

womanink

march 2010

NAWBO Buffalo Niagara • P.O. Box 917 • Williamsville, NY 14221 • www.nawbowny.org

world outreach

[Editor's note: After all the Olympics hoopla died down, this story came across our desk. It brings into sharp focus the many people living in poverty worldwide and gives some perspective on what can really change lives.]

Both Your Hands "Lends a Hand" with New Projects in India



Both Your Hands is a different kind of nonprofit than you might be used to. Our focus is not only to bring economic empowerment to poor people around the world, but Both Your Hands (BYH) also works to prove that little in the way of resources can be used to make a BIG difference throughout the world.

Our newest projects are in two regions of India. The first is a joint partnership with the Odin Berkina Foundation to support the Affus Women's Welfare Association in Hubli, southern India. The *On My Own* project has created the opportunity for 50 young widowed or abandoned women to learn new skills and become entrepreneurs. Fifteen new sewing machines were purchased with a grant from Odin Berkina Foundation in August 2009 and the young women have been training in tailoring and traditional embroidery.

BYH Executive Director Deb Naybor visited the project in December 2009 and was amazed at the progress! The sewing and embroidery products are of high quality and the girls and women are enthusiastic and cheerful while working on new products.

A meeting with local village leaders ensured success of the project and made plans to build a new training center where free education will expand to include business and computer training. The building will include solar power and provide a business center for copying, word processing and laminating to create self sufficient income for the center.

HUBLI – The *On My Own* project began as a class project at the University of Buffalo and became reality through a generous grant in 2009 by the Odin Berkina Foundation. The project plans to increase from the current 50 women to a total of more than 200 women in training plus additional programs with the graduates of the program.

BIHAR – Traveling to Bihar for New Year's 2010 was an adventure in itself for BYH Executive Director Deb Naybor. A 14-hour sleeper train across India, a 10-hour drive (complete with a flat tire and treacherous roads) brought Deb to the flood ravaged village of Dumaria. Waters have washed away topsoil, destroyed roads and homes and killed people and livestock in Aug. 2008. Stick and twig huts were covered with blue tarps. The collapsed roof on the school poses a danger to students who still attend the flood damaged school.

Corruption and mishandling of aid has left the people

without any way to help themselves. This project will be one of the most challenging ever undertaken by BYH but our seven-year program will create self sufficiency and hope for the community.

Working with "Untouchable" Caste Villages

In northern India, BYH is working with two villages that have been devastated by floods and extreme poverty. The people are members of the "dahlit" or untouchable caste.

BYH will be providing agricultural training, seeds and tools to the local farmers, repairing the flood damaged school and has provided sewing machines and training to local women. Students from the University of Buffalo's Global Gender Studies dept. are partners in this project.

Projects Continue Worldwide

Despite budget cuts, BYH continues to expand with new projects in India, Nepal, Sri Lanka and Kenya. Partnerships with Odin/Berkina Foundation, St. Bonaventure and University of Buffalo students help expand our reach.

Both Your Hands has more than 70 projects which help decrease poverty in 14 countries.

"So when are you going to Haiti to help out?" was the question Deb Naybor was asked for weeks after the earthquake struck, killing and injuring hundreds of thousands of Haitians. While Both Your Hands is not equipped to help with emergencies such as this, we did what we could, passing the hat for coins and raising over \$300 to support Partners in Health which has physicians and medical personnel on the ground in Haiti.

We hope that the world community will not forget Haiti when the news cameras go home and we urge continued support of organizations such as Fonkoze (www.fonkoze.org) and Partners in Health (www.standwithhaiti.org) as they work to stabilize and rebuild Haiti from the ground up.

NAWBO Buffalo Niagara honorary member Deb Naybor is the founder and Executive Director of Both Your Hands, a nonprofit organization. Their mission is to connect communities for global self-sufficiency. If you would like to help, please contact Both your Hands for more information at www.bothyourhands.org.

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Buffalo Business First



march 10 , 2009

Product Pricing to Improve Your Bottom Line

There are many outside influences that affect profitability and your bottom line. Setting the right price is a crucial step toward achieving that profit. So, how much *should* you charge? Our speaker, **Thomas Ulbrich, executive director, UB Center for Entrepreneurial Leadership**, will outline some pricing strategies that will help your profitability in 2010.

