

# womanink

NAWBO Buffalo Niagara • P.O. Box 1165 • Orchard Park, NY 14127 • [www.nawbowny.org](http://www.nawbowny.org)

october 2010

## Upcoming Programs and Events at Canisius College Women's Business Center



### Open Networking

Wednesday, October 6, 2010 • 8:30 - 9:30 am  
Women's Business Center office  
2365 Main Street, Buffalo, NY 14214

Join us for our Open Networking! This is a great opportunity to help you grow your professional network. You can practice the skills of effective networking, exchange leads and cultivate beneficial business relationships. Also, you can discover how the Canisius College Women's Business Center can help you and your business. This event is free and open to the public. No RSVP necessary.

### The Power of Networking

Cost: \$65 or \$120 together with Closing the Deal  
Chamber Member Cost: \$55 or \$100 together with Closing the Deal

Tuesday, October 5, 2010 • 9 - 11:00 am  
Canisius College Women's Business Center  
2365 Main Street, Buffalo, NY 14214  
OR

Thursday, October 7, 2010 • 6 - 8:00 pm  
Springville Chamber of Commerce  
23 North Buffalo Street, Springville, NY  
Register at [https://griffpay.canisius.edu/C20497\\_ustores/web/product\\_detail.jsp?PRODUCTID=565](https://griffpay.canisius.edu/C20497_ustores/web/product_detail.jsp?PRODUCTID=565) (If you are unable to register online or have any questions, please call 716-888-8280.)

Building a network can make life easier and prove to be very lucrative in the long run. It takes a concerted effort to build and grow a network and cultivating your professional and personal network can bring new leads for your business. At this session, you will gain a clearer understanding of the power and benefits of networking. The group will discuss the importance of having a clear, concise and understandable message, one that you will be ready to communicate at any given time, across many platforms and to many different audiences. Participants will explore the idea of living your

message and discuss how a networking message should reflect your mission and communicate who you are, what you do and how you do it.

Effective networking increases your value as a business person, increases your value among peers and enhances your reputation, all of which can help you grow your business. Find out how to use the power of networking for your advantage!

Join us for this engaging and interactive session, professionally facilitated by Amy Rath, the coordinator of the Canisius College Women's Business Center's "Women in Networking" groups. For the past 7 years, Ms. Rath has assisted over 500 small business owners in understanding the power of networking and has given them the necessary tools to network effectively.

### Closing the Deal: Negotiation Skills and Strategy

Cost: \$65 or \$120 together with Closing the Deal  
Chamber Member Cost: \$55 or \$100 together with Power of Networking

Tuesday, October 5, 2010 • 9 - 11:00 am  
Canisius College Women's Business Center  
2365 Main Street, Buffalo, NY 14214  
OR

Thursday, October 7, 2010 • 6 - 8:00 pm  
Springville Chamber of Commerce  
23 North Buffalo Street, Springville, NY

Register at [https://griffpay.canisius.edu/C20497\\_ustores/web/product\\_detail.jsp?PRODUCTID=566](https://griffpay.canisius.edu/C20497_ustores/web/product_detail.jsp?PRODUCTID=566) (If you are unable to register online or have any questions, please call 716-888-8280.)

Business negotiation is a combination of substance and relationship. Closing the deal is a two-way street that

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## 2010/2011 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](http://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.

**Questions?** – Please contact our Chapter Administrator Jeanne Hellert at 238-2461 or [nawbowny@gmail.com](mailto:nawbowny@gmail.com).

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

### october 13, 2010

#### Marketing Lies that Are Holding YOUR Business Back

Our speaker, business coach **Rick Wallace**, is the owner of **Next Level Coaching**. Rick has more than 30 years of management experience in sales, sales management, corporate training, product management and marketing at two Fortune 1000 companies, Burroughs Corporation (now Unisys) and Standard Register Company. He was formerly senior vice president of marketing and new business development at the Western New York-based company, International Imaging Inc. (IIMAK).

### november 10, 2010

#### Networking: Build Trust and a Relationship and the Sales Will Follow

**Jan Owczarczak** is the vice president business development for **Employer Services Corporation**. Jan joined ESC's executive team in 2002. Prior to joining ESC, Jan spent 22 years with Computer Task Group (CTG), a \$300 million technology consulting firm where she last served as managing director responsible for business development, business start-ups, and turnarounds.

