

womanink

Fall 2017

#EmpowerYourself

"People must
know the past to
understand the
present, and to
face the future."

—Nellie L. McClung



UPCOMING EVENT

**#EMPOWER YOURSELF:
NEGOTIATING
November 8, 2017**

The Foundry Suites

1738 Elmwood Avenue ■ Buffalo





2017 / 2018 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

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 info@nawbowny.org.

October 11, 2017

#EmpowerYourself: Mentoring – It's a Win-Win

One-on-one personal attention from other business owners is perhaps the most valuable way you can enhance your business. Mentors also find great reward in giving back and sharing their expertise and experience. Learn about finding and identifying mentors and how to become a mentor.

Panelists for the evening include: Jack McGowan, Project Manager, Insyte Consulting & Director of Western New York Venture Association/Buffalo Angels; Colleen DiPirro – CEO, Amherst Chamber of Commerce; and Joyce DeLong – Owner, Allegra Marketing-Print-Mail & NAWBO Buffalo/Niagara Past President 2003-2004..

November 8, 2017

#EmpowerYourself: Negotiating

Have a tough client? Have a contract or bid that you want to win? Do you perceive that you are not taken seriously by other business owners? Come learn some sage advice and tips all business owners can use right away.

December 13, 2017

#EmpowerYourself: Annual Holiday Party

Save the Date! Come join NAWBO and others to celebrate the holiday season.

January 10, 2018

#EmpowerYourself: Propel Yourself

Building off of our May 2016 Dinner Meeting "Women at the Table", take the next step and come learn about what it takes to be on a board of directors. Learn about the type of training that is available in the community, what boards are looking for, and how to join a board.

February 15, 2018

#EmpowerYourself: Perceptions

As high-achieving individuals, like ourselves, sometimes we are marked by an inability to internalize our accomplishments and persistent fears. Come listen to our panel tell about their worst moments and their brightest successes. Learn tips on how to combat your own perceptions.

NOTE: February 15, 2018 (THURSDAY – we moved this dinner meeting to accommodate our beloved for Valentine's Day)

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

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President's Remarks



Greetings NAWBO Members and welcome to the 2017-2018 program year of NAWBO Buffalo Niagara! I am so honored to be part of this year's brilliant leadership team and look forward to an exciting and empowering year!

Our term began with a phenomenal Board Ball at the Westin, welcoming over 140 members and guests. The guest list included a cross section of businesses in WNY which helped spread the word about who and what

NAWBO is; and most importantly - what we represent.

Our continual growth allows us to continue spreading the word of NAWBO through each and every member into the WNY community. September started our membership campaign so we need to talk it up! Our goal is for each member to share NAWBO's purpose and message with at least one person in our community - allowing us to reach over 100 potential new members, partners, and sponsors. Our new "Count Me In!" campaign will be highlighted on social media this season as well. We ask that every time you talk to someone about the benefits of NAWBO you post it on our facebook page and share that post on your personal page as well. Not comfortable with social media yet? Don't worry - each month we will offer tips to help you with your LinkedIn page, social media accounts, books beneficial to women owned businesses, and much, much more!

Thanks to your President-Elect, Christine Howard (EB Howard Consulting), our dinner meetings will be educational and empowering. Be sure to read your newsletters for important registration deadlines, meal choices, and a thorough description of each meeting's content. We hope you will use the monthly meetings to develop professional and personal relationships with your NAWBO sisters; for it is the relationships among our sisterhood that can help you when you need it most! Guests are always welcome so reach out to other women in your circles and bring them along.

Dinners are not the only way to develop relationships among the sisterhood; there are many opportunities to get involved in our chapter. Several committees need your talent, ideas, expertise, and unique vision. We respect and understand that your time is your most valuable resource. Therefore, we offer committee positions with commitments catered to your availability. Please join us to share your unique talents - it will be truly appreciated and you will make tremendous connections.

Fall is here and I cannot wait for each meeting so I can meet each of you personally! Join your board and fellow members as we enter into a year of relationship building, empowerment, new friendships, rekindling of old friendships, and supporting each other in growth and prosperity.

Enthusiastically,



Marcia Brogan, President
NAWBO Buffalo Niagara Chapter

Diamond Chapter Partner

Patty Zimmerman 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 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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Articles

Email submissions: 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.

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Advertising

ANNUAL AD RATES AND SIZES:

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

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

Articles

Email submissions: 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.

Specs:

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



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“Why” I Joined NAWBO:

Perspectives from Our Membership



Amy Brackenridge

In preparation for the upcoming Board Ball this past spring I wrote the following excerpt titled *“Honor the Past. Celebrate the Present. Embrace the Future”*

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 led 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!

