



October Meeting

Wednesday
October 5, 2011

Program: "Compartmentalizing:
Prevent Life's Roles From
Colliding With Each Other"

Speakers: Amy Remmele &
Mary Vogt
Peak of Success

5:30pm: Social
6:00pm: Dinner Meeting
7:00pm: Program

Place: Protocol
6766 Transit Road
Williamsville, NY 14221

Menu: Chicken Parmesan
Grilled Pork Tenderloin
Cheese Tortellini

Cost: \$30 per person

PLEASE NOTE:

Checks payable to
"NYS Women Inc., BNC"

How to Register

Register on-line at:
www.bncwomeninc.org

or contact:
Kathy Cerullo at 675-6075 or
kathyc3112000@gmail.com

Registration Deadline:
Friday, Sept. 30, 2011



President's Message Renee Cerullo

We are off to a great start. It was nice to see so many guests at our meeting. This is a great way to grow our organization. Everyone should consider bringing a guest to our October meeting. Our next meeting will have a presentation on "Compartmentalizing: Prevent Life's Roles From Colliding With Each Other" – Amy Remmele, owner Peak of Success. We are looking for help on our marketing committee. If you are interested please let me know.

A benefit to your membership in BNC

is our member scholarships. Are you taking a class to expand your skills or going to school? We offer professional development scholarships to our members. Don't miss out! The application is on our web site. The next scholarship will be awarded in December.

Are you a fan of our Facebook page? Check us out at <http://facebook.com/bncwomeninc> This is a great way to keep up to date on what is going on in our chapter and on the state level. This also an easy way to share information about our organization with your Facebook friends.

Amy Remmele & Mary Beth Vogt Peak of Success

October's Program



"Compartmentalizing: Prevent Life's Roles From Colliding With Each Other" As women we all have issues or problems effecting the different roles in our lives and at some point they can "bump" into each other, but there are ways to minimize the impact. Amy will outline simple steps to help prevent those catastrophic collisions, gain support when you're on a collision course, and support employees, co-workers, and friends and family through their own "crashes."

Peak of Success offers a powerful approach to perfecting sales and communication skills. Amy Remmele and Mary Beth Vogt, known as *The Psych-cess Coaches*, balance sound psychological lessons with business success principles. As coaches, Amy and Mary Beth work with women who want to overcome obstacles to success, with professionals who want to stand out and make a mark, and with couples. As consultants, trainers and speakers, Amy and Mary Beth work with business owners who want all of their relationships to be an asset and who want everyone in the organization to internalize

the company's sales and marketing strategies to create the most cohesive workforce and the best image. Amy and Mary Beth also work with professionals who need to market themselves and sell their services, with sales people who want to improve their performance and with business owners who want to maximize their selling potential. Amy and Mary Beth believe that communication and relationship management are the foundations for success. For over 25 years, Amy and Mary Beth both previously co-owned businesses with their husbands.

www.peakofsuccess.com



Low Down on Banner Ads

By: Renee Cerullo
RLComputing
www.RLComputing.com

Low down on Banner Ads

There are many ways to advertise online. One of the more common types is displaying advertising. Displays ads are graphical, banner-like images that appear on web pages and within emails. Display ads are so popular because they allow you to visually impress upon your potential customers the value of your service or product. Display ads have been the standard for companies with strong brand recognition for many years. They can be helpful to raised awareness. Display ads accounts for billions of dollars in the web economy.

There are a few drawbacks to the banner ads. First, they are sold on a CPM (cost per thousand impressions). This can be a drawback because unless you have strong brand awareness or are using very finely tuned target marketing, your ad may appear out of place. For companies like Microsoft it does not matter where their ad shows up. We all know their company. If you were selling tea and your ad showed up on a fishing web site it will seem very out of place. Luckily for advertisers this method is being phased out. Most companies are moving to a CPC (cost per click) pricing scheme.

Banner Ad Formats

Leaderboard Ad – These are placed at the top of a web page and should have a very strong brand message in them. The size is usually 728px wide and 90px tall.

Rectangle Ad – These ads can be placed in the content of the page or they can be popups. They should place an emphasis on strong call to action.

Skyscraper Ad – These ads are placed along the right side of the page and are much longer in size. They are becoming very popular.

Knowing where your ad will be placed is very important in determining what message you will display. There are a few keys to designing a good ad:

- The file size should be less than 40KB.
- When you have animations in the ad keep it to 3-4 slides that take 15 seconds or less to complete.
- The font should be 16 points at a minimum.

Techniques

Targeting – When setting up your banner ad you should make sure you work with a vendor that allows you to target specific user demographics like locations, gender, education, interests, etc. You need to find a balance between no targeting and targeting too much. The more you target your ad the more expensive it will be.

Budgeting – You should have a strict budget for your ads. This will enable you to obtain more value from your ad. It is a good idea to have at least monthly budgets if not daily budgets because this allows advertisers to throttle the traffic and distribute the traffic throughout the monthly.

