

WOMANink

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NAWBO® • National Association of Women Business Owners



Fall 2007

CHAPTER EVENT

marketing to women 2.0

Learn the cravings of a new generation of consumers



This is a **not-to-miss seminar** for every business owner: marketing to consumers with the **most buying power today** – women and generations x and y. Today's women, and the newest generations, are now **more connected**, educated and informed, raising the bar for brands that want to reach these knowledgeable, proactive groups of consumers. Lisa Johnson, author and acclaimed marketing expert, reveals fresh new insights on how these technologically-savvy consumers are behaving in the marketplace. She provides a powerful look into the **future of marketing** to women and generations x and y; translating essential know-how into tangible strategies and profitable marketing **ideas that you can use** in your business.

Lisa Johnson, CEO of The Reach Group, is the author of *Mind Your X's and Y's*, and *Don't Think Pink*. A leading **marketing expert** and brand consultant, Lisa has worked with top corporations nationwide and is up to the minute on market forces, trends and **consumers' buying minds**. Her marketing concepts have appeared in Harvard Business School's Working Knowledge, New York Times magazine, The Chicago Tribune and on NPR's Marketplace.



See page 6 and discover Lisa's "Ten Cravings of The Connected Generation"

date: **Wednesday, October 3, 2007**
time: **3:30 – 8:00 p.m.**
location: **Adam's Mark • 120 Church Street, Buffalo, 14202**
cost: **\$45 Buffalo Niagara NAWBO and Partnership members**
\$65/non-members
(includes hors d'oeuvres, cocktails and ramp parking)
rsvp: **by September 28, 2007**
(to Charlene Janiga • 716-852-7100 ext. 470 or cjaniga@thepartnership.org)

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2007/2008 PROGRAM

Program is subject to change

Location	The Fairdale Banquet Center 672 Wehrle Drive • Amherst, NY 14225	Time	5:30 p.m. Networking 6:00 p.m. Dinner
Cost	\$25 Member \$30 Prospective member	RSVP	Cancellations 48 hrs in advance. "No shows" will be billed

WE OFFER THREE WAYS TO MAKE YOUR DINNER RESERVATION:

Please include your full name, telephone number, dinner choice, and if a guest, name of NAWBO member who invited you. Mail pre-payment (check payable to NAWBO) to: Jamie Jordan • 46 Sandelwood Court • Getzville, NY 14068

1. **Easiest and Preferred Method** – Register online at www.nawbowny.org
2. **E-mail** – Jamie Jordan at Jamie420@roadrunner.com. (Please put "NAWBO Dinner Reservation" in subject line)
3. **Telephone** – Jamie Jordan at 716-580-1135

Monthly meeting cost will be \$30 for NAWBO® member failing to RSVP by close of business **the Friday before** Wednesday night meeting.

SEPTEMBER 12, 2007

UB as a Catalyst for Regional Economic Growth

Marsha Henderson, Vice President for External Affairs, University at Buffalo and **Kate Foster, Director of the Institute for Local Governance and Regional Growth, University at Buffalo**, will discuss the "big picture" of the region's growth. Henderson oversees UB's outreach activities and initiatives with its external communities, is responsible for building and maintaining effective government relations at the local, state and federal levels, and is charged with providing leadership for UB's communications initiatives and public relations strategies. Dinner choices: Chicken Marsala, Grilled Shrimp, Vegetarian Lasagna

OCTOBER 3, 2007

Special Chapter Event: Marketing to Women 2.0

Time: 3:30 – 8:00 p.m.
Location: Adam's Mark • 120 Church Street, Buffalo, NY 14202
Cost: \$45 Buffalo Niagara NAWBO members (includes hors d'oeuvres, cocktails and ramp parking)
RSVP: By September 28, 2007 (charlene janiga at 716-852-7100 ext. 470 or cjaniga@thepartnership.org)

NOVEMBER 14, 2007

Family-Owned Businesses

Vincent Agnello, Niagara University Family Business Center, will discuss some of the unique challenges that face family-owned businesses: Succession planning, handling HR issues, delegation among family members, etc. Dinner choices: Chicken Kiev, Broiled Scallops, Stuffed Shells with Sauce

DECEMBER 12, 2007

Be Remembered: Little Tips to "Wow" Your Audience

Buffalo Niagara NAWBO member Amy Remmele, owner of Peak of Success, will cover some of those networking tips that allow you to "memorably mingle!" Dinner choices: Roast Beef, Grilled Shrimp, Vegetable Stir-fry

JANUARY 9, 2008

January Jumpstart – Networking and Roundtables

Our ever-popular roundtables give you the opportunity to learn from the best sources: other women entrepreneurs! Topics will include Internet Marketing, Life/Work Balance, Networking, and Financing.

