

November Meeting

**Wednesday
November 3, 2010**

Speaker: Amy Remmele
Owner, Peak of Success

Program: Breaking the Ice
Personally & Professionally

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

Place: Verbena
930 Maple Road
Williamsville, NY

Menu: Buffet

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, October 29, 2010



President's Message Renee Cerullo

Another month has flown by. We had a great presentation at our October meeting by Pat Herberger. She definitely opened our eyes to how easy it is to have information about us stolen. I know I will be more aware of what I put out there. We will need to be even more vigilant as our society moves to be more electronic.

This month we will have a presentation on "Breaking the Ice Personally & Professionally" with Amy Remmele. A topic many of us struggle with. This is a great workshop to bring a friend to. We would really like to increase our membership base and this is a great way to do it. A fun night out and you learn something too.

Tip - Take short breaks from work or

from your other tasks. Simply taking a 15 minute break to walk around, grab a quick snack, and stretch will help your brain focus better.

Just a reminder that all communication from NYSW is coming via email now. If you have not logged into the NYSW web site to update your contact information please do so. It is very important that not only we have accurate information but that NYSW has it too. All membership renewals will come via email from Neale. To log in go to <http://nyswomeninc.org> and click on the member login button at the top. Your username is your email address. Your password is nysw2009 if you have never changed it. Please make sure they have your accurate email address and mailing address.

Amy Remmele
Owner, Peak of Success

November's Speaker



Amy Remmele, owner of Peak of Success, is the Psych-cess coach, balancing sound **psychological** lessons with business success principles.

Amy's latest book, *Chief Life Officer: Your Life Is The Most Important Business You'll Ever Own (CLO)*, uses business as a metaphor of life, outlining people's inner "departments" and how they function best through an authentic, shared mission. Amy also co-authored, with Dr. Kent Bath, the book, *Re-Phrase It: Adding Empathy and Emotional Intelligence to Your Everyday Life*, and the relationship workbook, *Empathy, Communication and Conflict Resolution Home Study Program*. Amy writes monthly columns for the *After 50 News* and the newsletters of BNHRA, NAWBO, Self-Growth.com and Western New York Psychotherapy Services.

Amy has been involved with her community for many years as a committee member, board member and mentor with organizations such as a NAWBO, the Canisius College Women's Business Center and UB's Center of Entrepreneurial Leadership. Amy serves as a state judge for DECA and in 2009 she received the Women of Influence Award from *Business First*.

Amy balances her career and community service with being the mother of a nineteen-year-old daughter and fourteen-year-old twin sons.

For our November program the topic is "Breaking the Ice Personally and Professionally: Schmoozing Your Way Through The Crowd." Networking, Schmoozing, whatever you call it, it's all about building relationships. Learn the hows and whys of close ties and the value of loose ties. Amy Remmele, an expert on communication and relationships will share some of her networking magic.



What can I really do with it for my business?

By: Renee Cerullo

Facebook is not just for keeping tabs on friends. It can also be used as a highly effective business tool. It's great for marketing your products, obtaining jobs and connecting with your customers. Facebook humanizes your business because people are buying from other people. Facebook is used to nurture your clients.

Facebook is similar to a business cocktail reception or networking event, but without constraints of time or space. It is more effective than live cocktail parties because there are no boundaries of time or space and other people can listen in easily and join in. Think of Facebook of a place of conversations. Instead of them being face to face they are virtual.

A common question I get asked is – What can I do with Facebook or how should I use it? The truth is there are so many ways that it can be used. You need to be creative and know your audience. Remember you need to be where your customers are. The biggest growing population on Facebook is now females ages 50-60.

First let me start out by saying there are cases that Facebook just might not work. It depends on your type of business. For businesses doing business to consumer it is a great opportunity to connect with your customers and potential customers. For businesses that do business to business it will be a hard sell. Other areas that Facebook might not be the best option are doctors and lawyers. Both of these professions need to be really careful on what they say and what their customers would say online. It is too risky for these areas unless they have someone monitoring it all the time.

Below are two examples of great uses of Facebook.

Susan G. Komen - <http://www.facebook.com/susangkomenforthecure>

This is a great example of fundraising and raising awareness on Facebook. On this web site their first page is their donation page or

their promotional page. Right now they are promoting a book. Users can click to order the book right on the Facebook site. When they are not doing a promotional campaign they are using this page to solicit donations (Join the Fight tab). People can donate right on their Facebook page. It's all about making it easy for the user.

