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When and where will it take place?

- Wednesday, March 9, 2011
- Networking starts at 5:30 p.m.
Progressive dinner 6:00 p.m.
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president's message

NAWBO Buffalo Niagara: Influential in our region's future

The women entrepreneurs who make up this organization truly believe in the strength of our community and that NAWBO is an important part of Western New York's future. Women are starting businesses in record numbers. Nationwide 10.6 million firms are owned by women! Our chapter is simply the premier organization for women entrepreneurs. NAWBO is well positioned to help Buffalo Niagara women business owners grow and – in turn – help our region to prosper.

We have strengthened our ties with the Women's Business Center at Canisius College; we'll be continuing with our monthly breakfast and lunch meetings where members can get together to give each other support and advice; and we've got a terrific line up of monthly programs to help our members take their businesses to the next level.

NAWBO Buffalo Niagara is putting together a fantastic networking event – the Each One Reach One Mega Mixer – that will take place on March 9th. We're expecting upwards of 100 Western New York professional women to mix and mingle at a unique "progressive dinner" where everyone can make meaningful connections.

Our programs are printed on a special pullout insert for you to post: so mark your calendars for the second Wednesday of the month. I'm looking forward to seeing each and everyone of you at NAWBO meetings in 2011!

Laurie Albertsson, President 2010/2011

To contact Laurie with your ideas, comments, or questions, please e-mail her at laurie@fernwoodcapital.com or call 716-694-9302.

welcome new members

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Jennifer Cooper
Cooper Sign Co., Inc.
Old Glory Flag & Banner

What does your business do?

Cooper Sign Company, established in 1922, provides quality interior and exterior signs to the Western New York area. We work with small and large businesses as well as schools and universities, organizations, general contractors and government on all levels. Our projects vary in size from a small desk nameplate to the large electronic message center marquis at the Buffalo Convention Center. Old Glory Flag and Banner was established in 1996 and supplies flags to corporate and residential customers. All U.S. flags are made in the USA and we specialize in custom flags and banners. Whether it be a foreign, state, historical, armed forces, or decorative flag, we are able to meet our clients' needs.

What do you like most about your business?

I am very blessed to have an excellent staff in both the sign and flag divisions. I enjoy working with each of them and appreciate the way they respect my company name and give one hundred percent to our customers. Every day includes a point of humor, which I appreciate.

What is your passion?

I have a passion to help others. I enjoy working with other women in business to help them succeed as well as spending time mentoring young women and teaching them ethical business.

What do you appreciate most about your experiences with NAWBO?

When I talk about NAWBO, I refer to it as my "meat and potatoes" meeting. All of us have options on how to spend our time after office hours. I choose NAWBO because the presentations sharpen my skills as a business owner as well as learn from my peers. Someone always knows something or someone!



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[Editor's note: While not strictly a business-related article, many companies can benefit from Nancy's organizational ideas. This article was originally printed in the January 1, 2011 edition of The Buffalo News. You can also read it online at <http://www.buffalonews.com/editorial-page/from-our-readers/my-view/article299145.ece>]

Sifting through stuff?

Either love it or leave it!

by Nancy Jo Eckerson

In my haste to close our father's estate, I was left with the task of determining what to take and what to toss. After my brothers had chosen what they wanted, I hired an auctioneer to sell many of the valuables. I then contacted a nearby not-for-profit group and donated the remaining furniture to help start homes for the less fortunate. I gave most of his clothing to a homeless shelter and donated the kitchen utensils to another charity. But there was still a ton of stuff to deal with.

I decided to keep as many of his smaller belongings as I could possibly squeeze into my apartment, my friends' basements, my son's attic and my pal's garage. I could not bear to part with a thing, not because of greed, but because each time I let something go, I felt I was betraying my mom or dad.

These items had sentimental value – they had been used, touched, cherished or at least liked enough to be kept. To discard them was like saying their possessions were worthless, useless or a waste of time. I couldn't do that.