It is in this spirit of reverence for our organization and the women who have fought so hard and given up so much so we may be a part of this sisterhood today that I remind you of the words above. We are all here because of the unyielding

dedication and stamina of the women who came before us, even in the face of great adversity.

It is our responsibility to honor the women of our past by continuing their legacy. Each of us, as individuals and as a collective unit, represent NAWBO in our daily lives. We are accountable to each other to live by the NAWBO creed and to work within the objectives set forth in our mission. Working together, we form a strategic alliance and become a unified voice for change. It is our increasing influence as a growing organization that will allow us to propel women business owners into positions of power, inspire future generations of female entrepreneurs, and ensure our sisters in NAWBO experience the personal, professional, and financial growth they deserve.

While we are a unified force, we are also a collection of unique individuals with different strengths, weaknesses, talents, and objectives. Each of us joined NAWBO for different reasons, and each of us have expectations of our sisterhood and our organization. Therefore, I thought it was wise to ask our membership one question: “Why did you join NAWBO?” The result is a series of articles *“Why” I Joined NAWBO: Perspectives from Our Membership*, found here.

Within this publication you will read the reasons presented by some of our members. I hope this inspires you to reflect on why you joined NAWBO and what you can do to support, encourage, inspire, and empower others to become the best versions of themselves as women business owners. For if we want to achieve our dreams we must first help others reach theirs. ☺

Amy Brackenridge is the founder of DATA Lab, a leadership development firm specializing in personalized professional development plans based on strategic statistical analysis of organizational data. Amy has been a member of NAWBO since 2015.
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Board INSTALLATION *Ball* 2017





NAWBO: A Labor of LOVE



Katharine Smith

So, I'm in Washington, D.C. at a business retreat, when I get an email from Amy Brackenridge asking if I'd write my magnum opus, "Why I joined NAWBO," for WomanInk. And it occurred to me, I'm HERE in D.C. on a business retreat BECAUSE I joined NAWBO!

My current business trip starts with Karen Pomicter – an early adopter of NAWBO – who, after retiring from a long career with GM, started her own company. One of her first acts was to join our chapter for learning, support, and networking.

She and I bonded while serving together on various chapter committees. I designed the graphics for her first venture, and when she branched out and started an executive director firm - acting as the administrator for two different associations - she hired me to create their newsletters and marketing materials.

Fast-forward to today, and the current Executive Director for the WNY Chapter of Community Association Institute, an advocacy group for homeowner and condo associations (one of Karen's former clients), is nearing retirement. He recommended me to his board as their new Executive Director, based on the now-15 year relationship I've had with CAI WNY as their designer of choice.

So, I am in D.C. at a business retreat - on a new entrepreneurial adventure as a consultant in a whole new field - not only because I joined NAWBO, but because Karen and so many other women business owners saw the advantages our organization brings for new opportunities, making connections, and growing their businesses.

Oh, and while I'm here in D.C., you know I made a connection with a potential client from Minnesota to design their association magazine. This almost certainly would not have happened if I hadn't started MY journey with NAWBO!

So, why DID I join NAWBO? Yes, for the client connections, and referrals, and networking of course. But more than that, our chapter has opened vistas to worlds I might not have explored and opened dialogues that go beyond mere business. I was fortunate enough to receive a NAWBO scholarship in 2013 for Leadership Buffalo and that relationship has built into my passion to create a better Buffalo and help women advance in our community.

You can see, the question of why ANY woman business owner joins NAWBO results in a multi-layered answer, ranging from personal to business and looping back again into community and entrepreneurship. But I DO have a unique answer for why I became a part of the rich multicultural, cross-generational tapestry of NAWBO: I'm a proud founding member of our chapter and, when we chartered in 1994, I saw the potential for this organization to make a profound change in the Western New York business climate.

NAWBO Buffalo Niagara has become THE voice of local women business owners. NAWBO Buffalo Niagara has created THE forum for change and education for young women and girls, minorities and women of color, as well as Western New York's newest entrepreneurs: immigrants and refugees. NAWBO Buffalo Niagara has become THE advocate for women entrepreneurs.

THAT is why I joined NAWBO Buffalo Niagara. ☺

Katharine Smith is the founder of White Rabbit Design. Katharine is a NAWBO founding member and has been a member since 1994.
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NAWBO: MY BEST SELF



Alora Gross

During my experiences in the direct sales industry for 12 years, I realized that it was necessary to think out of the box and do different things to expand and keep my business active & growing.

Over the years, I joined local networking groups and met Nancy Rizzo, a Personal Life Coach. Nancy became my "IT" person. I watched, listened, and wanted to follow her energy and connections. I remember her talking about NAWBO and over the years became active as a vendor for some of their events. I was meeting different people and knew that joining was the next step for getting involved. I do admit, there have been times I have felt intimidated by the caliber of these very diverse, smart, hard-working, educated women. I continue to ask myself what can I bring to the table??? How can I make a difference? The answer was to be MY BEST SELF! Striving to "Help Others Succeed."