### thursday october 7, 2010

#### Breakfast Bunch

Our member-only group meets each month for business talk, problem solving and fellowship on the first **Thursday morning of the month at 8:00 a.m.** at **The Original Pancake House, 5479 Main Street in Williamsville** ([www.originalpancakehouse.com](http://www.originalpancakehouse.com)). A room at the back of the restaurant has been reserved for NAWBO. We will feature an Open Forum at our breakfast. Please RSVP to Marilyn Coté-Miller at 208-9548 or [embroiderywoman@gmail.com](mailto:embroiderywoman@gmail.com).

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## september meeting highlights

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## womanink

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The signing ceremony with **Laurie Albertsson**, president of **NAWBO Buffalo Niagara** pictured (left) and **Melinda Rath Sanderson**, executive director of the **Canisius College Women's Business Center** demonstrated our organizations' joint support of local women entrepreneurs.



Our September 8th meeting was the kickoff for our 2010/2011! It featured a great presentation by **Kathy Hochul**, Erie County Clerk, who gave us some insights into the myriad ways the County Clerk's Office touches the lives – personal and professional – of Erie County residents. She is pictured (left) with **NAWBO Buffalo Niagara President Elect Dottie Austin**.

### welcome members

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### member address changes

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# Protecting Your Data, Your Identity, Your Sanity

by Renee Cerullo

Almost everyone has at least one computer these days that is connected to high speed Internet access. This has become our reality just in the past 5 years. Scary when you think back to the time that hardly anyone even owned a computer much less depended on it to function every day. Think about how your day would be like if you did not have your computer or phone. What would you do or could you do?

Given that these devices are so important and really control our daily life why is it that many people are really not concerned about securing them? I am talking about both business and personal computers. They both matter. Many people think security is just for business computers but think about everything you do on your personal computer – paying bills, credit card information, personal contact information, etc. You do not want any of that information to get into the wrong hands.

Security does not have to be a hassle. Yes it might be inconvenient but think of the consequences. I hear more people grip about having to type in a password every morning to their computer. Seriously it takes you less than one minute to type it in and think of the ramifications if someone jumped on your computer and grabbed all the data on it or sent out an e-mail as you to all your clients or your boss. The ramifications far out weight the 30 seconds it took you to type in your password. Even on your home computers you should have to log in with a password. I had a party at my house a number of years back. My computer was on and no password. Never thought anything of it until the next day when I went to go on it and my settings were all changed and my e-mail address had been changed to something very unflattering. I did not realize it until a client e-mailed me back saying do you know what your e-mail says? No real damage but it could have been. Your computer can easily be hacked remotely when there is no password on it.

## Simple changes you can make:

**Facebook** – Make sure everything is locked down to be viewable by your Friends only. There is no reason to have anyone who you don't know seeing your information. This protects your personal information so that people can't use it to steal your identity. Also make sure you know the people you allow to become your Friends. Also be careful about posted where you are all the time. People will get to know your habits and locations. This allows you to become an easy target for a stalker. If you want to state where you are then do it when you are leaving. Some things don't need to be shared with the world.

**Firewall** – Make sure you have a firewall on your computer. This prevents people from the outside world from accessing your computer. Most computers come with the Windows Firewall. Make sure it's on. To access it to the Start Menu -> Control Panel -> Windows Firewall. It should state it is on. If you have an antivirus program that comes with its own firewall that is fine too.

**Antivirus Software** – Make sure every computer you use has antivirus software on it. The software will update itself at least once a week. This software requires a yearly subscription. If it is not updating at least once a week then you must take it off your machine. It is not doing any good. It must be updating. Viruses come out almost on a daily basis so your software needs to keep up. Symantec, Norton, McAfee, AVG are just a few of the common ones.

**Backing up your files** – Think about what is on all your computers....can you afford to lose all of it? Most of us would say no way. So then why do most people never backup their computers? Mostly the reason is they forget. Simple solution – buy an external hard drive, and plug it into your computer. Then you can schedule your computer to backup every day or even once a week automatically. You don't have to remember to do it then!

**Spyware** – Is your computer running slow? Do you have annoying popups? Then you have spyware! It happens just by browsing the Internet. The key is to routinely remove it to prevent your computer from running slow and getting hacked. Some antivirus software comes with spyware protection. Whether you have it or not I highly recommend at least once a month clean your machine of spyware with a spyware removal program. We use Malwarebytes. It scans your machine and tells you what is on there. Then you click one button to remove it all. Run it once and you will thank me for that tip.

