



February Meeting

Wednesday
February 1, 2012

Program: "Accelerate Your Networking!"

Speaker: Althea Luehrsen, Executive Director of Leadership Buffalo

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

Place: Protocol
6766 Transit Road
Williamsville, NY 14221

Menu: Buffet

Cost: \$30 per person

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, January 27, 2012



President's Message Renee Cerullo

Hard to believe it's the new year already. Time certainly flies these days. As we all

try to start the new year off on the right foot this is a great time to renew your interest in BNC. We are starting the new year with a fabulous program – "Accelerating Your Networking". Join us and our Speaker, Althea Luehrsen, Executive Director of Leadership Buffalo, as she shares with us helpful ideas on networking and it's importance in today's business world. This event is open to the public so bring lots of guests!

To start the new year off NYS Women Inc has made some changes. They launched a new web site that integrates online registration and payments for all its events. This is a great step forward for the organization and they will be moving towards online dues renewals in the future.

NYSW has its March Board Meeting fast approaching. This meeting is in Corning NY. It would be great to get a number of our members attending since it is not too far. As Sue Mager prepares to take over the presidency of NYSW it would be great for us all to show our support. To register for this meeting go to <http://nyswomeninc.org>.

I would love to share all your success stories with our membership. Please send them to me so we can include them in the Newsline and on the web site.

Are you a fan of our Facebook page? Check us out at <http://facebook.com/bncwomeninc> This is a great way to keep up to date on what is going on in our chapter and on the state level. This also an easy way to share information about our organization with your Facebook friends.

Accelerating Your Networking Althea Luehrsen

February's Program



Althea E. Luehrsen will be speaking about ways to accelerate your networking. She will share dynamic networking tips and techniques and discuss the importance of connections in today's business world.

Althea became the 4th Executive Director of Leadership Buffalo on January 2, 2012. Prior to her appointment to Leadership Buffalo, she was at the University at Buffalo since 2001 and held positions as the Executive Director of UB's Center for Entrepreneurial Leadership and Assistant Vice

President for Corporate and Foundation Relations.

Ms. Luehrsen holds an extensive background in business and leadership that include management positions within the University at Buffalo, Abbott Laboratories, and Marriott Corporation. In addition to spending the last several years in higher education, her expertise encompasses sales, marketing, strategic planning and entrepreneurship with the latter being gained through directing the center and as the owner of three Western New York businesses.

In addition to her work at the University, Ms. Luehrsen is the President/Owner of Strategic Solutions Group specializing in strategic plan facilitation and small business consulting. Past clients include the UB Alumni Association, National Federation for Just Communities (NFJC), Amherst Senior citizens Foundation, The Buffalo Zoological Society, Allpro Parking, LLC and the Center for Entrepreneurial Leadership.

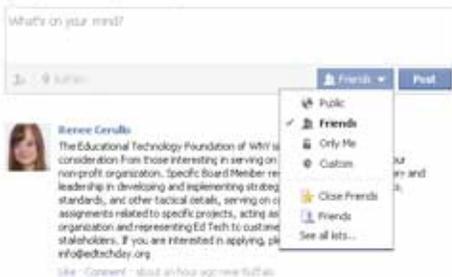
Althea is a graduate of the SUNY Empire (Empire State College) where she received both her BA and MA. Her published work, entitled "A Historical View Of The Development And Growth Of Women-Owned Businesses In The United States And The Motivation Behind The Growth" can be accessed on-line.

Social media has invaded our personal and business lives. It can be a huge time waster and a daunting task for a business owner. There is another issue that is coming more prevalent with Facebook – Security. There is a lot risk involved to sharing so much information online. You need to be aware of what you are sharing and who has access to what. Facebook is constantly changing and you need to be aware of what these changes are to protect yourself and your business.

I get asked all the time how to deal with Facebook on a personal level and a business level. There are ways to keep you safe online and keep your Facebook presence manageable.