I was asked to serve on the NAWBO Board in the Spring of 2016 -- two weeks later, I was notified that the owners of the jewelry company that I represented for the past 10 years announced retirement with the company doors to be closed. So as of August 1, 2016, I was on a board for women business owners, AND I WAS OUT OF BUSINESS, plus all three of my children moved out of state within 30 days that my company closed! Talk about an adjustment! It was at this time that I had to stay authentic and

true to myself; remembering that what you think about, you bring about - and manifested only good thoughts.

NOW WHAT? SO WHAT? OK ALORA, WHAT'S NEXT?

During this transition time, I was approached with over 200 business opportunities! Wow, I was flattered - however, overwhelmed. Remember, I lost my job and became an empty nester within 30 days. I did due diligence with the opportunities that were offered and was personally approached to represent my current company, Ruby Ribbon. While I never thought I would work for a women's clothing line, one year later, I look back and realize it was a good "FIT".

With the encouragement of my fellow NAWBO members (the hardest working women I know), they gave me the confidence to once again find myself during my transition. I also have new places to visit - my oldest son took a job in Seattle, my second son is in college in Daytona, Florida, and my baby girl chose a college in Virginia.

Looking back at the timing of the events of this past year I know that joining NAWBO was the best business decision and what I personally needed to sort out my "what's next". There is no "I" in team. Supporting each other helps all of us to grow & work stronger together. ☺

Alora Gross is a Full Image Consultant for Ruby Ribbon and has been a NAWBO member since 2015.
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NAWBO: MY SPRINGBOARD



Sara Schumacher

I've known about NAWBO for a long time. I worked closely with them well before I ever thought I'd be crazy enough to start my own business. Back when I worked for the Buffalo Niagara Partnership, producing upwards of 70 events a year, we partnered with NAWBO to bring marketing guru Lisa Johnson to Buffalo. This was an extremely successful event and I truly enjoyed working with these women. It wasn't until recently that I felt I might be one of them. I never felt like an outsider - I just thought they were a lot braver - or perhaps, crazier...

I was wrong. As it turns out, I'm both brave and crazy, too. A year ago I left the comfort of a secure job at a great place to start my own event planning company. "That's great! Congratulations! I'm so proud of you! You're going to be amazing!" are all things I heard when talking with people. I also heard "You're crazy. How are you going to pay your bills? Are you sure there's enough work?? Isn't it STRESSFUL?" The answer to all of these was, "Thank you; that means a lot; I am; I know; I have no idea; I'll find out; people seem very interested; YES; Yes; and it is."

My history planning events has brought me a number of clients, without any official announcement or time spent marketing myself. But I know that will last only so long. I know, from many years of producing networking events that I NEED to network. I also know there are many options. So, the next question was, which group do I join? I had very limited funds in those early months; so it had to be affordable and it had to bring me the opportunity for work. This narrowed it down a bit, but I needed another edge. Something to make my investment really work for me. I needed the advice and understanding of others who knew I was both crazy AND doing the right thing.

That was NAWBO. These women have been in my shoes. Maybe not event planning shoes, but the shoes that experience the concurrent joy of freedom and restraints of intermittent pay checks. I needed to talk with women who could pass my name on to potential clients while simultaneously being honest about when and how to say "no." I needed the truth. I still need the truth. We all do, and that is what this group brings to the table. NAWBO brings you networking, advice, and truth; for a price that doesn't keep you up at night. Unless, of course, that's over a glass of wine with a few other members! ☺

Sara Schumacher is the founder of Schumacher Event Productions and has been a NAWBO member since 2017.
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-Sharada Varanasi
CEO, Healthcare Solutions WNY

NAWBO: The Gift of Perspective



Jeanne Hellert

My story, like many of our NAWBO sisters, began with wanting to work from home while taking care of my young children. I had it all! Two happy, healthy boys and a husband with a great career that allowed me to work part time managing two professional associations. It would all come crashing down when my husband was suddenly hospitalized with a life-threatening illness. Nothing would be the same for us. He was facing a lifetime of health issues and I was facing serious financial trouble and no health benefits. I was on the precipice of a major life decision. Do I look for a full-time job that would take me away from my family and from the work I loved? Or do I get creative and find a way to have it all – again?

It was about this time that I was contacted by Pat Herberger from LegalShield/ IDShield. She asked if I might be interested in adding another association to my schedule. I had the great good fortune of working with Pat on the board of one of my other groups and trusted her judgement about the opportunity she was presenting to me. This was my introduction to NAWBO.

