



April Meeting

Wednesday
April 6, 2011

Speaker: Deborah Kolasa,
Power Keys, Inc.

Program: "Etiquette Power by
Power Keys"

5:30pm: Social

6:00pm: Dinner Meeting

7:00pm: Program

Place: Protocol Restaurant
6766 Transit Road
Williamsville, NY

Menu: Filet Mignon
Chicken Florentine
Past with Garlic,
Olive Oil & Vegetables

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, April 1, 2011



President's Message Renee Cerullo

It looks like spring is finally getting here. It's been a long winter for most of us. The first weekend in March there was a productive Winter Board that took place in Watkins Glen. The strategic plan for NYSW was discussed along with the upcoming year budget. There were also a few by-laws changes proposed and will be voted on at the June conference. Information sessions/workshops were presented on work life balance, team building, leadership, NYS Women, Inc PAC, Athena Program for military women, Lobby Day (which is not being held this year) and Medicare 65.

The spring is always a busy time for everyone. Please mark your calendars for our annual spring auction! It is May 4th at the Park Country Club.

We are starting to think about next year already. Please consider helping out on a committee. We are starting to take great strides in expanding the organization and

marketing it. We are looking for help in these areas. The best way to get the most out of your membership is to be involved. We have a lot of ideas to move forward and would love your help and input. If you would like to be more involved please contact me.

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.

Tip – Email is the main form of communication for most of us. Remember your manners when composing emails. Profanity is not acceptable along with typing in all caps. All caps means you are yelling.

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

Deborah Kolasa
Power Keys, Inc.

April's Program

Deborah A. Kolasa started Power Keys, Inc. in 2008 as a means to give people a pathway to personal and professional assurance in an ever-changing economy. Through her suite of business etiquette webinars and seminars, Etiquette Power by Power Keys, Inc., Debi promises to make her clients more confident and professional in any business setting. Combining her years of experience in hosting and attending business social gatherings with a natural love of research, she created from the ground up a web accessible set of

webinars and seminars that will teach her clients everything from basic dining etiquette and powerful communications to an understanding of how to interpret and utilize body language to be a more effective deal closer.

Fueled by the beliefs that every one wants to succeed at something and every one should define their own destiny, Debi is a tireless advocate for her clients' success. She also seeks to use her business as a means to help other people build their dream one success at a time.



Social Media—the GOOD and the BAD

By: Renee Cerullo
RLComputing
www.RLComputing.com

Over the past few years social media has drastically changed the world. Whether we like it or not it is here for the duration and continues to change our daily lives. If you take a step back and look at all the changes in the past few years it is pretty impressive. To think Facebook started as a site for just college students and you had to have an “.edu” email address to sign up. Social media has evolved so fast it is hard to keep up. I think it has evolved and taken over faster than even the internet itself. With all changes there are the good and bad that comes with it.

The Good!

There are many positives to social media even if you look at the last year. I think the first time I really paid attention to its possibilities was with Hurricane Katrina. That was the first time we saw how social media could be used in an emergency situation. Victims turned to social media since the phones were down and many email services were not working. They only needed a minute of internet connection to post a message on Facebook that they were alive. Google started a new trend and posted an emergency people finder just for this emergency. This became a pattern with Google who now puts this web site up for every disaster. It was put up within minutes of the earth quake in Japan. Many families outside of Japan are turning to Facebook and Twitter to find their love ones and watching Facebook pages for updates on friends and families. In the past you would spend days waiting for the one brief phone call to find out if someone was alive. Now people can find out much faster.

When the earth quake hit Haiti, people turned to social media to raise money for the relief efforts. This was the first time Twitter was used to raise money and it worked beautifully. It was quick

and easy – send a text to this number and we will put \$10 on your phone bill. Can't get much simpler than that.

With cameras on every phone these days and most phones interacting with all social media applications news travels fast. There is no more waiting for journalists to get on the scene. Photos and videos are out on the internet before the journalists even get there these days. All the images from the tsunami in Japan are from cell phones that posted pictures and videos on the internet. This allows us to see immediately what is truly happening in these events. Sometime it is more than we want to see but it brings us into reality not just what news stations want us to see. This one can be both good and bad.

Social media has helped solve crimes and prevent them. From photos taken by witnesses to people posting they need help. Sexual predators are often caught by trying to set up meetings up under aged kids. Investigations can be helped with information found on social media sites. Employers can also investigate future employees so there are fewer surprises.

