

# WOMANink

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NAWBO® • National Association of Women Business Owners



October 2008



## CHAPTER NEWS

### Chapter Honored During National Business Women's Week!

On Wednesday, October 1, the **NAWBO Buffalo Niagara Chapter** was honored by **Business and Professional Women of Amherst/Buffalo** at the BPW dinner meeting celebrating National Business Women's Week, which is held every year in October. BPW recognized and applauded NAWBO Buffalo Niagara for its part in assisting and promoting women in business. Pictured with the plaque are Suzanne Witnauer, President of NAWBO Buffalo Niagara (left) and BPW Amherst/Buffalo President, Joyce

DeLong (right). The meeting featured a panel discussion with women discussing different aspects of business today. Panelists included **Suzanne Witnauer, NAWBO Buffalo Niagara President** and owner of Construction and Service Solutions Corp. and Patricia Zimmerman, NAWBO supporting member and Assistant Vice President and Branch Manager, KeyBank.

## UPCOMING EVENTS

### Growth Opportunities for Small Business

You don't want to miss this **FREE EVENT** on Wednesday, October 8, 2008, 6:30 – 9:00 p.m. at the University of Buffalo Center for Tomorrow (located at the campus Flint Entrance and Maple Road, Buffalo, NY 14226). As part of an ongoing effort to improve services to existing area businesses, IDA Leadership Council, Workforce Investment Board, WNY Chamber Alliance, Business First, SBA, and SCORE Buffalo Niagara want to learn about the companies doing business in this community. They have developed a program to assist and educate small businesses about the "Growth Opportunities" available. The agenda will cover:

Seminar 1 – Financing & Tax Credits (6:30 - 7:30 p.m.)

- Mentoring/Business Development
- IDA Tax Incentives
- Access to Capital/Financing
- Question & Answer (7:30 - 7:45 p.m.)

Seminar 2 – Acquiring Workforce Services (7:45 - 8:45 p.m.)

- Learn about Employment and Training Opportunities
- Gain a Competitive Edge in a Global Market Place
- Identify Workforce Resources
- Question & Answer

TO REGISTER PLEASE VISIT <http://events.bizjournals.com/4865>  
OR CALL: Kelly LoTempio, SBA at 551-4301x309

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## UPCOMING CHAPTER EVENTS (Programs/events are subject to change)

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**FRIDAY, OCTOBER 3, 2008 • 12:00 noon**

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### Northtowns Lunch Bunch

The NAWBO Northtowns Lunch Bunch meeting will be held on Friday, October 3rd at noon at the **Olympia Restaurant, 3312 Niagara Falls Blvd, North Tonawanda**. Please RSVP to Marilyn Coté-Miller at **270-3020** or **cotemiller@yahoo.com**.

**OCTOBER 8, 2008**

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### How to Make YOUR Business More Tech-Savvy

**Renee Cerullo**, owner of **RLComputing**, will answer these questions (and more!): How can I tell if my software is antiquated? Which equipment should I keep? Where are my software and hardware systems most vulnerable? What new tech tools do I *really* need and which are “flavor of the month throwaways”?

Location	Time	Cost
The Fairdale Banquet Center 672 Wehrle Drive • Amherst, NY 14225	5:30 p.m. Networking 6:00 p.m. Dinner	\$25 Member \$30 Prospective member

**Dinner choices:** Chicken with cranberry bread stuffing, Grilled shrimp, or Vegetable lasagna

**RSVP** Please include your full name, telephone number, dinner choice, and if a guest, name of NAWBO member who invited you. Mail pre-payment (check payable to NAWBO) to: Jamie Jordan • 46 Sandelwood Court • Getzville, NY 14068

1. **Easiest and Preferred Method** – Register online at [www.nawbowny.org](http://www.nawbowny.org)
  2. **E-mail** – Jamie Jordan at [Jamie420@roadrunner.com](mailto:Jamie420@roadrunner.com). (Please put “NAWBO Dinner Reservation” in subject line)
  3. **Telephone** – Jamie Jordan at 716-580-1135
- Monthly meeting cost will be \$30 for any NAWBO® member failing to RSVP by close of business **the Friday before the Wednesday night meeting**. Cancellations will be taken up to 48 hours in advance. “No shows” will be billed.*

**WEDNESDAY, OCTOBER 22, 2008 • 12:00 noon**

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### Board Meeting

The board meeting will be held at 5:30 p.m. at Frog Hair, Frog Hair, 7800 Transit Road in Amherst. Please RSVP to Suzanne Witnauer at **570-1352** or **suzanne@cscssbuilds.com**.

## MARK YOUR CALENDAR FOR THESE MEETINGS!

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**NOVEMBER 12, 2008**

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### Good Health is Good Business

**Dr. Christine Moll** will discuss how dependent a small business is on the health of both owner and employees and offer preventative strategies.

