



March Meeting

Wednesday
March 2, 2011

Speaker: Kathy Venezia,
Health Coach

Program: "A Holistic Approach
to Increasing Energy...
a Precious Commodity"

5:30pm: Social

6:00pm: Dinner Meeting

7:00pm: Program

Place: Protocol Restaurant
6766 Transit Road
Williamsville, NY

Menu: Stuffed Pork Chop
Chicken Marsala
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, February 25, 2011



President's Message Renee Cerullo

Wow we had an amazing event in February despite the weather. Larry Meitus gave us a lot to take away from that meeting about the type of leader we want to be. This month Kathy Venezia of Bella Wellness will be our speaker. In January the board met to discuss how to move this organization forward and how to increase membership. I have summarized that meeting later in this Newsline. We have a lot of great ideas but always need some more help on committees to help implement all these ideas. If you would like to get more involved in BNC please let me know.

Just a reminder that if you change jobs or contact information to please notify us and to

update your contact information on the NYS Women Inc web site. We have found many people are not getting renewal notices due to old email addresses on file with us and NYS. 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.

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 to keep business and personal separate on social media and to lock down your personal page to just your friends.

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

Kathy Venezia
Health Coach, Bella Wellness

March's Program



Kathy received her training to practice Health Coaching at the Institute for Integrative Nutrition, which is the only nutrition school integrating all the different dietary theories—combining the knowledge of traditional philosophies with modern concepts like the USDA food pyramid, the glycemic index, the Zone and raw foods.

Her journey in this field evolved from her own experience and healing from Breast & Thyroid Cancer. She is happy to say that 9 and 8 years later, her health and outlook are both GREAT!!

Now she has the chance to coach and support others in whatever their challenges may be—weight loss, managing life changes/stress or recovering from a chronic illness.

Working from her own history in these challenging areas, Kathy can empathize with and help you to build a healthier life!

Bella in Italian means "beautiful"...the beauty of healthy living through good nutrition. When was the last time you talked with

someone about your health and received the personal attention you deserve? As a health coach, Kathy Venezia creates a supportive environment while you explore what really works for you.

Health Coaching is a unique, exciting innovation in health and nutrition. As a Health Coach, Kathy has studied all the major dietary theories and will help you discover what approach works best for you at this point in your life.

While most diet theories focus on calories, carbs, fats, proteins, restrictions and lists of good and bad foods, Kathy works with her clients to create a happy, healthy life in a way that is flexible, fun and free of denial and discipline.

No one diet works for everyone. Kathy guides you to find the food and lifestyle choices that best support you and will also help you to make gradual, lifelong changes that enable you to reach your current and future health goals.

Join us at our March meeting as Kathy discusses a holistic approach to increasing your energy and becoming a healthy, happy person!



Facebook Fan Pages

By: Renee Cerullo
RLComputing
www.RLComputing.com

Facebook certainly keeps our lives interesting. They are constantly changing and upgrading the site. The changes have been both good and bad but one thing for sure – you need to keep on top of the changes. If you are business on Facebook you have a Facebook Fan Page in addition to your personal Facebook page. Remember you need to keep your business and personal page separate. Recently there were a number of changes to the Fan Pages. Below outlines the changes.

Better Communication

Many people have been asking for better ways to keep up with activity on their Fan Page. Facebook introduced a set of features to help manage your Fan Page communication. You can now navigate and interact with other areas of Facebook as your Fan Page(business). This also means you can choose to receive notifications about fan activity, Like and comment on other Pages as your business, and get your own News Feed where you can engage with the latest and most important news from other Pages you like. This is a big change. I always had to make myself an administrator of the page in order to post as the business and there was no way for me to post on say BNC's Facebook page as RLComputing. This also allows you to spread your brand more now that you can post as your business. The more your business name is out there the

more recognition you will have. To use this feature, go to your Fan Page. On the right side there is a link called "Use Facebook as xxxx". After that when you write on someone's wall it will state it is from your business name. You can manage this setting by going to Edit Page -> Your Settings.



