

# womanink

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





Don't Miss WNY's Largest Annual  
Networking Event for Women  
Business Owners  
& Professionals

Register  
Online

[www.nawbowny.org](http://www.nawbowny.org)

March 13, 2013 | @ 5:00 - 7:30 PM  
Cost: Members \$40 | Non-Members \$45  
Windows on The Green | Westwood Country Club

Register before March 1, 2013  
for online program attendee listing.

-  Mega-mix, mega-mingle, and mega-meet
-  Enjoy a progressive dinner, changing tables after each of three courses, networking with a new group of women each time
-  Make new connections & forge new partnerships
-  Facilitated tables ensure everyone has the opportunity to talk about what they do

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

spring 2013

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M&T Bank  
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**First Niagara Bank**

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Kelly Kudla  
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## MEDIA SPONSORS



## 2013 program

Program is subject to change

**Location** Windows on the Green  
Westwood Country Club  
772 North Forest • Williamsville NY 14221

**Time** 5:30 p.m. Networking  
6:00 p.m. Dinner

**Cost** \$30 member • \$ 40 guest

**RSVP** Cancellations 48 hrs in advance.

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).

Mail pre-payment (check payable to NAWBO) to: NAWBO, P.O. Box 1165, Orchard Park NY 14127.

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

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

*Please RSVP by 3:00 p.m. on the Friday the week before the Wednesday night meeting*

## february 13, 2013

# How the Fiscal Cliff and Other Tax Law Changes Will Affect Your Business in 2013

Our speaker **Carolyn Valenti**, partner with **Lougen Valenti Bookbinder & Weintraub**, will talk taxes! She'll cover the tax ramifications from the law just passed in January and how it impacts your business taxes in 2012 and 2013. She'll also discuss provisions already in the law that take effect in 2013 and future years.

## march 13, 2013

# Each One Reach One Networking Event

You don't want to miss the third annual Each One Reach One Women's Mega Mixer – the signature networking event for Western New York's women business owners and professionals! Full details are on the front page.

## april 10, 2013

# Working Strategically

**Amy Schule**, future executive sales director for **Mary Kay**, will speak about "working strategically" and how it is possible for women to work, grow, have a family, and still have free time. With five kids of her own, Amy exemplifies strategy!

## may 15, 2013

# "Picnic in the Park" Fundraiser

Please join us for our annual silent auction fundraiser. Our premier event of the year is an ideal venue to bring that special guest – a client, vendor, or your significant other! Browse an array of fabulous gift baskets and enjoy a light picnic buffet. Includes a cash bar. NAWBO Buffalo Niagara is a leading advocate for women business owners who aspire to higher levels of opportunity, challenge, and success. Proceeds benefit the chapter's leadership training for women entrepreneurs and women's scholarship fund. **Please note different location:** The Park Club • 4949 Sheridan Drive, Williamsville NY 14221.

## june 12, 2013

# Annual Meeting

Join us as NAWBO Buffalo Niagara charts its future with the installation of the 2012/2013 officers and board members.

## nawbo buffalo niagara

NAWBO Buffalo Niagara

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

## nawbo

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

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

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

### president's message

## An Exciting Year Ahead

I would like to take this opportunity to express our gratitude to our NAWBO Buffalo Niagara corporate and chapter partners. Their continued generosity in support of our organization makes it possible for us to move forward. Also, I would like to thank our membership for their renewals. We are stronger than ever as a result of your enthusiasm and support.

Our February meeting is going to feature one of our own, Carolyn Valenti. I am certain that she will give us some good advice before we file our taxes. Register today.

The March meeting is our "Each One Reach One" event. It is our largest networking meeting of the year. Be sure to invite all of your business associates or anyone else you believe can benefit from the information shared at this meeting. Last year, we had 130 people attend this event. Let's make 150 our goal for this year.

We have a great website with an abundance of information. Make it a habit to visit it at least once a month. Both of the above events can be accessed through our website ([www.nawbowny.org](http://www.nawbowny.org)).

I'll see all of you at our February 13th meeting.

