



buffalo niagara chapter

September Meeting

Wednesday, Sept 2, 2015

Program: "STEM: it IS a girl thing"

A panel discussion with women in the fields of Science, Technology, Engineering, and Math

Protocol Restaurant

6676 Transit Road
Williamsville, NY 14221

Menu: Chicken Marsala
Grilled Salmon
Cheese Ravioli

Cost: \$30 per member
\$35 per non-member

***Non members are required to pre-pay*

RSVP by Friday 8/28

PLEASE NOTE:

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



President's Message

Pauline Hoffmann

Hello, and for many of us, welcome back to school, I am excited to take the helm of the Buffalo Niagara Chapter of NYS Women Inc. this year. I am working with some wonderful women to make sure we have programs that are important, impactful and exciting. Our programs continue to help us to live our mission to build powerful women personally, professionally and politically.

Our September program highlights women working in important STEM (Science, Technology, Engineering and Math) fields. Our panel will discuss what it's like to work in a predominantly male field and why it's so important to encourage other women to jump in and join them.

Be sure to encourage your friends and associates to join us as guests in October to see what women in WNY have to offer in terms of goods and services at our Women in Business Showcase. If you know of a woman business owner no matter how big or small the business, please encourage her to join us as a vendor. Information may be found on our website. This is a great way for her to showcase her products and services but also a wonderful introduction to BNC NYS Women's Inc.

November features Nancy Weil discussing "Laughter in the Face of Tears." Each of us has and/or will face grief and each of us will handle it in very different ways. Nancy will share tools we may use to help navigate this difficult ocean.

Get ready because December heralds the return of our Holiday Networking and Auction. This important event also serves as our fundraiser for our BNC scholarship fund. We take very seriously our vision to make a difference in the lives of working women and scholarships help. Participation of all members is needed for this very important event.

My leadership team is comprised of some old faces and some new. If you are a new member, this year is the perfect time to join us more regularly. Don't hesitate to come to a meeting and don't worry if you are shy. Please make a point of coming up to me and saying "hello." I love to hear the stories of all of our members. Together we can make a difference for women.

Here's to a happy and healthy year. in Leadership awardees with a luncheon at the 20th Century Club.

Again, I have to thank you all for a wonderful year!!! ■

How to Register

Register online at:

www.bncwomeninc.org

or contact:

Kathy Cerullo at 675-6075 or
kathyc3112000@gmail.com

Registration Deadline: Aug 28, 2015

SEPT Member Spotlight

AMY L. SIERACKI

Administrative Assistant, Catholic Health



WHY DID YOU JOIN NYSW? The role of working women is evolving in response to a changing economy and the changing demographics of the workforce. I joined the Buffalo Niagara Chapter of NYS Women Inc. to enhance my career, and for my own personal and professional development, not only as an administrative professional but also as a working woman facing changes in the workforce and in the job market. I want to position myself to meet the changing expectations and responsibilities that go with my current role as a

C-Suite level administrative assistant. Board members and senior executives require me to embrace new technology, and support and train as needed the other users within our organization. Professional communication and etiquette are also daily must-haves, and they too are evolving as digital communication outpaces face-to-face communication as the norm in our field. I expect face-to-face learning opportunities with colleagues and top-notch presenters will give me confidence and a solid toolbox to meet the demands of my current job, and also position me to advance not only within the healthcare system

where I work but also within my chosen field.

INTERESTING FACTS ABOUT YOURSELF: Traveled to Scotland at age 5, again for my junior year of college, and hope to return there with my children so they can see where one branch of our family came from. Volunteer baker for Ronald McDonald House of Buffalo Proud owner of retired racing greyhound from track in Orlando and of loyal SPCA rescue dog and rescue cat.

