

## December Meeting

**Wednesday  
December 1, 2010**

**Program:** Annual Holiday Celebration and Treasure Auction

5:30pm: Social

6:00pm: Dinner Meeting

7:00pm: Program

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

**Menu:** Filet Mignon  
Chicken Cordon Blue  
Cheese Tortellini

**Cost:** \$30 per person

**PLEASE NOTE:**

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



### President's Message Renee Cerullo

**LOCATION CHANGE** – The location of our monthly dinner meetings has changed. Verbena has closed its doors so we are now having our meetings at the Protocol Restaurant on Transit Rd. They have been very accommodating with the short notice and meeting all our needs. They will be providing us with someone in the room to take all drink orders, too. There is a new great menu so check the web site for your dinner choices. I would like to thank Joyce Delong and Kathy Cerullo for taking over for me while I was away at a conference for the November meeting. I have heard nothing but great things with the location and the meeting.

Our December meeting is our annual Treasure auction. Please bring your new or "like new" items for our auction. This is always a fun event and all funds raised benefit our own member's professional development. Bring a friend or two to this event. Let's make it a huge success!

Tip – A smile and thank you go a long way to developing great relationships and customer service. The little things make a huge difference.

Save the Date – Nov 18th - Happy Hour at Bar Louie – 530pm

Have you updated your contact information lately? If not please go to the NYS Women Inc web site and log in. Please update your contact information there.

## Holiday Celebration & Treasure Auction



It's that time of year when we come together to celebrate the Holidays with our fellow BNC members! As in the past, we will be holding our annual Treasure Auction. Please bring your new or "like new" items with you to the meeting that evening. There are always so many great donations and everyone leaves having had a wonderful evening.

## 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, November 26, 2010**

## Cornerstone Manor Donations

Once again, we will be collecting items for the residents of Cornerstone Manor at our December meeting. Lora Warkentin has requested Women's nightgowns and pajamas in larger sizes (Large, X-Large, 1X, 2X). They can be purchased from any local store such as Walmart or Target. She will also be happy to accept monetary donations if you prefer. Thank you in advance for your donations, the women of Cornerstone Manor are grateful for your love and support!



By: Renee Cerullo



## How can I use this to grow my business?

With all the social media sites out there it's hard to know what to use and when to use it. Each one has its own purpose and works better for certain types of businesses. You hear a lot about Facebook, Twitter, and Linked In. Another social media site is starting to catch up. It's called "foursquare". This is a good tool for businesses that have a retail location.

### What is foursquare?

Foursquare's goal is to encourage people to explore their city and then reward them for doing so. The foursquare application can be installed on most smartphones. When a user goes to a location that is part of foursquare, they "check-in" on their phone. The application will then inform them of any specials you are offering for foursquare customers. It will also tell them if any of their friends are nearby or at the location. The more times they check-in the more points they get. When they check-in the application also informs them of other establishments in the area that participate in foursquare. Foursquare says it currently

has 4 million users. According to Website Magazine, foursquare has more than 700,000 check-ins every day. That is a lot of activity.

### How can you use foursquare for your business?

As a business owner, you can use foursquare to engage your increasingly mobile customers with foursquare "Specials," which are discounts and prizes you can offer your loyal customers when they check-in on foursquare at your venue. If you offer foursquare specials to your customers, you will be able to track how your venue is performing over time with their analytics reports.

Foursquare services can enable you to develop a more engaging relationship with your customers. Foursquare is also a competition for your customers. They can compete to become mayor of your venue. That means they have visited your establishment more than anyone else, in the past 60 days. You'll be surprised how

effective a little friendly competition over the Mayorship, or for free fries is at driving customers back to your venue. This also creates a community around your business. Think outside the box and be creative on the specials you offer. You can now reward your customers for their return visits which encourages repeat business.

To promote your involvement in foursquare you should display the logo on your web site and in your retail location. Foursquare will provide you with a logo, on the right, to display anywhere once you have set up your venue on foursquare.



# Calendar

## December 2010

**Wednesday, Dec. 1 - 5:30pm**

Protocol  
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**

Protocol  
"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**

Protocol  
"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**

Protocol  
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



## DECEMBER

### \$ MONEY MINUTE \$

— Amy Jo Lauber

**"Get to know two things about a man. How he earns his money and how he spends it. You will then have the clue to his character."** - ROBERT J. McCracken

"Where does it all go?" people ask. Tracking your cash flow is no easy task, and certainly more enjoyable activities await you this month, but playing detective with your money has its rewards. You can identify what's coming in and what's going out and actively choose to make changes as you see fit. Using a software program can be helpful, but a simple notepad and pencil works fine, too. It's also a wise time to check your credit report to ensure no unauthorized charges have been made on your account(s) or forgotten balances remain unpaid.



## Welcome New Members!

### Christine Procknal

59 Hubbell Ave.  
Buffalo, NY 14220  
716-826-1343  
chrisprocknal@verizon.net  
BD - Mar. 11

### Strzyz, Barbara

Robar  
1102 Niagara Falls Blvd.  
N. Tonawanda, NY 14120  
716-693-0619  
bw599@roadrunner.com  
BD - Oct. 26

# Do Not Get Depressed At Your Job

By Stanley Popovich

“Managing your fears and anxieties takes practice. The more you practice, the better you will become.”