A very long year later, after much self-flagellation and many stubbed toes trying to get around the basement, I decided I had to be proactive and clean out my belongings, as well as the stuff Dad had left behind. It was time to sift through it and keep only the truly appreciated treasures and functional items. From this experience, I vowed to lighten my children's burden of someday cleaning up after my life. Here are some of my insights:

1.) Make lists of what you value and why. Like the pink floral fine-bone china tea cup and saucer that belonged to your great-grandmother. Tell them about the ornate secretary in the living room that your mother slaved for years to be able to afford. You want them to be able to appreciate why you have kept the desk in such pristine condition all these years.

2.) Label every single photograph that you really feel a need to keep for all posterity. Keep in mind, some might get tossed anyway, but let's face it, any left unlabeled really won't hold much meaning. And honestly, the hundreds of landscape photos will likely get tossed, too.

3.) Remember, anything you keep will have to be dealt with by your children or someone at some point. Make it easy on them – not just physically easy. Save them the agony of tearing themselves away from what they assume must be treasured keepsakes. Spare them the drudgery of tossing out leaf bag after leaf bag overflowing with papers, like old college notebooks and letters from former lovers, or useless antiques like watches that haven't worked in a half-century.

4.) If food or cleaning products have expired, ditch them! Make this a seasonal habit.

5.) Compose a letter to your family telling them that you understand they can't hold on to everything. Encourage them to keep certain key items to be passed down; then list them. (Keep the list short.) Tell them that you hope they will feel joy when they open a box and review the contents – that you want these things to bring only heartwarming or enlightening thoughts about their family history.

In short, go through your belongings, papers and all, with the intention of alleviating your family of your excess clutter. The rule of thumb I have been using is "if it brings me joy or enriches my life, it's a keeper." In other words, love it or leave it! Your kids will thank you.

NAWBO member Nancy Eckerson welcomes questions and comments. Please e-mail her at njeckerson@verizon.net or call (716) 542-6544 for information.

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Suzanne Novelli
Alliance Advisory
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What does your business do?

As a Financial Advisor, I help people obtain as many uses out of a dollar earned or invested as possible. This is called "velocity of money," and people can begin to learn about it using **The Living Balance Sheet**, which is accessible by NAWBO members without obligation. I am not a fee-based planner.

What do you like most about your business?

Teaching others about advanced concepts of money is like coaching 3-D chess: make sure you have mastered the principles yourself before urging others to do the same. To date I have educated five children through college and graduate school, co-established a 501c(3) foundation, and served in a leadership capacity at more than 10 leading community organizations. None would have been possible without "velocity of money" awareness.

What is your passion?

That which you place your attention on shall manifest. For more than 20 years, I have worked to enlighten people about prudent investing, risk, and present opportunity so that they might live more imaginative and charitable lives.

What do you appreciate most about your experiences with NAWBO?

Today, I am in the right place at the right time. My contractual agreement with Guardian, who offers *discounted and deductible* long term care insurance and disability coverage to NAWBO members all over the U.S., means that I can be a business resource to fellow members nationwide. My NAWBO clients are open-minded and believe that opportunity exists, even if they were not sure exactly where to look. This is the profile of my most successful clients.



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What do lemons and goal-setting have in common?

by Amy Remmele

Have you ever awoken with your mouth already "puckered" because you just know that life is going to give you lemons today? And of course as you open your front door and look over at the neighbor's house, the gorgeous babe who lives there is getting a bushel of beautiful sweet Georgia peaches delivered. Okay, so come back to reality. Take your eyes off the UPS delivery guy with the tight pants and get off your porch. Come back into your cave and let's figure out what to do.