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 by: Friday afternoon preceding the meeting
(Cancellations 48 hrs in advance. "No shows" will be billed)

make your dinner reservation online: www.nawbowny.org

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 917, Williamsville NY 14221.

Questions? – Please call Pat Herberger at 716-863-6577

2010 member-only events

These events are a benefit available only to members of NAWBO Buffalo Niagara. Join NAWBO today to participate!

friday, march 12, 2010

Lunch Bunch

This small member-only group meets monthly on a **Friday** at **12:30 p.m.** Join us at **Black & Blue Steak & Crab Restaurant** (in the boardroom) located at 5493 Sheridan Drive in Williamsville. Our discussion will be "What is the most creative thing you do? Do you work it into your business? Would you like to use it in your business and do you see how you could?" Please RSVP to Amy Remmele: amy@peakofsuccess.com.

thursday march 18, 2010

Breakfast Bunch

Our member-only group meets each month for business talk, problem solving and fellowship on **Thursday** mornings at **8:00 a.m.** at **The Original Pancake House**, 5479 Main Street, Williamsville (www.originalpancakehouse.com). The side room off the foyer has been reserved for NAWBO. Our topic: "How To Become A Trusted Advisor" Please RSVP to Dottie Austin at daustin@rwcaldwell.com or 632-7663.

niagara university family business breakfast forums

tuesday, may 4, 2010

Handling Family Conflict

The Family System Theory will be presented by **Bob Perelli, The Center for Family Systems Theory of Western New York, Inc.** Family Systems Theory, or Bowen Theory, is rapidly becoming one of the most popular and effective methods of problem solving. Unlike conventional psychological theory which focuses on the individual, Family Systems Theory encourages people to think of issues (e.g. conflict, difficult relationships, loneliness, etc.) in terms of a multi-generational family or a "system." This approach encourages people to move away from blaming others and towards individual responsibility.

Through a scholarship program with Niagara University, NAWBO Buffalo Niagara members can attend the The Center's Breakfast Forums **free of charge**. Space has been allotted for **up to 5 NAWBO members to participate at each forum**, held monthly at **Sonoma Grille**, 5010 Main Street in Snyder. Breakfast & networking: 7:30 – 8:15 a.m.; presentation: 8:15 – 9:30 a.m. **To register:** Contact Cindy Valtin at 688-4943 or CValtin@roadrunner.com. Niagara University contact info: Melissa Heidt, (716) 286-8160 or CBAcenters@niagara.edu.

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welcome new members!

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member news

Dottie Austin has changed the name of her business to **Career Partners International Buffalo Niagara** (CPIBN). The new contact numbers are: telephone 716-632-7663 and fax 716-632-7664. The firm received the "Highest Candidate Satisfaction – 2009" award at the Career Partners International Annual Meeting in Scottsdale, Arizona in February. CPIBN's candidates gave them the highest satisfaction scores in 2009 of any of CPI's 65 partner firms from across North America, Latin America, Europe, Asia and Australia.

Carol A. Condon, Law Office Of Carol A. Condon, has new online contact info: her e-mail address is ccondon@ccondonlaw.com and her Web site is www.ccondonlaw.com

Nancy Eckerson, owner of Write Now! Inc., was featured in the March 1, 2010 issue of *The Buffalo News*. "Newstead Historian Dreams of Genealogy Center" describes Nancy's commitment:

"There's a lot behind us, and there's a lot yet ahead. It helps keep you on an even keel. And I'm just one of the links," says Eckerson, whose family history has been intertwined with the Akron/Newstead community since 1832.

Local history has been a major theme in the Eckerson family for decades. Eckerson, appointed to the part-time position in 2007, succeeded her father, John Eckerson, historian emeritus for the Village of Akron and Town of Newstead until his death last August.

"A genealogy center is one of my dreams," said Eckerson, adding that she also hopes to compile DVDs of interviews with local senior citizens about their "recollections of historical events, and not just in Akron and Newstead."