**Social Security Number (SSN)** – You should never be asked for your SSN number on a web site. Be careful if you do enter it. It could be stolen as it transmits from your computer to its destination. Never send it over e-mail. E-mail is unsecure and messages can easily be read in transit.

**Passwords – Use them!** Don't make them all the same. Don't write them on a sticky note and post it on your monitor, desk or in your drawer. Don't make them your kids names or pet's names. Be a little creative. If someone tries to crack your password the first thing they do is look around your desk and try names, addresses, or themes they see. The general

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## “Hacked!!!”

by Marilyn Coté-Miller

*[Editor's note: NAWBO Buffalo Niagara member Marilyn Coté-Miller submitted this article the same day the "hack" occurred. The hackers sent e-mails, masquerading as Marilyn, which said she was in London and was an impassioned plea to the recipient to wire her money in England! Coincidentally, the article by our regular contributor Renee Cerullo deals with these same security issues. ]*

For someone who's been an active Internet user since BEFORE the Web was invented, I guess that I've been lucky it hasn't happened before. On September 22nd, I was hacked. Or as they euphemistically say in the industry, my account was "compromised." Turning this awful experience into a lesson for others is the only good I can get from it.

Let me start off by saying that I've done everything right: changed passwords frequently with lots of numbers; virus, spyware and malware protection updated daily; firewalled; don't open weird e-mails – it's computing wrapped in cotton inside bubblewrap. I believe my address was gleaned from a friend's contact list when SHE was hacked last week. That's why the first thing I did was notify everyone I possibly could that they should protect themselves by removing my e-mail from their contact list and change their passwords.

Next, I managed to find Yahoo's customer service number (for your records, it's 1-408-349-1572) and called them to report the problem. They were very helpful and confirmed that in fact, the account was "compromised" and would work to clean things up. I got a confirmation number, and a promise of a phone call within 5 to 7 business days from a supervisor.

### Here's a list of what else was necessary:

- Contact Facebook and report that since my e-mail was compromised, my Facebook account was inaccessible. They are going to look into it and provide me with new account info.
- Notify my husband's office of the hack incident and have them change all passwords there.
- Change all passwords of other e-mail addresses.

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# Protecting Your Data, Your Identity, Your Sanity

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rule of thumb to prevent your password from being hacked is – make it 8 characters or longer, a combination of letters, numbers and special characters. The only way to crack that is with software and it will take them a long time to do it. Also watch if someone is standing over your shoulders while you type your password. You may be laughing but we had it happen to us.

**E-mail – Don't respond to spam.** If you respond to spam then they know your account is real and they send you more. Just delete it or put it in your block senders list. If you get spam from some you know just delete it. Chances are they did not really send it to you. Someone else is pretending to be them. It's called "phishing". You really can't prevent it. It happens by someone else's computer getting hacked, who has your name in their address book. The hacker steals their address book. Your e-mail is not infected.

These tips are just a few very simple things you can do to protect yourself. Once you implement them they won't seem like a hassle. Remember it is worth the little bit of extra time to protect yourself. If your computer does have virus get help. Don't let it go. It only gets worse as time goes on.

Facebook – [www.facebook.com/rlcomputing](http://www.facebook.com/rlcomputing)

Contact Chapter member and Web developer, Renee Cerullo at [Cerullo@RLComputing.com](mailto:Cerullo@RLComputing.com) or visit her Web site at [www.RLComputing.com](http://www.RLComputing.com).

## "Hacked!!!"

Continued from page 6

- Change all my verification info in my other e-mail accounts, such as security questions. When the hackers hacked my Yahoo account, they also changed some of my verification info like security questions, my phone number etc. It was difficult to convince Yahoo it was me. But I did provide them with enough info to make it work.

- Set up a temporary e-mail account and import what contacts I had in my other e-mail accounts in the event any other of my accounts are hacked.

- Change all e-mail passwords in my cell phone to match the new passwords on my other e-mail accounts so that I could see my e-mail on my phone.

- Change the e-mail address that I use as a secondary e-mail address in my other e-mail addresses. For example, the Yahoo e-mail that was hacked was the secondary e-mail used by other accounts in the event of a forgotten password.

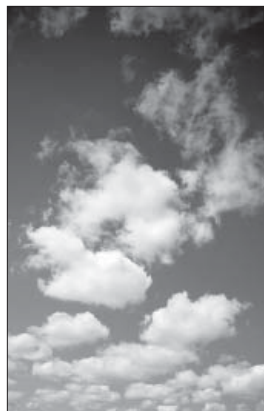
- Call TimeWarner, my Internet Service Provider to see what they could do. They advised me to get the hacker's IP address from Yahoo when they call. Then give the IP to TimeWarner and report it to Whois.com so that IP can be shut down.

