

# woman ink

Winter 2017

## #OwningIt

"The future belongs to those who believe in the beauty of their dreams."

—Eleanor Roosevelt



UPCOMING EVENT  
March 8, 2017

Samuel's Grande Manor  
8750 Main Street ▪ Williamsville



WNY's Largest  
Networking Event

Supporting Women Business  
Owners and Professionals.







## 2016 / 2017 Programs

Programs are subject to change

Location	The Foundry Suites 1738 Elmwood Avenue Buffalo, NY 14207	Time	5:30 p.m. Networking 6:00 p.m. Dinner
Cost	\$35 member • \$40 guest	RSVP	by noon the Friday prior to the event.

### Make your dinner reservation online at: [www.nawbowny.org](http://www.nawbowny.org)

Include your full name, telephone number, dinner choice (guests include name of NAWBO member who invited you).

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We now accept paypal: log onto our website and follow prompts for payment.

**Questions?** Contact our chapter administrator, Jeanne Hellert, at 238-2461 or [info@nawbowny.org](mailto:info@nawbowny.org).

### February 8, 2017

#### #OwningIt – Marketing Clarity – Tips for Success

Attracting new business to your product or service can take a variety of strategies. There is no one-size-fits-all solution. If you're wondering how a marketing and/or public relations strategy can help you reach your ideal clients and customers, then this panel discussion is for you. Guests Craig Turner and Katie Krawczyk will clarify the difference between marketing, public relations, advertising, and business development and guide you through some thought provoking questions about your marketing strategies.

### March 8, 2017

#### Each One Reach One **PRESENTED BY General Motors Tonawanda Engine**

WNY's Largest Annual Networking Event supporting Women Business Owners and Professionals. Enjoy a progressive dinner, changing tables after each of three courses; networking with a new group of individuals each time, with a facilitator at each table. Make new connections, forge new partnerships, and meet over 50 vendors at Network Happy Hour from 4pm – 5:45pm, meet 50 vendors. Partake in our basket auction for NAWBO Buffalo/Niagara's Scholarship Program.

### April 12, 2017

#### Navigating Change with Feng Shui

Learn how to make changes from the inside out with Feng Shui Practitioner Linda Ellson and Life Coach Mary Lou Meddaugh. Organize your physical space with Feng Shui, the ancient Chinese art and science of placement. Organize your mental space by learning to implement a practical and inspired game plan with achievable results. Combine both approaches to achieve physical and mental balance in both your personal and professional lives.

### May 10, 2017

#### Women Around the Table

### June 14, 2017

#### Board Installation Ball

The Westin, 250 Delaware Ave. Buffalo, NY 14202. 5 - 8 pm

Join us as we honor the past, celebrate the present, and embrace the future of NAWBO WNY.

## 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
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**President's Remarks**



**Dare to Dream!**

*"If you did not have the capability to make your wildest wishes come true, your mind would not have the capacity to conjure such ideas in the first place. There is no limitation on what you can potentially achieve, except for the limitation you choose to impose on your own imagination. What you*

*believe to be possible will always come to pass - to the extent that you deem it possible. It really is as simple as that."*

—Anthon St. Maarten

Welcome to 2017, friends. May this year be chock-full of success, joy, and fulfillment for you. NAWBO Buffalo Niagara is eager to support you, build you up, and contribute to your business successes throughout this new year.

This year is incredibly full. We're enjoying a robust collaboration with the Amherst Chamber to affect public policy for women across New York State. We're partnering with WEDI and the West Side Bazaar and from January through April presenting the Owing It Series on Entrepreneurship in which our members share their triumphs and challenges with others. It's a not-to-be missed speaker series! On March 8th, we'll celebrate Women Doing Business Day and hold the largest annual networking event, Each One Reach One presented by General Motors Tonawanda Engine, supporting business women in Western New York. Don't miss it!

Our members have stepped up to the plate, becoming sponsors and lending their time and talent to this organization and their peers. Organizations around Buffalo Niagara routinely reach out to us as role models for success. Our board and committee chairs work tirelessly to meet our member-driven goals. We deeply thank our supporters, those who've been with us for decades and those joining us new this year.