Regards,  
**Celeste DiStefano**

### welcome new member

**Marion Kopin**  
Owner  
**Kopin & Company, CPA, PC**  
4476 Main Street, Ste 102 • Amherst NY 14226  
telephone 716-839-4556  
email [mkopin@kopincpa.com](mailto:mkopin@kopincpa.com)  
[www.kopincpa.com](http://www.kopincpa.com)

*For more than fourteen years her company has been providing personalized financial guidance to individuals and businesses. Their expertise ranges from basic tax management and accounting services to more in-depth services such as international services, theft and fraud prevention, bonding and financing assistance, and low income housing tax credit services.*

### diamond chapter partner



**Elizabeth M. Kraus**  
KeyBank

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 marks 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.



Elizabeth M. Kraus, Senior Vice President  
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716-847-7775 • fax 716-847-2380 • [elizabeth\\_m\\_kraus.com](mailto:elizabeth_m_kraus.com)

### silver member chapter partners

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**Insty-Prints Business Printing** Joyce DeLong • 716-634-5966  
**Lisa Hunter Jewelry** Barbara Maira • 716-634-5353  
**Lougen, Valenti, Bookbinder & Weintraub, LLP**  
Carolyn Valenti • 716-204-9000  
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<sup>1</sup>According to statistics released by the U.S. Small Business Administration (SBA) for total approved loans through the SBA's 7(a) lending program during the federal fiscal year ending 9/30/2010. ©2011 M&T Bank. Member FDIC.

## womanink

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Dottie Austin, Immediate Past President  
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**Design/Layout** Katharine Smith, Communications Chair

### Articles

Email submissions: [whiterabbitdesign@roadrunner.com](mailto:whiterabbitdesign@roadrunner.com). Contributed articles must be original work; previously published works must be accompanied by publisher's authorization to reprint. *WOMANink* reserves the right to edit contributed articles for clarity and length, and reserves the right to refuse to publish any contributed article.

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### grow your business

## Canisius College Women's Business Center

*The Canisius College Women's Business Center offers numerous programs to help Western New York's women entrepreneurs grow their businesses! For upcoming programs go to <http://canisius.edu/business-community/womens-business-center/program-listing/>.*

### Speed Networking

Share your 30-second elevator speech – it will be perfected by the end of the afternoon. Speed Networking is a fun and effective platform that will enable you to connect with those you may have never otherwise had the chance to meet. This event will allow you to cultivate and broaden your professional network and grow your business. Come with plenty of business cards and be prepared to expand your contact list by meeting a variety of business men and women throughout the Buffalo area.

**When:** Wednesday, March 6, 2013 • 3:00 – 5:00 p.m.

**Where:** Canisius Center @Amherst  
300 Corporate Pkwy, Amherst, NY 14226

**Cost:** \$30 for non-members  
(no cost for Women's Business Center members)

**Register:** 716-888-8280 or [wbcinfo@canisius.edu](mailto:wbcinfo@canisius.edu) or online at [https://griffpay.canisius.edu/C20497\\_ustores/web/product\\_detail.jsp?PRODUCTID=895](https://griffpay.canisius.edu/C20497_ustores/web/product_detail.jsp?PRODUCTID=895)



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Registered Representative  
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## silver chapter partners



### Barbara Oliver

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We are full service jewelers in a non-traditional, boutique setting. We carry a wonderful array of one-of-a-kind pieces from around the world, in addition to our own hand crafted treasures. We specialize in custom designs as well as jewelry and watch repairs and pearl stringing. I am a graduate gemologist of GIA (Gemological Institute of America) and also offer professional jewelry appraisals.



Barbara Oliver, President

5820 Main St., Suite 311 • Williamsville, NY 14221

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### Patricia Gillen, Esq.

Duke Holzman Photiadis & Gresens LLP

Practices in the areas of construction law, labor and employment, and litigation. Pat represents owners, general contractors and specialty subcontractors in mediation, arbitration and state and federal courts. Pat works with her clients proactively to avoid and/or resolve disputes but is an aggressive advocate when the situation calls for it.

## Duke, Holzman, Photiadis & Gresens LLP

Patricia Gillen, Esq., Partner

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### Sharada Varanasi

Healthcare Solutions WNY

Healthcare Solutions WNY provides medical billing and professional practice management services to healthcare clients in the western counties of Upstate New York, extending into Monroe and Livingston Counties. Servicing the medical billing needs of physicians, hospitals, dentists, chiropractors, physical therapists and similar providers of healthcare is by far the largest component of our business.

