

January Meeting

Wednesday
February 2, 2011

Speaker: Larry Meitus, Owner
Speaking of Strategy

Program: "Why Should Anyone
Follow Your Lead?"

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

Place: Protocol Restaurant
6766 Transit Road
Williamsville, NY

Menu: Pork Tenderloin
Chicken Wellington
Pasta with Garlic, Oil &
Vegetable

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, January 28, 2011



President's Message Renee Cerullo

I hope you had a great holiday season. As we look forward to this new year we have a great program coming up. For those of you who attended the June 2010 NYSW conference you saw Larry Meitus present. He is a very dynamic speaker. In February he will be presenting "Strategies for Success: Achieving Your Goals Personally & Professionally". This will be a great presentation. We have invited many other organizations to this program. It will be a great program to bring a guest to.

The NYSW Winter Board is coming up March 4-6th. For more information please log into the NYSW web site. The registration forms and hotel details are there.

Tip – Remember a lesson your parents taught you – saying "please" and "thank you" go a long way.

Save the Date – Feb 21st - Happy Hour at Bar Louie – 5:30pm

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.

Larry Meitus
Owner, Speaking of Strategy

February's Program



"Why Should Anyone Follow Your Lead?"

*Strategies for Success: Achieving Your Goals
Personally & Professionally*

Join us for this thought-provoking journey into leadership – in a dynamic presentation driven by true life examples, common sense and humor, Larry Meitus, owner of Speaking of Strategy, discusses critical factors:

- **People.** Without the best people organizations fall short on success.
- **Passion.** How many of us are simply going "through the motions?"
- **Plans.** Do you have professional and personal goals for yourself?
- **Process.** Ask the important questions: What are we focused on? What should we start doing? What should we stop doing?

Why Should Anyone Follow Your Lead?

Larry will speak to us about the difference between leaders and managers. He will also explore:

- Key leadership competencies
- Setting and achieving goals
- The decision making process
- The leadership "sweet spot"
- Conflict avoidance, complacency, emotional decision making
- The ways women lead
- "Start with yourself"

We are starting out the new year with this excellent program so don't miss out!



Is Your Web Site Making the Grade?

By: Renee Cerullo
RLComputing
www.RLComputing.com

Your online presence is so important for obtaining new customers. Today your web site is one of if not your main marketing tool. Your web site needs to be top notch or it will affect your business. People are doing everything online now. Paper marketing materials are being used less often now. Below are keys to look for on your web site.

I find that often people are focused on what technology they are using on their web site versus what tasks the customer is coming to the web site to complete. Your first priority should be what tasks are your customers coming to the site to complete. Is it make a purchase, obtain a piece of information, download a form, etc? When you are thinking about adding new features to your web site you should first find out how this feature will help your customer complete their task on your web site. A web site has a small set of tasks that deliver a huge amount of value. These top tasks are the “Long Neck” of your web site. You want to manage these top tasks, not the content or technology. Focus on helping your customers complete the top tasks as quickly and easily as possible. The tasks in the Long Neck of your web site have such an impact that 5% of tasks on your web site (Long Neck) have 25% of the influence on your customers. You want to continuously find out what your customers’ top tasks are and adjust to them. Research has shown that your top tasks are often not your customers’ top tasks. The minor items or tasks on your web site are in the

Long Tail of your web site. Much of the Long Tail of your web site is a dead zone. 60% of your site content (Long Tail) accounts for about 20% of the influence/demand.

You might be wondering how will know what these tasks are on your web site. A web site must be developed based on evidence not a gut feeling or opinions. Talk to your customers or survey your customers. Find the evidence. Evidence based decision making will improve your web site significantly. When designing your site you should focus on the tasks first before you focus on the design. You should also focus on quality not quantity. A web site is not a good site because it has a lot of pages. It has to have the right pages.

The long neck theory also applies to e-commerce sites. The items that would be in your long neck of the site are your top sellers – your top 10 items. Those are the most important items you want to sell a lot of. Selling a lot of those items will be better than selling 1 of many items. The long tail is where you are selling less in quantity of more items.

Web site analytics are very popular. Everyone wants to see how many people came to their site. But what is that actually showing? Just because you have lots of page views does that mean your customers are stratified with your web site and getting what they need from it? You can’t rely on statistical data or predictions to tell you how your web site is doing. You need customer evidence that it is working. You can obtain this through usability studies where you

see your customers interacting with your web site or at least surveying your customers.

What problems do you solve for your clients?

Your web site should not focus on telling the potential customer how great you are. You should be telling the potential customer what problems you will solve for them. You need to quickly tell the potential customer what you are going to do for them and guide them to learning more about your services. You should point them in the right direction then prove to them by examples that you are right for the job.

Authenticity

Be yourself. You always want to show who you really are. No one likes fake people. A big advantage you have over your competition is that they can’t be you. This applies to face to face contact with your clients and on your web site. People can see through marketing fluff. Keep your web site real. Your authenticity can come through especially when using social media. How you present yourself on your Facebook page shows whether you are authentic or not. It’s real easy to see when people are being phony on Facebook.