- Answer many, many phone calls explaining to people what happened.

If you become a victim of hackers, call me and I'll be happy to help as much as I can.

Here's the silver lining in this cloud – so many people called me or my husband saying that if I really was in trouble, they would send the money the hackers ultimately wanted. I never knew so many people would be there for me if I really had an emergency. Even NAWBO National's Tech Support sent me an e-mail at my second address to make sure I was OK. Wow.

NAWBO member Marilyn Coté-Miller owns *Artful Threads Embroidery*, an embroidery and sewing business. Contact her at 716-693-1579 or visit her online at [www.artfulthreadsembroidery.com](http://www.artfulthreadsembroidery.com).



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[www.nawbowny.org](http://www.nawbowny.org) calendar

Did you know the NAWBO Buffalo Niagara Web site will list YOUR business events in the chapter's calendar? Having a sale? Are you having an open house? Is a charity or community group you're involved with having a special event or fundraiser? E-mail the details of your upcoming event to Renee Cerullo at [cerullo@rlcomputing.com](mailto:cerullo@rlcomputing.com) for inclusion in NAWBO's online calendar.

# Networking or “Schmoozing”

by Amy Remmele

Schmoozing has been around since Biblical days. On the surface, this may seem like a bizarre observation, but consider the story of a man named Joseph. Probably everyone, religious or not, knows the story of Joseph and his coat of many colors. After Joseph landed in prison, he began to interpret the dreams of his fellow inmates, a butler and a baker. At some point later on, the butler ended up working for the Pharaoh. When the Pharaoh started having bad dreams, the butler of course recommended that his ex-cellmate, Joseph, be called in to help. Joseph was very subtle and while he was giving his dream interpretations, he threw in a little advice about the need for a new position in the kingdom. It all paid off when the Pharaoh gave Joseph a really good job and continued to use him as an advisor. And now many playwrights get to use the story – so everyone benefited.

It is important to note here that Joseph gave before he knew if he would get anything in return. This is the point that is stressed over and over when studying “networking.” It’s almost like “keeping the faith” is part of the process that makes it successful. My guess is that the people who keep the faith also have other qualities that lend themselves to networking successfully. Qualities like a positive attitude and the ability to be friendly and cooperative even in the face of rough times.

While we all network to “get business,” there are some other reasons, too. First, networking gives some people social connection. Many people who are in sole proprietor businesses only get to talk to customers and clients. It can be very beneficial to network with other business owners in order to have contact with people who will listen and understand. Another good reason for networking is health. Studies have shown that people who have social lives and support in several areas live longer and are less likely to get sick. Finally, there are the professional services that are made available to us through the connections we make.

In the spirit of networking, at the next professional meeting you attend, consider sitting with people that you have never sat with and bring a “topic” with you. Tell the people with you that you are experimenting with a new networking technique and go around the table, asking everyone to talk about the topic you have brought. At a lunch group that I facilitate, we have used topics such as “How does your interaction style affect the way you do business?” and “On what tasks do you procrastinate and do you know why?” Just ask an interesting question and see what happens. You may be surprised how happy people are to network on a different level and get to know each other in new ways.

Whenever I give a talk on networking, I call it, “Schmoozing Tips.” Here are the really good tips from the handout that I distribute at these talks. Remember the Zeigarnik effect. More about this later.

Have a clear understanding of what you do and why, for whom, and what about the way you do it makes it special. What makes you different from others doing the same thing? In order to get referrals, you must first have a clear understanding of what you do that you can easily articulate to others. In other words, make sure that you have done your Defining Statement homework. One of mine is, “I work with individuals and business owners who want to work with the life and death issue of communication and keep the needle on LIFE.” Having a defining statement can be wonderful for your business, and the process of developing it can be life changing. I highly recommend it.

**Brand yourself with a slogan.** Print a slogan on your business card that answers questions like, “Why should I hire you?” or “What makes you different

*According to the thesaurus, “network” and “schmooze” are synonyms. Both basically mean to engage in the process or practice of building or maintaining informal relationships, especially with people whose friendship can bring advantages such as job or business opportunities. These words, then, mean to talk persuasively to somebody, often to gain personal advantage.*

from everyone else?” A catchy phrase or slogan insures people will associate a company name with a product or service. We all remember “catchy” television ads and jingles for years, even after they are no longer on. That’s called branding. Consider doing the exact same thing on your business card. For example, “At Peak of Success you get CHANGE back from your coaching and training dollar\$.”

