



Advocates for women in the workforce

Newsline

New York State Women, Inc Annual Conference

June 11-13, 2010

Holiday Inn - Grand Island

There is still time to register for the State conference on June 11-13! Since our district is hosting this event, it is important that as many local chapter members attend as possible. All you need to do is go to our website www.bncwomeninc.org and get the information to register. If you cannot attend all the programs, then please join us on Friday, June 11 from 4-7pm for our keynote speaker and a cocktail reception that will follow. It is not often that we are able to have a State conference right in our own back yard, so don't miss out on this great opportunity to attend!

Great Deal!

The cost for registering to attend the programs and meetings of the NYS Women, Inc. Annual Conference is only \$40 which is a bargain! In addition to that, our BNC board recently voted that any member who registers for the conference will be able to attend the Friday cocktail reception at no charge. **Our chapter will reimburse your \$25 cost for the reception...now that's a GREAT DEAL!!** Be sure to take advantage of it!



President's Message Renee Cerullo

I am very excited to have this opportunity to work with all of you as your incoming 2010-2011 President! You can be sure I will work hard to serve our members as we continue to promote and grow our organization. Now that the change over from BPW to NYS Women Inc has completed a big goal of mine is to really market our organization and increase membership. Showcase everything we have to offer. We will be utilizing some social media to help promote our events.

We will be busy this summer planning

for the new year ahead. I will be announcing the date of a planning meeting soon and all ideas/suggestions are welcomed. There will be some exciting programs and my goal is to increase our membership and the attendance at our monthly meetings.

My sincerest thanks to Joyce Delong for all her efforts this past two years. She has helped grow this organization and move us in the right direction. I hope I can continue to follow in her footsteps as she has been a true mentor over the years.

Hope to see everyone at the State Conference in June! This promised to be a great conference.

Women's Networking Event

The Women's Networking Event, sponsored by NYS Women, Inc. Conference 2010, will provide terrific meet-and-greet opportunities for Buffalo Niagara women entrepreneurs and business women.

This special one-time event will be held Friday, June 11, 2010 at the Holiday Inn Grand Island Resort & Conference Center. It kicks off with a thought-provoking keynote from 4:00 to 5:30 p.m. followed by a cocktail reception from 6:00 to 7:30 p.m. Register at http://nys-womeninc.org/conference2010/registration_Fri.asp or call Kathy Cerullo (675-6075). Cost is \$25 per person.

Linda Eaton, co-founder of The Galileo Initiative, will present "The Transformation Toolkit," discussing why change is so hard; why personal goals pan out; and why well-planned changes in organizations fail. In a presentation driven by up-to-date research, common sense, and humor, she'll cover the crucial importance of two frequently overlooked truths when attempting improvement.

Networking opportunities will abound at the cocktail reception; nosh on free hors d'oeuvres and mingle! Reception features cash bar.

With a diversified membership of more than 1,000 across the state, NYS Women, Inc. builds powerful women, professionally, personally, and politically. Local chapters include Buffalo Niagara, Chadwick Bay, Clarence, Grand Island, Jamestown, Lake Shore, and Niagara Frontier. Discover more at www.nyswomeninc.org.



Increase Conversion Rates with Copyrighting Basics?

By: Renee Cerullo

Writing copy for the web is very different than writing copy for print materials. This is hard for some companies to grasp. Your users read very differently on the web than they do your print materials. You should never take print material and put it directly on your web site without the proper editing. To be effective, you must use the perfect words and tools of writing, while working toward a measurable end; a sale.

Common Copyright Pitfalls

1. Creating Ads Just to Get Attention –

There is a huge difference between getting someone's attention and getting someone's business. While your ads need to grab the user's attention, they need to do so in a way that opens the door to making a sale. I have seen ads that are just obnoxious. Yes they grab my attention but also are a turn off.

2. Forgetting to Mention "Reason Why" in Your Copy –

One of the most important pieces to your copy is telling your users the reason why you are selling your service or products. This does not mean stating your benefits yet. Strong copy reminds your market of why you want them to purchase and why your product or service is the only choice.

3. Talking to Yourself – This sales copy mistakes finds itself in countless corporate ads, with a message that comes down to "We are the best, the biggest, etc". This type of copy fails because there is no connection with your customer, no mention of the benefits to them and no customer individualization. Also stay

away from internal lingo. Make sure someone outside your box understands the wording.

4. Failing to Trigger Emotion – Find out everything about your target audience. What do they complain about, what are their needs, what problems have they encountered that you can solve, etc. Use terminology that will reinforce the problem they need resolved and your solution.

5. Using Weak Headlines – Your headline is the most important piece of copy your advertising has to offer. Your headline must grab the attention of your reader in less than three seconds. Using words that grab attention and everyone understands is very important.

6. Forgetting to Use Strong Testimonials – People are naturally skeptical of sales pitches or new vendors. Testimonials are one of the strongest ways to reassure potential customers of your reputation. Adding picture to the testimonials has a even stronger impact. You should have the testimonials throughout the site not just on one page.



JUNE

\$ MONEY MINUTE \$

– Amy Jo Lauber

"Make all decisions based on the person you would like to become."

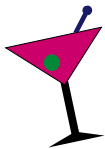
– PAUL HOMOLY

When you align your desires with your actions, you will experience true peace of mind. As you start to experience the joyful warmth of the summer months, start creating a vision for yourself, and determine what financial resources are required and available to help you bring that vision to fruition. Meet with a financial planner who can help you determine how to achieve your goals, and who will coach you along your journey.



Women's Networking Event

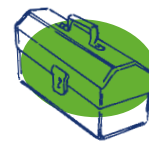
- What?** Keynote Presentation and Cocktail Reception
- When?** Friday, June 11, 2010
- Time?** Keynote: 4:00–5:30 p.m. • Reception: 6:00–7:30 p.m.
- Where?** Holiday Inn Grand Island Resort and Conference Center
100 Whitehaven Road, Grand Island, NY
- Cost?** \$25 per person
- Register?** http://nyswomeninc.org/conference2010/registration_Fri.asp
or Kathy Cerullo at 675-6075



Cocktail Reception

Network with professional women from around Western New York! Relax after a long week and get to know area women entrepreneurs. Enjoy the scenic view overlooking the Niagara River and nosh on free hors d'oeuvres. Cash bar.

The Transformation Toolkit



Why is change so hard? Why do so many of us end up on the three-day diet, the 48-hour budget, the only-on-Monday exercise regime? Why do well-intentioned, and well-planned changes in our organizations fail? In a presentation driven by up-to-date brain research, age-old philosophy, common sense, and a little humor, **Linda Eaton**, co-founder of **The Galileo Initiative** explains why it is crucial to take advantage of two truths that are overlooked when we attempt improvement.

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NYS WOMEN INC **Conference 2010**

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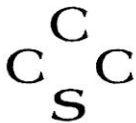
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