Healthcare Solutions WNY also provides professional practice management services to healthcare providers, as well as to other small business models such as attorneys, veterinarians and medical spas. Our practice management services include business accounting, operational and financial consulting, process improvement, human resource management, and payroll and benefits administration.

Our goal and purpose is to lower our client's operating costs and maximize their cash flow.



Sharada Varanasi, President & CEO

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## business productivity

# Make A List

by Ann Michael Henry

For the next five workdays, I have an assignment for you. At the end of the day, I want you to make a list of all of the things that you didn't get done. That's right...did not get done.

Once that list is complete, take a few moments to reflect on it. What's on the list? Is your top priority of the day there – the one that you came to work ready to complete by end of day? Are there a number of "I should get to this pretty soon" or "one of these days I'll get to those" items? What's not getting done?

Take a look at those top priorities that are incomplete. Why is that happening? What is getting in your way? What's distracting you? Are there too many interruptions? Are you avoiding the task; if so why? Is it lack of clarity, lack of knowledge, or do you simply dislike the task? Are you procrastinating? Too many emails – or the need to constantly check those emails? Why are you focusing on lower priority items instead of your top priority? How often is your top priorities incomplete at the end of the day?

For all of the other unfinished tasks on your list, review them at the end of the five days. How many items were on the list for all of the five days? Or better yet, for those that were on the list for the five days, how many have you been trying to get done for even longer than that? They didn't get done, so what

happened? Were there serious repercussions or did the lack of completion go unnoticed?

Is the stress of always having these items hanging over you worth it? If the answer to that question is no, then it's time to practice the 80/20 principle. Eighty percent of your results comes from twenty percent of your efforts. So, if you have ten items on your list, keep the top two and toss the rest. After all, they aren't getting done anyhow and as best I can tell, the world hasn't come to an end! Let them go.

If, on the other hand, you say that the stress is worth it, I wish you the very best. I could cite the numerous studies on the effect of stress on health. However, you already know what the studies say, and you already know that you aren't the exception – yet you are willing to take the risk. We all have choices and choices have consequences.

*Ann Michael Henry is founder and Chief Effectiveness Expert for Mise En Place – an organization and productivity consulting firm offering clients proven paths to productivity. Ann Michael has developed a proven way to help her clients master their path to productivity. Reprint courtesy of Ann Michael Henry, Victor, NY. You can reach her at 585-924-8470 or visit her website at www.m-e-p.com.*

## emerald chapter partner



### Darlene Gates

First Niagara Bank

First Niagara Bank, N.A. is a multi-state community-oriented bank with approximately 430 branches, approximately \$37 billion in assets, \$28 billion in

deposits, and approximately 6,000 employees providing financial services to individuals, families and businesses across Upstate New York, Pennsylvania, Connecticut and Massachusetts. For more information, visit [www.firstniagara.com](http://www.firstniagara.com).



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# Showcasing Professional Women's Accomplishments

NAWBO Buffalo Niagara and partner WKBW-TV honor successful Western New York women business owners and professionals.



September 2012  
**Marie Rabin**  
CARA Medical

In 1990, NAWBO Buffalo Niagara member Marie Rabin started CARA Medical at her dining room table. She was already a business owner, running a private occupational therapy agency when she bowed out to start this new venture.

CARA Medical is the last independent distributor of medical supplies in Western New York. The others sold out to national companies, but CARA can compete in price because of its partnership with a medical supply wholesaler, and much of its business is with state agencies, that are required to patronize minority-owned companies. CARA Medical is still growing and Marie sees an even brighter future ahead.



October 2012  
**Susan Shaft**  
Literacy New York – Buffalo Niagara

Susan Shaft served as the Executive Director and sole employee of the Literacy Volunteers of Niagara County for many years up until the organization merged with Literacy Volunteers of Buffalo and Erie County this past summer. The merger has allowed the organizations to combine resources to better serve residents of the Buffalo Niagara region while reducing overall costs.

Literacy New York Buffalo-Niagara is now the sole provider of free, one-on-one adult literacy services in the region. Just like its predecessors, its mission is to open pathways to expand opportunities for adult learners and children by enhancing their literacy skills and nurturing their well being.