Some people can get depressed at their job and they do not know what to do about it. As a result, here is a list of techniques that a person can use to make their job more satisfying.

One of the ways to manage your depression at your job is to challenge your negative thinking with positive statements and realistic thinking. When encountering thoughts that make you fearful or depressed, challenge those thoughts by asking yourself questions that will maintain objectivity and common sense. For example, you are afraid that if you do not get that job promotion then you will be stuck at your job forever. This depresses you, however your thinking in this situation is unrealistic. The fact of the matter is that there all are kinds of jobs available and just because you don't get this job promotion doesn't mean that you will never get one. In addition, people change jobs all the time, and you always have that option of going elsewhere if you are unhappy at your present location.

Some people get depressed for a few minutes and do not know what to do. When this happens, a person should take a deep breath and try to find something to do to get their mind off of the problem. A person could take a walk, listen to some music, read the newspaper or do an activity that will give them a fresh perspective on things. Doing something will get your mind off of the problem and give you confidence to do other things.

Sometimes, we can get depressed over a task that we will have to perform in the near future. When this happens, visualize yourself doing the task in your mind. For instance, you and your team have to play in the championship volleyball game in front of a large group of people in the next few days. Before the big day comes, imagine yourself playing the game in your mind. Imagine that your playing in front

of a large audience. By playing the game in your mind, you will be better prepared to perform for real when the time comes. Self-Visualization is a great way to reduce the fear and stress of a coming situation.

Another technique that is very helpful is to have a small notebook of positive statements that makes you feel good. Whenever you come across an affirmation that makes you feel good, write it down in a small notebook that you can carry around with you in your pocket. Whenever you feel depressed, open up your small notebook and read those statements.

Take advantage of the help that is available around you. If possible, talk to a professional who can help you manage your fears and anxieties. They will be able to provide you with additional advice and insights on how to deal with your current problem. By talking to a professional, a person will be helping themselves in the long run because they will become better able to deal with their problems in the future. Managing your fears and anxieties takes practice. The more you practice, the better you will become.



# NYS Business Women, Inc.

## Buffalo Niagara Chapter BALANCE SHEET As of Nov. 11, 2010

	<u>Nov 11, 10</u>
<b>ASSETS</b>	
<b>Current Assets</b>	
<b>Checking/Savings</b>	
Cash - Restricted Other	100.00
Checking - Scholarship Restrict	1,492.05
Citizens Checking	3,871.63
Wells Fargo Securities	5,242.19
<b>Total Checking/Savings</b>	<u>10,705.87</u>
<b>Other Current Assets</b>	
Room Deposit	100.00
<b>Total Other Current Assets</b>	<u>100.00</u>
<b>Total Current Assets</b>	<u>10,805.87</u>
<b>TOTAL ASSETS</b>	<u><b>10,805.87</b></u>
<b>LIABILITIES &amp; EQUITY</b>	
<b>Equity</b>	
Net Assets	7,537.97
Retained Earnings	2,696.02
Temporarily Rest. Net Assets	1,492.05
Net Income	-920.17
<b>Total Equity</b>	<u>10,805.87</u>
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<u><b>10,805.87</b></u>

# NYS Business Women, Inc.

## Buffalo Niagara Chapter PROFIT & LOSS BUDGET VS. ACTUAL July 1, 2010 – Nov. 2010

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## Minutes BNC of New York State Women, Inc. November 3, 2010 • Protocol Restaurant, Amherst, NY

### Welcome

### Pledge

### Call to order & motion to accept presented agenda

### Introductions

### Approval of Minutes in Newline

### President's Report-

Presented by Joyce DeLong in Renee Cerullo's absence

There is a change in location from Verbena Grill to Protocol Restaurant because of Verbena's closing.

The new location is listed on the BNC website

### 1st VP Report - Program

December's meeting is BNC's annual Trash & Treasure auction

Members are asked to donate their trash & treasures to be auctioned. Proceeds will fund BNC scholarship

Please bring friends and family to a fun filled event

### 2nd VP Report- Kate Beck

BNC accepted 2 new members from online applications

### Treasurer's Report- Jill Schaefer

2010/2011 Budget passed to members

### 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 November 18th at 5:30pm

#### Fundraising -

Kathy Jackson

Trash & Treasure auction next month to fund the BNC scholarship

### Other Business/Announcements

Linda Pzrepansinak

Asked that BNC sponsor Sue Mager as Women Inc President Elect for 2012

Election will be held during state conference

Ramona Gallagher 2nd the motion to bring sponsorship to vote

Unanimous endorsement from chapter members to sponsor Sue Mager as Women Inc President Elect for 2012

Kate Beck

Bell Center is accepting donations for new and gently used strollers, car seats, cribs and other children's furniture

Program: "Breaking the Ice Personally and Professionally: Schmoozing Your Way Through The Crowd" Presented by Amy Remmele

### Meeting Adjourned

**Next Meeting: December 1st at Protocol Restaurant, Amherst**



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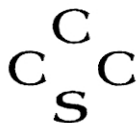
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