First, go collect the lemons that are all over your house. Put some ice on the head wounds where those little yellow rocks hit and try to smile. We have a lot of work ahead of us. Take your collection of lemons to your kitchen sink and get a sharp knife. Cut the ends off and drive your thumb nail down between the skin and the meat of the lemon and start ripping. Gently now! You don't want the lemons to open up and ooze juice into that little cut you have on your finger. OUCH! And save those peels. We will need them later. And then take a moment to stop and smell the lemons. Notice how fresh and clean your kitchen is beginning to smell.

Once you are done peeling, get a pitcher and some sort of strainer. Squish the lemons through the strainer over the pitcher and watch it fill. You can throw the leftover junk from the straining process out now. But take the peels and carefully scrape the lemon zest from the inside. If you have a Zester, all the better. If not, the old-fashioned way will work. You will certainly find a use for the zest in some recipe you will be fixing later on. But put those leftover peels in your pockets for our final "alternative uses test."

It is now time to sweeten the deal. If at some point you have not either bartered with or strategically partnered with a bee keeper or a sugar cane farmer, do it now. They are all over and they love to partner. No, you cannot trade sex. That is still illegal. But there are many other possibilities for trading services and goods. Get creative. Of course you can always go study bees and harvest your own honey.

Now, take your new sweetener and add it to your pitcher.

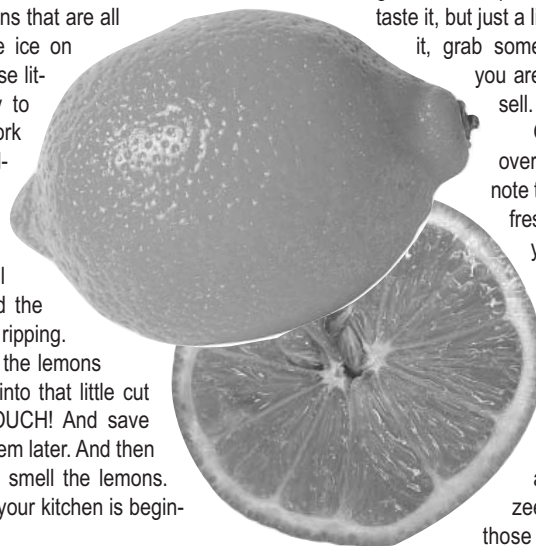
Take your pitcher and open your back door. If this is a truly "Lemon Day" then it will be pouring rain outside. Yes, your arm is going to get a bit wet, but stop whining. We are about to get that next ingredient, that valuable chemical combination we need, the H₂O. After all, lemon juice and sweetener alone would be like a day without water. Once your pitcher is full, go stir it all up. Yes, go ahead and taste it, but just a little bit. Now cover it, grab some Dixie cups and you are ready to sell sell sell.

Oh, right, the leftover peels. First, take note that you now smell fresh and clean like your kitchen. Not the effect you were going for? Oh, well, get over it. But the most important thing is that if you run into an angry chimpanzee, just whip out those peels. Primates love lemon peels and you will be able to make a clean get away.

Goal setting is very much like the lemon process. You mastered the first step right from the get-go, thinking with the end in mind. You always need to know where you are going. There would be no point in mapping out the steps to New York City if you wanted to go to Chicago. They say "When life gives you lemons, make lemonade." You will notice that all they did was to tell you where you are going. The goal steps and what you will do once the process is done must be ascertained by you. That is the second step to goal setting. Do you just want to drink lots of lemonade while you watch *Desperate Housewives*? Or do you want to be an entrepreneur? If it is the latter, then there is more to do.

You need a recipe and tools. Then you need to assess what your resources are, both internal and

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Is Your Web Site Making the Grade?

by Renee Cerullo

Your online presence is so important for obtaining new customers. Today your Web site is one of, if not, your main marketing tool. It needs to be top notch or it will affect your business. People are doing everything online now and paper marketing materials are being used less often. Below are keys to look for on your Web site.

