

# womanink

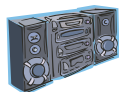
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april 2011

## upcoming program

# Marketing and PR Panel

Do you want to cut through the “communication clutter” and get YOUR message out? This one-hour forum will help you kickstart your small business with marketing insights into the best way to position yourself in a fast-moving world. Our panelist of experts include Randy Bushover, WBEN; Melissa Holmes, WIVB-TV; Grove Potter, The Buffalo News; and Jeff Wright, Business First.



■ **Randy Bushover** attended Buffalo State College, where he worked at the campus radio station as well as interning at WBEN Radio. Randy’s career has turned full circle: he worked for WBEN after graduation, spent several years with the Empire Sports Network, and in 2003 returned to WBEN. He can be heard every weekday morning and evening voicing the WBEN Buffalo Business Report.



■ **Melissa Holmes** joined the News 4 Team in 2005 and currently anchors Wake-Up! After graduating from the Newhouse School at Syracuse University, Melissa worked at WSYR-9 and WTVH-5, both in Syracuse. In her time at News 4, Melissa has won a NYS Emmy Award for Best Morning Newscast, and contributed to the news documentary 4 The Families, which earned a national Edward R. Murrow Award.



■ **Grove Potter** is the Business Editor at The Buffalo News. He attended the University of Vermont and graduated with a BA in English. Founded in 1873, The News provides views and news for Buffalo and eight counties of Western New York. With daily circulation of 160,316, The Buffalo News is one of the largest circulation newspapers in the U.S.



■ **Jeff Wright** is an Editor with Buffalo Business First and bizjournals.com, the online media division of American City Business Journals, the nation’s largest publisher of metropolitan business newspapers, operating in 40 U.S. markets. Published weekly, Buffalo Business First covers the local economy and business news.

- One-hour Marketing Forum
- Wednesday, April 13, 2011
- Networking starts at 5:30 p.m. • Dinner 6:00 p.m.
- Sean Patrick’s Restaurant • 3480 Millersport Highway in Getzville
- Cost: \$30/NAWBO members and \$35/guests

**Register online today!** By April 8, 2011 at: [www.nawbowny.org](http://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 website and follow the prompts for payment.

**Questions?** Please contact our Chapter Administrator Jeanne Hellert at 238-2461 or [nawbowny@gmail.com](mailto:nawbowny@gmail.com).

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## articles

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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.

## chapter news

### 2011 Chapter Member of the Year

NAWBO Buffalo Niagara member **Amy Remmele, Peak of Success**, will receive the NAWBO Buffalo Niagara Member of the Year award at the **SBA Small Business Luncheon** on Wednesday, May 11, 2011, 12:30 p.m. at the Buffalo Niagara Convention Center. Congratulations Amy!

Register by May 9, 2011, by credit card: [www.bizjournals.com/buffalo/calendar/](http://www.bizjournals.com/buffalo/calendar/) or by check: SCORE Chapter 45, 130 S. Elmwood Ave., #540, Buffalo, NY 14202. Cost is \$40/person. Questions? Call 716-551-4301 or [laura.mccabe@sba.gov](mailto:laura.mccabe@sba.gov) or [kelly.lotempio@sba.gov](mailto:kelly.lotempio@sba.gov)  
For event details see page 7.

## member events

### Seminar: What Women Need To Know About Divorce

Presented by NAWBO member **Adrienne Rothstein Grace, CFP®, CLTC, CDFATM**, a Certified Divorce Financial Analyst, Kristin Langdon Arcuri, Esq., Watson Bennett Colligan & Schechter LLP, and Wendy Bottoms Pegan, Creative Relationship Center, this seminar will explore the legal, financial, psychological and social issues of divorce. Discover community resources and talk with other women experiencing similar life changes. Learn from experts who have guided thousands of women through divorce.

The seminar will be held on **Saturday, April 16, 2011** at the **YWCA, 49 Tremont Street in North Tonawanda**. The cost is \$45 per participant (credit card, cash or checks payable to: YWCA of The Tonawandas). To register, please contact Susie Sheron, Director of Programs at 692-5580.

For more information, contact: Adrienne Rothstein Grace at 716-692-4698 or [adriennedivorcefinplan@yahoo.com](mailto:adriennedivorcefinplan@yahoo.com)

## womanink

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<b>2010/11 Editorial Board</b>	Laurie Albertsson, President Nicole Fiorella, Immediate Past President Celeste DiStefano, Editor
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*WOMANink* is a monthly information service for the NAWBO Buffalo Niagara Chapter's members and other women business owners. Published 11 times per year (issues published sporadically in July and August). Circulation: September and February issues approximately 750; and remaining months, approximately 140. Payment must accompany all advertisement requests. *WOMANink* reserves the right to refuse to publish any advertisement.

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## upcoming event

<b>Location</b>	The Buffalo Club 388 Delaware Ave. • Buffalo, NY 14202	<b>Time</b>	5:30 p.m. Registration 6:00 p.m. Silent Auction & Buffet
<b>Cost</b>	\$42 per person	<b>RSVP</b>	May 13, 011

**make your reservation online at: [www.nawbowny.org](http://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 website and follow the prompts for payment.