**DECEMBER 10, 2008**

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### “Non-Book Club” Club for Entrepreneurs: Reviews

The easy way to read a book: four NAWBO Buffalo Niagara members will read four different books and give their feedback!

## NAWBO

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### NAWBO's Vision

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

### NAWBO's Mission

As an organization with a “customer first” philosophy, we:

- **Strengthen** the wealth-creating capacity of our members and promote economic development
- **Create** innovative and effective changes in the business culture
- **Build** strategic alliances, coalitions, and affiliations
- **Transform** public policy and influence opinion makers

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## MEMBER NEWS

### Chapter President to be Honored at Business First 40 Under Forty Luncheon

Congratulations to chapter president, **Suzanne Witnauer** who will be honored at the **Business First 40 Under 40 Award Luncheon**, held Thursday, **November 13, 2008** from 11:30 a.m. to 1:30 p.m. at the **Buffalo Niagara Convention Center**. The cost is \$50; RSVP by Monday, October 27 to Kim Schaus at 541-1656 or kschaus@bizjournals.com. When making your reservation, indicate you'd like to be seated at Suzanne Witnauer's table. Suzanne is President of Construction and Service Solutions Corp. a NYS Certified WBE general contracting firm providing commercial construction services.

### Member Offers Yoga Retreats

NAWBO Buffalo Niagara member **Leanne Oldenbrook** is offering a series of yoga retreats at the Albright-Knox; a one-day fall country retreat, or Introduction to Meditation on Friday mornings this fall. For more information e-mail [crescmnyyoga@yahoo.com](mailto:crescmnyyoga@yahoo.com) or call 864-1194.

#### *Yoga at the Albright-Knox Art Gallery!*

Enjoy an hour of yoga/meditative practice and learn about the Albright-Knox art collection in a different art-filled location each week. Each of the six sessions will begin with a fifteen minute introduction to the artwork in the yoga space by a gallery guide. Leanne Oldenbrook, certified yoga instructor, will then lead a class that will explore different aspects of yoga each week.

Saturdays, October 4 – November 8, 2008; 9:00 – 10:15 a.m.

\$10 per session or \$55 all sessions for Members

\$15 per session or \$85 all sessions for non-members

Yoga mats and music will be provided. Pre-registration is required and enrollment is limited.

To register: 716-270-8320 or e-mail Admissions Coordinator James Baker at [jbaker@albright-knox.org](mailto:jbaker@albright-knox.org).

#### *Fall Yoga Retreat - Sunday, October 19, 2008*

Join Leanne and Crescent Moon Yoga for a fall day in the country featuring a light breakfast, a walk through the fields, gentle/restorative yoga, and a shared meal. The Beauty View Farm is a lovely, more than 400-acre farm near Ellicottville with ponds, meadows, and a picnic shelter. Cost is \$35 person, includes light breakfast and all activities. Herbal tea and water will be provided. Bring a lunch for yourself, and a dish to pass. Bolsters, blankets and mats will be provided; you are welcome to bring your own. Carpooling will be available. Directions can be found online at: [www.thebeautyviewfarm.com](http://www.thebeautyviewfarm.com). Click on the map and that will take you to Mapquest. Please register at 864-1194 asap; space is limited.

#### *Introduction to Meditation*

Friday, October 24 – December 19, 2008; 9:30 -10:45 a.m.

Eight-week session demonstrates the benefits of meditation, positions suitable for meditation (seated in a chair, against a wall, or lying on the floor) yoga postures to prepare for seated positions, and a sampling of meditation techniques. This class is one of WNY BC/BS's Alive and Lively programs – one eight week session per calendar year with no copay!

## MEMBER DIRECTORY

*Please make these updates to your member directory.*

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### Dottie Austin

Career Partners International/RW

Caldwell

e-mail [daustin@rwcaldwell.com](mailto:daustin@rwcaldwell.com)

*Add:*

**Victoria L. D'Angelo**

*Member*

Partner

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*\* Please note: telephone listed above is the general contact information for Beechwood Continuing Care.*

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**EDITORIAL**

**Just the Facts, Ma'am:  
Life and times of a political junkie**

*[Editor's note: On a national level, NAWBO does not endorse any political candidate, and here in Western New York neither does the Buffalo Niagara Chapter.]*

Yes, the silly season is upon us – and, no, we don't mean fashion week in Manhattan – the **presidential election 2008** is what we have in mind. This year the candidates, McCain and Obama, are so tight in the polls they've literally created their own dance of stock market fluctuations: up, down, up, down, and so on, *ad infinitum*...

Your editor is encouraging you make YOUR voice heard and TO VOTE on Tuesday, November 4th, but we also encourage you to do your research on the candidates' stands on the issues that will affect you, your family, and your business's future.