NAWBO

NAWBO's Vision

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

NAWBO's Mission

As an organization with a "customer first" philosophy, we:

- **Strengthen** the wealth-creating capacity of our members and promote economic development
- **Create** innovative and effective changes in the business culture
- **Build** strategic alliances, coalitions, and affiliations
- **Transform** public policy and influence opinion makers

Please Note: Our NEW! Meeting Location
The Fairdale Banquet Center • 672 Wehrle Drive at South Forest • Amherst, NY 14225
(across from McPartlan's Corner)

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PRESIDENT'S MESSAGE

NAWBO Buffalo Niagara: A strong network and resource center for women entrepreneurs

As I assume the responsibilities of President of the Buffalo-Niagara Chapter of NAWBO, I want to thank Carol Condon for the wonderful leadership she provided us over the last year. With our new By-Laws that create a more strategic orientation and structure, I hope that we can build on her efforts this year and become an even stronger network and resource center for business women, as well as a source of camaraderie and support among peers. Under the guidance of director Marion Kopin, who chairs the Governance Committee, we'll be preparing a strategic plan to create a clear vision and measurable goals for our Chapter. In order to achieve our objectives for the Buffalo-Niagara Chapter, we all need to participate actively and to provide ideas and feedback.

We have exciting opportunities to engage everyone. Committee participation is the best way to get to know your fellow NAWBO members and develop lasting relationships with them. Our committees can utilize talents of almost every kind. Each one is eager for help and would welcome your involvement. A list of the committees, their chairs and contact information, is on page 8. You'll find such participation fun and, I believe, rewarding.

Also keep in mind that we are part of a national organization that can put you in touch with similar business owners, as well as potential clients or suppliers, throughout the country. Visit the national website www.nawbo.org and consider joining one of the national forums. NAWBO also has a resource center with many materials available to you online.

This year our chapter will be sponsoring a very special event on October 3rd. In conjunction with the Buffalo-Niagara Partnership and Motive 8 Inc., we will be hosting Lisa Johnson, a nationally renowned marketer, whose clients include Nike. The program will be held at the Adams Mark Hotel from 3:30 to 8:00 p.m. with initial networking, a two-hour presentation by Lisa including questions from the audience, a book signing and cocktail reception. Mark your calendars for this extraordinary event, which will be in lieu of our October meeting. Special thanks to Kathy Jackson and her committee for making this event possible. Should you want a preview of Lisa's expertise, read her highly acclaimed books *Don't Think Pink*, which focuses on marketing to women and *Mind Your Xs and Ys*, which is directed toward marketing to the connected Generations X and Y.

I hope you all enjoyed a delightful and successful summer and look forward to seeing you at the September meeting, which will feature UB's Vice President of External Affairs, Marsha Henderson (who is also the former President of Key Bank Western New York), and the Director of the Research Institute at UB, Kate Foster. They will discuss UB's role as a catalyst for regional economic growth. Please note the new location for this year's dinner meetings, which will be held at The Fairdale Banquet Center, 672 Wehrle Drive at the corner of South Forest in Amherst. With your help and support, we will have a very productive year that I hope will be both useful and enjoyable to each and every one of you. Should you have any ideas for future programs or events, or have any suggestions concerning ways in which our chapter could be more effective or of greater help to you, please feel free to contact me at 250-1803 or jpowers@jaeckle.com.

Finally and most importantly, I extend my personal thanks to each of you for your past and future contributions to our chapter's strength and success.

Jean Powers
President, 2007/2008

WELCOME NEW MEMBER

Erin Anthony
President/CEO
H-D Unlimited, Inc.
3622 Human Road • Sanborn, NY 14132
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Facsimile: 716-731-2058
E-mail: hdunlimited@msn.com
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ADVERTISING

AD RATES AND SIZE:

Ads run in 11 issues (*WOMANink* is not published in August).