Often people are focused on what technology they are using on their Web site versus what tasks the customer is coming to the Web site to complete. Your first priority should be what tasks are your customers coming to the site to complete. Is it make a purchase, obtain a piece of information, download a form, etc? When you are thinking about adding new features to your Web site you should first find out how this feature will help your customer complete their task on your Web site. A Web site has a small set of tasks that deliver a huge amount of value. These top tasks are the "Long Neck" of your Web site. You want to manage these top tasks, not the content or technology. Focus on helping your customers complete the top tasks as quickly and easily as possible. The tasks in the Long Neck of your Web site have such an impact that 5% of tasks on your Web site (Long Neck) have 25% of the influence on your customers. You want to continuously find out what your customers' top tasks are and adjust to them. Research has shown that your top tasks are often not your customers' top tasks. The minor items or tasks on your Web site are in the Long Tail of your Web site. Much of the Long Tail of your Web site is a dead zone. 60% of your site content (Long Tail) accounts for about 20% of the influence/demand.

You might be wondering how will know what these tasks are on your Web site. A Web site must be developed based on evidence not a gut feeling or opinions. Talk to your customers or survey your customers. Find the evidence. Evidence based decision making will improve your Web site significantly. When designing your site you should focus on the tasks first before you focus on the design. You should also focus on quality not quantity. A Web site is not a good site because it has a lot of pages. It has to have the right pages.

The long neck theory also applies to ecommerce sites. The items that would be in your long neck of the site are your top sellers – your top 10 items. Those are the most important items you want to sell a lot of. Selling a lot of those items will be better than selling one of many items. The long tail is where you are selling less in quantity of more items.

Web site analytics are very popular. Everyone wants to see how many people came to their site. But what is that actually showing? Just because you have lots of page views does that mean your customers are stratified with your Web site and getting what they need from it? You can't rely on statistical data or predictions to tell you how your Web site is doing. You need customer evidence that it is working. You can obtain this through usability studies where you see your customers interacting with your Web site or at least surveying your customers.

What problems do you solve for your clients?

Your Web site should not focus on telling the potential customer how great you are. You should be telling the potential customer what problems you will solve for them. You need to quickly tell the potential customer what you are going to do for them and guide them to learning more about your services. You should point them in the right direction then prove to them by examples that you are right for the job.

Authenticity

Be yourself. You always want to show who you really are. No one likes fake

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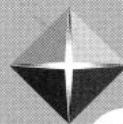
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Barbara Oliver
Barbara Oliver & Co.

What does your business do?

We are full service jewelers in a non-traditional, boutique setting. We carry a wonderful array of one-of-a-kind pieces from around the world, in addition to our own hand crafted treasures. We specialize in custom designs as well as jewelry and watch repairs and pearl stringing. I am a graduate gemologist of GIA (Gemological Institute of America) and also offer professional jewelry appraisals.

What do you like most about your business?

Sharing in the special moments of my clients' lives! To see your creations become a part of someone's happy memories for a lifetime. We start with the engagement ring and follow along for the babies, birthdays, anniversaries and other times to celebrate. Now after 20 years in the business I am taking care of the next generation. The gratification of the relationships built over the years is the highest honor.

What is your passion?

The GEMS!!!! I turned my passion into my profession. As a young girl I used to read all I could about diamonds and gemstones, they have fascinated me forever. After years in other types of sales I went back to school to become an expert in what I really love.

What do you appreciate most about your experiences with NAWBO?

The incredible personalities and minds of the women entrepreneurs. It doesn't matter what the business is, we all face the same concerns and issues. Everyone is so willing to share experiences and advice, you just know it comes with positive intent to help you succeed.



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The Best Strategy for Your Business

by Patty Vogan

When it comes to business strategy, the bottom line is, you'd better have one – or else. But just how do you go about planning the best strategy for your business? Is planning all it takes? Or is there more to the process than simply planning your strategy?

For answers, I spoke with Michael Canic, president of Edge Consulting Services, which provides strategic services that help leaders succeed through focus, alignment, commitment and execution.