TELL US ABOUT YOURSELF: Proud lifelong resident of WNY. Thrilled to see the renaissance of Buffalo - new buildings, new businesses, new places to live and new faces and new neighbors moving here to WNY. Present: I am currently an admin assistant to two senior leaders at Catholic Health. Located in the c-suite, I support the COO of an 8300-employee health system, and am also the virtual assistant to the VP Clinical Operational Effectiveness Team. I am also the board secretary for the board of directors that governs acute care, home and community based care, and long term care services. Past: Before that I supported both the Chief Nursing Officer and the VP Mission Integration at Sisters Hospital (400 beds - 2 campuses). To work for people responsible for healing the body and the spirit was a great combination, and that combination and holistic approach is what makes me proud to work for Catholic Health. ■

SEPTEMBER Program

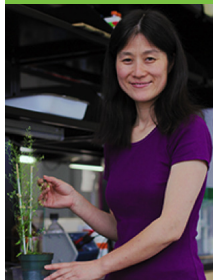


Why so few? Although women make up almost half of the total U.S. workforce, they hold less than 25 percent of STEM jobs; women make up more than 20 percent of engineering school graduates but only 11 percent of practicing engineers are women; and stunningly, in 1985 women received 37 percent of Computer Science bachelor's degrees, by 2013, a mere 18 percent of Computer and Information Sciences bachelor's degree recipients were women.

Our panelists will discuss their career paths in STEM fields (Science Technology Engineering and Math) with

moderator Pauline Hoffmann, PhD, Dean, Journalism/Mass Communication at St. Bonaventure University. Meet the panel: Wyoming County Coroner Jennifer J Prutsman-Pfeiffer, PhD, and Adjunct Assistant Professor, School of Nursing Forensic and Biological Anthropologist at University of Rochester Medical Center; microbiologist Xiao-Ning Zhang, Ph.D., Associate Professor Biology and Director of Biochemistry Program at St. Bonaventure University; and IT/web developer Renee Cerullo, owner of RLComputing, LLC and a founder Ed Tech of WNY, a nonprofit which installs and configures networks and computers for community organizations and schools. ■

SPEAKERS



DR. XIAO-NING ZHANG
Associate Professor in
Biology
St. Bonaventure University

I am a plant molecular biologist. All my biology education was completed in China.

Immediately after receiving a PhD in Genetics from Fudan University, I accepted a postdoctoral researcher position at University of Pennsylvania in 2002 where I studied how the quality of light affects plant development in Dr. Anthony Cashmore's lab. In 2006, I moved to University of Maryland at College Park for a second postdoctoral position in Dr. Stephen Mount's lab where I changed the focus to how pre-mRNA splicing is regulated in plants. While conducting research in College Park, I obtained a Master of Arts degree in the Applied Healing Arts Program in Tai Sophia Institute (now named as Maryland University of Integrative Health) in Laurel, Maryland. The combination of all the past experience helped reveal my passion in teaching which led me to a tenure-track position at St. Bonaventure University in 2009. With the support from the National Science Foundation, I have worked with a total of 89 undergraduate students and 3 high school students in either research laboratory or research-based courses in the past 6 years to explore the regulation network of pre-mRNA splicing.

Currently, I am the chair of the department of Biology and the director for the Biochemistry Program at SBU. In collaboration with other faculty members in math and sciences on campus, we successfully implemented a "STEM into High School Initiative" this year. I was the organizer for two summer events – a "K-12 science/math teacher lab development workshop" and a "High School Student Summer Research Program". Both events concluded in July, 2015. ■



RENEE CERULLO
President, RLComputing
President, Ed Tech of WNY
President, NYS Women Inc

Renee Cerullo was born and raised in Buffalo. She got her BS in Computer

Information Systems from Buffalo State College and her MA in Informatics from the University of Buffalo. She is a 2014 graduate of the University of Buffalo Center for Entrepreneurial Leadership. She worked for UB for 10 years. In 2000 she started her company RLComputing to help companies grow their business with technology. Renee has been an adjunct professor at University at Buffalo, Niagara University, and Bryant & Stratton. She travels to community colleges all over the US and Canada as a Web/IT consultant.