An organizer might say, “My business is giving you back time to manage your business,” or a cleaning service might use, “Your dirt is my business.”

**Be Memorable.** The first two items are ways to be memorable, but adding something else cannot hurt. Some people do it with clothing or hats, others do it with special talents, such as magic or rapping.

**Networking is about being genuine and authentic.** Take the time to build trust and relationships, and see how you can help others.

**Ask yourself what your goals are in participating in networking meetings.** This way you will pick groups that will help you get what you are looking for. Some meetings are based more on learning, making contacts, and/or volunteering rather than on strictly making business connections.

**Become active.** It is much better to be active in one professional association than to periodically attend meetings of five or ten. Once you become active, people in the association get to know who you are and what you do. It takes time for people to recognize you, view you as a colleague rather than a stranger, and trust you.

**Become a good listener.** This ability to remember what others say and value is critical to fostering good relationships. It also gives Introverts an advantage over chatty, extroverted networkers. Make appropriate gestures such as leaning forward toward the speaker and facing her directly. Use minimal attending responses, such as head nods, “Uh-huh” and “Oh, really?” Ask targeted follow-up questions that show you have understood the speaker, such as, “So do I hear you saying that you only like to work with flying purple people eaters?” And remember that a great deal of communication is non-verbal.

**Listen with both of your ears for opportunities.** Pay attention to conversations for problems that you can solve. Follow up with the solution during business hours.

**Ask questions.** Instead of worrying about what you will say to others about yourself and your business, focus instead on asking questions. There is no greater compliment you can bestow on someone than to ask them about themselves. Simple open-ended questions are best. This means questions that ask who, what, where, when, and how as opposed to those that can be answered with a simple yes or no. This form of questioning opens up the discussion and shows listeners that you are interested in them. Ask thought-provoking questions. “How did you get started?” or “What do you enjoy most about what you do?” But the very best questions are specific to the person you’re interacting with and will arise in response to your initial conversation. Ask “Feel Good” Questions. You’ve begun to establish a nice rapport with your new prospect. You are focusing on him or her, as opposed to you and your awesome product, as most salespeople do. He or she is starting to feel good about you and has enjoyed answering your first two “Feel-good” questions. Now it’s time for the “One Key Question,” and here it is: “Name, how can I know if someone I am speaking with would be a good prospect for you?” Here, you’ve continued to establish yourself as being different from all others they meet who are in business, who only seem

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# NAWBO Buffalo Niagara

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## advertising

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### 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.

## articles

E-mail submissions: whiterabbitdesign@roadrunner.com. Contributed articles must be original work; previously published works must be accompanied by publisher's authorization to reprint. *WOMANink* reserves the right to edit contributed articles for clarity and length, and reserves the right to refuse to publish any contributed article.

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engages both seller and buyer in an assessment of risk and value. Successful negotiators learn about what's most important to their customers and use that information to craft an offer that meets customer needs while satisfying their own business objectives. This workshop will examine the process of negotiation from the perspective of building return business and present a framework for developing strategy to convince prospective customers to take the risk to close the deal.

Susan Woods is Managing Partner with Henderson Woods, LLC, a training, facilitation and consulting firm specializing in interest-based negotiation, conflict resolution, labor-management relations and workplace diversity. She formed her business after a 25-year career on the extension faculty of Cornell University ILR. She teaches as an adjunct instructor with the Canisius College Leadership Program for Women and Cornell University ILR.

### Social Media Basics

Tuesdays, November 2, 9, 16, 2010 • 8:30 – 11:30 am

Canisius Amherst Conference Center

300 Corporate Parkway, Amherst, NY 14226

Cost: \$247

Current WBC Client: \$197

Chamber Member Cost: \$175

Register online at [https://griffpay.canisius.edu/C20497\\_ustores/web/product\\_detail.jsp?PRODUCTID=567](https://griffpay.canisius.edu/C20497_ustores/web/product_detail.jsp?PRODUCTID=567). (If you are unable to register online or have any questions, please call 716-888-8280.)

Embrace technology in the ever-changing world of social media sites. Understand how sites like Twitter, Facebook, YouTube, LinkedIn, Blogs, Four Square and Smart Phones can help you to open new doors, stay in front of your current clients, market your business, establish yourself as an expert in your field, rank your website above the fold in google searches and most importantly find new clients!

