



Advocates for women in the workforce

Newsline

New York State Women, Inc.
Buffalo Niagara Chapter

September Meeting

Wednesday
September 1, 2010

Speaker: Robin Wilson,
Owner, The Wilson Edge

Program: The Power of Social Media
Robin Wilson, owner of The Wilson Edge, helps businesses connect with customers using social media tools. Learn how Facebook, LinkedIn, and Twitter can bring your marketing into the 21st century.

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

Place: Verbena
930 Maple Road
Williamsville, NY

Menu: Buffet

Cost: \$30 per person

Please note this is more than our usual cost, as it is our annual fundraiser.

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, August 27, 2010



President's Message Renee Cerullo

Welcome back to a new year! Hope you have enjoyed your summer. We have a great line up of programs this year. We are starting out with a program on "The Power of Social Media" with Robin Wilson of The Wilson Edge. Robin Wilson, owner of Wilson Edge helps businesses connect with customers using social media tools. Learn how Facebook, LinkedIn, and Twitter can bring your marketing into the 21st century.

Our focus this year is going to be on building our membership base and providing our members professional development opportunities. At the state conference in

June, our chapter was given an award for the most members in a chapter in NYS. That is a great honor and shows our strength in WNY. Let's continue to grow our membership base throughout this year. Please consider bringing a friend or a co-worker to our meetings.

Our Happy Hours are back! Come join us for happy hour to de-stress and meet new people. Our happy hours will be at Bar Louie at the Galleria Mall. Our first one is Tuesday September 14th. Keep an eye on the events calendar on our web site for all the upcoming events!

I am looking forward to another great year with BNC!

Robin Wilson
Owner, The Wilson Edge

September's Speaker



Robin Wilson specializes in teaching and helping companies bring their marketing into the 21st Century. She connects with thousands of customers with one click! She will help expose you and your company in the physical and virtual world. Utilizing the power of transparency, abundance and connection to create a market and build successful businesses.

Robin has been using Social Media for

more than a decade, long before it was called Social Media. She is one of the pioneering women in the WNY area who is educating, coaching, and speaking with large and small businesses about the benefits of Social Media Marketing.

The Wilson Edge is her unique and personalized approach to promoting the benefits of this very powerful medium. Specializing in bringing customers to you, Robin will show you how to gain the greatest leverage to make you and your business successful with social media tools.





A World Not Made for Visually Impaired...

By: Renee Cerullo

Imagine waking up one Saturday morning and planning on just relaxing and reading the paper. Then you pick up the paper and you can't see any words. It's just all gray. Then you realize everything is very distorted and fuzzy. This is what happened to this past Memorial Day weekend. I did not think about it too much since I was also recovering from gallbladder surgery so I just slept the weekend away. Tuesday when the offices were back open I went to my eye doctor. Then I started worrying when they were doing a lot of huddling and talking about me. It turned out that I had a reaction to medication I was put on and fluid built up in my eyes. This caused my vision to be severely degraded.

This experience was eye opening. I thought I would share what I experienced in order to make people realize what the visually impaired go through on a daily basis trying to function in society. I work with technology on a daily basis and I was very shocked at what I had to deal with until my vision came back. In a world driven by technology not much thought has been put into making sure it is usable by all.

iPhone/iTouch

This device was not completely usable. I could use my iTouch to read email and the web much easier than anything else since I could enlarge it but that is where it stopped. There is no way to increase the font size on the iTouch itself so the buttons could not be made bigger. Also I found that most applications were not accessible. I was shocked to see that the Facebook app had no accessibility features therefore making it unusable. The next app I tried was ABC News. Even a big news agency was not accessible. I am surprised big companies like these can get away with not having their applications meeting the US Section 508 Accessibility guidelines. These devices could not be used by a visually impaired person. My Smartphone was just as bad. There was nothing I could do on it to increase the font size. My phone was useless. I could not even make calls on it. The keypad is small to begin with so I could not even dial a number on it.

Computers

Trying to make my laptop/desktop usable was a challenge. Windows has many accessibility features built in and most work really well. I first needed to increase my font size so I could actually see it. On my desktop that was no problem. I had the option of 200% which worked. On my laptop I did not have that option. I had to really hunt around to find the advanced display options. This allowed me to read my email and use any of the Office products.

I found out that not all software uses the operating system settings. I needed to use QuickBooks to do some invoicing. The interface had increased in font size but the screens became unusable. The buttons were off the screen and could not be clicked. The program was not usable until the font size was decreased. Even my label maker program would not open because it said the screen resolution was too low.

Web browsers had their menus bigger but the actually web sites were still the same small font sizes. Every web site I went to I had to manually increase the font sizes. Most web sites have absolutely no accessibility features built into them. As developers we tend to take for granted that everyone sees like we do. We forget to add those font size buttons on our web sites or even the contrast changing buttons. Simple things like add-

ing these buttons make a person's life so much easier. I know I will never forget or let a client pass on that again.

Skype was another program that is very common now in business. This program has no way to increase the font size. In my company I use this application all the time to communicate amongst my employees. I could not see any messages I was being sent. I had to ask everyone to use email until I could see again. In my opinion that is just unacceptable of software these days.

Everyday tasks

You don't think of all the little things that you do in a day that a visually impaired person will have a hard time doing. Reading a bank statement and balancing the books was an impossible task. My mother had to come over and read the statement to me. I had to buy a bridal shower gift and I had to use one of the swipe credit card machines. There is no standardization amongst those credit card machines yet. So many have different buttons to press and the keys are in a different order. A lot of computer work I was able to do because I have memorized the icons and where things are.