She is a founder and President of a non-profit called Ed Tech of WNY. Ed Tech of WNY facilitates the educational and mentoring efforts of schools and other nonprofit organizations by providing them with computer hardware and technical services. She currently is the President for NYS Women and was the President of the NYS Women Inc Buffalo Niagara Chapter for 2 years. She is on the Amherst Chamber of Commerce's Business Resource Council. She also has been very involved in the Crohn's and Colitis Foundation WNY Chapter and NAWBO.

Renee received the 2013 infoTech Niagara BETA Award - Women in Technology, 2012 Athena Award nominee, 2011 Women in Leadership Awardee, 2010 SBA Home Based Business Champion of the Year for the Buffalo District and NYS/Region II, 2008 YWCA Emerging Leader Awardee, and a 2006 Business First 40 under 40 award winner. ■

NYSW Inc Buffalo Niagara Chapter

Minutes from Meeting 05/06/15

Call to Order: 6:00 p.m.

Approval of March 2015 Minutes in Newsline - Motion to Accept – Accepted as Published.

Officer's Reports:

Approval of Treasurer's Report in Newsline - Motion to Accept and be filed for audit – Accepted as Published.

President's Report – Fran Vaughan welcomed members and guests this evening, and shared our Mission Statement. She advised that Treasurer Kathleen Garvey will be sending a check for the President's Purse for the outgoing State President. Fran also reminded Committees and Officers to (1) submit completed Job Descriptions of your positions to her asap, and (2) invite the President to all Committee Meetings and the Finance Committee Chair to all meetings involving spending monies.

Committee Reports:

Program Committee – Pauline Hoffmann, President-Elect/Program Chair

06/03/15 June Fundraiser and Installation of Officers will be held at The Park Country Club. An email announcement will be coming as well as information can be found on the website. Please register! Donations of baskets for the auction from members', friends, and family are greatly appreciated.

Audit Committee – Fran Vaughan – Asked for 3 volunteers, and Sue Fayle, Sue Mager, and Janet Hasurath graciously volunteered.

Nominating Committee – Kathryn Jackson – Passed out voting ballots to members at the beginning of the dinner meeting. She then announced how to vote, conducted the voting, and collected ballots. Kathryn calculated ballots and announced the unanimous votes as: President Elect Katharine Smith, Treasurer Kathleen Garvey, and Secretary Nancy Rizzo. Our current President-Elect/Program Chair, Pauline Hoffmann, moves into President.

Finance Committee – Joyce DeLong – (1) Explained the Proposed Budget 2015-16 line by line to the Membership. Copies for all were on each table. Using the current 2014-2015 year end to forecast the budget for 2015-16, the Finance Committee feels it is a responsible budget. After some question and answer discussion, Joyce announced revisions will be implemented. Unanimous vote was cast and Motion to Accept the Proposed Budget. (2) Joyce warmly presented Nancy Rizzo with Scholarship Monies towards further education in her Life Coaching Practice. Nancy graciously and gratefully accepted the honor and expressed that it not only had monetary meaning to her, but it represented membership support for her to "keep going!"

State Liaison – Sue Mager - Invited Membership to attend the Sixth Annual State Conference being hosted here in Buffalo by Region VIII at the Millennium May 29, 30, 31. Our very own Chapter's Renee Cerullo, currently President-Elect, will be installed as President, and Linda Przepasniak as First Vice President. The Installation Dinner is Saturday evening May 30. Speakers are Nancy Weil and Althea Luehrsen. Vendor tables are available as well as insertions for the Gift Bags. Registration is \$40 and can be done on line at www.nyswomeninc.org. Submit a confirmation of your registration to Kathleen Garvey, Treasurer, to receive a \$20 reimbursement

Personal & Professional Development - Linda Przepasniak announced that our very own Danielle Dudkowski and Fran Vaughan have entered The State Personal & Professional Development Speaking Contest, will be interviewed by Judges, and compete at the Annual State Conference. They will be practicing tonight for us after dinner and before the program. To assist them in fine-tuning their skills, blue and green evaluation sheets were passed out to the membership for constructive criticism. There is a monetary prize of \$500. Linda reminded all of the State's Personal & Professional Development Programs – an added benefit to our Memberships.

