

## September Meeting

Wednesday  
September 7, 2011

**Program:** "Life is a Journey"

**Speaker:** Pete Wendel,  
Coach/Owner  
Life-Work Transitions

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

**Place:** Protocol  
6766 Transit Road  
Williamsville, NY 14221

**Menu:** Chicken Protocol  
Broiled White Fish  
Grilled Vegetable Pasta

**Cost:** \$30 per person

**PLEASE NOTE:**

*Checks payable to  
"NYS Women Inc., BNC"*

## How to Register

**Register on-line at:**

[www.bncwomeninc.org](http://www.bncwomeninc.org)

**or contact:**

Kathy Cerullo at 675-6075 or  
[kathyc3112000@gmail.com](mailto:kathyc3112000@gmail.com)

**Registration Deadline:**

**Friday, Aug., 2011**



### President's Message Renee Cerullo

Welcome back! I hope you had a great summer. We have an exciting year ahead of us. We have a great program line up for the upcoming year. To get the latest list and information check out our web site and become a fan on Facebook. For the upcoming year we will be focusing on professional development for our members and growing our membership.

Over the summer we worked hard to make some changes on the administrative side of the organization. We have completed our branding with new stationary, marketing materials, name tags and an updated web site. The new web site will integrate social media, a new registration system and information is easier to locate. We also re-structured our

membership processes. Members will receive renewal notices that allow them to click on a link to renew online with a credit card. We will be following up with potential new members and members we have not seen in awhile. The membership committee has a lot of work ahead of them.

We have a few committees that we are looking for help with. They are scholarship, social media, and marketing. 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.

### Pete Wendel Life-Work Transitions

### September's Program



Life is a journey: successful life/work transitions Pete Wendel, coach and owner of Life-Work-Transitions, will discuss the transitions we all make in our lives—both personal and professional. Discover how to move gracefully and successfully from one phase to the next. Learn how to make mid-course corrections, challenge assumptions, explore personal aspirations, and build on individual strengths.

**Since 1990, the Life-Work-Transitions has been Pete Wendel's primary focus.** Recently he has refined his focus. Two sets of new business and personal needs have merged!

**Leaders of many businesses are approaching retirement and companies have not fully developed their 'next generation' of leaders.** Over the next years they will face a

leadership deficit unless they develop a new tier of "Next Generation" leaders prepared to lead their companies into the future. This deficit, if not addressed, could spell the end of the company.

**Those who will be retiring will be entering what I call "The Next Phase" of their lives – a period that can last ten to thirty years.** Many are not prepared. They haven't 'built their boat.' They don't have a transition strategy. They haven't built a leadership – and ownership – team to succeed them. Those who start planning now will be better prepared.

**Life-Work-Transitions offers help in both areas:** helping business owners make their transition into their "next phase" and building the next generation of leaders.

Pete combines his training, his personal experience (in leadership transfer and preparing for 'the next phase') with his understanding of organizations and people to guide his clients as they prepare for their changing future.



## What is Google+



By: Renee Cerullo  
RLComputing  
www.RLComputing.com

In the age of social networking no one wants to be left out especially Google. Until now there has been no competition for Facebook. Google has developed Google+ or sometimes called Google Plus. Google+, a social network operated by Google, launched on June 28th, 2011 with integrations across a number of Google products. This site is Facebook's first real competitor. Currently Google+ is in a public trail state. Google likes to open its new products up to public testing but limit it to a certain amount of users. They used this same method when they first started Gmail. Within a few hours Google+ reached its limit of testers. Currently no one else can create Google+ account until Google opens it back up to the public. Google+ wants to move social media from a platform that facilitates conversation and content sharing to a mechanism that can deliver much deeper social experiences.

Google+ will be interesting to watch to see how it competes with Facebook. Google does have the advantage here since it can learn from the mistakes that Facebook has made. Google also plans to integrate Google+ analytics data into its Google Analytics system. This will be a huge benefit to businesses.

So what does Google+ do? Much the same as what Facebook does with just different names and interface. Google+ already has an application for the iPhone and android phones.

### Circles

One key element of Google+ is a focus on targeted sharing within subsets of your social

group, which Google calls "Circles". Circles are simply small groups of people that you can share with, each with names like friends, family, classmates and co-workers. These are similar to Facebook's "lists" you can create containing your friends.