PERSONAL FACEBOOK PROFILE

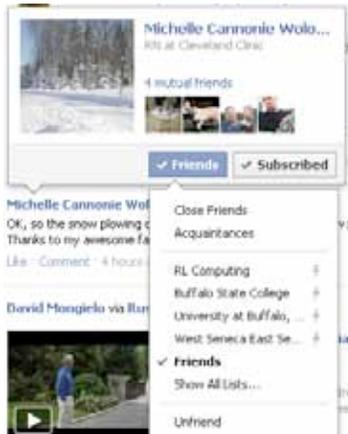
Posting Groups – When you are posting



a status update you should always make sure you are posting only to your friends. You never want to post to the public. Posting to the public means anyone who is not a friend of yours can see your posts. When you post a status update in the lower right corner you have a list of options. You can check your previous posts by clicking on your name at the top of your browser window. Then mouse over each one of your posts. It will show an icon in the right corner of each post. If you see a globe then it is published to the public. You can change it to friends only. You have to watch when you post from your phone too. Most phones automatically choose public postings.

You can set your default posting group by going to Home -> Privacy Settings. Make sure in the first section called "Control Your Default Privacy" you have chosen "Friends".

Unfriending – There will come a point when you go through your friends list and need to clean it up. If you want to remove a person from your friends list you can do it and that person will NOT be notified. To remove a person from being a friend, mouse over their name. Then mouse over the "Friends" box. The last option is "Unfriend". Choose that option to completely remove the person from seeing any of your postings. If you don't want to prevent the person from seeing your posts but you don't want to see theirs you can mouse over "Subscribe" instead. Then you can choose to unsubscribe to their posts.



Managing Content – Facebook content or people's status posts can get out of hand. Some people love to play the games and you could have 20 updates based on their game playing in a few minutes. You can hide these posts. I personally hid all game status updates. I did not want to see those since I do not play any games on Facebook. To hide particular types of posts, mouse over the person's name. Then mouse over the "Subscribe" button. There will be a list of items you can choose to see when the person posts them. I uncheck the



games item for anyone who plays games online. I also regularly uncheck "Music & videos". Facebook does allow you to really choose what you want to see from your friends posts.

Limit Access to Past Posts - With all Facebook's changes in their privacy settings they have implemented a way for users to go back and limit what people can see on their past posts. This is a great tool to use to change all your posts at once. You can restrict access to all your past posts no matter what they were originally posted as. To get to this feature go to Home-> Privacy Settings. Choose "Limit Access to Past Posts". Click on the "Limit Old Posts" button.

Watch What You Post – With this technology there comes responsibility. You need to use common sense when posting to any social media sites. First you should not be using these tools as a place to bad mouth people. Even if that person is not a friend on Facebook changes are someone will tell them about your comments. I can't tell you the number of times I see major fights happen over a stupid



comment on Facebook. Don't take what you see on Facebook too seriously. People make comments in the heat of the moment.

You should use the lists you can create to post comments to certain groups of friends. For example you should keep business and personal posts segregated.

Potential employers now check all social media sites for what potential employees are posting. This is big reason to make sure your security is in place. You don't want potential employers to see what goes on in your daily life. I have not hired a potential employee who interviewed great, solely because of what was on his Facebook page.

HELLO
my name is

Welcome New Members!

Natalie Scarcello

4535 Harris Hill Road

Williamsville, NY 14221

716-810-9086

nscarcello@affivalinc.com

CFO

Affival, Inc.

716-558-0212



FEBRUARY \$ MONEY MINUTE \$

– Amy Jo Lauber

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

– PAUL HOMOLY

In this month of love expressed, let us remember that making thoughtful and loving choices with our financial resources is one of many ways we can show our love for family, friends, co-workers, community and world. Making prudent spending choices, saving for when times might be a little leaner, giving money to those who may need it and obtaining insurance are all loving gestures. How have your financial decisions enhanced a relationship?



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.

NYS Business Women, Inc.

