

May Meeting

Wednesday May 7, 2014

Program: Powerful Women Consumers: Rise of the "Sheconomy"

Panelists: **Kimberly DeSimone**
 St. Bonaventure University

Place: Protocol
 6766 Transit Road
 Williamsville, NY 14221

Menu: Filet Mignon
 Sea Scallops in sauce
 Grilled Vegetable Pasta

Cost: **\$30 per member**
\$35 per guest

****Non members are required to pre-pay
 RSVP by Friday 5/2**

PLEASE NOTE:

*Checks payable to
 "NYS Women Inc., BNC"*

How to Register

Register online at:

www.bncwomeninc.org

or contact:

[Kathy Cerullo at 675-6075 or
 kathyc3112000@gmail.com](mailto:kathyc3112000@gmail.com)

Registration Deadline: May 2, 2014



President's Message

Kathy Jackson

After spending a busy day with my daughter and 3 grandchildren, the 8-year old said "Can we go to the mall?" Exhausted, my daughter replied "Why can't you just say thank you Mom and Grandma for taking us to the pet store, then to Bounce Magic, then to lunch, then to the playground. Thank you for being so nice and for doing all this for me". The 6-year old replied "Yeah - what she said."

Well, I find myself saying the same thing after reading our State President's message in the current Nike. Amy Kellogg talked about her mantra

of embracing change and the accomplishments resulting from all those who accepted the challenge. She talked about streamlining many processes to allow more focus on the important things for the organization - member recruitment and retention,

educational programming, and personal and professional growth of every member.

She also said "The only way to truly change and grow is to ensure that all

current members are engaged and love being a member. This passion will translate to potential new members and inspire them to join."

Yeah - what she said!

I'm so proud of our chapter for all we've accomplished this year and I'm so happy to receive such positive feedback from our members. We've had terrific programs, great food, and wonderful camaraderie. We've made business contacts, learned things that have advanced our personal and professional growth, and made new friends. A huge "Thank you" to those who have agreed to accept a leadership position for the upcoming year - you won't regret it!

And don't forget that State conference is coming up May 30 - June 1 in Albany. It will include educational workshops, fund-raising information and advice, and much more valuable information, as well as election of the new State officers. It is a chance to learn about the organization's accomplishments and plans for the future. It is always energizing and great fun, and all members are encouraged to attend.



April Program

Powerful Women Consumers: Rise of the "Sheconomy"

"Today's women are now more connected, educated, and informed consumers. Just how powerful is this "sheconomy"? Our speaker, Kimberly DeSimone, St. Bonaventure University, will discuss the broad reach of women consumers, who account for \$7 trillion in consumer and business spending in the U.S. The sheconomy by the numbers: . Women account for 85% of all consumer purchases; everything from autos to health care . Women make 80% of healthcare decisions and 68 percent of new car purchase decisions . 75% of women

identified themselves as the primary shoppers for their households . Women influenced \$90 billion of consumer electronic purchases in 2007 . Women buy more than half of the new cars in the U.S., and influence up to 80% of all car purchases . Women account for 58% of all total online spending . 22% shop online at least once a day Sources: She-Economy, Ms Smith Marketing, StartUpNation, Clickz, Inc.com, Girl Power Marketing, Catalyst, Forbes Kimberly DeSimone is an experienced Fortune 500 marketer and professor of Integrated Marketing Communications & Digital Media at St. Bonaventure University.

In her 10-plus years as a marketing executive, she developed business strategies and marketing plans for multiple multi-million dollar businesses and was responsible for the branding of numerous product lines as well as the Fisher-Price brand. DeSimone is a passionate advocate for advancing women in the workforce. Her doctoral work in the field of Organizational Psychology focuses on retaining women at the highest levels in organizations.

Her blog PowerMom focuses on empowering women to be the catalyst for change. (www.workingmother.com/blogs/powermom)

SBA Award

BNC member Katharine Smith, owner of White Rabbit Design, will receive the district director's Small Business Week Special Recognition Award at the SBA Small Business Week Awards Luncheon on Wednesday May 7, 2014.