Full page (7-1/2" x 10")	\$1,000.00
Half page (7-1/2" x 4-3/4")	\$525.00
Quarter page (3-3/4" x 4-3/4")	\$225.00
Business card (3-1/2" x 2")	\$125.00

SPECS:

Send a business card or camera ready artwork with check (payable to NAWBO) to: whiterabbitdesign@roadrunner.com or White Rabbit Design Studio, 173 Audubon Drive, Snyder NY 14226. Electronic submissions, please note, we will only accept the following: Quark Xpress (preferred), Illustrator, pdf, eps, or tiff.

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Ten Cravings of the Connected Generation

by Lisa Johnson

Shine the Spotlight

Extreme personalization gives marketing a new face. The Connected Generation is clamoring for personal recognition. They're itching to stand out, stand up, and be celebrated with their names in lights (or print or pixels). Brands that tap into this powerful need with highly creative efforts will get not only great buzz, but a whole new level of loyalty and brand ownership to match.

Raise My Pulse

Adventure takes its place as the new social currency. There is a new premium placed on venturing into the world, collecting exotic adventures and memories, and pushing personal limits. Customers are seeking highly interactive encounters that teach and challenge and in the process, give them personal insight and explore who they are. Today, more brands are responding to this craving for adventure by offering fresh, unique, and easy-to-access experiences. From stiletto shoemaking classes to test-driving new careers, it has never been easier to raise your pulse.

Make Loose Connections

The new shape of "families" and social networks. The Connected Generation has embraced technology to build social and professional networks with a brave new structure. This generation is rejecting traditional associations and club-style memberships in favor of loose connections that more accurately reflect their interests, lifestyles and busy days. Brands need to understand how to interact with these powerful new social structures if they want to stay hot and stay in the loop.

Give Me Brand Candy

Everyday objects get sharp, delicious, intuitive design. Design has emerged as a sign of the good life. The look and feel of objects, places and things is becoming increasingly important. Design is shifting paradigms and spurring people everywhere to rethink established products and industries. Design, along with its strategic twin, innovation, has become a vital tool to stand out and stay strong in an increasingly competitive market.

Filter Out the Clutter

Editors and filters step into a new role of promi-

nence. In a world that's inundated with choices, editing is a critical market phenomenon and an important process in our daily lives. Consumers rely on editors to sift through the raw data and identify the top picks. As a result, many savvy brands are learning to build editing mechanisms into their brands, products, and Web sites. In today's global world, it feels good to be "in the know," and to avoid costly and frustrating purchases.

Keep it Underground

The rejection of push advertising and the rising influence of peer-to-peer networks. The Connected Generation has grown up feeling saturated with advertising and marketing. They are suspicious of ordinary "push" campaigns and gravitate toward integrated, contextual offerings from trusted friends and members of their networks. A select group of people discovers something new, from shoes to bands to politics to neighborhoods, and translates it to satisfy a much wider audience. This is the way of the underground.

Build it Together

Connected citizens explore their creative power and influence change. There are currently one billion people connected online around the world. With so many people conducting large portions of their lives online, we've only just begun to tap into the power of web-based networks. The Connected Generation is becoming intoxicated by their growing ability to spark change — both as consumer groups and end users. This awareness is spurring mass creativity and launching a power shift away from companies and into the hands of consumers.

Bring it to Life

Everyday activities are orchestrated to deliver a dramatic sense of theater. From beverages to designer fashions to dinnertime solutions, brand theater is popping up in virtually every industry, as savvy companies deliver compelling and entertaining new experiences. Brand theater allows companies of all kinds to create emotional connections with their customers. It takes typical experiences a few steps forward by engaging the senses, the imagination and the spirit, and trans-

Continued on page 9

NAWBO member **Renee Cerullo**, owner of **RLComputing**, has been awarded two new contracts: Niagara County's Web site and Business and Professional Women New York State (BPW/NYS) state-wide Web site.

Deb Naybor, creator of the non-profit foundation, **Both Your Hands**, is a finalist in the "Stand on a Better World Award" from Mannington Floors. There will be 10 finalists in the Global category and the winner will be based on the popular vote online. **Voting Starts August 15 and goes only until Sept 7.** The prize is \$10,000 with a grand prize of \$25,000. Both Your Hands would be able to be build a girl's dorm for orphans, start more than 100 new businesses, fund literacy and livestock programs, with this funding.