Membership – Renee Cerullo - Welcomed all new members and reported current membership at 64 – proud to be the now largest Chapter in NYS Women Inc. She encouraged everyone to come out to the May Annual State Conference!

Communications – Katharine Smith - Shared more on our partnership with WKBW TV's Women In Leadership monthly honoree program. At the end of the year, there is a celebratory luncheon with WKBW honoring the 12 women. An email will be sent to membership with full luncheon registration details. Criteria to nominate can be found on the website www.bncwomeninc.org.

Announcements – Renee Cerullo announced the Ed Tech of WNY Spring Fundraiser Thursday May 14, 2015 at The Grapevine Banquet Center, 333 Dick Road, Depew, NY from 5:30 – 8:30 p.m. and left flyers on the tables. Sue Mager announced the very successful completion of our partnering with Zonta Club's Free The Girls Project to collect gently used or new bras which benefit women freed from human trafficking in Africa and Central America. Ramona Gallagher reminded us of the additional scholarship fund opportunities offered by the State Organization in Career Development and Grace LeGendre Endowment Fund Graduate Students.

Next Meeting Wednesday June 3, 2015 at The Park Country Club, 4949 Sheridan Drive, Williamsville, NY 14221.

Meeting Adjourned: 7:35 p.m.

Fran Vaughan announced our Program on Leadership Skills by Molly Anderson from Leadership Niagara.

SEPTEMBER \$ MONEY MINUTE \$

– Amy Jo Lauber

“I’ve always thought anyone can make money. Making a life worth living, that’s the real test.”

– Robert Fulghum

I wonder if most people are too busy making money or trying to make money that they sometimes forget what they’re striving for. Lots of people have a hard time setting financial goals because they feel their money is barely making ends meet now; how can they carve out some for the future?

The key is designing a life that you want to live using the resources you have, reserving some of those resources to live that life as long as you are blessed to do so.

NYS Women, Inc.

Buffalo Niagara Chapter BALANCE SHEET As of August 13, 2015

ASSETS	
Current Assets	
Checking/Savings	
Checking - Scholarship Restrict	2,765.10
Citizens Checking	10,705.79
Total Checking/Savings	13,470.89
Other Current Assets	
Room Deposit	200.00
Undeposited Funds	400.00
Total Other Current Assets	600.00
Total Current Assets	14,070.89
TOTAL ASSETS	14,070.89
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	126.59
Accounts Payable	126.59
Total Accounts Payable	126.59
Other Current Liabilities	
Accrued Expenses	500.00
Due To Member - Reimbursement	-500.00
Total Other Current Liabilities	0.00
Total Current Liabilities	126.59
Total Liabilities	126.59
Equity	
Net Assets	9,816.06
Retained Earnings	4,551.22
Temporarily Rest. Net Assets	1,393.13
Net Income	-1,816.11
Total Equity	13,944.30
TOTAL LIABILITIES & EQUITY	14,070.89

NYS Women, Inc.

Buffalo Niagara Chapter PROFIT & LOSS Through August 13, 2015

	Jul 1 - Aug 13, 15
Ordinary Income/Expense	
Income	
Women in Leadership	-1,732.11
Total Income	-1,732.11
Expense	
BNC website/domain name	84.00
Total Expense	84.00
Net Ordinary Income	-1,816.11
Net Income	-1,816.11

NYSW, Inc. 2015-2016 Officers

Executive Board

President	Pauline Hoffmann
Pres-Elect	Katharine Smith
Secretary	Nancy Rizzo
Treasurer	Kathleen Garvey

Standing Committees

Communications	Katharine Smith Joyce DeLong
Finance	Nancy Guiffrida
Personal/Professional	Sue Mager
Development	
Advocacy	Linda Przepasniak
Membership	Renee Cerullo
ByLaws	Sue Fayle