So what about this year? Let's make it the best yet! Take a moment and set your intentions. Write them down. Refer to them often. Let's make it happen. Together we'll meet and exceed our professional and personal goals. NAWBO Buffalo Niagara is here to support you in all your goals - business and personal. Our arms are wide open to circle you, to become your tribe, and to be there with you in challenging and in celebratory times.

This is your year. This is **our** year. We'll celebrate with you soon!



Lisa Coppola, President  
NAWBO Buffalo Niagara Chapter

KeyBank is a full service bank that provides financial resources to assist businesses in starting up, growing and expanding their businesses. We have large bank capabilities delivered locally. At KeyBank we are focused on building client relationships and providing them with expert advice and exceptional customer service. We continue to grow and support our communities. In WNY alone, we built four new branches in 2010, another four in 2011 and completed over 30 branch remodels. We also acquired 26 HSBC branches in 2012 and converted them to KeyBank branches, expanding our presence throughout WNY and making banking with KeyBank more convenient than ever. In addition, 2013 marked the final year of Key's three-year commitment to lend \$5 billion to qualified small businesses as part of the SBA's Preferred Lender Program.

One of the areas that really sets KeyBank apart from our competitors is our Key4Women initiative. Key4Women is designed especially for women entrepreneurs and offers fresh ideas and creative financial solutions to "help women entrepreneurs reach their dreams." Key4Women provides women business owners with access to capital, customized service, educational content and networking opportunities; membership is free for Key clients. When Key4Women launched in 2005, Key committed to lend \$1 billion to women-owned firms within three years. Then we raised the goal to \$2 billion within five years. We met and exceeded that goal three years ahead of schedule, lending a total of \$3 billion. As a result, Key4Women planned to lend an additional \$3 billion to women-owned firms by 2012--a goal again achieved ahead of schedule. In the process, Key4Women has helped women business owners of every size access capital for a range of needs, including working capital augmentation, business expansion, purchasing equipment and real estate.

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Patty Zimmerman, Vice President

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**womanink**

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Email submissions: [abrackenridge31@gmail.com](mailto:abrackenridge31@gmail.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.

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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# Powerfully Connected

by Kelly O'Neill



Kelly O'Neill

United we stand, divided we fall. Women understand collaboration. Women know the power of collective force. We as women effortlessly embrace causes greater than ourselves. And Buffalo-Niagara NAWBO women are no exception.

We are a distinctly different membership organization, 95 members strong and growing. I believe we are a Powerfully Connected force of credible and accomplished entrepreneurial women. Beyond the business passions we so tirelessly pursue, we manufacture time for the loves we serve and the causes that capture our hearts. We graciously give our time and our talents to a multitude of endeavors we believe matter. Really matter.

These endeavors traverse our region generating gyrosopic momentum, progressively propelling us into economic, social, and political spheres of influence. Help us give voice and visibility to the powerful connections in our Chapter by participating in our Powerfully Connected questionnaire. Let us help you propel power to your causes and connections. United we stand, powerfully and diversely connected. ☺

Kelly O'Neill is a Financial Advisor and owner of Lighthouse Financial

## Advertising

### ANNUAL AD RATES AND SIZES:

Ads run in 2 hard-copy issues (typically September and February)  
Full page (7 1/2" x 10") \$1,000    Half page (7 1/2" x 4 3/4") \$525  
Quarter page (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: Amy Brackenridge, 220 Pickford Ave, Kenmore, NY 14223. For electronic submissions, preferred formats: PDF, eps or tif. Email files or questions to: [abrackenridge31@gmail.com](mailto:abrackenridge31@gmail.com).

### Articles

Email submissions: [communications@nawbowny.org](mailto:communications@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.

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# Mental Health

## Unlock the Power of Self

by Dr. Carol Munschauer



Dr. Carol Munschauer

As the ball drops in Time Square we scan our highlight and blooper reels of 2016 then quickly forecast and script 2017. This moment generates a bifurcation of the hurts and disappointments of the prior year and the idealized fantasy of what is to come. We will enhance our lives, correct our mistakes, improve our looks, reach our ideal weight, reorganize, destress, revamp our business, reform our finances, and prioritize our friends and families. As the clock strikes midnight we clean the slate and give ourselves a well-deserved second chance to atone, forgive, and renew.