To vote for Deb, go to: <http://standonabetterworld.com/nominate/moreinfo.html>

MEDIA SPOTLIGHT

A July article in The Lockport Union-Sun & Journal featured NAWBO Buffalo Niagara member **Patricia Herberger, Pre-Paid Legal Services**. **IDENTITY THEFT: Workshop offers tools for protection**, by April Amadon, quoted Pat:

People also sell information on the streets. It can be found by stealing someone's wallet or purse, digging through the trash for receipts or bank statements, stealing people's mail, stealing directly from people's homes or cars, eavesdropping on phone conversations or getting the information from financial institutions.

Herberger talked about her experience with her daughter, who was applying for colleges and student loans and was asked repeatedly to write her social security number on forms and applications.

"Be a good consumer and ask them why they need it," Herberger said. She listed several ways for consumers to reduce the risk of having personal information stolen. It's important to shred all statements and checks, get an unlisted phone number, opt out of pre-approved credit card offers, watch the mail closely and know what days

Continued on page 9

UPCOMING EVENTS

CCFA Guts & Glory Walk/Run

The **Western New York Chapter of the Crohn's & Colitis Foundation of WNY (CCFA)** is looking for sponsors and volunteers for their upcoming major fundraising event, the **Guts & Glory Walk/Run**, which will be held on **Saturday, September 8, 2007** at the Buffalo Zoo and Delaware Park. This non-profit, volunteer-driven organization is dedicated to educating people and finding a cure for Crohn's disease and ulcerative colitis – serious inflammatory diseases of the small and large intestines. In Buffalo Niagara alone there are more than 400 children and thousands of adults who fight these diseases. You or your company could be a sponsor, get a team together to walk, donate an auction item, or help out at the event.

For more information to to <http://ccfa.kintera.org/westernny/walk07> or contact NAWBO Buffalo Niagara member Renee Cerullo at cerullo@RLComputing.com or 716-656-8958.

2007 International Family Business Conference

Strengthening Family and Privately-Owned Companies through Best Business Practices

Niagara University's Family Business Center is presenting the 2007 International Family Business Conference **October 26 and 27** at the Conference Center Niagara Falls in **Niagara Falls, New York**. The conference will include seminars, workshops, networking, and nationally-recognized speakers. Topics covered will include: Handling Family and Partner Conflicts, Succession Planning, Strategic Planning, Best Business Practices, Insurance and Liability Issues, and Banking and Financial Guidance.

For more information: 716-286-8160 or www.niagara.edu/lfbfc

UPCOMING WORKSHOPS

Goal Setters and Goal Getters

Imagine a new "psych-cess lesson" each month and a whole group of women there just to support you and to help you be accountable for setting and keeping your goals. Well, now you can do more than imagine it. *Goal Setters and Goal Getters* is a new program designed and run by NAWBO member **Amy Remmele** from **Peak Of Success**. Come to one of the 90-minute *Goal Setters* seminars at the offices of Peak Of Success at 331 Alberta Drive in Amherst, on Wednesday, September 19 at 5:00 p.m. or on Thursday, September 20 at either 7:30 a.m. or 12:00 noon. Learn how to become a Goal Getter.

Seminar is free to NAWBO members (\$20 non-members). If you have questions, would like more information, or you want to reserve your spot, then call Amy at 626-5977.

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NAWBO BUFFALO NIAGARA MISSION

NAWBO Buffalo Niagara is a leading advocate for emerging and established women business owners who aspire to higher levels of opportunity, challenge, and success. We provide:

- A high quality, professional atmosphere that supports personal and professional development
- Educational and networking opportunities
- Encouragement through mentoring and support
- Promotion and acknowledgement of the pioneer spirit

2007/2008 NAWBO BUFFALO NIAGARA BOARD

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NAWBO

- ❖ **Educational** programs that help you grow your business: workshops, seminars, and leadership training for women
- ❖ **Opportunities** to meet other women business owners; exchange ideas and establish new business ventures
- ❖ **Visibility** and clout in political and economic arenas nationally and locally
- ❖ **International** network of business contacts
- ❖ **Dynamic** regional meetings and national conferences designed to energize you!

All contributed articles must be original work; all previously published works must be accompanied by the 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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WOMANink is a monthly information service for the NAWBO Buffalo Niagara Chapter's members and other women business owners. Published 10 times per year (no issues in July and August). Circulation: September and February issues approximately 750; and remaining months, approximately 140. Payment must accompany all advertisement requests. *WOMANink* reserves the right to refuse to publish any advertisement.

