



Advocates for women in the workforce

Newsline

New York State Women, Inc.
Buffalo Niagara Chapter

February Meeting

Wednesday
February 3, 2010

Program: "Sexual Stereotyping:
How Far Have We Come?"

Recent cases will be presented that address issues affecting women who work, women who seek promotions, hiring situations, and women who use FMLA leave time or ask for an accommodation.

Speaker: Lindy Korn, Esq.

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

Place: Verbena
930 Maple Road
Williamsville, NY

Menu: Buffet

Cost: \$30.00 per person
Checks payable to
"BPW Buffalo Amherst"

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 29, 2010



President's Message Joyce DeLong

Although January always brings with it great hopes for a New Year, there are moments when disappointment and sadness may linger from the previous year. With the death of long-time BPW/BNC member Lucy Mysiak on Dec. 10, 2009, I still find myself in moments of sadness as I think about her.

Lucy was an amazing person in so many ways! Her "can-do" spirit, enthusiasm and dedication to our BPW/BNC chapter was never ending. When ever there was an important job that needed to be done, I could always count on Lucy. As many of you know, she was the one responsible for organizing our wonderful 75th Anniversary Celebration in March of 2009. It was an event to remember and with Lucy's love of history, she made certain that a wide variety of

BPW's history be displayed that evening.

I will always remember how Lucy would gently prod everyone to be their best....she was famous for getting people to step up their level of responsibility and take a bigger, more active role in BPW. But no matter what Lucy took on, she always did it with a big smile, and that is one of the things I will miss most now that she is gone.

Please take the time to read Lucy's obituary which I have included in this Newsline....it shows us what an incredible impact Lucy had on others in her lifetime. We will also have a brief memorial service for her at our February meeting. I hope as many of our members can attend as possible so that we can show Lucy how much she meant to us. I know she will be looking down on us all....still prodding and cheering us on!

Lindy Korn, Esq.
The Law Office of Lindy Korn

February's Speaker



Lindy Korn, Esq. was admitted into the practice of law in 1979, after receiving a B.A. from Boston University and her J.D. from Ohio Northern University School of Law. She was the first woman to run for Town Justice in the town of Amherst, in 1981. In 1990, she became a Commissioner for the Workers' Compensation Board for the State of New York, having been appointed by Governor Cuomo, and confirmed by the Senate. Lindy is a holistic attorney focusing on employment law matters from the plaintiff's perspective and concentrating on issues of sexual harassment and retaliation. In 1997 she created a company called Diversity Training-Workplace Solutions, Inc., and con-

sulted with companies to prevent hostile environments in the workplace and did trainings through out the country. Conflict resolution skills are utilized throughout her representation.

She is the mother of two daughters, ages 20 and 23, and has dealt with issues of mental and physical disabilities both on a personal and professional level, and presently serves as a mediator for the Key Bridge Foundation performing mediations concerning issues of accessibility for the Justice Department. In her employment practices, she works closely with psychologists as well as other professionals who can assist in helping victims of sexual harassment become more balanced and better advocates for themselves.

Presently, she is a board member of Crisis Services and is a member of the University of Buffalo Arts Advisory Council. She also mentors law students through the University of Buffalo Law School Mentorship Program and

By: Renee Cerullo

Facebook has come very far since its inception when it was for college students. It is used by people of all ages now. The sheer size of the audience is enough to be excited about it, but it gets better. More than 10 million users become fans of pages every day. That's a lot of users actively interacting with outside influences, and brands. That is a huge potential audience but remember you won't sell anything on Facebook. You are looking for brand awareness.

Dominating Facebook Search

Facebook's internal search is how existing clients and potential prospects will most likely find you, though results in the following categories: People, Pages, Groups, Applications, Events, Web Results, Posts by Friends, and Posts by Everyone.

To dominate Facebook search results you must understand how individual items are ranked. In a word, the answer is "users". Pages, for example, are ranked first and foremost by the number of fans, although freshness, keyword density, and proximity to the searchers also influences ranking. The ranking of Facebook Groups is also based on the number of fans. Members, although Facebook does crawl titles and descriptions so consider that a factor.

Applications provide a third opportunity to appear on Facebook search results and as you might guess, the number of users is the primary ranking factor. Events are another possible item you might find on Facebook search results. What is interesting about Events is that the largest ranking factor is the geographic proximity to the searcher. Including the location in the title of the event is essential for high ranking.

Expect Facebook to give its internal search a higher priority as time goes on. And, since most of its content is blocked from search engine spiders, it's important that you start to build and optimize your presence on Facebook though a Facebook Group or preferable on a Facebook Fan Page.

Optimizing Facebook Groups and Pages

The opportunity to connect with millions of users is there – you just need a strategy.