**Questions?** – Please contact our Chapter Administrator Jeanne Hellert at 238-2461 or [nawbowny@gmail.com](mailto:nawbowny@gmail.com).

*Cancellations are taken 48 hours in advance. "No shows" will be billed.*



## AUCTION FUNDRAISER

**When?** Wednesday, May 18, 2011 • 5:30 - 8:00 p.m.

**Where?** The Buffalo Club • 388 Delaware Avenue

**Cost?** \$42 per person

**RSVP?** By May 13, 2011 • [www.nawbowny.org](http://www.nawbowny.org)

♻️ Please join the National Association of Women Business Owners/Buffalo Niagara for our silent auction fundraiser ♻️ This is a great opportunity to network with women professionals and entrepreneurs ♻️ Browse through fabulous gift baskets and enjoy an enticing dinner buffet ♻️ Cash bar

♻️ Parking at The Buffalo Club is free, secure, and on site ♻️ Please note: business attire is required (no denim clothing; jacket and tie for men)

*Fundraising proceeds benefit the chapter's leadership training for women entrepreneurs and women's scholarship fund. NAWBO Buffalo Niagara is the premier organization for women business owners who aspire to accomplish growth, education, and connections.*

## nawbo buffalo niagara

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

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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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# Social Media: The Good & the Bad

by Renee Cerullo

Over the past few years social media has drastically changed the world. Whether we like it or not it is here for the duration and continues to change our daily lives. If you take a step back and look at all the changes in the past few years it is pretty impressive. To think Facebook started as a site for just college students and you had to have an ".edu" email address to sign up. Social media has evolved so fast it is hard to keep up. I think it has evolved and taken over faster than even the internet itself. With all changes there are the good and bad that comes with it.

## The Good!

There are many positives to social media even if you look at the last year. I think the first time I really paid attention to its possibilities was with Hurricane Katrina. That was the first time we saw how social media could be used in an emergency situation. Victims turned to social media since the phones were down and many email services were not working. They only needed a minute of internet connection to post a message on Facebook that they were alive. Google started a new trend and posted an emergency people finder just for this emergency. This became a pattern with Google who now puts this website up for every disaster. It was put up within minutes of the earth quake in Japan. Many families outside of Japan are turning to Facebook and Twitter to find their loved ones and watching Facebook pages for updates on friends and families. In the past you would spend days waiting for the one brief phone call to find out if someone was alive. Now people can find out much faster.

When the earth quake hit Haiti, people turned to social media to raise money for the relief efforts. This was the first time Twitter was used to raise money and it worked beautifully. It was quick and easy – send a text to this number and we will put \$10 on your phone bill. Can't get much simpler than that.

With cameras on every phone these days and most phones interacting with all social media applications news travels fast. There is no more waiting for journalists to get on the scene. Photos and videos are out on the internet before the journalists even get there these days. All the images from the tsunami in Japan are from cell phones that posted pictures and videos on the internet. This allows us to see immediately what is truly happening in these events. Sometime it is more than we want to see but it brings us into reality not just what news stations want us to see. This one can be both good and bad.

Social media has helped solve crimes and prevent them. From photos taken by witnesses to people posting they need help. Sexual predators are often caught by trying to set up meetings up under aged kids. Investigations can be helped with information found on social media sites. Employers can also investigate future employees so there are fewer surprises.

Social media allows you access to a whole new world. In my line of work we often come across things we have never seen before. I have been using Twitter to get advice and help on issues we are having. I can post a problem and usually within 5 minutes I have a few people answering my question. This has become a great resource of instant information.

## The Bad

There are many people out there who refuse to use social media and think it is horrible. There are plenty of down falls to social media. Most of the time the downfalls happen to do with people just not thinking. Look at the girl at UCLA

*Continued on page 7*



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who thought she was being funny complaining about Asian people. Now she has to drop out of school and is receiving death threats. Social media is unforgiving. Once it is out there it stays out there forever. There is no deleting it. Something can go viral instantly before you even have a chance to take it back. When posting to social media it often goes out to the world not just your friends like an email would.

Social media is a time sucker! Watch out before you know it an hour has gone by. It also becomes an obsession. People feel the need to post too much information and "check-in" when they arrive at places. Need to put a limit on the social media activities.

Social media opens people's lives up to the world. This is one of the reasons I keep my business and personal social media accounts very separate. I don't need my potential customers knowing what I am doing at night or how I am feeling. Kids don't often understand this. Social media has added yet another layer to parents monitoring the internet. They need to make sure their kids profiles are locked down and monitor who they allow as friends on these accounts. Predators have a field day with social media. Parents really need to think about whether schools can use photos of their kids on social media. In the past parents had to sign release forms to allow their kids photos on websites. Schools should have another form for social media. In social media photos can be tagged which then links the school photos back to the kids Facebook pages.

You just need to look at the news these days to see how many lives have been ruined by social media. Politicians and famous people are great candidates for this. Just look at Chris Lee and Tiger Woods. Your life is now an open book!