Two Web sites we've found to be extraordinarily helpful in "fact checking" political claims by the candidates and their surrogates, as well as the land mine field of advertising, are:

**[www.politifact.com](http://www.politifact.com) and [www.factcheck.org](http://www.factcheck.org).**

So when you hear Barack Obama say, "He's promising four more years of an administration that will push for the privatization of Social Security..." or a John McCain ad states "...we would pay – skyrocketing taxes on life savings, electricity and home heating oil" – do some research or go online and get the real skinny. You'll be doing yourself – and your country – a real service. (And for those of you political junkies who crave the real answers NOW, see below.)

CLAIM: John McCain ad states "...we would pay – skyrocketing taxes on life savings, electricity and home heating oil"

TRUTH: John McCain's ad claims Obama will raise taxes on electricity. He hasn't proposed any such tax. Obama does support a cap-and-trade policy that would raise the costs of electricity, but so does McCain. It falsely claims he would tax home heating oil. Actually, Obama proposed a rebate of up to \$1,000 per family to defray increased heating oil costs, funded by what he calls a windfall profits tax on oil companies. (source: **[www.factcheck.org](http://www.factcheck.org)**)

CLAIM: Barack Obama said "He's promising four more years of an administration that will push for the privatization of Social Security..."

TRUTH: The truth is, so far McCain isn't promising much of anything concrete when it comes to Social Security. McCain's campaign Web site states that McCain supports "supplementing" the current Social Security system with personal investment accounts – "but not as a substitute for addressing benefit promises that cannot be kept." This approach appears to rule out a plan like the previous Bush plan, which would have diverted some Social Security payroll taxes to fund private investment accounts controlled by individual workers. McCain's chief economic aide, Douglas Holtz-Eakin, told the *Wall Street Journal* in March 2008 that "McCain intends to keep Social Security solvent by reducing the growth in benefits over the coming decades to match projected growth in payroll tax revenues. Among the options are extending the retirement age to 68 and reducing cost-of-living adjustments, but the campaign hasn't made any final decisions yet." John Rother, policy director at AARP, said he, too, has spoken with Holtz-Eakin and understands McCain's plan to be "sort of an in-between system" compared to his earlier efforts. (source: **[www.politifact.com.org](http://www.politifact.com.org)**)

# To Collaborate or Not To Collaborate? A Real Question

by Amy Remmele

All of our lives, we hear that we should “play nice with others” and that teamwork is an ultimate virtue. What they usually forget to teach us is that not everyone can or will collaborate, that some things are better done by one person, and that when we go to collaborate, there are many factors that need to be considered.

First, check out whether the task at hand needs a team or if one person is really what the job requires. When we step back we can see so many cases where teams or meetings are used just because “we do everything in teams around here” or because “we don’t want to hurt anyone’s feelings”. Remember the old saying, “Too many cooks spoil the soup”? Much of the time, what is needed is to clear the kitchen and let the lone chef get to work. Let’s say a project requires developing a measurement system to assess its effectiveness. That’s probably a job for one research-minded person working independently then reporting to a committee. A committee will take much more time than the individual subject matter expert, partly because they may feel everyone’s opinion needs to be represented (a variation on the theme of not hurting anyone’s feelings). Once the data have been gathered, deciding what the data mean and what actions to take based on that meaning are jobs for a collaborative group. So be sure to really ponder what the job requires before assembling the troops, because sometimes one hard-working, specialized soldier is better than a battalion.

Next, check out whom you are considering bringing into your collaborative project, and where they fit. Everyone works differently and each person’s natural style makes them a good fit for different parts of the team process. What is the person like? Do they “play nice with others?” Do they like to share ideas or do they just sit and watch everyone else brainstorm because they are focused on avoiding disapproval? On the other hand, do they speak little, but when they do it is with a big picture view and much wisdom? Can this person speak up to the group and be assertive or do they become silently frustrated and talk after the meetings about how unhappy they are with the process? Does the person take feedback well or do they become defensive whenever they are disagreed with? If you decide you would like to collaborate, then consider where people fit into the team process. According to the Team Dimensions Assessment, designed by Inscape, there are five “team types.” There are Creators, individuals who generate the concepts and ideas. They reframe the problem and look for solutions. They are not afraid

of failure and are willing to be bold. There are Advancers who recognize ideas and new directions in the early stages and develop ways to promote them. The Advancer’s purpose is to move and promote ideas towards implementation. Advancers are in a sense the “advertising department” for the Creators. There are Refiners, who challenge concepts, using a methodical process to analyze potential flaws and problems. Many of our “loner” types, who prefer to submit a written report to the group rather than speak publically, may be excellent Refiners whose analytical style steers many a ship away from the rocks. There are Executors who follow up to be sure that implementation takes place. Finally, there are Flexors who can play up to three different roles and who see to it that the team members are monitored to keep the process moving. If a person who is a fabulous Advancer, but who does not attend to detail or follow through well on tasks, insists on being an Executor or Refiner, then decline working with them. All teams need either a good leader to assign roles or a very definite protocol used in assigning the roles.