Bidding – When dealing with pay per click you will be bidding on the position of your ad in search engines. You need to be careful with this since it can become very expensive. Bidding for the first spot is not recommended. You are better off bidding for the second or third spot, which will keep the cost reasonable. Your main goal is to have a bidding strategy that will generate the highest ROI. If you focus on obtaining the first position, you will be spending a lot on users who are just looking and nor serious buyers. You want to keep a close eye on your bidding and adjust it as needed.



OCTOBER \$ MONEY MINUTE \$

– Amy Jo Lauber

“Property may be destroyed and money may lose its purchasing power; but character, health, knowledge and good judgment will always be in demand under all conditions.”

– ROGER BABSON

In this time of the harvest, think about what resources you have besides financial. You may have a good work ethic, excellent study skills, the ability to make people laugh, or serve as a trusted friend. You may be blessed with a large family or the ability to “go with the flow”. Stop focusing on what you may be lacking and focus instead on all the gifts you already have, if you only harvested them.



Member

Spotlight



*We've all heard the adage "if you want something done, give it to a busy woman." That certainly applies to **Kimberly DeSimone**, our featured member this month.*

First, Kimberly is a fulltime Marketing Lecturer at St. Bonaventure University in Olean. Her courses cover an incredible array of marketing topics. She has experience as an Adjunct Faculty with the University of Phoenix (online), as a Program Coordinator, Instructor with Villa Maria College and has been involved in various research projects, e.g., exploring the relationship between organizational ranking (best ranked companies for working women and mothers) and consumer behavior (women and consumer power), and exploring trends in social media (Twitter and Facebook) amongst university students.

With all of this, she has a vibrant family life with her husband Tony (whom she met while working at Fisher-Price; he's still there) and two sons – Anthony (3) and Julian (1). Her hobbies include tennis, running, dance, reading, writing, social media dabbling – oh, yes... she's also working on her Ph.D. dissertation! She has published in several academic journals and is a frequent presenter and moderator at academic conferences.

When asked why she joined our chapter, Kimberly responded "I was looking for intellectual conversation and inspiration from smart, creative business women locally. I hope my marketing background might be helpful to other women who need a little help. Women have to help each other!" Does that sound familiar? Maybe we can coerce Kimberly into sharing her tips on balancing life and work issues with us in the future.

Be sure to extend a warm welcome to Kimberly next time you see her – we welcome her talent, enthusiasm, and participation.

Congratulations...

to **Jill Schaefer** our Treasurer being awarded the Business First 40 under 40 Award. Tickets for the 40 Under 40 luncheon are \$50. The luncheon will be held on November 10th. For tickets and more information, contact Kim Schaus at 716-541-1656 or kschaus@bizjournals.com

The Buffalo Niagara Chapter of NYS Women, Inc.

fosters the success of women in the workforce throughout Western New York; offering career advancement resources, work/life strategies, leadership development, and personal and professional connections.

NYS Business Women, Inc.

Buffalo Niagara Chapter BALANCE SHEET As of August 31, 2011

Assets

Cash - Checking	\$ 8,904.24
Cash - Scholarship	2,733.18
Cash - Other restricted	100.00
Total Cash	<u>11,737.42</u>
Room deposit	100.00
Total Assets	\$ 11,837.42

Net Assets

Unrestricted	\$ 9,004.24
Temporarily restricted - scholarship and other	2,833.18
Total Net Assets	\$ 11,837.42

NYS Business Women, Inc.

Buffalo Niagara Chapter PROFIT & LOSS Year Ending June 30, 2012

	<u>Budget</u>	<u>YTD</u>	<u>Difference over/(under)</u>
Income			
Dues revenue	\$ 4,250.00	\$ 510.00	\$ (3,740.00)
Annual fundraiser	600.00	-	(600.00)
Newsline and website ads	500.00	-	(500.00)
Interest income	50.00	-	(50.00)
Total Income	<u>\$ 5,400.00</u>	<u>\$ 510.00</u>	<u>\$ (4,890.00)</u>
Expense			
Advertising	\$ 30.00	\$ -	\$ (30.00)
Bank service charges	85.00	6.00	(79.00)
President's gift	50.00	-	(50.00)
Website/domain names	300.00	149.80	(150.20)
Community service	50.00	-	(50.00)
Conferences and meetings	300.00	-	(300.00)
Dues			
District VIII dues	100.00	92.00	(8.00)
State dues	1,750.00	210.00	(1,540.00)
Insurance	180.00	-	(180.00)
Membership supplies	400.00	373.23	(26.77)
Miscellaneous	195.00	-	(195.00)
Newsline printing	1,100.00	105.94	(994.06)
Postage	50.00	4.40	(45.60)
President's miscellaneous	20.00	-	(20.00)
Program	200.00	-	(200.00)
Roster	225.00	-	(225.00)
State president's gift	10.00	-	(10.00)
Stationery	125.00	180.45	55.45
Treasurer's bond and insurance	100.00	100.00	-
Woman of the Year	130.00	-	(130.00)
Total Expense	<u>\$ 5,400.00</u>	<u>\$ 1,221.82</u>	<u>\$ (4,178.18)</u>
Net Income (Loss)	\$ -	\$ (711.82)	\$ (711.82)



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