Leanne Oldenbrook, owner of CM Yoga released the DVD, *Everyday Yoga with Leanne Oldenbrook*, featuring yoga postures and relaxation techniques designed for everyday people to build strength, flexibility, and peace-of-mind. She presents practices to use every day for good health – progressive relaxation, preventive care for muscles and joints, proper breathing, introduction to classic yoga postures and guided meditation. The \$15 DVDs can be purchased at www.cmyoga.com or by calling CM Yoga at 716-864-1194.

Suzanne Witnauer has new contact numbers: telephone 716-852-1219 and fax 716-852-0142.

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Who Is Driving Your Bus?

by Amy Remmele

In December of 2008, I wrote an article for this newsletter entitled "The Right People Off the Bus," with the focus on who leaders of businesses and organizations should and should not have on the "bus" that they are driving, or if you don't like metaphors, who should and should not be working in a business or an organization. The flip side to that coin is who should be driving the bus or leading the business or organization.

Over the years I have had a very good look at the process organizations have for choosing leaders. The bad news is that it seems to me that the process often looks the same as the playground. In other words, leaders are chosen because of charisma, who they know, good looks, style, status or popularity. How often do organizations have leaders who were chosen based on the criteria of a good leader? And do organizations for professionals have any formal training for what a leader should look like?

Enough talk about the bad choices. Let's take a look at the qualities that really need to be considered when making a decision to elect or appoint a leader. Remember when looking to fill any position, from marathon runner to "king of the world," there are three elements that the person must possess: the natural talent, the requisite, relevant skills and knowledge and the passion. So, first what are the natural talents to look for? Yes, some charisma is necessary, at least enough to get people to listen. Too much charisma, though, usually means that something else is being ignored or covered up. Does the person know how to listen? I mean really listen with empathy. Can they tell you what the organization wants and needs? When "followers" speak, can your leader truly understand them and then prove it by echoing it back and even saying back what was only said "between the lines?" Listening is not just accidental. It is an art and a skill that must be honed constantly. And it is absolutely mandatory for anyone in a leader position to be not merely good at it, but great at it.

How is your leader choice at speaking? They must be able to speak to large groups without pontification, stumbling or nervousness, and they must be able to express their ideas assertively and succinctly. Be very cautious on this last point. There is a fine line between unassertiveness, assertiveness and aggression. I've known situations where an individual will get a leadership position and garner respect due to their "money making," when in fact they're abrasive and merely loud and pushy at meetings. This behavior comes from pathology, either the need to be right or the desperate lack of having been heard. Not good leader characteristics! Consider

also very carefully that while a person may be well connected and know all the right people, he or she may scare away and/or alienate enough of the "little" people in an organization that the foundation may crumble. I think we can all look back at leaders who drained an organization's membership roles or who caused good employees to run to other companies. Then there are those on the other end of the assertiveness spectrum, the ones who are known as "nice." Whenever you hear the descriptor "nice" about a prospect, stop! Unassertive leaders are far more dangerous than aggressive ones because they don't seem dangerous. Good leaders must have a balance between compassion and toughness. A good bus driver must not tolerate "bad" passengers and he or she must have what it takes to ask them to leave or if necessary even make them leave. While leaders must be likeable, if there is too much focus on not "ruffling feathers," the bus may go careening off a cliff.

So, let's assume that you have someone who knows how to listen and knows how to get others to listen and is charismatic enough to draw attention, but not so charismatic that they can't let go of the attention. Now what? Is this person reliable and do they hold others to a schedule and commitments? Do they balance taking charge and doing jobs with delegating? And when they delegate, do they micromanage or do they give the reins that need to be given to others? Can your leader choice make decisions or do they vacillate between possibilities, unable to take risks? Or do they take so many risks that everyone feels like they are on a carnival ride? Related to this, does your prospective leader gather the right amount of input and data then make a decision, or does he or she delay decisions by seeking information beyond what is useful? Can your choice of a leader take an idea from conception to completion? Or do they come up with idea after idea and just keep jumping around so that the end result is nothing done with too many "open" projects? And, finally, does your leader choice have the passion it takes to be a great leader? Does he or she love to lead and to be engaged at that level? Can you see the twinkle in the eyes whenever he or she is at a podium or working on a team project? And is the passion

you are seeing about the leadership and not about the "me?"