Patty Vogan: One of a leader's responsibilities is to have a "strategic plan" for their company. Does a strategic plan produce sustained focus for the leader, management team and the company's employees?

Michael Canic: Actually, a strategic plan doesn't produce sustained focus for anyone. What typically happens is that well-intentioned leaders go off-site for the annual "strategic planning" retreat. They plaster the walls with flip chart notes and discuss at length big-picture issues such as mission and vision. When it's over, everyone breathes a sigh of relief and gets back to the "real work" that's stacking up back at the office. The strategic plan is documented and distributed, and then it sits on a shelf and collects dust.

Vogan: So why don't strategic plans become strategic reality?

Canic: Because strategic planning is all about creating "the plan." Plans don't implement themselves. Strategy, right through implementation, needs to be approached as a process. That's why we created the four-phase strategic management process – to focus on turning strategy into reality.

The four phases are assessment, positioning, planning and implementation. The reason they're so important is because ignoring any single phase can lead to disaster. Failing to conduct a thorough assessment can mean making decisions based on faulty assumptions. Failing to establish the positioning of a company can result in plans that focus on the wrong things. Failing to plan leaves you with a destination but not a roadmap. And failing to implement means your efforts at everything else are wasted.

Vogan: Would you take each section and explain?

Canic: The first phase is the assessment phase. The key here is that leaders have to be willing to attack their assumptions – to overcome their egos, to come to grips with reality, warts and all. So you start with a question the company needs to comprehensively answer: What is our current situation?

There are three things to look at here. One is the organization itself, from an operational, financial, structural and people perspective. Two is market data – current and potential markets and current and potential customers. You want to look at your performance feedback and value drivers. Third, and this is the one that's most often neglected, is what I call the "STEEP" factors: the sociocultural, technological,

economic, environmental and political factors that can greatly impact a business.

Consider a fast-growing software company. Suppose their growth rate over the past three years has averaged 44 percent. Customers are happy. Investors are happy. It might be tempting to feel a little self-satisfied, perhaps become a bit complacent. But what's happening to the industry? If the trend is for "on demand" rather than "on premises" software – think salesforce.com – failing to recognize this and adapt could put you out of business.

The second phase is the positioning phase. Ask: What do you want to accomplish as a business? Forget the manicured mission and vision statements. Most of these are too vague, too long and not remembered. Boil it down: Come up with one, simply worded sentence that captures what you do as a business so that a stranger who heard the sentence would have a basic understanding of what you do.

Then develop another simply worded sentence to capture what "winning" would look like. Think of the early days of Apple when the over arching goal was to create the most user-friendly operating system for personal computers. More than 30 years ago, Nike had a single, laser focus: "Crush Adidas."

The third phase is the planning phase. The general question to ask here is, How do you get there? This is the phase that has to be information-driven. How much capital is required to support the infrastructure for growth? How rapidly do you have to grow to survive a consolidating market? Which distribution channels do you need to dominate?

How many promising startups have died because they underestimated the time to establish a significant market presence and the capital required?

The last phase is implementation. Here you must answer the question, How do you ensure it happens? This is the most important phase and the phase where strategic plans fail.

A critical and underestimated part of any implementation is alignment – ensuring that factors that impact people (from skills, authority, resources and incentives to processes and structure) are all aligned with the over arching goal. It's alignment through the eyes of the people, not just leaders, that counts.

A second critical aspect of implementation is commitment building. Here we like to structure leaders' regular communications and engagement with employees. Our underlying belief is that information, input and involvement together help build commitment.

The last part of this phase involves execution management. Every month, the leadership team should meet for a few hours to track and manage the implementation of the plan. I strongly believe that every 90 days, the leadership team should also meet

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silver chapter partner



Amy Remmele

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What does your business do?

Peak of Success provides counseling, coaching and training to individuals and businesses that want great communication to keep all of their relation-SHIPs smooth sailing and profitable.