November 2012  
**Sawrie Becker**  
Erie County Commission on the Status of Women

Sawrie Becker has served as the Commissioner of Public Advocacy for Erie County since 2009. In that role she also acts as the executive director of the Erie County Commission on the Status of Women. In these positions she acts as a county-wide public advocate for all residents of Erie County and works to connect resources to women and young girls to help them reach their greatest potential. Sawrie is also the founder and owner of SBB Life Coaching, a business that provides professional coaching to individuals and small businesses since 2006. She serves as the President of the Advisory Board for the Canisius Women's Business Center.

With the encouragement of her supportive spouse and a geographical move to Buffalo, New York, she pursued her college education. This raised her awareness of the larger world and she began to see what might be possible for her.

Sawrie has become passionate about and believes it is her mission and purpose in life to inspire and empower other individuals to believe in themselves, harness their personal power and create positive, progressive changes in their lives.



December 2012  
**Dr. Anne Orsene**  
Doctor of Audiology – Director, Hearing Evaluation Services of Buffalo, Inc.

Dr. Anne Orsene is the Executive Director of Hearing Evaluation Services and has been with the organization since 2000. She has been practicing audiology in Western New York since 1991.

In May 2012, Governor Cuomo appointed Anne to the NYS Hearing Aid and Dispensing Advisory Committee, helping ensure appropriate hearing aid dispensing practices in NYS. Anne is one of 9 members and the only representative from WNY.

She is a proud co-founder and chair of the Dr. Ann Stadelmaier Hearing Aid Fund which has assisted hundreds of individuals with hearing loss obtain a hearing aid, who otherwise would have gone without.

Anne tells the story of a 2-year-old boy who had been fitted for hearing aids but his behavior changed for the worse after he started wearing them. She tested the hearing aids and found that the person who initially fit them had left the volume all the way up. Currently, hearing aid dispensers are not required to test hearing aids with the machinery doctors use. Dispensers are against legislation that would require this since the machinery is so expensive. Anne advocates for a law requiring machinery be used for kids who are not able to voice when something is wrong.



January 2013  
**Barbara Maira**  
Lisa Hunter Jewelry

NAWBO Buffalo Niagara member Barbara Maira studied art and art history in Italy during college and had a successful career in banking before returning to her creative roots. She attended the Gemology Institute of America and formed a jewelry business specializing in pearls before purchasing Lisa Hunter Jewelry. The company is a full service jewelry salon specializing in custom design and handcrafted jewelry.

Barbara is proud to combine old world craftsmanship with contemporary design, a pairing that results in wearable works of art that are uniquely Lisa Hunter Jewelry but that also reflect the personal style of its customers.

Active in the Western New York community, Lisa Hunter Jewelry is a sponsor of the Ladies of the Vine wine dinners which benefit the Cystic Fibrosis Foundation and supports various charitable events including Ryan Miller's Catwalk for Charity, the YWCA's Nouveau Beaujolais event and the annual Barbie Luncheon to benefit Women and Children's Hospital.



Women In Leadership honorees are women business owners or professional and working women who have exhibited leadership, enterprise, and excellence in their business or profession.

Honorees are profiled in a monthly news piece on WKBW-TV's Eyewitness News and are also interviewed on AM Buffalo. The goal of the program is to recognize those women who have succeeded both in the business and charitable arenas and inspire others to follow in their path.

To nominate someone please contact the WIL committee chair, Gretchen Nichols, at [gnichols@nfdlaw.com](mailto:gnichols@nfdlaw.com).

# Mind Your Own Business: Planning Tips for a Smooth Start-Up

Financial Planning Association® (FPA®) of Western New York

*It started with a great idea: a product or service on which, you're convinced, a successful entrepreneurial venture can be built. Now comes the tough part – actually planning and launching the business.*

Along with the entrepreneurial spark, nurturing a start-up business from concept to commercial viability requires painstaking planning and a methodical approach to executing that plan. Here, courtesy of the Financial Planning Association in Denver, Colo., are some key strategic steps to put your new business on the road to prosperity:

**Get professional advice.** Entrepreneurs who fund a start-up largely from their own pockets will find their business and personal finances inextricably linked. Thus it's vital early in the planning process to consult a tax/financial expert who can help sort through issues on both sides, says Kevin M. Reardon, CFP, president of Shakespeare Wealth Management in Pewaukee, WI. Access the FPA's national network of financial planners at [fpanet.org/PlannerSearch/PlannerSearch.aspx](http://fpanet.org/PlannerSearch/PlannerSearch.aspx) to find one in your area. Supplement your search by seeking out strategic advice from organizations such as SCORE ([score.org](http://score.org)) and the U.S. Small Business Administration's Small Business Development Center network ([sba.gov](http://sba.gov)), whose experienced advisors provide entrepreneurial consulting services at no cost. Ask friends and colleagues for a referral to an attorney, CPA and insurance agent that works with small businesses.