RIT - <http://www.facebook.com/RITfb>

This is another example of a great landing page. You feel that you are on their web site even though you are on their Facebook page. They have done something a little different by creating multiple Facebook pages - http://www.rit.edu/social_media.php. They have a Facebook page for all the main areas of their college. This site has a lot of interaction from not only the college but also students.

Other options to use on Facebook

E-Newsletters

Non Constant Contact Example

http://www.facebook.com/WebsiteMagazine?v=app_17037175766

Constant Contact Example

http://www.facebook.com/NYSWBNC?v=app_141428856257

On your Facebook fan page you can have people sign up for your e-newsletters. This is a great way to reach out to people that you would normally never reach.

Custom Facebook Tabs

E.g. - http://www.facebook.com/WaltDisneyWorld?v=app_129802857069264

http://www.facebook.com/ATT?v=app_17037175766

http://www.facebook.com/kohls?v=app_4949752878

<http://www.facebook.com/target>

<http://www.facebook.com/BuffaloWildWings>

A Facebook Page is indexed by all the major search engines. It can have an actual Page

Rank. That's why it's also important to create a tab that is rich in your keywords and links. This acts like a magnet attracting visitors from various search engines as well as providing valuable content. When a visitor arrives at your Page you have just seconds to get them to LIKE your page. If they don't push that LIKE button you've probably lost them forever. If they do, they have just given you permission to market to them in Facebook. The best way to do this is with a visually engaging Landing Tab. No matter how they came to your page (via Google Search, or a Facebook Link) you can mandate they go to a particular tab first, your Custom Facebook Landing Tab.

Vanity URL

You should obtain a Facebook vanity URL so that people can find you easily. A vanity URL is a short link to your Facebook page. E.g. – <http://facebook.com/rlcomputing>. You can set this up in your account settings. You only have 1 chance to determine what you want to use so choose carefully. You can set this up after you have 25 fans.

You should add your Facebook URL to your email signature and any marketing collateral (business cards, etc.) so prospects can learn more about you.

Content

Share useful articles, links to presentations and valuable resources that interest customers and prospects on your wall, to establish credibility. Market your products by posting discounts and package deals. Give people a reason for telling the entire world that they like you.

The more you engage your fans, which could be as simple as asking your followers how they are going to spend their weekend or sharing a link of interest to your followers, the more visible your page is to your Fan's friends.

Calendar

November 2010

Wednesday, Nov. 3 - 5:30pm

Verbena

“Breaking the Ice Personally & Professionally” with Amy Remmele

5:30 Networking / 6pm Dinner

Thursday, Nov. 18 - 5:30pm

BNC Happy Hour

Bar Louie (Galleria Mall)

December 2010

Wednesday, Dec. 1 - 5:30pm

Verbena

Trash & Treasures Auction

5:30 Networking / 6pm Dinner

Thursday, Dec. 16 - 5:30pm

BNC Happy Hour

The Place (22 Lexington Ave)

January 2011

NO MEETING

February 2011

Wednesday, Feb. 2 - 5:30pm

Verbena

“Strategies for Success: Achieving Your Goals Personally & Professionally” with Larry Meitus

5:30 Networking / 6pm Dinner

Monday, Feb 21 - 5:30pm

BNC Happy Hour

Bar Louie (Galleria Mall)

March 2011

Wednesday, March 2 - 5:30pm

Verbena

“Thermography - Detecting Breast Cancer Before it Starts” with Terri Songbird Phillips and “The Adrenal Gland Dance” with JoAnn Colosemo

5:30 Networking / 6pm Dinner

Tuesday, March 15 - 5:30pm

BNC Happy Hour

Bar Louie (Galleria Mall)

April 2011

Wednesday, April 6 - 5:30pm

Verbena

Annual Business Meeting/Elections

5:30 Networking / 6pm Dinner

Monday, April 18 - 5:30pm

BNC Happy Hour

Bar Louie (Galleria Mall)

May 2011

Wednesday, May 4 - 5:30pm

Park Country Club

Annual Auction Fund Raiser

5:30 Networking / 6pm Dinner

Cash Bar

Tuesday, May 24 - 5:30pm

BNC Happy Hour

Bar Louie (Galleria Mall)

June 2011

Wednesday, June 1 - 5:30pm

Curly's

Induction of Officers

5:30 Networking / 6pm Dinner



NOVEMBER

\$ MONEY MINUTE \$

— Amy Jo Lauber

“Not everything that can be counted counts, and not everything that counts can be counted.” — ALBERT EINSTEIN

This quote fits nicely in this month of giving thanks. Create a gratitude list or journal, naming all manner of things for which you are grateful. Take stock of what resources you have—financial or otherwise—to help you avoid confusing net worth with self worth.