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TEN CRAVINGS, cont.

forms routine experiences into riveting entertainment.

Go Inward

Spiritual hunger and modern media find common ground. Increasingly, the meaningful life is defined as the spiritual life, and spirituality has become a dominant value among today's consumers. Companies and media channels are introducing new products, services and forums to support this spiritually hungry generation. The Connected Generation has embraced modern media and blurred the lines between secular and sacred, finding spirituality in all aspects of their lives.

Give Back

Redefining volunteerism and the meaning of contribution. There's a new spirit of volunteerism in the air, led by a young, Connected Generation that has new ideas about how to give back. Today's volunteers want to give their time and talent instead of simply writing a check. Modern volunteer associations combine fresh structures with fun people and a chance to make direct, meaningful connections with the community. These new giving models are igniting a generation and making their volunteer efforts convenient, high impact and more emotionally satisfying.

Lisa Johnson is CEO of The Reach Group, a consultancy that provides fresh insights and clear thinking about the Connected Generation – a powerful, technology-fluent group of consumers who are connected to their social and professional networks 24/7. Through their books, blogs, research, speaking, consulting and content strategy boot camps, Lisa Johnson and The Reach Group help clients mix a potent cocktail of content, community and commerce that will engage the modern marketplace.

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MEDIA SPOTLIGHT, cont.

bills are supposed to arrive, avoid using common or easy-to-guess passwords online and keep records in a safe place."

Also in July, The Buffalo News article, *Making it work*, by Jane Kwiatkowski, interviewed **Nicole Fiorella**, owner of **Briand Fiorella Search, Inc.** Nicole talked about how she balances childcare with business ownership:

"When you take the risk of owning your own business, there are some perks that come with it. If my husband's working overtime, Katie can come to the office with me," Fiorella added. "I have a room that she can do her homework in. I have that flexibility."

She also has a to-do list, one that guides her through each day and contains the top six most important things to do. That list, chances are, will not contain "me-time" for mom.

ARTICLES

Send submissions by e-mail to whiterabbitdesign@roadrunner.com. All contributed articles must be original work; all previously published works must be accompanied by the 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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Should I Get a Trademark?

by Kenyon Riches
Buffalo-Niagara Chapter of SCORE

Businesses will file a "doing business as" (dba) with the county clerk in order to prevent others from using that name as it relates to a business, however it should be realized that the protection only extends to the county in which it is filed. So many businesses extend their markets beyond their local area, that it may be wise to trademark the name in use for the product or service.

According to the US Patent and Trademark Office (USPTO), a trademark is a word, name, symbol or device used in business to identify the source of the goods, i.e. your business, and to distinguish those goods from those sold by another business. A service mark is the same as a trademark, except it identifies and distinguishes the source of a service rather than a product. An established trademark prevents others from using the name for the same goods or services. Registration can be at the state (\$50 fee) or federal level (\$325 fee). Filing at the state level provides only for the state of registration.

The USPTO has a very good Web site at www.uspto.gov with explanations for the beginning user, and the ability to make trademark searches. The filing process can even be started online. However, because goods and services must be identified under specific categories and filing too broadly or too narrowly could undermine the effectiveness of your trademark, it would be wise to consult with a trademark attorney.

Consider attending a workshop given by SCORE or a no-charge counseling sessions at SCORE's office within the SBA (fifth floor at 130 S. Elmwood Avenue in Buffalo).

SCORE also holds counseling sessions specifically on the subject of marketing at the Buffalo & Erie County Main Library, in the SCORE conference room, on Tuesdays and Thursdays from 1:30-4:30 p.m. Call 716-551-4301 for a counseling appointment and/or to sign up for a workshop.

All SBA funded programs are extended to the public on a nondiscriminatory basis.

UPCOMING WORKSHOPS, cont.

Balancing Act

New group for people who want to manage their weight and stop weight from managing them.

Balancing Act is a great new weight loss, life balancing group run by two of NAWBO Buffalo Niagara Chapter members, **Dr. JoAnne Cobler** from **Buffalo Cardiology** and **Amy Remmele** from **Peak Of Success**. *Balancing Act* meets at 7:15 a.m. on the second and fourth Thursdays of every month at the offices of Buffalo Cardiology at 6460 Main Street in Williamsville. Each session costs only \$20. If you have questions, or would like more information, call Amy at 626-5977.