Social media allows you access to a whole new world. In my line of work we often come across things we have never seen before. I have been using Twitter to get advice and help on issues we are having. I can post a problem and usually within 5 minutes I have a few people answering my question. This has become a great resource of instant information.

The Bad

There are many people out there who refuse to use social media and think it is horrible. There are plenty of down falls to social media. Most of the time the downfalls happen to do with people just not thinking. Look at the girl at UCLA who

thought she was being funny complaining about Asian people. Now she has to drop out of school and is receiving death threats. Social media is unforgiving. Once it is out there it stays out there forever. There is no deleting it. Something can go viral instantly before you even have a chance to take it back. When posting to social media it often goes out to the world not just your friends like an email would.

Social media is a time sucker! Watch out before you know it an hour has gone by. It also becomes an obsession. People feel the need to post too much information and “check-in” when they arrive at places. Need to put a limit on the social media activities.

Social media opens people's lives up to the world. This is one of the reasons I keep my business and personal social media accounts very separate. I don't need my potential customers knowing what I am doing at night or how I am feeling. Kids don't often understand this. Social media has added yet another layer to parents monitoring the internet. They need to make sure their kids profiles are locked down and monitor who they allow as friends on these accounts. Predators have a field day with social media. Parents really need to think about whether schools can use photos of their kids on social media. In the past parents had to sign release forms to allow their kids photos on web sites. Schools should have another form for social media. In social media photos can be tagged which then links the school photos back to the kids Facebook pages.

You just need to look at the news these days to see how many lives have been ruined by social media. Politicians and famous people are great candidates for this. Just look at Chris Lee and Tiger Woods. Your life is now an open book!

Calendar

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



APRIL

\$ MONEY MINUTE \$

— Amy Jo Lauber

There are some things you learn best in calm and some in storm.

—WILLA CATHER

There are times in all of our lives when our world is turned upside down. Often, these "storms" either emanate from or eventually affect our financial position. Stressful times cause us to become creative, resourceful, flexible, accepting -if we yield to their lesson. When we fight the lesson, it will only repeat itself again and again- causing us all manner of additional stress- until we can learn from it. May the storms in your life be brief and cause little damage, but may you also learn what you can accomplish because of them.




Spring Connections
Come join us for a beautiful night on the waterfront!



**May
26
2011**
**Harry's
Harbour
Place**
**5:30pm-
8:30pm**

Help the Ed Tech Foundation raise money to support this year's Ed Tech Day on Aug 16, 2011. There will be Hor d'ouvers, cash bar, Chinese Auction and the raffle prizes will be drawn. Make your reservations or buy tickets at edtechday.org



NYS Business Women, Inc.

Buffalo Niagara Chapter BALANCE SHEET As of February 28, 2011

	<u>Feb 28, 11</u>
ASSETS	
Current Assets	
Checking/Savings	
Cash - Restricted Other	100.00
Checking - Scholarship Restrict	992.05
Citizens Checking	4,279.49
Wells Fargo Securities	5,263.39
Total Checking/Savings	<u>10,634.93</u>
Other Current Assets	
Room Deposit	100.00
Total Other Current Assets	<u>100.00</u>
Total Current Assets	<u>10,734.93</u>
TOTAL ASSETS	<u>10,734.93</u>
LIABILITIES & EQUITY	
Equity	
Net Assets	7,537.97
Retained Earnings	3,196.02
Temporarily Rest. Net Assets	992.05
Net Income	-991.11
Total Equity	<u>10,734.93</u>
TOTAL LIABILITIES & EQUITY	<u>10,734.93</u>

NYS Business Women, Inc.

Buffalo Niagara Chapter PROFIT & LOSS BUDGET VS. ACTUAL July 2010 – February 2011