Welcome New Members!

Mary Moley-Palacios

Holy Moley Bottle Bags

238 Bay Street

Wilson, NY 14172

716-751-6504

716-628-5083

palafama@roadrunner.com

BD - May 12

Nancy Rizzo

Smart and Simple Wellness

Life Coach

1386 Parker Blvd.,

Buffalo, NY 14223-1619

(717)838-5220

(716) 812-0305

nancyrizzo@roadrunner.com

BD - April 4

Mary Schemm

80 Marlene Dr.

Cheektowaga, NY 14225

716-684-7561

716-983-7561

mschemm@realtyusa.com

BD - July 31

Kimberly DeSimone

Lecturer of Marketing

St. Bonaventure University

3261 West State Road

Olean, NY 14778

7163752060

130 Autumn Creek Lane Apt. E

East Amherst, NY 14051

7163487422

kfbuffalo@yahoo.com

BD - November 15

BEAUTY AND BRAINS

Contributed by Claire Knowles, Lights On!



What powerful women we are...individually and collectively. The more enriched and vibrant our environment and the more we challenge ourselves mentally, the more new brain cells we will create, a process known as neurogenesis. Keeping mentally fit is just as important as keeping physically fit.

Here are some ideas to stimulate your thinking as you develop your own "Mental Fitness" workout plan. You will know your workout is getting results when you "break a mental sweat."

- Take a class
- Volunteer
- Learn to play a musical instrument
- Write letters
- Learn a foreign language
- Travel
- Try a Sudoku puzzle
- Exercise daily
- Eat a healthy diet
- Meditate
- Join a new club or group
- Go on a retreat
- Cook a meal for friends

Bottom Line: *Do things with others as well as alone. Plan a balance of high and low energy activities. Enrich your life by trying new things.*

Guess this is why our NYS-Women/BNC is comprised of powerful, vibrant, brainy, beautiful women!

Minutes BNC of New York State Women, Inc. October 2, 2010 • Curley's Restaurant, Lackawanna

Welcome

Pledge

Call to order & motion to accept presented agenda

First: Joyce DeLong

Second: Ramona Gallagher

Introductions

Approval of Minutes in Newsline

First: Joyce DeLong

Second: Claire Knowles

President's Report - Renee Cerullo

New Logo is in place and will be used for BNC website, email blast and other correspondence

Members may use BNC logo on their company website with a link to BNC website

1st VP Report - Amy Jo Lauber

All programs for 2010/2011 in place

Members encouraged to tell at least 3 people about the upcoming programs to increase visitors

Members encouraged to post upcoming meetings on her Facebook wall to promote visibility and increase visitors

2nd VP Report - Kate Beck

We currently have 52 members

2 new members

1 potential member

Treasurer's Report - Jill Schaefer

2010/2011 Budget passed to members

\$1,114.30 budget deficit due to insurance payments and scholarship awards

Internal audit is almost complete

Conducted by Sue Fayle & Joyce DeLong

Committee Reports

Scholarship - Noelle Saladin; given by Ramona Gallagher

Committee has received various applications for scholarship which are pending review and acceptance

There is monies available to members for scholarship, members are encouraged to apply

A copy of the application can be found on the website

Applications will be reviewed as they are received

The focus of the scholarship is professional development of members and to be used as a method to attract new members

Networking - Ramona Gallagher

Happy Hour will be held at Bar Louie in Galleria Mall on October 20th at 5:30pm

Fundraising - Kathy Jackson

No report

Other Business/Announcements

Ramona Gallagher

State Board Meeting

Held in Staten Island, NY

Emphasis on women & veterans

Presentation of strategic Planning for Women Inc.

District Meeting

October 30th at Shorewood Country Club in Dunkirk, NY

More details will be followed from Ramona

Winter Board

Will be held in Watkins Glen, March 3&4, 2011

June State Conference in June 2011

Albany, NY

Program: "Protecting Yourself against Identity Theft" by Pat Herberger

Meeting Adjourned

Next meeting will be November 3rd at Verbena Grill, Williamsville



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President, MCSE

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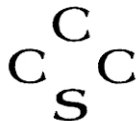
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