We now have a fairly complete profile. So when you send a group off to make suggestions for leaders for your organization, do they have a rubric, some training, anything to guide them in their decision? If not, then your process is flawed.

Continued on the next page

[Excerpted from www.forbes.com, February 25, 2010]

Overcoming Charisma

by Robert Rowland Smith

It's a powerful quality, but a leader can do better.

...Thankfully, we have a concept of charisma that's not so morally circumscribed. It's called presence, not least because it's not afraid to be present and doesn't lurk behind screens like Big Brother. Presence is a being there without the hidden agenda that casts a shadow over charisma, without, that is, the sense of personal gain that lies behind it.

Obviously enough, the person who has presence is present, i.e., there's nothing he or she is not bringing into the room, no sense of being preoccupied or distracted, no absence to dilute the being there. It's even more compelling than charisma, for the person blessed with true presence makes you feel that the most important thing in the world is happening right here, right now. The person with presence, in other words, is a living event. It's an obvious and topical example, perhaps, but Nelson Mandela would appear to have such presence. His magnetism arises from the sense that he is there to do a job, not just to bask in glory or attract fans.

...The lesson is that when we become besotted with charismatic people, we should beware. It's the same feeling that makes us vulnerable to a Big Brother. Far better to look in a leader for those Mandela-like qualities of presence, to believe that the person you're beholding is there to get something done because it's more important than he is...

Robert Rowland Smith, an independent management consultant, is the author of *Breakfast with Socrates: An Extraordinary (Philosophical) Journey Through Your Ordinary Day*, published by Free Press.

Read the entire Forbes article here: <http://www.forbes.com/2010/02/25/charisma-presence-communication-leadership-managing-speaking.html?boxes=leadershipchannellighttop>

Leadership, cont.

...there are three elements that the person must possess: the natural talent, the requisite, relevant skills and knowledge and the passion... Does the person know how to listen? I mean really listen with empathy. Can they tell you what the organization wants and needs? When "followers" speak, can your leader truly understand them...

You will probably end up with leaders who are popular, well-connected, stylish and charismatic, but whose leadership characteristics are secondary or non-existent. Even if your leader nominating committee has some guideline that they are following, have they been trained or counseled in "blink" responses? In other words, do they know how to look beyond the above listed characteristics that humans are automatically attracted to and look for the real leader traits in the people they are considering? In the music world, symphonies now audition musicians behind a curtain because they could not stop the bias toward men playing certain instruments even when they were told not to consider gender. Biases are very strong and must be considered whenever we are making decisions. If you doubt the insidious power of biases, read *Blink* by Malcolm Gladwell. If you or your group is looking at the "package," then they are probably missing much of what is inside.

Before we end, let's take a look at the bias toward money and success. It may look on the surface that a person who runs a multimillion dollar business or who has a great deal of money or who builds great empires must be a good leader. Think again. Unless you go inside the machine of the organization, you cannot know whether they are only making a minimum amount of money for that enterprise or whether they are ruining lives just to make money. Maybe a better leader could make ten times the profits or make money while keeping others happy. When looking at the pyramids, you may come to the conclusion that it took great leaders to accomplish such a feat. Until you find out that they were built by slaves!

NAWBO Buffalo Niagara member Amy Remmele owns Peak Of Success. She is a personal and professional consultant, working with people who want to overcome the roadblocks to success and make positive sustainable changes. She can be reached at: phone 716-626-5977, e-mail amy@peakofsuccess.com, or online www.peakofsuccess.com.

upcoming event

Canada: Moving People, Moving Product

Presented by World Trade Center Buffalo Niagara in conjunction with the U.S. Department of Commerce, Buffalo Export Assistance Center on **Tuesday, March 23, 2010**, 8:30 a.m. – noon at **The Niagara Center**, 130 South Elmwood Avenue in Buffalo. **Registration is \$35** (breakfast is included).

Speakers from Citizenship and Immigration Canada, U.S. Customs and Border Protection, and the Binational Tourism Alliance will provide information on sending temporary workers to Canada. Speakers from Livingston International, Buffalo Filter, and Eastman Machine Company will share their experiences on getting products to Canadian customers.