**Set a budget.** Clearly understanding your new company's immediate and long-term cash needs is "critical," says Reardon, noting that business owners frequently underestimate start-up costs. His advice: tally up expected start-up costs, then add 30% for a realistic number.

**Prepare your personal finances.** Once resolved to start a business, start paring down your personal debt. In a tight lending environment, having lower personal debt should increase access to business financing. Also start building up your personal emergency fund. Having enough cash set aside to cover at least six months' worth of basic living expenses is especially crucial for new business owners, says Reardon, since many businesses aren't profitable at the outset.

**Fill the funding void.** If you're not planning to fund your start-up exclusively out-of-pocket, where will the additional money come from? A home equity loan/line of credit? I would not recommend using a credit card to start a business. A loan from a family member or bank? Since start-up business loans from banks are tougher to secure these days, it's worth investigating special lending programs from the likes of the SBA ([sba.gov/category/navigation-structure/loans-grants/small-business-loans](http://sba.gov/category/navigation-structure/loans-grants/small-business-loans)) and other state, local and federal agencies.

**Decide on a legal structure.** Will your company be structured as an S or C corporation, Limited Liability Partnership (LLP) or Limited Liability Company (LLC)? Avoid sole proprietorships and general partnerships due to the unlimited liability associated with these entities. Given all the tax and financial considerations that come into play, it's worth consulting an attorney and/or tax expert for help answering that question.

**The insurance issue.** Besides the obvious, health insurance, long-term disability insurance is also a must, says Reardon. With health insurance, he recommends new business owners hedge their bets by taking the COBRA option from their previous employer's plan for as long as possible (18 months max.) before adopting their own plan.

**Retirement plan and other benefits.** From a self-employed 401(k) to a SEP IRA and beyond, the options for structuring a retirement plan for yourself (and your employees, if you have, or plan to have, any) are numerous. Again, given the tax ramifications, it's worth talking to a tax expert before you decide on one.

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# Meditate to reduce stress

by Leanne Oldenbrook

WE HEAR SO MUCH ABOUT MEDITATION. WHAT IS IT? Why should we do it? How do we do it? "One definition of meditation is training your mind to focus on the present moment rather than obsessing about past or future," says Leanne Oldenbrook, owner of CMYoga. "We spend so much time regretting the past or worrying about the future that we miss the good things happening right now, often creating unnecessary stress," Leanne points out. Meditation practice brings us back to our breath, back to our bodies, back to the peace of the present moment, clearing and quieting our minds.

The health benefits of stress reduction through meditation are well documented: controlled pain of chronic diseases like arthritis, improved immune function, lowered blood pressure, and restored balance to sufferers of depression. Regular practice can even affect your personality by changing brain function, resulting in feeling happier and more enthusiastic. There are many ways to meditate besides seated practices; they include supported on the

floor, chanting, and guided meditations, and by trying a few you can easily find one that works for you.

To begin to meditate right now, first take time to move your body by walking or doing a little yoga or a brisk workout. Sit quietly on the floor or a chair with your spine long, close your eyes, relax your body, breathe slowly and naturally and let your mind be free of thoughts. Don't worry about doing it right; when thoughts come back, just notice them without dwelling on them and go back to your breath. Try it for five minutes, and slowly work your way up to fifteen or twenty minutes a day.

NAWBO Buffalo Niagara member and yoga instructor, Leanne Oldenbrook can be reached at 716-864-1194 or [crecsmnyoga@yahoo.com](mailto:crecsmnyoga@yahoo.com). Online: [www.cmyoga.com](http://www.cmyoga.com) or [www.facebook.com/yogabyleanne](http://www.facebook.com/yogabyleanne).