### Photos/Multimedia

Google+ has a section specifically for viewing, managing and editing multimedia. The photo tab takes a user to all of the photos they have shared, as well as the ones they are tagged in. Google+ includes an image editor, privacy options and sharing features. Facebook does not have an image editor.

### Hangouts

"Hangouts," is Google's new group chat feature. Instead of directly asking a friend to join a group chat, users instead click "start a hangout" and they're instantly in a video chat room. At the same time, a message goes out to



their social circles, letting them know that their friend is "hanging out." Friends can then join the hangout as long as they have been placed in a circle that was invited by the person who created the Hangout.

### Google Search Results

Google has begun integrating Google+ into search results with public Google+ posts now appearing in Social Search. Whenever a user publicly shares a link on Google+, an annotation will show up under that link when it appears in a friend's search results. Social Search integration is only the beginning for Google's plans for combining its search engine and social network. Google intends to have real-time search with Google+ data and will launch a search engine for Google+ posts.

### Games

Google+ has not released its game line yet. Just like Facebook it will have games users can play online. Unlike Facebook the games will not automatically appear in everyone's news feeds. They are turned off by default.

### Sparks

Sparks is Google+'s online sharing engine. You put in a list of things you are interested in. Then you will have a constant feed of articles and videos related to these topics that you easily share with your circles.

Time will tell where Google+ goes. So far it has received lots of great reviews. Google has the advantage because you can integrate email, social media, office applications and much more in one system, where Facebook is not tied to any other applications. With all this I wonder if we really need another social media giant. Most people can't keep up with Facebook let alone another social media site. If Google+ takes hold which it looks like it will this will add another layer on to businesses to maintain more social media sites.



## BEWARE OF SCAMS

Louise Hoerner

I had an experience on Wednesday, July 20, that I never thought would happen to me. About 7:30 pm, I opened my emails and found that six transfers had been made from my checking and saving accounts around 5 pm that amounted to almost \$12,000. They were transferred into account numbers that I did not recognize. Then I noticed an hour earlier I had received two emails from my bank informing me that two new accounts had been opened under our banking profile and that I could start using them immediately. These were the numbers that the money was being transferred to.

At that point I quickly called the bank and reported what I felt had happened. Then I remembered that I received an email on July 15 telling me that because of too many logging attempts on my account a restriction was put on my account and I had to restore my account features. I didn't read the email until Wednesday. Dummy me clicked on the URL they gave me and then proceeded to give them all my information. I can't believe I didn't realize that this was a SCAM. Our accounts with Citizens Bank have now been canceled.

I CAN'T BELIEVE I was so stupid. The email came from Citizensbank.com and really looked like an official notice from the bank but the more I looked at it that evening, I saw signs that should have warned me. The bank has now told me they never ask for personal information via email.

I feel I have to warn everyone I possibly can that this activity is happening. Monday, July 28 while I was eating breakfast I watched a segment of the Today show regarding this very subject. Monday evening the Buffalo News had an article that advised changing your password frequently plus other warnings.

I never thought I would fall victim to a scam but I did. Please be careful.



## SEPTEMBER \$ MONEY MINUTE \$

— Amy Jo Lauber

*“Money is only a tool. It will take you wherever you wish, but it will not replace you as the driver.”*

— Ayn Rand

*Modern personal finance certainly has its share of complexity, but the fundamentals are the same; set some money aside in savings, insure what you wish to protect, grow your money, spend it wisely, and share it. You are in control of these decisions, a financial planner can coach and encourage you, but ultimately you are the driver.*



## NANCY RIZZO

Member

# Spotlight



Feeling in a rut, overwhelmed and ready to peel away those anchors, baggage and gunk you're allowing to hold you back? Meet Nancy Rizzo who is a Certified Life & Wellness Coach and owns her own business Smart & Simple Wellness. She specializes in, but is not limited to, women entrepreneurs already in or launching businesses who are trying to do it all, as well as those feeling that tug to "do something else."

She offers a free Get Acquainted Coaching Session where she guarantees your first result – an immediate "take-away." With her help, you'll begin a journey that brings clarity, effectiveness and fewer struggles in your life. Nancy believes "women rock" and that being in the company of other women business owners as a member of our chapter is invaluable.