More Opportunities for Expression

Facebook a few months ago redesigned the personal profile page adding photos to the top of your profile page and a few other enhancements. These enhancements are now part of your Facebook Fan Pages. You can highlight other Fan Pages you are connected with as well as the people who are managing your Fan Page. You can hide the page administrators by going to Edit Page -> Featured. I have mixed feelings about these changes. I think it takes away a bit of professionalism of the page. Most businesses do not need or want the latest photos that were posted as part of their

main profile. For a business I don't think they needed all this information being displayed. I do like how you can now customize the LIKES section on the left side of the page. This area contains other Fan Pages that you added to your favorites. For my business this is great since I can add my client's Facebook Fan Pages in there and choose which I want to show or have them rotate through. I also added the organizations that I belong too. You can control which ones show by going to Edit Page -> Featured.

Improve Relevancy

The "Everyone" filter on the Wall provides a new way for people to see the most interesting posts first. They have also created a place for people to discover the friends and interests they have common with your Fan Page.

Security

There are a few changes that Facebook did not publicize in this recent round. I found a new spam filter in the Edit Page -> Manage Permissions section. You can now manage the profanity level you allow. You have the options of none, medium, or strong. This is a nice feature to block those unruly posts on your wall.



January Executive Board Meeting Summary

Now that we are done with the transition to NYS Women Inc it is time to move the organization forward. There are two key items we are focusing on – increase membership and brand awareness of the organization. These two items go hand in hand along with providing the best programming we can for our members.

To increase our brand awareness, especially to the younger generation, we need to be where they are. Social networking needs to play a large part in our marketing campaign. We have a Facebook page and need to start using it more to our advantage. In February we found that the postcard mailing we did brought in a lot of guests. We plan on doing postcard mailings twice a year. Once for a big speaker and then for our annual auction. Part of next year's programming we will be having a membership event. This event will be open to the public and might be more of a cocktail hour to encourage networking. We will be looking to our members to supply names of people we should invite to the event and to our group. BNC will try to locate different events that we can have a vendor table at. The more we are out there networking the more people will know we exist.

We are forming a membership committee to help with all the tasks that need to be completed to help our organization grow. We need to follow up more with guests that attend our events, lapsed members, and actively seek out new members.

At this meeting we came up with a few good selling points to potential members. They are listed below.

- Networking, personal/professional development
- Anyone can belong to – young/old, working/retiring
- The organization/place for all working women
- Broader interests
- Affordable membership – Affordable place for all working women

This is all just the beginning. We have a lot of work to do but it's very exciting to move this organization forward. If you would like to be involved in helping move this organization forward or if you have ideas on how to move forward please let me know. We would love to have your help!

Member

Spotlight



BNC would like to officially welcome new member, **Kimberly DeSimone** to our chapter. We have asked her to let us know a little bit more about what she does. Thanks, Kimberly, for sharing with us some of your background!

Work Experience/Job: Current (past 7 years) - Full Time Marketing Lecturer St. Bonaventure University (courses taught: Principles of Marketing, Marketing Management, Advertising, Media & Advertising New Product Development, Sports Marketing, Sales Dynamics, Personal Selling, Sales Management, Human Resource Management, Consumer Behavior, Introduction to Business.

Also, ongoing marketing consultant. Previous Fortune 500 experience (8 years, Marketing Manager at Fisher-Price). Published author of three papers in academic journals, frequent presenter and moderator at academic conferences including annual presentations at the BRC (Business Research Consortium) of Western New York.

Hobbies: Tennis (member USTA), Running, Dance, Reading, Writing, Social Media Dabbler! Currently working on my dissertation: Why corporate women transition out of the workforce at great rates than their male counterparts (PhD candidate in Organization Psychology) - anticipated graduation: Fall 2011

Organizations Involved In: Member: American Marketing Association, American Advertising Federation, Buffalo Niagara Sales & Marketing Executives, Psi Chi National Honor Society in Psychology, BNC :)

Family Life: Met my husband Tony at Fisher-Price (he still works there in Marketing as a Senior Marketing Director). We have been married five years and have two beautiful sons (Anthony age 3 and Julian who just turned 1). We are both from the Buffalo area and are very fortunate that both sides of our families live close!

Why you joined BNC: 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!

Calendar

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



MARCH \$ MONEY MINUTE \$

– Amy Jo Lauber

Wise is the person at either end. Who can in due measure spare as well as spend. – LUCIAN

It is hard finding balance in life, but I believe the struggle for it might be as beneficial as achieving it. When we identify and consider our values—what is important to us in our lives—it is much easier to make choices that reflect them. Sacrifices are admirable not because they are on display, but because they demonstrates our love and care; we choose to act in a way that reflects our values and priorities.





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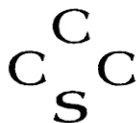
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