What SBA Small Business Week Awards Luncheon
When Wednesday, May 7, 2014 * 12:30 - 2:00 p.m.
Where Buffalo Niagara Convention Center
Cost \$45 per person
To register

<http://events.r20.constantcontact.com/register/event?llr=dcwhojcab&oeidk=a07e8vf23xk86fc5455>

If you plan on attending the luncheon you can ask to be seated with BNC or NAWBO members. Questions about the luncheon?

Contact Kelly LoTempio, SBA 551-4301 kelly.lotempio@sba.gov

Mark Your Calendars

Wednesday, June 4th Night on the Town

The Annual BNC Fundraiser to benefit BNC scholarship and general membership.

Come enjoy an "Evening on the Town" with some wonderful women – this year's scholarship fund fundraiser. Spend the evening networking and trying your luck at raffles and a silent basket auction. Please consider donating a basket to help support this worthwhile cause!



MAY \$ MONEY MINUTE \$

– Amy Jo Lauber

Grow

The seeds of our financial gardens are many: seeds of goals, objectives, focus, saving, investing, insuring, sharing, protecting and so on. Some of those seeds may indeed fall on ground that won't allow them to sprout, but just keep planting those good.



The Buffalo Niagara Chapter of NYS Women, Inc.

fosters the success of women in the workforce throughout Western New York; offering career advancement resources, work/life strategies, leadership development, and personal and professional connections.

IMPORTANT MESSAGE!!

Reservations are **REQUIRED** for all meetings. Please make sure your reservation is made by the Friday before the event so we can provide the restaurant with an accurate count. Due to the fact that we have to pay for all who have registered, if you do not show without sufficient notification, you will be invoiced for the meeting fee.

NYSW Inc Buffalo Niagara Chapter Minutes from Meeting 04/02/14

Call to Order: 6:00 p.m. with Fran Vaughan standing in for President Kathryn Jackson

Approval of February 5, 2014 and March 5, 2014 Minutes as published in Newslines, and Motion to Accept both the February and March Minutes at this April 2, 2014 Meeting.

Officer's Reports:

Approval of Treasurer's Report and Motion to Accept – Accepted as Published.

Committee Reports:

Finance

Fran Vaughan reported that Stephanie Bottomley continues to plan the June Fundraiser. Please mark your calendars for June 4, 2014. Personal/Professional Development/Program – Fran Vaughan:

- May 7, 2014 – Annual Business Meeting will include Kim DeSimone presenting "The Power of Women Consumers."

- June 4, 2014 – Annual Fundraiser and Installation of Officers Dinner Meeting.

Public Policy – Sue Mager and delegation will be attending the State Meeting in Rome, NY May 30 – June 1 and will report back upon return. She and delegation are also attending the April 26, 2014 Region VIII Spring Meeting in Dunkirk, NY. Sue suggested that incoming officers might attend and invited everyone else as well. Communications: Amy Jo Lauber once again welcomed all members to post their announcements and events on our Facebook Page NYS Women Inc - Buffalo Niagara Chapter www.Facebook.com/NYSWBNC and to share those - as well as our Page - with their timelines.

By-Laws – Sue Fayle confirmed that Jill Johnson will be presenting these revisions to the Board, and the Board will bring them to the next meeting.

Membership – Ramona Gallagher warmly welcomed our many

guests this evening and reported current membership now at 48-50. Nominating Committee – Ramona Gallagher, Joyce DeLong & Amy Jo Lauber – Amy Jo asked for nominations from the Membership at the meeting or any other convenient time as she shared her fond experience as Past President – expressing how there is a great deal of support and help. Currently, Nancy Rizzo is once again Secretary, Kathy Garvey is Treasurer, and we are in need of a President Elect. Announcements: Linda Przepasniak invited all to an Investment Group that meets once a month at Trinity Towers. Nancy Rizzo announced the ABWA Shine Event on May 1, 2014 at the Niagara Falls Conference Center. Amy Jo Lauber announced her "I Hate Budgeting" \$10 Saturday Meeting April 5, 2014 at Dog Ears Café on Abbott Road – requesting RSVP to determine food order. Program: This evening's program was a Political Advisory Panel of Lynne Dixon and Laura Monte. Meeting Adjourned: 8:00 p.m.