Topics will include: understanding Canadian Customs clearance procedures; Canada Customs' Non-resident Importer Program; procedure for sending temporary workers into Canada; and case studies of successful binational business partnerships.

For more details or to register for this event go to: <http://quest.cvent.com/EVENTS/Info/Summary.aspx?i=1692ad81-f5cc-482d-968a-cbfdec082ed2>

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What is Open Source?

by Renee Cerullo

“Open source is a development method for software that harnesses the power of distributed peer review and transparency of process. The promise of open source is better quality, higher reliability, more flexibility, lower cost, and an end to predatory vendor lock-in.” (opensource.org)

So what really does open source mean? Open source refers to a type of software. This software is free. There are no license fees associated with it. Open source software is created by many people all over the world. They create the software for the pure enjoyment of it. They don't make any money off of it. Yes that may seem odd to most people. Think of a hobby of yours, something you do just because you enjoy it. Whether it is sewing, painting, woodworking, etc. You do it because you enjoy it and don't make any money off it. This is why people create open source software.

Open source of software has been around for many years. It is really starting to take its place in the business world and the academic world in the past year. It has been slow to become main stream because people were nervous about software that had little control over it. The big concern was security. How could something that had no company backing it be secure? As the software has evolved and proved itself, businesses started to take a second look at it. The bad economy has helped open source software take hold too. Everyone is looking to cut costs and software is very expensive.

There are two types of software – closed source and open source. Closed source is what you buy in stores or online. E.g. – Microsoft Office. Closed source software you are stuck with whatever they give you. You can't change it. If you want changes you wait and hope they include it in the next release.

There are many advantages to using open source software.

1. Development – It stands to reason that something developed by a vast community will evolve faster than something created by a smaller group. There is no red tape with open source software. Open source software constantly is putting out new versions or fixing any issues. There are new features always being developed.

2. Whether it be workspaces, icons, security settings or anything else, open source will always lead the way when it comes to a custom user experience, for the simple reason that you are legally allowed and positively encouraged to tinker.

3. Support – You would think being that there is no company behind the software that support would not exist. Just the opposite is true. You have an entire world of developers eager to answer any questions and help. You post your questions online and normally within a few minutes you have someone working with you.

Dispelling MYTHS

Objections to open source are not uncommon, but usually focus on some derivation of the three listed below – both from closed source vendors and those fearful of using a non-commercial product for business needs. However, these arguments are largely unfounded.

While open source has no licensing fees, development costs and support fees will be much greater than closed systems.

That might be true, and it might not. It depends greatly on the vendor. Either way, the same could be said of one closed source vendor compared to another one.

If you choose open source, you won't get commercial support.

While that's true of some small open source projects, it's not true of every open source product. Whether open or closed, only choose a vendor with commercially available support plans in addition to community support.

Open source products are less secure, less stable and of lower quality than closed source products.

Software is software. Whether the source code is released to the public or not has nothing to do with its quality. Some closed source software is terrible — the same can be said of some open source software. In fact, the argument could be made that, because more people are looking at code in an open source product, it is less likely to have bugs or security defects.

Examples of open source software:

- Open Office – openoffice.org
- Amberdms Billing System – The Amberdms Billing System (ABS) is a billing system that also provides a number of useful accounting and business management functions. – www.amberdms.com
- Help Desk Software – freehelpdesk.org
- OpenProj – OpenProj is a cross-platform desktop project management application that paints itself as an alternative to Microsoft Project, including file compatibility. OpenProj features Gantt charts, network diagrams (PERT charts) and earned value costing. – openproj.org

Check back next month when I compare open source content management systems for your Web site.

Chapter member and Web developer, Renee Cerullo brings us new technology each month! Contact her at Cerullo@RLComputing.com or www.RLComputing.com.