We all have basic human needs. When they have not been met, our sense of self is affected and we often feel a sense of shame (a feeling that there is something wrong or defective within one's self), loss of hope, and/or a sense of fear for one's self and those we love. Whether they are public and shared disappointments such as the result of the election or the loss of figures we looked up to, private disappointments such as a love relation or difficulty at home, or a sense of our own mortality - all of us feel the tension as the gong strikes midnight. As the confetti falls we are immersed into an excited denial that the hurts and injuries of the past will

never assert themselves in the future. This moment can be a turning point of hope and motivation or despair and feelings of hopelessness. We are all subject to fluctuating states of wellbeing. Understanding what is happening as we experience these fluctuating states allows us to identify personal triggers, bring ourselves back into a state of cohesion, and buffer us from extreme stress.

While there are many paths to the pursuit of mental health and self-reflection in the new year, self-psychology is a unique and contemporary avenue through which practitioners understand patients from within their own subjective experience. They "empathize" rather than externally "analyze," whereby helping patients deepen their understanding of personal emotions, interpersonal situations, and how their way of seeing or understanding things may interact with a friend or partner's point of view. One will have a sense of the legitimacy of various needs, which offers strength. Strength allows us to pursue choices one may not have ventured into before. In addition to choices, someone who has had a self-psychological treatment learns a vocabulary with which to train others to meet his or her needs so they are no longer left hoping the important people in their life get it right. ☯

Dr. Carol Munschauer is a Clinical Psychologist and Psychoanalyst

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NAWBO members meet with Kathy Hochul, Lt. Governor of New York State

# Each One Reach One 2017: We Want You!

Want to be part of a revolution? How about being a driver of this region's most popular networking event? We're looking for a few good women to help in manageable ways to put on the 2017 Each One Reach One, our chapter's seventh year of bringing to Western New York the most robust and dare we say – most enjoyable – networking dinner event.

Co-chairs Laura Zimberg and Alora Gross already are hard at work planning for the March 8, 2017 event. They expect to have needs in the areas of attracting sponsors and vendors, attendee promotions, marketing, and solicitation of in-kind services. Are you interested in helping a little or a lot? Contact Laura at 716-435-0020 or Alora at 716-860-7907. ☺



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# The Love-Hate Relationship

## Between Mompreneurs and Their Kids, Plus Why They're Better Off

by Joan Graci Originally published on August 31, 2016, reprinted here with permission.



Joan Graci

My kid hated me. Unlike most moms, I had a second home – my office – where I forced my teenage daughter to bunk with me. As I learned from her hushed conversations with her friends, she had a different word for it – “hell hole.” And that was one of the nicer things she said about my work. But I was determined to break her so that when she was ready, she would leave my home as an independent, self-sufficient woman. Although the Department of Labor probably wouldn't approve of my parenting tactics, I believed it was important to start her young.

This wasn't going to be an easy project. I introduced her to powerful industry leaders, best-selling authors, and sports legends only to be thanked by scowls, slamming doors, and looks of disgust. I had to swallow my embarrassment and remind myself that I was doing this for her future. Sometimes I feared she would murder me in my sleep for dragging her to the office every week, so you can imagine my reaction when the tables finally turned.

After just one week at her first professional job working directly with the President of a highly esteemed collegiate institute in Boston, MA – an environment that would be overwhelming for a normal college grad – she said the most cherished words that a Mompreneur could hear from her former indentured servant: “Mom, thank you. I could never have been prepared for my first job if you didn't force me to work for you all those years.” Here's why it was all worth it:

### 5 Reasons Why Children of Mompreneurs Have An Upper Hand in the Workforce

- 1. They get exposed to business operations at a younger age.** There's no better way to build a strong work ethic than by learning the ropes early on. Because entrepreneurs are often married to their jobs in hopes that they can save the world (or at least make payroll), they're kids get a front row seat to the blood, sweat and tears that go into running a business. These leaders often force them to get hands-on experience the only way a 15-year-old can – by working for mom – whether it's dragging their teen butts into the mail room, giving them a heavy box of files to organize, or even fetching everyone's morning fix. They won't be pleased, but they'll thank you later when that summer they spent doing spreadsheets while everyone else went to Cancun helped them land their first real jobs.
- 2. They understand the fiscal realities of running a business.** All those late nights at the office expose children of Mompreneurs to the harsh realization that, for owners, business never sleeps and in order to stay relevant, leaders must keep up with evolving workforce demands. That's why building a brand calls for those late nights, a

whole lot of trial and error, and, of course, money. As much as entrepreneurial moms and dads try to be super heroes to their kids and mask the incredible weight of financial stress, it's often written all over their faces. The business world is anything but steady. There will be good times and there will be not-so-good times. The point is, because they saw their parents laboring over their company's bottom line, these kids often form a greater understanding and appreciation for what it takes to keep an organization afloat. And that realization makes them pretty good at connecting to an employer's pain in an interview setting.

- 3. They are given more responsibility earlier on.** Remember those spreadsheets we mentioned earlier? They did more for those kids than build up their resume and cause them to accuse their folks of child abuse. They taught them responsibility, and not the clean-your-bedroom type of responsibility, the your-team-depends-on-you-making-this-deadline kind of responsibility. The latter makes them part of a cause that's bigger than themselves and conditions them to deal with high-pressure situations at a young age when their brains are still absorbing things like a sponge. On their wedding day, they'll tell you what all mompreneurs want to hear, that “that type” of responsibility made them who they are today.
- 4. They develop and recognize the importance of soft skills.** Because we now live in a world where soft skills are valued just as strongly as hard skills, this point really paid off for mompreneur business owners. Their millennial kids will not only be forced to solve real-world problems before their high school prom, but they'll also become master critical thinkers, multi-taskers, and workforce chameleons – all the stuff talent leaders are croaking for and can't find due to the often unprepared, confused, and needy entry-levels that makeup the rest of their generation. These soft skills are actively setting them apart.
- 5. They recognize the importance of finding their passion to overall happiness.** “Mommy, why do you work so much?” “Why didn't you make it to my baseball game this weekend?” These are the questions children of mompreneurs often ask, and despite the fact that it pains parents to give up precious time with their kids in favor of logging more hours at the office, those kids soon learn that it must be for a good reason: that they absolutely love what they do for a living. That's why children of entrepreneurs often embody a “do-it-yourself” mindset that drives them to go after their dreams, no matter how big or far-fetched. And the difference between the surplus of aspiring actors in Hollywood and these future-minded individuals is they're often successful. ☺

Joan Graci is the owner of APA Solutions.



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# NAWBO WNY

## Actively Supports the 2017 Buffalo Niagara Go Red for Women Campaign and Luncheon

Heart disease and stroke are the number 1 killers of women, causing 1 in 3 deaths among women each year – more than all cancers combined, but it doesn't affect all women alike. The warning signs for women aren't the same as men and 80 percent of all cardiac events may be prevented with education and lifestyle changes. The American Heart Association's Go Red for Women movement advocates for more research and swifter action for women's heart health for this very reason. As NAWBO sisters it is important that we support each other in the quest to prioritize health, within our organization and among women throughout our community.

NAWBO WNY members do more than spread the word and attend events, they get actively involved in the work of protecting and educating women. Suzanne Novelli and Mary Szabat are also members of the Executive Leadership Team for the Buffalo Niagara Go Red for Women Luncheon, and Lisa Cappola is a valued member of the Circle of Red. ☺



NAWBO members attend American Heart Association Go Red Luncheon on February 1, 2017

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# Board INSTALLATION 2017 Ball

Honor the Past. Our history as an organization has carried us to this moment. We must understand and respect the past, honor historical accomplishments, and recognize that the hard work and visions of our past presidents and members have allowed us to grow into the empowering, value-adding sisterhood we are now. We embrace our organizational history, celebrate the successes of the past, and honor the women who fought to get us here.

Celebrate the Present. While there is wisdom in reflecting upon the past and preparing for the future, we can get lost in it and miss what we are currently experiencing. The present is our time to live and coincidentally create our evolving history. This year our organization truly lived in the moment, embraced change, evolved as an entity, and continually celebrated our rich culture and diversity.