At Peak Of Success, we know that communication skills are at the heart of all successes and that communication failure is the leading cause of problems and losses. Peak Of Success also provides ghost writing for those professionals who want to share their expertise or promote themselves and for people who just have a great story to tell but need a catalyst.

What do you like most about your business?

I love the fact that every client brings new and exciting issues. I also love that my daily activities are varied and interesting.

What is the biggest challenge in running your business?

As a sole proprietor, one of the challenges is to divide my time between marketing my services and delivery of my services. There is also the weighing of when to do certain tasks myself versus when to hire them out.

What is your passion?

I love to work with people who are in the process of change. It is dynamic and exciting. Experiencing growth is worth a great deal, but knowing I am a part of it is priceless. Whether it is counseling, coaching, training, speaking or writing, people invite me along on a journey and trust me as a co-pilot.

What do you appreciate most about your experiences with NAWBO?

For me, NAWBO is beneficial in many ways. I get regular chances to promote my business to potential clients. I have other women that I can ask questions of and get feedback from. I get to hear other women's ideas and learn from their successes and their mistakes. As a sole proprietor, NAWBO offers connection and opportunities to socialize with like-minded women.



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bits & bytes, continued

people. A big advantage you have over your competition is that they can't be you. This applies to face to face contact with your clients and on your Web site. People can see through marketing fluff. Keep your Web site real. Your authenticity can come through especially when using social media. How you present yourself on your Facebook page shows whether you are authentic or not. It's very easy to see when people are being phony on Facebook.

You can contact Chapter member and Web developer, Renee Cerullo at Cerullo@RLComputing.com or RLComputing.com.



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lemons, continued

external. You have the arm, the pitcher, and the stamina to stand in the rain. You have the strength to peel, your partner has the sweetener and God provides the H₂O. A good goal-setter always answers the question, "What am I capable of doing?" But then they ask the even more difficult question, "What am I willing to do?" Do you know all of the steps to reach the goal or do you need more education? And remember the three aspects of the "acid test" of a true strength. Do you have the natural talent? Have you developed the knowledge and skill base? Do you have the passion? If any one of the ingredients is missing, it could be a recipe for disaster. The mediocre goal setter might just respond, "Make lemonade" when faced with that existential question of what to do "When life gives you lemons." The great Goal-Getter, on the other hand, answers, "I'm making zest and fending off chimpanzees and good golly, of course I'm making lemonade. But first, I'm going back for the sugar and water."

Keep in mind that Opportunity just knocks. It does not kick the door in and take you away on a white horse. You must open the door, recognize the opportunity and go after it. There is always a lot of work involved. It may look like that Peach Lady has it all and life is easy, but it's just an illusion. While she is basking in the glow, those beautiful Freestones could be rotting. But worse is the fact that her Lemon Days are coming. We all get them, some now, some later. Life is designed to be filled with setbacks and losses. But after all of this, you will be prepared. You will be accustomed to creative problem solving and to hard work. You will be used to turning Goal-Setting into Goal-Getting and you will smell fresh and clean in the bargain.

Amy Remmele is a personal and professional consultant, working with people who want to overcome the roadblocks to success and make positive sustainable changes. Contact her at 716-626-5977 or www.peakofsuccess.com.

marketing

Making Direct Mail Work for You

by Joyce DeLong

What do the most successful small or mid-sized businesses know when it comes to communicating with their customers and prospects? They know personalized, relevant marketing messages are the most effective way to build stronger, longer relationships that are necessary for growth and profitability.

With all the available choices – print and electronic – direct mail remains the #1 choice in top direct marketers' bag of tricks. For both B2B and B2C communications, direct mail has advantages unmatched by other forms of direct advertising.

Direct mail continues to provide measurable results and noteworthy ROI, thanks to its flexibility in format and ability to deliver targeted, personal and lasting messages. To be successful, apply the following principles of direct response communications: 1.) Target your audience; 2.) craft a worthy offer; 3.) include a call to action; and 4.) provide a response vehicle.

