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march 2011

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NAWBO BUFFALO NIAGARA **MEGA MIXER 2011**
sponsored by National Association of Women Business Owners

Sponsored by the National Association of Women Business Owners, the **Each One Reach One Women's Mega Mixer** is a first for Western New York: a unique networking event for **women business owners and professionals!**

- Mega-mix, mega-mingle, and mega-meet **100+ women** business professionals
- Enjoy a progressive dinner, changing tables after each of three courses
- Opportunities to **make new connections**
- Chance to win **great door prizes**

How does it work?

During the "progressive" dinner, attendees change tables after each of three courses, networking with a new group of women each time. Facilitated tables ensure everyone has the **opportunity to talk about what they do**, get to know each other, and **make new connections**.

When and where will it take place?

- Wednesday, March 9, 2011
- Networking starts at 5:30 p.m.
Progressive dinner 6:00 p.m.
- Sean Patrick's Restaurant
3480 Millersport Highway in Getzville
- Cost: \$30/NAWBO members and \$35/guests

Limited seating! Register online today!

- By March 1, 2011 at: www.nawbowny.org



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articles

E-mail submissions: 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.

nawbo buffalo niagara

[Editor's note: The chapter's board of directors voted recently on a streamlined mission statement that would better reflect NAWBO Buffalo Niagara efforts for women business owners. Thank you to the ad hoc committee that created our chapter's new mission statement: Jennifer Cooper, Joyce DeLong, Amy Remmele, and Katharine Smith.]

NAWBO Buffalo Niagara Mission

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

welcome new members

Mary Beth Airey, Vice President

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2011 program

Program is subject to change

Location Sean Patrick's Restaurant
3480 Millersport • Getzville, NY 14068

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

Cost \$30 Member
\$35 Prospective member

RSVP Cancellations 48 hrs in advance.
"No shows" will be billed

make your dinner reservation online at: www.nawbowny.org

Please include your full name, telephone number, dinner choice, and if a guest, the name of the 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 Web site and follow the prompts for payment.

Questions? – Please contact our Chapter Administrator Jeanne Hellert at 238-2461 or nawbowny@gmail.com.

Please RSVP by the afternoon of the Friday before the Wednesday night meeting.

march 9, 2011

Each One Each One Mega Mixer

This one-of-a-kind event will give you the opportunity to network with numerous women business owners and professionals from across Western New York! Facilitated tables will ensure attendees will have the chance to talk about what they do, make new connections, and forge partnerships. Plus we're offering some great door prizes and a free membership giveaway! Registration: by March 1, 2011 at www.nawbowny.org. Seating is limited so register online today!

april 13, 2011

Marketing and PR Panel

Want to cut through the "communication clutter"? This one-hour forum will help you kickstart your business with marketing insights into the best way to position yourself. Our panelists will be Randy Bushover, WBEN; Melissa Holmes, WIVB-TV; Grove Potter, The Buffalo News; and Jeff Wright, Business First.

may 18, 2011

Annual Fundraiser Auction

You don't want to miss our annual fundraiser! Celebrate the blossoming season at **The Buffalo Club, 388 Delaware Avenue** in Buffalo. We'll serve up a yummy buffet, hors d'oeuvre, and salads (cash bar). NAWBO Buffalo Niagara is a leading advocate for women business owners who aspire to higher levels of opportunity, challenge, and success. **Auction proceeds benefit the chapter's leadership training for women entrepreneurs and women's scholarship fund.**

Please note new location and date change for this event only.

june 8, 2011

Annual Meeting

Join us as NAWBO Buffalo Niagara charts its future with the election of new officers and board members.

niagara university family business breakfast forums

tuesday, april 5, 2011

Family Meetings: How to Build a Stronger Family and Stronger Business

Through a scholarship program with Niagara University, NAWBO Buffalo Niagara members can attend the Family Business Center's Breakfast Forums **free of charge**. Space has been allotted for **up to 5 NAWBO members to participate at each forum**, held monthly at **Sonoma Grille**, 5010 Main Street in Snyder. Breakfast & networking: 7:30 – 8:15 a.m.; presentation: 8:15 – 9:30 a.m. **To register you MUST CONTACT:** Jeanne Hellert at info@nawbowny.org (otherwise you will be charged for attending). Please RSVP by April 1, 2011.

