to grow your business? Learn from our experts on how to best fund your business growth. Ken Mersimovski has 17 years of experience in the banking industry, including 15 years dedicated to small business. Ken brings a wealth of knowledge and expertise to the table. Susan McCartney is a New York State certified business advisor. Susan supervises a team of award-winning business advisors and she co-chairs the college’s sustainability task force.

Meeting sponsor: Elder Care Solutions of WNY LLC

**Thursday, April 25, 2024** “NAWBO Networking in Rochester”

5:15 pm food will be served • 6:00 pm opening remarks and networking activity • Location: The Market at ISquare • 400 Bakers Park, Rochester NY 14617

### NAWBO Each One Reach One 2024

**Wednesday, May 8, 2024** Our premier event! A fabulous, one-of-a-kind networking mega mixer, presented by NAWBO Buffalo Niagara and sponsored by Bank of America. • 4:00 to 8:30 pm • Location: Buffalo Niagara Marriott • 1340 Millersport Hwy Amherst NY 14221

See page 6 for details.

**Wednesday, June 12, 2024** “NAWBO Buffalo Niagara Officer & Board Installation & Dinner”

5:00 to 8:00 pm • Location: Old Orchard Inn, 2095 Blakeley Corners Rd, East Aurora NY 14052

**Wednesday, September 11, 2024** “NAWBO Buffalo Niagara Celebrates 30 Years!”

5:00 to 8:00 pm • Cocktail Reception • Location: The Saturn Club, 977 Delaware Ave, Buffalo NY 14209

Signature sponsors: Bank of America and The Coppola Firm

### National NAWBO Events

**June 3 – 5, 2024** | NAWBO Advocacy Days in Washington DC

This is a great opportunity to meet lawmakers and connect with NAWBO sisters around the country!

For more information or to register, visit [nawbo.org/event/2024-nawbo-days](https://nawbo.org/event/2024-nawbo-days)