Connect With Customers Using Variable Data

Industry statistics vary, but all indicate that personalization greatly enhances direct mail response rates. Personalization at its simplest can be achieved through variable data printing (VDP). A byproduct of digital printing, VDP utilizes digital files and printers to create high-quality reproductions that match those produced by traditional offset processes.

VDP begins with a basic design or template with specific areas that can be altered and an information database that populates the changeable fields. With VDP, the text and even images on your direct mail pieces can be personalized for each recipient in basic or complex ways.

Also making a positive and measurable impact on direct mail response rates are personalized URLs (PURLs). A PURL takes the proven power of direct mail and marries it with the best that technology brings to the table. A unique URL is created for each direct mail recipient on your list, directing them to a personalized and interactive Web landing page. (i.e. www.mainstreetbank.com/john.smith)

The look and feel of the PURL coordinates with the direct mail piece and features a personalized greeting on the landing page. Once logged on to their landing page, the user can access more information about your company's direct mail offer, request additional information through the mail or even make on-the-spot purchases without having to leave the page. While it sounds highly technical, PURLs are actually easy to create. Your marketing communications provider can guide you through the process of adding PURLs to your direct mail program.

Your List. Your list can make or break your direct mail campaign. If you are not talking to the right person, the message you deliver – no matter how specific – will be meaningless. One of your most valuable business assets is your "house" list. Why? Customers cost less. It costs eight times more to obtain a new customer than retain an established one. Your house list is five to 10 times more likely to respond to your campaign than any other list. And, it's free. You own the data, so you can use it as you like without incurring additional costs.

Your Offer. Once you have your targeted list, choosing the right offer to appeal to your audience may take some time and testing. One of the top 10 mistakes with direct mail is not making a specific offer or request – and expecting the recipients to determine what they're supposed to do.

Your Creative. After settling on the offer, it's time to choose a format. Which is best? It will depend upon your campaign objective. The primary formats include: postcard, self-mailer, letter, package with multiple elements, and dimensional enclosure. Your brand, image, message and of course, budget, will help bring focus to the creative development of your direct mail, both in look and copy.

Direct mail consultants agree that the decision to open, save, route or toss a direct mail piece is made in just two or three seconds. It's essential that you test different lists, offers and creative as time goes on to keep your direct mail working for you.

Joyce DeLong is the owner of InstyPrints Cheektowaga. Contact Joyce at 716-634-5966 or e-mail her at JDinsty@roadrunner.com.

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2010/2011 board

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business 101, continued

to recalibrate the plan. Reality changes, and the plan or elements of the plan can become irrelevant. Every 90 days, it's critical to question the assumptions upon which the plan was built and make adjustments as necessary. Have you lost a key customer? Has a new competitor come into the market? Has a promising investor bailed out on you? What has changed to the reliability of your supply chain?

Unsurprisingly, when a company vigorously adopts a disciplined strategic management process, they're much more likely to achieve their ambitions – the right ambitions.

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The logo for Peak of Success features a stylized eagle with its wings spread, perched atop the word "PEAK". The word "OF" is smaller and positioned between "PEAK" and "SUCCESS". The word "SUCCESS" is in a large, bold, serif font.

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Ads run in 11 issues (no issue in July).

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Quarter page (3 3/4" x 4 3/4") \$225 Business card (3 1/2" x 2") \$125

SPECS:

Send business card, and check (payable to NAWBO) to: White Rabbit Design, 173 Audubon Drive, Snyder NY 14226. For electronic submissions, preferred formats: PDF, eps or tif. E-mail files to: whiterabbitdesign@roadrunner.com.



DON'T MISS OUR ANNUAL FUNDRAISER AUCTION ON WEDNESDAY, MAY 18TH!