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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thank you from a nawbo member

Thank you is such a short phrase to express what I am feeling and what I want to say to you. But I suppose it's because words are inadequate to express such deep appreciation. As I write this, of course I am filled with sadness and almost overwhelmed with the grief about why I am in the situation to write this letter. But fortunately another feeling is even stronger and that is the one that allows me to see what I am grateful for. We will all be visited by tragedy and difficulties. They will come in many different forms and we will all have some individual reactions. But one thing will remain true for all. The people who are in our lives will be what gets us through.

From the moment you all found out that my children and I were in need, you were there. Some came to the hospital just to let us know that we had support. Many dropped off food to save us having to think about everyday activities and allowing us to relieve hunger before falling into bed at night from exhaustion. Many of you listened to my frustration and sadness over the helplessness that such situations bring. Numbers of you came to the visitation, giving us strength and a guest book to keep forever and many of you sent cards and gifts.

I wonder how to make the words "thank you" bigger. And then I realize that on so many days, something happens that makes me think of all this thoughtfulness that came my way and I smile even if I am crying. And I think about my children and know that right now they don't realize how much your thoughtfulness saved them. But some time many years from now when they know what we know, they will look back and sigh with the overwhelming relief of gratitude for a bunch of women they hardly knew who kept their mother going so that their lives could keep moving forward. And hopefully, sharing these thoughts with you all makes the little phrase of "thank you" so much bigger. Thank you all.

-Amy Remmele

upcoming business workshops

STARTING AND MANAGING YOUR OWN BUSINESS WORKSHOPS

SCORE, the SBA, and the Buffalo Central Library will be conducting this workshop on **Tuesday, March 22, 2011** from 8:15 a.m. to 4:00 p.m. at the **Buffalo Central Library**.

SCORE, the SBA, and the North Tonawanda Library will be offering the same workshop on **Tuesday, May 24, 2011** from 8:15 a.m. to 4:00 p.m. at the **North Tonawanda Library**.

- Cost for each workshop \$35, Veterans Free
- Register at <http://www.scorebuffalo.org/inside.html?workshops.asp&1> and receive \$5 discount.
- Enter code CCE for an additional \$5 discount.
- Register by telephone: 716-551-4301 ext. 0

BUFFALO SBA 8(A) APPLICATION PROCESS WORKSHOP

Wednesday, March 9, 2011 at the Federal Building, Rochester

- Learn How a Firm Applies for the 8(a) BD Program
- Learn about 8(a) BD Program Contracting Opportunities
- Learn how to use 8(a) BD Suitability Tool
- Learn what the 8(a) Program has to offer

To register contact:

Laura McCabe: 716-551-4301x310 or Laura.McCabe@sba.gov

PAMELA ANDOLINA - 716-551-4301x301 or Pamela.Andolina@sba.gov

Facebook Fan Pages

by Renee Cerullo

Facebook certainly keeps our lives interesting. They are constantly changing and upgrading the site. The changes have been both good and bad but one thing for sure – you need to keep on top of the changes. If you are business on Facebook you have a Facebook Fan Page in addition to your personal Facebook page. Remember you need to keep your business and personal page separate. Recently there were a number of changes to the Fan Pages. Below outlines the changes.