I was immediately taken by the amazing entrepreneurs of NAWBO. And yes, I was a bit intimidated. From my perspective, behind the registration table at the monthly dinners, these women had it together! They were so confident

and decisive. I wanted that too! I knew I could bring my special talent of association management to NAWBO by helping them get organized, get focused and allow the leadership the time they needed to focus on growing NAWBO while growing their own businesses. What I did not anticipate was the “Aha!” moment I experienced at one of the dinner meetings.

NAWBO provides a great marketing opportunity at monthly dinners allowing each member ten seconds to stand up and talk about their business. I love hearing what people are doing and the clever taglines they have created for their ten seconds in the spotlight. I usually listened in from the protective confines of my registration table. But one night I wrapped up my work quickly and joined everyone at dinner. Suddenly the spotlight was on me! It was then I realized as I fumbled my way through my ten seconds of ME that I, too, was a woman-business owner. I was an entrepreneur! Wait, what? I never looked at myself that way until these remarkable members of NAWBO allowed me the opportunity to talk about what I do. NAWBO changed my focus from me, to my business, and how cool it is that I manage multiple associations; helping them to run effectively and professionally. I felt empowered!

My client list has now grown to five associations and I have NAWBO to thank for giving me the gift of perspective as I continue to evolve as a successful woman-business owner. ☺

Jeanne Hellert is the owner of JEH Consulting, a professional association management company. Jeanne has been working with NAWBO since 2010.
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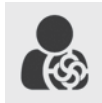
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You are Listed on NAWBO's Online Member Directory, Yes...You!



Patti Mancabelli

Did you know that NAWBO National's website has an Online Member Directory? Did you know that your profile is searchable by NAWBO members nationwide? If so, kudos to you. If not, your profile photo most likely looks like this:



Lovely, but quite unlikely to make an impression. The fix is easy, so keep reading.

MEMBER LOGIN

Go to www.nawbo.org.

I thought I had to create an account because I did not remember ever logging in before. As it turns out, each NAWBO member already has an account for the National site, so you don't need to create one – if you do try, you'll get a message that another member is already linked with your email address. Instead, you have two choices:

1. Use your email address as your username, hit enter without filling in a password. You'll get a "Have you forgotten your password?" message and can click on the link to have your password emailed to you;

OR

2. If you recently joined, or are an email hoarder, you'll find your assigned username and password in the email you received from NAWBO National when you first joined, subject line: "NAWBO Online Login."

YOUR NAWBO DASHBOARD

Select the "YOUR NAWBO" tab at the top of the page and you'll arrive at "YOUR NAWBO DASHBOARD." If you use the word "dashboard" only when referring to part of your car, think of it as a starting point for your personalized use of the website. You can view receipts, update your password and much more.

UPDATE OR EDIT BIOGRAPHICAL INFO AND PHOTO

Scroll down, and select Update or Edit Biographical Info and Photo. If you haven't taken the time to write up a bio, now is a good time. Use spell check.

I scrolled down further and set out to find myself via a search in the Online Member Directory (it's on the left side of the Dashboard). Very excited!

I wanted to mimic a search that someone would perform when looking for the services that I provide. With the name and business name fields empty, I selected "Buffalo Niagara" from the scroll down list of Chapters and selected the appropriate Business Category. What? How can this be? I did not show up in the results.

MAINTAIN YOUR DEMOGRAPHIC INFO

I dug a bit deeper into the site and found "Maintain Your Demographic Info," again by selecting the "YOUR NAWBO" tab and landing on the "YOUR NAWBO DASHBOARD." You'll be asked to input basic information about your business, including MWBE certifications, a business description and your NAICS Code. You can look up the code for your type of business here: <https://www.census.gov/eos/www/naics/>.

SUCCESS

I searched for myself via the chapter and business type and bingo, there I am.

RECAP

So here it is – seven simple steps to get you and your business out there to the entire NAWBO sisterhood:

1. Go to the NAWBO National site at www.NAWBO.org;
2. Select Member Login and enter your email address;
3. Enter your password if you know it or leave the password blank and have it emailed to you via the "Have you forgotten your password?" link;
4. Login;
5. Select "YOUR NAWBO" at the top right of the screen;
6. Scroll down and click on Upload or Edit Biographical Info and Photo, enter your info and save; and
7. Scroll down and click on Maintain Your Demographic Info, enter your info and save.

With a little effort, any NAWBO member, local and national, can find you by the type of business that you do, even if they don't know your name. Better access means more connections and more connections means more opportunities for success in your business. And, of course, please use the Online Member Directory to support your Buffalo Niagara NAWBO sisters and their local businesses. ☺



Jeff
RUSSO

Ashley
ROWE

Keith
RADFORD

5, 6 & 11pm Weeknights



#7 Everywhere
Everywhere

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