Embrace the Future. We are privileged to coach each other into the future while being lead by inspirational and

far-sighted women focused on the success of each and every one of us - in business and in life. There is great hope for the future and you are invited to be an active and integral part of what is to come!

## MARK YOUR CALENDARS AND SAVE THE DATE!

The Board Inauguration Ball is scheduled for June 14, 2017 from 5 – 8pm at the Westin Hotel on Delaware Ave. This celebratory event includes music, red carpet area, spent event area, hors d'oeuvres, wine, beer, and soda. Sponsor opportunities are available (\$200, \$500, \$1,000) with special ticket pricing. Take advantage of the early bird member only ticket prices and join us as we honor the past, celebrate the present, and embrace the future of NAWBO WNY. ☯

*"Life can only be understood backwards; but it must be lived forwards."*  
—Soren Kierkegaard



  
**Lisa  
Coppola** LLC

*Attorney & Counselor At Law*

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*"Lisa Coppola has been our attorney for more than a dozen years. She's attentive to our needs and quickly responds to our calls. For my growing business, it's important to have a responsive and intuitive attorney. Whether it's a contract issue, a human resources challenge, or something more complicated, I trust Lisa's practical and efficient problem-solving."*

—Sharada Varanasi  
CEO, Healthcare Solutions WNY



# The Sisterhood of NAWBO WNY

## Should Be Your Most Valuable Resource

by Amy Brackenridge



Amy Brackenridge

As NAWBO sisters we are fortunate to meet and build relationships with so many other entrepreneurial women. There's a mutual respect and natural admiration women entrepreneurs share and we genuinely want to see each other succeed. We benefit from the support of other women and know what a difference a strong network can make. Strategic marketing and personal referrals are an integral component of growth in business. As our chapter continues to grow so should your personal marketing and referral team. Our membership provides valuable resources for collaboration, mentorship, information and technology sharing, networking, and nurturing business relationships. You can rely on your NAWBO sisters to routinely share your story and promote your business with a pay-it-forward mentality in a manner exclusive to our sisterhood.

Whether you started your business to escape corporate America or because you wanted to change the world, your story matters. Sharing our stories fosters deeper relationships and allows us to nurture each other in business and life. When you hear a story that speaks to you personally, natural mentorships can form. We all strive to help, encourage, and inspire others - it is a natural characteristic of women entrepreneurs. Sharing your resources, networks, and experiences encourages others to find new opportunities and consequently return the favor to you. As each of us grow and develop as women and business owners we carry the rest of our chapter with us up the corporate and social ladder. Developing mutually beneficial partnerships is another way to open doors of opportunity and provide new streams of revenue. Share your business goals and your vision

for the future with us all. Don't be afraid to dream big and rely on the shoulders of your sisters for support.

Our membership spans the marketplace with resources. No matter what you need in business, your personal life, your home, or for your family – you can find it within the sisterhood of NAWBO WNY and NAWBO National. Locally you are supported by over a dozen women in financial planning, accounting, insurance, tax preparation, and overall financial health. If you desire a holistic approach to life, mental well-being, and medicine there are eight sisters ready and willing to serve your needs. Nine legal professionals, five human resource experts, and eleven marketing and advertising professionals round out your corporate team – all eager to launch your business into the next stage of success. Fifteen women work in various branches of business consulting, a dozen ladies can assist you in your personal appearance, clothing, jewelry, hair, skin, and nails. Do you need your home or office cleaned? We got you covered. Interested in storage? No problem! Whether you are hosting an event and looking for some creative invitations, a caricature artist, a photographer for your family photos, a bakery for a wedding, or personal chef to wow your guests, your NAWBO sisters should be your first stop!

A detailed directory of our membership is available from any member of our board or committee chairs. Each of us shares the responsibility to utilize and promote each other actively and with great enthusiasm. Lean in, get involved, actively network, and celebrate each other's accomplishments, loudly and proudly. For when any one of us succeed we all reap the rewards of a strong, healthy, supportive network. ☺

Amy Brackenridge is the founder of Generational Leadership (currently rebranding to DATA Lab), a leadership development firm specializing in personalized professional development plans based on strategic statistical analysis of organizational data.

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