Before you join in a collaboration, assess whether it is “high stakes” or “low stakes.” If it is a simple team project, if there is not much of an investment of your time or other resources, then minimal caution may be enough. If, however, there is a big investment on your part, stop and take the time to think it through. After working so long with couples in my private practice and with multiple owners in my business practice, it has become obvious that many people pick partners in their personal lives and in their business lives without considering the long-range consequences. Decisions made hastily or short-sightedly can wear you down over time. Your strikingly attractive trophy mate may come to drive you crazy with his or her grooming rituals. The giant collaborative project among your department and three others that was going to make your resume shine may become such a poor fit with the rest of your life that it strains your sanity, your other necessary work, and your key relationships. An obvious example in marriage is the research finding that “beautiful people” marry other beautiful people. Fast forward several years, however, to when the looks are fading or to when one of the partners decides that a little more depth would be nice. Similarly, some people marry their partner’s money, but then later find they want not just jewels and vacation homes, but love and attention, too. Now, it’s not up to anybody else to judge why people get married. But the problems would be less if they had made an “up front contract” and

*Continued on page 8*

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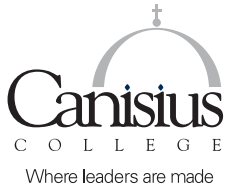
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Send e-mail submissions to [whiterabbitdesign@roadrunner.com](mailto:whiterabbitdesign@roadrunner.com). All contributed articles must be original work; all previously published works must be accompanied by the publisher's authorization to reprint.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

## ADVERTISING

### AD RATES AND SIZE:

Ads run in 11 issues (*WOMANink* is not published in August).

Full page (7 <sup>1</sup> / <sub>2</sub> " x 10")	\$1,000
Half page (7 <sup>1</sup> / <sub>2</sub> " x 4 <sup>3</sup> / <sub>4</sub> ")	\$525
Quarter page (3 <sup>3</sup> / <sub>4</sub> " x 4 <sup>3</sup> / <sub>4</sub> ")	\$225
Business card (3 <sup>1</sup> / <sub>2</sub> " x 2")	\$125

### SPECS:

Send business card, camera ready artwork, or electronic files and check (payable to NAWBO) to: [whiterabbitdesign@roadrunner.com](mailto:whiterabbitdesign@roadrunner.com) or White Rabbit Design Studio, 173 Audubon Drive, Snyder NY 14226.

## BUSINESS BASICS

*Continued from page 7*

made it clear what the exit strategy would be if conditions change or the partners wanted to modify the terms.

The "not thinking it through" can be just as devastating in the business world. We often see people join forces and go into business together because they like each other or because they share a common dream. Those are great starters. But the most important factor in deciding on a partnership is not if you both (or all) have the same things to gain, but more importantly, if you both or all have the same to lose. In tough times, having your feet to the fire is a stronger motivator than a carrot at the end of a sometimes very far away stick. But an even worse decision making process I see is the "owner track" problem. Owners sometimes cannot discriminate between someone who should stay an employee and someone who has owner potential. So many times, being good at one's job or "making money" for the business is the justification for granting that person ownership in the business. But being good at a job or performing billable hours does not make a person a "rainmaker," one who either directly brings in new business or leads in a way that inspires others to make rain. I cannot think of any reason to give ownership to someone who is not a rainmaker. Give the hardworking non-rainmakers bonuses and maybe even stock options or other forms of shareholding. But give the power of ownership to those who respond to difficult times by ramping up their rainmaking effectiveness.

Not everyone is cut out for collaboration, not all collaborations are worth entering, and many, many collaborations founder on the rocks of poor team composition or ownership by people who should never be owners. Making sure that you think it through from many angles and seeing the forest as well as the trees is a great way to build in a safety net.

*NAWBO Buffalo Niagara member Amy Remmele is the owner of Peak Of Success. Her company specializes in behavioral style and personality assessments, consultation, and counseling. She can be contacted at 716-626-5977 or [amy@peakofsuccess.com](mailto:amy@peakofsuccess.com).*

## NAWBO BUFFALO NIAGARA MISSION

NAWBO Buffalo Niagara is a leading advocate for women business owners who aspire to higher levels of opportunity, challenge, and success. We provide:

- A high quality, professional atmosphere that supports personal and professional development
- Educational and networking opportunities
- Encouragement and support

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## 2008/2009 NAWBO BUFFALO NIAGARA BOARD

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