MEMBERSHIP APPLICATION

Name _____

Company _____

Address _____

City _____

State _____ Zip Code _____

Phone _____ Facsimile _____

E-mail _____ Web site _____

BUSINESS INFORMATION

Brief description of your business _____

% of business ownership _____ Number of full-time employees _____

PAYMENT METHOD

Check or Money Order (payable to NAWBO) or

MasterCard Visa American Express

Credit Card Number _____

Your Signature (*required for credit card orders only*) _____

MEMBERSHIP CATEGORIES (*please check one only*)

- Established Business Owner (\$100 per year)** Business owner who has been in business for more than three years. Regular voting category; member is listed in national directory.
- Emerging Business Owner (\$50 per year)** New business owner (in business for three years or less). Non-voting category limited to two years.

MEMBERSHIP DUES

To determine your Annual National Dues, please use the Membership Categories shown above.

Annual National Dues	\$ _____
One-time Registration Fee	25.00
Buffalo Niagara Chapter Dues	75.00

TOTAL ENCLOSED \$ _____

Membership in NAWBO is recorded in the name of the individual, NOT the organization. Membership dues are non-refundable, non-transferable, and are billed annually on the anniversary date of acceptance. Upon joining, "New Members" will pay a full year's dues to National and to the Buffalo Niagara Chapter, with dues subject to change. We are required to advise you that your dues are not deductible as a charitable contribution for Federal Income Tax purposes. In compliance with the Omnibus Budget Reconciliation Act of 1993, it is estimated that 99% of the payment is deductible as a business expense.

Please mail application with your payment to:
NAWBO Buffalo Niagara
46 Sandelwood Court • Getzville NY 14068

RESOURCES FOR WOMEN ENTREPRENEURS

Canisius College Leadership Program for Women

You can be a better leader by Thanksgiving

DATES: WEDNESDAYS, SEPTEMBER 19 to NOVEMBER 14, 2007

TIME: 5:45 - 8:55 p.m.

WHERE: CANISIUS CENTER @ AMHERST

(300 Corporate Parkway, Amherst NY 14226)

COST: \$999 (NAWBO scholarship available)

For more information or to register, www.canisius.edu/cpd or call 862-4600. Space is extremely limited – previous classes sold out early!

What stands between you and greater success for your business? What if you could harness communication and teamwork to propel your company forward? What if you could pick the brains of Western New York's most successful businesswomen? What if you could learn, grow and take risks... without really risking anything? What if you could become – or grow as – a leader? Would you invest your time to accomplish all that?

Join the Annual Leadership Program for Women The previous offerings have sold out for two reasons – the quality of the program and the individual attention. With content developed specifically for women, it is taught in an environment where you can participate freely.

What will you learn? There is no fluff. Everything taught in this course has real-world application. You will learn how to identify your own communication and leadership style and strengths; how to make optimal decisions; how to accept your mistakes and leverage every lesson you learn; how to use best practices to improve yourself and your company; how to be more self-confident.

What will the course cover? Participants will identify personal and company projects relevant to the week's topic, and faculty will use assessments, lectures, best practices, models and case studies to teach theory and skills. Guest speakers will discuss their real-world experiences and engage participants in roundtable dialogue.

Who are the instructors? You will learn from professors in Canisius' graduate, undergraduate and Center for Professional Development programs.

Who are the guest speakers? Each week, a business professional from Western New York will share her experiences related to that evening's topic. Roundtable discussions will give participants the opportunity to explore issues and get feedback from the guests.

What are the topics covered in the program? • Leading from Strength: Defining Leadership Qualities • Problem Solving and Decision Making • Improving Communication Effectiveness • Conflict Management • Persuasion and Influence • Building and Projecting a Positive Self-Image • Motivating Yourself and Others • Team Building: Your Role in Moving the Organization Forward • Reflections: A Dialogue on Participants' Progress

What is the "Reflections and Celebration" Program?

Six months after starting the program, participants will reconvene to review their progress and share the results of applying their new knowledge and skills to their business, community and personal lives. Later in the evening, participants' co-owners or board members are invited to a reception that recognizes their commitment to strengthening their leadership skills.

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CORPORATE IDENTITY



MARKETING MATERIALS



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