You don't want to miss our annual fundraiser auction! Celebrate spring blossoms at NAWBO Buffalo Niagara's premier event. It will feature fabulous gift baskets, sports tickets, getaway packages and other great auction items. We'll serve up a yummy buffet, hors d'oeuvres, and salads. Cash bar. **NAWBO Buffalo Niagara is a leading advocate for women business owners who aspire to higher levels of opportunity, challenge, and success. Auction proceeds benefit the chapter's leadership training for women entrepreneurs and women's scholarship fund.**

The Buffalo Club • 388 Delaware Avenue • Buffalo, NY
5:30 p.m. networking • 6:00 p.m. dinner • \$40/person

Register online at www.nawbowny.org.

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NAWBO
 BUFFALO NIAGARA
 National Association of Women Business Owners

n a w b o

The National Association of Women Business Owners propels women entrepreneurs into economic, social, and political spheres of power worldwide by:

2011 program

Program is subject to change

Location	Sean Patrick's Restaurant 3480 Millersport • Getzville, NY 14068	Time	5:30 p.m. Networking 6:00 p.m. Dinner
Cost	\$30 Member \$35 Prospective member	RSVP	Cancellations 48 hrs in advance. "No shows" will be billed

make your dinner reservation online at: www.nawbowny.org

Please include your full name, telephone number, dinner choice, and if a guest, the name of the NAWBO member who invited you. Mail pre-payment (check payable to NAWBO) to: NAWBO, P.O. Box 1165, Orchard Park NY 14127. We now accept paypal: log onto our Web site and follow the prompts for payment.

- **Strengthening** the wealth creating capacity of our members and promoting economic development within the entrepreneurial community
- **Creating** innovative and effective changes in the business culture
- **Building** strategic alliances, coalitions, and affiliations
- **Transforming** public policy and influencing opinion makers

Questions? – Please contact our Chapter Administrator Jeanne Hellert at 238-2461 or nawbowny@gmail.com.

*Please RSVP by the afternoon of **the Friday before** the Wednesday night meeting.*

february 9, 2011

Listen Up and Speak Out: The Hard Core Soft Skill of Communication

Our speaker, author **Amy Remmele, Peak of Success**, discusses communication failure; sometimes silent, sometimes loud, always deadly. You may think it is only a personal issue, but communication failure costs money and time in all arenas and it can kill anywhere, anytime. Learn the subtle ways that communication failure expresses itself and the places that it hides. How safe are you and your business from this pervasive invader? What are the ways to protect yourself?

march 9, 2011

Each One Each One Mega Mixer

This one-of-a-kind event will give you the opportunity to network with numerous women business owners and professionals from across Western New York! Facilitated tables will ensure attendees will have the chance to talk about what they do, make new connections, and forge partnerships. Plus we're offering some great door prizes and a free membership giveaway! Registration: by March 1, 2011 at www.nawbowny.org. Seating is limited so register online today!

april 13, 2011

Marketing and PR Panel

Want to cut through the "communication clutter"? This one-hour forum will help you kickstart your business with marketing insights into the best way to position yourself. Our panelists will be Randy Bushover, WBEN; Melissa Holmes, WIVB-TV; Grove Potter, The Buffalo News; and Jeff Wright, Business First.

may 18, 2011

Annual Fundraiser Auction

You don't want to miss our annual fundraiser! Celebrate the blossoming season at **The Buffalo Club, 388 Delaware Avenue** in Buffalo. We'll serve up a yummy buffet, hors d'oeuvre, and salads (cash bar). NAWBO Buffalo Niagara is a leading advocate for women business owners who aspire to higher levels of opportunity, challenge, and success. **Auction proceeds benefit the chapter's leadership training for women entrepreneurs and women's scholarship fund.**

Please note new location and date change for this event only.

june 8, 2011

Annual Meeting

Join us as NAWBO Buffalo Niagara charts its future with the election of new officers and board members.