Better Communication

Many people have been asking for better ways to keep up with activity on their Fan Page. Facebook introduced a set of features to help manage your Fan Page communication. You can now navigate and interact with other areas of Facebook as your Fan Page(business). This also means you can choose to receive notifications about fan activity, Like and comment on other Pages as your business, and get your own News Feed where you can engage with the latest and most important news from other Pages you like. This is a big change. I always had to make myself an administrator of the page in order to post as the business and there was no way for me to post on say BNC's Facebook page as RLComputing. This also allows you to spread your brand more now that you can post as your business. The more your business name is out there the more recognition you will have. To use this feature, go to your Fan Page. On the right side there is a link called "Use Facebook as xxxx". After that when you write on someone's wall it will state it is from your business name. You can manage this setting by going to Edit Page -> Your Settings.

More Opportunities for Expression

Facebook a few months ago redesigned the personal profile page adding photos to the top of your profile page and a few other enhancements. These enhancements are now part of your Facebook Fan Pages. You can highlight other Fan Pages you are connected with as well as the people who are managing your Fan Page. You can hide the page administrators by going to Edit Page -> Featured. I have mixed feelings about these changes. I think it takes away a bit of professionalism of the page. Most businesses do not need or want the latest photos that were posted as part of their main profile. For a business I don't think they needed all this information being displayed.

I do like how you can now customize the LIKES section on the left side of the page. This area contains other Fan Pages that you added to your favorites. For my business this is great since I can add my client's Facebook Fan Pages in there and choose which I want to show or have them rotate through. I also added the organizations that I belong too. You can control which ones show by going to Edit Page -> Featured.


Improve Relevancy

The "Everyone" filter on the Wall provides a new way for people to see the most interesting posts first. They have also created a place for people to discover the friends and interests they have common with your Fan Page.

Security

There are a few changes that Facebook did not publicize in this recent round. I found a new spam filter in the Edit Page -> Manage Permissions section. You can now manage the profanity level you allow. You have the options of none, medium, or strong. This is a nice feature to block those unruly posts on your wall.

You can contact Chapter member and Web developer, Renee Cerullo at Cerullo@RLComputing.com or RLComputing.com.



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Disney's Approach to Quality Service

NAWBO Buffalo Niagara Welcomes Disney Institute to Niagara Falls, ONTARIO on March 30, 2011

NAWBO Buffalo Niagara is proud to partner with Niagara College Canada to bring Disney's Approach to Quality Service program, presented by the world renowned Disney Institute, to Niagara Falls, ONTARIO on March 30, 2011.

We invite you to explore world-renowned Disney principles for service excellence and discover how attention to detail creates a consistent, world-class service environment.

A unique one-day event, Disney's Approach to Quality Service will challenge you to look at your business – no matter what size – in an entirely new light. Showcasing the powerful strategies and business models that are the cornerstones of the Disney organization's long-term success, you will learn how to apply innovative Disney strategies to your own organization for immediate results. Take advantage of this incredible opportunity and register today.

Disney's Approach to Quality Service event is...

- Relevant: Impacts critical drivers of success in a slow economy
- Affordable: Priced to serve more people under limited budgets
- Actionable: Easy to implement upon return to the office
- Inspirational: Generates team excitement and momentum
- Short: Takes only one day away from the office
- Local: No travel expenses

Professional development doesn't cost – it pays. It pays by creating a framework of focused energy in a vacuum of uncertainty. It pays by helping an organization gain share in a slow economy. The long-standing reputation of Disney Destinations for incredible service and friendly employees is not magic, it is sound ideology consistently applied in business. This program is designed to help organizations improve their quality service by immersing themselves in the successful Disney model.

IMPORTANT: Please use the NAWBO Buffalo Niagara promotional code NAWBOMNE to receive \$50 OFF PER GUEST when registering. Additional group discounts are available.

TO LEARN MORE AND REGISTER GO TO: www.NiagaraMouse.com
No prerequisite training required.



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When? Wednesday, May 18, 2011
Time? 5:30 to 8:00 p.m.
Where? The Buffalo Club • 388 Delaware Avenue
RSVP? By May 7, 2011 • www.nawbowny.org



Fundraising proceeds benefit the chapter's leadership training for women entrepreneurs and women's scholarship fund.