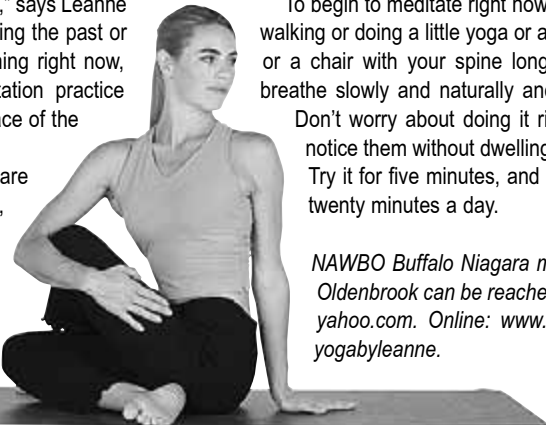


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# Top Ten Website Mistakes

by Renee Cerullo

**1. Flash Websites** – Creating a website entirely of Flash might look and do some pretty creative things, but search engines find it hard, if not impossible, to index Flash sites. [Editor's note: Adobe Flash is used to add streamed video or audio players, advertisement, and interactive multimedia content to web pages.] Flash does not work on any Apple "i" devices such as the iPad or iPhone, and this situation doesn't look like it's going to change. Flash websites also depend on a user having software installed on their computer.

**2. Slow Load Time** – If your pages take long to load users will turn away from your site. Your pages can become slow with large pictures or bad code. The most common issue is images or pictures that are not properly sized before they are put on the site.

**3. Page Names** – When naming pages make sure they are in human readable language. You don't want page names with lots of numbers and characters in (e.g. 'yoursite.com/detail?id=1'). This also does not help your SEO.

**4. Click Here** – You do not need to use "Click Here" on your website. People know what to do when there is a link. Links are a different color than the rest of your text and users know to click on it. You *should* link meaningful words to documents or other web pages.

**5. Splash Page** – A splash page is something that users have little tolerance for these days. They are wasted space and time. A splash page are a graphical landing page with little purpose or functionality: users want to get to their information quickly. Splash pages become just another layer users have to go through.

**6. Spelling Errors** – There are just no excuses for spelling mistakes. Every program has a spell check. Make sure you use it!

**7. Text Colors** – When creating your website you want to make sure your text color has a high contrast to the background color of the website. Typically, black text on a white background is the best contrast. We do this to ensure that people with any type of visual impairment can view the text on your website.

**8. Navigation** – Navigation within a website should be seamless. Users should be able to find their way around easily. We all have gotten so used to browsing the internet that we have little patience for not finding the information we need very quickly. One of the fastest ways to lose a potential customer on your site is when they can't find something. Most users like the menu across the top of the website. Users should be able to get to every page on your site from your menu. Don't let them get lost.

**9. Unorganized Layout** – People are creatures of habit. Most of the time it's not worth trying to make our users think and work the way *WE* want them to. Your site should follow web standards with the logo at the top of the site, then the menu, text and a footer. These are the bare minimum features and layout. If you have a search it should be at the top of every page.

**10. Complicated Registration/Contact Us Forms** – Registration forms are tricky. How much information do you require from the user? Gone are the days when a user had to enter a zillion details to register to a website. Some websites still make most registration fields mandatory and validate the fields to the extent that the user is frustrated after a few tries. Remember, users visit a website to acquire information; not the other way round!

The very worst mistake is **NOT** having a website.

You can contact chapter member and web developer, Renee Cerullo at [Cerullo@RLComputing.com](mailto:Cerullo@RLComputing.com) or [RLComputing.com](http://RLComputing.com).



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## *Picnic in the Park* **annual auction fundraiser**

You don't want to miss the chapter's annual fundraiser: Our premier event of the year is an ideal venue to bring that special guest – a client, vendor, friends, or family! Network with women entrepreneurs, browse an array of silent auction items and fabulous gift baskets, and enjoy the light picnic buffet. Includes a cash bar. NAWBO Buffalo Niagara is a leading advocate for women business owners who aspire to higher levels of opportunity, challenge, and success. Your donation benefits the chapter's leadership training for women entrepreneurs and women's scholarship fund.

**When:** Wednesday, May 15, 2013 • 5:30 – 8:30 p.m.

**Where:** The Park Club • 4949 Sheridan Drive, Williamsville NY 14221

**Register:** [www.nawbowny.org](http://www.nawbowny.org)



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