1. When setting up your Facebook Fan Page, it is recommended that you do not select the "Local" category unless you only serve geographic region. Otherwise, the chances of being found outside that local region will be severely limited when a search is performed. However, if you do only serve a specific region, selecting the local category is

appropriate and will help you get found by those whom you want to serve.

2. Try to include keywords in your Facebook Fan Page name. Do not attach ".com" to your name. It will make your Page harder to appear in an internal Facebook search. Also add keywords to your Facebook Fan Page description and be sure the Page has a link to your web site.

3. Do not send first time visitors to your page's "wall". Instead send them to a customized tab that describes what your page is about and incites them to become a fan. Send your existing fans to your Facebook Fan Pages wall. After you have about 100 fans set up a customized URL for your Fan Page – <http://facebook.com/username>

4. Promote your own Facebook Page by communicating on other's walls, statuses, updates, and notes. To prevent being labeled a spammer, add to the in these posts. Also consider promoting your Facebook Page or Group with other social profiles such as Twitter or MySpace. Using contests, and promoting your giveaways is an excellent way to generate awareness and increase membership.

5. When promoting a business make sure you keep your business Fan Page separate from your personal Facebook page. You must keep business and personal separate. You don't want to have to worry about what others will post on your wall or comments being misinterpreted.

The time is now to start getting exposure on Facebook. Best of all most of the above recommendations require little to no monetary investment and very little of your time. Treat Facebook like any other paid campaign you have running and track and measure your ROI. Also consider advertising your Page through Facebook as most results are based on fans and members. It's a good way to grow your audiences and enhance internal search results. You may be pleasantly surprised at the outcome and wonder why you didn't get on the Facebook train earlier.

New York State Women, Inc Annual Conference

June 11-13, 2010

Holiday Inn- Grand Island

MARK YOUR CALENDARS NOW

to attend this important conference!



JANUARY

\$ MONEY MINUTE \$

– Amy Jo Lauber

The Greek god, Janus, is depicted with two faces; one facing forward, one looking back. January is a great time to set financial goals but also to review what you've done in the past and decide what financial behaviors should be continued, and what should be left behind.



Korn continued from page 1

participates in the "Lawyers for Learning" program tutoring an 8th grader at School 18, in Buffalo, New York.

Lindy is columnist for the *Buffalo Law Journal*, the *Daily Record* and the *Buffalo Jewish Review* writing on current trends regarding workplace issues. She has taught at the Cornell School of Labor Relations in the area of Workers' Compensation and was an Adjunct Professor at the School of Architecture and Urban Planning, teaching Conflict Resolution in the fall of 2003, as well as having taught a bridge course at the University of Buffalo School of Law, in sexual harassment mediation.

Her passion is to create a more respectful workplace environment devoid of sexual harassment and retaliation.

Lindy has appeared as the "Workplace Doctor" on A.M. Buffalo talking about workplace romance issues, bullying and zero tolerance.

NYS Business Women, Inc.

Buffalo Niagara Chapter PROFIT & LOSS BUDGET VS. ACTUAL July 1, 2008 – Dec. 15, 2009

	Jul 1 - Dec 15, 09	Budget	\$ Over Budget	% of Budget
Ordinary Income/Expense				
Income				
Annual Fundraiser				
Fundraisers - Other	115.00			
Annual Fundraiser - Other	410.00	600.00	-190.00	68.3%
Total Annual Fundraiser	525.00	600.00	-75.00	87.5%
Dues Revenue	1,700.00	2,500.00	-800.00	68.0%
Excess Dinner Income	72.66	100.00	-27.34	72.7%
Interest Income	33.49	50.00	-16.51	67.0%
Newsline and Website Ads	375.00	500.00	-125.00	75.0%
Total Income	2,706.15	3,750.00	-1,043.85	72.2%
Expense				
Advertising	0.00	30.00	-30.00	0.0%
Bank Service Charges	85.00	85.00	0.00	100.0%
BPW President's Gift	0.00	50.00	-50.00	0.0%
BPW Website/Domain Names	169.50	150.00	19.50	113.0%
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	88.00	100.00	-12.00	88.0%
Interclub	0.00	25.00	-25.00	0.0%
State Dues	700.00	850.00	-150.00	82.4%
Total Dues and Fees	788.00	975.00	-187.00	80.8%
Honorarium Gifts	46.71	50.00	-3.29	93.4%
Insurance	177.00	180.00	-3.00	98.3%
Issue Management	30.00			
Logo Design	200.00	200.00	0.00	100.0%
Membership Supplies	0.00	50.00	-50.00	0.0%
Miscellaneous	104.24			
Newsline Printing	299.37	1,000.00	-700.63	29.9%
Postage and Delivery	13.20	50.00	-36.80	26.4%
President's Misc	0.00	20.00	-20.00	0.0%
Program	0.00	250.00	-250.00	0.0%
Roster	203.59	225.00	-21.41	90.5%
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	100.00	100.00	0.00	100.0%
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	2,216.61	3,950.00	-1,733.39	56.1%
Net Ordinary Income	489.54	-200.00	689.54	-244.8%
Net Income	<u>489.54</u>	<u>-200.00</u>	<u>689.54</u>	<u>-244.8%</u>

NYS Business Women, Inc.