	<u>Jul '10 - Feb 11</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
Ordinary Income/Expense				
Income				
Annual Fundraiser				
Fundraisers - Scholarship	255.00			
Annual Fundraiser - Other	0.00	600.00	-600.00	0.0%
Total Annual Fundraiser	<u>255.00</u>	<u>600.00</u>	<u>-345.00</u>	<u>42.5%</u>
Dues Revenue	1,985.00	2,500.00	-515.00	79.4%
Excess Dinner Income	597.90	100.00	497.90	597.9%
Interest Income	19.18	50.00	-30.82	38.4%
Newsline and Website Ads	250.00	500.00	-250.00	50.0%
Total Income	<u>3,107.08</u>	<u>3,750.00</u>	<u>-642.92</u>	<u>82.9%</u>
Expense				
Advertising	0.00	30.00	-30.00	0.0%
Bank Service Charges	94.00	85.00	9.00	110.6%
BPW President's Gift	0.00	50.00	-50.00	0.0%
BPW Website/Domain Names	84.00	150.00	-66.00	56.0%
Community Service	0.00	50.00	-50.00	0.0%
Conferences & Meetings	0.00	300.00	-300.00	0.0%
Dues and Fees				
District VIII Dues	110.00	100.00	10.00	110.0%
Interclub	0.00	25.00	-25.00	0.0%
State Dues	770.00	850.00	-80.00	90.6%
Total Dues and Fees	<u>880.00</u>	<u>975.00</u>	<u>-95.00</u>	<u>90.3%</u>
Honorarium Gifts	30.00	50.00	-20.00	60.0%
Insurance	100.00	180.00	-80.00	55.6%
Issue Management	100.00			
Membership Supplies	328.35	50.00	278.35	656.7%
Miscellaneous	25.00			
Newsline Printing	635.04	1,000.00	-364.96	63.5%
Postage and Delivery	119.36	50.00	69.36	238.7%
President's Misc	0.00	20.00	-20.00	0.0%
Program	0.00	250.00	-250.00	0.0%
Roster	202.44	225.00	-22.56	90.0%
Scholarship	1,500.00			
State President's Gift	0.00	10.00	-10.00	0.0%
Stationery	0.00	25.00	-25.00	0.0%
Treasurer's Bond and Insurance	0.00	100.00	-100.00	0.0%
Woman of the Year	0.00	130.00	-130.00	0.0%
Women's History Month	0.00	20.00	-20.00	0.0%
Total Expense	<u>4,098.19</u>	<u>3,750.00</u>	<u>348.19</u>	<u>109.3%</u>
Net Ordinary Income	<u>-991.11</u>	<u>0.00</u>	<u>-991.11</u>	<u>100.0%</u>
Net Income	<u>-991.11</u>	<u>0.00</u>	<u>-991.11</u>	<u>100.0%</u>

NYSW Inc Buffalo Niagara Chapter Minutes from Meeting 3/2/11

Welcome

Pledge

Call to order & motion to accept presented agenda
First: Ramona Gallagher Second: Sue Fayle

Introductions

Approval of Minutes in Newsline

First: Joyce DeLong Second: Sue Fayle

President's Report- Renee Cerullo

January Board Meeting focus was marketing and membership

The goal is to great increase community visibility and increase members

Summary of the meeting can be found in Newsline

Members who are interested assisting in this effort should see Renee

1st VP Report- Amy Jo Lauber

Thank you the evenings presenters who volunteered to speak in absence of the previously scheduled program

Programs for the rest of the year are set as scheduled

2nd VP Report- Kate Beck

Volunteers to serve on the membership committee are needed, interested members are encouraged to speak to Kate

Members will receive renewal letters from Kate Beck and NY State.

Members should send renewals to Kate Beck as addressed in the renewal letter

Treasurer's Report- Jill Schaefer

No report

A report will be published in the next Newsline

Committee Reports

Scholarship: Noelle Saladin

No report

Networking: Ramona Gallagher

BNC Happy Hour will be on Tuesday March 15th at Bar Louie at the Galleria Mall

All scheduled BNC Happy Hour's will be at Bar Louie this year

A recommendation was made to change location for next year

Fundraising: Kathy Jackson

BNC Auction is scheduled for May 4, 2011 at the Park Country Club

Members are asked to donate auction items

Other Business/Announcements

Nominating Committee

Election of Officers will take place in April

2 additional members are needed to join Joyce DeLong, Ramona Gallagher and Amy Jo Lauber for the committee

Kathy Cerullo nominated by Sue Fayle

2nd by Ramona Gallagher

Unanimous member approval

Vell Szczesny nominated by Ramona Gallagher

2nd by Nancy Vastola

Unanimous member approval

Update Bylaws

Motion to update the current bylaws by modifying 1st VP and eliminating 2nd VP and change Leadership titles to: President, President Elect, Secretary and Treasurer

Current 2nd VP will be changed to Membership Chair

Program:

"A Holistic Approach to Increasing Energy...A Precious Commodity" by Kathy Venezia

Meeting Adjourned

Next meeting will be April 6th at Protocol Restaurant, Williamsville



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