Special Committees

Audit 2014-2015	Joyce DeLong Sue Mager Ramona Gallagher
Nominating	Fran Vaughan
Women In Leadership	Kimberly DeSimone

Women in Leadership

HONOREE OF THE MONTH



ALEXIS DENT

FOUNDER AND EDITOR-IN-CHIEF, THE MISS INFORMATION (TMI)

Alexis Dent has accomplished a lot since her graduation from Ithaca College in 2014 with a bachelor of science in integrated marketing communications. She worked as an account executive for Jackson Parker Communications and started her own business. She is founder and editor-in-chief of The Miss Information, a web publication aimed at young women. According to TMI's mission, "you won't find meaningless click bait or the type of thigh gap junk that makes you feel badly about yourself here. Rest assured that you won't find articles telling you about 72 hot 'new' ways to please your man either, because that's an old narrative and we're bored with it. . . The media landscape for women needs to change, and it is our unwavering mission to be a catalyst in empowering young women through media."

This native Buffalonian was inspired to start The Miss Information after looking through a women's magazine and realizing she'd like to see a publication "that covered everything – from politics to celebrities – without pigeonholing readers into this narrow ideal of a young woman."

TMI got a kickstart through Dent and her team's participation in the Buffalo Student Sandbox program, which ran from June 2015 to the end of July 2015, and included a \$2,000 seed grant for each business and a weekly stipend per team member for the duration of the program. This eight-session version of the University at Buffalo's Startup CEL course partnered with the Buffalo Niagara Medical Campus's d!g and Ignite programs. Alexis, with team mates Amanda Limardi and Jillian Weidner, used their time in the Sandbox to refine their content strategy, expand their target market, and tweak their brand.

Alexis is proud of what she has accomplished, "There are a couple of things that readers should know about The Miss Information. The first is that I designed, formatted, and currently maintain the website. I think it's really important for more girls to pursue STEM careers, and I want young women to know that coding – even at a very rudimentary level – is a great skill to have." ■

The Buffalo Niagara Chapter of NYS Women, Inc. (BNC) is proud to partner with WKBW-TV to showcase successful local women who have given back to the Western New York community. "Women In Leadership" honorees are established women business owners or professional/working women who have exhibited leadership, enterprise, and excellence in their business or profession and give back to the Western New York or greater community. The goal of the program is to recognize women who have succeeded both in the business and charitable arenas and help inspire others to follow in their path.

Each month throughout the year a woman business owner or working woman will be profiled on WKBW-TV Eyewitness News and will be featured on AM Buffalo. Each June BNC and WKBW-TV will recognize all our honorees at an annual event.

CRITERIA

Established woman business owner or working/professional woman who:
Exhibits leadership, enterprise, and excellence in their business; Gives back to Western New York or greater community with volunteer service

<http://bncwomeninc.org/WIL>



Women in Leadership

HONOREE OF THE MONTH



MOLLY ANDERSON

EXECUTIVE DIRECTOR, LEADERSHIP NIAGARA

Molly Anderson was appointed executive director of Leadership Niagara in 2009 and took on the transformation of the longest running community leadership organization in New York State, as well as the rebranding and deployment of a new mission, vision, core values, and strategies. Under her leadership, the organization doubled in size and offers graduate-level and nationally award winning leadership and organizational development, coaching and mentoring, and an experience known by LN alumni today as “one year that will change your life.” She brought a regional and binational focus to the program which now graduates 140 class members and works with over 150 volunteers annually from Western New York and Ontario, Canada.

Prior to joining Leadership Niagara, Molly served on the executive team for former County Executive Chris Collins and was director of communications for Senator Michael Ranzenhofer’s successful State Senate Campaign in 2008. As executive director of Kids Voting New York, she organized the largest volunteer effort in Niagara and Erie Counties with more than 15,000 volunteers while achieving the highest student voter turnout in the nation.