Buffalo Niagara Chapter BALANCE SHEET As of December 15, 2009

	Dec 15, 09
ASSETS	
Current Assets	
Checking/Savings	
Cash - Restricted Other	100.00
Checking - Scholarship Restrict	2,492.05
Citizens Checking	2,627.73
Wachovia Securities	5,299.78
Total Checking/Savings	<u>10,519.56</u>
Total Current Assets	<u>10,519.56</u>
TOTAL ASSETS	<u>10,519.56</u>
LIABILITIES & EQUITY	
Equity	
Net Assets	7,537.97
Temporarily Rest. Net Assets	2,492.05
Net Income	489.54
Total Equity	<u>10,519.56</u>
TOTAL LIABILITIES & EQUITY	<u>10,519.56</u>

NYS Women Inc Web Site Changes

The NYS Women Inc web site has gone through some major changes recently. The most important change is to the member only section of the web site. You can now update your contact information on their web site. It is very important that everyone log into the members only section and update their personal information. We need to make sure we have accurate information after the transition from BPW/USA. You can also update the industry you work in. This helps other members locate you when they are looking for people to do business with. Besides updating your personal information you can search the NYS member directory and view a report of all current BNC members. This is a great tool for locating NYS Women Inc members to do business with. NYS will be using this section to distribute all information. The Communicator is located in this section.

To log into the members only section you will log in with your email address and a password of nysw09. If you have not registered an email address with NYS or have problems logging in, please contact Renee (Cerullo@RLComputing.com) with your email address.

Lucy Mysiak

July 5, 1950—Dec. 10, 2009

Lucille A. Mysiak, director of emergency services for the Greater Buffalo Chapter of the American Red Cross, died Thursday in St. Joseph Hospital, Cheektowaga, after a brief illness. She was 59.

Born in Buffalo, Ms. Mysiak was a graduate of Bishop Mc- Mahon High School.

She coordinated and implemented relief efforts to scores of victims following the December 27, 1983, explosion of an illegal propane tank on North Division Street in Buffalo. She worked for three weeks without returning home to provide help to firefighters and those impacted by the catastrophic explosion, which killed five firefighters, two civilians, injured many others and damaged a dozen city blocks, resulting in millions of dollars in losses.

Because of her experience, the Red Cross and Federal Emergency Management Agency called on her to teach courses on emergency preparedness, taking her to most states in the United States, including Alaska, as well as Jamaica, Africa and countries in South Americas.

She served on the Erie County Disaster Preparedness Board and the International Joint Committee of Emergency Preparedness for Erie and Niagara counties and the Niagara peninsula in Ontario.

She was a consultant in emergency preparedness for Wyoming County and the City of Niagara Falls as well as a member of the SMART Team of Erie County.

A native of Buffalo, Ms. Mysiak was an annual Day of Caring volunteer and a member of the board of governors of the United Way of Buffalo & Erie County. She served as a member and chairwoman of the Volunteer Services Committee of the United Way.

She was chairwoman of the Community Hero awards and the former J. C. Penney Golden Rule

Volunteer Recognition awards of up to \$50,000 a year to charitable organizations.

Ms. Mysiak was a member and chairwoman of the committee for fundraising events at the Franciscan Center, the Buffalo- area shelter for teenage boys.

She worked with active-duty military and veterans to promote Western New York Armed Forces Week, held each May, and was chairwoman of the public relations/community outreach committee for the multievent week of ceremonies honoring the armed forces.

Ms. Mysiak was an advocate for women. She was a member of the Women's Action Committee sponsored by Erie County Commission on the Status of Women. She also was president of the Buffalo/Amherst Business and Professional Women, and under her leadership, the organization won statewide awards for shedding light on the achievements of women and the inequalities they face, during National Business Women's Week and Women's History Month.

Ms. Mysiak received the Woman of the Year award from the Buffalo Business and Professional Women and the Am- Pol Eagle Citizen of the Year award in government.

She was employed by the United University Professions at the Buffalo Health Science Chapter of the University at Buffalo since 1994. She was a member of Local 1141, Communication Workers of America.

Survivors include her mother, Lucy, and her companion, Gregory Mioducki.

A Mass of Christian Burial will be offered at 9:30 a. m. Tuesday in Queen of Martyrs Catholic Church, 180 George Urban Blvd., Cheektowaga. Prayers will be said at 8:45 in Paul A. Kloc Blossom Chapels, 4680 Clinton St., West Seneca.



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