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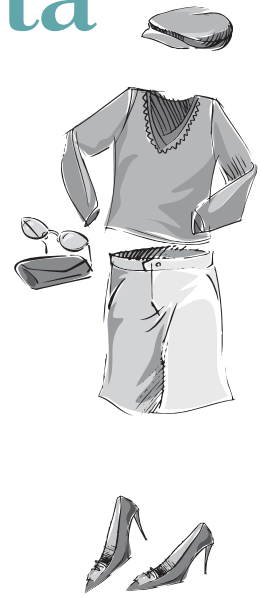
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Fabulous Fashionista Fundraiser



- what? silent auction
when? wednesday, may 19, 2010
time? 5:30 to 8:00 p.m.
where? the buffalo club • 388 delaware avenue
cost? \$40 per person (includes buffet & cash bar)
rsvp? by may 8, 2010 • www.nawbowny.org

Fundraising proceeds benefit the chapter's leadership training for women entrepreneurs and women's scholarship fund. NAWBO Buffalo Niagara is a leading advocate for women business owners who aspire to higher levels of opportunity, challenge, and success.

thank you for donating to our upcoming silent auction!

Please fill out a separate form for each donation (photocopy this form if needed).

Name: _____

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Description of Donation: (Cash is always welcome! We'll shop for you – just tell us what you'd like to donate – we'll acknowledge your gift).

Approximate Value of Item: _____

A committee member will be happy to pick up your donation or it can be dropped off at Lisa Hunter Jewelry, 3550 Main Street in Williamsville. Donations can also be brought to any NAWBO Buffalo Niagara meeting (held second Wednesday each month at Sean Patrick's Restaurant, 3480 Millersport Highway in Amherst).

TO SEND DONATIONS OR FOR MORE INFORMATION:

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Telephone: 882-7639 • E-mail: mmistymo@aol.com



NAWBO
BUFFALO NIAGARA
National Association of Women Business Owners

National Association of Women Business Owners • Buffalo Niagara Chapter • P.O. Box 917 • Williamsville, NY 14221

upcoming event

Entrepalooza '10 Afterburner: Accelerating Performance through Flawless Execution

This event is hosted by Center for Entrepreneurial Leadership Alumni Association (CELAA), Buffalo Niagara Sales & Marketing Executives (BNSME), and the Buffalo Niagara Partnership.

Revolutionize your organization with business process improvement tools: Afterburner, the global leader in Flawless Execution, offers three strategic quality management solutions – Equip, Embed, and Empower, a set of business process improvement techniques inspired by elite military professionals and military fighter pilots that revolutionize the way you look at and do business in today's fast-paced environment.

With this unique, motivational event, Afterburner can empower you. During the leadership seminar, your team will delve into the principles introduced in the 'zero tolerance for error' world of military fighter pilots, experiencing the powerful methodology and processes of Flawless Execution.

You're fighting for market share. You're fighting to make your numbers. You need a team that works as one. You need a team that works for the same goals. You need a team that knows not only how to plan a mission, but how to execute that mission flawlessly from start to finish. This team building event will help you stay relevant in today's business world.

Event:	Entrepalooza '10 Afterburner: Accelerating Performance through Flawless Execution		
Date:	Thursday, May 20, 2010		
Location:	Seneca Niagara Casino & Hotel, Niagara Falls NY		
Agenda:	Registration:	10:00 a.m. – noon	
	Sponsor Hosted Seminars:	10:30 a.m. – 11:30 a.m.	
	Luncheon:	Noon – 1:00 p.m. (speaker: Ward Manuel, UB Athletic Director)	
	Main Event with workshop:	1:00 p.m. – 4:00 p.m.	
	Sponsor One-on-One Sessions:	4:15 p.m. – 5:00 p.m.	
	Cocktail Party:	4:00 p.m. – 6:00 p.m.	


Cost:

Individual Ticket - CELAA Member	\$125
Individual Ticket - NON CELAA Member	\$150
Individual Ticket - BNSME/Partnership Member	\$125
Individual Ticket - Chamber/Military Members	\$125
Table of 8 - BNSME/Partnership Member	\$850
Table of 8 - CELAA Member	\$850
Table of 8 - Chamber/Military Member	\$850
Table of 8 - NON CELAA Member	\$1000

If you plan to spend the night: Book a room at the Seneca Niagara Casino & Hotel and ask for the special discounted Entrepalooza Rate (must use group code CENTRPA). Rates available until April 20th only. Call 716-299-1100 for reservations.


To Register or for more information:

<http://www.cel-aa.org/webmodules/event/selectticket.aspx?id=182>



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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.

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