Molly has been actively engaged in the WNY community for more than twenty five years. Early in her career she served as a past board member of Junior Achievement, a charter board member of Buffalo’s first charter school King Urban Life Center, a trustee at Mount St. Joseph Academy, a member of the Buffalo Financial Plan Commission II, a board member of Partners with Russia, a board of associates member at Hauptmann Woodward, a past board member of Buffalo Junior Chamber of Commerce, executive committee for Shea’s Performing Arts Rising Stars, and as a charter member of Buffalo Sunrise Rotary Club. She served two years as an AmeriCorps*VISTA (national service program) to fight poverty and improve literacy. She was honored for her community service by Business First and Buffalo Public Schools with the Pathfinder Award for blazing a trail between business and education.

Currently, Molly serves on the board of directors of Community Missions, Inc., a homeless shelter in Niagara Falls. She was appointed to the University at Buffalo’s Center for Leadership and Organizational Effectiveness Advisory Council, the local advisory council for the Attorney General’s CharityStrong program, Western New York’s Leadership Coalition, and Niagara Community College’s Leadership Initiative Team. Molly took part in the Civic Leader Tour with the 914th Air Reserve Wing to Dobbins Air Force Base, which resulted in the formation of the Niagara Commanders program with Niagara Military Affairs Council. She was honored to be Principal for a Day at 79th Street Elementary in Niagara Falls.

Molly attended the University of Buffalo and Houghton College and studied communication and management. She was recently awarded the Michael Brundidge Community Service Award by the Main Street Business & Professional Association in Niagara Falls and the Association of Leadership Professionals “Excellence in Innovation” award. ■

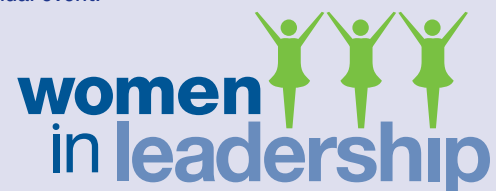
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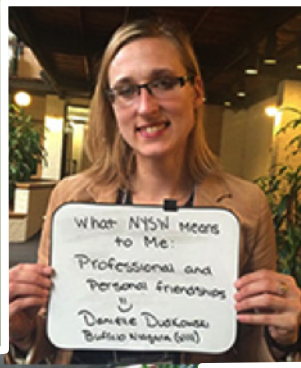
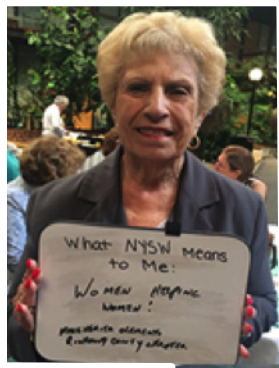
Established woman business owner or working/professional woman who:
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<http://bncwomeninc.org/WIL>



NYSW October Meeting

OCTOBER 16-18- SYRACUSE, NY



Our next NYS Women Inc meeting is October 16th - 18th in Syracuse. Every member should plan to attend. We have a jam packed weekend that will be a lot of fun with themed dinners/activities and you will learn a lot at our personal and professional development seminars. Come network and learn more about your fellow NYS Women Members! You can register at:

<http://nyswomeninc.org/Events/October-Board-Meeting/Registration>

WORKSHOPS WILL INCLUDE:

“Dealing with Difficult People and Managing Across Generations”

Pauline Hoffman

Dean of Russell J. Jandoli School of Journalism and Mass Communication at St. Bonaventure

“Social Media Business Tactics are Crucial to Your Business”

Robin Wilson

The Wilson Edge

“Wait, THAT’S what our logo looks like?”

Katharine Smith, Pauline Hoffman, & Renee Cerullo

“Let’s all put on our program thinking caps!”

Katharine Smith, Pauline Hoffman, & Renee Cerullo

In Memory

It is with great sadness that we inform our membership of the passing of one of our members Barbara Wacienga. Barb passed away unexpectedly this past June. She was a loyal and active member of our Buffalo Niagara chapter since 2004 and she will be greatly missed. A donation to the local SPCA was made in her honor by our Board of Directors. We send all our sympathy to her entire family as they cope with their loss.



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