		Buffalo Niagara Chapter BALANCE SHEET As of December 31, 2011	
Assets			
Cash - Checking		\$	9,811.88
Cash - Scholarship			2,733.18
Cash - Other restricted			100.00
Total Cash			12,645.06
Room deposit			100.00
Total Assets		\$	12,745.06
Net Assets			
Unrestricted		\$	9,911.88
Temporarily restricted - scholarship and other			2,833.18
Total Net Assets		\$	12,745.06

NYS Business Women, Inc.

		Buffalo Niagara Chapter PROFIT & LOSS December 31, 2011		
		Budget	YTD	Difference over/(under)
Income				
Dues revenue	\$	4,250.00	\$ 1,195.12	\$ (3,054.88)
Dinner income		-	219.18	219.18
Annual fundraiser		600.00	460.00	(140.00)
Newsline and website ads		500.00	400.00	(100.00)
Interest income		50.00	-	(50.00)
Total Income	\$	5,400.00	\$ 2,274.30	\$ (3,125.70)
Expense				
Advertising	\$	30.00	\$ -	\$ (30.00)
Bank service charges		85.00	18.00	(67.00)
President's gift		50.00	-	(50.00)
Website/domain names		300.00	149.80	(150.20)
Community service		50.00	-	(50.00)
Conferences and meetings		300.00	-	(300.00)
Dues				
District VIII dues		100.00	92.00	(8.00)
State dues		1,750.00	490.00	(1,260.00)
Insurance		180.00	-	(180.00)
Membership supplies		400.00	353.23	(46.77)
Miscellaneous		195.00	-	(195.00)
Newsline printing		1,100.00	443.34	(656.66)
Postage		50.00	17.60	(32.40)
President's miscellaneous		20.00	-	(20.00)
Program		200.00	39.35	(160.65)
Roster		225.00	194.71	(30.29)
State president's gift		10.00	-	(10.00)
Stationery		125.00	180.45	55.45
Treasurer's bond and insurance		100.00	100.00	-
Woman of the Year		130.00	-	(130.00)
Total Expense	\$	5,400.00	\$ 2,078.48	\$ (3,321.52)
Net Income	\$	-	\$ 195.82	\$ 195.82



Web Design • Print Design • IT Support Services

Renee Cerullo
President, MCSE

Email: cerullo@rlcomputing.com
Phone: 716.656.8958
Fax: 1.866.375.3393
Skype: renee.cerullo

www.RLComputing.com



Claire Knowles
Lights On!

Especially for Women

Presentations
Coaching
Consulting
Facilitations
Retreats

538 Riverwalk Drive
Youngstown, NY 14174

Ph. 716-622-7753
Fax 716-478-7574

www.lightsonworkshop.com



**TRINITY
TOWER**
APARTMENTS
for Senior Living

Susan M. Fayle
Executive Director

716-882-4348

Fax 716-882-3610
e-mail neverfayle@aol.com



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

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

Wills | Estates | Business Law | Real Estate

SOLD

TONI YOUNG

Associate Broker
716-628-3700
tyoung@huntrealestate.com



WELLS
FARGO

ADVISORS

Velma T. Szczesny
First Vice President - Investment Officer

Wells Fargo Advisors, LLC

6700 Main Street
Williamsville, NY 14221
Tel 716 810-5051
Fax 716 626-4300
Toll Free 877 822-0950
velma.szczesny@wftadvisors.com

Member FINRA/SIPC



fiorella
search group
Healthcare Recruitment
& Beyond

Nicole Fiorella, President
Executive Recruiter & Career Coach

Fiorella Search Group
57 Brookdale Drive
Williamsville, NY 14221

716.565.1944 phone
866.528.5782 fax
716.908.9234 cell

nicole@fiorellasearchgroup.com
www.fiorellasearchgroup.com
Career Portal: www.fsgsite.com

Your ad could go here!

INSTY-PRINTS®

MARKETING / PRINT / MAIL



Joyce DeLong
Owner

3959 Union Road
Cheektowaga, NY 14225
P 716.634.5966
F 716.634.0841

JDinsty@roadrunner.com
www.InstyPrintsCheektowaga.com

Your ad could go here!