Calendar

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



FEBRUARY

\$ MONEY MINUTE \$

– Amy Jo Lauber

“Good management is better than good income.” - PORTUGUESE PROVERB

In this month of resolution setting, I encourage you to ponder the word “resolution”. Re-Resolution, Re-solve, try again this year to create the solution, to solve the puzzle of you need to have contentment in your financial life. Set your goals, identify your obstacles, and plan a course to your destination, whatever goal that may be. Learn to manage whatever resources you have.



Board Meeting

Just a reminder that there is a BNC board meeting on Monday, Jan. 24th at 5:30pm. Location is Renee Cerullo's home – 121 Baywood Drive, Cheektowaga, NY 14227.

Contact Renee at cerullo@rlcomputing.com to let her know your attendance. The Board has not met since November so please make every effort to attend this important meeting.

NYS Business Women, Inc.

Buffalo Niagara Chapter BALANCE SHEET As of Jan. 15, 2011

	Jan 21, 11
ASSETS	
Current Assets	
Checking/Savings	
Cash - Restricted Other	100.00
Checking - Scholarship Restrict	992.05
Citizens Checking	4,191.13
Wells Fargo Securities	5,263.39
Total Checking/Savings	10,546.57
Other Current Assets	
Room Deposit	100.00
Total Other Current Assets	100.00
Total Current Assets	10,646.57
TOTAL ASSETS	10,646.57
LIABILITIES & EQUITY	
Equity	
Net Assets	7,537.97
Retained Earnings	3,196.02
Temporarily Rest. Net Assets	992.05
Net Income	-1,079.47
Total Equity	10,646.57
TOTAL LIABILITIES & EQUITY	10,646.57

NYS Business Women, Inc.

Buffalo Niagara Chapter PROFIT & LOSS BUDGET VS. ACTUAL July 1, 2010 – Jan. 15, 2011

	Jul 1, '10 - Jan 15, 11	Budget
Ordinary Income/Expense		
Income		
Annual Fundraiser		
Fundraisers - Scholarship	255.00	
Annual Fundraiser - Other	0.00	600.00
Total Annual Fundraiser	255.00	600.00
Dues Revenue	1,445.00	2,500.00
Excess Dinner Income	462.86	100.00
Interest Income	19.18	50.00
Newsline and Website Ads	250.00	500.00
Total Income	2,432.04	3,750.00
Expense		
Advertising	0.00	30.00
Bank Service Charges	88.00	85.00
BPW President's Gift	0.00	50.00
BPW Website/Domain Names	84.00	150.00
Community Service	0.00	50.00
Conferences & Meetings	0.00	300.00
Dues and Fees		
District VIII Dues	110.00	100.00
Interclub	0.00	25.00
State Dues	560.00	850.00
Total Dues and Fees	670.00	975.00
Honorarium Gifts	30.00	50.00
Insurance	100.00	180.00
Membership Supplies	278.35	50.00
Miscellaneous	25.00	
Newsline Printing	423.16	1,000.00
Postage and Delivery	110.56	50.00
President's Misc	0.00	20.00
Program	0.00	250.00
Roster	202.44	225.00
Scholarship	1,500.00	
State President's Gift	0.00	10.00
Stationery	0.00	25.00
Treasurer's Bond and Insurance	0.00	100.00
Woman of the Year	0.00	130.00
Women's History Month	0.00	20.00
Total Expense	3,511.51	3,750.00
Net Ordinary Income	-1,079.47	0.00
Net Income	-1,079.47	0.00

NYSW Inc Buffalo Niagara Chapter Minutes from Meeting 12/1/10

President Renee Cerullo opened the meeting and welcomed all who were in attendance. She led us in the Pledge of Allegiance and asked all to introduce themselves.

Motion made by Ramona Gallager and seconded by Sue Fayle to accept presented agenda.

Mary Ellen Shaugnessy motioned and Sue Mager seconded to approve the minutes from the 11/3/10 meeting.

President's Report- Renee Cerullo reminded everyone to make their reservations prior to the deadline which is the Friday before our meetings and to be sure to indicate a meal choice.

1st VP Program- Amy Jo Lauber reported that tonight there is no formal program, just our Treasure Auction. We will not be meeting in January. Feb. speaker will be Larry Meitus.

2nd VP Membership- Kate Beck reported we had 2 new members from on-line applications who were listed in Newsline. She encouraged all to take applications and give to potential members.

Treasurer Report – Jill Schaefer put the financial report in Newsline.

Scholarship- Joyce Delong presented a \$500 check to Renee Cerullo for her scholarship award.

Networking – Ramona Gallagher encouraged everyone to attend the Happy Hour at "The Place" on Dec. 16.

Fund raising- Kathy Jackson announced that tonight is our annual Treasure Auction and to be sure to buy tickets!

Other Business- Ramona Gallagher reviewed the District Meeting and Sue Mager updated us on the recent NYSW news at the State level. Sue also introduced the NIKE team which is made up of all Buffalo Niagara chapter members.

Meeting Adjourned and the winners of the auction were announced.



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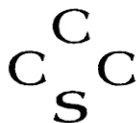
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