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

## upcoming business events

### SBA Small Business Matchmaker and Awards Luncheon

**Matchmaker** Your opportunity to meet with buyers from federal, state, and local government agencies and national businesses. Government agencies, national businesses, and prime contractors are looking for qualified, quality firms to buy the products and services they need to fulfill government procurements.

**Small Business Week Awards Luncheon** The SBA Buffalo District Small Business Week will be celebrated at a luncheon honoring small business owners from Western New York.

**When?** Wednesday, May 11, 2011


**Where?** Buffalo Niagara Convention Center • 153 Franklin St., Buffalo

**What?** Matchmaker 7:00 a.m. Registration & continental breakfast  
Doors open for small businesses to check-in to conference and sign up for 10-minute appointment at national businesses/government agency tables  
7:50 a.m. Welcome/rules of the day  
8:00 a.m. – 12:15 p.m. Matchmaking sessions  
Luncheon 12:30 – 2:00 p.m.

**Cost?** \$30 Small business (per person)  
\$50 Prime contractors and large business  
\$550 Exposition booth  
\$40 Individual luncheon ticket (tables of 10 available)

**Register?** By May 9th Credit card: [www.bizjournals.com/buffalo/calendar/](http://www.bizjournals.com/buffalo/calendar/)  
Check: SCORE Chapter 45, 130 S. Elmwood Ave.  
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**Questions?** 551-4301 or [laura.mccabe@sba.gov](mailto:laura.mccabe@sba.gov) or [kelly.lotempio@sba.gov](mailto:kelly.lotempio@sba.gov)



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### Scholarship

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# Small business marketing strategies

by Joyce DeLong

While e-commerce and the Internet take hold as marketing mainstays, research shows that most small businesses use print materials to market themselves more than any other medium.

According to the United States Postal Service, studies confirm that consumers who interact with brands over multiple media channels display more loyalty and spend 30% more than those who shop using a single media channel.

Print communications are highly effective marketing tools because they can reach most any audience, can be customized, and are often retained for future reference. Following are key considerations when using print strategies:

## Define marketing goals.

To implement a successful campaign, carefully plan your marketing efforts. What types of marketing have produced the best results in the past? Do you have existing marketing or identity elements such as color schemes, logos and graphic designs? Using these as part of your campaign can not only help save money, but create consistency and continuity to aid customer recognition and recall.

What are you trying to accomplish with your print communications? Introduce a new product or service? Boost seasonal sales? Appeal to a particular market niche? The more specific you can be, the easier it is to develop a strategy for achieving your goals. Efforts to simply "get our name out there" will not be as effective as those with a specific objective.

## Identify your audience.

Who is the target for your information? How can you define your audience in terms of demographics (age, geographic location, gender, etc.) as well as psychographics (lifestyle)? What do you know about the audience's needs and preferences? What kind of relationship do you currently have with the target audience? What type of relationship do you want to have?

This information will help you and your printer decide what type of materials will be most effective. For example, if you are targeting seniors, your marketing will vary greatly from what you use to reach high school seniors. Your message – what you say and how you say it – will be dramatically different.

## Develop a campaign.

For marketing to be effective, a prospect must see or hear of your product or service multiple times. Marketing efforts that are part of a strategic, conscious campaign are more effective than those that are piecemeal or tactical in nature.

Understanding where your product or service is in the buying process will help you and your print professional determine how to best reach customers. In most cases, prospective buyers need time to consider your product or service. Typically, the buying process begins with building awareness, followed by stimulating interest, urging evaluation and then trial. Ultimately, the goal, of course, is to gain a committed, repeat customer.

## Evaluate your efforts.

In establishing your goals, define what you want to accomplish in measurable terms. Determine how you will evaluate the success of your marketing efforts early in the campaign. Do you want to track new customer inquiries? Test responses in new geographic areas? Track your success among a particular market segment?

As you can see, your next conversation with your marketing services profes-



**Renee Cerullo**  
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sional should go far beyond paper selection, colors and quantity. Your communications partner should also be equipped to implement your marketing program through a full range of services including full-color printing, graphic design services, pre-press file preparation, bindery and finishing, mailing services, fulfillment, promotional products and more.

Smart businesses are using sources that can help them optimize their marketing efforts. And, that means more time for you to pay attention to the ink that really matters: staying in the black.

*NAWBO Buffalo Niagara member Joyce DeLong is the owner of InstyPrints Cheektowaga. Joyce has been helping businesses develop their print communications and other promotional tools for more than 25 years. Contact Joyce at 716-634-5966 or email her at [JDinsty@roadrunner.com](mailto:JDinsty@roadrunner.com).*

## advertising

### ANNUAL AD RATES AND SIZES:

Ads run in 11 issues (no issue in July).

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 1/2" x 2")	\$125

### SPECS:

Send business card, and check (payable to NAWBO) to: White Rabbit Design, 173 Audubon Drive, Snyder NY 14226. For electronic submissions, preferred formats: PDF, eps or tif. E-mail files to: [whiterabbitdesign@roadrunner.com](mailto:whiterabbitdesign@roadrunner.com).

## articles

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