One thing I never thought of before was going out to eat and reading a menu. How many restaurants do you know that have large print menus. Not many. Even watching my niece, who is 2 months, proved to be difficult. I could not see the lines or numbers on her bottle. My sister put tape on the bottles so I knew when to stop filling them. I know many visually impaired people have kids. Why do those numbers need to be so small?

Not having my sight made me completely dependent on others to drive me places and do to simple tasks. I am much more aware of what a visually impaired person goes through on a daily basis and how hard it is for them to be independent. I give them a lot of credit to them for managing in a world that is not very user friendly.

On another note, as a small business owner this proved to be the most difficult and logical nightmare I have experienced. I was pretty much able to answer emails and that was about it. It started me thinking about what would have happened if I did not have an amazing employee who stepped up and handled everything? How are small business owners suppose to handle medical emergencies when they are the business owner and run day to day operations? This is one to ponder...



SEPTEMBER

\$ MONEY MINUTE \$

– Amy Jo Lauber

What is Financial Planning? Financial planning is the long-term process of wisely managing your finances so you can achieve your goals and dreams, while at the same time negotiating the financial barriers that inevitably arise in every stage of life. Financial planning is a process involving six-steps: Establish goals, gather data, analyze data, develop a plan, implement the plan, and monitor the plan. You can apply this process to one area of your finances (such as retirement) or to a comprehensive analysis. A CERTIFIED FINANCIAL PLANNER™ practitioner would use this process, but you may also utilize it yourself.



Calendar

September 2010

Wednesday, Sept. 1

Verbena

“The Power of Social Media”
with Robin Wilson of The Wilson Edge

Tuesday, Sept. 14 - 5:30pm

BNC Happy Hour
Bar Louie (Galleria Mall)

Tuesday, Sept. 28 - 5:30pm

Board Meeting
Holiday Showcase

October 2010

Wednesday, Oct. 6 - 5:30pm

Curly's
“Protecting Yourself Against Identity Theft”
with Pat Herberger
5:30 Networking / 6pm Dinner

Wednesday, Oct. 20 - 5:30pm

BNC Happy Hour
Bar Louie (Galleria Mall)

November 2010

Wednesday, Nov. 3 - 5:30pm

Verbena
“Breaking the Ice Personally &
Professionally” with Amy Remmele
5:30 Networking / 6pm Dinner

Thursday, Nov. 18 - 5:30pm

BNC Happy Hour
Bar Louie (Galleria Mall)

December 2010

Wednesday, Dec. 1 - 5:30pm

Verbena
Trash & Treasures Auction
5:30 Networking / 6pm Dinner

Thursday, Dec. 16 - 5:30pm

BNC Happy Hour
The Place (22 Lexington Ave)

January 2011

NO MEETING

February 2011

Wednesday, Feb. 2 - 5:30pm

Verbena
“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

Verbena
“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

Verbena
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

Buffalo Niagara Chapter NYSW Board 2010-2011

President - Renee Cerullo
First VP (Program) - Amy Jo Lauber
Second VP (Membership) - Kate Beck
Secretary - Michelle Mullen
Treasurer - Jill Schaefer
Past President - Joyce DeLong

Committees 2010-2011

Finance/Fundraising - Kathy Jackson
Membership - Kate Beck
Networking - Ramona Gallgher
Newsletter Editor - Joyce DeLong
Nominating - Joyce DeLong
Programs - Amy Jo Lauber
Public Policy -
Public Relations - Linda Przepasniak
Reservations - Kathy Cerullo
Scholarship - Noelle Saladin
Social Media - Gretchen Nichols
Website Manager - Renee Cerullo
Women of the Year - Sue Fayle



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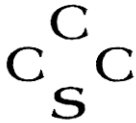
Trinity Tower Of Buffalo, Inc.
33 Linwood Avenue
Buffalo, New York 14209-2228



GRETCHEN M. NICHOLS
Attorney at Law

One Towne Centre
501 John James Audubon Pkwy., Ste. 300 • Amherst, NY 14228
(716) 688-3800 • (716) 688-3891 Fax
www.nfdlaw.com • gnichols@nfdlaw.com

NESPER, FERBER & DiGIACOMO, LLP
ATTORNEYS AT LAW



Consumer Credit Counseling
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Tara L. Vogel
Chief Operating Officer
E-mail: tvogel@cccsbuff.org

Phone: 716-712-2062
Fax: 716-712-2079
40 Gardenville Pkwy, Suite 300
West Seneca, NY 14224



Velma T. Szczesny
First Vice President - Investment Officer

Wells Fargo Advisors, LLC
6467 Main Street, Suite 103
Williamsville, NY 14221
Tel 716 810-5051
Fax 716 810-5005
Toll Free 877 822-0950

Member FINRA/SIPC

velma.szczesny@wfaadvisors.com

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Joyce DeLong
Owner

3959 Union Road
Cheektowaga, NY 14225
P 716.634.5966
F 716.634.0841

JDinsty@roadrunner.com
www.InstyPrintsCheektowaga.com

Phone (716) 565-9700
Fax (716) 565-0668
kathryn@kajacksonLaw.com
www.kajacksonLaw.com

KATHRYN A. JACKSON
Attorney at Law, P.C.

5784 Main Street
Williamsville, New York 14221

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29 Falmouth Lane, Williamsville, NY 14221

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