Robin Wilson brings 15+ years of marketing and management experience to this course and has used social media for well over 13 years, long before it was called Social Media. Integrating Social Media into past management positions for marketing, boosting sales and meeting target goals. She currently operates The Wilson Edge, which helps small business owners manage their online presence, reputation and social media strategies in an effort to establish themselves as leaders in their fields online. She helps small businesses and personal brands weather this turbulent time. Getting them noticed, and keeping their doors open! Succeeding! Robin has been with Buffalo Graphix for 9 years.

If you have questions about ANY of these programs, contact:

Sheila Conley Walsh

Director of Business Development

Canisius College Women's Business Center

2365 Main Street

Buffalo, NY 14214

716.888.8285

[www.canisius.edu/wbc](http://www.canisius.edu/wbc)

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to want to know, "How can you help me." Ask some non-business questions. People love to talk about themselves. A great conversation starter is to ask what they like to do when they're not at work. Ask unusual questions. When you meet someone, don't say "How are you? What is your business?" Instead, try something like "Tell me something your friends would be surprised to learn about you." "Where did you go on your last vacation?" "What's the last book you read/movie you saw?" You are more likely to remember people who have been induced to give you some unusual information, and they are more likely to remember you. Be an interesting person to talk to. Do your homework. Plan some casual topics to bring up that you like to talk about. Being prepared will also help to build your confidence.

Be able to articulate what you are looking for and how others may help you. Too often people in conversations are asked "How may I help you?" and it is a real conversation stopper when no immediate answer comes to mind.

**Diversity.** The old boy's network is alive and well, but so are many others. In the financial community, a diversified portfolio is preferable. The same is true with your network.

**Don't try to sell.** Selling at professional meetings is usually inappropriate. Instead, use the meeting as an opportunity to develop a relationship and schedule a meeting for a later date.

**Check out how you feel.** If you're feeling nervous, you're thinking too much about yourself. This is about making the other person feel important.

**Get feedback on your networking style.** Everybody needs a coach in her life. Someone who will say, "This is how you're coming across and it's not helping your cause." People are reticent to do give such straightforward feedback, so make it clear to your "inner circle" that you really appreciate this and that it will not "hurt your feelings." Ask them to tell you the truth especially about subtleties you yourself may not notice. An example would be the inflection of your voice, which may be suggesting uncertainty or lack of confidence. Often style or behavior can be changed, resulting in more effective networking.

**Be fully present.** Be fully engaged and fully aware of the people you interact with. You can break this down into smaller, somewhat mechanical pieces, such as listen well, respond promptly, maintain eye contact,

etc, but if you are truly present in the moment, those things will happen naturally. Many people seem to be only "half there", so being fully engaged helps you stand out.

**Set goals for each event.** Decide before you arrive at an event how many people you will talk to and what information you hope to learn. You'll be amazed at how much more information you'll learn when you've set some targets.

**Bring new members to your group.** Nothing will make the existing leadership happy faster than your infusion of new members. An additional benefit is that it is easier to start a conversation with someone you know only marginally if you can go up to them and introduce someone new who is interested in the group. You don't even have to know the existing member's name. Just walk up and say, while shaking their hand, "Hi. I would like you to meet a potential new member." Your target will introduce herself and then you will know her name.

**Write on the back of business cards.** This way you will remember what the person had to say and what the connection between the two of you might be. Follow up the next day with an e-mail or a telephone call.

**When asking for something, use the word "because."** Research shows that asking for something with a "reasonable" reason boosts the chances of getting what you want about forty percent. Ask for advice. It is one of the highest forms of flattery.

**THE MOST IMPORTANT RULE –** Have fun and be funny. Think of the event not as work but as a great time to get to know others and establish valuable relationships. People like to be with people who are happy.

**THE SECRET IS:** Being ready to network when you get there. Ninety percent of success is showing up PREPARED.

The Zeigarnik effect is a proven law of psychology stating that people remember incomplete or interrupted tasks better than completed ones. I'll bet you remembered the name from the first item! Leaving some tantalizing gaps in the information you give out may keep the appetite whetted.

*NAWBO Buffalo Niagara member Amy Remmele is the owner of Peak of Success and is a personal and professional consultant, working with people who want to overcome the roadblocks to success. Contact Amy at 716-626-5977 or online at [www.peakofsuccess.com](http://www.peakofsuccess.com).*