NYS Business Women, Inc.

Buffalo Niagara Chapter

BALANCE SHEET

As of March 31, 2014

| | | |
|--|-----------|-------------------------|
| Assets | | |
| Cash: | | |
| Cash - Checking | \$ | 11,185.22 |
| Cash - Scholarship | | 2,095.78 |
| Total Cash | | <u>13,281.00</u> |
| Receivables: | | |
| Dinner receivable | | 30.00 |
| Total Receivables | | <u>30.00</u> |
| Prepaid Expenses: | | |
| Room deposit | | 200.00 |
| Total Prepaid Expenses | | <u>200.00</u> |
| Total Assets | \$ | <u>13,511.00</u> |
| Net Assets | | |
| Unrestricted | | 11,415.22 |
| Temporarily restricted - scholarship and other | | 2,095.78 |
| Total Net Assets | \$ | <u>13,511.00</u> |

NYS Business Women, Inc.

Buffalo Niagara Chapter

PROFIT & LOSS

As of March 31, 2014

| | Budget | YTD | Difference over/(under) |
|---|--------------------|----------------------|----------------------------|
| Income | | | |
| Dues revenue | \$ 4,250.00 | \$ 1,150.00 | \$ (3,100.00) |
| Dinner income | 600.00 | 495.96 | (104.04) |
| Business Women Expo income | - | 1,077.67 | 1,077.67 |
| Annual fundraiser | 1,000.00 | 436.76 | (563.24) |
| Newsline and website ads | 300.00 | 350.00 | 50.00 |
| Interest income | 25.00 | - | (25.00) |
| Total Income | \$ 6,175.00 | \$ 3,510.39 | \$ (2,664.61) |
| Expense | | | |
| Bank service charges | \$ 50.00 | \$ 27.00 | \$ (23.00) |
| Business Women Expo expense | - | 711.59 | 711.59 |
| President's gift | 50.00 | - | (50.00) |
| Website/domain names | 400.00 | 84.00 | (316.00) |
| Community service | 50.00 | - | (50.00) |
| Conferences and meetings | 500.00 | - | (500.00) |
| Dues | | | |
| Region VIII dues | 156.00 | - | (156.00) |
| State dues | 1,820.00 | - | (1,820.00) |
| Insurance | 120.00 | 126.00 | 6.00 |
| Membership supplies | 200.00 | 12.00 | (188.00) |
| Miscellaneous | 225.00 | - | (225.00) |
| Newsline printing | 1,100.00 | 687.86 | (412.14) |
| Postage | 200.00 | 180.40 | (19.60) |
| Program | 930.00 | 1,334.68 | 404.68 |
| Roster | 210.00 | 208.80 | (1.20) |
| State president's gift | 10.00 | - | (10.00) |
| Treasurer's bond and insurance | 100.00 | 100.00 | - |
| Refund of prior year expenses {a} | - | (120.00) | (120.00) |
| Total Expense | \$ 6,121.00 | \$ 3,352.33 | \$ (2,768.67) |
| Net Income | 54.00 | 158.06 | |
| Transfer of restricted funds to NYS Women, Inc. {b} | - | (100.00) | |
| Scholarship distributions | - | (1,110.00) | |
| Change in Net Assets | \$ 54.00 | \$ (1,051.94) | |

{a} 2012-13 Insurance previous accrued; NYS Women Inc. not charging chapters for 2012-13 insurance.

{b} Previously restricted funds transferred to NYS Women, Inc. per Board Resolution.



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