Nancy had never heard of NYS Women, Inc. until she saw a notice of last year's annual conference on Grand Island in a NAWBO posting. She signed up as a vendor and connected with lots of women, including our own Amy Jo Lauber. Additionally, something from her materials was quoted in a NYS Women Inc. publication in Schenectady which resulted in a young woman business owner there contacting her and enrolling Nancy as her Coach. Proof positive that networking is a powerful tool!

Welcome, Nancy Rizzo!

### **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 July 31, 2011

<b>Assets</b>	
Cash - Checking	\$ 100.00
Cash - Scholarship	2,733.18
Cash - Other restricted	9,521.26
Total Cash	<u>12,354.44</u>
Room deposit	100.00
<b>Total Assets</b>	<b>\$ 12,454.44</b>
<b>Net Assets</b>	
Unrestricted	\$ 9,721.26
Temporarily restricted - scholarship	2,733.18
<b>Total Net Assets</b>	<b>\$ 12,454.44</b>

# NYS Business Women, Inc.

## Buffalo Niagara Chapter PROFIT & LOSS July 2010 – May 2011

	Budget	YTD	Difference over/(under)
<b>Income</b>			
Dues revenue	\$ 4,250.00	\$ 425.00	\$ (3,825.00)
Annual fundraiser	600.00	-	(600.00)
Newsline and website ads	500.00	-	(500.00)
Interest income	50.00	-	(50.00)
<b>Total Income</b>	<b>\$ 5,400.00</b>	<b>\$ 425.00</b>	<b>\$ (4,975.00)</b>
<b>Expense</b>			
Advertising	\$ 30.00	\$ -	\$ (30.00)
Bank service charges	85.00	3.00	(82.00)
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	175.00	(1,575.00)
Insurance	180.00	-	(180.00)
Membership supplies	400.00	-	(400.00)
Miscellaneous	195	-	(195.00)
Newsline printing	1100	-	(1,100.00)
Postage	50	-	(50.00)
President's miscellaneous	20	-	(20.00)
Program	200	-	(200.00)
Roster	225	-	(225.00)
State president's gift	10	-	(10.00)
Stationery	125	-	(125.00)
Treasurer's bond and insurance	100	100.00	-
Woman of the Year	130	-	(130.00)
<b>Total Expense</b>	<b>\$ 5,400.00</b>	<b>\$ 519.80</b>	<b>\$ (4,880.20)</b>
<b>Net Income</b>	<b>\$ -</b>	<b>\$ (94.80)</b>	<b>\$ (94.80)</b>

## NYSW Inc Buffalo Niagara Chapter Minutes from Meeting 7/1/11

### Welcome

### Pledge

Call to order & Motion to accept presented agenda

- 1st Mary Ellen Shaughnessy
- 2nd Sue Fayle

### Introductions

Approval of Minutes in Newsline

- 1st Sue Fayle
- 2nd Nancy Vastola

### President's Report

- Presented by Renee Cerullo

- Strategic planning will begin over the summer months and member's input and suggestions are requested
  - o Members are asked to speak to Renee if they would like to attend these strategic planning sessions
- State Conference in Albany will be later in the week
  - o Updates will be sent via email, FaceBook and Twitter

### 1st VP Report- Program

- Presented by Amy Jo Lauber

- Members are asked to send program requests to Amy Jo

### 2nd VP Report

#### - Membership

- Presented by Renee Cerullo on behalf of Kate Beck

- Online renewal payments of annual membership fee is now available
- Members are encouraged to use it

### Treasurer's Report

- Presented by Renee Cerullo on behalf of Jill Schaefer

- Annual budget was posted in Newsline
- Motion to file for an audit
  - o 1st Linda Przepasniak
  - o 2nd Sue Fayle

### Committee Reports

#### Scholarship – No Report

### Fundraising

- Presented by Joyce DeLong on behalf of Kathy Jackson

- Annual auction at Park Country Club made a profit of \$1200
  - o Profit will be applied to BNC member scholarship fund

### Other Business

Sue Mager, State President Elect

- Gave thanks and appreciation for BNC's support of her for State President in Nike

### Program:

"Power of LinkedIn to Increase Your Network and Online Brand" presented by Diane Robinson



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President, MCSE

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# Newsline

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